



# SIGGRAPH ASIA 2015 KOBÉ

Conference: 2 – 5 November 2015

Exhibition: 3 – 5 November 2015

Kobe Convention Center, Japan

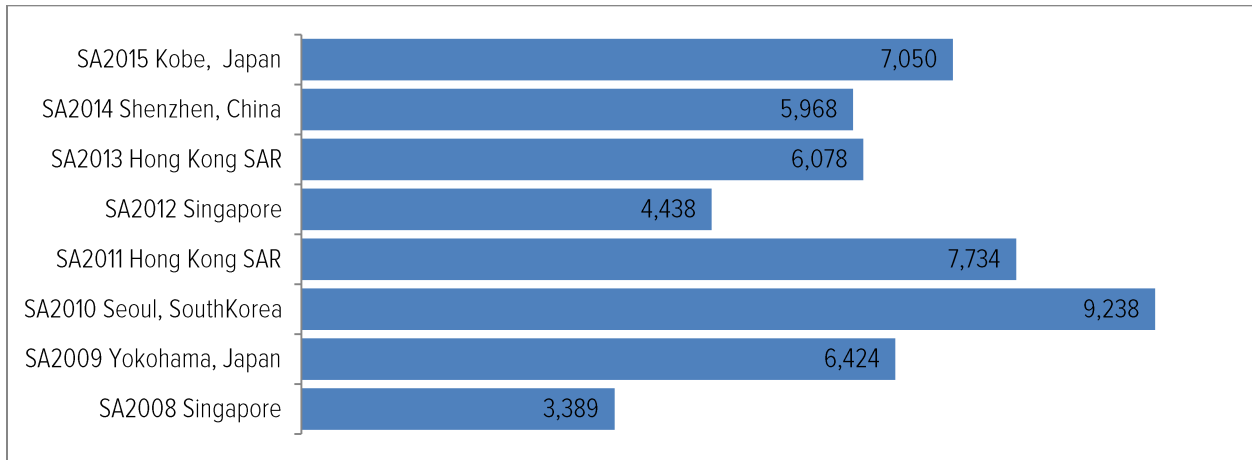
## CONFERENCE & EXHIBITION POST SHOW REPORT

Prepared By ACM SIGGRAPH Asia c/o Koelnmesse Pte Ltd



## VISITOR STATISTICS

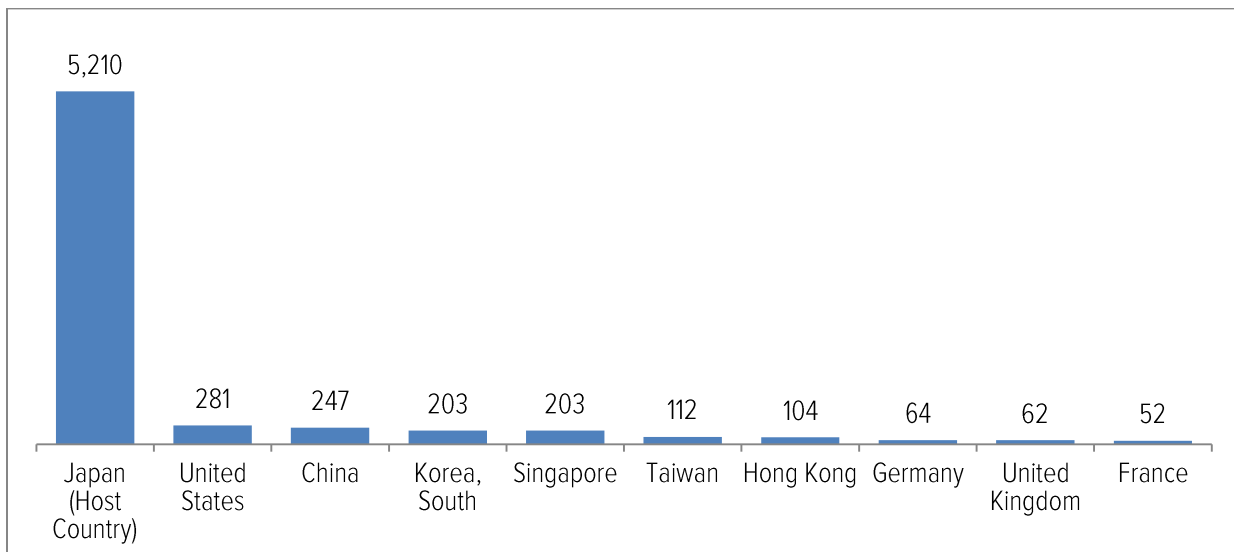
### 1. No. of Visitors from 2008 – 2015



### 2. Local vs International Visitors

	Total No.	%
Local (Japanese)	5,210	73.9%
Overseas	1,840	26.1%
<b>Total</b>	<b>7,050</b>	<b>100%</b>

### 3. Top 10 Visiting Countries & Regions



Attendees from over 60 countries and regions attended SIGGRAPH Asia 2015 with high attendance from Asia, America and Europe.

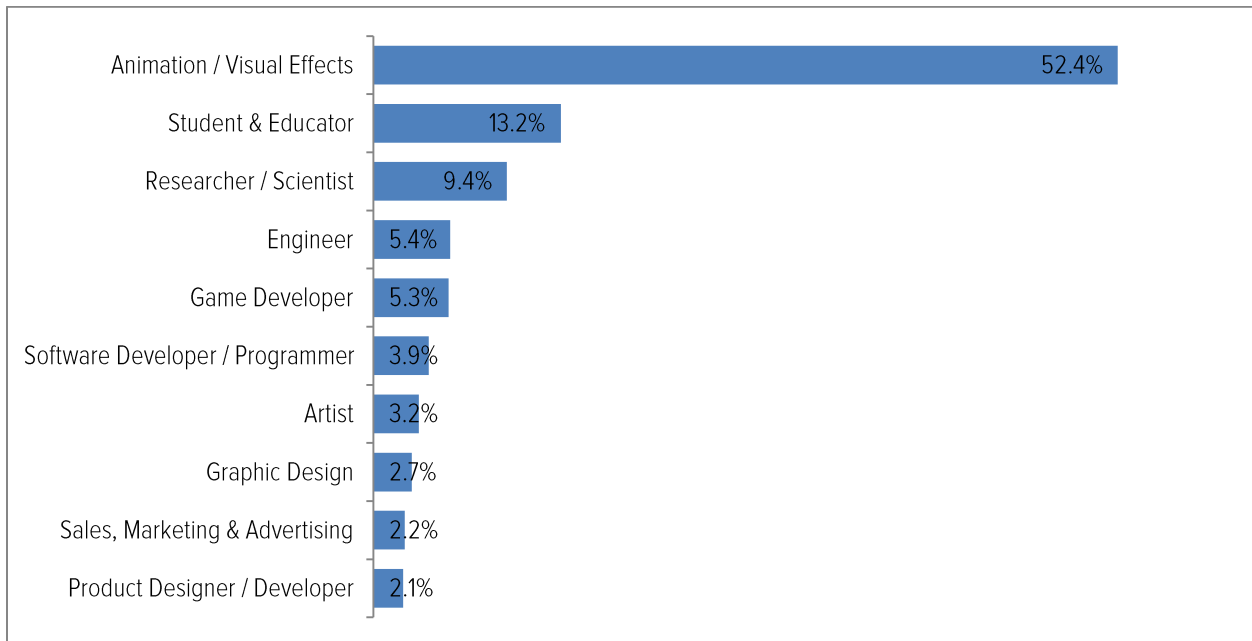


#### 4. Visitor Profile

- Animators and VFX Artists
- Architects
- Artists
- Digital Innovators
- Digital Video & Film Makers
- Distributors / Resellers
- Educators / Professors / Students
- Engineers
- Financiers
- Game Developers
- Graphic Designers
- Government Officials & Associations
- Hobbyists
- Industry Designers
- Interior Designers
- IT Managers
- Marketing Managers
- Press & PR
- Product Designers / Developers
- Programmers
- Publishers
- Researchers / Scientists
- Sales and Business Development Managers
- Software Developers / Programmers
- Web Developers / e-Commerce Web

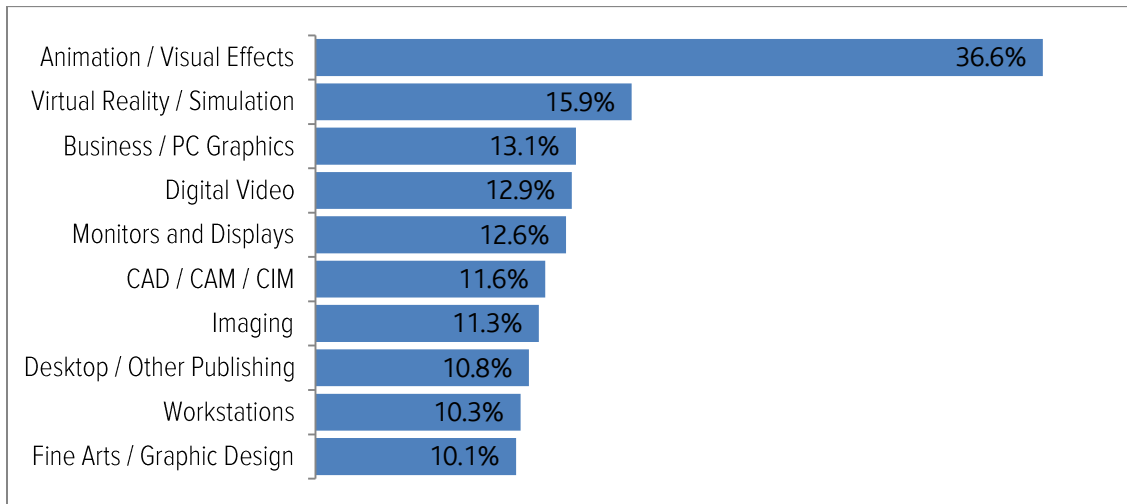


#### 5. Top 10 Visitor Profile Attending SIGGRAPH Asia



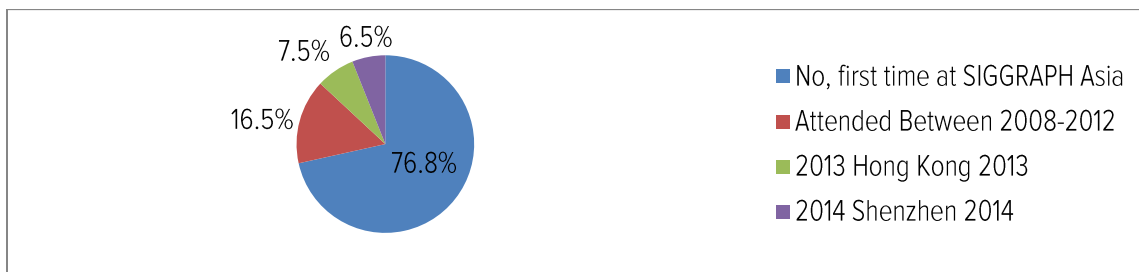
Other visitor profiles attended SIGGRAPH Asia 2015 includes IT Managers, Film Maker, Architect and Distributor/ Retailer amongst others.

## 6. Top 10 Product Interest for SIGGRAPH Asia Exhibition



Others include Cloud Computing / Internet of Things, Visual Computing, Robotics / 3D Printing, Motion Capture & Real-time Application, High Performance Computing, Immersive and Interactive Systems and Visualization.

## 7. Visitors attended previous SIGGRAPH Asia



SIGGRAPH Asia rotates its location annually around the region and is an excellent platform to acquire new customers. Over 76% of 2015's attendees were first time at SIGGRAPH Asia as it the first time the event was held in Kobe and second time in Japan.

## 8. Visitors attended SIGGRAPH in North America

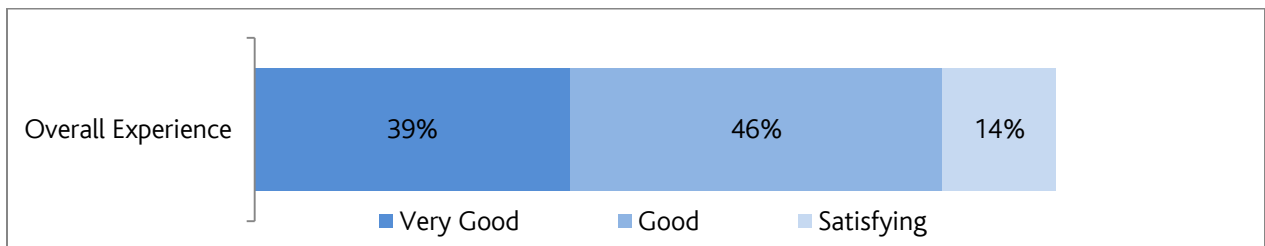


SIGGRAPH Asia differentiates itself from SIGGRAPH in North America by offering a gateway for exhibitors and sponsors to strengthen and expand their network in the Asia-Pacific region as 75% of attendees have never attended SIGGRAPH in North America.

## 9. Visitors attended SIGGRAPH Asia because of the following Key Programs

- Computer Animation Festival
- Exhibition (Including Exhibitor Talks & Sessions)
- Art Gallery / Art Papers
- Technical Papers
- Emerging Technologies Showcase

## 10. How Visitors Rate their Overall Experience at SIGGRAPH Asia



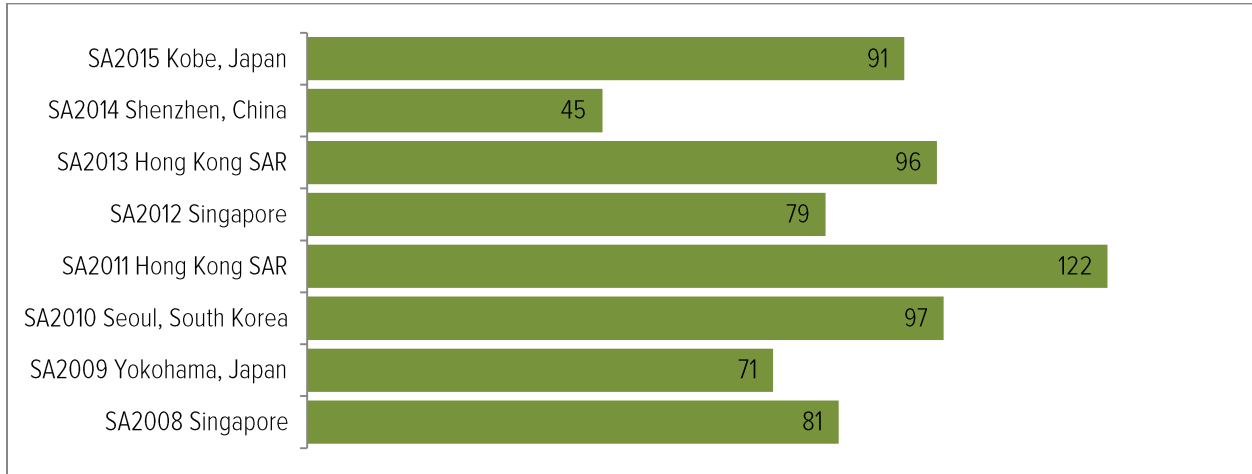
99% of attendees are generally satisfied with the event.





## EXHIBITOR STATISTICS

### 1. No. of Exhibitors & Sponsors from 2008 – 2015



### 2. Local vs International Exhibitors

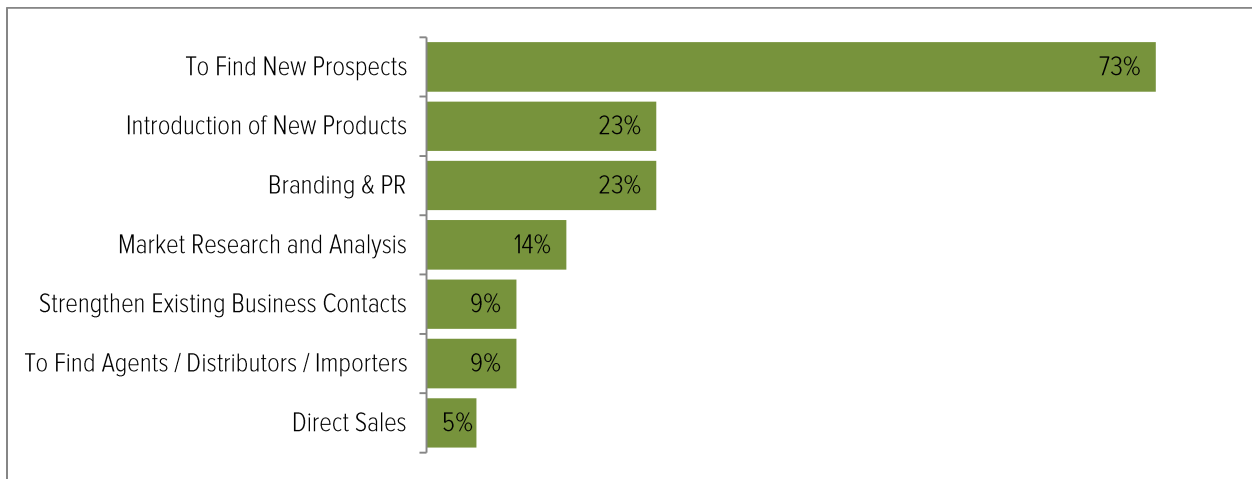
	%
Local (Japan)	74.7%
Overseas (International)	25.3%
<b>Total</b>	<b>100%</b>

### 3. Attendance by Country & Region

No.	Country and Region	Total
1	Canada	1
2	France	2
3	Germany	1
4	Hong Kong	1
5	Japan	69
6	Macao	1
7	Philippines	1
8	Singapore	3
9	Taiwan	1
10	Thailand	1
11	United Kingdom	2
12	United States	8
<b>Total</b>	<b>12 Countries &amp; Regions</b>	<b>91</b>



#### 4. Exhibitors' Main Objective of Participating SIGGRAPH Asia



#### 5. Exhibitor Profile

##### Hardware

3D Rapid Prototyping  
 Commercial Game Equipment  
 Digital Cinemas  
 Digital Signage  
 Digital Video Hardware  
 Digitizing Cameras  
 Display Technology  
 DVD Authoring Tools  
 Encoders / Decoders  
 Geographic Information Systems  
 Graphics Accelerator Boards  
 Haptic Input Devices  
 Hardcopy Devices; Photographs / Slides  
 HDTV  
 Head Mounted Displays  
 High Performance Graphics Processors  
 High Resolution Technologies  
 Imaging  
 Input Devices  
 Interface Tools  
 Mobile Computing  
 Mobile Graphics  
 Monitors and Display  
 Motion Capture Equipment  
 Multimedia Tools and Applications  
 Networking Equipment / Infrastructures  
 Online Network Services  
 Projector  
 Printers and Plotters  
 RAID Systems and Storage  
 Robotics and Gadgets  
 Scan Converters / Scanners  
 Storage Devices; Tape / Disk  
 Terminals, Monitors and Displays  
 Video Effects Equipment  
 Video Services  
 Visual Computing  
 Workstations

##### Software

2D / 3D Graphics  
 3D Modeling  
 Aerospace and Automotive Applications  
 Animation  
 Architecture Design and Applications  
 Artificial Intelligence  
 Authoring Software  
 Broadcast Design Software  
 Business and Financial Graphics  
 CAD / CAM / CAE / CIM  
 Commercial Game Engines  
 Computer-Video Interfacing  
 Data Analysis  
 Desktop Publishing  
 Desktop Video Production Software  
 Digital Imaging  
 Electronic Publishing  
 Engineering Applications  
 Graphics Design Systems  
 Groupware Software  
 Image Based Modeling  
 Image Management  
 Industrial Design  
 Information Visualization  
 Mapping and Cartography  
 Medical Imaging Software  
 Mobile Applications  
 Mobile Graphics  
 Motion Capture Software  
 Rendering and Modeling  
 Scientific Application and Visualization  
 Simulation  
 Streaming Technology  
 System Integrators  
 Video Encoding and Compression  
 Visual Effects Software  
 VR Software  
 Web 3D / Graphics

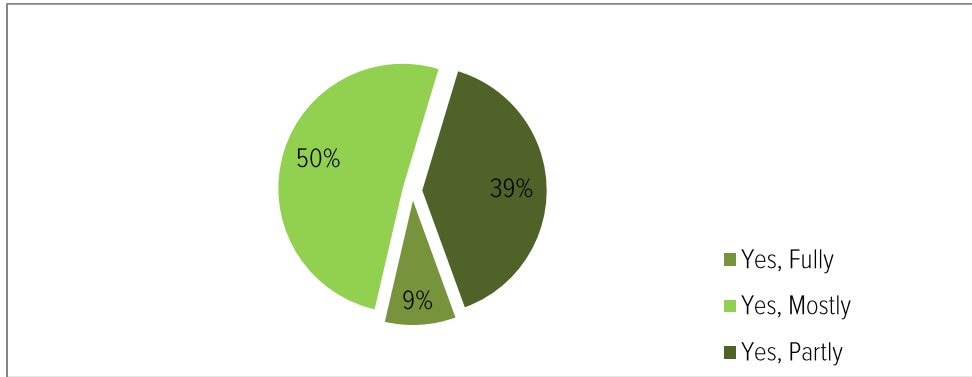


Services

Conferences and Exhibitions  
Consulting / Outsourcing  
Contract Graphics/Programming

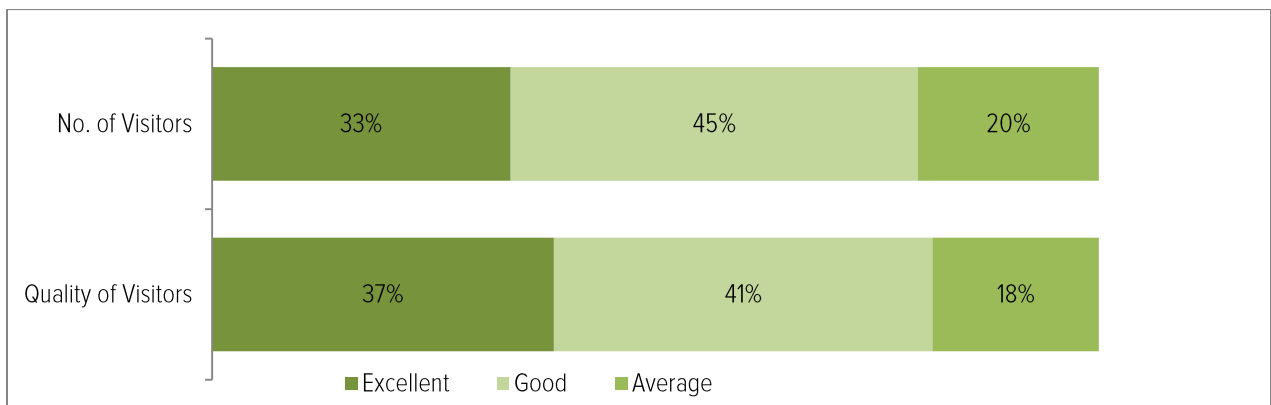
Education / Training  
Publications

**6. How Exhibitors Rate about Meeting Relevant Customers at SIGGRAPH Asia**

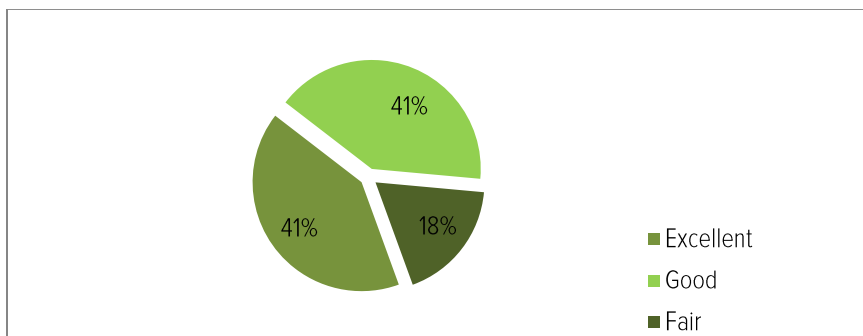


98% of exhibitors met relevant customers in 2015.

**7. How Exhibitors Rate the Visitors' Profile at SIGGRAPH Asia**



**8. How Exhibitors Rate about their Overall Success at SIGGRAPH Asia**



100% of exhibitors are generally satisfied with the event.





## MEDIA OUTREACH

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### 1. Media Attendance

A total of 67 media representative from 37 agencies attended the event throughout the four days at SIGGRAPH Asia in Kobe, Japan. Of these, 13 journalists from 6 agencies were from outside of Japan.

International Media Attended SIGGRAPH Asia 2015

- i. 3D Artist, United Kingdom
- ii. Animation World Network, United States
- iii. CGVisual, Hong Kong
- iv. China Animation & Game Network, China
- v. Film Business Asia, Hong Kong
- vi. Gemhorn Inc. / InCG Magazine, Taiwan
- vii. Toute La Culture, France

Some of the Japanese Media Attended SIGGRAPH Asia 2015 include (but not limited to)

- i. CG World Magazine Japan
- ii. Eizo Shimbun Visual Communications Journal
- iii. FUJI Television
- iv. Gadget
- v. GIZMODO Japan
- vi. NHK
- vii. Nihon TV
- viii. Nikkei Business Publications
- ix. The Motion Picture & TV Engineering
- x. Yomiuri TV, Ce Matin

### 2. Media Coverage and Value

From the pre-event pitching and actual event outreach, to date (as of 27 November 2015), a total of 101 media hits were captured from the international and Japanese media outlets, spanning print, broadcast and online general news outlets as well as local and international trade media.