

Press Release

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SIGGRAPH Asia bursts into Asia's entertainment hub

Come 12 to 15 December, the international computer graphics and interactive techniques community will converge in the multicultural and metropolitan city of Hong Kong for SIGGRAPH Asia 2011. To be held at the Hong Kong Convention and Exhibition Centre, the fourth edition of the highly anticipated ACM SIGGRAPH Conference and Exhibition in Asia will once again bring together top names in graphics, animation, art, and technology.

Building on its strong tradition of providing participants with first-hand views of the latest and upcoming innovations in computer graphics and interactive techniques, SIGGRAPH Asia 2011 is expected to draw over 7,000 participants from more than 45 countries. Hundreds of industry experts and professionals are also expected to contribute to the strong line-up of programs such as Art Gallery, Computer Animation Festival, Courses, Emerging Technologies, Exhibition, Exhibitor Tech Talks, Featured Speakers, Special Sessions, Technical Papers as well as Technical Sketches and Posters.

Innovations for today and the future

In keeping with the times, SIGGRAPH Asia 2011 will debut a new program entitled **Symposium on Apps**, aimed at promoting entrepreneurship and the use of advanced graphic capabilities in mobile devices. Application developers have created more than 300,000 mobile applications in just over three years and the market for mobile applications will continue to accelerate, with revenues expected to surpass US\$35 billion by 2014¹. Recognizing this market potential, Symposium on Apps will explore new ways

¹13 Dec 2010 - IDC Forecasts Worldwide Mobile Applications Revenues to Experience More Than 60% Compound, <http://www.idc.com/getdoc.jsp?containerId=prUS22617910>

in which budding developers and seasoned entrepreneurs can leverage visual and animation techniques on mobile devices to create compelling end user experiences.

SIGGRAPH Asia 2011 will also see the return of the **Art Gallery** and **Emerging Technologies** programs, once again giving voice to inspiring works that marry technology and imagination. The SIGGRAPH Asia 2011 Art Gallery program, themed *FANTasia*, will offer a diverse and international showcase of innovative digital and technologically-mediated artworks that explore childlike playfulness and celebrate imagination in today's networked world. Complementing this is the Emerging Technologies program, with its theme of *Play*. The return of live, hands-on demonstrations and installations of upcoming industry benchmarks in advanced technologies will focus on working demonstrations in virtual reality, augmented reality, haptic devices, 3D graphics, robotics, sensor systems and wearable devices.

A gathering of esteemed industry leaders and innovators

True to its aim to inspire further innovations and promote stimulating discussions, SIGGRAPH Asia 2011 will offer participants the opportunity to meet and network with an international set of computer graphics and interactive techniques luminaries. Leading the line-up of Featured Speakers at SIGGRAPH Asia 2011 are Ken Perlin, Professor in the Department of Computer Science, New York University and Bill Buxton, Principal Researcher at Microsoft Research.

Ken Perlin is one of the top innovators in the industry, widely respected for his Academy Award-winning work in noise and turbulence procedural texturing techniques, used in feature films and television today.

Recipient of the 2008 ACM/SIGCHI Lifetime Achievement Award for fundamental contributions to the field of human-computer interaction and named the World's Most Influential Designers by BusinessWeek in 2010, Bill Buxton is a well-known name in the computer graphics field. Participants at SIGGRAPH Asia 2011 can look forward to gain

from Bill Buxton's illustrious 30-year involvement in research, design and commentary around the human aspects of technology.

Other industry experts who will share their valuable insights and experience include 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. These industry leaders will take participants through the latest innovations and best practices in computer graphics and interactive techniques in the Courses program.

A showcase from Asia and the world

Conversations are also expected to thrive across the exhibition floor, where industry stalwarts, academics, professionals and enthusiasts across the computer graphics community will congregate. Featuring the newest hardware, software, technologies and inventions from around the world, the SIGGRAPH Asia 2011 exhibition will continue to draw top names and organizations from both within and outside of Asia, such as Carnegie Mellon University - Entertainment Technology Center, Chaos Group, Double Negative, The Foundry, Lucasfilm, Pixar Animation Studios and Savannah College of Art and Design (SCAD) Hong Kong.

For the first time this year, SIGGRAPH Asia 2011 will feature a China Pavilion, hosted by the China National Center for Developing Animation, Cartoon and Game Industry (NCACG). Made up of the Culture Research Center of the Chinese Academy of Social Science, East China Normal University, Shanghai Broadband Television Co., Ltd and Beijing Shengshi JinYing International Media Co., Ltd., NCACG is the first organization to be endorsed by the Chinese Ministry of Culture. The new pavilion underlines China's growing interest in digital media and its rapidly developing computer graphics industry.

Connecting Asia's digital media and interactive graphics market to the world

Recognized as the 'Hollywood' of Asia, Hong Kong is home to some of Asia's best media and entertainment talents. Its strategic location at the heart of Asia and proximity to some of the world's fastest growing economies make Hong Kong the perfect gateway for the international computer graphics community to access Asia, make connections and drive industry growth.

"The annual SIGGRAPH Asia is arguably the most important event in the year for the computer graphics and digital media industry in Asia, and SIGGRAPH Asia 2011 will once again bring the quality, diversity and innovation that are the hallmarks of SIGGRAPH to the Asian community. This year's event is shaping up to be an exciting showcase with a greater focus on developing and nurturing the next generation of industry leaders," said Professor Zhi-Qiang Liu, SIGGRAPH Asia 2011 Conference Chair and Professor at the School of Creative Media, City University of Hong Kong.

"Computer graphics and interactive techniques is no longer a scientific field reserved for those in the know. The timely introduction of new programs like Symposium on Apps will help bring computer graphics innovations to the masses and inspire practical applications to improve quality of life. I am confident that both local and international participants will find SIGGRAPH Asia 2011 to be highly insightful, educational and entertaining," concluded Liu.

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About SIGGRAPH Asia

The 4th ACM SIGGRAPH Conference and Exhibition on Computer Graphics and Interactive Techniques in Asia will take place in Hong Kong at the Hong Kong Convention and Exhibition Centre from 12 – 15 December 2011. This year, the line-up of conference programs will include the return of the Art Gallery and Emerging Technologies, the inaugural Symposium on Apps, the Computer Animation Festival, Courses, Technical Papers, and Technical Sketches & Posters.

There will also be a trade exhibition from 13 – 15 December 2011, offering participants from hardware and software vendors to studios and educational institutions a platform to market their products and services to computer graphics and interactive techniques professionals and enthusiasts from Asia and beyond.

About ACM

The Association for Computing Machinery (ACM) SIGGRAPH sponsors SIGGRAPH Asia 2011. 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.