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2010 Conference Newsletter | June Issue

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Plan Your SIGGRAPH Experience with the Advance Program

Preview all of the insightful programs offered at SIGGRAPH 2010 and plan your agenda before you arrive in Los Angeles. Download the SIGGRAPH 2010 Advance Program.

Coming Soon: Customize Your SIGGRAPH Experience with the Online Scheduler and iPhone App
This year's conference promises something for everyone, providing the latest in research, animation, art, software, visualization, hardware, games, visual effects, and education. Don't miss a thing. Watch for an online scheduler and the official SIGGRAPH 2010 iPhone App that will be available soon to customize your SIGGRAPH experience.
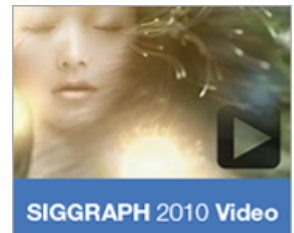
TOP

Game Papers: A Convergence of Science and Art
Game Papers explore key issues in video games, inform and advance our current state of knowledge and understanding, and foster new areas for investigation that will drive the next generation of player experience. From a submission pool of 28, 12 papers were selected to be presented at SIGGRAPH 2010. Game Papers are published in the prestigious *Sandbox 2010: ACM SIGGRAPH Video Game Proceedings*.

"The game papers this year represent a movement toward the convergence of science and craft in game design. From examining the structure of games, to the impact of various controllers, to innovative approaches to game design, each paper has applied a scientific lens and rigor to a heretofore craft-based approach to game design, UI design, and the player experience," said Dr. Richard Wainess, SIGGRAPH 2010 Game Papers Chair. "It's a positive step toward merging two disparate, yet symbiotic worlds: science and art. The results will be fruitful."

Here are a few of the highlights:

Jogging over a Distance: The Influence of Design in Parallel Exertion Games

Florian Mueller, Distance Lab; Frank Vetere and Martin R. Gibbs, The University of Melbourne; Stefan Agamanolis, Distance Lab; Jennifer Sheridan, Knowledge Lab

This paper presents a qualitative study that illustrates how technology design can facilitate a social game experience even when participants are running on opposite sides of the world. "Jogging over a Distance" allowed two joggers, one in Europe, one in Australia, to run together, using spatialized sound delivered over headphones: if one person ran faster, the audio for the other person appeared to come from the front, if slowing down, the audio appeared to come

from the back.

User-Centered Game Design Through Profile-Based Adaptive Difficulty Adjustment

Chang Yun, Philip Trevino, William Holtkamp, Zhigang Deng, University of Houston

This paper presents a novel methodology that uses a profile-based adaptive difficulty system to automatically adjust game difficulty throughout the game play. Experimental results demonstrate improvements in both perceived and actual game experience. With this approach, developers can create a personalized, user-centered environment that transforms traditional program-centered video games.

View all Game Papers.

*Image Credit: Jogging over a Distance: The Influence of Design in Parallel Exertion Games ©
Distance Lab, Florian Mueller*

TOP

Art Gallery - TouchPoint: Haptic Exchange Between Digits
The SIGGRAPH 2010 Art Gallery showcases work by artists who physically engage technology in their creative process. The work exhibited in TouchPoint: Haptic Exchange Between Digits investigates the polysensory nature of human experience in a technologically enhanced environment. Integral to the work is human haptic interaction, involving the "viewer" and/or the artist through a unique physical interface. Out of more than 250 submissions, 14 were selected by a distinguished jury.

Works exhibited in TouchPoint are published in a special issue of *Leonardo, the Journal of the International Society of the Arts, Sciences and Technology*. Publication of this special issue coincides with SIGGRAPH 2010.

"The exhibition becomes an interactive environment where the user/viewer/participant is essential to the manifestation of the work," said Richard Elaver, SIGGRAPH 2010 Juried Art Chair from Indiana University-Purdue University Fort Wayne. "We welcome all attendees to experience everything from the Happiness Hat to Echidna II, a creature with its own electronic voice."

View the entire list of artworks in TouchPoint.

TOP

New Preview Videos Posted: Sneak Peek at Emerging Technologies and Technical Papers

View the **Emerging Technologies** and **Technical Papers** preview videos for a sneak peek at what you can expect to experience at this year's conference.

TOP

Disney·Pixar Executive Jim Morris Chosen as a SIGGRAPH 2010 Keynote Speaker

Jim Morris, General Manager and Executive Vice President of Production at Pixar Animation Studios, will give one of the keynote presentations at SIGGRAPH 2010.

At Pixar since 2005, Morris has worked as a producer and production executive in the motion picture industry for more than 23 years. As part of Pixar's executive team, he has served as production executive on many of Pixar's most successful films including "Ratatouiile", "Up", and the upcoming "Toy Story 3". In 2009, he produced Disney·Pixar's highly acclaimed, "WALL•E", which won the Oscar for Best Animated Feature and garnered him the Producer of the Year Award in Animated Theatrical Motion Pictures from the Producer's Guild of America. He is currently producing Disney's much anticipated "John Carter of Mars," which is scheduled for release in 2012.

"As an industry leader and visionary, Jim's keynote will be one of many 'can't miss' moments of SIGGRAPH 2010," said Terrence Masson, SIGGRAPH 2010 Conference Chair from Northeastern University. "His contributions over the years have moved the industry forward in ways we never imagined. His impact will be felt for decades to come. With his breadth and depth of experiences, he truly is the epitome of this year's underlying focus of the 'People Behind the Pixels.'"

Image Courtesy Pixar Animation Studios

TOP

How to Get Your SIGGRAPH Travel Budget Approved

Knowing that the majority of SIGGRAPH attendees rely on their employers to fund their registration and travel in part or in full, we have developed the following value-based talking points for you to share with your boss.

1. Value
Learn all the latest techniques, tips, and technologies in one location at a very reasonable price. SIGGRAPH 2010's exclusive educational programs offer the best return on investment for your organization's training budget.

2. Hands-On Knowledge
Consolidate new knowledge and skills by working directly with the experts in the field. In SIGGRAPH 2010's workshops and studios, you'll develop the professional assets you need for another year of creative and business success.

3. Time Optimization
Explore the full spectrum of computer graphics and interactive techniques in one intense, rewarding week. At SIGGRAPH 2010, you'll gain knowledge, contacts, and skills that could take over a year to acquire elsewhere.

4. Customization
Design the conference experience that delivers the best value for you and your organization. SIGGRAPH 2010 offers a very diverse range of sessions, experiences, and collaboration opportunities.

5. Industry Visionaries
Meet and exchange ideas with the superstars who created this dynamic field and the young

visionaries who are building its future. They'll all be in Los Angeles for SIGGRAPH 2010.

6. Connections
Join your friends and colleagues from around the world, and make invaluable new connections with the people behind the pixels. SIGGRAPH 2010 is the annual world headquarters of computer graphics and interactive techniques.

7. Essential Resources
Discover all the resources you need to support your creativity, improve your efficiency, and grow your business. The SIGGRAPH 2010 Exhibition features hardware, software, and services from the leading companies behind the pixels.

8. World-Class Animation and Visual Effects
Immerse yourself in this year's best work in animated storytelling, scientific visualization, advertising, games, and feature films. The Computer Animation Festival presents five days of screenings, talks, panels, and live demos.

9. Los Angeles
Soak up the creativity, advanced technology, and business innovation that have made Los Angeles the world capital of digital media.

10. Inspiration
Leave Los Angeles with new skills, creativity, and energy, ready to rejuvenate your career and inspire your organization's next phase of leadership in computer graphics and interactive techniques.

TOP

SIGGRAPH 2010 in the News
SIGGRAPH 2010 has already received media attention from a range of news sources. Here is just a sample of what has created buzz for SIGGRAPH 2010:

Disney/Pixar Executive Jim Morris to Give Keynote Speech at SIGGRAPH 2010, TAXI

Microsoft makes cool stills from lousy video, CNET News

SIGGRAPH 2010 Technical Papers Selected, Animation World Network

Interview with SIGGRAPH 2010 Computer Animation Festival Chair Isaac Kerlow, Renderosity

The Conference Chair of SIGGRAPH 2010 Terrence Masson talks about what the LA show will showcase, CG Society

SIGGRAPH, Coming Soon, CGW

TOP

Register and Book Your Hotel Accommodations Today
Registration Fees Increase After 2 July

You still have time to register online and maximize your savings. After 2 July, the cost of Full Conference Access, Full Conference One Day, and Basic Access passes will increase dramatically. Register early and save up to $125.

While registering, be sure to reserve your housing by 25 June and take advantage of SIGGRAPH 2010 attendee discount room rates. Reservations made after 25 June will be based on availability only and rates may increase. For complete details on booking your accommodations in Los Angeles, visit the SIGGRAPH 2010 Travel & Housing page.

TOP

Experience LA LIVE
During your stay in Los Angeles be sure to plan a trip to LA LIVE. Located in the heart of the city, this entertainment venue is where LA comes alive. Whether you are bowling at Lucky Strikes' luxurious bowling lounge, dining at Wolfgang Puck Bar & Grill, or enjoying one of the The Conga Room's infamous shows, you are sure to have a one-of-a-kind experience.

LA LIVE isn't the only place that will deliver an unforgettable experience during your stay. Downtown Los Angeles' historic districts, restaurants, clubs, and cultural institutions are all within an easy walk or short cab ride of the SIGGRAPH 2010 hotels. Explore everything Los Angeles has to offer.

Image Courtesy USC ARTS

TOP

Issue Sponsor: Imagine - storytelling for the digital age

IMAGINE Animation comes in many forms. At *Imagine* magazine we define animation as the art of storytelling for the digital age whether it's through CGI or stop motion; for films, commercials, or gaming. *Imagine* interviews the studios and individuals behind the latest work, showcases up and coming talent, and gives you the inside track to one of the most exciting and dynamic creative industries. Find out more.

TOP

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TOP

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