

ESO/ESA/IAU/Excellence Cluster 'Universe' Astronomy Communication Seminars

—Short seminars about contemporary issues in astronomy communication

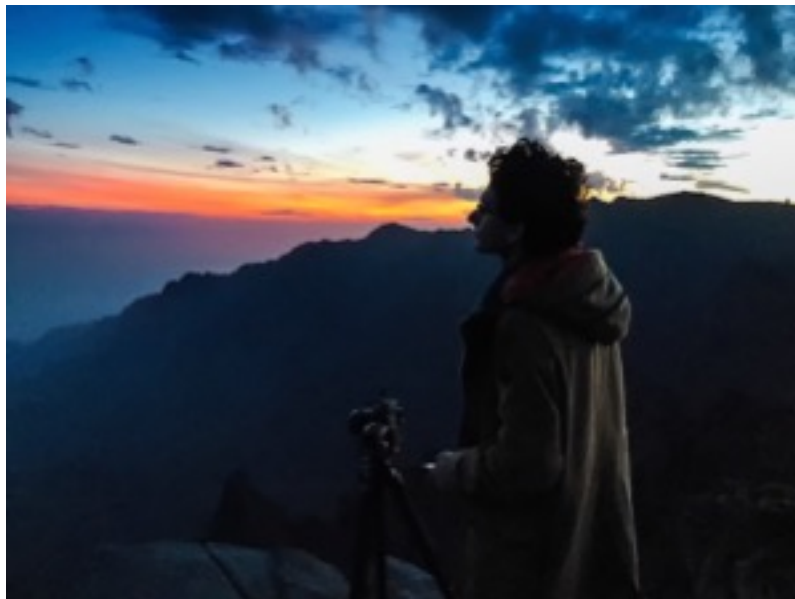
Friday, 22 January 2016, 14:00-15:00

ESO Telescopium Auditorium

Deep Into the ESO Outreach Archive

Mahdi Zamani, Freelance image expert collaborating with observatories, astronomical projects and astrophotographers around the world.

Abstract: As a world-leading observatory in the front line of science popularisation, ESO has made significant progress in defining a line between the scientific reality and artificial look of astrophotographs and nightscape images. Combined with Astronomical Visualisation Metadata (AVM) tagging of all released images from its telescopes, ESO's outreach image archive is a breakthrough in the astronomical community as it provides freely accessible images to the media and the general public in a reliable manner. In addition to sharing free photo and video material, ESO has been releasing ultra HD fulldome material for planetariums around the world, which could change the way the public experiences first-hand astronomical outreach products.



Mahdi Zamani



