

## **Media Advisory, UCSD Division of Engineering Research Review on April 26**

**April 1, 1991**

MEDIA ADVISORY

EVENT: LATEST ADVANCES AND TRENDS IN ENGINEERING AT UCSD

Division of Engineering Research Review "Computer-Assisted Engineering: Transition from Theory to Practice"

DATE/TIMES: Friday, April 26, 1991 8 A.M. - 5:30 P.M.

LOCATION: Price Center, Ballroom A University of California, San Diego

**BACKGROUND:** Topics covered during the Research Review will include scientific visualization; computer-aided cardiac mechanics; artificial intelligence; parallel processing; fluid dynamics; synthesis of advanced ceramics; robotics; materials; in addition to computer-assisted design for digital signal processing, high-speed electronics and opto- electronic parallel computing.

Guy F. (Bud) Tribble, vice president of software development with NeXT, Inc. and one of the early software developers of the Macintosh personal computer, will deliver the keynote address at 8:45 A.M.

Engineering Dean Lea Rudee will present the Engineering Division report, highlighting important current and future events.

UCSD Chancellor Richard C. Atkinson will deliver the luncheon talk.

The afternoon session, from 1:30 P.M. to 5:30 P.M., will feature several tours and demonstrations including face recognition in the Artificial Intelligence Laboratory, multimedia conferencing in the Multimedia Laboratory, and optical neural computing in the Optical Computing/Information Processing Room.

This day-long seminar, sponsored by the Industrial Liaison Program at UCSD, is held annually to brief local representatives of business and industry about the latest research in the Division of Engineering.

A copy of the program is enclosed.

Members of the media are invited to attend the conference and interview speakers. The conference should offer opportunities for news stories, as well as providing an excellent background for future engineering articles and features. If media representatives wish to attend the luncheon, please RSVP to Judy Cottrell Blantz at (619) 534-2776.

**CONTACTS:** Judy Cottrell Blantz, Director of Corporate Relations, Division of Engineering, 534-2776 Warren R. Froelich, Communications Office, 534-8564

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