## A OPTIMAL COLOR MODULATION DERIVATION

Given an ellipse constraint function

$$\begin{cases} \mathcal{E}(\mathbf{x}) = \left(\frac{x_1 - t_1}{a_1}\right)^2 + \left(\frac{x_2 - t_2}{a_2}\right)^2 - 1 = 0\\ x_3 = t_3, \end{cases}$$
 (16)

and a power cost function

$$\mathcal{P}(\mathbf{x}) = p_1 x_1 + p_2 x_2 + p_3 x_3 + p_{circ},\tag{17}$$

we may solve the power optimizing  $\mathbf{x}^*$  via the method of Lagrange multipliers.

First, we notice that  $x_3$  should not change. Intuitively, this effectively reduces the dimensionality of the optimization onto the plane  $x_3 = t_3$ . Formally, we may rewrite the constraint and power functions in terms of a 2-dimensional variable  $y = (y_1, y_2) = (x_1, x_2)$ :

$$\mathcal{E}(\mathbf{y}) = \left(\frac{y_1 - t_1}{a_1}\right)^2 + \left(\frac{y_2 - t_2}{a_2}\right)^2 - 1 = 0,\tag{18}$$

and

$$\mathcal{P}(y) = p_1 y_1 + p_2 y_2 + const. \tag{19}$$

The minimizing vector  $\mathbf{y}^*$  satisfies the condition that the gradients of  $\mathcal{E}$ , and  $\mathcal{P}$  are co-linear. So the system of equations we need to solve for  $\mathbf{y}^*$  is

$$\begin{cases} \nabla \mathcal{E}(\mathbf{y}^*) = \phi \nabla \mathcal{P}(\mathbf{y}^*) \\ \mathcal{E}(\mathbf{y}^*) = 0, \end{cases}$$
 (20)

for some scalar constant  $\phi$ .

Computing the gradients, we get

$$\begin{cases} \frac{2}{a_1} \frac{y_1^* - t_1}{a_1} = \phi p_1 \\ \frac{2}{a_2} \frac{y_2^* - t_2}{a_2} = \phi p_2 \\ \left(\frac{y_1^* - t_1}{a_1}\right)^2 + \left(\frac{y_2^* - t_2}{a_2}\right)^2 - 1 = 0. \end{cases}$$
(21)

Finally, we solve for  $y^*$  using this system of equations to get the optimal color,  $x^*$ :

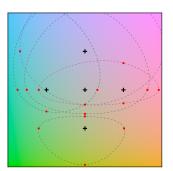
$$x_{1}^{*} = \frac{p_{1}a_{1}^{2}}{\sqrt{p_{1}^{2}a_{1}^{2} + p_{2}^{2}a_{2}^{2}}}$$

$$x_{2}^{*} = \frac{p_{2}a_{2}^{2}}{\sqrt{p_{1}^{2}a_{1}^{2} + p_{2}^{2}a_{2}^{2}}}$$

$$x_{3}^{*} = t_{3}.$$
(22)

## B INDIVIDUAL PARTICIPANT DATA FOR PILOT PERCEPTUAL USER STUDY

Subject ID Eccentricity =  $10^{\circ}$  Eccentricity =  $25^{\circ}$  Eccentricity =  $35^{\circ}$ 



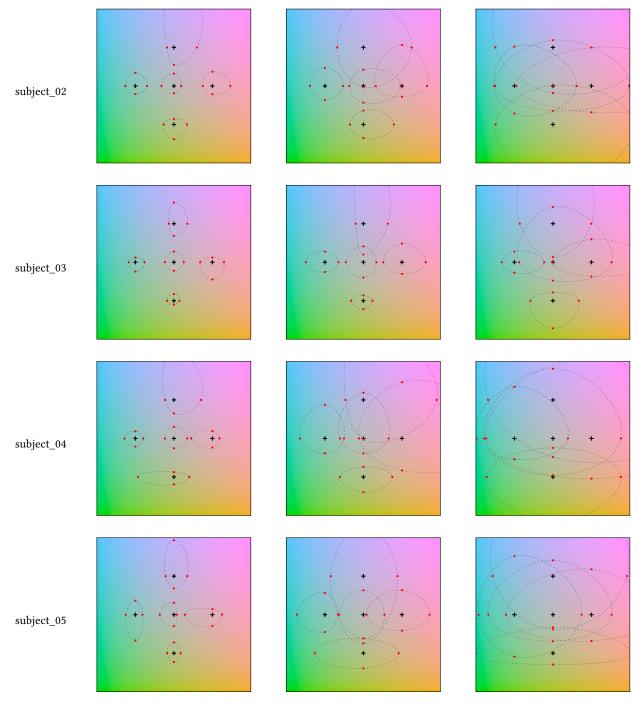


Table 3. Pilot Perceptual Study Threshold Data