



Press Release

Press Contact:
Rosemary W. Stevens,
(650) 494-2800

Ace Public Relations,
Palo Alto, CA
chi2007@publicizeit.com

Premiere International Conference on Human-Computer Interaction Celebrates the Past and Embraces the Future

CHI 2007 commemorates 25 years with most ambitious conference program to date

San Jose, CA (19 March, 2007) -- This spring, CHI 2007—the premiere international conference for Human-Computer Interaction—will draw together industry leaders from across the globe to celebrate a very special event: its 25th anniversary. The conference, sponsored by the

Special Interest Group on Computer Human Interaction (SIGCHI), an active community within the Association for Computing Machinery (ACM), will take place from April 28 to May 3, 2007, in San Jose, California.

Human-Computer Interaction is a critical discipline dedicated to improving the interaction between users and computers by making computers more user-friendly and receptive to user needs. The impact of Human-Computer Interaction on our society has grown immensely over the past 25 years, and once again CHI provides a unique venue for professionals, academics, and students to discuss the most contemporary issues and make connections on a global stage.

CHI's theme, *Reach Beyond*, illustrates the organization's commitment to both celebrating the past and embracing the future. To reflect this progressive theme, the event is packed with cutting-edge sessions designed to challenge traditional ideas and prepare industry professionals for the years to come.

"It's the most ambitious conference to date—right in keeping with our theme *Reach Beyond*," said Mary Beth Rosson, Conference Chair. "This year, we've worked hard to diversify and increase the technical content. The results show. We're not only celebrating 25 years, we're looking towards the next 25," she added.



CHI 2007 offers a huge conference grid, with 14 parallel tracks and over 150 sessions. The conference features a comprehensive range of workshops, courses, and seminars geared towards the six CHI communities of practice: design, education, engineering, management, research, and usability. It also includes a tradeshow where up to 50 industry exhibitors showcase their products and services and recruit professionals to join their businesses.

The conference opens with a highly anticipated keynote speech by Bill Moggridge, founder of the award-winning design consulting firm IDEO, on the topic *Reaching for the Intuitive*. Other activities to watch for include the course *Design of Spatial Applications*; the interactive session *Learning Shape Writing by Game Playing*; and the course *Ajax — Design & Usability*. The event concludes on May 3 with a closing keynote speech from Niti Bhan, a well-known consultant on emerging markets strategies, on the topic *How do you communicate value across cultures?*

This year, SIGCHI will present its highest honor—the Lifetime Achievement Award—to Jim Foley, Professor at the Georgia Institute of Technology, in recognition of his contribution to the field of human-computer interaction. Other awards due to be presented during the conference include Social Impact Awards to Gary Marsden, Associate Professor, University of Cape Town, South Africa, and Gregory Abowd, Associate Professor, Georgia Tech. Altogether, SIGCHI plans to present ten awards to honor leaders in the field.

CHI 2006, in Montreal, Canada, was a very successful conference, hosting well over 2,000 attendees representing over 45 countries. About 50 percent of past attendees have worked in the computer industry. The fields of education, research, telecommunications, government, finance and banking have also been well represented. CHI 2007 is expected to be another highly successful conference.

Organizations contributing to the financial support of the conference include (Hero Level) Intel Corp.; (Champion Level) Cisco Systems, Inc.; Cooper; Google, Inc.; Intuit; Microsoft Corp.; the National Science Foundation (NSF); SAP AG; Sun Microsystems, and Yahoo! Inc.



Visit www.chi2007.org to learn more about the conference.

About ACM

ACM, the Association for Computing Machinery (www.acm.org), is an educational and scientific society uniting the world's computing educators, researchers and professionals to inspire dialogue, share resources and address the field's challenges. ACM strengthens the 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.