



北京大学前沿计算研究中心
Center on Frontiers of Computing Studies, Peking University

前沿名家讲坛

视觉特效之史，虚拟现实的灭亡与人工智能的未来

The History of VFX, the Death of VR and the Future for AI

Scott Ross

2018年11月13日 星期二 3:00pm

北京大学全球大学生创新创业中心大讲堂

(二教西北侧)



Abstract: Scott Ross has been at the forefront of technology and entertainment for well over 35 years. As the General Manager of Industrial Light and Magic, he ushered film into the digital age and as the founder along with James Cameron of Digital Domain, he led the digital revolution of motion pictures. Dr. Ross will take the audience from analog filmmaking to the latest in digital technology. He will explain why Virtual Reality will never come to pass, why Augmented Reality will not be a consumer product and ultimately why Artificial Intelligence will change the nature of an international workforce.

Biography: As one of the most notable pioneers in digital media and entertainment, Scott Ross' career has spanned three decades. In the 1980's he led George Lucas' vast entertainment empire, running ILM, Skywalker Sound, LucasFilm Commercial Productions and DroidWorks. In 1993 he founded, along with Hollywood luminaries James Cameron and Stan Winston, Digital Domain, one of the largest digital production studios in the motion picture and advertising industries. For well over a decade Ross oversaw the company that created imagery for movies such as **Titanic, the Fifth Element, Apollo 13, Fight Club, True Lies, Interview with the Vampire, O Brother Where Art Thou, X-Men, the Lord of the Rings, the Day after Tomorrow, I, Robot** and many others. In 2006 as Digital Domain's CEO and Chairman, he successfully sold Digital Domain to director Michael Bay and a group of private equity investors.

Mr. Ross is a member of the Academy of Motion Picture Arts and Sciences (OSCARs); The Academy of Television Arts and Sciences (EMMYS). He has worked on over 100 of the world's largest special effects films and has lectured extensively about the creative process, content and technology in over 30 countries around the world.

Ross是数媒娱乐产业的重要先驱，其职业生涯主要分为三个阶段。1980年他带领乔治卢卡斯庞大的娱乐帝国创立了工业光魔，天行者之音，卢卡斯影业商业产品和DroidWorks等子公司。1993年时他联合好莱坞两大特效巨头James Cameron和Stan Winston等人共同成立了Digital Domain（以下称数字王国），动画电影和广告产业最大的数字产品工作室之一。超过10年的时间，Ross监督着公司为许多电影创作了数字影像，如**泰坦尼克号、第五元素、阿波罗13号、搏击俱乐部、真实的谎言、夜访吸血鬼、逃狱三王、X战警、指环王、后天、我！机器人**等。2006年任数字王国的CEO和董事长，成功将该公司出售给迈克尔·贝和一个私募投资团。80年代，Ross任卢卡斯影业旗下的工业光魔总经理，在他的领导下工业光魔获得了5座奥斯卡最佳视效奖（**谁陷害了兔子罗杰；盗梦空间；终结者2；深渊；飞越长生**）。

Ross先生是美国电影艺术与科学学院（颁发奥斯卡奖）和美国电视艺术与科学学院（颁发艾美奖）的成员。迄今为止，他参与制作了全球超过100部大型特效电影的制作，并在30多个国家就创意过程、内容和技术发表过广泛的演讲。

<http://cfcs.pku.edu.cn/>

