FOR IMMEDIATE RELEASE
Contact: Dan O'Connell, Publicity Manager
Morgan Kaufmann/Elsevier Science & Technology
p: 782-663-5284
c: 978-944-2879
d.oconnell@elsevier.com

Tablets Provide New Challenge for Designers

Four Morgan Kaufmann Books Supply Tools for Producing Compelling Graphics

Waltham, MA – May 12, 2011 – Producing compelling digital graphics for tablets requires a set of talents and tools that are different from traditional graphic design. Morgan Kaufmann is pleased to share a set of new and recent books on computer graphics to help designers improve their abilities.

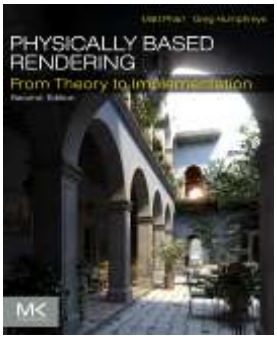
ISBN-13:
9780123814968
Publication Date:
12/15/2010

Understanding Motion Capture for Computer Animation , 2nd Edition

By *Alberto Menache*
Format: Softcover; **Price:** $59.99

Understanding Motion Capture for Character Animation is the first book to explore the controversial art and practice of modern character animation using motion capture, and it offers a complete introduction to and analysis of the science and proactice of motion capture.

Motion capture is a very contemporary technique for recording a performance and then translating it into mathematical terms. Animating motion is critical for the development of applications such as animation, virtual environments, and video games. Character animation is the process by which natural movements are modeled and digitized so that digital character movements appear as natural as possible. There are three approaches to character animation: keyframe animation, motion capture, and simulation.
The focus of this book will be to introduce the application, science and results of motion capture for character animation. The author weaves actual industry experience throughout the book via interviews with motion capture pioneers. This book will be of great interest to professionals involved in 3D animation for games, television, and feature films.



ISBN-13:
9780123750792
Publication Date:
06/28/2010

Physically Based Rendering

From Theory To Implementation , 2nd Edition
By *Matt Pharr and Greg Humphreys*
Format: Hardcover; **Price:** $99.95

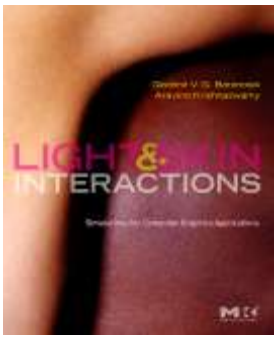
Physically Based Rendering, 2nd Edition describes both the mathematical theory behind a modern photorealistic rendering system as well as its practical implementation. A method - known as 'literate programming'- combines human-readable documentation and source code into a single reference that is specifically designed to aid comprehension. The result is a stunning achievement in graphics education. Through the ideas and software in this book, you will learn to design and employ a full-featured rendering system for creating stunning imagery.

High Dynamic Range Imaging

Acquisition, Display, and Image-Based Lighting , 2nd Edition
By *Erik Reinhard et al*
Format: Hardcover; **Price:** $89.99

High Dynamic Range Imaging was the first book to describe this exciting new field that is transforming the media and entertainment industries. The second edition brings a significant update, adding chapters on high dynamic range image capture (hardware and software), display devices, as well as image difference metrics and video. All existing chapters have been updated to reflect the current state of the art, ensuring the book's leading position as a reference text for those working with images, whether it is for computer graphics, film, video, photography, or lighting design.

ISBN-13:
9780123749147
Publication Date:
05/25/2010



Light & Skin Interactions

Simulations for Computer Graphics Applications
By *Gladimir Baranoski and Aravind Krishnaswamy*
Format: Softcover; **Price:** $49.95

Light and Skin Interactions immerses you in one of the most fascinating application areas of computer graphics: appearance simulation. The book first illuminates the fundamental biophysical processes that affect skin appearance, and reviews seminal related works aimed at applications in life and health sciences. It then examines four exemplary modeling approaches as well as definitive algorithms that can be used to generate realistic images depicting skin appearance. An accompanying companion site also includes complete code and data sources for the BioSpec model, which is considered to be the most comprehensive first principles model in the field. Despite its wide scope of simulation approaches, the book's content is presented in a concise manner, focusing on relevant practical aspects. What's more, these approaches can be successfully applied to a wide range of additional materials, such as eye tissue, hair, and water.

ISBN-13:
9780123750938
Publication Date:
05/10/2010

###

ABOUT MORGAN KAUFMANN

Morgan Kaufmann has been bringing the knowledge of experts to the computing community since 1984. Our goal is to provide timely yet timeless content to research and development professionals, business leaders and IT managers, everyday practitioners, and academia. We publish textbooks and references in Artificial Intelligence, Computer Networking, Computer Architecture, Computer Graphics & Game Development, Data Management & Business Intelligence, Software Engineering, and User Experience & Human Computer Interaction. For more information, visit mkp.com.

ABOUT ELSEVIER

Elsevier Science & Technology Books has provided award-winning, leading-edge data and education resources to information professionals worldwide. By delivering world-class solutions both in print and online, Elsevier S&T Books is proud to play an essential role in some of the most distinguished scientific and technology communities in existence today. From economics and public health to microbiology and genetics, we have a wide variety of books and ebooks online for you to choose from.

Elsevier is a world-leading publisher of scientific, technical and medical information products and services. The company works in partnership with the global science and health communities to publish more than 2,000 journals, including *The Lancet* (www.thelancet.com) and *Cell* (www.cell.com), and close to 20,000 book titles, including major reference works from Mosby and Saunders. Elsevier's online solutions include ScienceDirect (www.sciencedirect.com), Scopus (www.scopus.com), Reaxys (www.reaxys.com), MD Consult (www.mdconsult.com) and Nursing Consult (www.nursingconsult.com), which enhance the productivity of science and health professionals, and the SciVal suite (www.scival.com) and MEDai's Pinpoint Review (www.medai.com), which help research and health care institutions deliver better outcomes more cost-effectively.