

June 13, 2012

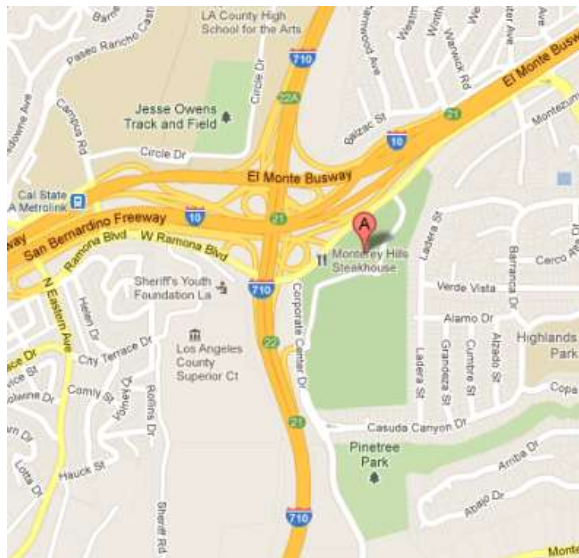
Please join the OSSC for our Annual Business Meeting, Induction of 3 OSSC Fellows, and a presentation on:

“Uses of Physically-Based Light-Material Interaction Models in Videogame and Feature Film Computer Graphics”
By Naty Hoffman
Activision, Santa Monica, CA

Abstract: Videogames, CG feature animation, and visual effects have historically used "ad-hoc" lighting and shading models that are tweaked to "look good" in a particular situation, without regard to the physics of light or materials. Although amenable to artist control, such models lack robustness and realism. Although physically-based models of light's interaction with material surfaces have been known for a long time, they have not been commonly used in entertainment applications until relatively recently. This transition from "ad-hoc" to "physically based" models has not been without difficulties (and is far from complete), but has nevertheless enabled increases in realism and productivity. This talk will describe previous and current entertainment industry practice in this area, and cover the practical issues relating to using the physically based approach for production computer graphics in an entertainment setting.



About our speaker: **Naty Hoffman** is a Technical Director at Activision Studio Central, where he assists Activision's worldwide studios with graphics research and development. He has over 14 years of experience in the game industry, previously working on microprocessor design at Intel. Naty has given numerous conference talks on various computer graphics topics, and is a co-author of the book "Real-Time Rendering".



Wednesday, June 13, 2012
6:00 Social hour
7:00 Dinner
8:00 Annual Business Meeting, Induction of OSSC Fellows, and Presentation
Cost: \$30 for dinner (OSSC Student Members are Free!)

**Location: [Luminarias Restaurant](#)
[3500 Ramona Boulevard, Monterey Park, CA](#)**

On-line Registration: www.oss.org or
Contact: [Brent Bergner](#), OSSC Arrangements
Chair, Events@oss.org, 949-260-9900 x33
Please Register by June 11, 2012