



“新的历史因你的参加而开始.”

“あなたの参加で新しい歴史が始まります.”

“당신의 참여로 새로운 역사가 시작됩니다.”

2008 ASIAGRAPH Conference Chair
河口洋一郎

ASIAGRAPH President
金 鍾 琪



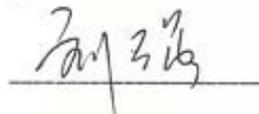
会议备忘录

本着平等互惠的原则，为促进亚洲动漫数字产业合作体在政府层面和在产学研层面的良性发展，中日韩三国主管部门于 2008 年 3 月 6 日在上海举行处长级会晤，就以下问题进行了广泛而深入的研究：

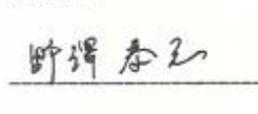
1. 三方就政府层面支持亚洲动漫数字产业合作体的建立之可能性进行了磋商。
2. 三方就亚洲动漫数字产业合作体在产学研方面进行深入合作达成共识。
3. 为推动亚洲动漫数字产业进一步发展，三方商定定期举办 ASIAGRAPH 年会。

2008 年 3 月 6 日

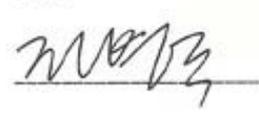
中国
中国文化部
文化市场司动漫游戏处
处长

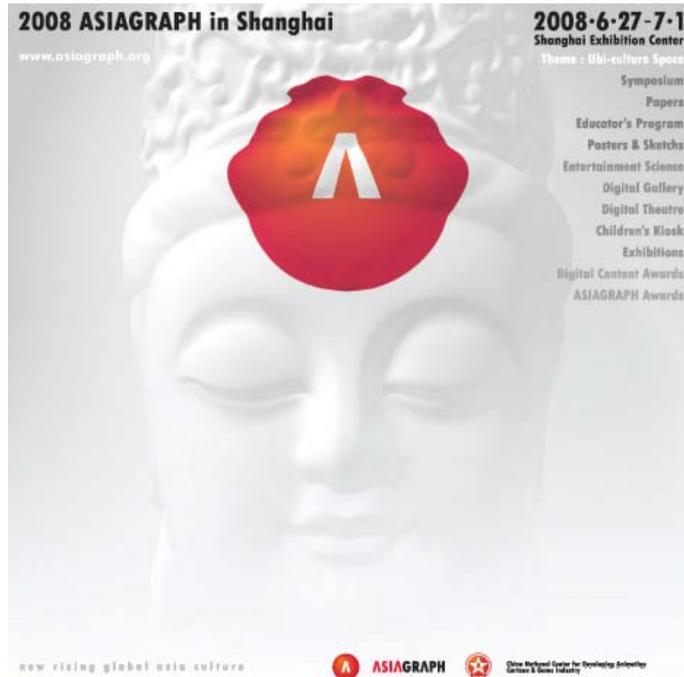


日本
日本经济产业省
商务情报政策局
文化情报关联产业课
课长辅佐



韩国
韩国文化体育观光部
文化产业本部文化产业
振兴团文化人力技术组
组长





2008 ASIAGRAPH in Shanghai

June 27 ~ July 1, 2008

Shanghai Exhibition Center, Shanghai, China

活动组织·机构

中华人民共和国文化部

韩国文化观光部

日本经济产业省

上海市人民政府

主办单位：

ASIAGRAPH 2008 组织委员会

中国国家动漫游戏产业振兴基地,上海市文化广播影视管理局

协办单位：

日本数字内容协会.

韩国文化内容振兴院.

ASIAGRAPH Committee

Homepage: <http://www.asiagraph.org>

E-mail : asiagraph@asiagraph.org

Address : 1001 Zhaofeng plaza, 1027 changning Rd. Changning district, Shanghai, China



2008 ASIAGRAPH In Shanghai

- 001 **Theme** ----- Intelligent Space/Ubiquitous Culture Space
新的文化艺术和尖端科学技术空间 (智能空间/无所不为的文化空间)
- 002 **Scope** ----- 本博览会是为了 IT 产业和文化内容产业更具活性化,通过中日韩三国的民官产学研的通力协作把文化艺术和尖端的科学技术融合一起作为一个基本的交流,将教育,研究,产业,娱乐作为展示的一个新形势的博览会。
同时为了实现下一代数字技术与文化内容的结合,以及如何丰富人类的生活环境,对企业开发的新商品给予奖励,对大学与研究所开发的新技术给予奖励,向普通大众介绍如何更方便的利用新技术实现人类的美好生活,达到让人们更有信心去实现和谐社会的这样一个目的。
主题馆是由企业的商品展示和公开招募的作品的展示,还有儿童体验馆,国际讨论会,学术发表大会等的丰富多彩的仪式,以及介绍文化内容多种多样的领域。
同时 ASIAGRAPH 与美国 SIGGRAPH 合作以文化内容作为中心,每年以中日韩的三国的顺序,巡回展示到亚洲各国及中国各主要城市。

CONFERENCE AREA

ASIAGRAPH is a multimedia exhibition for industrial, governmental and academic projects in information technology, digital design and Asian culture.
ASIAGRAPH 2008 presents a unique focus on the intelligent home, a living space emphasizing the harmony of culture, art, science and technology.

- 003 **Symposiums** ----- ASIAGRAPH is an academic forum exploring the convergence of digital
国际论坛 technology, industrial and cultural trends. The academic council of Asia graph includes a regional congress of distinguished scholars, the core committee of an expanding international think tank.

Symposium 1: 中日韩三国政府部长论坛
- 中国文化部, 日本经济产业省, 韩国文化观光部
Symposium 2: 中日韩三国产业论坛
- 中国 NCACG, 日本 JETRO, 韩国 KOTRA,
Symposium 3: 国际论坛
- 美国 SIGGRAPH 会长, 欧洲 EUROGRAPH 会长, ASIAGRAPH 会长
- 004 **Key Note Speech-** ----- Speeches of the winners, who achieved a prize for distinguished service of the
主题讲演 ASIAGRAPH award.
- 005 **Papers** ----- ASIAGRAPH 是以文化内容与数字内容以及把产业发展作为核心的组织。
论文发表 现在和中国,日本,韩国的 3 个国家 9 个学会的会员们将数字内容企业领域内的研究成果,以及大学里的学术成果在大会上正式发表,这将意味着参加数字内容研究的学者队伍将日益扩大
1. Topics
Papers should be addressed one or more of the listed topics, although authors should not feel limited by them. Unlisted but related topics are also allowed.
- Computer Graphics- Animation- Game- VR- Robotics- Information Design- Architecture- Cartoon- Illustration- Mobile Contents- Digital Movie- Electronic Music- Media Art- Performing Art- Digital Contents- Culture Contents
2. Schedule
Full paper: April 30, 2008
Announcement: May 10, 2008(<http://www.asiagraph.org>)
Camera Ready: May 20, 2008
3. Submission
Authors should submit an extend abstract of up to 1 page on A4 in their own language or English.

Authors should submit a Full paper in English of up to 6 pages on A4.
Who wants to use their own language should submit a paper up to 6 pages on A4 and must add abstracted paper in English up to 2 pages on A4.
The submission format is available in our web site (<http://www.asiagraph.org>).
4. Conference fee: 2,600 CNY (360 USD)

**006 Educators Program -----
教育工作室**

是关于数字内容教育者的教育 Program 的研究发表。

1. Topics

- Computer Graphics- Animation- Game- VR- Robotics- Information Design- Architecture- Cartoon- Illustration- Mobile Contents- Digital Movie- Electronic Music- Media Art- Performing Art- Digital Contents- Culture Contents

2. Schedule

Full paper of Program: April 30, 2008

Announcement: May 20, 2008(<http://www.asiagraph.org>)

3. Submission

Authors should submit a Summary of Program in English of up to 1 A4 Pages.
The submission format of Summary is available in our web site (<http://www.asiagraph.org>).

Authors should submit a Full paper of Program in English of up to 6 A4 pages
The submission format of Summary is available in our web site (<http://www.asiagraph.org>).

4. Conference fee: 2,600 CNY (360 USD)

**007 Sketch & Poster -----
感性工作室**

ASIAGRAPH 的感性工作室不仅能使研究生们论文发表能力得到提高，也是为了实现亚洲各国大学的研究生的研究能力和鼓励他们更具有创意性构思和创造性想象的研究发表大会。

1. Topics

- Computer Graphics- Animation- Game- VR- Robotics- Information Design- Architecture- Cartoon- Illustration- Mobile Contents- Digital Movie- Electronic Music- Media Art- Performing Art- Digital Contents- Culture Contents

2. Schedule

Final Work Data Submission: April 30, 2008

Announcement: May 20, 2008(<http://www.asiagraph.org>)

3. Submission

Participator should submit a summary of work in English of up to 1page on A4.
The submission format of Summary is available in our web site (<http://www.asiagraph.org>).

Selected Participator should submit full Data of the work via our web site (<http://www.asiagraph.org>).

The submission format (B1 size) is available in our web site (<http://www.asiagraph.org>).

4. Conference fee: 700 CNY (100 USD).

EXHIBITION AREA

**008 Entertainment Science --
游戏科学馆**

游戏科学馆，是展示 ASIAGRAPH 与世界各国的大学、企业及研究中心研制开发的技术，和共同参与互动形式的一种展示。希望对教育、娱乐感兴趣的人们一起共同参与技术开发。

1. Topics

- VR- Hap tic interface- Ubiquitous Contents- Robotics- HDTV

2. Schedule

Submission of Specific Exhibition Plan: April 30, 2008

3. Submission

Participator should submit a summary of exhibition in English of up to 1 page on A4.

The submission format of summary is available in our web site (<http://www.asiagraph.org>).

Selected participator should submit specific plan of exhibition via our web site (<http://www.asiagraph.org>).

* Please let us know the area you would be occupied in.

**009 Digital Gallery -----
数字画廊**

ASIAGRAPH 诚挚的邀请来自世界各地的媒体，艺术家，在数字画廊发表自己的作品。

1. Topics

- 2D Image- 3D Image- Digital Design- Digital Contents- Electronic Sound-

Hybrid Art- Culture Contents- Installation- Interactive Arts

2. Schedule

Full Data Submission: April 30, 2008

Announcement: May 20, 2008(<http://www.asiagraph.org>)

3. Submission

Participator should submit a summary of exhibition in English of up to 1 page on A4.

The submission format of summary is available in our web site

(<http://www.asiagraph.org>).

Selected participator should submit specific plan of exhibition via our web site

(<http://www.asiagraph.org>)

**010 Digital Theatre -----
数字影院**

希望参加 ASIAGRAPH 的世界各国的大学, 企业, 研究所, 电影生产机构, 表演团体, 将自己开发编辑的映像, 电影, (诗), 在大会公开放映。以及在亚洲各国巡回展映

1. Topics

- CG Animation- Game Animation- Digital Movie- Electronic Music- TV CF- Performing Art- Culture Contents

2. Schedule

Full Data Submission: April 30, 2008

Announcement: May 20, 2008(<http://www.asiagraph.org>)

3. Submission

Participator should submit a summary of exhibition in English of up to 1 page on A4.

The submission format of summary is available in our web site

(<http://www.asiagraph.org>)

Selected participator should submit specific plan of exhibition via our web site

(<http://www.asiagraph.org>)

**011 Children's Kiosk -----
儿童体验馆**

针对那些正在开发有益于儿童智力培养的商品的企业或研究所,提供展示一些可以让儿童体验科学技术和娱乐的空间.亚洲各国的企业和研究机构提交参加申请,最后评审选定展出作品企业。

1. Topics

- Game- Cartoon- Toys- Education Tools- e-Book- Software

2. Schedule

Full Data Submission: April 30, 2008

Announcement: May 20, 2008(<http://www.asiagraph.org>)

3. Submission

Participator should submit a summary of exhibition in English of up to 1 page on A4.

The submission format of summary is available in our web site

(<http://www.asiagraph.org>).

Selected participator should submit specific plan of exhibition via our web site

(<http://www.asiagraph.org>)

**012 Enterprise Exhibition ----
企业展示**

企业的商品展示: 世界知名的软件, 硬件公司, 数字内容开发公司, 数字映像公司, 移动内容开发公司, 数字内容关联的大学以及研究中心等开发的商品。

1. Participation requirement

Enterprise related with digital contents, such as game, animation, digital movie, etc.

2. Standard Booth (3 m² × 3 m²)

· Rental Fee : 16,000RMB (including standard facilities)

· Standard facilities :

Fascia Board : 340 (H) × 3000(W)

Partition Wall : 950 (W) × 2480(H)

-Square table for interviews×1/ Pipe chairs ×2/ 10Amp-220V (Max:500W) ×1

Spot lights (100W) ×2/ Business table×1/ Trash box ×1

3. Free size Booth (more than 27 m²)

Rental Fee (without facilities) : 1,600RMB/m² (27 m² Minimum)

4. Schedule

Submit application form: April 30, 2008

Announcement: May 20, 2008(<http://www.asiagraph.org>)

5. Submission

Participant should submit an application form via our web site (<http://www.asiagraph.org>).

The application form is available in our web site (<http://www.asiagraph.org>)

Selected participant should receive specific application information of the exhibition.

Participant should be offered 10% discount if attended past events of ASIAGRAPH or NCACG.

1st ASIAGRAPH International Digital Contents Awards

公开招募: 以数字内容产业开发和发展的企业

共同奖励: 以学生为对象,公开招募.审查公开

招募领域: 企业开发的优秀商品不曾被 A - mark 授予奖项的, (同等)领域专业的作品的作者以及普通创意性的学生作品

013 "A Mark" ----- Certification Competition 招募企业商品展

PART 1: Corporation developed goods field – "A Mark" Certification Competition

- It raises the world wide competitive power of the Asia culture contents.
- It gives "A Mark" to best digital contents which is developed by enterprise
- Only commercialized product which is completed is available.

1. Call for participation

Digital Contents Area(Animation, Game, VR, Mobile contents, Digital movie, Cartoon, On-line Contents, Robotics & All Products related with Digital Contents)

2. Schedule

Deadline: April 30, 2008/ Judgment: May 11 – 25, 2008/ Result of Judging: May 26, 2008/ Exhibition and AWARD: June 27 – July 1, 2008

3. Submission

- Entries should submit promote movie file less than 5 minutes via our web site. (<http://www.asiagraph.org>)

4. Judging Criteria

The judging committee is composed with experts from China, Korea, and Japan in culture contents area.

The standards of screening are as following

- Creativity (20%)/ Marketability (20%)/ Aesthetics (20%)/ Cultural Value (20%)/ Originality of Theme (20%)

5. Entry fee: 200 USD

014 General & Student ----- competition 公开招募作品展

PART 2: General & Student competition

1. Participate requirement

student & public whose interest in digital contents field

2. Categories

AREA 1: Computer Graphics / 2D Graphics, 3D Graphics, Digital Illustration, Conceptual Image

AREA 2: Digital Animation / Animation, 2D Animation, 3D Animation, Visual Effects

AREA 3: Game / Game Planning, Game Scenario

AREA 4: Design / Identity, Publications, Illustrations, Packaging, Illustration

AREA 5: Cartoon / 1cut, 4 cut cartoon, On-line cartoon

AREA 6: Virtual Reality / Web VR, Immersive VR, Argument Reality

AREA 7: Mobile Contents / Mobile Game, Mobile Music, Mobile TV & Video, Mobile Commerce

AREA 8: Digital Movie / Digital Film, Special Effect,

AREA 9: Electronic Music / Music Performance, Interactive Music

Mixed type Performance

AREA 10: Media Art / Interactive Art, Installation

AREA 11: Performing Art / Performance, Mixed Performance
AREA 12: Culture Contents / All type which is focused on Culture

3. Schedule

Deadline: April 30, 2008

Judgment: May 11 – 25, 2008

Result of screening: May 26, 2008

Exhibition and AWARD: June 27 – July 1, 2008

4. File Format for Entries

Categories	Submission Form	Reference
Animation	Movie files (mov, avi)	Less than 5 minutes
Game	Demonstrated Movie files (mov, avi)	Less than 5 minutes
Design & Illustration, Cartoon Edited	A1, Jpeg file	
Virtual Reality	Demonstrated Movie files (mov, avi)	Less than 5 minutes
Mobile Contents	Demonstrated Movie file flash (swf)	Less than 5 minutes
Digital Movie	Movie files (mov, avi)	Less than 5 minutes
Electronic Music	Sound files (.wav, .aif)	Less than 5 minutes
Media Art/Performing Art	Demonstrated Movie files (mov, avi)	Less than 5 minutes
Culture Contents	Demonstrated Movie file (mov, avi)	Less than 5 minutes

- Participator should submit the file via our web site (<http://www.asiagraph.org>).
- Recommended file format is .avi & .mov
- Participator should submit the codec file if using Special Codec which is not available in windows operating system.

5. Judging Criteria

The judging committee is composed with experts from China, Korea, and Japan in culture contents area.

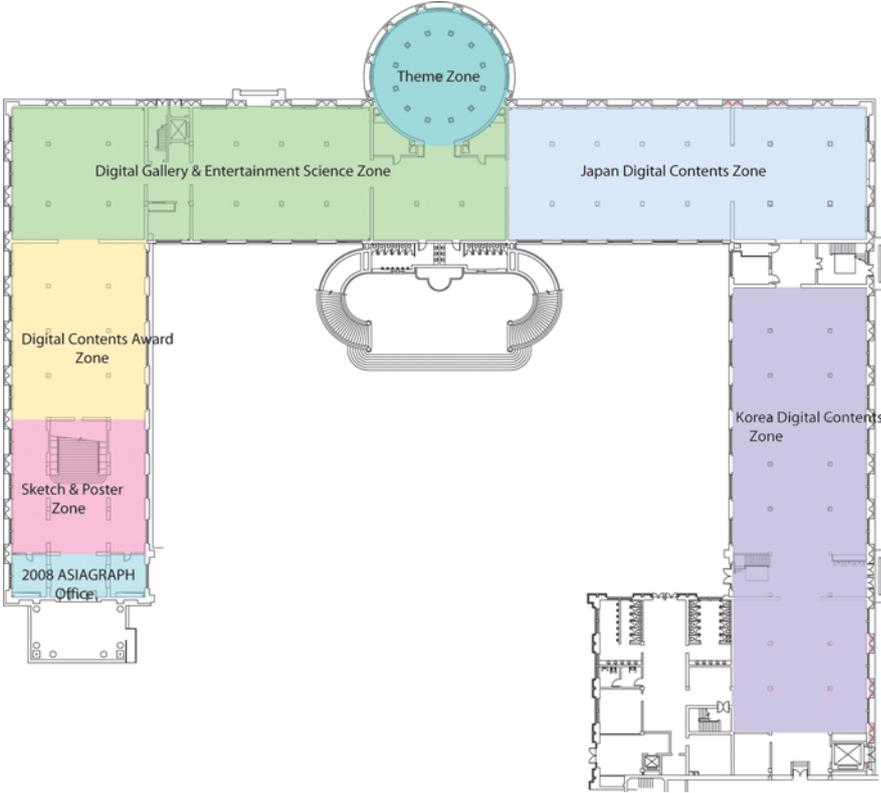
The standards of screening are as following

- Creativity (20%) / Marketability (20%) / Aesthetics (20%) / Cultural Value (20%) / Originality of Theme (20%)

6. Awards & Prizes

Total	Grand prize	1
Same each section (12 section)	Gold Prize	1
	Silver Prize	2
	Bronze Prize	3

Exhibition Area



Contact Us

Homepage: <http://www.asiagraph.org>

E-mail: asiagraph@asiagraph.org

Address: 1001 Zhaofeng plaza, changning Rd. Changning district, Shanghai, China