What's making news for the MSU College of Engineering in January 2018

AutoMobili-D at the 2018 North American International Auto Show in Detroit again provided a substantial media platform to showcase MSU Engineering research, technology, faculty experts, and talented students. This month's media report highlights the opportunities for MSU Engineering at AutoMobili-D, beginning with:

Three reporters each spent an hour in the MSU exhibit conducting interviews and/or collecting video:

• Pete Bigelow of Car & Driver Magazine
• Shiraz Ahmed of Automotive News
• Harry Stitzel of Switzerland National Television

Samples of MSU media:
A Vision for Smarter, Safer Autonomous Vehicles
Faculty Voice - John Verboncoeur: Driving Our Future
From the Editor - Rubber Meets the Road
MSU showcases autonomous technology at 2018 NAIAS

Samples of media outcomes:
Crain's Detroit Business -- Detroit Auto Show Takes A Turn Toward Tech
Crain's Detroit Business - 5 Things Not to Miss at Detroit Auto Show
Tech Century (Engineering Society of Detroit)
The Revs Institute - John Lamm
The Square, Windsor, Ontario
WJRT TV 12 Flint
WNEM TV 5 Saginaw
WZZM TV 13 Grand Rapids
ZF video from AutoMobili-D

Samples of photos from 2018 show:
2018 AutoMobili-D Photos, Part 1
2018 AutoMobili-D Photos, Part 2
Mich. Gov. Rick Snyder visit
3D Model of Autonomous Vehicle by Katherine Stevenson

**Media who visited the MSU display …**

**Sunday, Jan. 14:**
- Steve Purdy, Detroit editor for The Automotive Channel.com and host of The Shunpiker Journal on Michigan Business Network
- John Gallagher, Detroit Free Press
- Videographer Lisa Gray, Dragon Eagle TV, Michigan Spark and media in China
- Albert DeLauro, editor, Ferrari Club of America
- Freelance videographer Justin Ellis
- Videographer Noah Garza from H & G Production captured video for YouTube
- Photographer from ImageWorks did still photography
- Drew Mason, MEDC Video, filmed b-roll
- John Dinkel, automotive editor at Men’s Fitness Magazine, and automotive freelancer
- John Francis, The Tower, Grosse Pointe South High School (Formula SAE Team)
- WEYI TV 25 Flint interviewed Dr. Hayder Radha and shot b-roll
- WJRT TV 12 Flint filmed b-roll for video story on Monday
- WXYZ TV 7 Detroit took a series of still photographs

**Monday, Jan. 15:**
- Shiraz Ahmed of Automotive News spent an hour interviewing CAS and Engineering representatives
- Photographer/Reporter John Lamm, the Revs Institute
- Harry Stitzel filmed fora documentary for Switzerland National TV
- Doug Willett shot video for Sunny Media on behalf of NAIAS
- WDET reporter Patrick Batcheller discussed MSU’s research and vehicle; no recording
- WJRT TV12 Flint reporter Matt Witkos did video story with extensive b-roll
- WNEM TV5 Saginaw reporter Meg McLeod did video story with extensive b-roll
- WTOL TV 11 Toledo video interview with Dr. Hayder Radha
- WZZM TV 13 Grand Rapids reporter Noah Fromson did video story with b-roll
- Video crew from corporate friend ZF did video story with extensive b-roll

**Tuesday, Jan. 16:**
- Pete Bigelow of Car & Driver Magazine visited twice for interviews/information
- Kana Harada of Fourin took extensive video of the MSU vehicle and research monitors for her media company that covers the Asian automotive industry
- Silke Hahne of Deutschland Radio in Germany visited
- Videographer from NAIAS captured images of the vehicle and booth
- Videographer Mike Wood of Reuters spent about 15 minutes collecting video

**Other January media highlights follow:**

*John Luginsland, professor of electrical and computer engineering and computational mathematics, science and engineering, has been named a fellow of the Institute of Electrical and Electronics Engineers, or IEEE, the*
world's largest professional organization for the advancement of technology.

MSUToday

Self-driving vehicle center tests cars before hitting open road -- American Center for Mobility partners with MSU, Texas A&M Transportation Institute on workforce study.

Atlanta Journal-Constitution
Austin American Statesman
MSU College of Engineering (see comments by John Verboncoeur)

Lightweight materials R&D facility in Corktown to be showcased during auto show –
"It's really to prove out the technology so they have the validation of the technology and they have the requisite business case — now they can make the investments for a production facility," said Ray Boeman, a composite materials professor at MSU, which manages the IACMI scale-up portion of the facility.

Crain's Detroit Business

Media stories on University Distinguished Professor of Computer Science and Engineering Anil Jain this month,

included:
• Facial recognition used to work only if the person was facing the camera directly, removed large accessories, had a relatively neutral expression.
PBS
• Facial recognition technology can be fooled
WDET Detroit

Gaining ground: New MSU facilities grow opportunities in research -- A new era of scientific exploration at MSU will advance with the Institute for Quantitative Health Science and Engineering. Known as IQ, the institute, located in the Bio Engineering Facility, the collaboration includes the Colleges of Engineering, Human Medicine and Natural Science.

MSUToday

Around the world, irrigated agriculture is the largest consumer of water and one of the largest users of energy.

Assistant Professor Annick Anctil, of the Department of Civil and Environmental Engineering, has joined a $2.5
A collaboration of engineers have received a $2.45 million grant to develop a scalable, cost-effective greenhouse material that splits sunlight into photosynthetically efficient light and repurposes inefficient infrared light to aid in water purification. The study is led by researchers from CU Boulder’s Department of Mechanical Engineering in collaboration with Michigan State University’s Department of Horticulture and Department of Mechanical Engineering.

**MSU Pride Points**

- **Jan. 3** - MSU’s International Genetically Engineered Machines team won a silver medal in the 2017 iGEM competition in Boston. Their advisors include **Tim Whitehead**, associate professor of chemical engineering and materials science.
- **Jan. 12** - Spartan Engineering alumna Hayley Betker is headed to Honolulu to serve on the bridge of the National Oceanic and Atmospheric Administration ship Hi'ialakai.
- **Jan. 29** - **John Luginsland** has been named an IEEE fellow. IEEE selects less than 0.1 percent of its voting members for this designation each year.

**Related Website:** [Communications contact: Patricia Mroczek](http://www.egr.msu.edu/news/2018/02/02/january-2018-media-report)