



## TECHNOLOGY

# Geometric Visual Enhancement

## OVERVIEW

This invention introduces the concept of visual persuasion based on geometry manipulation. The inventors have build on recent advances in mesh saliency to develop techniques to mildly alter geometry to elicit greater visual attention. The approach operates directly on geometry, and so produces view-independent results that can be used with existing view-dependant techniques of visual persuasion.

Visual persuasion can be helpful in 3D graphics in several contexts –visually guiding users through complex graphics, facilitating interactions with attention-aware graphics tools and applications, and providing users with a more rewarding experience by guiding their attention to regions and objects desired by content creators.

It will be interesting to see how the other visual persuasion channels of color, luminance and texture contrast interact with geometry alteration using the techniques of persuasion filters presented by the inventors in this case.

## CONTACT INFO

UM Ventures  
0134 Lee Building  
7809 Regents Drive  
College Park, MD 20742  
Email: [umdtechtransfer@umd.edu](mailto:umdtechtransfer@umd.edu)  
Phone: (301) 405-3947 | Fax: (301) 314-9502

## Additional Information

### INSTITUTION

University of Maryland, College Park

### PATENT STATUS

Patent(s) pending

### LICENSE STATUS

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### CATEGORIES

- Information Technology

### EXTERNAL RESOURCES

- [US Patent 8,243,068](#)

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