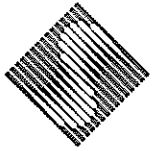VISUAL DYNAMICS:
SHOWCASE '83

SIGGRAPH Showcase Registration
P.O. Box 2204
Mission Viejo, CA 92690

SIGGRAPH

VISUAL DYNAMICS: SHOWCASE '83

acm

On November 19 and 20, 1983, ACM/SIGGRAPH and the Los Angeles group of SIGGRAPH will present a unique opportunity for art and design professionals to expand their horizons into the exciting world of computer graphics. "Visual Dynamics: Showcase '83" will focus on techniques and uses of computer graphics in fields ranging from animation, advertising, and architecture to entertainment, freeform art, and industrial design. Sessions and panels will be presented by the industry's pioneers and experts, representing a wide spectrum of capabilities and experience. Showcase '83 attendees will also benefit from demonstrations and hands-on experience with a variety of systems. Topics will include:

- *Computer Animation and Simulation*
- *Education: Where and How to Get It*
- *Computer-Aided Product and Industrial Design*
- *Architecture and Interior Design*
- *Computer-Aided Graphic Arts and Visual Communication*
- *Venture Capital*
- *The Computer Graphics Team and Its Management*
- *Micro Computer Graphics*
- *New Frontiers in Computer Graphics*

In addition to two full days of presentations, attendees will also enjoy an exhibition of a variety of computer-generated art and experience the renowned SIGGRAPH film and video show. The setting for this exciting conference will be the campus of the prestigious California Institute of Technology in Pasadena, California.

REGISTRATION WILL BE LIMITED! PLEASE SEND IN THE ATTACHED REQUEST FOR ADVANCE PROGRAM FORM TODAY.

Graphics image courtesy of Jim Squires.

Please send an advance program for "Visual Dynamics: Showcase '83" to:

Name _____

Address _____

City, State, Zip _____

Telephone _____

Send this form to: SIGGRAPH Showcase Registration, P.O. Box 2204, Mission Viejo, CA 92690

L.A. SIGGRAPH
Monthly Meeting
October 11, 1983

Our host for the L.A. Siggraph meeting in October will be PDA Engineering.

Founded by seven engineers in 1973, PDA began as Prototype Development Associates, designing and building engineering prototype test models for government and aerospace. Early software developed in-house was initially used to analyze these prototype models statistically, but without the aid of computer graphics. Later the following year, this software developed into "Patran", as it is still known.

During succeeding years, computer graphics became increasingly appropriate throughout the industry and for Patran specifically. So, four years ago, PDA was able to offer this sophisticated graphics package to the public as off-the-shelf software for the first time. Today, it is considered to be the most important and popular software tool of its kind worldwide. Patran is now the industry standard for "finite element modeling" incorporating solids modeling, color lookup tables, hidden line/surface removal, multiple light source shading and translucency,

Today, the company uses the name PDA Engineering to emphasize the significant role it plays as a consulting service using state-of-the-art computer graphics unequalled anywhere. Now, the "PD" (prototype development) in PDA is only one of many jobs accomplished by Patran.

Last year, Patran gave birth to "Cinemation". With the mutual and almost simultanious realization of the implications for Patran outside its normal range of applications, Cinemation was designed to provide off-the-shelf computer state-of-the-art computer graphics to the Film/video/television market. In fact, the American Gas Company commercial shown recently on T.V. was the first of its kind using Cinemation. Recently, the Dick Clark logo for T.V. was added to the repertoire, actually produced in-house at PDA Corporate headquarters.

So, whether your interests range from science to art of from computers to graphics, please join us for this rare backstage opportunity to experience Patran and Cinemation. Discover the future of computer graphics today and the implications for Patran and Cinemation in diverse applications from engineering to film/video t.v. production.

Our host, for the evening will be Mac Casale, Engineering software specialist for PDA who will present an informative and entertaining program including a slide discussion, and actual system demos to include working Patran/Cinemation programs on the A.E.D., DEC VS-11, the Evans and Sutherland PS300, Lexidata, Lundy/Sigma, Megatek, Raster Technologies, Tektronix, all supported to their full capability,

6:30 - 7:30 Social Hour including refreshments.
7:30 - 7:45 Announcements and Committee Reports.

MAP

91

57

N

22

GRAND

PDA

5

405

DYER RD.

55
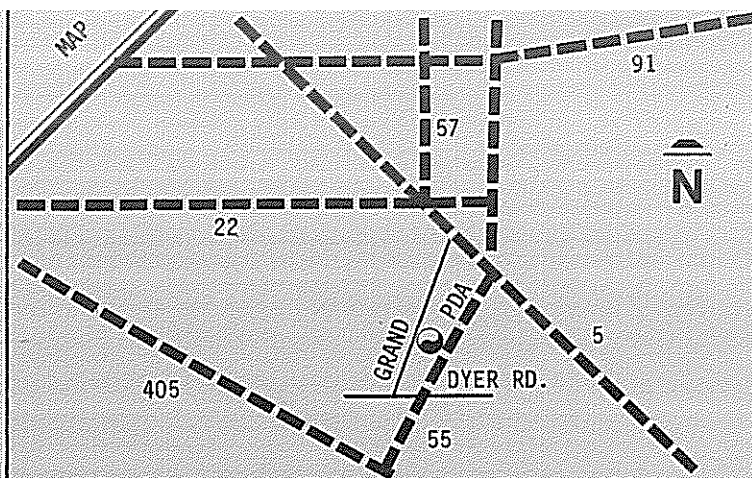
pda ENGINEERING

1560 Brookhollow Drive   Santa Ana, CA 92705-5475
(714) 556-2800   Telex: 683392

To get there take the 405 to the 55 north, exit at Dyer Rd., go left (west) to Grand, turn right (north) to Brookhollow, and follow the road to 1560. PDA is the second large office building north of the Crazy Horse Saloon.

CALENDAR OF UPCOMING EVENTS

Oct. 3-4   Computer Animation '83. The Real World. Pratt Center. RMS Queen Mary, Long Beach. Contact Pratt Center at (914) 631-8772 for details.

Oct. 7-8   Business and Presentation Graphics, A National Two-Day Conference, coordinated by Julie Eckert. Graphic Designer. Ambassador Hotel in Los Angeles. Contact UCLA Extension at (213) 206-8503 for details.

Oct. 15   The Computer as a Designer Tool, coordinated by Christa Schubert, Graphic Designer. Contact UCI Extension at (714) 856-5414 for details.

Nov. 19-20   The Second Designer and Computer Graphics Showcase, coordinated by LA SIGGRAPH. California Institute of Technology in Pasadena. Call Molly Morgan at (213) 452-5885 for details.

              Los Angeles Siggraph Logo Competition: Anyone interested in participating in this quest for a new local image should contact Ed Arroyo at (213) 441-3895.

              Los Angeles Siggraph '84: The executive council is reviewing candidates interested in chairing a local LA Siggraph Showcase next

Welcome to Visual Dynamics: Showcase '83!

The members of the Showcase Committee are pleased to present two full days of sessions and events to help you expand your horizons in the exciting world of computer graphics. In order to increase your enjoyment of this two-day conference, we would like to share the following information:

1. A schedule of sessions and events with their times and locations as well as a map of Caltech's campus are included in this notebook to assist you in locating where you want to go. Please check the schedule for time and/or location changes. If you have any questions, you may ask one of the volunteers or at the Information Booth.

2. Once you have registered, please keep your badge on at all times. Also, you must present your tickets at the door for each session or event you attend.

3. Chandler Cafeteria, across from the art exhibit in Winnett, will be open both days for snacks, beverages, and an all-you-can-eat luncheon buffet. A list of local restaurants is also posted on the message boards near Beckman and Ramo.

4. The educational materials booth near Beckman will have such items as SIGGRAPH slides, videotapes, posters, and proceedings available for sale. Most items can be ordered if the supply expires during the Showcase.

5. If you are parking in a campus lot, please do not park in any spaces designated with a name. These are reserved for Caltech professors, and we request that you repark your car if you have used such a space.

6. Food and beverages are not allowed into the sessions.

7. No recording devices (tape recorders, cameras, etc.) are permitted into the sessions

8. We request that you please not wander into areas of campus that SIGGRAPH is not using. Caltech has many sophisticated labs and potentially dangerous equipment, and neither Caltech nor SIGGRAPH can be held legally responsible if you are injured while in such areas.

9. Caltech has been considerate enough to permit SIGGRAPH the use of the mall in front of Beckman Auditorium for the wine and cheese reception. We would greatly appreciate your assistance in keeping these grounds beautiful.

ON THE THRESHOLD OF A DREAM

The future usually arrives before we are ready...

Somehow I feel this phrase pertains to us, particularly because we are
here, that this is about computers, and that we approach 1984 with new
visions of communication, art, and perception.

We are here so that we can know of and more about the newer tools of
communication.

We are only getting a taste of the transformations going on now.

Just as an infant learns how to see, play, and understand, our
consciousness and imagination are exploring, experimenting, and
developing with the aid of computers.

Experience and environments are the "cause words" denoting the content
and context for most computer graphics application activities. Just
as our experience is greater than the sum of its parts, computer com-
munication and expression are gaining in the ability to bring clarity
and understanding to our world, inside and out.

The show will present something from the simple to the complex, from
achievements with the Atari 800 to the Cray, from digital effects and
image processing to vector graphics, raster graphics, and lasers.

We wish to gratefully acknowledge and give our thanks to the people out
at General Electric for allowing us the use of their PJ 5055 video pro-
jection system, those at Falcon Cable Company for editing, producer Irv
Hunt, technical and creative advisor Steve Williams, our distinguished
speaker Peter Sorensen, all those out there at Laser Media, particular-
Frank Foster and Joan Collins, and all those who contributed material
and without which there could not have been this show.

We have the power to dream and make our most hopeful dreams come true
more now than ever before.

With 1984 around the corner, what threshold of a dream would you like
to make come true....?

Edward R. Arroyo, Second Genesis
Film & Video Show
California Institute of Technology
November, 1983

ON THE THRESHOLD OF A DREAM

California Institute of Technology   19,20 November 1983
Pasadena, California   Beckman Auditorium

OPENING SEQUENCE   (2:11 min.)

SCIENCE   (5 min.)   A LaserMedia Production
                                       Michael Swofford, Designer
                                       2046 Armacost Avenue
                                       Los Angeles, California 90025

SIGGRAPH LOGO ANIMATION   (:20 sec.) Tina McQuiston
                                       Shulman Video
                                       861 Seward
                                       Hollywood, California 90038

WELCOME   Peter Sorensen, Second Genesis
                                       Designer/Director, Writer

BIG ELECTRIC CAT   (5:20 min.) Dean Winkler, John Sanborn
                                       VCA Teletronics
                                       231 East 55th Street
                                       New York, New York 10022

ATARI 800 ANIMATION   (2:30 min.) Edward Bakst
                                       160 West 96th Street
                                       New York, New York 10025

U.C.L.A. LOGO   (:40 min.) Lely Yashar
                                       516 Landfair Avenue, #5
                                       Los Angeles, California 90024

CALTECH DEMO   "Caltech Flyby" John Platt, Caltech
                                     John Biedenbarn, Art Center
                        "Theatre"   Greg Greene, Art Center
                                     Ted Owens, Art Center
                                     Brian Von Herzen, Caltech
        "A Ride Through The Mountains" Jim Kajiya, Caltech
                                     Brian Von Herzen, Caltech
                                     Keith Hughes, Caltech

SUSHI   (3 min.)   Bradley Friedman, Producer
                                       Jim Squires. CG Designer

2-OMEYOTL   (3:25 min.) A LaserMedia Production
                                       Mark Chavez, Designer

OUA OUA   5 min.)   Ed Tanenbaum
                                       Raster Masters, Inc.
                                       P.O.Box 92
                                       Crockett, California 94525

BLINN DEMO   Jim Blinn, Jet Propulsion
                                                 Laboratories
"Jupiter's Magnetic Fields - The Movie"
                        (2:16 min.)
"Excerpts from The Mechanical Universe:
  The Law Of Falling Bodies" (6:20 min.)
"Blobby Man"   (1 min.)

LITTLE WING   (4 min.)   Dean Winkler
                                       Tom DeWit
                                       Vibeke Sorensen

ANTIFRICTION DRIVE   (5 min.)   John Hughes
                                       Able & Associates

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                                              20 Elizabeth Avenue
                                              Stamford, Connecticut 06907

MTT DEMO                        (5 min.)  Multiplex Technivision, Inc.
                                              7-2, Villa Royal #802
                                              Sanban-cho
                                              Chiyoda-ku, Tokyo, Japan

III DEMO                        (9:30 min.)  Information International,
                                              Inc.

CG APPLICATIONS "1983"          (3:40 min.)  Takeo Fukazawa, Producer
                                              Texnai C.G.L.
                                              No. 620, 2-1 Udagawa-Cho
                                              Shibuya-Ku
                                              Tokyo, Japan  T 150

MAGI DEMO                       (6:20 min.)  Mathematical Applications
                                              Group, Inc.
                                              3 Westchester Plaza
                                              Elmsford, New York  10523

DIGITAL EFFECTS DEMO            (3 min.)  Judson Rosebush
                                              Digital Effects, Inc.
                                              321 West 44th Street
                                              New York, New York  10036

EGG WHITE & THE SEVEN PIXELS              David Em
                                              P.O.Box 827
                                              Sierra Madre, California
                                                                   91024

WHEN MANDRILLS RULED THE HEAVENS          Peter Waterberg
                                (2 min.)  org. 2644 Sandia National
                                                   Laboratories
                                              Albuquerque, New Mexico  87185

NYIT DEMO & RECENT RAY-TRACING            Louis Schure
 EXPERIMENTS                              NYIT Computer Graphics Lab
                                              P.O.Box 170, Northern Blvd.
                                              Old Westbury, New York  11568

PACIFIC DATA IMAGES DEMO        (4:30 min.)  Carl Rosendahl
                                              Pacifc Data Images
                                              550 Weddell Drive, Suite 3
                                              Sunnyvale, California  94089

CRANSTON/CSURI PRODUCTIONS, INC.          Wayne Carlson, Patricia Moore
                                (9:15 min.)  Cranston/Csuri Prod., Inc.
                                              1501 Neil Avenue
                                              Columbus, Ohio  43280

GROWTH: MYSTERIOUS GALAXY       (4:30 min.)  Yoichiro Kawaguchi
                                              Nippon Electronics College
                                              Department of Art
                                              Shijuku-Ku
                                              Tokyo, Japan  160

MANDALA 1983                    (2:20 min.)  Richard K. Hampton
(conceived by Agama Publications)            SEDIC, Inc. (formerly Seibu
                                                   Promotional Network)
                                              Roppongi Wave Bldg.
                                              Roppongi  6-2-27
                                              Minato-ku, Tokyo-ku
                                              Japan 106

LASER DEFENSE (VIDEO GAME)      (4 min.)  A LaserMedia Production

LIGHT FANTASTICS                          Jerry Morawski


                              ***


Show production credit:
                      Joan Collins, Frank Foster, LaserMedia Prod.
                      Steve Williams, Creative/Technical Director
                      Peter Sorensen, Moderator, entree selection
                      Irv Hunt, VMF Productions
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SATURDAY, NOVEMBER 19, 1983

A-1 Computer Animation and Simulation   8:30–11:30 a.m.   A Beckman

I   Learning the Digital Craft: Education in
    Computer Art/Design   8:30–11:30 a.m.   B Ramo

H-1 Architecture and Interior Design:
    Vendor Presentation (Hardware/Software)   8:30–11:30 a.m.   C Baxter

F   Directing and Developing the Computer
    Graphics Team   8:30–11:30 a.m.   D Gates

L-3 Videodynamics: Video and Electronic Visual
    Dynamics: Video/Videodisk Games Design   8:30–11:30 a.m.   E Arms

J   Careers in the Computer Graphics Industry   1:30–4:30 p.m.   A Beckman

C-1 Digital Creations: Computer Graphics as a
    Fine Art   1:30–4:30 p.m.   B Ramo

B   Computer-Aided Product and Industrial Design   1:30–4:30 p.m.   C Baxter

G-1 Venture Capital: The Venture Capital Process   1:30–4:30 p.m.   D Gates

L-2 Videodynamics: Video and Electronic Visual
    Dynamics: Videotape/Videodisc Production Design 1:30–4:30 p.m.   E Arms

Art Exhibit   9 a.m. – 6 p.m.   I Winnett

Equipment Exhibit   9 a.m. – 6 p.m.   H Steele

Computer Pictures Film –– continuous showings   9 a.m. – 6 p.m.   F Noyes

Wine and Cheese Reception   5-7 p.m.   Mall

Film and Video Show I   6-8 p.m.   A Beckman

Film and Video Show II   9-11 p.m.   A Beckman

E	New Frontiers in Computer Graphics	8:30-11:30 a.m.	A Beckman
C-2	Digital Creations: Paint Systems, Visual Music, and Beyond	8:30-11:30 a.m.	B Ramo
D-1	Presentation Graphics: Graphic Arts Workstations	8:30-11:30 a.m.	C Baxter
L-1	Videodynamics: Video and Electronic Visual Dynamics: Broadcast/Videotex/Teletext Design	8:30-11:30 a.m.	D Gates
H-2	Architecture and Interior Design: Case Studies	8:30-11:30 a.m.	E Arms
A-2	Computer Animation and Simulation	1:30-4:30 p.m.	A Beckman
K	Micro-Computer Graphics -- The New Generation	1:30-4:30 p.m.	B Ramo
C-3	Digital Creations: Facing the Future of Intelligent Visual Machines	1:30-4:30 p.m.	C Baxter
G-2	Venture Capital: Case Studies	1:30-4:30 p.m.	D Gates
D-2	Presentation Graphics: Effective Presentation Graphics	1:30-4:30 p.m.	E Arms
	Art Exhibit	9 a.m. - 3:30 p.m.	I Winnett
	Equipment Exhibit	9 a.m. - 4 p.m.	H Steele
	Computer Pictures Film -- continuous showings	9 a.m. - 4 p.m.	F Noyes
	Film and Video Show III	7-9 p.m.	A Beckman

	Saturday AM		Saturday PM		Sunday AM		Sunday PM		FRIDAY
A1	Comp. Ani + Simulation Carl Rosendahl	J	Careers Stephen keith	E	New Frontiers James Blinn	A2	Computer Animation SIMULATION Carl Rosendahl	Beckr...
I	Learning the digital kraft Frank Detrich	C1	CG. as Fine Art Zsu Zsa + Kathy Huffman	C2	Paint Systems VISUAL MUSIC Zsu Zsa + Kathy	K	MICRO COMPUTER GRAPHICS Frank Detrich	Ram...
H1	Vender Presentation Derek Lee	B	CAD Indus. Design Derek Lee	D1	Graphic Arts Work Stations Richard F. Puk	C3	FUTURE / Intelligent Visual Machines Zsu Zsa / Kathy	Baxf...
F	Directing + Developing the Comp. Grafics team William Giarla	G1	Venture Capital Gary Smaby	L1	VIDEO TEX TELE TEX Lotan Berg	G2	Case Studies Gary Smaby	Gate...
3	Video Disc Game Design Loton Berg	L2	Video Disc Production Lotan B	H2	Case Studies Derek Lee	D2	Presentations Graphics Richard Puk	Arm...
P	Computer Pictures Doug McCarthy	CP	" Doug McCarthy	CP	"	CP	"	Nay... 8G
prep		prep		prep		prep		WOVE sma...
Art SHOW		→						wyel...
education								

VHS
power
moniter