

## **Fact Sheet**

***SIGGRAPH Asia 2014 will be hosted at the Shenzhen Convention and Exhibition Center from 3 to 6 December 2014.***

Asia's largest computer graphics (CG) event will take place in Shenzhen, China at the Shenzhen Convention & Exhibition Center from 3 to 6 December 2014.

Over 7,700 attendees from over 60 countries are expected, making the conference and exhibition the largest and most respected computer graphics conference in Asia. Through a conference (3 to 6 December) and trade exhibition (4 to 6 December), a multitude of exciting SIGGRAPH Asia activities will showcase the industry's latest digitally-enabled means of expression.

This year, the line-up of conference programs will include the Computer Animation Festival, Courses, Workshops, Emerging Technologies, Posters, Symposium on Mobile Graphics and Interactive Applications, Technical Briefs, and Technical Papers.

### **Computer Animation Festival**

The SIGGRAPH Asia Computer Animation Festival showcases international works that explore innovations in computer-generated animation, visual effects, creativity, and the technical aspects of computer animated art. The festival will consist of screenings in an **Animation Theater** where this year's work can be enjoyed at length. Likewise, an **Electronic Theater** will feature a two-hour overview of the must-see animations, effects and scientific visualizations produced from the last year. Experts will host **Production Sessions**, presenting topics on the creation of computer animation and behind-the-scenes presentations.

### **Courses**

As a major cornerstone of the conference, SIGGRAPH Asia 2014 will hold comprehensive instructional courses on contemporary topics in graphics and interactive techniques. These feature experts teaching about the latest research in their respective fields with the entire computer graphics community. Hundreds of practitioners, developers, researchers, artists, and students will attend to deepen their knowledge of their respective fields, including: computer animation, visual effects techniques, programming graphics hardware, rendering, simulating living creatures and natural phenomena, image manipulation, and virtual/augmented reality.

### **Emerging Technologies**

Another major element of the conference is its showcase of new interfaces, input devices, systems of engagement, and robotics, where hands-on demonstrations are fully supported. Research on interactive technology investigates the relationship between technology and human-kind, with the goal of pursuing innovations that can make a great impact on the general public's way of life. The main attraction here is live, hands-on demonstrations that will be experienced by thousands of people. These novel technologies may bring benefits, usefulness, and comfort to humanity in the future by changing the fundamental way in which we live.

### **Posters**

The Posters program is a platform where polished contributions or new solutions on technical details from animators, developers, educators, and researchers are presented quickly and concisely. Typical examples include works in progress, game design ideas, applications to current problems, and other

related disciplines. Posters are displayed in high-traffic areas in the Shenzhen Convention and Exhibition Center.

### **Symposium on Mobile Graphics and Interactive Applications**

The Symposium on Mobile Graphics and Interactive Applications will highlight recent technological developments in the fields of mobile apps, computer hardware, augmented reality, location-based services, animation, social networking and more. The symposium is a venue for both industry and academia to explore the opportunities and challenges of mobile applications relevant to the global graphics community. The focus on mobile technology covers not only gaming and social networking, but interactivity techniques, leveraging app stores, business applications, location-based services, and a myriad of other mobile related development interests.

### **Technical Briefs**

The SIGGRAPH Asia 2014 Technical Briefs program presents new research results in graphics at the intersections of audio, image, video, and HCI. Leading international experts from all over the world present the best results in peer-reviewed research spanning a wide range of research areas like 3D imaging, 3D laser scanning and reconstruction, 3D video, 3D audio, high dynamic range imaging, high-definition imaging, image processing for graphics, scene understanding, sensor-based human-computer interaction, graphics and human-computer interface, augmented reality, and virtual reality.

### **Technical Papers**

The SIGGRAPH Asia 2014 Technical Papers program is the premier international forum for presenting new research results in computer graphics and interactive techniques. All submitted papers undergo the rigorous SIGGRAPH Asia review process and must adhere to the highest scientific standards.

### **Workshops**

Held in conjunction with the other conference programs, workshops are sessions that present and discuss novel research ideas in the area of emerging topics of computer graphics and interactive techniques. Workshops this year will cover such topics as Indoor Scene Understanding, Autonomous Virtual Humans and Social Robots for Telepresence, Creative Shape Modeling and Design, Designing Tools for Creating Interactive Content, and Urban Visualization.

### **Trade Exhibition**

From 4 – 6 December, the SIGGRAPH Asia trade exhibition will be open to visitors and exhibitors who want to keep abreast of exciting developments in the global interactive and digital media industry and meet with prospective customers, resellers, distributors, and collaborators. The exhibition serves as a platform for both software and hardware developers to market their innovative products and services, as well as for educational and research institutions to establish collaborations and partnerships for future businesses and research projects. Production houses, visual effects and animation studios will also recruit, offering job seekers the opportunity to know more about their company and latest project developments.

A popular feature of the Trade Exhibition is the **Exhibitor Talks & Sessions**, where leading names in computer graphics animation, international visual effects studios and production houses, hardware and software vendors will share their latest product updates and innovations that will help pave the next generation of digital production.

### **Venue**

SIGGRAPH Asia 2014 will be held at the Shenzhen Convention and Exhibition Center.