

# EECS COLLOQUIUM

## Spring 2011



Wednesday  
May 4  
4:00 - 5:00 pm

306 Soda Hall  
Hewlett-Packard  
Auditorium

## Research at The Walt Disney Company

**Joe Marks**

Vice President, Disney Research

### Abstract

At The Walt Disney Company we tell stories. For us, technology and science are always a means to an end. This influences what research we do, and how we do it.

If the capability we need to tell a story is for sale in the marketplace, then we can buy it. But if we need a capability that is not commercially available, then we look to our research labs to develop it. For example, some current topics of interest to us include:

- \* Physical simulation of cloth, hair, and fluids for animated CG movies.
- \* The representation of 2D geometry for hand-drawn animation.
- \* Interactive robots for park attractions.
- \* Mobile computing for guests in our parks & resorts.
- \* Real-time athlete tracking for sports visualization.
- \* Behavioral marketing.

The idiosyncrasies of our business model thus make R&D at the Walt Disney Company somewhat different than at other companies, but no less important. We anticipate continued growth in our research capabilities as we look for more and better ways to invent and innovate around our core business of storytelling.

### Biography

Joe Marks grew up in Dublin, Ireland. He holds three degrees from Harvard University. His areas of interest include computer graphics, human-computer interaction, and artificial intelligence. He has worked previously at Bolt Beranek and Newman and at Digital's Cambridge Research Laboratory. Prior to joining The Walt Disney Company he was the Research Director at Mitsubishi Electric Research Labs (MERL) in Cambridge, MA, from 2000-2006.

For more information, please go online to:

<http://www.eecs.berkeley.edu/Colloquium/Archives/10-11/Spring2011/marks.shtml>

*Sponsored by a generous donation from Hewlett-Packard*