

**On the Horizon:  
What's ahead for CPIQ?  
How can you contribute?**



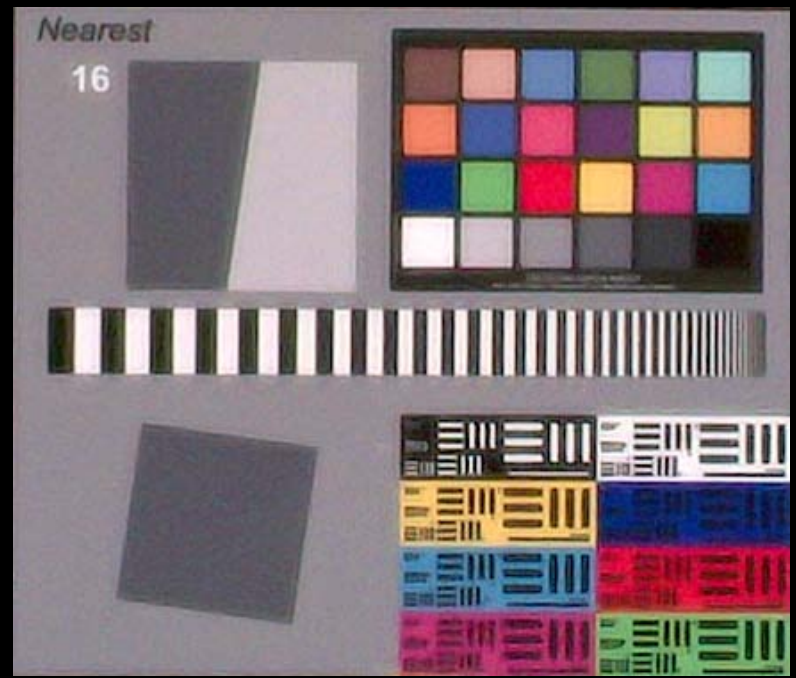
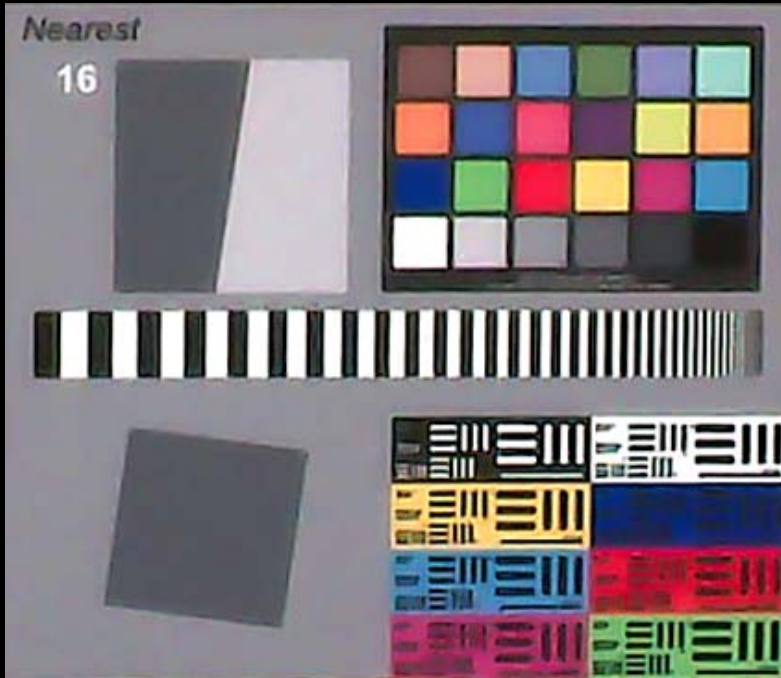
## Phase 3 Topics

- Conclusion of Texture/Detail study
- Luminance uniformity across field
- Signal to noise and dynamic range
- Color consistency and white balance
- Sensitivity, exposure and tone reproduction
- Blemishes and artifacts
- Color: Preference and reproduction
- Depth of field characterization
- Veiling glare and stray light

# The Holy Grail: An Overall Image Quality Rating

- Static quality - what we measure
- Dynamic quality - what we observe
- Goal: To define a method for combining the static quality measurements in a manner to predict the image's dynamic quality
  - Must be somehow related to consumer's intended use

# Which one is better?



# Which one is better?



Which one has the best “dynamic” quality?



## Was this informative?

- Are the topics being addressed by CPIQ relevant and critical to your current application, customer or process?
- Do you find this work challenging, interesting, thought-provoking, and/or exciting?
- If you answered “YES” to either question, you might now be asking yourself...

***“How can I become more involved with CPIQ?”***

## Why Participate in the CPIQ

- Be part of an impact to the industry. The CPIQ will be the first step to proposing image quality standards to ISO.
- Opportunity for your company to make a contribution based on it's expertise, as well as participating with other companies who are sharing their expertise in the development of the metrics.
- The Company has the opportunity to make a contribution in the defining critical standards that will be used in the mobile industry.

# The Value of the CPIQ

- The topics being addressed by the CPIQ are relevant to your customer, your application, your device, or your process. Today phone designers, service providers, and component manufacturers are participating in the CPIQ initiative providing balance and detailed metrics.
- Today major industry players are making an impact through the definition of metrics and the development of CPIQ test methods.
- Your company can become not only part of this effort, but will be able to influence the next mobile imaging initiative from I3A.

# How to Participate

- **Step 1- Join I3A at the Participating or Strategic level**
  - Let us review the I3A IP policy with you to be sure that your companies IP is protected.
  - If you like, let the I3A executive staff review with your company the benefits of the I3A and the CPIQ.
  - Submit the membership application
- **Step 2 – Join the CPIQ**
  - Complete and submit the CPIQ enrollment form during the open enrollment period
  - For budgeting purposes the fees will be range between \$ 2,000 to \$ 3,000
- **Participating – The CPIQ**
  - Regular web based meetings and conference calls
  - Opportunity to meet your peers face to face at the periodic conferences
  - Opportunity to bring your thoughts into the discussions
- **Publish and promote the results**
  - Opportunity to present the results to your company
  - Opportunity to make final comments and vote on the results
  - Opportunity to be on panels and speakers on the philosophy and details of the initiative

## Call to Action

- Open enrollment is from now to June 2009
- If you have questions about the I3A or the value of the CPIQ please contact Noel Mareno or Lisa Walker.
- Contact Information:
- |  |  |
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