"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
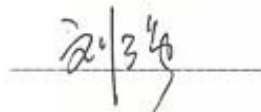河口洋一郎

ASIAGRAPH President
金鍾琪

会議備忘録

　平等・互恵の原則に沿って、政府レベルと産学研レベルにおけるアジアアニメ漫画デジタルコンテンツ産業コミュニティの健全な発展を促進するため、日中韓三国の政府関係者が 2008 年 3 月 6 日に上海に開催された課長クラス会議に下記の事項について広域にわたり深く検討をした。
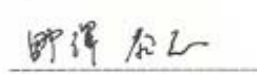
1. 三国はアジアアニメ漫画デジタルコンテツ産業のコミュニティの構築に対し、政府レベルからの支援の可能性について討論した。

2. 三国は「産学研」レベルにおけるアジアアニメ漫画デジタルコンテツ産業のコミュニティの連携を深めることを合意した。

3. 三国はアジアアニメ漫画デジタルコンテンツ産業コミュニティの発展を 促進するため、ASIAGRAPH を定期的な年会として開催させることを合意した。

<div align="right">2008 年 3 月 6 日</div>
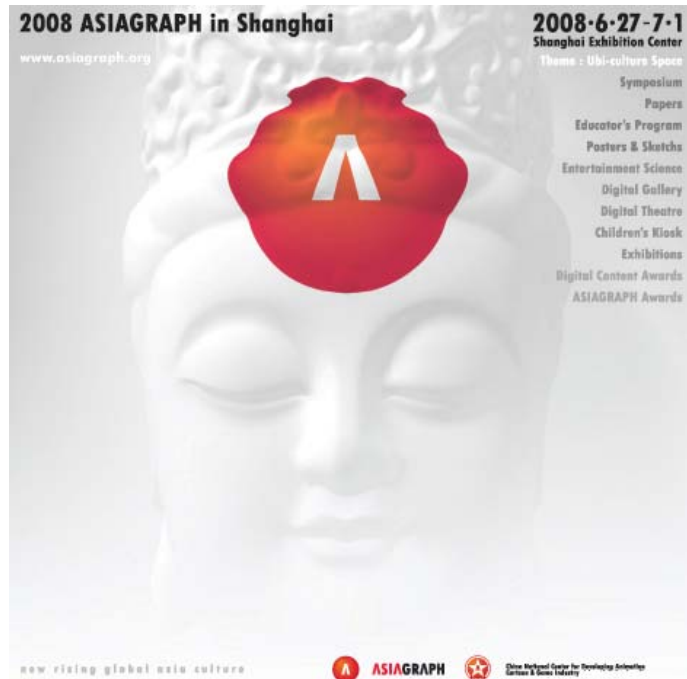
中国	日本	韓国
中国文化部	日本経済産業省	韓国文化スポーツ観光部
文化市場司動漫遊戯処	商務情報政策局	文化産業本部文化産業振興団
処長	文化情報関連産業課	文化人力技術組
	課長補佐	組長

2008 ASIAGRAPH in Shanghai

June 27 ~ July 1, 2008
Shanghai Exhibition Center, Shanghai, China

行事組織・機構
中華人民共和国文化部
韓国文化観光部
日本経済産業省
上海市人民政府

主催
ASIAGRAPH2008 組織委員会
中国国家動漫遊戯産業振興基地，上海市文化広報映像管理局

協力
㈶日本デジタルコンテンツ協会
韓国文化コンテンツ進興院

ASIAGRAPH Committee
Homepage: http://www.asiagraph.org
E-mail : asiagraph@asiagraph.org
Address : 1001 Zhaofeng plaza, 1027 Chang Ning Rd. Changning district, Shanghai, China

2008
ASIAGRAPH
In Shanghai

001 Theme ——————————— Intelligent Space/Ubiquitous Culture Space 新しい文化芸術と科学技術空間

002 Scope ———————————

　当博覧会はIT産業と文化コンテンツ産業の活性化のために、韓中日の民官産学の連携を通じ，文化芸術と科学技術の融合を柱とした交流の場で、教育、研究、産業、娯楽が一堂に会した展示行事です。

　また、次世代のデジタル技術とIT技術が文化と結合し、人間の豊かな生活環境を実現するために、企業に対し新商品開発を奨励し、大学と研究所に対しては新技術開発を奨励して、一般の方々に対して技術の美しさと使いやすさを紹介する事と、それらの新技術が人類の生活を豊かにさせ、調和のとれた社会が実現される事を確認する目的もございます。

　主題展及び、企業商品や公募による作品の展示、児童体験館、国際シンポジウム、学術発表大会等の盛りだくさんの行事で、文化コンテンツの多岐にわたる分野をご紹介いたします。

　ASIAGRAPH はアメリカの SIGGRAPH とはまた異なった文化コンテンツを中心とし、毎年韓中日の3国の代表が順に開催しながら、アジア各国及び中国地域を巡回展示いたします。

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 ——————————
国際論壇

ASIAGRAPH is an academic forum exploring the convergence of digital technology, industrial and cultural trends. The academic council of Asiagraph includes a regional congress of distinguished scholars, the core committee of an expanding international think tank.

Symposium 1: 日中韓の政府論壇
　　　　　　　– 中国文化部 ,日本經濟産業省, 韓国文化體育部
Symposium 2: 日中韓の産業論壇
　　　　　　　– 中国 NCACG , 日本 JETRO ,韩国 KOTRA,
Symposium 3: 国際論壇
　　　　　　　– 美国 SIGGRAPH 会長, EUROGRAPH 会長, ASIAGRAPH 会長

004 Key Note Speech ——————————
主題講演

Speeches of the winners, who achieved a prize for distinguished service of the ASIAGRAPH award.

005 Papers ——————————
論文発表

アジアグラフは芸術コンテンツとデジタルコンテンツ及び、産業発展を核心とした組織です。現在、中国、日本、韓国の三カ国とその他9学会の会員たちによるデジタルコンテンツに関する企業内での研究成果、及び大学内での研究成果をメディア大会で発表致しており、これはデジタルコンテンツを研究する学者の規模が日々拡大していることを示唆しております。

1. Topics
Papers should address 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 ————————
    教育工房

デジタルコンテンツ教育者の教育 Program の研究発表です

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 ——————————
    感性工房

アジアグラフの感性工房はただ大学院生達の論文発表の能力を高めるだけではなく、各国大学の研究院
生達の研究の成果を実現するためと、彼らに更にアイデアの構想力と創造性を発揮してもらう研究発表大
会です。

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 ————
    ゲーム科学館

ゲーム科学館は、アジアグラフと世界各国の大学、企業及び研究センターが研究開発している技術を相
互に持ち合い、共有する形式で展示します。また、教育、娯楽に対して興味のある方と共に、技術開発を
行う予定です。

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 ———————————
    デジタル画廊

アジアグラフは世界各地のメディアを招待し、参加画廊者達の作品をデジタル画廊で発表する予定です。

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 ―――――― デジタル映画館 | アジアグラフに参加する世界各国の大学、企業、研究所、生産機関、パフォーマンス・グループが、自己開発編集した映像、映画、詩、公演された映像などを紹介し、その後各地で上映する予定です。 |

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)

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011 Children's Kiosk ――――――
児童体験館

児童の知力を育成する商品を開発した企業あるいはその研究所に展示場所を提供し、児童たちがそれらの科学技術と娯楽を体験できる空間です。
アジア各国の企業と研究所は参加申込書を提出し、展示企業は最終審査で選定します。

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)

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012 Enterprise Exhibition ―――
企業の商品展

世界のソフトウェア，ハードウェア会社，デジタルコンテンツ開発会社，デジタル映像会社，モバイルコンテンツ開発会社，デジタルコンテンツ関連大学　及び　研究センターなどによる開発商品を展示する。

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

2. Standard Booth (3 ㎡×3 ㎡)
・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 ㎡)
Rental Fee（without facilities）：1,600RMB/㎡（27 ㎡ Minimum）

4. Schedule
Submit application form: April 30, 2008
Announcement: May 20, 2008(http://www.asiagraph.org)

5. Submission
Participator 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 participator should be receiving specific application information of the exhibition.
Participator should be offered 10% discount if attended past events of ASIAGRAPH or NCACG.

1st ASIAGRAPH International Digital Contents Awards

パート1：募集範囲　企業の商品 ― 企業が開発した優秀作品にAマークを授与します。
パート2：専門家と作家の公募作品、学生の公募作品。

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013 "A Mark" ―――――――――
Certification
Competition
Aマーク商品選考

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.

- 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

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014   General & Student ------- competition
一般と学生の作品選考

PART 2: General & Student competition

1. Participate requirement

Interest to digital contents field the student & public

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: May 10, 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 is as following

- Creativity (20%)/ Marketability (20%)/ Aesthetics (20%)/Cultural Value (20%)/Originality of Theme (20%)
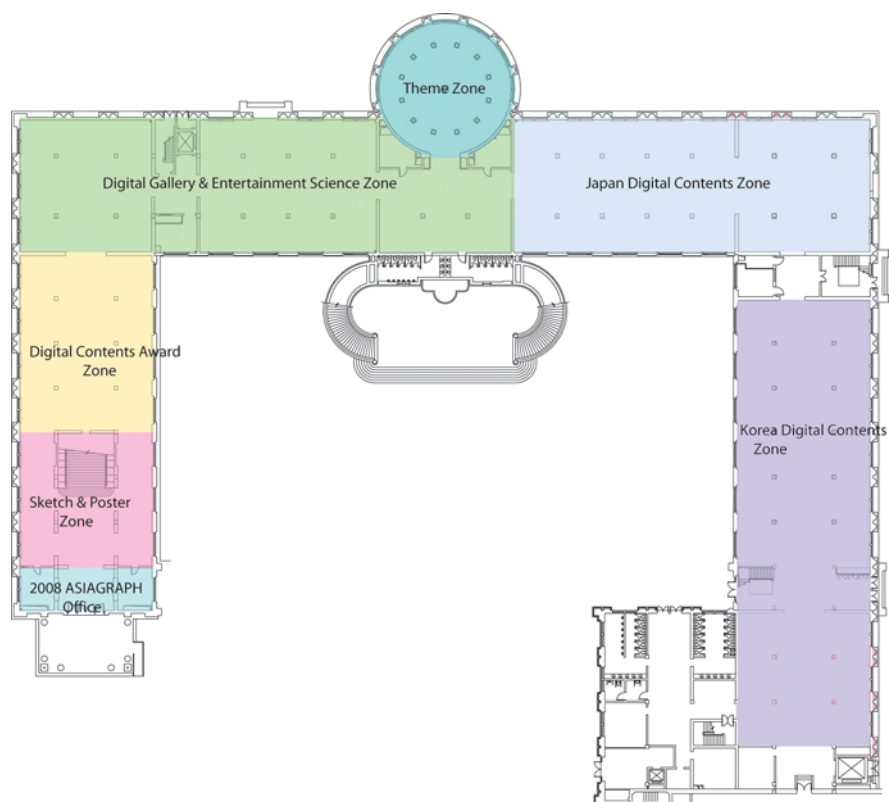
6. Awards & Prizes

Total	Grand prize	1

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

015   ASIAGRAPH Awards
     アジアグラフ賞授賞式

Exhibition Area

Contact Us
Homepage: http://www.asiagraph.org
E-mail: asiagraph@asiagraph.org
Address: 1001 Zhaofeng plaza, changning Rd. Changning district, Shanghai, China