import java.util.\*;

public class Main {

public static void main(String args[]) {

Scanner jk=new Scanner(System.in);

int n=jk.nextInt();

int s=0;

int mul=1;

while(n!=0){

int h=n%10;

s+=h\*mul;

mul=mul\*2;

n/=10;

}

System.out.println(s);

}

}