

LEARNING CHALLENGE

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THE CHALLENGE

Disney Research announces the launch of the SIGGRAPH 2010 Learning Challenge – an open competition sponsored by Disney Research with the goal of finding new and creative ways to use technology to make learning fun for children. Based on the principle that fun and learning should not be contradictory, teams are asked to develop an engaging, computer-based learning application that will delight, inspire, and reveal key learning concepts for children ages 7-11.

The Walt Disney Company has a long legacy of merging great creative content and experiences with groundbreaking technology. This competition is intended to carry that tradition on and to uncover new ways to actively engage young children in experiences that promote learning.

The competition is open to individuals or teams (especially groups of collegiate students working with faculty advisors) who must submit work by 7 June 2010. A complete submission includes a one-page abstract, one representative image suitable for use in promotional materials, and up to six supplementary images and/or a maximum five-minute supplementary video. The submission will be judged by a jury of industry leaders and experts.

Twenty finalists will receive travel grants of \$1,500 per team and free SIGGRAPH 2010 registration. The winners will be announced 28 July at SIGGRAPH 2010 in Los Angeles and will be eligible to receive a \$10,000 cash prize, Disney R&D Tours, Disney Animation Tours, and Walt Disney Studio Tours.

For complete details, visit www.learningchallenge2010.com