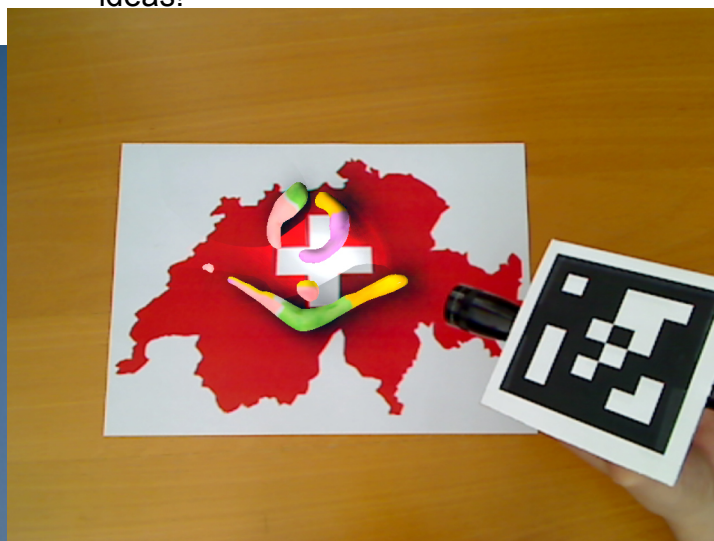


ISMAR 2011 – The 10th IEEE International Symposium on Mixed and Augmented Reality

www.ismar11.org

~~Visit ISMAR 2011 in Switzerland!~~

- Since 1998, ISMAR and its forerunner events, IWAR/ISAR and ISMR, have been the premier forums in the field of MR and AR.
- For the third consecutive year, we will proceed the Arts, Media and Humanities program (AMH) for ISMAR 2011.
- The symposium will be held on Oct. 26 - 29, 2011 at the Congress Center in Basel, Switzerland.
- We invite you all to participate in this great event for the exchange of new ideas!





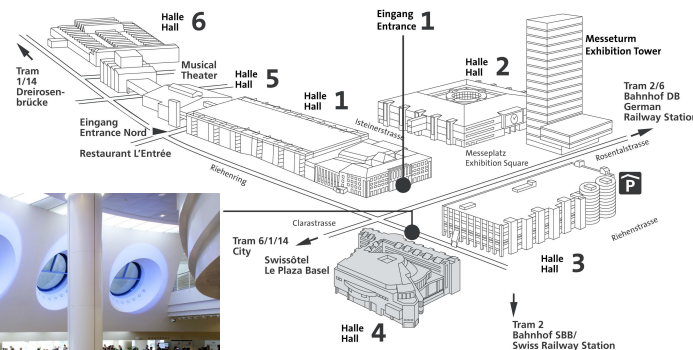
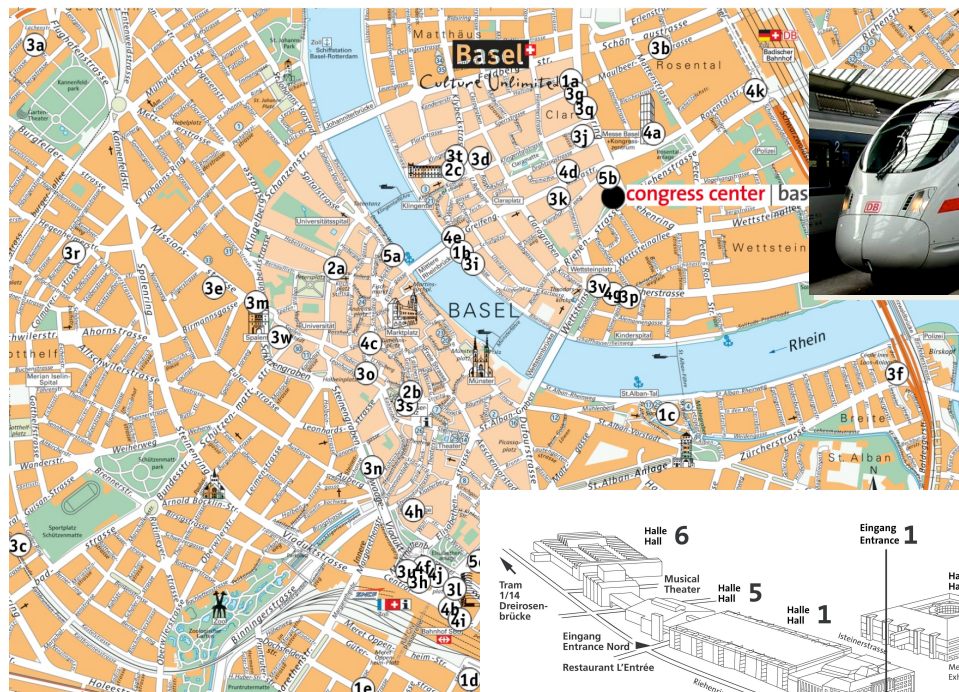
- Located on the borders to Germany and France
- Hub of life sciences and biotechnology (BioValley)
- Headquarters of important chemical and pharmaceutical companies (e.g. Novartis, Hoffmann-La Roche)
- Prominent center of art and modern architecture
- Oldest university of Switzerland (550 years)
- 2000 years of history
- 190 '000 inhabitants (3rd largest city of Switzerland)

How to get there

EuroAirport™
BASEL MULHOUSE FREIBURG

ZÜRICH AIRPORT

Frankfurt Airport



congress center | basel

Science & Technology Program

Call for participation

In recent years, MR/AR has been expanding from an exciting research proposition into a publicly- acknowledged technology. The growing interest in MR/AR applications is creating challenges for research in many new disciplines. We invite papers, posters, workshops, tutorials submissions in the general field of Mixed and Augmented Reality. Topics of interest include, but are not limited to, MR/AR aspects of:

- **Sensors**
- **Information presentation**
- **User interaction**
- **System architecture**
- **Human factors**
- **MR/AR Applications, MR/AR for Architecture**

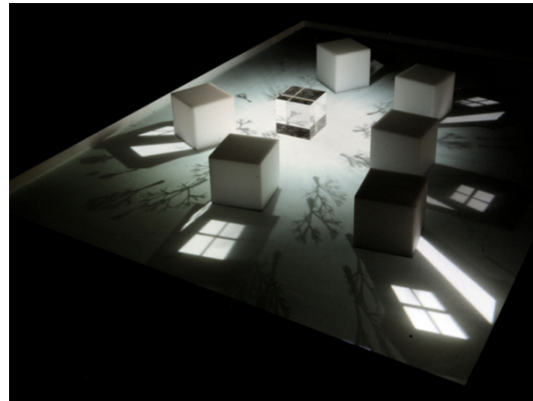


Arts Media & Humanities Program

Call for participation

We invite artists, designers, architects, urbanists, and scholars to explore the potential of Mixed and Augmented Reality within their respective fields. We welcome artifacts, musings, probings, discourses, and insights to be presented at ISMAR 2011 in the form of papers, posters, art exhibits and performances, panels, workshops, demos, and tutorials. Topics of interest include, but are not limited to, case studies, deployments, prototypes, and evaluations of Mixed and Augmented Reality in:

- **Art, Media art, Performing Arts**
- **Architecture, Urban design, Cultural Heritage**
- **Entertainment, Game Design**
- **Social Media, Transhumanism**
- **Design Research/ Product Design**
- **Media Design, Advertising, Marketing and Production**



Art Exhibition

Call for art work submission and collaboration

The exhibition is organized by V2_, Institute for the Unstable Media (www.v2.nl), and will be co-located at the electronic arts festival SHIFT (www.shiffestival.ch). This unique collaboration with the SHIFT festival will provide a dedicated platform for AR artists to present their work in artistic environment, meet with digital media artists and also provide a bridge with the ISMAR conference. We are calling participation for these two categories of submissions:

- **Call for Artworks:** including installations, performances or any artistic piece using AR technology, recently finished or ready to be presented at ISMAR.
- **Call for participative and invited Artworks:** artwork productions that will be created through a collaborative process between technicians, engineers and artists and presented at ISMAR (AMH meets S&T a.k.a. Artists in AR-Labs).



Video contest

Call for video contest

We invite artists, designers, architects, urbanists, scholars, visionaries, social critics, and all visual creators with an interesting perspective to **look into the future and explore the impact of Mixed & Augmented Reality** in short videos of no longer than 5 minutes.

Details of the competition are being finalized and will appear next week on the ISMAR 2011 site: www.ismar11.org



Further submission categories

Call for Tutorials

The purpose of the tutorials is to expand the knowledge of the AR/MR community and foster the next generation of AR/MR researchers, developers, and artists. Experts, pioneers, and experienced developers and artists are needed to propose and present tutorials that may target a specific application area, a specific research area, or a topic of general interest for mixed or augmented reality. Topics can range from introductory for AR/MR novices to highly technical for AR/MR researchers. Tutorials can be half or full day tutorials, depending on the scope of topics covered and the presenters available.

Call for Workshops

ISMAR 2011 will have a series of workshops the day before the conference to cover the innovative applications of MR/AR and newly emerging areas of MR/AR. We invite you to submit workshop proposals with innovative research and fresh application areas.

Information and contact

Web: www.ismar11.org

Twitter: ismarconf