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Convergence of Heston to SVI

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(Submitted on 18 Feb 2010)

In this short note, we prove by an appropriate change of variables that the SVI implied volatility parameterization presented in Gatheral's book and the large-time asymptotic of the Heston implied volatility agree algebraically, thus confirming a conjecture from Gatheral as well as providing a simpler expression for the asymptotic implied volatility in the Heston model. We show how this result can help in interpreting SVI parameters.

Comments: 5 pages

Subjects: **Pricing of Securities (q-fin.PR)**; Computational Finance (q-fin.CP)Cite as: **arXiv:1002.3633v1 [q-fin.PR]**

Submission history

From: Antoine Jacquier Mr. [[view email](#)]

[v1] Thu, 18 Feb 2010 22:33:02 GMT (7kb)

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