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Kodak's Jonathan Phillips Receives 2011 I3A Achievement Award

Honoree a Major Contributor to Camera Phone Image Quality Initiative

SAN JOSE, Calif.--(BUSINESS WIRE)--The International Imaging Industry Association (I3A; <http://www.i3a.org>), the leading global association for the imaging industry, has announced the recipient of its 2011 Achievement Award: Jonathan Phillips, Senior Scientist at the [Eastman Kodak Company](#). Phillips is a highly valued participant in I3A activities, especially in the Camera Phone Image Quality (CPIQ) Initiative. The award was presented yesterday during the [6Sight Future of Imaging Summit](#) being held here.

I3A's Achievement Award was created to recognize, encourage and celebrate individuals who have contributed to the advancement of the imaging industry through their participation in I3A. Each recipient has been nominated by others in the I3A community and selected by a committee of judges. I3A's CPIQ Initiative is working to create a consumer-facing rating system for camera phone image quality that will provide meaningful information to support product decisions for consumers and vendors alike.

"I am very pleased to have this opportunity to publicly acknowledge the important role Jonathan Phillips has played in the development of the CPIQ image quality test metrics, especially his groundbreaking work on the consumer-facing rating system," said Lisa Walker, I3A President. "We have been very fortunate to have his participation in the CPIQ Initiative. His dedication and efforts have paved the way for publication of the first standardized psychophysical-based image evaluation system. Thanks, Jonathan, for your insights and hard work on behalf of I3A."

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Jonathan Phillips has worked at Kodak since 1992; he is a Senior Scientist, specializing in the optimization of digital consumer photography. He is also a recognized authority on photographic image quality and a frequent speaker at technical conferences on the subjects of systems design, color science and psychophysics. During his career at Kodak, he has worked as an analytical chemist, a systems engineer and a color scientist. Most recently, he has led the efforts of Kodak's World Wide Image Quality team. Earlier this year, Phillips carried out an experiment that validated the CPIQ group's proposed methods to extrapolate the perceived image quality of a mobile phone camera, based on objective results from a series of lab tests.

About the International Imaging Industry Association (I3A)

I3A's vision is to enable the use of imaging to simplify and enrich people's lives through visual experiences that connect generations, communities, information and services. I3A drives the global imaging ecosystem toward this vision by bringing members together to create standards and collaborate on initiatives that advance shared interests, foster growth, and open pathways to new markets.

Information about I3A can be found at <http://www.i3a.org> or by phone at +1 914-285-4933. For information on joining I3A, please write or call Noel Maren, noelm@i3a.org, +1 214-244-1927.

Editors' note: photographs of Jonathan Phillips receiving the I3A Achievement Award are available by request to jvanderkay@virtualmgmt.com

To view this release in a sharing context, go to <http://pitch.pe/153884>

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