Press Release

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Hong Kong Celebrates the Best in Computer Graphics and Interactive Techniques at SIGGRAPH Asia 2011

The 4th edition of SIGGRAPH Asia will inspire industry professionals and enthusiasts with a comprehensive program line-up, aimed at showcasing successes and breakthrough digital innovations.

From today till 15 December, over 7,000 artists, designers, researchers, manufacturers, developers and trade visitors from close to 50 countries across the globe will gather in the Hong Kong Convention and Exhibition Centre, where the annual computer graphics and interactive techniques conference and exhibition is held.

A showcase of the very best in animation, visual effects and human-computer interaction, SIGGRAPH Asia 2011 will feature seven submission-based programs, namely the Art Gallery, Computer Animation Festival, Courses, Emerging Technologies, Symposium on Apps, Technical Papers, and Technical Sketches & Posters. This is the first time that the Symposium on Apps program, a platform for developers, computer graphics veterans and novices to discuss the opportunities and challenges in mobile app development, is introduced. The program also invites internationally-acclaimed industry experts to front Special Sessions and Featured Speakers Sessions.

Delving into the details of on-screen blockbusters
The secrets behind the success of notable Hollywood animation and visual effects blockbusters, such as *Transformers: Dark of the Moon, Puss in Boots* and *Pirates of the Caribbean: On Stranger Tides,* will be unveiled at SIGGRAPH Asia 2011.

Highlights include:

- *Coming Full Circle with Transformers*: **Brennan Doyle** and **Abishek Nair** of **Industrial Light & Magic Singapore** (ILM Singapore) will share with audiences the challenges of bringing robots to life in a Computer Animation Festival Panel. Audiences will be thrilled by a breakdown of the destruction sequence of Chicago, as depicted in the movie. The speakers will also touch on ILM's involvement in recreating the experience of the war between the Autobots and Decepticons in the new Transformers theme ride at Universal Studios Singapore. The ride was just launched on 3 December.

- *Mythical creatures and magical environments Pirates of the Caribbean: On Stranger Tides*: This Computer Animation Festival Panel by **ILM Singapore** will share with audiences how many of the mythical creatures and scenarios in the movie *Pirates of the Caribbean: On Stranger Tides* was created. In particular, the speakers will present a breakdown of one of the movie's more complex scenes – a variety of ships trapped in bottles, and how it was delivered in stereo 3D.
- *Puss in Boots: India's role in the Making of an Animated Blockbuster*: This special session highlights Asia's growth in the computer graphics and animation industry. **DreamWorks Dedicated Unit, Technicolor India (DDU)** will share insights and challenges in developing the special effects for this well-loved animation in India. DDU is a collaboration between DreamWorks and Technicolor India.

Recognizing outstanding digital animation and graphics

The annual Computer Animation Festival continues to present the very best in computer animation, honoring the top three works through the Best of Show Award, the Jury Award and the Best Student Project Award.

The award winners are:

- **Best of Show Award: La Détente**
  Pierre Ducos and Bertrand Bey
  Kawanimation (France)

  In this unique and visually stunning piece, audiences will be taken through the First World War in a world of toys. In a trench during the First World War, a French soldier becomes paralyzed with fear. His mind disconnects from reality and escapes to a world where wars are fought by toys, brought to life through striking visual effects.

- **Jury Award: Paths of Hate**
  Damian Nenow and Marcin Kobylecki
  Platige Image (Poland)

  Paths of Hate is a short tale about the demons that reside deep in the human soul, with the power to push people into the abyss of blind hate, fury and rage. This short animation presents a story set in a comic book focused on a visual duel between two pilots. Driven by blind fury, the two pilots chase each other and thereby write cryptic messages of madness into the firmament.

- **Best Student Project Award: Last Fall**
  Andreas Thomsen and Michelle Nardone
  The Animation Workshop (Denmark)

  Last Fall tells the story of a father's love. When an accidental plane crash causes a devoted father to lose his little daughter, the father follows his daughter into death and discovers a mechanical Afterlife. This uncompromising, robot-controlled Afterlife presents him with both danger and hope. What secured the *Last Fall's* status as the Best Student Project was its impressive graphics and animation that far surpassed the jury's expectations.

Journey into the realm of fantasy

The fantasy theme continues at SIGGRAPH Asia through visually stunning installations and art pieces showcased in the Art Gallery program. With FANTAsia as a theme, the Art Gallery presents 24 innovative art pieces that invite visitors to unleash their inner childhood in a world of fantasy and play.

Visitors walking through the Gallery can look out for:

- *Miroir/Mirror: Miroir,* by **Université Paris 8**, draws inspiration from Lewis Carroll's Through the Looking Glass, immersing visitors into a strange universe created by mirrors. Instead of the usual distorted images that visitors usually encounter at carnivals, these mirrors transform the face of anyone looking through them into an animal face through the use of augmented reality technology, creating a supernatural experience.
- *Scent of Lollipop*: This work, by **Chung-Ang University**, allows participants to revisit their childhood memories with the option of imprinting their own drawings onto a lollipop. The message behind this exercise is to encourage return to a time of youth, hope and aspirations.
- *Lit Tree*: Attendees can walk around the tree, which responds to visitors' motion with light choreography. Set up by **Kimchi and Chips,** this art installation proposes an alternative to the media facade, whereby designers and advertisers use LED and projection technology to display graphics through the built environment.

The Technical Sketches and Posters program will further urge audiences to imagine the possibilities in computer graphics and interactive techniques. Through 44 Technical Sketches, and 59 Posters, the program presents attendees with raw, cutting-edge ideas that can potentially push the boundaries of commercial and artistic applications of computer graphics and interactive techniques in the future. Among the notable pieces are:

- *Interactive Climbing Route Design Using a Simulated Virtual Climber*: This Technical Sketch, by **University of Tsukuba**, **The University of Tokyo**, **Japan Science and Technology Agency** and the **Berlin Institute of Technology**, presents a climbing route design tool that uses a

virtual climber to give interactive feedback. It aims to enable novice climbers to build fun and interesting routes.

- *Automatic Generation of Facial Wrinkles According to Expression Changes:* This Poster by **Waseda University** proposes a novel technique that automatically generates facial wrinkles according to expression changes.
- *The Laser Aura: A Prosthesis for Emotional Expression*: This Poster, by the **University of Tokyo**, studies how a wearable device translates bio-sensed data into cartoon-like graphics that can be projected onto physical surroundings.

A premier gathering of leading names

Featuring 120 exhibitors from Asia and beyond, the SIGGRAPH Asia 2011 Exhibition demonstrates the versatility of computer graphics today. Among the leading names that will be showcasing their latest innovations are **Autodesk**, **NVIDIA** and **PipelineFX**. Visitors will gain a holistic view of the developments in hardware and software in computer graphics as well as services such as **Chaos Group's** *V-Ray* and 3D graphic solutions by **Shanghai Global Design Information**.

The exhibition floor will also host 10 educational institutions, showcasing their latest research and ideas that can potentially bring the industry forward. Reflective of the growing potential of the computer graphics market in the region, established players such as **Lucasfilm**, **PIXOMONDO** and **Double Negative** will be holding recruitment drives at SIGGRAPH Asia 2011.

"This year's SIGGRAPH Asia presents yet another opportunity for attendees to be enthralled with the possibilities that computer graphics and interactive techniques can offer. Celebrating both the successes of pioneers and emerging artists, researchers and professionals in the field, this year's committee has worked hard to put together an exceptional line-up of eminent works and pieces that we hope will inspire future breakthroughs in Asia and the world. With an increase in the number of high caliber contributions from all over the world, the return of interactive programs, such as the Art Gallery and Emerging Technologies, and a consistency in the programming to stay up-to-date on industry trends, I am confident that SIGGRAPH Asia 2011 will continue to be an important platform for the computer graphics and interactive techniques communities around the globe," said Jeff Jortner, President of ACM SIGGRAPH.

Detailed information on the individual programs are available in the enclosed factsheets. You can also visit www.siggraph.org/asia2011.

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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.