ALONG WITH THE COMPUTER SCIENCE DEPARTMENT OF THE TECHNION, WE INVITE YOU TO:

YAHOO! LABS HAIFA AND YOU

— WEDNESDAY, NOVEMBER 18TH, 2009 —

Come spend a day sharing ideas, playing to win fun prizes and learning how you can help us create the next generation of completely personalized, uniquely Yahoo! experiences for 1 out of every 2 people online.

SCHEDULE/DETAILS:

10:00 – 13:00 | Yahoo! Brainteaser | Taub Computer Farm – Taub 018
Show us your web savvy for a chance to win. Winners will be announced at the panel discussion and must be present to take home a prize.

KEYNOTE: INTRODUCTION TO COMPUTATIONAL ADVERTISING
12:30 – 13:30 | Kishore Papineni | Senior Principal Research Scientist, Yahoo! Research, Head of Machine Learning | Taub 1
Computational Advertising is an emerging field that deals with algorithms behind placement of online advertisements. This talk introduces some of the concepts in the field, and outlines some solutions that draw from computer science, mathematics, statistics, and economics.

RESEARCH DEMOS AND OFFICE HOURS
14:00 – 16:00 | Taub Lobby
Research Demos: See live demos of some of Yahoo! Labs’ latest research by scientists from Israel and abroad.
Office Hours: Come by to chat with Yahooos and recruiters and drop off your resume.

PANEL: LEARNING FROM USERS
16:30 – 17:30 | Taub 2
An open discussion with Yahoo! Labs scientists and executives from Israel and abroad, moderated by Yoelle Maarek, Senior Research Director, Yahoo! Labs Haifa.

©2009 Yahoo! Inc. All rights reserved.