



# Pixels at Scale

## Organizers

John Owens

UC Davis

David Luebke

NVIDIA Research

# Evolution of Cameras



1995: Fujix Nikon camera

\$20,000      1.3 MPixel

<http://petapixel.com/2015/07/17/back-in-1995-a-1mp-pro-digital-camera-cost-20000/>

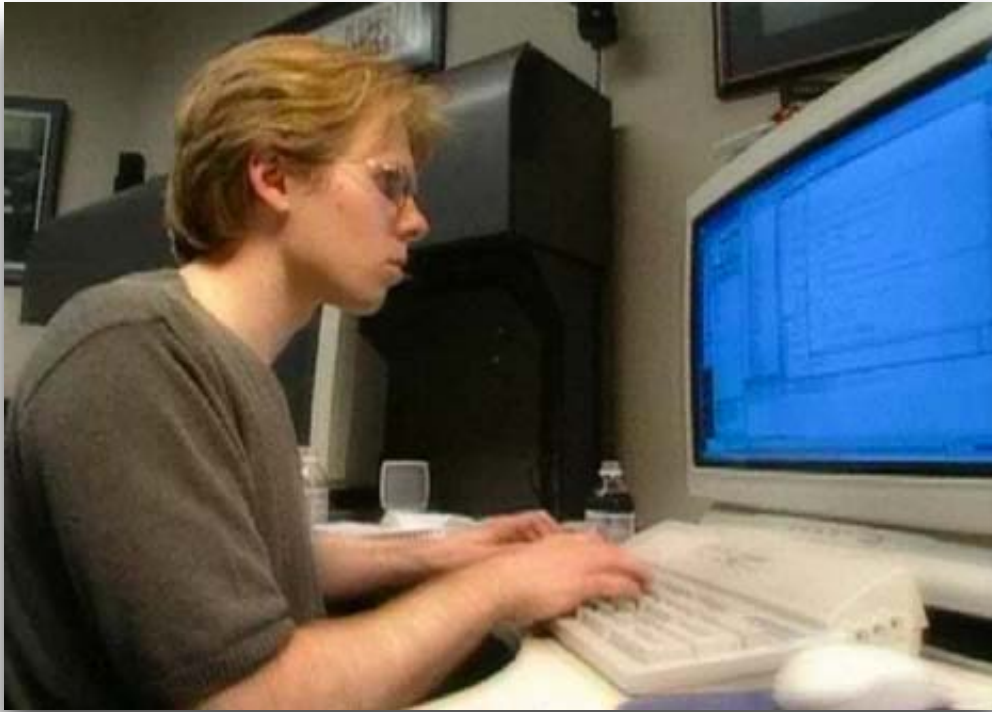


2014: iPhone 6 camera

\$17.35      8 MPixel

<http://spectrum.ieee.org/static/interactive-apples-and-samsungs-changing-smartphone-recipes>

# Evolution of Displays



"The InterView 28hdg6 Color Monitor is priced at \$9,995 (U.S. List) and will be available in May 1997."



2 Samsung 1200x1080 AMOLEDs cost \$69 (est. IHS Markit Technology)

# Evolution of GPUs



Nov 2006: GeForce 8800  
GTX, \$599, 13.8B pixels/s,  
345.6 GFLOPS



Aug 2016: GeForce GTX  
1080, \$599, 136B pixels/s,  
8228 GFLOPS

# Why is everybody so excited?



VR could replace screens



AR could replace smartphones



# Why is everybody so excited?



Mapping & understanding the world

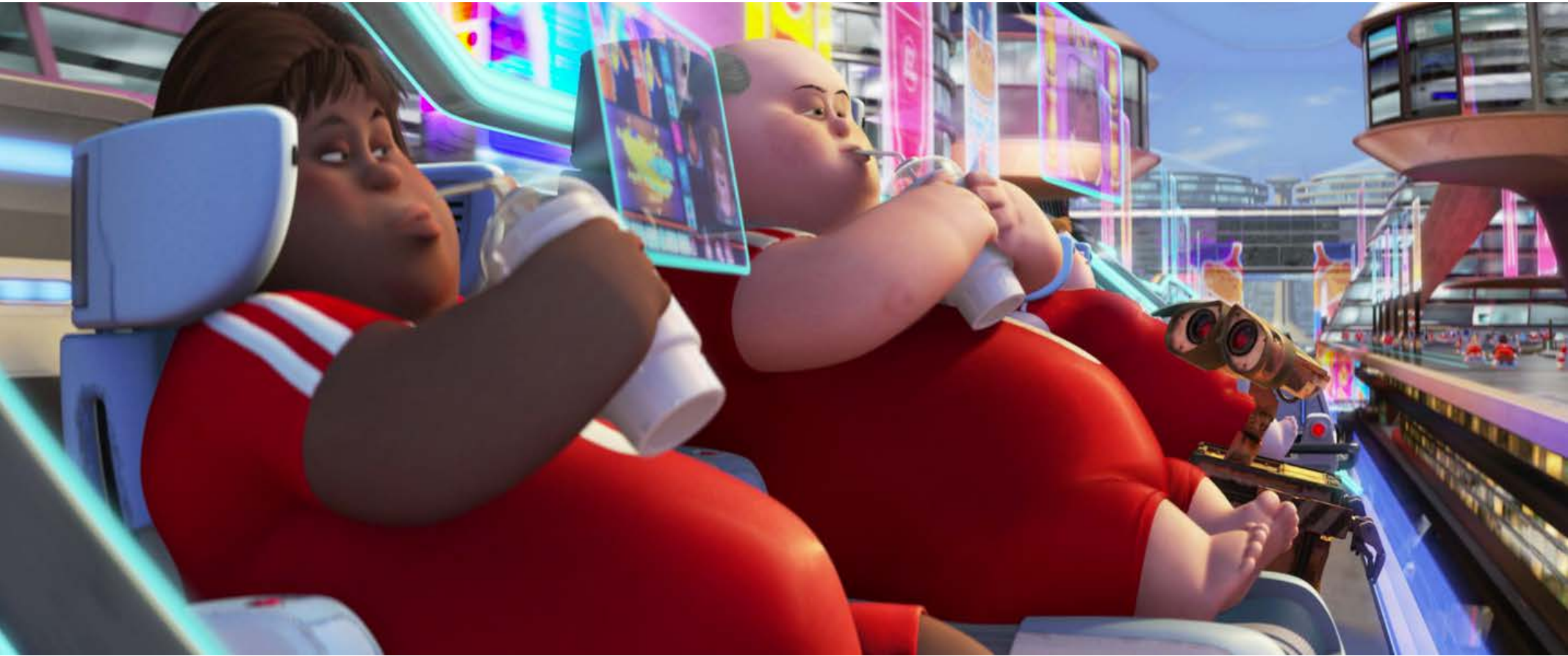


Managing urban areas



Law enforcement

What could go wrong?





# What could go wrong?





# What could go wrong?







# Science fiction is becoming engineering fact



## We have an opportunity and a responsibility to shape the future



# Pixels at Scale

## Speakers

Gordon Wetzstein

Stanford University

Warren Hunt

Oculus Research

Kristen Grauman

University of Texas - Austin

Kayvon Fatahalian

Carnegie Mellon University





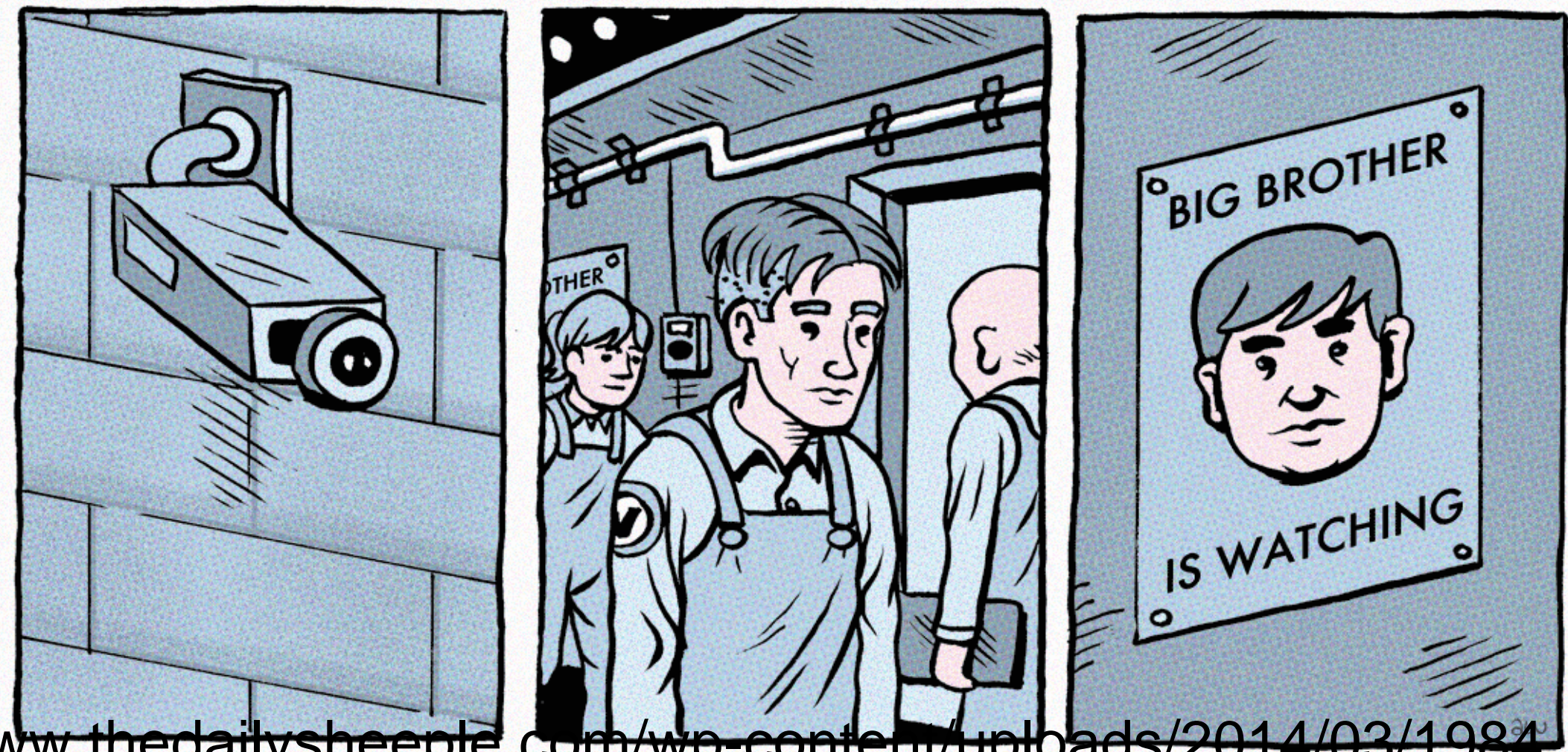
# Technology Advances Enable Innovation



Self-portraits of Steve Mann, University of Toronto, with “Digital Eye Glass” (wearable computer and Augmented Reality systems) from 1980s to 2000s.

random stuff that won't make it into the  
talk





www.thedailysheepie.com/wp-content/uploads/2014/03/1984

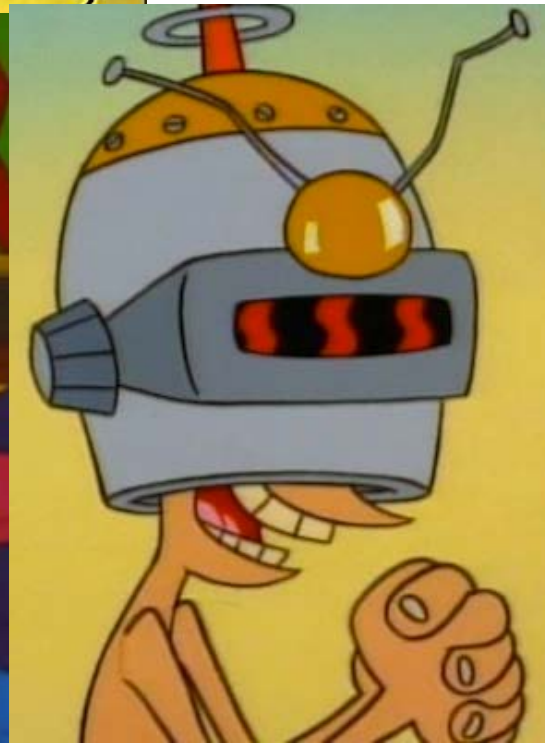
BigBrother.png





<https://www.youtube.com/watch?v=ODrDR9D28RE>









One experiment at Carnegie Mellon took real-time videos of students on campus and was able to identify one-third of them by comparing their photos with publicly available tagged Facebook photos.

—Bruce Schneier, “The Internet is a surveillance state”, special to CNN, 16 March 2013  
<http://www.cnn.com/2013/03/16/opinion/schneier-internet-surveillance>

Journal of Privacy and Confidentiality (2014)

6, Number 2, 1–20

## **Face Recognition and Privacy in the Age of Augmented Reality**

Alessandro Acquisti\*, Ralph Gross<sup>†</sup>, and Fred Stutzman<sup>‡</sup>

In 1997, the best computer face recognizer in the US Department of Defense’s Face Recognition Technology program scored an error rate of 0.54 (the false reject rate at a false accept rate of 1 in 1,000). By 2006, the best recognizer scored 0.026 [1]. By 2010, the best recognizer scored 0.003 [2]—an improvement of more than two orders of magnitude in just over 10 years.







<http://genesisaugmented.com/beta>

