Dateline: RIT – The Podcast (May 10, 2007) (Episode 17)

ANNCR: Welcome to Dateline: RIT with Mike Saffran.

HOST: Dateline: RIT (May 10, 2007)

RIT experts' commentary about Xerox have been in the pages of The New York Times. Patricia Sorce, co-director of RIT's Printing Industry Center, recently remarked about competition faced by Xerox in the high-speed printing arena; and Roy Berns, professor of color science and graduate coordinator in RIT's Center for Imaging Science, gave his impressions about new software from Xerox that serves, in essence, as a kind of language "translator." First, Dr. Berns, what's the concept behind Xerox's so-called natural language color editing?

ACTUALITY [ROY BERNS]: The idea is that they'd like to create an interface to doing color-reproduction changes that's more intuitive for the consumer who's not an expert in Photoshop. So, for example, you could look at an image and say, "Make the sky bluer," or "It's too light," or "It's too dark," or "Boy, I wish it wasn't so purplish"—and that these words would then be input to the software.

HOST: And in the demo you've seen, how does that communication work?

ACTUALITY [ROY BERNS]: It was typed in—but one could imagine that eventually there could be some speech recognition or other interesting ways of getting the data in, and then those words then go into sort of a lexicon where it's then transferred into mathematical instructions.

HOST: And so the motivation for the software really seems to be user-friendliness?

ACTUALITY [ROY BERNS]: Yeah, I think that's the main idea—that one of the things that I think   Xerox has found is that many people are not expert in Photoshop, of course, and that for an average user who doesn't have all the imaging and color experience, it can be very frustrating to find the right adjustment tool. And so I think they're trying to create an interface that's just easier to use.

HOST: That's RIT color science expert Roy Berns. On Xerox's business front, Patricia Sorce commented in a separate New York Times article covering Xerox product pricing and company profits. She talked about competition Xerox is facing.

ACTUALITY [PATRICIA SORCE]: Xerox is really holding its own when it comes to the high-speed production color, but NexPress—Kodak NexPress—is really making a play in the market, and they're coming on fast. These represent the areas where they're printing sheets of paper. There's also a large demand for production color for what we call roll-fed or continuous-feed paper that prints at higher speeds, and Kodak has more of a presence in that market than does Xerox. Xerox is still very strong in terms of their black-and-white production presses. They've got really great applications in the

book-printing area that I think are doing quite well.

HOST: That's RIT's Patricia Sorce. Switching gears now . . . RIT's Formula racecar team was spotlighted May 4th on R News—the same day the team's newly built racer was unveiled. The team is preparing for national competition later this month in Detroit and—for the first time for the RIT team—a race this summer in Germany. Here's Formula team project manager Anthony Capobianco talking with Wendy Mills of R News.

ACTUALITY [Anthony Capobianco]: We've been working on the car for over nine months—this particular car—and we build a new one every year to compete every May in Detroit, Mich., at the Ford Proving Grounds. This car only weighs 464 pounds and it has about 75 horsepower in it, and not only can it accelerate to zero to 60 in 3.8 seconds, but it can pull 1.5 lateral Gs in a turn, which is quite the force. [Laughter. Reporter: How fun is that?] Oh, it's fantastic!

HOST: That's mechanical engineering student and RIT Formula racecar team project manager Anthony Capobianco, speaking recently with a reporter from R News.

On the RIT campus this week . . . Chief Communications Officer Bob Finnerty updates College Town and RIT's 122nd commencement . . . and News & Events Managing Editor Vienna Carvalho has this week's top stories.

SEGMENT [BOB FINNERTY]: This is Bob Finnerty. Construction work has started on College Town, the eclectic mix of retail, housing and entertainment in the northeast corner of RIT, near Jefferson Road and John Street. The project includes 918 beds of apartment housing and 80,000 square feet of commercial space, with a Barnes & Noble bookstore as the cornerstone. Several restaurants are also coming to College Town. Construction is to be completed by the fall of 2008. . . . RIT seniors: Let the countdown begin! Commencement is just days away and RIT is gearing up for a special speaker—William Jefferson Clinton, the 42nd president of the United States, the keynote speaker at RIT's Academic Convocation. Clinton, in his second trip to RIT, will also receive an honorary degree at the event. More than 12,000 people are expected to attend the outdoor event. For more information, visit rit.edu/news or rit.edu/commencement. . . . This is Bob Finnerty on the RIT campus.

SEGMENT [VIENNA CARVALHO]: This is News & Events Managing Editor Vienna Carvalho. In the upcoming May 17th special commencement edition, read about this year's Eisenhart Awards for Outstanding teaching honorees—Roberley Bell, Stan Hoi and Keith Whittington—and find out what makes them leading educators in their fields of study. . . . Also in the May 17th issue of News & Events, Albert Simone reflects on 15 years as RIT president and sheds light on what he believes defines student success. . . . And, the yearbook is making its return to RIT. RIT Timeline, originating at the urging of RIT President Simone and student government leaders, will recap the year that was in our Brick City. The book will be printed on demand and in two editions—one for returning students and one for graduates. . . . Read more about these stories and other

RIT news in the May 17th issue of News & Events. This is Vienna Carvalho on the RIT campus.

HOST: This has been Dateline: RIT (May 10, 2007). I'm Mike Saffran on the RIT campus.

ANNCR: For more on these stories and other RIT news, visit www.rit.edu/news. Dateline: RIT is produced by RIT University News Services.