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Computing Machinery

*Advancing Computing as a Science & Profession*

CHI 2008  
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## **CHI 2008 OFFERS HANDS-ON EXPERIENCE BETWEEN PEOPLE AND COMPUTERS**

### *Conference Features Interactive Demonstrations of Innovative Computer-User Interfaces*

**FLORENCE, ITALY — March 31, 2008** - The leading international conference for Human-Computer Interaction, CHI 2008, includes a first-time event for participants to experience new ways to interact with computers. This unique track features exhibitors who will demonstrate innovative prototypes and systems designed to elicit responses to their findings and methodologies in human-computer interaction. The CHI 2008 conference runs from **April 5-10 at the historic Fortezza da Basso**, in the heart of Florence. CHI 2008 is sponsored by the Special Interest Group on Computer Human Interaction (SIGCHI), an active community within the Association for Computing Machinery (ACM). A video montage of the CHI 2008 Interactivity exhibitors is available for viewing at <http://www.youtube.com/watch?v=AW4aa96kZPs>

Among the intriguing array of Interactivity presentations are: **iCandy: a Tangible User Interface for iTunes; Gamelunch: Forging a Dining Experience through Sound; Dynamic Knobs: Shape Change as a Means of Interaction on Mobile Phones; and SnapAndGrab: Accessing and Sharing Contextual Multi-Media Content Using Bluetooth-Enable Camera Phones.**

CHI 2008 also features an interactive film that addresses a new language for filmmaking in the 21<sup>st</sup> century. The film, titled "Late Fragment," allows viewers to impact the way the story unfolds by navigating the interlocking narratives with a click of their remote device. This interactive experience represents an important collaborative model in leading-edge experimental dramatic content and format. It's multi-plot, non-linear and interactive narrative lets viewers discover the stories of the characters and play a creative role by weaving in and out of the film's story lines whenever they choose. The film is produced by the Canadian Film Centre in co-production with the National Film Board CPC Media Lab Interactive Project.

Other interactive opportunities at CHI 2008 include the Design Theatre, which presents a short theatrical piece before a live audience that will make the point come alive. In addition, the conference presents a Student Design Competition for students from a variety of design backgrounds to demonstrate their problem-solving skills; and a Student Research Competition, sponsored by Microsoft Research for students to share ideas and results in a forum that provides visibility for their work.

Organizations contributing to the financial support of the conference include (Hero Level) Microsoft Corp.; (Champion Level) Autodesk; Google, Inc.; the National Science Foundation (NSF); Oracle, SAP AG; and SourceForge (OSTG). For more information about the conference or to register, visit [www.chi2008.org](http://www.chi2008.org)

#### ***About ACM***

*ACM, the Association for Computing Machinery [www.acm.org](http://www.acm.org), is the world's largest educational and scientific computing society, uniting computing educators, researchers and professionals to inspire dialogue, share resources and address the field's challenges. ACM strengthens the computing profession's collective voice through strong leadership, promotion of the highest standards, and recognition of technical excellence. ACM supports the professional growth of its members by providing opportunities for life-long learning, career development, and professional networking.*

#### ***About SIGCHI***

*The ACM Special Interest Group on Computer-Human Interaction <http://www.sigchi.org> is the world's largest association of professionals in the research and practice of computer-human interaction. SIGCHI serves as a forum for ideas on how people communicate and interact with computer systems. This interdisciplinary group of computer scientists, software engineers, psychologists, interaction designers, graphic designers, sociologists, and anthropologists is committed to designing useful, usable technology which has the potential to transform individual lives. SIGCHI has more than 60 local chapters for HCI professionals across five continents, publishes the SIGCHI Bulletin quarterly, and co-sponsors conferences and workshops to advance the field of computer-human interaction.*

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