



# SIGGRAPHASIA 2014 SHENZHEN

The 7th ACM SIGGRAPH Conference and Exhibition on Computer Graphics and Interactive Techniques in Asia

**CONFERENCE 3 DEC - 6 DEC | EXHIBITION 4 DEC - 6 DEC**  
**SHENZHEN CONVENTION & EXHIBITION CENTER**  
**SA2014.SIGGRAPH.ORG**

**A**t SIGGRAPH Asia, learn from and be inspired by the finest industry and academia talents. Both a conference and trade exhibition, SIGGRAPH Asia presents the latest, most ground-breaking advances in computer graphics and interactive techniques.

From animation and visual effects, post production, mobile graphics and interactive applications to CG research, technological innovations, industry trends and more, get valuable first-hand insights and knowledge.



**Scott Ross**  
*Founder*  
*Digital Domain*

Pioneer in the digital media and entertainment industry, **Scott Ross** has worn many hats throughout his career. Co-founder of renowned Academy Award-winning digital production studio, **Digital Domain**, Ross' commendable direction saw the studio receive Oscar awards for ground-breaking visual effects in *Titanic*, *What Dreams May Come*, and *The Curious Case of Benjamin Button*, as well as several Academy Award nominations for numerous films.

Before forming Digital Domain, Ross led George Lucas' vast entertainment empire, running **ILM**, **Skywalker Sound**, **LucasFilm Commercial Productions**, and **DroidWorks**. Under his leadership, ILM won five Academy Awards for Best Visual Effects in *Who Framed Roger Rabbit*, *Innerspace*, *Terminator 2*, *The Abyss*, and *Death Becomes Her*.

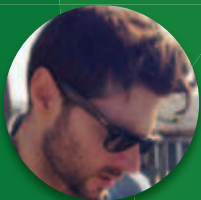
To date, Ross has worked on over 100 of the world's largest special effects films and lectured extensively about the creative process, content, and technology in over 30 countries around the world.



**Steven Feiner**  
*Professor*  
*Columbia University*

Professor of Computer Science at **Columbia University**, **Steven Feiner** also directs the **Computer Graphics and User Interfaces Lab** and **Columbia Visual and Graphics Center**. For over 20 years, Feiner's lab has been doing Augmented Reality (AR) research. His lab created the first outdoor mobile AR system using a see-through display, and pioneered experimental applications of AR to fields such as tourism, journalism, maintenance, and construction.

Feiner is co-author of *Computer Graphics: Principles and Practice*, received the IEEE VGTC 2014 Virtual Reality Career Award, and was elected to the **CHI Academy**. Together with his students, he has won the ACM UIST Lasting Impact Award and best paper awards at ACM UIST, ACM CHI, ACM VRST, and IEEE ISMAR. Steve is also lead advisor to **Meta**, which is developing 3D AR eyewear.



**Robb Denovan**  
*Senior Animator*  
*Pixar Animation Studios*

**Robb Denovan** has amassed over a decade of experience in the animation industry with stints at numerous top studios such as **MPC London**, **Weta Digital**, and **Pixar Animation Studios**.

Denovan first majored in Classical Animation at Sheridan College in Ontario, Canada before animating on the Academy Award-winning short film, *Ryan*. Since then, he has worked on a variety of highly-successful films including *King Kong*, *Chronicles of Narnia: Prince Caspian*, *Clash of the Titans*, *Harry Potter and the Half Blood Prince*, *La Luna*, *Brave Cars 2* and *Monsters University*.

He is currently working as a Senior Animator on Pixar's upcoming film *Inside Out* scheduled for release in 2015.



**Peter J. Bentley**  
*Honorary Reader and Senior College Fellow*  
*University College London*

**Peter J. Bentley** holds a B.Sc. (Hon's) degree in Computer Science (Artificial Intelligence) and a Ph.D. in evolutionary computation applied to design. Today, he runs the **Digital Biology Interest Group at University College London**. His research interests include: evolutionary algorithms, computational development, artificial immune systems, swarming systems and other complex systems, applied to diverse applications including design, control, novel robotics, nanotechnology, fraud detection, mobile wireless devices, security, art and music composition.

Author of the number one bestselling iPhone app, **iStethoscope Pro**, Bentley also actively gives plenary speeches at international scientific conference, public lectures, takes part in debates, and appears on radio and television. He has published over 250 scientific papers and is editor of the books *Evolutionary Design by Computers*, *Creative Evolutionary Systems* and *On Growth, Form and Computers*, and author of *The PhD Application Handbook* and the popular science books *Digital Biology*, *The Book of Numbers*, *The Undercover Scientist* and *Digitized*.

Detailed information about the conference programs can be found on <http://sa2014.siggraph.org/attendees>.

Registration categories, fees and entitlements are available at <http://sa2014.siggraph.org/registration-travel/registration-categories-fees>.

For further enquiries about online registration, please email us at [registration\\_asia@siggraph.org](mailto:registration_asia@siggraph.org).

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# THE BUSINESS OF THE BUSINESS

Returning for the second time, the Business Symposium explores and discusses everything related to the business of the computer graphics industry.

As major VFX houses get acquired or take on additional owners with a majority of investment coming from Asia, and film revenue in China and Japan now half that of North America, business trends have now changed. From cloud strategies to intellectual property, tax incentives and industry-specific topics like creative management, production efficiency, and best practices, learn what you need for success in your business.

## Business Symposium Chair

- **Darin Grant**  
*Technical Operations Manager, Google*

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## List of Speakers

### Experiences in Asian Expansion

#### Moderator:

**John McIntosh**  
*Chair, Computer Art, Animation and Visual Effects,  
School of Visual Arts*

#### Panelists:

- **Teresa Cheng**  
*General Manager, Lucasfilm Animation Company Singapore*
- **Jan Heinze**  
*Executive Producer, Pixomondo Shanghai*
- **Christopher Bremble**  
*Founder and CEO, Base Media Group LTD / Base FX*
- **Shuzo Shiota**  
*CEO, Polygon Pictures*

### One-on-One with Scott Ross

#### Moderator:

**Darin Grant**  
*Technical Operations Manager, Google*

#### Speaker:

**Scott Ross**  
*Founder, Digital Domain*

### Asian Games Market Strategy

#### Speaker:

**Adam Lang**  
*General Manager, Crytek Shanghai Studio*

### Success in Asia by Asia

#### Moderator:

**Richard Chuang**  
*CEO, Cloudpic Global*

#### Panelists:

- **Frankie Chung**  
*Founder, Studio P3*
- **Harley Zhao**  
*Founder, Original Force*
- **Ashley Liu**  
*Founder, Mindwalk Studios*

More speakers to be announced

### U.S. Intellectual Property Law for Asia

#### Speaker:

**Robert Hulse**  
*Partner, IP Group, Fenwick & West LLP*

### Future of Cloud and Production

#### Speaker:

**Ted Chang**  
*Chief Technology Officer, Quanta Computer Inc.*