

(<http://www.siggraph.org/s2010>)

SIGGRAPH 2010



SUNDAY, 25 JULY (ALL DAY) TBD

Birds of a Feather Animazing Spotlight on Animation

The judging panel for the Animazing Spotlight festival includes many luminaries of animation, a few of whom will be on hand to discuss this artform we love so much.



SUNDAY, 25 JULY 11:00 AM - 12:00 PM Room 301 A

Birds of a Feather iTokyo+IVRC

Interactive-Tokyo(iTokyo) and IVRC2010, the 18th annual student competition, are VR and interactive-techniques events in Japan. Laval Virtual (France) and CMU ETC (USA) have exchanges with iTokyo+IVRC.



SUNDAY, 25 JULY 2:00 PM - 3:30 PM Room 301 A

Birds of a Feather LA SIGGRAPH Meet & Greet

The Los Angeles Chapter of ACM SIGGRAPH proudly presents an informal Meet & Greet, open to all attendees, with current and past chapter officers and Executive Council members.



SUNDAY, 25 JULY 3:45 PM - 4:45 PM Room 507

Birds of a Feather ACM SIGGRAPH Digital Art Community

Be part of the year-round ACM SIGGRAPH experience. Join the SIGGRAPH Digital Art Community, connect with other digital artists, and share ideas on building community for the future.



SUNDAY, 25 JULY 6:00 PM - 8:00 PM West Hall B

Technical Papers Fast Forward Technical Papers Fast Forward

The world's leading experts in computer graphics and interactive techniques preview their latest work in provocative, sometimes hilarious summaries of the field's evolution.



MONDAY, 26 JULY 10:00 AM - 11:30 AM Room 301 B

**Birds of a Feather
FJORG! Reunion**

Former FJORG! participants and volunteers are invited to reunite with old friends. This is a great chance to network, revisit memories of competitions past, and plan ahead for future events.



MONDAY, 26 JULY 11:00 AM - 12:45 PM West Hall B

**ACM SIGGRAPH Award Presentation
ACM SIGGRAPH Award Presentation**

Immediately preceding the Monday keynote presentation, ACM SIGGRAPH announces its 2010 awards: the Computer Graphics Achievement Award, the Significant New Researcher Award, the Distinguished Artist Award for Lifetime Achievement in Digital Art, and the Outstanding Service Award.



MONDAY, 26 JULY 11:00 AM - 1:00 PM Room 301 A

**Birds of a Feather
Animux: Free Software for Animators**

Animux is an absolutely FREE animation toolset for handling all the pre-production, production, and post-production tasks in a high-quality animation project.



MONDAY, 26 JULY 11:00 AM - 12:45 PM West Hall B

**Keynote Speakers
Don Marinelli, Executive Producer, Carnegie Mellon Entertainment Technology Center**

Don Marinelli, professor of Drama and Arts Management, is the executive producer of Carnegie Mellon's Entertainment Technology Center, a joint initiative between the College of Fine Arts and the School of Computer Science. The initiative brings artists and technologists together to produce installations that entertain, inform, inspire, or otherwise affect an audience, guest, player, or participant.

Over the past 29 years, he has served various roles at Carnegie Mellon, including co-creator of the Master of Arts Management Program, co-creator of the Master of Fine Arts in Acting degree program with the Moscow Art Theatre School in Russia, and co-founder (with Randy Pausch) of the Master of Entertainment Technology Degree Program. He holds degrees from the University of Tampa and Duquesne University, and a PhD from the

University of Pittsburgh.

His book, *The Comet and the Tornado*, published this year, recounts the six years he and Pausch shared an office and created the center that has become recognized internationally as Carnegie Mellon's "Dream Fulfillment Factory".



MONDAY, 26 JULY 2:00 PM - 3:30 PM West Hall B

**Computer Animation Festival - Production Sessions
Making "Avatar"**

"Avatar" is the first predominately digitally created film, shot and directed as a live-action film. The director's vision required photo-realistic, believable digital characters and environments that fit seamlessly with live action. To accomplish this, Weta Digital, led by Joe Letteri, developed innovations that enabled the director and actors to work as if they were in a conventional live-action movie, even when filming sequences that were entirely computer-generated.

For the audience to connect with the blue-skinned, 10-foot-tall 'Na'vi', they had to see the actor's soul shine through the character's eyes. This required increased realism, especially in facial animation. The emotional performances of the characters in "Avatar" are significant achievements because the digital characters are portrayed at a new level of believability that enhances storytelling.



MONDAY, 26 JULY 2:00 PM - 3:30 PM Room 301 A

**Birds of a Feather
Blender Foundation: Community Meeting**

Blender Foundation Chairman Ton Roosendaal presents work done on the free/open-source Blender tool in the past year and discusses and reviews plans for next year.



MONDAY, 26 JULY 3:45 PM - 5:15 PM Room 406 AB

**Computer Animation Festival - Animation Clinic
Computer Animation Festival - Animation Clinics**

Eavesdrop on experienced animators as they offer creative, production, technical, and career advice.



MONDAY, 26 JULY 4:00 PM - 6:00 PM Room 301 A

**Birds of a Feather
Blender Foundation: Durian Open Movie Presentation**

Presentation and interactive making-of session by the artistic and development team that completed the third

Blender Open Movie project.



MONDAY, 26 JULY 4:30 PM - 5:15 PM West Hall B

Computer Animation Festival - Live Real-Time Demos
Live Real-Time Demos

Experience video games and real-time simulations that push the boundaries of what users and viewers have come to expect. No post-production, just great interactive graphics demonstrated in real time. Selected projects will be available to try in The Sandbox.



MONDAY, 26 JULY 6:00 PM - 8:00 PM West Hall B

Computer Animation Festival - Electronic Theater
Computer Animation Festival - Electronic Theater



MONDAY, 26 JULY 7:00 PM - 10:00 PM Manhattan Room - Sheraton Los Angeles Downtown

Birds of a Feather
UNC - Chapel Hill SIGGRAPH Alumni Reception

Reception for UNC-Chapel Hill Computer Science alumni and friends.



MONDAY, 26 JULY 8:30 PM - 11:00 PM Garden East - Wilshire Grand Los Angeles

Birds of a Feather
Taipei ACM SIGGRAPH Reunion

This session is for attendees from Taiwan and everyone interested in graphics research or the computer graphics industry in Taiwan.



TUESDAY, 27 JULY 8:00 AM - 10:00 AM Room 301 A

Birds of a Feather
Women in Animation

This session is open to everyone, male and female, interested in computer graphics. Women in Animation is an international, professional organization (www.womeninanimation.org).



TUESDAY, 27 JULY 8:30 AM - 10:30 AM Room 402 A

**Birds of a Feather
Studio Views of Student Demo Reels**

Industry professionals from various computer animation and visual effects facilities explain what they (and their studios) look for when reviewing demo reels and portfolios of both students and recent graduates.



TUESDAY, 27 JULY 9:00 AM - 10:30 AM West Hall B

**Computer Animation Festival - Production Sessions
Iron Man 2: Bringing in the "Big Gun"**

Industrial Light & Magic presents a behind-the-scenes view of the visual effects used to create the second installment of Marvel's blockbuster hit, "Iron Man". Building on shader techniques developed on the first "Iron Man", this year's sequel delivered even more realistic metallic surfaces and featured completely computer-generated suits of armor that are indistinguishable from practical reference suits. The ILM team explains how advances in importance-based lighting and materials rendering made this possible, and they discuss all aspects of the performance capture and key-frame animation used in the production.



TUESDAY, 27 JULY 9:00 AM - 10:00 AM Room 507

**Birds of a Feather
2020 3D Media: Toward the Future in 3D Immersive Media**

Other ways to capture, process, and represent immersive content are possible. Get acquainted with the European research perspective on the future of 3D media in this interdisciplinary meeting.



TUESDAY, 27 JULY 9:30 AM - 6:00 PM Hall H & J

**Exhibition
Exhibition**

The SIGGRAPH 2010 Exhibition is your best opportunity to explore this year's new software, hardware, and services offered by vendors from throughout the world.



TUESDAY, 27 JULY 9:30 AM - 6:00 PM Hall K

**Job Fair
Job Fair**

Actively looking for a new job? Networking to see what opportunities are available? Interested in meeting with some great companies? The Job Fair is where SIGGRAPH 2010 attendees connect with employers before the conference, during the conference via the Job Fair, and after the conference via the CreativeHeads.net job

board and candidate profiling system.



TUESDAY, 27 JULY 10:00 AM - 11:30 AM Room 301 B

Birds of a Feather

The ASIFA-Hollywood Animation Educator's Forum Asks the Question: Is It Important to Teach Traditional Skills in a Digital Age?

This discussion is for people who are interested in animation education and would like to be part of our discussion on teaching animation (and animation-related topics) in the digital age



TUESDAY, 27 JULY 10:45 AM - 12:15 PM Room 408 AB

**Computer Animation Festival - Production Sessions
Animation Blockbuster Breakdown**

Animation industry veterans break down shots from your favorite animated films. In 10-minute presentations, they each show two animated shots from recent feature films, summarize the challenges they experienced with each shot, and reveal new ways to approach the craft of animation.



TUESDAY, 27 JULY 10:45 AM - 12:45 PM Room 507

Birds of a Feather

AnimationMau: Online Animation Studio

What does it take to make an online animation studio work? Come join this discussion of the challenges and hurdles in an online collaborative environment.



TUESDAY, 27 JULY 11:00 AM - 12:30 PM West Hall B

Keynote Speakers

Jim Morris, General Manager and Executive Vice President of Production, Pixar Animation Studios

Jim Morris, Pixar's General Manager/Executive Vice President Production, has worked as a producer and production executive in the motion picture industry for many years and is currently producing Disney's "John Carter of Mars" for release in 2012. He is the production executive on Pixar's films, including "Ratatouille", "Up", "Toy Story 3", "Cars 2", "Brave", and "Monsters, Inc. 2". He produced Pixar's "WALL•E", which won the Oscar for Best Animated Film in 2009.

Prior to Pixar, he worked for Lucasfilm and its divisions for 17 years. He served as President of Lucas Digital Ltd. for 11 years, where he was responsible for Industrial Light & Magic, Lucasfilm Animation, and Skywalker Sound. Concurrently, he served as ILM's General Manager, where he supervised a staff of more than 1,400 artists and technicians, and guided the largest visual effects facility in the entertainment industry. Under his

leadership, ILM created the groundbreaking, Academy Award-winning visual effects seen in "Jurassic Park", "Death Becomes Her", "Forrest Gump", and over 150 other films.

For his work on "WALL•E", he received a British Academy Award (BAFTA), The Golden Globe, the AFI Award, the National Board of Review Award, the Los Angeles Film Critics Best Picture Award, the Broadcast Film Critics Award, the Monitor Award, the Saturn Award, the VES Award for Outstanding Animation, and the Producers Guild Award.

He earned a BS degree in film, from the Newhouse School, Syracuse University, and he holds a MS in television and radio from the same institution. He has served as president of the San Francisco Film Commission and was the founding chair of the Visual Effects Society (VES). He is a member of the Motion Picture Academy and the Producers Guild.



TUESDAY, 27 JULY 11:15 AM - 12:15 PM Back of Hall H

**Exhibitor Tech Talks
AMD**



TUESDAY, 27 JULY 12:15 PM - 1:30 PM Room 301 B

**Birds of a Feather
Your Digital Media Start-up: How to Launch your New Business**

This session is for attendees who want to learn how to launch a technology start-up. The focus is on organizational strategy, funding approaches, and IP protection.



TUESDAY, 27 JULY 12:30 PM - 2:00 PM Room 301 A

**Birds of a Feather
ACM SIGGRAPH Carto BOF**

The ACM SIGGRAPH Cartographic Visualization (Carto) BOF explores how viewpoints and techniques from the computer graphics community can be effectively applied to cartographic and spatial datasets.



TUESDAY, 27 JULY 1:00 PM - 3:30 PM San Jose A - Holiday Inn Los Angeles Convention Center

**Birds of a Feather
Collaborative Undergraduate Computing Studios Facilitating Decentralized Participation**

This session is for studio instructors and industry advisers associated with the NSF CreativeIT research project Collaborative Undergraduate Computing Studios Facilitating Decentralized Participation.



TUESDAY, 27 JULY 1:00 PM - 3:00 PM Room 402 A

**Birds of a Feather
COLLADA**

See cutting-edge DCC tools and applications for gaming, 3D web, and visualization, and artworks generated from COLLADA content-creation-supporting media.



TUESDAY, 27 JULY 2:00 PM - 3:30 PM West Hall B

**Computer Animation Festival - Production Sessions
The Visual Style of How To Train Your Dragon**

The creative team behind DreamWorks Animation's hit film "How To Train Your Dragon" explains the influence of live-action filmmaking on the techniques used to create the film's cutting-edge visual style and animation.



TUESDAY, 27 JULY 2:00 PM - 3:30 PM Room 406 AB

**Computer Animation Festival - Animation Clinic
Computer Animation Festival - Animation Clinics**

Eavesdrop on experienced animators as they offer creative, production, technical, and career advice.



TUESDAY, 27 JULY 2:00 PM - 3:30 PM Room 301 B

**Birds of a Feather
Web3D CAD Working Group**

This meeting of the Web3D consortium's CAD working group presents the new BREP component and demonstrates X3D implementations and a COLLADA -X3D content pipeline from CAD tools.



TUESDAY, 27 JULY 2:15 PM - 3:15 PM Back of Hall H

**Exhibitor Tech Talks
Intel Corporation**

Enabling Your Application to Take Advantage of the Intel® Media SDK and Intel® HD Graphics for Your Video Decode and Encode

The powerful and flexible Intel® Media SDK gives you the freedom to create a single code path for software-optimized and hardware-accelerated video encode, decode, and pre-processing functions in your media

applications. Learn how to unleash the power of Intel® HD Graphics for your media creativity. Topics include:

- Intel® Media SDK overview
- How to use the Intel® Media SDK API
- How other application developers have taken advantage of the Intel® Media SDK and the Intel® HD Graphics

Presented by: Scott DiMicco, Intel Corporation



TUESDAY, 27 JULY 2:30 PM - 4:00 PM Room 301 A

**Birds of a Feather
Animation Mentor Demo Reel Reviews**

Please join the founders of Animation Mentor for a session of live demo reel reviews. Learn what professional animators look for when they look at your animation demo reel.



TUESDAY, 27 JULY 2:45 PM - 3:45 PM Room 507

**Birds of a Feather
Translating Culture Into Interactive Design**

Every culture has its own nuances. Designing interactive experiences for other cultures requires cultural understanding and efficient translation into core interaction.



TUESDAY, 27 JULY 3:30 PM - 5:00 PM Room 301 B

**Birds of a Feather
X3D and HTML5**

Progress and new initiatives on the X3D specification and proposed approaches to displaying an X3D scene inside an HTML page.



TUESDAY, 27 JULY 4:00 PM - 6:00 PM Room 507

**Birds of a Feather
3D & Multimedia Across Platforms and Devices Using JOGL**

This session discusses the features, contributions, and future of OpenGL, OpenCL, and OpenMax across devices and OS exposed on top of Java using the JogAmp open-source libraries.



TUESDAY, 27 JULY 4:00 PM - 6:30 PM Garden East - Wilshire Grand Los Angeles

**Birds of a Feather
ACCAD/OSU Alumni Gathering**

This event is for attendees who have graduated or are currently attending The Ohio State University and are affiliated with the Advanced Computing Center for Arts & Design (ACCAD).



TUESDAY, 27 JULY 4:00 PM - 6:00 PM Room 402 A

**Birds of a Feather
OpenCL**

Meet designers and implementers of this significant new standard for heterogeneous parallel programming on GPUs and CPUs. Learn how OpenCL interoperates with OpenGL, enabling advanced, cross-platform, visual-computing applications.



TUESDAY, 27 JULY 4:30 PM - 5:15 PM West Hall B

**Computer Animation Festival - Live Real-Time Demos
Live Real-Time Demos**

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TUESDAY, 27 JULY 4:30 PM - 6:00 PM Room 301 - Marriott Los Angeles Downtown

**Birds of a Feather
RIT Alumni Reception at SIGGRAPH 2010**

This event is for any Rochester Institute of Technology alumni who are attending SIGGRAPH 2010. Feel free to stop by and mingle with fellow alumni, friends, and faculty.



TUESDAY, 27 JULY 5:30 PM - 6:00 PM Room 301 A

**Birds of a Feather
Encontro dos Brasileiros**

This session is for attendees interested in computer graphics in Brazil who want to exchange some experiences and meet some friends!



TUESDAY, 27 JULY 5:30 PM - 6:30 PM Room 301 B

**Birds of a Feather
Global Visual Effects Pipeline**

Globalisation is a reality for most VFX studios. This session presents the The Moving Picture Company's perspective and offers an opportunity to discuss the challenges and solutions for a robust multi-site pipeline.



TUESDAY, 27 JULY 6:00 PM - 9:00 PM Diamond Foyer - JW Marriott

**Birds of a Feather
Pioneer Reception (For SIGGRAPH Pioneer Members Only)**



TUESDAY, 27 JULY 6:00 PM - 8:00 PM West Hall B

**Computer Animation Festival - Electronic Theater
Computer Animation Festival - Electronic Theater**



TUESDAY, 27 JULY 6:00 PM - 8:00 PM Room 408 AB

**SIGGRAPH Dailies!
SIGGRAPH Dailies!**

Watch the producers behind the pixels present images and short animations of extraordinary power and beauty, and tell their real-life production stories.



TUESDAY, 27 JULY 8:00 PM - 9:00 PM Salon C - JW Marriott

**Birds of a Feather
Tokyo ACM SIGGRAPH Chapter Party**

Tokyo ACM SIGGRAPH Chapter Party. Free admission.



WEDNESDAY, 28 JULY 9:00 AM - 10:30 AM West Hall B

Computer Animation Festival - Production Sessions
The Last Airbender: Harnessing the Elements: Earth, Air, Water, and Fire

In order to create the visual effects for M. Night Shyamalan's "The Last Airbender", ILM developed a hybrid GPU-based simulation engine and renderer. In this session, the production team explains how this novel system allowed artists to achieve photorealistic results at exponential speed increases over previous methods of complex simulation. The team also sheds light on the vast 3D environments created for the show, dissects some of the more challenging effects sequences, and reveals how the results were achieved.



WEDNESDAY, 28 JULY 9:30 AM - 6:00 PM Hall H & J

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WEDNESDAY, 28 JULY 9:30 AM - 6:00 PM Hall K

Job Fair
Job Fair

Actively looking for a new job? Networking to see what opportunities are available? Interested in meeting with some great companies? The Job Fair is where SIGGRAPH 2010 attendees connect with employers before the conference, during the conference via the Job Fair, and after the conference via the CreativeHeads.net job board and candidate profiling system.



WEDNESDAY, 28 JULY 10:00 AM - 10:30 AM Room 402 A

Birds of a Feather
Modular Legged Robotic System

A session about Modleg (A Modular Legged robot), its physics simulations, and its control over varying terrain with an accelerometer. The session includes video demos.



WEDNESDAY, 28 JULY 10:00 AM - 11:00 AM Room 301 A

Birds of a Feather
OpenSceneGraph BOF

This session is for OpenSceneGraph (OSG) users and interested parties. People interested in using OSG and discussing their use of OSG are encouraged to attend.



WEDNESDAY, 28 JULY 10:30 AM - 12:00 PM Room 301 B

**Birds of a Feather
X3D Medical Working Group**

Updates on progress of the X3D specifications for 3D medical imaging in DIACOM and improvements in the MedX3D browser. Demonstration of multiple X3D volume-rendering implementations.



WEDNESDAY, 28 JULY 10:45 AM - 12:15 PM West Hall B

**Computer Animation Festival - Production Sessions
Day & Night**

When Day, a sunny fellow, encounters Night, a stranger of distinctly darker moods, sparks fly! At first, they are frightened and suspicious of each other, and they quickly get off on the wrong foot. But as they discover each other's unique qualities, and realize that each offers a different window onto the same world, their friendship helps both to gain a new perspective. The stereo 3D screening of "Day & Night" precedes a presentation by the director, Teddy Newton, who explains his inspiration for the film, what it took to get a green light from the studio, and the challenges posed by such a technically ambitious process.



WEDNESDAY, 28 JULY 11:00 AM - 12:30 PM Room 507

**Birds of a Feather
Dynamic Simulation in Production**

This session is for attendees interested in hearing about and discussing the latest trends in dynamic simulation (rigid, cloth, hair, fluids, etc.) in production. Come. Connect. Collaborate. Experience. Enjoy. Eat.



WEDNESDAY, 28 JULY 11:15 AM - 12:15 PM Back of Hall H

**Exhibitor Tech Talks
AMD**



WEDNESDAY, 28 JULY 11:30 AM - 1:00 PM Room 506

**Birds of a Feather
Animazing Spotlight on Animation**

The judging panel for the Animazing Spotlight festival includes many luminaries of animation, a few of whom will

be on hand to discuss this artform we love so much.



WEDNESDAY, 28 JULY 12:00 PM - 2:00 PM Room 301 A

**Birds of a Feather
Systems Administration Standards in Studios**

This session is for attendees interested in sharing non-proprietary information and open discussion of improving infrastructure, workflows, and support across the entertainment industry.



WEDNESDAY, 28 JULY 12:30 PM - 2:00 PM Room 507

**Birds of a Feather
Girl Scout Games for Life Parents and Troop Leaders Meeting**

This session, part of the Wednesday SIGKids program, is a Q & A about careers and education in the game industry.



WEDNESDAY, 28 JULY 1:00 PM - 2:00 PM Room 402 A

**Birds of a Feather
Field3D: An Open-Source Library for Storing Voxel Data**

This presentation and round-table discussion is for attendees interested in Field3D, an open-source library for volumetric data structures and file storage.



WEDNESDAY, 28 JULY 1:00 PM - 3:00 PM Room 301 B

**Birds of a Feather
Motion Graphics BOF**

This session is for attendees interested in motion graphics, titling, and compositing. Bring your reels, and let's discuss our projects.



WEDNESDAY, 28 JULY 1:00 PM - 2:30 PM Room 506

**Birds of a Feather
Simulating Humans and Animals**

Inviting academics, industry people, and all attendees interested in the current state and future trends of physics-based character animation.



WEDNESDAY, 28 JULY 2:00 PM - 3:30 PM West Hall B

**Computer Animation Festival - Production Sessions
Alice in Wonderland: Down the Rabbit Hole**

Master filmmaker Tim Burton's vision for "Alice in Wonderland" was brought to life by an extraordinary team of artists led by five-time Academy Award-winning visual effects supervisor Ken Ralston and Sony Pictures Imageworks. In this session, Ralston is joined by animation director David Schaub, visual effects supervisor Carey Villegas, stereographer Corey Turner, and CG supervisor Theo Bialek to explore the film's characters, creatures, and environments from original concept art through final-rendered 3D stereo shots.



WEDNESDAY, 28 JULY 2:00 PM - 3:30 PM Room 406 AB

**Computer Animation Festival - Animation Clinic
Computer Animation Festival - Animation Clinics**

Eavesdrop on experienced animators as they offer creative, production, technical, and career advice.



WEDNESDAY, 28 JULY 2:00 PM - 3:00 PM Room 402 A

**Birds of a Feather
Molecular Graphics**

SIGGRAPH's longest-running (since 1982) Birds of a Feather session, Molecular Graphics, welcomes researchers, educators, and students interested in applying interactive graphics to biology, chemistry, and bio-informatics.



WEDNESDAY, 28 JULY 2:00 PM - 5:00 PM San Jose A - Holiday Inn Los Angeles Convention Center

**Birds of a Feather
The Future of 3D Printing**

In this session for attendees interested in 3D printing, leaders in the 3D printing field discuss current and future technologies.



WEDNESDAY, 28 JULY 2:15 PM - 3:15 PM Back of Hall H

**Exhibitor Tech Talks
CCT International**

C3D: 5D and Beyond

CCT (the software arm of CCC International, a major EPC contractor) is a leader in the field of 5D construction. As a 3D-based visual framework for visualizing and controlling a construction-project life cycle, C3D is widely used on large construction projects to provide custom solutions for site engineers, project managers, control managers, and project owners.

In this talk, CCT introduces the concept of 5D construction and its applications to the construction market. The talk includes a demonstration of CCT's 5D generic framework and massive model-visualization engine featuring the highly interoperable HyperModel (US Patent 12/578,521), where solution providers and end users can create project semantics and workflows with dynamic links to the 3D model. Other module demonstrations include: the semantic-based InfoVis Engine, the massive Model Rendering Engine, the reporting engine, and the system-integration engine. The talk concludes with case studies and live demos.



WEDNESDAY, 28 JULY 2:30 PM - 3:30 PM Room 301 A

**Birds of a Feather
Computer Graphics for Simulation**

This session discusses CG techniques for simulation and simulation methodology for CG. Topics include VR, Scenegraps, DEVS, OpenCL, 3D modeling, AI algorithms, agents, HLA, MMO's, HPC, and GPGPUs.



WEDNESDAY, 28 JULY 2:30 PM - 4:00 PM Room 507

**Birds of a Feather
Friends of the Art Institutes**

This session is for attendees who are interested in learning more and/or working with the Art Institutes. Students, alumni, and employers are always welcome!



WEDNESDAY, 28 JULY 2:30 PM - 3:30 PM Room 506

**Birds of a Feather
OpenColorIO**

OCIO is a new open-source project focused on color management for visual effects and animation. Come for a brief (informal) presentation and an open discussion with the developers.



WEDNESDAY, 28 JULY 3:30 PM - 4:30 PM Room 402 A

**Birds of a Feather
3D Printing for Art and Visualization**

3D printing enables novel artistic creations and visualizations for science, medicine, and engineering. We invite everyone who wants to learn about and apply 3D printing to art and visualization.



WEDNESDAY, 28 JULY 3:45 PM - 4:45 PM Back of Hall H

**Exhibitor Tech Talks
Web3D Consortium**

X3D: Delivering New Dimensions on the Web

X3D is the only open-standard (ISO), royalty-free file format and run-time player specification for 4D virtual environments. It remains the most robust and versatile open standard for implementation of high-integrity and highly capable 4D multimedia information spaces. With multiple encodings and API bindings, it is compatible with many web and industry technologies. The data-integration capacities and the rich set of componentized features are rapidly expanding X3D's value across applications, from mobile to AR, CAD, and medical.

This talk reviews the current state of the innovative X3D community of content and application developers, and their work to ensure interoperability, longevity, and ownership of your content. See the latest real-world interactive 3D applications and find out how you can build and protect your content investment in this ever-changing competitive market.

Presented by Virginia Polytechnic Institute and State University, Bitmanagement, Fraunhofer Heinrich-Hertz-Institut, the Naval Postgraduate School, and others.



WEDNESDAY, 28 JULY 3:45 PM - 5:45 PM Room 506

**Birds of a Feather
Leonardo Town Hall Meeting**

Town Hall meeting for members of the Leonardo community and other attendees interested in art-science

interactions. Artists, scientists, technologists, educators, students, theorists, and others are welcome.



WEDNESDAY, 28 JULY 4:00 PM - 6:00 PM Room 301 B

**Birds of a Feather
California Educators**

This session is for public and private school educators preK-post graduate. We also welcome professionals who currently work with schools or are interested in doing so.



WEDNESDAY, 28 JULY 4:30 PM - 6:00 PM Room 301 A

**Birds of a Feather
GPU Ray Tracing**

Meet with GPU ray tracing practitioners, API creators, and researchers to discuss the successes and challenges of implementing and using ray tracing on GPUs. Questions and demos on laptops are encouraged.



WEDNESDAY, 28 JULY 4:30 PM - 5:15 PM West Hall B

**Computer Animation Festival - Live Real-Time Demos
Live Real-Time Demos**

Experience video games and real-time simulations that push the boundaries of what users and viewers have come to expect. No post-production, just great interactive graphics demonstrated in real time. Selected projects will be available to try in The Sandbox.



WEDNESDAY, 28 JULY 5:15 PM - 7:15 PM Garden East/West - Wilshire Grand Los Angeles

**Birds of a Feather
OpenGL**

Learn more about OpenGL 4, the most widely adopted 2D/3D graphics API, from the ARB and leading OpenGL companies.



WEDNESDAY, 28 JULY 6:00 PM - 7:30 PM Salon C - JW Marriott

**Birds of a Feather
The 23rd Anniversary CG Show/SAKE Barrel Opening Party at SIGGRAPH 2010**

For attendees interested in the CG Show of Yoichiro Kawaguchi, an established Japanese CG artist, and those

who want to reunite or socialize with other attendees.



WEDNESDAY, 28 JULY 6:00 PM - 9:00 PM Brunette Room - Standard Hotel Downtown

**Birds of a Feather
Blacks in Animation & VFX & Gaming**

Second annual SIGGRAPH meetup for the Blacks in Animation & Visual FX and Blacks in Gaming organizations.



WEDNESDAY, 28 JULY 6:00 PM - 8:00 PM West Hall B

**Computer Animation Festival - Electronic Theater
Computer Animation Festival - Electronic Theater**



WEDNESDAY, 28 JULY 6:00 PM - 7:30 PM Salon 3 - JW Marriott

**Birds of a Feather
Purdue University Reunion**

A reunion for attendees who are associated with Purdue University as alumni, faculty, or friends.



WEDNESDAY, 28 JULY 6:00 PM - 8:00 PM Room 408 AB

**SIGGRAPH Dailies!
SIGGRAPH Dailies!**

Watch the producers behind the pixels present images and short animations of extraordinary power and beauty, and tell their real-life production stories.



THURSDAY, 29 JULY 9:00 AM - 10:30 AM West Hall B

**Computer Animation Festival - Production Sessions
The Making of God of War III**

The makers of God of War III detail the creative process behind the game's ground-breaking visuals. The first part of the session follows the lead character, Kratos, from initial concept art through modeling to animation, with particular emphasis on issues specific to game animation, such as integration with player control and combat systems. The second part focuses on the game's environments and explores various approaches used to create game levels from initial concept art.



THURSDAY, 29 JULY 9:00 AM - 10:30 AM Room 402 A

**Birds of a Feather
CinemaDNG Initiative For Interoperability In Digital Cinema Capture**

Presenting CinemaDNG: an industry-wide initiative for an open, raw image format for digital cinematography. Capturing and editing camera raw video in a vendor-neutral, standard format.



THURSDAY, 29 JULY 9:00 AM - 10:30 AM Room 301 B

**Birds of a Feather
Undergraduate Research Alliance**

The Undergraduate Research Alliance is a group of educators and students devoted to development and support of original undergraduate research. The Alliance is sponsored by the ACM SIGGRAPH Education Committee.



THURSDAY, 29 JULY 9:30 AM - 3:30 PM Hall H & J

**Exhibition
Exhibition**

The SIGGRAPH 2010 Exhibition is your best opportunity to explore this year's new software, hardware, and services offered by vendors from throughout the world.



THURSDAY, 29 JULY 9:30 AM - 3:30 PM Hall K

**Job Fair
Job Fair**

Actively looking for a new job? Networking to see what opportunities are available? Interested in meeting with some great companies? The Job Fair is where SIGGRAPH 2010 attendees connect with employers before the conference, during the conference via the Job Fair, and after the conference via the CreativeHeads.net job board and candidate profiling system.



THURSDAY, 29 JULY 9:45 AM - 10:45 AM Back of Hall H

**Exhibitor Tech Talks
Intel Corporation**

Inspecting Complex Graphics Scenes in a Direct X Pipeline
Tweaking graphics for video games is a unique skill. As artists become increasingly technical, they need a better

understanding of how their work runs on graphics hardware. Intel's Graphics Performance Analyzer is a tool that's designed to dive into frames, figure out the bottlenecks, and experiment with solutions. In this exploration of the modern requirements for graphics in video games, attendees learn how to analyze and tweak gameplay visuals for maximum performance and quality.



THURSDAY, 29 JULY 10:45 AM - 12:15 PM West Hall B

Computer Animation Festival - Production Sessions
The Making of TRON: LEGACY

"TRON: LEGACY" is a 3D high-tech adventure set in a digital world that's unlike anything ever captured on the big screen. Director Joseph Kosinski, producer Jeff Silver, visual effects supervisor Eric Barba, and animation supervisor Steve Preeg display concept artwork, provide an advance look at the film, and answer audience questions in this preview event.



THURSDAY, 29 JULY 1:00 PM - 3:00 PM Room 402 A

Birds of a Feather
Mobile API

Get the inside track on OpenGL ES, OpenVG, OpenMAX, and all the new-media APIs being used to develop the billion-dollar, billion-user gaming and mobile multimedia markets!



THURSDAY, 29 JULY 1:30 PM - 2:30 PM Room 506

Birds of a Feather
Multiplex Content Consortium

For attendees interested in "multiplex content" and applications of 3D stereoscopic technologies.



THURSDAY, 29 JULY 1:30 PM - 2:30 PM Room 301 B

Birds of a Feather
Web3D Consortium Current Initiatives

Come meet Web3D consortium members. Learn more about how you can contribute to Web3D Consortium's X3D specifications before public deployment. Hear about our current initiatives with W3C, OGC, and IMS standards organizations to build collaborative standards for geospatial applications, augmented reality, virtual worlds, and e-learning.



THURSDAY, 29 JULY 2:00 PM - 3:30 PM Theater 411

ACM Student Research Competition
ACM Student Research Competition

SIGGRAPH 2010 hosts an ACM Student Research Competition, which takes place in two stages. In the first stage, 25 student posters are selected for judging. At the conference, a panel of distinguished judges reviews these posters during the poster sessions and selects five semi-finalists. The semi-final poster authors have five minutes each to present their work to the judges. The three winners will present their work to SIGGRAPH 2010 attendees during the ACM SRC Final Presentation.

For students who are just beginning their research careers, this is an excellent opportunity to learn about the types of research their peers are pursuing. At the end of the presentations, the judges announce the winners, who go on to the nationwide ACM Student Research Competition.



THURSDAY, 29 JULY 2:00 PM - 2:30 PM Room 301 A

Birds of a Feather
Processing; The Solution to Introducing Freshmen in a Fine Arts Foundation Program to Digital Concepts

Samples of work done in Processing by freshmen in Foundation Studies at the Rhode Island School of Design and a brief discussion about our search for the best way to introduce freshman to digital thought.



THURSDAY, 29 JULY 3:00 PM - 6:00 PM Room 301 B

Birds of a Feather
Web3D Korea Chapter New Proposals Discussion Meeting

This session focuses on advancing the process of X3D standards proposals to include mobile, augmented reality, and eLearning functionality.



THURSDAY, 29 JULY 3:00 PM - 5:00 PM Room 301 A

Birds of a Feather
Agile in Production

A gathering to discuss agile project management methods in production environments. Are you interested in the latest concepts in lean and agile methodologies and how they could help your projects?



THURSDAY, 29 JULY 4:00 PM - 6:00 PM Room 402 A

Birds of a Feather
WebGL

WebGL is a cross-platform, royalty-free web standard based on OpenGL ES 2.0. WebGL is shader-based using GLSL, bringing plugin-free 3D to the web, directly into the browser.