using System;

using System.Collections.Generic;

using System.Linq;

using System.Text;

namespace ConsoleApplication1

{

class Program

{

static void Main(string[] args)

{

//double n = 1, m = 3;

//int n = 39, m = 169;

//double n\_copia = n, m\_copia = m;

//int n = 1, m = 2;

//int n = 1, m = 4;

//int n = 1, m = 1;

// int n = 134, m = 151;//5092

string[] input = Console.ReadLine().Split(' ');

int n = int.Parse(input[0]);

int m = int.Parse(input[1]);

if (n == 0 || m == 0)

{

Console.WriteLine(0);

}

else if (n >= 2 && m >= 2)

{

int n\_copia = n, m\_copia = m;

int restoFila = 0;

if (n % 2 != 0)

{

n--;

restoFila = 1;

}

int restoCol = 0;

if (m % 2 != 0)

{

m--;

restoCol = 1;

}

double prod = (n \* m) / 4;

//Console.WriteLine(prod);

if (restoFila == 1)

{

restoFila = m\_copia;

}

if (restoCol == 1)

{

restoCol = n\_copia;

}

int res = (int)prod + (int)(restoFila / 2) + (restoFila % 2) + (int)(restoCol / 2) + (restoCol % 2);

if (restoFila > 1 && restoCol > 1)

{

res--;

}

Console.WriteLine(res);

}

else

{

if (m == 1)

{

Console.WriteLine((int)((n / 2) + (n % 2)));

}

else if (n == 1)

{

Console.WriteLine((int)((m / 2) + (m % 2)));

}

}

Console.ReadLine();

}

}

}