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## Giordano Bruno Beretta

Northern California

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### Summary

Scientist & thought leader with expertise in research, marketing, and intellectual assets management; U.S, Japanese, and European. Experienced in general management tasks and in creating new organizations. Offer a good balance between intuition and a sense for the real world (speculative design). Driven by a passion about seeing the ideas embedded in products that shape the way people work, think, interact, and create.

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### Experience

#### Software Engineer VI

*2/94 to Present*

*Hewlett-Packard Company, Palo Alto Laboratories*

Support a project on distributed imaging systems. General trouble-shooting.

- Developed software & firmware for a color facsimile machine and the digital sender. Contributed inventions that significantly increase image quality and reduce transmission time.
- Developed ISO 9000 color metrology for process control in ink jet manufacturing.

#### Scholar

*11/93 to Present*

Collaborations with top scientists: Jan Bares, Robert Buckley, Reiner Eschbach, Neil Gunther, John McCann, John Michaelis, Lucia Ronchi, Raimondo Schettini.

- Investigated the scientific fundamentals for developing technologies based on color cognition and color appearance modeling. Worked on a book on this subject.
- Involved in the organization of major international imaging conferences. Instructor of short courses on color science and color imaging on the Internet.
- Initiated the fields of digital publishing and Internet imaging. Leading a multidisciplinary collaboration to create a CBIR benchmark, see <http://www.benchathlon.net/>

#### Senior Scientist

*10/90 to 10/93*

*Canon Information Systems, Palo Alto*

Responsibilities included setting up the operation as a team member, conducting market & feasibility studies, tracking industry trends, and advising on color.

- Defined the vision and mission for the research group, prepared project and staffing plans, recruited scientists, prepared budgets, and reported progress. This successful project was on the seamless integration of live digital video in multi-tasking application frameworks.
- Formulated first color strategy for Canon Inc. in Japan, which has been espoused and essentially implemented by the Corporation.
- As Vice Chairman of the Patent Committee, co-responsible for formulating a policy for intellectual property management and executing it.
- Formed a color development group, prepared project and staffing plans, recruited engineers, set up laboratory, and prepared initial budgets. This group has become the most advanced in the Canon family of companies.
- As Technical Advisor of the Color Task Force, gave workshops and consulted on color reproduction for internal and external developers in the U.S. and in Japan. Achieved Canon's transition from densitometric to colorimetric methods, introduced appearance modelling.

#### Member of Research Staff

*10/84 to 10/90*

*Xerox Palo Alto Research Center (PARC), Palo Alto*

Responsibilities included self directed research in computational color science and CAD tools for VLSI design.

- Invented new paradigm for color selection tools. Was one of the first researchers to approach problem of color aesthetics from a scientific point of view & to propose practical algorithms. Prototype tools developed were used by Xerox industrial designers for actual product design.
- Implemented one of the first structured color management systems, which is incorporated in Xerox products.
- Created tools for documenting VLSI designs projects, which allowed streamlining the

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project work flow.

- Designed novel algorithms for VLSI design rule checking.

**Assistant**  
04/80 to 12/83

*Institut für Informatik, ETH Zürich*

- Conducted individual research in computational geometry for a thesis. Generalized plane-sweep class of algorithms and uncovered numerical instability problems. Pioneered the concept of a geometry workbench (framework). My implementation of plane-sweep was the basis for Microsoft's first font scaler for their TrueType technology.
- Collaborated in research on human & computer interaction (HCI) with special emphasis on interactive computer graphics and electronic publishing.
- In the last year, consulted with Logitech and designed the Graphical Sub-Editor for the Ricoh GW-200 workstation.

**Systems Representative**  
11/77 to 03/80

*Burroughs (Switzerland), Zürich*

- Development and teaching of courses and seminars, pre-sales support, trouble-shooting of system software. Responsible for scientific applications on all system levels.
- Won several new customers through outstanding benchmarking skills. Due to trust, and excellent service, was able to help customers finding new applications and upgrade their systems.

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## Education

**Ph.D., Computer Science**

Swiss Federal Institute of Technology (ETH) — 1984

**M.S., Mathematics**

Swiss Federal Institute of Technology (ETH) — 1977

**Certificate in English**

City of London Polytechnic School of Business Studies — 1970

**Other**

Courses in color perception and reproduction (Prof. Hunt) and psychophysical techniques for color and imaging sciences (Prof. Fairchild), Rochester Institute of Technology (RIT) — 1992

**Languages**

Fluent in English, French, German and Italian; some Japanese

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## Awards

**Achievement Awards**

IS&T Raymond C. Bowman Award for commitment and encouragement to young researchers pursuing careers in imaging science — 2009

Fellow of the SPIE — 2002

Fellow of the IS&T — 2001

Senior member of the IS&T — 2000

From HP Corporate Management, STARS Award — 1999

IS&T Service Award for contributions to Photonics and Europto symposia — 1998

From Corporate Research Group for work on the Xerox Color Encoding Standard — 1989

**U.S. Patents**

7,240,047; 7,086,011; 6,910,843; 6,078,732; 5,901,243; 5,900,932; 5,883,979; 5,850,484; 5,831,686; 5,532,848; 5,521,708; H1506; 5,416,890; 5,311,212; 5,254,978

*Professional Societies*

International Society for Optical Engineering (SPIE) — Inter-Society Color Council (ISCC)

Society for Imaging Science and Technology (IS&T) — Swiss Mathematical Society (SMG)

American Association for the Advancement of Science (AAAS)

**Conferences Organized**

See <http://www.inventoland.net/imaging/>

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## Publications

See <http://www.inventoland.net/docs/publications.html>