

Contact: Virginia Gold
212-626-0505
vgold@acm.org

“Gangnam Style” Creator PSY Shares Insights on Future of Creative Media and Technologies at CHI 2015

ACM Conference on Human Factors in Computing Systems Features Innovations from Asian HCI Communities plus Virtual Reality, Wearables, and Social Impact

Seoul, Korea, April 15, 2015 --- For the first time in its 33 year history, the [ACM conference on Human Factors in Computing Systems \(CHI 2015\)](#), is convening in Asia, bringing together global thought leaders in the design and use of information and communication technologies. The Conference, April 18-24 at the COEX center in Seoul, Korea, presents the latest breakthroughs in Human-Computer Interaction (HCI) and is expected to draw over 2,500 professionals from more than 49 countries. The conference also features four symposia devoted to breakthrough insights and innovations from the Chinese, Japanese and ASEAN human-computer interaction communities. In addition, South Korean musician PSY, the media record breaker and innovator, will present a session on creative methods and the impact of social media on modern cross-cultural society.

“We’re focusing on exciting innovations with leading researchers and innovators in the field,” said Bo Begole, conference co-chair and Head of the Media Lab at Huawei Technologies. “An area of special excitement is networks of ultra-high resolution cameras and displays. These technologies transmit light and sound at a level of detail that matches or exceeds human perception to create a virtual, remote reality. They enable users of critical applications like tele-surgery, tele-manufacturing and tele-repair to view life-size detail of humans and objects in remote, virtual and augmented realities.”

“We think of CHI 2015 as the first *Asian* CHI not the first *Korean* CHI,” said conference co-chair Jinwoo Kim, Professor, Yonsei University. “Seoul was selected because it is a center of Asian economy and Asian HCI communities, which are becoming more important throughout the technology industry, particularly in the design of interactive systems.”

Papers, panels, workshops, and keynote presentations will showcase the best advances in human-computer interaction across technologies including flexible materials, wearables, smart phones, Internet of Things, artificial intelligence, muscle-triggered interaction, and sensors. The CHI conference also explores the impact of technologies on human life including sustainability, activism, elder living, healthcare, social media, interruptions and family life.

Keynote speakers are bringing fresh perspectives on HCI from across Asia. They include:

- **Lou Yongqi**, Dean at Tongji University, China, a global thinker on social and sustainable design, on how to use HCI design to generate sustainable behaviors and social change.
- **Donghoon Chang**, Executive Vice President and head of Samsung Electronic’s design strategy, on designing meaningful systems in the age of the Internet of Things.

- *David Min*, Senior Research Fellow and head of the LG Electronics Software Center, on the design of smart devices that respect privacy and security needs to create a better life.
- *Susan T. Dumais*, ACM Fellow and Distinguished Scientist, and recipient of the 2014-2015 Athena Lecturer Award, on the development of novel algorithms and interfaces for interactive search and retrieval that have made it easier for people to find, use and make sense of information.

CHI 2015 includes focused workshops and technical content as well as CHI's prestigious technical program, with 16 parallel sessions of more than 500 presentations of rigorously reviewed research Papers, engaging Panels, and real-world Case Studies. The schedule also includes an extensive Courses program, meetings of Special Interest Groups (SIGs) and invited talks from SIGCHI award winners: Leysia Palen, Jean Scholtz, Michel Beaudouin-Lafon, Jim Hollan, Susan Dray and the inductees to the CHI Academy.

Notable highlights in the technical program can be found at [Best of CHI](#). For complete conference information, click on [CHI 2015 Program](#).

About the ACM CHI Conference

Originally a small conference for psychologists interested in user interface design, the annual CHI conference has grown to include a diverse group of interaction designers, computer scientists, engineering psychologists, developers, and performing artists. CHI also addresses the organizational integration of technology, and the use of technology in all areas of life. The experience at CHI 2015 offers innovative opportunities for interacting with future technologies. For complete information about this year's conference, consult the [CHI 2015 Program](#). Organizations contributing to the financial support of the conference include [Hero sponsor](#): Samsung Electronics; [Champion sponsors](#): Golfzon, Google, Microsoft, Naver and SK Planet.

About ACM

ACM, the Association for Computing Machinery 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

SIGCHI, the ACM Special Interest Group on Human-Computer Interaction (HCI) www.sigchi.org embraces work on the hardware and software engineering of interactive systems, the structure of communication between human and machine, characterization of the experience, use, and context of use for interactive systems, methodology of design, and new designs themselves.

SIGCHI 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.

###