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SINGAPORE
International Convention &
Exhibition Centre

MEDIA RELEASE

Suntec Singapore Is Rolling Out the Red Carpet For SIGGRAPH Asia 2008

Singapore, 9 December 2008 – Hollywood is coming to town and Suntec Singapore is rolling out the red carpet.

Top animators, producers and artists from around the globe including the creators of all time animation favourites such as Cars, Finding Nemo, Toy Story and The Incredibles will descend on Suntec Singapore as Asia's leading convention and exhibition venue hosts SIGGRAPH Asia 2008.

ACM SIGGRAPH (Association for Computing Machinery's Special Interest Group on Computer Graphics), the world's largest computer graphics society, has chosen Singapore as the first non-North American venue for SIGGRAPH conference. The premier animation event will leave its home in the entertainment capital of the world – the United States of America - for the first time in its 34 year history.

For four fascinating days starting 10 December 2008, wizards and enthusiasts can expect a host of programmes led by prominent speakers from various computer graphics communities and the internationally acclaimed Disney Pixar Animation Studios. Eminent industry veterans from prominent institutions such as Cornell University and Carnegie Mellon University in the USA, whose works were featured in various high-profile productions from movies and television to

music videos, and who were honoured for their achievements from the Academy Awards to the VH1 Music Video Awards, will grace this illustrious event.

“Suntec Singapore has always marketed itself as a venue of choice for event planners and organisers with different needs. As Asia’s leading conference centre, we have always prided ourselves on our versatility to host events ranging from concerts to high-level governmental meetings. For this event, we had to provide sophisticated high-tech requirements and infrastructure needed for all the specific meetings held as part of SIGGRAPGH, and to ensure that the delegates are able to access their extensive tech needs effortlessly,” said Anjna Nihalani, Director of Marketing & Communications.

Organised by the Association of Computing Machinery (ACM), the event is expected to be attended by 6,000 delegates and 1,000 trade professionals from the world of computer graphics, interactive media, animation, robotics visual effects and digital media, with the objective to discuss key insights on the future of computer graphics and interactive techniques. It will feature a wide field of programmes designed for academics, professionals, artists, animators, and students. The conference and exhibition will feature high-quality and original research papers, a computer animation festival, and hands-on courses and tutorials in the latest computer graphics and interactive techniques. Other highlights include a digital art gallery, an educators’ programme, a trade exhibition, and a career fair for networking and career development opportunities.

For more information, please log on to www.siggraph.org/asia2008

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About Suntec Singapore

Suntec Singapore is a world-class venue located at the heart of Asia's most integrated meetings, conventions and exhibitions hub. With 100,000sqm of versatile floor space over six levels, this award-winning facility can cater to events from 10 to 20,000 persons. In addition, Suntec Singapore - Asia's Convention City offers direct access to 5,200 hotel rooms, 1,000 retail outlets, 300 restaurants, 6 museums and the region's newest centre for the performing arts, Esplanade - Theatres on the Bay. While only 20 minutes from Changi International Airport, Suntec Singapore is conveniently located adjacent to the Central Business District and just minutes from the city's entertainment and cultural attractions.

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