## CONTINUOUS MULTIPLICATIVE ISOMETRIES OF TOEPLITZ ALGEBRAS

## Edward Poon Embry-Riddle University, Prescott, United States

We characterize continuous nondegenerate multiplicative maps on the algebra  $\mathcal{T}_n$  of  $n \times n$  upper-triangular Toeplitz matrices. As a corollary, the continuous multiplicative isometries of  $\mathcal{T}_n$  (for any norm) are necessarily similarities or similarities composed with complex conjugation; for unitarily invariant norms, such isometries are precisely the unitary similarities, or unitary similarities composed with complex conjugation.