



MEDIA RELEASE

Google, Facebook to discuss Virtual Reality at SIGGRAPH Asia 2016

- *Virtual Reality is the next frontier in computer generated imagery (CGI) and immersive environments*
- *Paul Debevec from Google and Brian Cabral of Facebook to deliver keynote addresses*

MACAO, China, 26 October 2016 – Themed “Key to the Future”, SIGGRAPH Asia 2016 explores the next frontier in computer-generated imagery (CGI) and immersive environments: Virtual Reality. Widely known for its in applications for videogames, live events and entertainment, Virtual Reality is increasingly being applied across a wide range of traditional industries including engineering, education, healthcare, the military, real estate and retail. The implications for this are enormous, as in 2016 the market for Virtual Reality hardware and content is expected to top USD1 Billion¹ and to rise exponentially to \$80 billion² by 2025.



(L - R): Paul Debevec, senior staff engineer at Google VR and
Brian Cabral, Director of Engineering at Facebook

The SIGGRAPH Asia 2016 conference features the leading minds in the industry: **Paul Debevec**, a senior staff engineer at Google VR will deliver a keynote address, *Achieving Photoreal Virtual Humans in Movies, Games and Virtual Reality*; and **Brian Cabral**, Director of Engineering at Facebook, whose keynote is entitled *VR Capture: Designing and Building an Open Source 3D-360 Video Camera*.

Multiple panel sessions also take place at SIGGRAPH Asia. Two of the highlights this year include:

He’s Back! T2 25 Years Later

The Terminator 2 panel will feature the original team: **Mark Dippe**, Assistant Visual Effects Supervisor for T2 and **Steve “Spaz” Williams**, Computer Animation Supervisor for T2, as our panellists. **Scott Ross**,

¹ Deloitte: <http://www2.deloitte.com/global/en/pages/technology-media-and-telecommunications/articles/tmt-pred16-media-virtual-reality-billion-dollar-niche.html>

² Bloomberg and Goldman Sachs: <http://www.bloomberg.com/news/articles/2016-01-13/goldman-sachs-has-four-charts-showing-the-huge-potential-in-virtual-and-augmented-reality>



who was the General Manager of Industrial Light & Magic, Co-Founder of Digital Domain with James Cameron, will be moderating this panel discussion.

The Future Of Imaging

Brian Cabral moderates this panel discussion between **Kurt Akeley**, Chief Technology Officer, Lytro Inc; **Radu B. Rusu**, Chief Executive Officer and Co-Founder of Fyusion, Inc and **Shen Shaojie**; Chief Robotist, Da-Jiang Innovations (DJI), who will share their past and current adventures as well as their visions for the future of the digital imaging industry.

SIGGRAPH Asia will also be hosting three Symposiums this year. Academia and industry come together at the **Symposium on Education** to discuss the teaching and integration of computer graphics and interactive techniques. The **Symposium on Mobile Graphics and Interactive Applications** explores the development, technology and marketing of mobile graphics and interactive applications; especially the novel uses of graphics and interactivity on mobile devices. The **Symposium on Visualization** brings to light the development, technology, and demonstration of visualization techniques and their interactive applications

Technical papers will be presented at sessions on, for example, Geometric Deep Learning, Modeling Behavior for Social Robots and Virtual Humans, Creating Virtual Environments with 3D Printing and Photogrammetry for example, alongside technical sessions for story development, optics, video development, modeling along with a wide range of subjects.

One of the most exciting parts of the program is the premier **Computer Animation Festival**, which brings together a collection of the year's best, world-wide, animation works. An internationally recognized jury receives hundreds of submissions to select the most creative works of the year, which are aired over three exciting days at SIGGRAPH Asia 2016. From students' works to professional pieces, the SIGGRAPH Asia Computer Animation Festival's Electronic Theater runs for four screenings of two hours each during the event. The Festival Chair is Victor Wong Wang Tat from vfxNova Digital Productions Limited, Hong Kong and his Co-Chair is Shuzo John Shiota of Polygon Pictures Inc., Japan.

Also, highly sought after is the **SIGGRAPH Asia Art Gallery**, which showcases innovative and leading-edge digital contributions on Mediated Aesthetics from around the world. The exhibition highlights Digital Art projects that prioritize the expression of an alternative aesthetic, while employing the rich variety of techniques available to designers and artists who use computer mediation as a part of their creative palette. Mediated Aesthetics are a presentation of a combination of new media technologies, including algorithms, sensors, networking, augmented reality, biotechnology, networking and other technologies. Art evolves from the aesthetic investigation of these technologies. This program will be held off-site at the Macau University of Science and Technology (MUST).

SIGGRAPH Asia 2016 will take place from 5 to 8 December 2016 at The Venetian Macao in Macao, China. For more information on SIGGRAPH Asia and its programs, please visit <http://sa2016.siggraph.org/en/attendees>.

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**SIGGRAPH
ASIA 2016
MACAO**

KEY TO THE FUTURE

The 9th ACM SIGGRAPH Conference and Exhibition on
Computer Graphics and Interactive Techniques in Asia

SA2016.SIGGRAPH.ORG

CONFERENCE: 5 - 8 DECEMBER 2016

EXHIBITION: 6 - 8 DECEMBER 2016
THE VENETIAN MACAO, MACAO



Notes to editors:

- For media accreditation to SIGGRAPH Asia 2016, please register at: <http://bit.ly/2edom5L>

About SIGGRAPH Asia 2016

The 9th ACM SIGGRAPH Conference and Exhibition on Computer Graphics and Interactive Techniques in Asia will take place in Macao, China at the The Venetian Macao from 5 - 8 December 2016. The annual event held in Asia attracts the most respected technical and creative people from all over the world who are excited by research, science, art, animation, gaming, interactivity, education and emerging technologies. The 4-day SIGGRAPH Asia 2016 conference will include a diverse range of juried programs this year, including an Art Gallery, Computer Animation Festival, Courses, Emerging Technologies, Posters, Technical Briefs, Technical Papers, Symposium on Mobile

Graphics and Interactive Applications, Workshops, and two returning Symposiums – Symposium on Education and Symposium on Visualization. This year's conference, themed **"Key to the Future"**, features a new VR Showcase, allowing attendees to delve deep into digital worlds and experience state-of-the-art technologies. A 3-day exhibition held from 6 -8 December 2016 will offer a business platform for industry players to market their innovative products and services to the computer graphics and interactive techniques professionals and enthusiasts from Asia and beyond.

About ACM SIGGRAPH

The Association of Computing Machinery's Special Interest Group on Computer Graphics and Interactive Techniques (ACM SIGGRAPH) sponsors SIGGRAPH Asia 2016. Founded in 1947, 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. The ACM SIGGRAPH deals with all aspects of graphical user/computer communication and manipulation: hardware, languages, data structure, methodology, and applications

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