MEDIA RELEASE

Innovative Future Technologies Take Centerstage at SIGGRAPH Asia

A total of 24 first-time exhibitors, including Thai tertiary institutions, startups and game developers to showcase the the latest technologies in Computer Graphics and Interactive Techniques

BANGKOK, Thailand, 26 October 2017 – The 10th edition of SIGGRAPH Asia is set to host a total of 47 regional and international exhibitors. Hailing from countries such as Thailand, Japan, China, Taiwan, South Korea and the United States, these companies will be showcasing their newest developments in hardware and software applications in Computer Graphics and Interative Techniques. Of these, 24 are first-time exhibitors, including companies such as Epic Games, SOFA Framework, Luxion Inc, NewOlderVFX Co., Ltd, Ringling College of Art and Design, Unity Technologies and Yannix (Thailand) Co., Ltd.

Tertiary institutions in Thailand such as Chulalongkorn Business School (Business Visualization Research Group) and Thammasat University will debut their latest research at SIGGRAPH Asia. Thammasat University, in particular will be collaborating with with DigiPen Institute of Technology, USA for the very first time to co-develop academic programs with the nation's Digital Innovation Design and Technology Center (DIDTC) . The collaboration aims to produce qualified graduates in the digital content field to support the growing global market. The Innovative Digital Design and Creative Digital Technology Programs, named IDD-CDT is the first joint effort academic program in computer interactive and digital content technologies.

"SIGGRAPH Asia's debut in Thailand has been long-awaited. Thailand's Digital Economy policy is growing rapidly and is strongly supported by the Royal Thai Government, through its Thailand's 4.0 initiative. Startups in animation, games, CGI/VFX, interactive media and VR/AR as well as research from over 40 national universities will be featured at the event for the entire world to see. I believe that It is Thailand's time and the time is now," says Dr. Surapong Lertsithichai, SIGGRAPH Asia 2017 Conference Chair and Director, Center for Creative Economy Project, Mahidol University, Thailand.

French company SOFA Framework will be showcasing live demonstrations of their SOFA software;an open-source framework for multi-physics simulations that works with Unity 3D. SOFA Framework is a non-profit organization aiming at gathering partners willing to collaborate and share the costs associated with the maintenance, coordination of the developments and animation of the opensource community.

Another first-time exhibitor is Yannix (Thailand) Co Ltd. A world leader in Visual Effects preparation and support, the Yannix (Thailand) team has worked with international production teams to deliver customised solutions on films such as Kingsmen: The Golden Circle and Spiderman: Homecoming, among others.

"Yannix (Thailand) Co. Ltd. is thrilled to welcome the computer graphics community to our hometown for SIGGRAPH ASIA 2017. Bangkok has been Yannix' base of operations since 2005. We are recognized globally for the contributions we've made to visual effects (VFX) in Hollywood motion pictures for nearly a quarter of a century. Today, in addition to our feature film work, Yannix (Thailand) also lends our expertise to award-winning international television commercials and groundbreaking episodic television programming from around the globe. In recent years, Yannix (Thailand) has expanded our global client base beyond traditional "Hollywood" projects to work on projects for Asian and Australasian markets," says Danny Turner, Producer at Yannix (Thailand) Co Ltd.

For more information on SIGGRAPH Asia, please head to https://sa2017.siggraph.org/.

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About SIGGRAPH Asia 2017

The 10th ACM SIGGRAPH Conference and Exhibition on Computer Graphics and Interactive Techniques in Asia will take place in Bangkok, Thailand at the at the Bangkok International Trade and Exhibition Centre (BITEC) from 27 – 30 November 2017. 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 2017 conference includes a diverse range of juried programs, such as the Art Gallery, Computer Animation Festival, Courses, Emerging Technologies, Posters, Symposium on Education, Symposium on Mobile Graphics and Interactive Applications, Symposium on Visualization, Technical Briefs, Technical Papers, VR Showcase and Workshops. A three-day exhibition held from 28 – 30 November 2017 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 2017. 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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