

Digital Camera Simulation

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Biography:

Joyce Farrell is the Executive Director of the Stanford Center for Image Systems Engineering. She has more than 20 years of research and professional experience working at a variety of companies and institutions, including the NASA Ames Research Center, New York University, the Xerox Palo Alto Research Center, Hewlett Packard Laboratories and Shutterfly (a startup company specializing in online digital photo-finishing). Her research focuses on methods for quantifying human perception of image quality. She applies these methods to the design and evaluation of imaging systems.