



MEDIA RELEASE

Experiment with UAV, VR and possibly win a 360-degree Camera at SIGGRAPH Asia 2016

MACAO, China, 26 October 2016 – At the 9th ACM SIGGRAPH Conference and Exhibition on Computer Graphics and Interactive Techniques, the exhibition promises to be a thrilling experience for attendees, who will witness how to apply state of the art hardware and software solutions to their art at the show. SIGGRAPH Asia attracts over 6,000 professionals who are industry leaders and practitioners in computer graphics and interactive techniques. They work in business, education, art and technology and come together at SIGGRAPH Asia to explore the latest technologies, state-of-the-art products and innovative services. DJI, a key sponsor at SIGGRAPH Asia 2016 and FORUM8 will have on display hardware and software options that visitors can experiment with. RICOH is the sponsor of a lucky draw, which will see the winner walk away with a RICOH THETA SC model camera, which shoots in 360 degrees.

“DJI is the fastest growing UAV (Unmanned Aerial Vehicle) company in the world. By being at one of the biggest innovation and technical trade shows in Asia, SIGGRAPH Asia 2016 will provide us with the opportunity to showcase our latest aerial platforms and camera technologies to the world. The event also serves as a platform for us to exchange ideas with engineers and creative people from different industries. We are very excited to be a part of this event and together embrace innovation and technologies that will change the way we see the world,” says Kevin On, Associate Director of Communications, Asia-Pacific, DJI.

On the exhibition floor, delegates will be able to experience the latest in VR technology with some of the exhibitors including WeLight, KanDao VR, Dive by Durovis and Sigong Tech.

“Our exhibition showcase will allow delegates to experience first-hand the state-of-the-art VR technologies including Real-Time Interactive 3D VR Modeling, Simulation Software ‘UC-win/Road’ and cloud computing solution ‘VR-Cloud’. They will have opportunities to test FORUM8’s cutting edge hardware devices such as the Oculus Rift, Immersive Driving Simulator, and Digital Signage System. Attendees can expect an exciting variety of content and new technologies,” says Katsumi Matsuda, Executive Officer and System Sales Manager of FORUM8.

Exhibition attendees can test drive Ricoh’s Theta camera, which shoots everything in 360 degrees. The company is generously sponsoring one of these cameras as a grand prize for the onsite visitor lucky draw. To be eligible for the draw, exhibition visitors will be asked to participate in a survey using the SIGGRAPH Asia app. Each entry qualifies them for the lucky draw for the Ricoh Theta 360 degrees camera, which will be drawn at the end of the event.

SIGGRAPH Asia’s exhibition attracts 45 exhibiting companies that come from Bulgaria, Canada, China, France, Germany, Hong Kong, Japan, Macao, Singapore, South Korea, Spain, Switzerland, Taiwan and Thailand. The exhibition is a showcase of animation and visual effects, hardware, software, post production and solutions associated with computer graphics; interactive and innovative technologies including virtual reality, motion capture, 3D printing, gaming technologies; education, training and research in arts, digital media and computer science; along with high performance computing, including visualization, big data and cloud computing.



**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](https://sa2016.siggraph.org)

CONFERENCE: 5 - 8 DECEMBER 2016

EXHIBITION: 6 - 8 DECEMBER 2016

THE VENETIAN MACAO, MACAO

Notable brands that exhibit include Altec International Ltd, Chaos Group, Cogito Software Co., Ltd, DJI, FORUM8 Co., Ltd, KanDao Technology Co Ltd, Landhigh Tech International Limited, Lenovo, MAXON Computer GmbH, Meitu, Inc., Next Limit Technologies, Nippon Carbide Industries Co., Inc., Shoogee GmbH & Co. KG, Sigong Tech Co., Ltd and uSens Inc., among numerous other brands.

The SIGGRAPH Asia exhibition inspires collaboration for project partnerships, makes introductions to industry leaders and potential investors as well as international media. It also attracts new graduates and students - the industry's up-and-coming talents. National and international organizations, service companies, consultants and government officials are all represented among the visitors, who come from as far afield as China, France, Germany, Hong Kong, Japan, South Korea, Singapore, Taiwan, United Kingdom and USA.

In addition to the exhibition, SIGGRAPH Asia 2016 includes an 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, Workshops and for the first time, a Virtual Reality (VR) Showcase.

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 <https://sa2016.siggraph.org/en/attendees>.

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Notes to editors:

- Ricoh Theta camera: Learn more about the camera at <https://theta360.com/uk/>
- 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.



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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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