

SIGGRAPH Asia 2008 Fact Sheet

The inaugural SIGGRAPH Asia 2008 will be held from December 10th to 13th at the Suntec International Convention and Exhibition Centre in Singapore.

For four days, SIGGRAPH Asia presents a palate of exciting new works, ideas, technologies and techniques in the field of computer graphics as well as interactive and digital media through nine major programmes.

The line-up includes:

Art Gallery

The Art Gallery is a festival of creativity showcasing emotive works that inspire contemplation and discovery. A total of 21 creative pieces will be showcased in a display covering a range of media, including “hybrid” formats, ubiquitous sounds, as well as zero-gravity *space art*.

The visual treat includes NHK Japan’s *Three Little Pigs in the CG Theater*, a peek into a new style of content creation for a puppet show developed by the broadcaster, regarded as an industry breakthrough that will expand the boundaries of TV programming and interactive elements. For a touch of interactive, Tsutomu Mutoh from the International Media Research Foundation of Japan will be installing a platform that demonstrates a technique for colour composition using human perception of colour consistency in *Option Tone – Dynamic Colour Composition*.

Computer Animation Festival (CAF)

The highly anticipated and much-loved programme of ACM SIGGRAPH in North America comes to Asia, bringing with it the latest benchmarks of visual effects and animation from around the world.

SIGGRAPH Asia’s Computer Animation Festival received a total of 685 submissions from 44 countries including 294 from Asia. Sixty-eight of the most remarkable pieces will be screened through the CAF’s four platforms, namely, Electronic Theatre, Animation Theatre, Special Programme and Invited Screenings.

Highlights in each category include features from a myriad of sources, such as internationally renowned production houses including Passion Pictures (United Kingdom), Blizzard Entertainment (USA); schools such as Gobelins, L’école de L’image (France), Nagoya City University (Japan); as well as individual students.

The Festival will announce one *Best of Show* and two *Jury* awards – all of which represent ringing endorsements from a distinguished panel of international experts – on the first day of SIGGRAPH Asia Computer Animation Festival on 11 December.

Courses

In growing the pool of skills and knowledge in the industry, SIGGRAPH Asia presents unique educational opportunities led by international experts. Through 20 carefully selected educational tracks, participants can keep updated on the latest technology and techniques spanning animation, computer-human interaction, entertainment, gaming and scientific visualisation.

Aimed at both young talents and experienced industry professionals, the comprehensive line-up of topics will be presented by instructors comprising professionals and academics from more than 40 universities, production houses, research institutes and other notable organisations.

For first-time attendees and budding enthusiasts, SIGGRAPH Asia presents *Introduction to Computer Graphics*, designed to ease newcomers into the mind-expanding realm of digital and interactive media. For independent animators, *There Can Only Be One: Independent Animation for the Lonely* will expound on concepts and techniques from pre to post production that will help ensure a smooth journey towards realising that creative piece.

Educators Programme

The Educator's Programme explores the latest techniques and tools used in the teaching of computer graphics, with discussions on the methodologies currently implemented. By reviewing the educational strategies adopted in both the industry and academic field, SIGGRAPH Asia is contributing towards making the learning process more meaningful and relevant.

Park Se-Hyung from the Korea National University of Arts (KNUA) will present a keynote address entitled *The New Perspective of Consilience of the Arts and Technology in the Era of Ubiquitous Computing*. Attendees can find out more about Ubiquitous Arts and Technology (U-AT) a new term coined by KNUA to describe the coming together of ubiquitous technology and diverse art genres.

Other highlights of the Educators Programme include an educator's panel on the topics *Bridging the Gap between Education and Professional Production* and *Comparison of Animation Storyboard Education in China and United States*, featuring international experts from notable animation studios, such as Dreamworks Animation and Bunko Studios.

Emerging Technologies

In keeping with its theme of putting forward thought-provoking work that could define the future of computer graphics and interactive techniques, SIGGRAPH ASIA 2008 presents demos and installations of mind-expanding explorations in the Emerging Technologies programme. The programme provides visitors a chance to delve into the world of augmented reality and massive action control system to catch a glimpse of the

possibilities that could bring a paradigm shift in the future of computer graphics and interactive techniques.

The office of the future may incorporate a less sedentary workspace if the ideas explored in *Balance Ball Interface* are realised. Contributed by Masasuke Yasumoto from the Graduate School of Film and New Media, Tokyo University of Arts, this interactive user-interface device challenges our assumptions of chairs and interfaces.

In *Heaven's Mirror*, users experience a mirror illusion that combines tactile, visual and auditory senses, giving them a reflection that is "more real". More importantly, the concepts explored open up new possibilities for using mirrors in virtual reality.

Flaneur: Digital See-through Telescope is an innovative navigation system developed by Keio University that acts as a digital telescope allowing viewers a first-person point of view of buildings, shops and objects as they find their way on a map.

Exhibition

Visitors of the trade exhibition will be delighted by a display of the latest hardware, software, content, and educational and recruitment opportunities. Exhibitors include Autodesk, Advanced Micro Devices, Inc. and Pixar Animation Studios. Malaysia, Singapore and Thailand will be participating in the country showcase, giving visitors an overview of the computer graphics and interactive technique markets in Asia.

Job Fair

A total of 100 positions from close to 15 employers are expected to be offered from across the region and globally. Major names in the industry such as Double Negative, Media Development Authority of Singapore and Ubi Soft will be present at the fair, looking for the region's best talents for a global portfolio of industry positions.

Sketches and Posters

Sketches and Posters offers a unique interactive platform for a meeting of the best minds in the industry, exploring innovative, new and interesting ideas which may be the next big wave to hit the industry.

Highlights include preliminary concepts behind Double Negative's fire simulation and rendering for *Hellboy 2: The Golden Army*, as well as five never seen before sketches by Lucasfilm Ltd, ranging from general approaches to movie making, to specific features such as *Indiana Jones and The Kingdom of the Crystal Skull* and *Iron Man* and the TV series *Star Wars™: The Clone Wars™*.

Special Sessions

In Special Sessions, SIGGRAPH Asia has identified four highlights that will give a good overview of the important concepts and developments that will be discussed throughout the event.

The *Technical Papers & Sketches Fast Forward Session* consists of 50-second presentations for each Technical Paper and Sketch included in the SIGGRAPH Asia programme. This *Session* is informative, humorous and provides a good overview of the conference so that attendees could decide on the parts of the programme that they would most like to attend the rest of the week.

Industrial Light & Magic will share some insights into the creation of realistic images. Using examples from *Indiana Jones and the Kingdom of the Crystal Skull* and *The Chronicles of Narnia: The Lion, the Witch and the Wardrobe*, Jeff White, Associate Visual Effects Supervisor, will discuss the importance of balancing technical and artistic elements in creating imageries through his session entitled *Balancing Act: Blending Left-Brain and Right-Brain Thinking in Solving the Complex Visual Effects Equation*.

Discussing the convergence involved in creating the CG-animated TV series *Star Wars™: The Clone Wars™* and the game *Star Wars™: The Clone Wars™: Jedi Alliance™*, Matt Aldrich, Art Director, Games and Lee Stringer, CG Supervisor for the TV series from Lucasfilm Animation Singapore will share some secrets from the “galaxy far, far away”.

And finally, industry players from Polygon Pictures, Rhythm & Hues, India, as well as Lucasfilm Animation Singapore will deliberate on the issues and challenges in setting up a new studio in Asia in the panel discussion entitled *Challenges for High-Quality Production and Training of Staff in Asia*.

Technical Papers

A total of 320 technical were received from around the globe, with 30 percent of the papers coming from Asia.

International experts from around the world will present peer-reviewed research in various animation and graphics techniques such as rendering, modeling, animation, human-computer interaction, computer-aided design, virtual reality, and visualisation.

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

The purpose of the ACM Transactions on Graphics (TOG) is to further the development of computer graphics by encouraging high-quality research in the field and disseminating that research rapidly and widely. The term "computer graphics" is interpreted broadly; it includes, but is not limited to, work on animation, computer-aided design, color, computational geometry, geometric modeling, graphics hardware, human factors, image synthesis, interaction techniques (both 2D and 3D), lighting models, novel applications, real-time techniques, and rendering.

Computer graphics is more than an academic discipline; it is an eclectic and heterogeneous field with wide-ranging applications. Consequently, TOG accepts papers on novel applications as well as traditional research contributions.