

I-Teams Global Project Form

 	Project Name: CONTRAST REDUCTION FOR DIGITAL PHOTOGRAPHY AND VIDEO	Project Manager: Dr. Fredo Durand Sponsor: Deshpande Center	Revision: Draft 2.0
			Date: 1-26-04
Project Description		Strategy and Resources	
<p>Strategy:</p> <p>In photography, if the range of light intensity is too broad, no single exposure can reproduce the contrast of the scene. The result is extreme contrast (with under- or over-exposed areas), and it's the single most-commonly cited reason for rejecting photographs.</p> <p>That could all change with high dynamic range digital photography, and with this research. The proposed approach could reduce contrast, while preserving details and ensuring optimal photographic quality.</p> <p>This technology could have a major impact on digital photography and video, as well as medical imaging and video surveillance, where it is crucial to ensure the visibility of all parts of an image.</p> <p>Needs: (Please outline objectives here)</p> <p>This project is a great opportunity for a student interested in a future in product management or business development for a software or hardware company.</p> <p>The student team will research viable business models for the technologies, specifically in the areas of digital photography, commercial imaging, and surveillance. In particular, the team will identify opportunities to package the technologies either within embedded devices or as a software application. This process will involve speaking with dozens of potential customers or competitors in the digital imaging space from Analog Devices, Hewlett Packard, Kodak, and Adobe.</p> <p>Based on their findings, the team will construct a business plan and present it to the Principal Investigator as well as potential investors.</p>		<p>Resources (current team members): [Names, roles, responsibilities]</p> <p>Dr. Fredo Durand, Principal Investigator Sung Park, Catalyst Soonmin Bae Elmar Eisemann Joe Heitzberg, Sloan MBA 2004</p> <p>Resources (needed): [Roles, Skill-sets, Interest/Motivation]</p> <p>Ideal candidates will have an academic background in Computer Science, Electrical Engineering, or Mathematics, and will currently be pursuing an MBA or advanced engineering degree. Candidates should have a general understanding of image processing techniques and will bring professional experience in digital photography, consumer electronics, and commercial video spaces.</p>	

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<p>Stakeholders:</p> <ul style="list-style-type: none">- Deshpande Center- MIT VCPE- Dr. Fredo Durand- Sung Park	<p>Project Stage:</p> <p><input type="checkbox"/> <u>Ready for market (start company less than 1 year)</u> Team is well under way and has potential customers (ready to start a company)</p> <p><input type="checkbox"/> <u>Ready for market with some effort (1-2 years)</u> Prototype in progress and still looking for customers/markets</p> <p><input checked="" type="checkbox"/> <u>Long-term research (more than 2 years)</u> Exploring: need business plan</p> <p>Milestones: (Please outline goals and approximate dates)</p> <p>Project will follow New Enterprises or 50K timelines.</p>
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