



## INVITATION TO EXHIBIT

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상상력의 요소들

# SIGGRAPH ASIA 2010 S E O U L

The 3rd ACM SIGGRAPH Conference and Exhibition on Computer Graphics and Interactive Techniques in Asia  
Conference 15-18 December 2010 Exhibition 16-18 December 2010

Coex Convention & Exhibition Center  
[www.siggraph.org/asia2010](http://www.siggraph.org/asia2010)



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# SIGGRAPH Asia 2010

THE LEADING CONFERENCE AND EXHIBITION ON  
COMPUTER GRAPHICS AND INTERACTIVE TECHNIQUES

In December 2010, thousands of digital innovators, creative researchers, award-winning producers, energetic executives, and adventurous engineers from all over the world will gather in Seoul.

**SIGGRAPH Asia 2010** provides an unparalleled platform to see, hear, and interact with all the data, techniques, people, and inspiration you need for another successful year of business. This is your opportunity to **market your products and services** in one of the world's most advanced and energetic centers of creativity and digital media.

At the same time, SIGGRAPH Asia 2010 is an excellent opportunity to recruit top creative talent from Korea, Japan, Asia, and the rest of the world!

**Be in Seoul:** The heart of the growing Asian digital media market. Reserve your exhibit space now. Don't miss your marketing and recruitment opportunity at Asia's one-stop computer and interactive techniques event.

## Aggregate Dynamics for Dense Crowd Simulation

© Rahul Nahrain, Abhinav Golas,  
Sean Curtis, Ming C. Lin



Attendees You Will Meet

## ≡ Meet Decision Makers from Around the Globe



**Over 6,000 attendees** from 42 countries worldwide attended SIGGRAPH Asia 2009 in Japan.

More than **half of the attendees came with buying influence** for one or more of the products displayed in the SIGGRAPH Asia Exhibition. Almost **25%** were final **decision makers**.

More than **80%** of the SIGGRAPH Asia 2009 exhibitors **rated audience quality as very good or excellent**.

SIGGRAPH Asia 2009 welcomed attendees from the following **42 countries**.

### *The Americas*

Brazil  
Canada  
Jamaica  
USA  
Venezuela

### *Europe*

Austria  
Belgium  
Czech Republic  
Denmark  
Finland  
France  
Germany  
Hungary  
Ireland  
Italy  
Jersey  
Spain  
Sweden  
Slovakia  
Switzerland  
United Kingdom

### *Middle East*

Egypt  
Iran  
Israel  
Pakistan  
Saudi Arabia  
United Arab Emirates

### *Asia*

Australia  
China  
Hong Kong  
India  
Indonesia  
Japan  
South Korea  
Macao  
Malaysia  
New Zealand  
North Korea  
Singapore  
Taiwan  
Thailand  
Vietnam



For **SIGGRAPH Asia 2010**, more than **8,000 people** are expected to attend the conference and exhibition, 15-18 December. Eighty percent of the attendees will come from the Asia-Pacific region, 10% from the Americas, 7% from Europe, and 3% from the Middle East.

SIGGRAPH Asia 2010 will attract an exclusive group of buyers from across the world and from every aspect of the latest digital media technology. From **animators to engineers**, from **software and game developers to IT experts**, from **leading executives to students**, SIGGRAPH Asia is a one-stop event that draws adventurous attendees from multiple disciplines who work in this **exciting and innovative** industry.

### Primary Business Focus of Attendees at SIGGRAPH Asia 2009



**The Magic Eyeball**

© Hsun-Chun Chuang



**Tekken 6 Bloodline Rebellion Intro**

© Taisuke Aihara



## ☰ *Your Best Trade Show Investment*

Based on their primary exhibiting objectives, over 80% of exhibitors found SIGGRAPH Asia 2009 to be effective.

### Effective Marketing

Over **53%** of SIGGRAPH Asia's top-quality attendees in 2009 came **with buying influence**. Demonstrate your new products, services, and technologies; recruit highly qualified employees; and boost your company's image and human capital at SIGGRAPH Asia 2010. Don't miss your opportunity to reach this influential, exclusive audience!

### Saves Time and Costs

While a week out of the office might seem difficult, having to spend many more weeks and travel costs to enjoy the same **"face-to-face" time** with your prospects and clients in the various Asian markets would be downright daunting and costly.

### Media Coverage

Take advantage of the **extensive media presence** at SIGGRAPH Asia 2010. Two hundred media representatives from over 100 agencies attended SIGGRAPH Asia 2009. Maximize your PR exposure at one single location.

### Collaborate and Build Your Business

More than just a technology conference, SIGGRAPH Asia's added focus on the business of computer graphics and **emerging markets** in Asia offers a unique blend of collaboration opportunities to **enhance your business**.



## ≡ Exhibitor Profile

Exhibitors at SIGGRAPH Asia 2009 presented the following product categories:

- Animation
- Business/PC Graphics
- CAD/CAM/CAE/CIM
- Desktop/Other Publishing
- Digital Cinema
- Digital Signage
- Digital Video
- Graphic Design/Fine Arts
- Grid Applications
- Imaging
- Monitors/Displays
- Motion Capture & Realtime Applications
- Multimedia/Hypermedia
- Online Network Services
- Robotics
- Scan Converters/Scanners
- Scientific Visualization
- Special Graphic Processor
- Stereoscopic 3D
- Storage Systems
- Virtual Reality/Simulation
- Visual Computing
- Web Graphics/Development
- Workstations



**Live Music**  
© Yair Landau



**Nuri**  
© Kendra Vander Vliet





## ☰ Conference

All conference content is created and presented by members of the digital media community. The **range** and **enthusiasm** of the material is part of what makes the conference so **exciting**. Theoretical computer scientists present papers full of subtle mathematics in one room, while next door animators discuss the finer points of human walk cycles, and across the aisle computer graphics experts teach a course.

### Conference Programs

**Technical Papers**, the world's premier forum for presentation of the latest research in computer graphics and interactive techniques.

The **Computer Animation Festival**, an international showcase of animation, visual effects, and visualization.

**Courses**, instructional sessions on the most important topics in the computer graphics and interactive techniques field.

**Technical Sketches & Posters**, short summaries of recent achievements and works in progress in research and development in animation, visual effects, video games, and interactive technologies.

In addition, SIGGRAPH Asia will also offer several **Special Sessions** and world-renowned **Featured Speakers**.



## ☰ Conference Registration Categories

### Full Conference Pass

Access to all programs and events all days including one Electronic Theater Ticket, Conference DVD-ROM, and one reception ticket. Each exhibitor is entitled to a minimum of one Full Conference Pass.

### Full Conference One-Day Pass

Access to everything for one day of the conference, including one Electronic Theater Ticket. Entrance to all days of the Exhibition and Exhibitor Tech Talks and Sessions is included, 16-18 December 2010.

### Courses Pass

Access to all Courses sessions and Computer Animation Festival screenings, including one Electronic Theater ticket.

### Computer Animation Festival Pass

Access to all three days of the Computer Animation Festival screenings and talks plus one Electronic Theater Ticket.

### Exhibits Only Pass

Exhibits Only tickets include admission to the Exhibition and Exhibitor Tech Talks and Sessions 16-18 December 2010.

As a special marketing add-on, exhibitors can invite their customers and contacts to register for the Exhibition free of charge.





## ☰ How to Exhibit

### Ways to be part of SIGGRAPH Asia

Choose the most effective options to deliver your message to more than 8,000 attendees and 150-200 other exhibitors.

### Exhibition Space and Stand Rental

Create a powerful impression by reserving your stand on the exhibit floor.

### Tech Talks and Sessions

Host an Exhibitor Tech Talk to deliver an in-depth tutorial about your products and services. SIGGRAPH Asia also offers nearby rooms for your company's own related events.

### Advertising & Sponsorship Packages

Choose from several sponsorship packages to increase your exposure and optimize your marketing message! Branding on lanyards, merchandise bags, banners in and around the exhibition hall or at the conference reception, or your own custom concepts: SIGGRAPH Asia 2010 is ready to help you optimize your return on your marketing investment.

### Equipment Support

Do you produce or distribute projectors, laptops, or workstations? SIGGRAPH Asia 2010 relies on corporate support, in the form of products, services, and cash donations, to produce a successful conference. And we believe it is important to thank corporate donors and to make attendees aware of the donor's support of the conference. Several forms of very visible recognition are offered donors who support the conference.

## ≡ *List of Credits*



### **Aggregate Dynamics for Dense Crowd Simulation**

© Rahul Nahrain, Abhinav Golas, Sean Curtis, Ming C. Lin

### **The Magic Eyeball**

© Hsun-Chun Chuang

### **Tekken 6 Bloodline Rebellion Intro**

© Taisuke Aihara

### **Live Music**

© Yair Landau

### **Nuri**

© Kendra Vander Vliet

### **Sonic: Night of the Werehog**

© Takashi Nakashima

### **Astro Boy**

© David Bowers

### **Harmonix “Rock Band II”**

© Pete Candeland

### **World Soccer Winning Eleven 2009**

© Goh Fujita

### **Trigger Happy**

© Javier Lopez-Duprey

### **The Incident at Tower 37**

© Chris Perry

### **Entering the Mind Through the Mouth**

© Jin Sung Choi

### **On The Level**

© Michael Rutter

### **Numeric Code**

© Nobuo Takahashi

### **Greed**

© Alii Sadegiani

### **Oxygen**

© Christopher Hendryx

### **Pollo**

© Juan Andres Castaneda

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