

## **Media Advisory, Special high-tech ribbon cutting ceremony and dedication for UCSD Engineering Building**

**October 7, 1988**

### MEDIA ADVISORY

**STORY:** Special high-tech "ribbon-cutting" ceremony using superconducting material and laser beams highlights dedication of \$46 million Engineering Building at UCSD.

**DATE:** Friday, October 14, 1988

### SCHEDULE OF EVENTS FOR MEDIA:

12:45 p.m.--Media meets in plaza on south side of Engineering Building for SPECIAL MEDIA PREVIEW DEMONSTRATION of superconductivity/laser device which will release balloons during dedication ceremony.

1:00 p.m.--Tour of optical information processing laboratory where Prof. Clark Guest will demonstrate how laser beams are being used to create neural networks capable of recognizing simple patterns. Also opportunity for interviews with Dr. Lea Rudee, dean of the Division of Engineering.

2:00 p.m.--Dedication ceremony begins. Keynote talk, "Real Life Engineering," by featured speaker Dr. Simon Ramo, co-founder of TRW.

2:45 p.m.--Superconductivity/laser device releases balloons to mark official dedication of building. Following this, some 1,500-2,000 more balloons will be released from sunken courtyard behind podium.

**LOCATION:** Media should assemble by 12:45 p.m. in the plaza on south side of Engineering Building Unit I at UCSD (see accompanying map).

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