Creative Industries

Game Design & Interactive Media

Collaborate and create in the heart of Boston

Northeastern University
360 Huntington Avenue
Boston, MA 02115-5000

The mission of our Creative Industries program is to create, foster and implement digital media innovation. Through research, education and groundbreaking team-based interdisciplinary projects.

Choose from one of seven Dual Majors

BFA in Game Design / Digital Arts
BFA in Game Design / Graphic Design
BS in Game Design / Computer Science

BFA in Interactive Media / Digital Arts
BFA in Interactive Media / Graphic Design
BS in Interactive Media / Computer Science
BS in Interactive Media / Music Technology

www.ci.neu.edu

Northeastern
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LAISSEZ LES JEUX COMMENCENT!

SIGGRAPH 2009 presents two real-time, real-life game opportunities:

**Encounter SIGGRAPH 2009 - A Mobile Phone Adventure**

Ready for a high-tech cell phone adventure throughout SIGGRAPH 2009 and New Orleans? It’s the newest, coolest mobile-phone game around, and any mobile device can play! Start playing now to win great prizes! **Simply text SIGGRAPH to 728647**, www.play.scvngr.com, or download the iPhone App for free!

**The Collectible Business Card Game**

Build your network, have fun, and learn a little about the industry along the way. The Collectible Business Card Game is an “open-source” collectible card game played with real business cards. “Collect” old friends and make new ones, then debate how talented they are. It’s all about discussion and negotiation. For complete rules and information visit wiki.siggraph.org/cbcg
Welcome to the SIGGRAPH 2009 Exhibition, your exclusive opportunity to learn about all the products and services you need for another year of creative achievement.

This Exhibition Guide is your complete reference for all the companies, institutions, and organizations that are leading the industry to tomorrow’s breakthroughs in products and services. It includes detailed floorplans so you can plan your tour of the Exhibition, contact information for all exhibitors, and a complete list of all the products and services displayed in the world’s largest annual computer graphics and interactive techniques exhibition.

**Products & Services on Display**

- 2D Graphics
- 3D Graphics
- 3D Modeling
- 3D Rapid Prototyping
- Aerospace and Automotive Applications
- Animation
- Architecture Applications
- Artificial Intelligence
- Authoring Software
- Broadcast Design Software
- Business and Financial Graphics
- CAD/CAM/CAE/CIM
- Commercial Game Engines/Equipment
- Computer Video Interfacing
- Conferences and Exhibition
- Consulting
- Contract Graphics/Programming
- Data Analysis
- Desktop Publishing
- Desktop Video Production Software
- Digital Cameras
- Digital Imaging
- Digital Video Hardware
- Digitizing Cameras
- DVD Authoring Tools
- Education/Training
- Electronic Publishing
- Encoders/Decoders
- Engineering Applications
- Furniture
- Geographic Information Systems
- Graphic Design Systems
- Graphics Accelerator Boards
- Graphics Standards Software
- GroupWare
- Haptic Input Devices
- HDTV
- Head-Mounted Displays
- High-Performance Graphics Processors
- High-Resolution Technologies
- Image-Based Modeling
- Image Management
- Industrial Design
- Information Visualization
- Interface Tools
- Mapping and Cartography
- Medical Imaging Software
- Mobile Computing
- Monitors and Displays
- Motion Capture
- Multimedia Tools and Applications
- Networking
- OEM Components
- Paint Systems
- Printers and Plotters
- Projectors
- Publications
- RAID Systems and Storage
- Rendering and Modeling
- Robotics
- Scan Converters
- Scanners
- Scientific Applications
- Scientific Visualization
- Simulation
- Storage Devices; Tape/Disk
- Streaming Technology
- Systems Integrators
- Terminals, Monitors, and Displays
- Video Effects Equipment
- Video Encoding and Compression
- Video Servers
- Visual Effects Software
- VR Software
- Web 3D
- Web Graphics
- Workstations

**IMPORTANT NOTICE**

Registered attendees under the age of 16 must be accompanied by an adult at all times throughout the Ernest N. Morial Convention Center, except for the Exhibition, where children under 16 are not permitted. Age verification required for the Exhibition.

**SPACE RESERVATION**

To purchase exhibition space for SIGGRAPH 2010, call or write:

**SIGGRAPH 2010 Exhibition Management**
Hall-Erickson, Inc.
98 East Chicago Avenue
Westmont, Illinois 60559 USA
+1.866.950.7444
+1.630.434.1216 fax
exhibits@siggraph.org

Or stop by the Exhibition Management Office, located at the back of Hall F for exhibitor information.
The Job Fair is absolutely the best place at the conference for employers to meet with thousands of jobseekers from around the globe, ranging from rookies breaking into the creative industries to seasoned pros.

Visit the Job Fair if you are:

- Actively looking for a new job
- Passively networking to see what opportunities are available
- Interested in getting acquainted with some great companies
- Hoping to broaden your horizons and possibly switch industries
- Looking for career development tips

The Job Fair is produced by CreativeHeads.net, THE largest Global Job Board Network for creative professionals in the video game, animation, VFX, TV, film, software tools, technology, mobile/wireless, multimedia, web and advertising/marketing industries.

The Job Fair is open to all SIGGRAPH 2009 attendees at no additional cost.

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**Job Fair Participants**

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<td>Emeryville, California USA</td>
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<td>Gnomon, Inc.</td>
<td>Hollywood, California USA</td>
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<td>The Guildhall at SMU</td>
<td>Plano, Texas USA</td>
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<td>High Voltage Software</td>
<td>Hoffman Estates, Illinois USA</td>
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<td>Industrial Light &amp; Magic</td>
<td>San Francisco, California USA</td>
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<td>Insomniac Games</td>
<td>Burbank, California USA</td>
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<td>Santa Clara, California USA</td>
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<td>Pixomondo</td>
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<td>Starz Animation</td>
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<td>Ubisoft Group</td>
<td>San Francisco, California USA</td>
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**AS OF 30 JUNE 2009**

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**DAYS & HOURS**

- Tuesday, 4 August: 10 am - 4 pm
- Wednesday, 5 August: 10 am - 4 pm
- Thursday, 6 August: 10 am - 1 pm

**LOCATION**

- Hall G
AMD

GPU-Accelerated Production Rendering

Tuesday, 4 August | 9:45 - 11:30 am

Massive parallelism and high precision in modern GPUs allow them to move from being tools in content generation to being ubiquitous components of the production pipeline. Interactive production rendering is allowing changes to the workflow itself, because content creators are able to see their final output in near-real time. This session summarizes how AMD and its partners are deploying these changes.

Intel Corporation

Hardware-Accelerated Video Encode/Decode Made Fast and Simple With the Intel® Media SDK

Tuesday, 4 August | 1 - 2:30 pm

A deep dive look, including implementation details, at a new, easy-to-use API that makes high-performance video encode/decode accessible on all supported Intel platforms. This powerful and flexible API gives you the freedom to create a single code path for all encode and decode functions in your media applications and is extensible to support differentiated approaches. Learn how to unleash your media creativity.

RapidMind, Inc.

Structured Many-Core Computing With RapidMind

Tuesday, 4 August | 3:30 - 5:30 pm

Michael McCool explores the benefits of the SPMD stream parallel processing model and demonstrates how developers can express computations using the RapidMind Multi-Core Development Platform API in their C++ compilers, IDEs, debuggers, and build systems. He explains how RapidMind's embedded-interface approach makes it possible to use the modularity of C++ to structure computations and, at the same time, eliminate the run-time expense of this modularity. In addition to specific algorithmic examples, he demonstrates how to use the platform to turn interpreters into compilers, enabling rapid development of domain-specific languages, and discusses various test cases, benchmarks, and applications.

Craft Animations and Entertainment AB

How to Accomplish Feature-Film Camera and Vehicle Experience in Real Time

Wednesday, 5 August | 9:45 - 11:30 am

Luigi Tramontana, founder and head of research of Craft Animations, demonstrates a pipeline for rigging an environment with CDS (Craft Director Studio) and preparing it for real-time animation within DeltaGen. The session begins with a summary of the complete workflow, from scene creation to rigging to interactive animation inside DeltaGen:

- A first draft of the scenery and vehicles is selected, and the DeltaGen scene is imported into Maya.
- While the graphics team finalizes the complete scenery inside DeltaGen, the animation team separately begins work on rigging the scene for real-time animation.
- All moving objects are rigged with CDS tools, including cinematic cameras. In this demo, Maya is used to rig the highly complex scene in approximately 30 minutes. The rigging can actually be done inside any other environment CDS has been ported to, such as 3ds Max, C4D, or DeltaGen.
- When the rigging is finished, a CDS-specific rig file is saved for the entire animation setup. This file is then imported in the finalized DeltaGen scene where all the high-end objects are automatically bound to their respective CDS parts.
- The scene is now ready for real-time interactive animation and real-time cinematic camera work (craning, camera switching, camera rails, follow cameras, zooming, and much more), all within DeltaGen in fantastic real-time rendering.

The session concludes with a series of scenes that demonstrate the vast possibilities this pipeline enables. Real-time interactive cars, airplanes, helicopters, battle tanks, and more, all filmed with cinematic camera rigs.

Autodesk, Inc.

Fun with Maya

Wednesday, 5 August | 1 - 2:30 pm

Explore some of the more surprising behaviors of Maya dynamics with one of its creators, Duncan Brinsmead, who reveals inside tricks on using nParticles, nCloth, and Paint Effects. Examples include crashing satellites, mid-way rides, plasma balls, pouring liquids, lava lamps, Martian moons, flying hordes of arrows, dynamic snakes, and slinky worms. The session includes bonus instruction on a technique for creating reflection-based fractals in mental ray. While this talk is useful for advanced Maya users, it is also suitable for anyone with an interest in computer graphics.

Web3D Consortium

X3D: Real-Time 3D Solution for Web Authors

Wednesday, 5 August | 3:30 - 5:30 pm

X3D, the only XML-based 3D file format and run-time architecture for web authors, remains the most widely used ISO open standard for implementation of high-integrity, high-capability 3D systems. With its rich set of componentized features, X3D is used in more and more 3D markets and hardware platforms. X3D has a large innovative community of content and applications developers, and it ensures interoperability and ownership of your 3D content. In this session, X3D innovators show off their latest real-world 3D applications and content, and demonstrate how you can protect your 3D content in this ever-changing competitive market.

Presented by Bitmanagement, Fraunhofer Heinrich-Hertz-Institut, Naval Postgraduate School, Yumetech, and others.
RapidMind, Inc.
RapidMind: Accelerating Medical Imaging Applications
Thursday, 6 August | 9:45 - 11:30 am

Michael McCool, RapidMind Chief Scientist, discusses how many-core processors, including GPUs and emerging multi-core CPUs, promise to radically increase the computing power available to medical-imaging applications, such as reconstruction, enhancement, registration, segmentation, and analysis. These medical-imaging modalities depend intrinsically on computation to reconstruct volumetric images from projections or other indirect observations. Moreover, making sense of these volumes involves various forms of image enhancement and rendering, including both image-processing operations that generate new volumes or images and analysis algorithms that characterize a volume or identify structures. Improvements in the performance of these algorithms can have a direct impact on the quality of health care. This presentation surveys a number of algorithms in the medical-imaging domain and how many-core computing is applied to them.

AMD
Next-Generation Graphics: The Hardware and the APIs
Thursday, 6 August | 1 - 2:30 pm

Modern graphics APIs and the hard ware that they expose continue to add flexibility and features to the developer’s toolkit. New OpenGL extensions promise to unlock the latest generation of hardware, including exposing new tesselation capabilities and more efficient access to generic data structures. This session demos and explains the latest in AMD’s GPU hardware and API capabilities.

NVIDIA

Advances in GPU-Based Image Processing and Computer Vision
Wednesday, 5 August | 8:30 - 9:30 am

As a massively parallel processor, the GPU is well-suited for performing “per-pixel” operations in image processing and computer vision. However, new changes in hardware, software, and algorithm mappings allow entire vision algorithms to be performed solely on GPU. This session summarizes how GPU programming now goes beyond per-pixel mappings and is accelerating image-feature processing and handling, frequency domain processing, graph cuts segmentation, and more.

James Fung
NVIDIA Corporation

3D Vision Technology - Develop, Design, Play in 3D Stereo
Wednesday, 5 August | 9:45 - 10:45 am

A detailed technical overview of implementing a 3D stereo experience in your application. Specifically, this session addresses the use cases you must address to create compelling 3D stereo applications, with an emphasis on some key technology challenges and how many of them are easily addressed by some basic implementation patterns. If you’re a 3D graphics developer, you will gain a complete set of knowledge on how to implement outstanding 3D stereo applications.

Samuel Gateau
NVIDIA Corporation

Creating Immersive Environments With NVIDIA APEX
Wednesday, 5 August | 11 am - 12:15 pm

This talk introduces APEX, which greatly speeds up content development by providing artist-friendly tools as well as a framework that enables turn-key solutions without a lot of engineering effort. Find out about our newly expanded suite of APEX packages (Matrix-like destruction, cinematic smoke, free-flowing clothing, fully destructible forests, interactive leaves and other ground debris, and weapon impact effects) and see real-world game examples in which artists were quickly able to convert static environments into dynamic ones. Discover how you can enhance your games and provide a truly immersive game experience.

Jean Bordes
Randy Fernando
Monier Maher
NVIDIA Corporation

Alternative Rendering Pipelines on NVIDIA CUDA
Wednesday, 5 August | 1:30 - 2:30 pm

This session shows how NVIDIA CUDA can be used for solving complex graphics problems. Ray tracing and REYES are known for being hungry consumers of computational power, and CUDA is a perfect tool for increasing performance. The speakers present their approaches to implementing ray tracing and REYES on CUDA, and show how to use CUDA features to achieve interactive performance.

Andrei Tatarinov
Alexander Kharlamov
NVIDIA Corporation

Efficient Ray Tracing on NVIDIA GPUs
Wednesday, 5 August | 2:45 - 3:45 pm

Learn about a new general programming interface for conducting incredibly fast ray tracing on NVIDIA GPUs using C for CUDA. This new technology is valuable for anyone who wants to build a high-performance tracing renderer (interactive or off-line), accelerate an existing ray-trace renderer, add ray-trace capabilities to raster renderers, or even perform generic ray-tracing functions.

Steve Parker
Philip Miller
NVIDIA Corporation

Accelerating Realism With the NVIDIA Scene Graph
Wednesday, 5 August | 4 - 5 pm

The NVIDIA Scene Graph quietly powers many of the world’s most demanding real-time design environments. Learn how applications can adopt this technology to greatly increase their real-time performance, interactive scene size, and rendering realism through a highly tuned scene graph, distributed GPU rendering, CgFX, and now even ray tracing.

Holger Kunz
Philip Miller
NVIDIA Corporation
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**Agenda (Details as they develop):**

- **7:30-8:30**  Meet, Greet, Light Breakfast & Register
- **8:30-11:30**  Through the Kaleidoscope: A multifaceted examination of pre-production, production and post production
- **11:45-12:30**  Featured Speaker: An alternate world view
- **12:45-1:45**  Conversations and Collaborations: Lunch by the boats
- **2:00-3:30**  X-Ray: Decoding and Thriving in the 21st Century Post Production pipeline
- **3:45-5:15**  Hot, Flat and (getting) Crowded: The Business of Production and the new Global Economy
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- Prime Focus VFX Technology Inc.
- Purdue University, Department of Computer Graphics Technology
- RapidMind Inc.
- Renderosity
- Rhythm & Hues Studios
- Smith Micro Software, Inc.
- Studica, Inc.
- TurboSquid, Inc.
- Zygote Media Group, Inc.

### Web 3D
- 3dMD a 3Q Company
- 3DVA, Dassault Systèmes
- Addison-Wesley Professional
- American Paper Optics, Inc.
- Autodesk, Inc.
- e-on software, inc.
- eyeon Software Inc.
- Future Publishing Limited
- Future Publishing Limited
- i3D Sp. z o.o.
- IntegrityWare, Inc.
- JourneyEd.com
- Lumiscaphe
- MAXON Computer Inc.
- NETDIMENSION CORPORATION
- Robert McNeel & Associates
- ShapeWays
- Smith Micro Software, Inc.
- Studica, Inc.
- TurboSquid, Inc.
- Web3D Consortium

### VR Software
- 3D for All Computing Development
- 3DVA, Dassault Systèmes
- Fraunhofer HHI
- Future Publishing Limited
- i3D Sp. z o.o.
- Interactive Data Visualization/SpeedTree
- InterSense
- iPi Soft
- Lumiscaphe
- Motion Analysis Corporation
- NETDIMENSION CORPORATION
- Renderosity
- Smith Micro Software, Inc.
- Studica, Inc.
- TechViz
- Xsens Technologies B.V.

### Web Graphics
- Addison-Wesley Professional
- eyeon Software Inc.
- Future Publishing Limited
- JourneyEd.com
- Purdue University, Department of Computer Graphics Technology
- Renderosity
- Smith Micro Software, Inc.
- Studica, Inc.
- Toon Boom Animation, Inc.
- TurboSquid, Inc.
- Web3D Consortium

### Workstations
- The3DShop.com
- Aberdeen LLC
- AMD
- Bell Computer
- Future Publishing Limited
- Intel Corporation
- NVIDIA Corporation
- The Pixel Farm
- Verari Systems, Inc.

### Advertisers' Index
- ACM Computing Reviews
- Animation Magazine
- Animation World Network
- CG Arena
- CG Society
- Computer Graphics World
- Digital Content Association of Japan (DCAJ)
- FMX 2010
- Future Publishing (3D World)
- Think Services Game Group-Game Developer Magazine
- HighEnd 3D
- Imagina 2010
- Imagine Animation Magazine
- Intel Corporation
- Northeastern University
- Offworld
- Penton Media
- POST
- RealD
- Ringling College of Art + Design
- SIGGRAPH 2010
- SIGGRAPH Asia
- Variety
- Visual Effects Society
- Walt Disney Animation Studios
ACM SIGGRAPH is a diverse group of researchers, artists, developers, filmmakers, scientists, and other professionals, who share an interest in computer graphics and interactive techniques. The community values excellence, passion, integrity, volunteerism, and cross-disciplinary interaction.
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Kathryn Saunders Design Inc.

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California Institute of Technology

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In the span of 35 years, ACM SIGGRAPH has grown from a handful of computer graphics enthusiasts to a diverse group of researchers, artists, developers, filmmakers, scientists, and other professionals who share an interest in computer graphics and interactive techniques. Our community values excellence, passion, integrity, volunteerism, and cross-disciplinary interaction. We sponsor not only the annual SIGGRAPH conference, but also focused symposia, chapters in cities throughout the world, awards, grants, educational resources, online resources, a public policy program, and the SIGGRAPH Video Review. The second annual SIGGRAPH Asia conference will be held in Yokohama, Japan, December 2009.

**Membership**

The SIGGRAPH community depends on your support. Help us continue our global efforts in education, communications, and advocacy by joining ACM SIGGRAPH for $42 per year ($30 per year for students, $47 for Pioneers, and $28 for Eurographics members). Become an ACM SIGGRAPH member and receive a siggraph.org email alias, access to the archive of SIGGRAPH Proceedings in the ACM Digital Library, Computer Graphics e-Quarterly, discounted registrations on ACM SIGGRAPH sponsored programs and events including the annual SIGGRAPH and SIGGRAPH Asia conferences and partner conferences such as Eurographics, as well as discounts on publications and preferred vendor deals on valuable merchandise. For more details on membership or to join online, visit www.siggraph.org and select “Membership.” For those of you who are already members, thank you for your continued and loyal support.

**ACM**

ACM SIGGRAPH’s parent organization is ACM, the Association for Computing Machinery. ACM is the world’s largest educational and scientific computing society, uniting educators, researchers, and professionals to inspire dialogue, share resources, and address the field’s challenges. ACM strengthens the computing 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. Many ACM SIGGRAPH members also join ACM. The benefits of ACM membership include full access to online books and courses, the ACM Career & Job Center, subscriptions to ACM’s popular email alert news digests TechNews and CareerNews, and the online newsletter Member-Net. ACM members may subscribe to the Digital Library and receive full access to the Guide to Computing Literature, which features more than one million bibliographic citations from the vast world of computing. ACM members also receive discounts on cutting-edge magazines, journals, books, and conferences. For more information, visit: www.acm.org

**Awards**

ACM SIGGRAPH awards the prestigious Steven A. Coons award for lifetime achievement, the Computer Graphics Achievement Award for notable achievements, the Significant New Researcher Award for new contributors to our field, the Outstanding Service Award, and the Distinguished Artist Award for lifetime achievement in digital art. For a list of past award recipients, visit: www.siggraph.org/awards

**Education Committee**

The ACM SIGGRAPH Education Committee works to support computer graphics education as well as the use of computer graphics in education. Computer graphics education encompasses technical, creative, and developmental studies in curricular areas ranging from computer science to digital arts. The Education Committee undertakes a broad range of projects and activities in support of the CG education community, such as curriculum studies, resources for educators, and SIGGRAPH conference-related activities. This includes the international, juried SpaceTime Student Competition & Exhibition and much more. For more information, please visit: education.siggraph.org

**Digital Arts Community**

The ACM SIGGRAPH Digital Arts Community committee serves to foster the evolution of a strong digital arts community within the international organization and to promote a dialogue between visual artists and the larger SIGGRAPH community. It maintains an interactive Arts Portal, arts.siggraph.org, with an associated social networking site, siggrapharts.ning.com that provides a central place for artists and scientists to share resources, information, artwork, and opportunities. All SIGGRAPH members are invited to utilize the site to follow developments in the arts, stay connected, and identify potential collaborators. For more information visit: arts.siggraph.org
External Relations Committee
ACM SIGGRAPH has agreements with a number of organizations and conferences around the world. To see the list of current affiliations or to inquire about what is involved in entering into such a relationship, stop by the ACM SIGGRAPH Membership booth or visit: www.siggraph.org/affiliations

Professional & Student Chapters
Chapters of ACM SIGGRAPH exist in 65 cities in 16 countries around the world. They form an international multi-cultural network of people who develop, share, continue, and extend the work and achievements presented at the annual conference. Chapter members include those involved in research, development, education, art, gaming, visualization, and entertainment, just to name a few. For more information about the ACM SIGGRAPH network of chapters, or if you would like to start a Professional or Student Chapter, visit: www.siggraph.org/chapters

Publications
ACM SIGGRAPH publications provide the world’s leading forums for computer graphics research. Our conference series provides the largest source of citations in computer graphics literature. Publications are available to ACM SIGGRAPH members for substantial discounts. See: www.siggraph.org/publications

Small Conferences and Symposia
ACM SIGGRAPH helps organize and sponsor focused conferences, workshops, and other symposia around the world on topics related to computer graphics and interactive techniques. These gatherings enable groups with specific interests to get together and exchange information. To see the list of symposia or find out how to get help for a conference you’d like to organize, stop by the ACM SIGGRAPH Membership booth or visit: www.siggraph.org/conferences

SIGGRAPH Asia 2009
Yokohama, Japan
Start planning now to be in Yokohama for the second SIGGRAPH Asia Conference and Exhibition. Drop by our booth in Hall F Lobby and have a chat with us to find out more details. www.siggraph.org/asia2009

SIGGRAPH Asia 2010
15-18 December 2010
Seoul, Korea
Drop by the SIGGRAPH Asia 2009 Booth located in Hall F Lobby for more information.

SIGGRAPH Video Review
SIGGRAPH Video Review is the world’s most widely circulated video-based publication. Over 160 programs document the annual SIGGRAPH Computer Animation Festival, providing an unequaled opportunity to study state-of-the-art computer graphics techniques, theory, and applications. New releases and recent issues are available in DVD format. Visit the SIGGRAPH Video Review booth outside the La Nouvelle Orleans Ballroom.

Volunteers
All of the programs developed by ACM SIGGRAPH rely heavily on volunteer support. As a member, you are eligible to serve in some of ACM SIGGRAPH’s most visible positions, including leading a professional chapter, chairing the annual conference, or serving on the ACM SIGGRAPH Executive Committee. For more information, see: www.siggraph.org/gen-info/volunteerpositions.html

SIGGRAPH 2010
Los Angeles, California
Interested in participating in the SIGGRAPH 2010 conference as a presenter or volunteer? Stop by the SIGGRAPH 2010 booth in Hall F Lobby, talk with the volunteer leaders who organize the annual SIGGRAPH conference, and discover how you can contribute your expertise and energy. Questions and comments are encouraged. www.siggraph.org/s2010
Annecy
Annecy has been showcasing the very best in animation for over 45 years, making it the industry’s leading international competitive festival. The capacity to present and promote animation in all its different forms has made Annecy a worldwide point of reference for the animation industry.

www.annecy.org

China Cartoon Industry Forum (CCIF)
Supported by the Chinese government, the China Cartoon Industry Forum was founded by the Cartoon Commission of China TV Artists Association. As the most influential Chinese conference, CCIF promotes industrialization, internationalization, and market development. CCIF operates two projects, which are ‘Asian Youth Animation & Comics Contest’ (AYACC) and ‘China Animation & Comics Game’ (CACG). Asian Youth Animation & Comics Contest is aimed to be the top annual award for Asian original animation and comic. CACG is committed to building an animation-training system to provide vocational animation and comics training courses studies for all trainees in China.

www.ccif.com.cn / www.51cacg.com
(will be launched with English and Chinese versions soon)

Computer Graphics Arts Society (CG-ARTS)
The Computer Graphics Arts Society, officially recognized by the Ministry of Education, Culture, Sports, Science and Technology in 1992, is a publicly funded body dedicated to promoting Japanese computer graphics education from drafting curricula to the development and publication of teaching materials, nurturing instructors, and providing certification tests to evaluate the ability of each individual. It is also dedicated to developing a distinctive Japanese media arts culture in the 21st century by hosting the Computer Graphics Contest for Students since 1995 and co-organizing the Japan Media Arts Festival in conjunction with the Agency for Cultural Affairs since 1996.

www.cgarts.or.jp

Digital Content Association of Japan (DCAJ)
DCAJ is a government-approved non-profit organization promoting the Japanese digital content industry. It organizes Digital Content Expo (DC EXPO) 2009 (www.dcexpo.jp) from October 22 to 25 at Miraikan Museum in Tokyo.

www.dcaj.org/outline/english/index.html

Eurographics
The European Association for Computer Graphics is a professional association that assists members with their work and careers in computer graphics and interactive digital media. Eurographics has members worldwide and maintains close links with developments in the USA, Japan, and other countries, by inviting speakers from those countries to participate in Eurographics events and by sending representatives to other events. Eurographics 2010 will be held in Norrköping, Sweden May 3-7, 2010.

www.eg.org

FMX
FMX is the primary European meeting of the digital community. Presenting cutting edge digital entertainment, the conference addresses the interests of professionals in creation, production and distribution from all corners of the industry. Innovative approaches in the animation, visual effects and gaming industries create a focus for discussions about the convergence and future of digital entertainmnet.

Meet top names in the industry as they present their latest achievements, interview with recruiters searching for new talent and test hard- and software innovations directly with developers – all in an open atmosphere of qualified discussion and informal encounter. The level of knowledge and experience and the openness with which it is shared has made FMX a set date for cg professionals all around the world.

www.fmx.de

IMAGINA
IMAGINA will be held at the Grimaldi Forum in Monte-Carlo, 3-5 February 2010. IMAGINA, The European 3D Simulation and Visualisation Event centred on solutions which assist in designing and reaching decisions through visualisation and simulation.

www.imagina.mc

Laval Virtual
The 12th International Conference on Virtual Reality will be held on April 7-11, 2010, in Laval, France. First event in Europe dedicated to Virtual Reality, Realtime 3D and Interactive Techniques, Laval Virtual is where virtual reality users share their latest techniques from their fields of expertise.

www.laval-virtual.org

Seoul International Cartoon & Animation Festival (SICAF)
SICAF focuses on the dynamic new-media environment and presents current trends in cartoons and animation through Exhibition Convention, Animated Film Festival and SPP Market.

www.sicaf.org
Register now for four amazing, inspiring days of learning and creativity in Yokohama! Join the world’s leading experts on computer graphics and interactive techniques for SIGGRAPH Asia’s annual international conference on art, animation, and tomorrow’s technologies. Discover the products and services you need to achieve your creative visions and corporate growth in 2010.

THE 2ND ACM SIGGRAPH CONFERENCE AND EXHIBITION ON COMPUTER GRAPHICS AND INTERACTIVE TECHNIQUES IN ASIA

SIGGRAPH ASIA 2009
the pulse of innovation

Conference
AN UNSURPASSED DIGITAL EXPERIENCE
No other conference in Asia offers the same world-class, mind-expanding opportunities in computer graphics and interactive techniques. Adventurous art. Tomorrow’s visual effects. Courses and Technical Papers on the latest research and applications.

Exhibition
ASIA’S DIGITAL MEDIA MARKETPLACE
The hardware and software you need to create and compete at the highest international level. Production studios looking for hard-working, highly skilled talent. Venture capitalists searching for the next wave of technology. Amazing demos of robotics and digital signage. Government pavilions hosting the established and emerging companies shaping the future of digital media.

Register Online Now and Save!
www.siggraph.org/asia2009/registration

Creative City Yokohama

Visit the SIGGRAPH Asia Booth in the Main Lobby!
FOR MORE INFORMATION:
SIGGRAPH Asia 2009 Conference Management
Tel: +65.6500.6700  Fax: +65.6296.2771
asia2009@siggraph.org

Stimulate Your Mind in Yokohama
JAPAN’S SECOND-LARGEST CITY THRIVES ON CREATIVITY
As a world-class center of information technology, digital media, and the arts, Yokohama is the perfect place to meet and network with the international digital-media community at one great event.
Conference Policies

• Passes: To be admitted to the Reception, you must have a ticket. (Your registration badge does not provide access.) Computer Animation Festival access is included with Full Conference Access and the Festival pass.

• SIGGRAPH 2009 reserves the right to deny registration or entrance to any attendee or prospective attendee, and to cancel an existing registration, if it determines that a registration or an attendee is not in the best interest of SIGGRAPH 2009 or ACM SIGGRAPH.

• Lost badges cannot be replaced. If you lose your badge, you must register again at the published rates to obtain a new badge. Lost merchandise vouchers will not be replaced.

• SIGGRAPH 2009 conference documentation and pre-purchased merchandise will not be shipped, nor will refunds be given for any material that is not picked up at the Merchandise Pickup Center.

Age Requirement Policies

• Registered attendees under the age of 16 must be accompanied by an adult at all times.

• Children under 16 are not permitted in the Exhibition. Age verification is required.

Airport Shuttle Discounts

SIGGRAPH 2009 has partnered with Airport Shuttle to offer transportation to and from Louis Armstrong International Airport (MSY). SIGGRAPH 2009 attendees receive a $2 discount on a round-trip ticket when they book service online through Airport Shuttle Reservations at www.siggraph.org/s2009. These discounts are valid from 25 July until 13 August 2009.

Bookstore

Room 270

Monday, 3 August
8 am - 7 pm

Tuesday - Friday, 4 - 7 August
8 am - 6 pm

BreakPoint Books offers the latest and greatest books, CDs, and DVDs on computer animation, graphic design, gaming, 3D graphics, modeling, and digital artistry. The bookstore features recent books by SIGGRAPH 2009 speakers and award winners.

Exhibition Management Office

+1.504.670.4008
Hall F (Back of the Hall)

Representatives are available during conference hours to meet with exhibitors and help with plans for exhibiting at SIGGRAPH 2009 and 2010.

Exhibitor Registration

Hall F

Open during registration hours. See Registration.

Camera/Recording Policies

No cameras or recording devices are permitted at SIGGRAPH 2009. Abuse of this policy will result in revocation of the individual’s registration credentials.

SIGGRAPH 2009 employs a professional photographer and reserves the right to use all images that this photographer takes during the conference for publication and promotion of future ACM SIGGRAPH events.

Conference Management Office

+1.504.670.4002
Rooms 267-268

If you have questions regarding SIGGRAPH 2009, call or stop by this office anytime during conference hours.

Ernest N. Morial Convention Center

ACCESSIBILITY
The convention center is handicap accessible. If you have special needs or requirements, please call Conference Management at:
+1.504.670.4002

BUSINESS CENTER
+1.504.670.8941
Hall F Lobby

The Ernest N. Morial Convention Center Business Center offers copy and fax services, digital printing, sign and banner making, mobility scooter rentals, instant business cards, office and exhibit supplies and small parcel shipping services.

FOOD SERVICES
Several restaurants, concessions, and food carts are available throughout the convention center for the convenience of SIGGRAPH 2009 attendees.

First Aid Office

Hall F Lobby

Sunday, 2 August
7:30 am - 6:30 pm

Monday, 3 August
7 am - 9:30 pm

Tuesday - Wednesday, 4-5 August
7:30 am - 9:30 pm

Thursday, 6 August
9 am - 9 pm

Friday, 7 August
7:30 am - 6 pm

* For emergencies, contact the Conference Management Office at +1.504.670.4002 (do not call 911 directly, Conference Management will provide faster response within the convention center).

Housing Desk

+1.504.670.4010
Hall F

Complete information about SIGGRAPH 2009 hotel accommodations. Open during registration hours. See Registration.

Lost and Found

Hall F (next to Registration)

To inquire about lost items during the conference. (Note: On Friday the Lost and Found desk will be located in the SIGGRAPH Store, Hall E Lobby.) After the conference, all lost-and-found items will be turned over to the Ernest N. Morial Convention Center Security Office, Room H116 located outside of Hall H.

Luggage and Coat Check

Hall G Lobby

Monday, 3 August
7:30 am - 9:30 pm

Tuesday - Thursday, 4 - 6 August
8 am - 9:30 pm

Friday, 7 August
8 am - 6 pm

Luggage and Coat Check service is available for briefcases, backpacks, and other small items during the hours listed below. SIGGRAPH 2009 is not responsible for items left in the Luggage and Coat Check area.

Parking

+1.504.582.3050

Parking is available at AMPCO/Fulton Street Garage located across the street from the Ernest N. Morial Convention Center at 901 Convention Center Boulevard for $10 per day. There are no in/out privileges.
**Reception**

Co-sponsored by Side Effects Software

**Houdini 3D ANIMATION TOOLS**

Thursday, 6 August, 8 - 10 pm

Blaine Kern’s Mardi Gras World

Join friends and colleagues from around the world to celebrate the spirit of New Orleans. Wander among towering figures of fantasy. Marvel at the skill and technology that animate the mega-floats of Mardi Gras. Enjoy delicious Crescent City cuisine and refreshing libations.

Mardi Gras World is located just south of the Ernest N. Morial Convention Center. The best way to get to the reception is on foot, as part of the traditional New Orleans “second-line” street parade that departs the convention center at approximately 7 pm in front of Halls A-C.

Reception tickets are available at the Registration counter in Hall F. The cost is $55 per person. All sales are final.

**Registration/Merchandise Pickup Center**

Hall F

**Sunday, 2 August**

2 - 6 pm

**Monday, 3 August**

7:30 am - 6 pm

**Tuesday - Thursday, 4 - 6 August**

8 am - 6 pm

**Friday, 7 August**

8 am - 3:30 pm

**Restaurant Reservations/City Information**

+1.504.670.8905

Hall F (near Registration)

**Sunday - Friday, 2 - 7 August**

9 am - 5 pm

General conference information, New Orleans restaurant reservations and New Orleans city information.

**Shuttle Bus Service**

+1.410.507.0971

SIGGRAPH 2009 provides shuttle bus service between many conference hotels and the Ernest N. Morial Convention Center.

**IMPORTANT NOTICE**

Attendees who used the SIGGRAPH 2009 hotel reservation system to make reservations at hotels served by the SIGGRAPH shuttle buses will receive a complimentary shuttle wristband when they check in. Attendees who did not book through the SIGGRAPH 2009 reservation system and wish to use the shuttle service can purchase wristbands at the SIGGRAPH Store for $75. Attendees without wristbands will not be allowed to use the shuttle service. All badged attendees will be able to ride the shuttle buses to and from the reception. Wristbands will not be required.

**HOTEL SHUTTLE SERVICE HOURS**

**Sunday, 2 August**

1:30 - 6 pm

**Monday - Thursday, 3 - 6 August**

7 - 11:30 am and 5 - 9:30 pm

**Friday, 7 August**

7 - 11:30 am and 1:30 - 6 pm

Hotel shuttle service will pick-up and drop-off attendees outside Hall D & E of the Ernest N. Morial Convention Center.

The last shuttle from Blaine Kern’s Mardi Gras World will depart at 10:30 pm.

**SIGGRAPH Encore Conference Presentations DVD-ROM**

La Nouvelle Orleans Ballroom Lobby

The SIGGRAPH Encore Conference Presentations DVD-ROM set returns in 2009! Get the SIGGRAPH 2009 conference presentations on a 2 disc DVD-ROM set. Visit the SIGGRAPH Encore booth in the La Nouvelle Orleans Ballroom Lobby for more information and to place your order.

**SIGGRAPH Store**

Hall E Lobby

Review and purchase additional technical materials and gifts (t-shirts, polo shirts, coffee mugs, baseball cap) for friends, family, and colleagues.

**Sunday, 2 August**

noon - 6 pm

**Monday - Thursday, 3 - 6 August**

8 am - 6 pm

**Friday, 7 August**

8 am - 3:30 pm

**Speaker Prep**

Rooms 278-279

**Sunday, 2 August**

9 am - 7 pm

**Monday – Thursday, 3 - 6 August**

7 am - 7 pm

**Friday, 7 August**

7 am - 2 pm

Pick up your registration credentials and conference information. Then go to the Speaker Prep Room to collect your Speaker Ribbons and badge holder.

If you are presenting at the conference, you should check in with Speaker Prep at least 24 hours before your session to review and upload your materials, practice your presentations, and test the playback of your animation.

**Telephone Numbers**

**Business Center**

+1.504.670.8941

**Conference Management Office**

+1.504.670.4002

**Exhibition Management Office**

+1.504.670.4008

**Housing Desk**

+1.504.670.4010

**Media Headquarters**

+1.504.670.4011

**Parking**

+1.504.582.3050

**Restaurant Reservations/City Information**

+1.504.670.8905

**Shuttle Bus Service**

+1.410.507.0971

**Wireless Internet Access**

SIGGRAPH 2009 provides 802.11 a/b/g wireless network access throughout the Ernest N. Morial Convention Center. To use the wireless network, attendees should have their own wireless (802.11a, b, or g compatible) cards.

Please refer to your laptop operating system and client adapter documentation and follow this procedure:

1. Document all existing TCP/IP and wireless configuration information before you make any changes.
2. Configure your laptop to use DHCP.
3. Configure your wireless adapter network Name (SSID) to be “s2009”.
4. Disable encryption on your wireless adapter.

The SIGGRAPH 2009 wireless network provides open, unencrypted communications for conference attendees. The system is not secure and can be monitored by others.
New Orleans Map & Hotel List

1 Sheraton New Orleans Headquarters Hotel
   +1.504.525.2500
   www.sheratonneworleans.com

2 Astor Crowne Plaza
   +1.504.962.0500
   www.astorneworleans.com

3 Chateau Bourbon
   +1.504.586.0800
   www.wyndham.com

4 Courtyard New Orleans Convention Center
   +1.504.598.9898
   www.marriott.com

5 Embassy Suites New Orleans - Convention Center
   +1.504.525.1993
   embassysuites.hilton.com

6 French Quarter Chateau LeMoyne
   +1.504.581.1303
   www.hichotelneworleanshotelsite.com

7 Hampton Inn & Suites New Orleans Convention Center
   +1.504.566.9990
   www.hamptoninn.com

8 Hilton New Orleans Riverside
   +1.504.561.0500
   www.hilton.com

9 Holiday Inn Express - French Quarter
   +1.504.962.0800
   www.ihotelsgroup.com

10 Holiday Inn New Orleans - French Quarter
    +1.504.529.7211
    www.ihotelsgroup.com

11 Hotel New Orleans - Convention Center
    +1.504.524.1881
    www.hotelneworleansconventioncenter.com

12 JW Marriott New Orleans
    +1.504.525.6500
    www.marriott.com

13 Leows New Orleans Hotel
    +1.504.595.3300
    www.leows-hotels.com

14 New Orleans Marriott at the Convention Center
    +1.504.613.2988
    www.marriott.com

15 New Orleans Marriott
    +1.504.581.1000
    www.marriott.com

16 Omni Royal Orleans
    +1.504.529.5333
    www.omnihotels.com

17 Renaissance Arts Hotel
    +1.504.613.2330
    www.marriott.com

18 Residence Inn New Orleans Convention Center
    +1.504.522.1300
    www.marriott.com

19 Royal Sonesta Hotel
    +1.504.586.0300
    www.sonesta.com

20 SpringHill Suites New Orleans Convention Center
    +1.504.522.3100
    www.marriott.com

21 W New Orleans
    +1.504.525.9444
    www.starwoodhotels.com

22 Windsor Court Hotel
    +1.504.523.6000
    www.windsorcourthotel.com

23 Westin New Orleans Canal Place
    +1.504.566.7006
    www.starwoodhotels.com
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