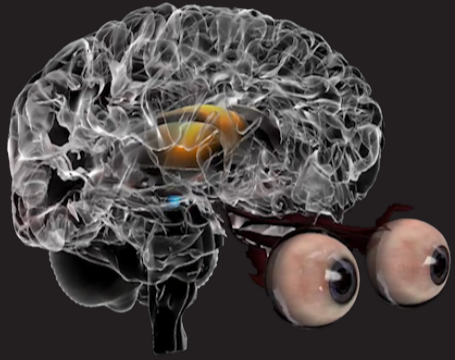


The Steve Tisch School of Film and Television
Forthcoming Program on Film and Television with Emphasis on Digital Media
Sagol School of Neuroscience
The Israeli Center of Research Excellence (I-CORE) in the cognitive sciences

Special Symposium



Brain Screens Interfacing Motion Pictures and Neuroscience



Mexico Building, Room 206a
Monday, December 14, 2015, 16:00-20:00
Tel Aviv University

Brain Screens explores new technological, academic, and creative horizons in the worlds of motion pictures and neuroscience: • Neuroscientific scrutiny of cinematic experiences • Movies unfolding while tracking your gaze, reading your face, measuring your heart-beats, and monitoring your brain • A virtual animated character senses your smiles and learns your behavior

Keynote lecture by **Professor Mark Sagar**, director of the Laboratory for Animate Technologies based at the Auckland Bioengineering Institute. His laboratory creates interactive autonomously animated systems, which will help to define the next generation of human-computer interaction and facial animation. Professor Sagar is a two time Academy Award Winner for his role in the creation of technology for the digital characters in blockbusters such as Avatar, King Kong, and Spiderman 2.

The symposium includes additional lectures by Israeli researchers in the fields of neuroscience, computer graphics, and film and television: Prof. Yadin Dudai (Weizmann Institute), Dr. Doron Friedman (Interdisciplinary Center, Herzliya), Prof. Talma Hendler (Tel Aviv University, Sourasky Medical Center), and Dr. Gal Raz (Tel Aviv University, Sourasky Medical Center).

The Steve Tisch School of Film and Television
Forthcoming Program on Film and Television with Emphasis on Digital Media
Sagol School of Neuroscience
The Israeli Center of Research Excellence (I-CORE) in the cognitive sciences

Brain Screens - Program

16.00-16.15 - **Gathering**

16.15-16.30 - **Opening remarks**

Prof. Nitzan Ben-Shaul, Film and Television Department, Tel-Aviv University

Prof. Talma Hendler, Center for Brain Functions, Tel-Aviv Sourasky Medical Center & Sagol School of Neuroscience, School of Psychological Sciences and Faculty of Medicine, Tel-Aviv University.

16.30-17.30 - **Keynote Lecture**

Prof. Mark Sagar

(Auckland Bioengineering Institute, The University of Auckland)

The Neuroscience of Avatars?

17.30-17.50 - **Intermission**

17.50-18.20 - **Prof. Yadin Dudai** (Weizmann Institute)

The Magic of Cinema in the Brain

18.20-18.50 - **Dr. Doron Friedman** (Interdisciplinary Center, Herzliya)

Towards Adaptive Neuro-cinema: Some Suggestions and Preliminary results

18.50-19.30 - **Prof. Talma Hendler & Dr. Gal Raz** (Tel Aviv University, Sourasky Medical Center)

Audiovisual Brain-Computer Interfaces and their Clinical Applications

19.30-20.00 Q&A with participants

Conference Organizers: Gal Raz and Udi Ben Arie