

Immediate Release

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Hong Kong Hosts SIGGRAPH Asia 2013
SENSE the Transformation of Next Generation Computer Graphics in
Asia's Largest Conference & Exhibition

HONG KONG, 21 Jul 2013 – For four exciting days this November, Asia's largest computer graphics (CG) event, SIGGRAPH Asia 2013, will be hosted in Hong Kong. After successfully hosting SIGGRAPH Asia two years ago, the conference and exhibition will once again return to Hong Kong with the most cutting edge graphical achievements across a range of fields. SIGGRAPH Asia 2013 will present a myriad of experts and exhibits in a range of fields, including hardware and software, film and game production, as well as research and education. SIGGRAPH Asia 2013 expects to attract 7,000 attendees from various industry sectors and over 130 exhibitors from 50 countries around the world.

SIGGRAPH Asia 2013 – showcasing breakthroughs in Asia

The 6th ACM SIGGRAPH Asia 2013 event will revisit vibrant Hong Kong, a city renowned for its multi-cultural elements that fuse both Eastern and Western values. Hong Kong is also a regional hub for multimedia experts and creative industries, offering a score of opportunities for businesses both regionally and internationally. According to Jon Peddie Research, computer graphics related businesses earned an excess of \$53 billion dollars in 2010. These numbers are expected to skyrocket to \$150 billion in 2013. There are new opportunities burgeoning in the field of computer graphics, thanks to ubiquitous technology once limited to professional usage that has now permeated the everyday lives of consumers through mainstream web and mobile applications. Apart from being at the forefront of technological innovations, Hong Kong is, due to its location and close ties with emerging creative industries in China, strategically set up to support other CG-related industries within the Asian region.

From 20 – 22 November, the SIGGRAPH Asia trade exhibition will extensively showcase innovations from hardware and software vendors, production houses, animation and game studios, as well as educational and research institutions. The exhibition acts as a platform for developers to market their innovative products and services, which include computer graphics and interactive ideas that professionals and enthusiasts can benefit from all around the world. The exhibition is open to any local or international exhibitors and visitors who want to keep abreast of exciting developments in the global computer tech industry and meet prospective customers, resellers, distributors and collaborators.

"SIGGRAPH Asia, along with SIGGRAPH, is the biggest and most attractive computer graphics event in the world. Besides bringing together industry professionals from all over the world to share their greatest achievements, it has helped us meet potential business partners from Asia that we want to meet. Organizing the exhibition and the exhibitor talks and sessions within the same hall is a very strategic move, as the people who visit us are both interested in business partnerships and learning about cutting-edge technology advancements. Many of the contacts we established have led to actual business deals, and we have also received feedback that has helped us to improve our innovations." *Kyehyun Kim, Researcher, Visual Media Lab, KAIST*

A multitude of exciting SIGGRAPH Asia activities

The conference will include a range of programs, including: an **Art Gallery** with exceptional digital and technologically mediated art, such as installations and 3D pieces, a **Computer Animation Festival** that showcases international works, comprehensive instructional **Courses** on contemporary topics in graphics and interactive techniques, and a showcase of **Emerging Technologies** like interfaces, input devices, systems of engagement, and robotics in which hands-on demonstrations are supported.

Other programs include the **Symposium on Mobile Graphics and Interactive Applications**, which will highlight recent technological developments in the fields of mobile apps, computer hardware, augmented reality, location-based services, animation, social networking and more. **Technical Briefs, Technical Papers** and the **Posters** program are forums that represent the forefront of research breakthroughs in computer graphics and interactive techniques. All in all, the three day conference offers an array of thought-provoking ideas.

Professor Wenping Wang, SIGGRAPH Asia 2013 Conference Chair and Professor at the University of Hong Kong, said, "SIGGRAPH Asia is arguably the most important event in the year for the computer graphics and digital media industry in Asia. The 2013 conference will once again bring the quality, diversity and innovation that are the hallmarks of SIGGRAPH to the Asian region. I am confident that both local and international participants will find the event to be largely beneficial to numerous fields and businesses."

SIGGRAPH Asia will be hosted at the Hong Kong Convention and Exhibition Centre from 19 to 22 November. The conference itself will run from 19 to 22 November, while the exhibition will be open from 20 to 22 November.



More information about ACM SIGGRAPH can be found at:

Facebook: <https://www.facebook.com/SIGGRAPHConferences>

Twitter: <https://twitter.com/siggraph>

LinkedIn: <http://www.linkedin.com/groups/ACM-SIGGRAPH-42742/about>

YouTube: <http://www.youtube.com/user/ACMSIGGRAPH>

About SIGGRAPH Asia 2013

The 6th 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 19 – 22 November 2013. This year, the line-up of conference programs will include an Art Gallery, the Computer Animation Festival, Courses, Emerging Technologies, Posters, a Symposium on Mobile Graphics and Interactive Applications, Technical Briefs and Technical Papers. There will also be a trade exhibition from 20 – 22 November 2013, offering participants, ranging 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 SIGGRAPH

The Association for Computing Machinery (ACM) SIGGRAPH sponsors SIGGRAPH Asia 2013. 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.

This press release was distributed by **Strategic Communications Consultants (SCC) Ltd.**, on behalf of **SIGGRAPH Asia 2013**.

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