

## Fact Sheet

***SIGGRAPH Asia 2011 will be held from 12 to 15 December at the Hong Kong Convention and Exhibition Centre.***

After successful runs in Singapore, Japan and South Korea, the Association of Computing Machinery (ACM) brings digital innovations from around the globe to Hong Kong, in Asia's biggest gathering of artists, designers, researchers, scientists, manufacturers and developers.

Over four days, the computer graphics and interactive techniques communities in Hong Kong and the world over will have the opportunity to interact and discover the best innovations, ideas and inventions from top names in the digital arena.

These are brought to audiences through much-anticipated programs such as:

### **Art Gallery**

The Art Gallery program is back by popular demand, displaying the best selection of digital and technologically mediated artwork. From pieces driven by technology to works that took a critical look at society, attendees at the Art Gallery program will be able to view thought-provoking multimedia installations, three-dimensional pieces, and works that involve kinetic, mobile or interactive media.

This year, the Art Gallery program will focus on the theme *FANTAsia*. Featuring works that are interactive, playful, entertaining and futuristic, the program will explore how today's connected world has impacted artistic creations and digital expressions today.

### **Computer Animation Festival**

The Computer Animation Festival, a traditional highlight at SIGGRAPH Asia, will feature exceptional works in visual effects and computer animation from around the world. The Computer Animation Festival is presented through two screenings:

- **Electronic Theater** presents carefully selected pieces of the latest innovations in digital animation. The pieces represent the best that animation and visual effects have to offer, having been selected by an international jury made up of renowned digital animation experts, leading visual effects producers and top professionals in the industry.
- **Animation Theater** presents viewers with a digital feast of short stories that capture the flavour of the world of animation and visual effects. Works screened at the animation theatre are hand-picked by the Computer Animation Festival's international jury panel.

The Computer Animation Festival will also feature **Panels and Talks** where experts will share tips and tricks in computer animation and visual effects production, as well as behind-the-scenes secrets that are set to inspire the next industry benchmark.

### **Courses**

The Courses program aims to support and enhance the development of skills and knowledge among the computer graphics and interactive techniques community. A cornerstone of SIGGRAPH Asia, the Courses program unveils fundamentals of computer graphics and interactive techniques

to beginners, while sharing the latest research and breakthrough works with seasoned industry professionals.

International experts will present on topics such as animation production, computer-human interaction, gaming, rendering techniques, computational geometry, mobile devices and more. The Courses program will give practitioners, developers, researchers, artists and students the opportunity to broaden and deepen their knowledge in their chosen fields, and to learn best practices from industry insiders.

Dr. Baining Guo, Assistant Managing Director, Microsoft Research Asia; Professor Dani Lischinski, School of Computer Science and Engineering, Hebrew University of Jerusalem and Professor Danny Cohen-Or, Department of Computer Science, Tel Aviv University will be among the many renowned experts participating in the Courses program as speakers.

### **Emerging Technologies**

SIGGRAPH Asia will once again host the Emerging Technologies program, an exciting and exhilarating live display of technology wonders. This year, the Emerging Technologies program will shortlist demonstrations that focus on the theme of *Play*.

From simple handmade toys or expensive technology, humans have always leveraged on innovations to discover newer and more exciting ways to play. In SIGGRAPH Asia 2011 Emerging Technologies program, audiences can look forward to live demonstrations from an array of installations covering the realms of virtual reality, augmented reality, haptic devices, 3D graphics, robots and wearable devices.

### **Symposium on Apps**

To keep abreast of the latest and emerging trends in human-technology interaction, SIGGRAPH Asia 2011 will debut the Symposium on Apps program. The increased power, mobility and ubiquitous connectivity of smart phones and tablets have caused a fundamental shift in how lives and computing interrelate. In tandem with this, the availability of applications to support these devices are proliferating, driven by more sophisticated development environments and easy access to sharing and networking.

The inaugural Symposium on Apps program will introduce the opportunities and challenges of mobile applications development to the global graphics community. The program will also explore how visual and animation techniques can be used on mobile devices to create compelling end user experiences and to drive the use of advanced graphics capabilities on billions of new devices.

### **Technical Papers**

Continuing the tradition of technical excellence established by previous SIGGRAPH and SIGGRAPH Asia conferences, the SIGGRAPH Asia Technical Papers program is a premier international forum for disseminating new scholarly work in computer graphics and interactive techniques. Carefully selected from hundreds of submissions worldwide, the Technical Papers presented at SIGGRAPH Asia are among the most respected and innovative ideas that set the standard in the field and stimulates future trends in computer graphics.

Topics discussed will span the entire spectrum of computer graphics and interactive techniques from animation, GPU algorithms, human-computer interaction, imaging, image and video processing, modeling, physical simulation, real-time and photo-realistic rendering, texturing and

more. Technical Papers presented in SIGGRAPH Asia 2011 will be published in a special issue of *Transaction on Graphics*, the prestigious, industry-defining publication of the ACM.

### **Technical Sketches and Posters**

The Technical Sketches and Posters program offers a unique interactive platform for presenting thought-provoking and emerging ideas in the industry.

In the Sketches program, concepts behind breakthrough techniques in art, cinema, digital design and engineering are presented and discussed. These sessions expand the application of new inventions, and pave the way for enhancing the application of new techniques and technologies in the future.

Preliminary and incremental works are also displayed throughout the conference through the Posters program. These blueprints and conceptual ideas are set to inspire and challenge professionals towards new tangents. Scheduled sessions, where authors can share their innovative ideas with like-minded enthusiasts, will complement the display.

### **Trade Exhibition**

Key industry players in the computer graphics and interactive techniques industry, such as Autodesk, Lucasfilm and Pixar Animation Studios, will be displaying their latest leading-edge hardware, software, robotics and interactive techniques at the Trade Exhibition. Visitors will get to network with decision makers from around the world in the computer graphics and interactive techniques industry. Additionally, the Trade Exhibition serves as a recruiting platform for students, fresh graduates and professionals.

A hugely popular segment of the Trade Exhibition is the Exhibitor Tech Talk arena, where exhibitors, including leading names in computer graphics animation, international production houses, game developers, as well as hardware and software vendors, share the coolest gadgets and latest innovations that will help push the envelope in digital production.