

Alumni Talk

Title: Extreme Image Performance Without Quality Loss

Speaker: Mehrdad Reshadi, Instart Logic

Date: Wednesday, April 2, 2014

Time: 11:00am – 12:00pm

Location: DBH 6011

Abstract: Your users and designers want big high resolution images and now that many devices are supporting ultra high resolution displays the size of images on the web is set to continue growing. These images might look great but they are also a big sap on web page load performance. Before resorting to squashing image quality for speed come to this session and learn how to increase performance without the need to sacrifice image quality.

During the session we will take a journey through page load performance that starts with understanding how to tweak and make best use of current JPG and PNG formats, then moving on to new image formats from Google and Microsoft, and finally how to interleave the transfer and display of images across a page. We will use a sample set of images to show how each of the approaches and formats affects the time to load a web page.

Attendees to this session will learn the following: 1- Understand JPG and PNG formats and the tradeoffs and differences in time to display for regular, progressive, and interlaced rendering, 2- Best practices for properly adjusting quality levels, safe removal of metadata, and lossless compression, 3- Understand the benefits, drawbacks, and major features of new image formats from Google (Webp) and Microsoft (JPEG XR), and 4- Mechanisms to interleave downloading and rendering of images across a page with multiple images or single images with splits.

Bio: Dr. Mehrdad Reshadi is a lead architect on the HTML5 technologies team at Instart Logic helping to improve web performance using HTML5 technologies. Previously he was a Senior Staff Engineer at Qualcomm working on a parallel JavaScript engine and mobile browser performance. He holds a Ph.D in Computer Science from the University of California, Irvine

Host: Eli Bozorgzadeh, Associate Professor, Computer Science Department

Dear Colleagues

On April 2nd, Mehrdad Reshadi, from Instart Logic (<http://instartlogic.com/>), our PhD alumni from embedded system group, is visiting our department and is giving an interesting technical presentation on extreme image performance. The information about the talk is attached below. In addition, he is interested to meet with faculty members who are interested for research collaboration. I have also allocated a one hour slot for Mehrdad to meet with graduate students to inform them about available full time positions and summer interns at Instart Logic. Please let me know if any of your students are interested to meet with him.

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