Symposium on Apps Fact Sheet

Chair: Morgan Aasdam, City University of Hong Kong
Conference: Monday 12 December – Thursday 15 December
Exhibition: Tuesday 13 December – Thursday 15 December

Fast Facts

- The Symposium on Apps is an inaugural program in SIGGRAPH Asia 2011.
- The Symposium on Apps aims to cover application development and marketing in the areas of games, computer graphics, motion tracking, animation on mobile devices and social networking platforms.
- The Symposium on Apps received 22 submissions, of which over a quarter were from Asia.
- A total of 3 exhibits, 2 presentations, 2 workshops and 1 panel have been selected to be presented in the Symposium on Apps.

A Quote from the SIGGRAPH Asia 2011 Symposium on Apps Chair:

"The Symposium on Apps at SIGGRAPH Asia 2011 in Hong Kong aims to introduce the opportunities and challenges of mobile applications development to the global graphics community. The program will educate and 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.

For this edition we are excited to present submissions coming from France, the Netherlands, Singapore, Sweden and the United States of America. The major trend in this year's submissions is Augmented Reality on mobile phones, how it is applied and how it can enhance functionalities on mobile devices. We will also touch on GPU-centric programming, geo-location, development and marketing, as well as hardware extensions to smart-phones. The three exhibits, presented alongside the selected sessions, will demonstrate the capabilities of the technology available to us through hands-on experience with the devices.

We welcome you all to the Symposium on Apps program and look forward to seeing you in December."

SIGGRAPH Asia 2011 Symposium on Apps Highlights

- **MAWL: Mobile Assisted Word Learning (Exhibit)**
  *Pramod Verma, **John Hopkins University***

  Word learning is one of the first steps to learning a language. In this exhibit, attendees will get to see an augmented-reality based collaborative interface aimed at teaching new words using a smartphone.

- **Mobile Augmented Reality Demonstrators (Exhibit)**
  *Peng Junming, **Fraunhofer IDM @ National University of Singapore***

  This application proposes a new interactive environment for learning the basics of Mandarin. Through image processing and pattern detection on the mobile device, the process of learning Chinese characters is augmented.

- **Augmented Diary – An Automatic Life-Logging Tool Using Social Tags and Twitter (Exhibit)**
  *Koh Sueda, **National University of Singapore***

  Keeping a diary is a valuable and important activity for reminiscence. However, keeping a diary is time-consuming. In this project, an automatic live-logging application, "Augmented Diary" is proposed. "Augmented Diary" will automatically generate its user's diary using processed geo-tagged social tagging from the Internet.

- **Mobile 2.0 – The Future of Mobile Apps: Mashing it Up and Getting it Out There! (Panel)**
  *Lars Erik Holmquist, Henriette Cramer and Mattias Rost, **Mobile Life @ Swedish Institute of Computer Science***
  *Zeynep Ahmet, **Mobile Life @ Interactive Institute, Stockholm University***

  This panel will provide insights on how to create and distribute mobile applications for current and future markets. This includes web applications combining services and sensor capabilities, launch and evaluations with large user groups, reports from start-up strategies, studies of commercial services, and business model analysis.

- **Creative with ARTags; a Mobile Augmented Reality App for Android (Workshop)**
  *Andrzej Zarzycki, **New Jersey Institute of Technology***
  *Ronan Letoqueux and Pierre Levy, **ARTags***

  This workshop will introduce participants to ARTags for Android, the first augmented reality application that allows users to create virtual graphics with a simple and intuitive drawing interface. The workshop will combine the discussion of the functionality and creative capability of the ARTags application with a hands-on workshop. It will be an opportunity for participants to work with the application and to author their own augmented reality content as well as to get familiar with the work already done by other users throughout the world.

- **Building Augmented Reality Experiences Using Layar Vision and Layar Player (Workshop)**
  *Ronald van der Lingen, Wang Xuan and Lawrence Lee, **Layar***

  In this workshop, Layar Vision and its integration into Layar Player will be showcased. With Layar Vision, digital experiences are launched from visual triggers like magazines, posters, and newspapers. Computer vision techniques, based on extracted visual features, are used to augment objects in the physical world. Besides providing a general overview of the Layar platform, this workshop will have a hands-on component where participants will be guided

through the steps of creating content for the platform. This includes setting up layers, preparing images for augmentation, tips on 3D content creation, and the use of the animation capabilities of Layar. Furthermore, demonstrations on how the Layar Player can be used to embed the augmented reality experiences without any other iPhone or Android application will be shown.

- **"Power" and Energy of Visual Computing (Presentation)**
  Karthik Ramani and Jason Yang, ***Advanced Micro Devices***

  This presentation will introduce programmers to the consequences of power management in mobile devices and provide application development guidelines for optimizing power efficiency. For visual computing applications, the presenters will show how graphics processing units (GPUs) can be employed to deliver significant improvements in energy efficiency.

Full information for the Symposium on Apps can be found on http://www.siggraph.org/asia2011/symposium-apps.

For more information on SIGGRAPH Asia 2011 program updates, please visit www.siggraph.org/asia2011.