

FOR IMMEDIATE RELEASE

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## **Yokohama, Japan, to host World's Largest Computer Graphics Event this December.**

The 2<sup>nd</sup> edition of the highly anticipated ACM SIGGRAPH Conference and Exhibition in Asia will be held in the creative city of Yokohama, Japan, from 16-19 December. Positioned as the best educational platform in Asia, it is expected to draw over 8,000 industry luminaries and practitioners in the field of computer graphics and interactive techniques. This is also the event to be at for the newest technology, gadgets, hardware and software. SIGGRAPH Asia remains true to its SIGGRAPH tradition – this is where technology, art, culture, and science meet.

### **Conference – An Unsurpassed Educational Environment**

Following the success of the inaugural SIGGRAPH Asia 2008 held in Singapore, SIGGRAPH Asia 2009 continues its tradition to present the best in research and development to a worldwide audience through these programs:

- **Art Gallery:** showcasing digital media artwork utilizing a range of formats
- **Computer Animation Festival:** featuring animation pieces, visual effects and other interactive platforms, including real-time graphics
- **Courses:** lecture-style presentations and tutorials for practitioners and enthusiasts
- **Educators Program:** papers, panels and workshops sharing best practices in developing talents in the industry
- **Emerging Technologies:** demos and installations of upcoming industry benchmarks
- **Sketches and Posters:** exchanging breakthrough ideas through stimulating forums
- **Technical Papers:** presenting new and provocative work from academe and industry

### **Trade Exhibition – Asia's Digital Media Marketplace**

The SIGGRAPH Asia 2009 Exhibition will be a diverse, energetic showcase of everything Asia and beyond have to offer in computer graphics and interactive techniques, from hardware and software developers, production studios, and venture capitalists to government pavilions – a

group representation of the established and emerging companies that are shaping the future of digital media.

In line with the trends in the Japanese digital-media markets, SIGGRAPH Asia 2009 will also include new exhibit profile such as digital content, digital cinema, digital signage, imaging, online network services, robotics and gadgets and visual computing.

SIGGRAPH Asia will see returning exhibitors who were satisfied with what they have managed to achieve last year. "SIGGRAPH Asia is one of the most effective ways to see what's cutting edge in Asia and to meet designers on the forefront of their fields. It's an exciting and invaluable resource for anyone interested in the computer graphics industry" says Karin Madison, Director of International Outreach at Academy of Art University.

#### **Job Fair - Connecting Employers to the Industry's Talents**

True to its mission to be a driving force behind the growth of the computer graphics and interactive techniques industry, SIGGRAPH Asia 2009 features a job fair that will connect professionals in computer graphics with potential employers. Soon-to-be graduates can also take this opportunity to seek employment with the numerous production studios on the search to expand their team.

#### **Bringing Industry Luminaries to Yokohama, Japan**

SIGGRAPH Asia 2009 will feature a few distinguished Featured Speakers. Names to be announced at a later date, these featured speakers are highly respected in their field of work, and bring with them a wealth of experience to share with the audience.

SIGGRAPH Asia 2009 also offers visitors Special Sessions highlighting some of the most important developments in the industry.

#### **SIGGRAPH Asia 2009 is the event for Asia's top talents**

SIGGRAPH ASIA 2009 is set to be the cornerstone event for computer graphics and interactive techniques in the region. Through its diverse programs, SIGGRAPH Asia offers something for every member of the computer graphics world.

“As a beneficiary of numerous SIGGRAPH conferences and published papers, I was very happy to learn of the successful launch of SIGGRAPH Asia last year. I will join the upcoming SIGGRAPH Asia in Yokohama with several of my developers” says Daniel Ng, Founder and CEO of China Media Corporation/President of Hong Kong Information Technology Federation.

Masa Inakage, Conference Chair for SIGGRAPH Asia 2009 and Dean and Professor in the Graduate School of Media Design, Keio University remarked “SIGGRAPH Asia 2009 promises to be a world-class conference and trade exhibition. The quality of the programs will not disappoint those who are here to learn from the leading practitioners in academe and industry. This is the best investment for upgrading your skills and keeping abreast of the latest developments. The trade exhibition completes the experience as attendees will have direct access to the latest products and gadgets at this interactive marketplace.”

#### **Creative City of Yokohama – Home of SIGGRAPH Asia 2009**

The 2<sup>nd</sup> edition of SIGGRAPH Asia is held in Yokohama, one of Japan’s largest city and a world-renowned center for innovation and creativity. It is the perfect location for SIGGRAPH Asia 2009’s Pulse on Innovation. Its emphasis on creativity as its foundation for sustainable growth has made the city a thriving center of information technology, digital media, and the arts.

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### **About SIGGRAPH Asia**

The 2<sup>nd</sup> ACM SIGGRAPH Conference and Exhibition on Computer Graphics and Interactive Techniques in Asia will take place in Pacifico Yokohama, Japan. Featuring an international conference from 16-19 December 2009, SIGGRAPH Asia 2009 offers works that provoke thoughts, explore ideas in innovative ways, address contemporary issues, interactively engage viewers in discovery, and stimulate their intellect and creativity through art, computer animation, courses, education, new technologies, technical papers, sketches and posters.

SIGGRAPH Asia 2009 also features a trade exhibition of products and services from the computer graphics and interactive marketplace. Held from 17-19 December 2009, it is also a recruitment ground for job seekers to meet potential employers. Sponsored by ACM, SIGGRAPH Asia 2009 is expected to bring together 8,000 computer graphics and interactive technology professionals and enthusiasts from Asia and beyond. For more information, please visit [www.siggraph.org/asia2009](http://www.siggraph.org/asia2009).

The inaugural SIGGRAPH Asia 2008 was a resounding success. Artists, researchers, developers, gaming experts, filmmakers, as well as academics from 49 countries gathered in Singapore, spending four exciting days to discover new products, talents, technology and techniques in the digital media industry. In all, a total of 49 countries were represented in an array of thought-provoking works and breakthrough ideas presented at the show. For more information, please visit [www.siggraph.org/asia2008](http://www.siggraph.org/asia2008).

### **About ACM**

The Association for Computing Machinery (ACM) SIGGRAPH sponsors SIGGRAPH Asia 2009. ACM is an educational and scientific society uniting the world's computing educators, researchers, and professionals to inspire dialogue, share resources and address the field's challenges. ACM strengthens the profession's collective voice through strong leadership, promotion of the highest standards, and recognition of technical excellence. ACM supports the professional growth of its members by providing opportunities for life-long learning, career development, and professional networking.