



Press Release

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SIGGRAPH Asia returns to Singapore, the hub of digital entertainment and technology in Asia.

From 28 November to 1 December, 2012, Singapore will be the place for the international computer graphics and interactive techniques community to converge for SIGGRAPH Asia 2012. This year, the fifth edition of the highly regarded and anticipated ACM SIGGRAPH Conference and Exhibition will be back in its inaugural city. Following its successful debut in Singapore in 2008, SIGGRAPH Asia returns to the city state this year, once again bringing together the best names in the animation, digital art, graphics and technology industries from around the world.

Bringing together international speakers and innovators

SIGGRAPH Asia 2012 is also very pleased to announce the first two Featured Speakers for this year's conference, one hailing from academic research and the other from the creative industries.

Hailed as the father of MP3, Karlheinz Brandenburg discovered the audio compression format as a specialist in mathematics working on ways to compress music files. This far-reaching invention had previously only been used in university research until it later became commercially available. His honors include the AES Silver Medal, the IEEE Masaru Ibuka Consumer Electronic Award, the German Future Award, which he shared with his colleagues and the Cross of the Order of Merit of the Federal Republic of Germany. Brandenburg is a professor at the Institute for Media Technology at Ilmenau Technical University and director of the Fraunhofer Institute for Digital Media Technology in Ilmenau, Germany.

Co-founder of PDI/DreamWorks over 30 years ago, Richard Chuang pioneered the studio's proprietary animation system, which received an Academy Technical Achievement Award in 1998. Chuang's expertise is in computer animation and visual effects for both animated and live action films. Besides the feature length animated films at PDI/DreamWorks, he helmed the CG production for DreamWorks' first all computer animated primetime TV show, Father of the Pride



in 2005. He was also the executive responsible for developing production capacity worldwide for DreamWorks Animation, including multi-national productions in Asia and Europe.

"This year's SIGGRAPH Asia conference in Singapore seeks to balance the mix of industry and academia," said Dr Susanto Rahardja, Conference Chair for SIGGRAPH Asia 2012, Chair of the ACM SIGGRAPH Chapter in Singapore and Head of the Signal Processing Department at the Institute for Infocomm Research, A*STAR, Singapore.

"The program committee has ensured this with great coverage of both the use of new technologies in all fields of endeavor, as well as a solid discussion and display of progress in R&D at university research levels," said Dr Rahardja.

SIGGRAPH Asia 2012 Conference Overview

Always looking for innovative ways to bring research to SIGGRAPH Asia, the Technical Briefs program has been introduced this year. The introduction of this inaugural program at SIGGRAPH Asia aims to provide the research community with a platform to present their results and findings. All accepted work are also recognized and published in the ACM Digital Library.

The Symposium on Apps is a groundbreaking program which covers the development, technology and marketing of mobile applications, including computer graphics software and hardware, games, augmented reality, location-based services, animation, and social networking. Presented in the format of panels, talks and workshops, the program will put a stronger emphasis on the graphics aspects in mobile applications.

The Computer Animation Festival at SIGGRAPH Asia is recognized as one of the most innovative animation festivals in the world. An internationally recognized jury receives hundreds of submissions and presents the best work of the year in daily Animation Theater and Electronic Theater screenings. Panel sessions and production presentations also bring extra depth to the program. Additionally, the Courses program will feature a variety of instructional sessions from introductory to advanced topics in computer graphics and interactive techniques by speakers from institutions around the globe.

This year's Art Gallery is themed *Echo*, and will be showcasing interactive installations in a myriad of mediums and techniques. Emerging Technologies will again surprise attendees this year by bringing together devices, robotics, and creative research together. The program provides hands-on demonstrations, supported by talks about the associated techniques. The Posters program is a forum that brings innovative ideas into the spotlight. These displays will be staged throughout the conference in high-traffic areas. The program will also feature interactive sessions where these innovative ideas will be presented and discussed.

The Technical Papers program is a premier international platform for presenting current research work in the fields of computer graphics and interactive techniques. Accepted works are written by leading researchers and university teams, and will be published in the ACM Transaction on Graphics.

Showcasing Singapore to the world

Singapore's Interactive Digital Media (IDM) sector has been recently successful in attracting more major international studios from abroad, setting up research collaborations and creating a healthy start-up environment. The sector has doubled in size over the past three years. As the international and local digital arts and research community gear up for SIGGRAPH Asia 2012 at the Singapore EXPO, the event is looking to eclipse the 2008 show in coverage, depth, and number of participants. Featuring the newest hardware and software, technologies, and gadgets from around the world, the trade exhibition at SIGGRAPH Asia 2012 is open to all local and international exhibitors and visitors who want to keep up with the global industry. Many companies are exhibiting their wares for the first time, brushing shoulders with industry leaders, with new ideas mixing with blockbuster studio presence.

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About SIGGRAPH Asia 2012

The 5th ACM SIGGRAPH Conference and Exhibition on Computer Graphics and Interactive Techniques in Asia will take place in Singapore at the EXPO Convention and Exhibition Centre from 28 November to 1 December 2012. This year, the line-up of conference programs will include the inaugural Technical Briefs, the continuation of the inspiring Symposium on Apps, the Art Gallery, Computer Animation Festival, Courses, Emerging Technologies, Posters, and Technical Papers. There will also be a trade exhibition from 29 November to 1 December 2012, 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 2012. 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.