

NEED A NEW DIGITAL SERVICE PROVIDER?

iMedia Resource Connection

The No. 1 listing of marketing tech and service providers.

SEARCH NOW



iMedia Connection Blog

-
-

- [Articles](#)
- [Blog](#)
- [Videos](#)
- [Events](#)
- [People Connection](#)
- [Resource Connection](#)
- [Jobs](#)
- [iMedia UK](#)

[Home](#) › [iMedia Connection Blog](#) › [Creative Best Practices](#) [Desktop Apps](#) [Emerging Platforms](#) [Entertainment Opinions](#) [Social Media](#) [Websites](#) [Wireless](#) [Word of Mouth](#)

[Creative Best Practices](#) [Desktop Apps](#) [Emerging Platforms](#) [Entertainment Opinions](#) [Social Media](#) [Websites](#) [Wireless](#) [Word of Mouth](#)

Human-Plant Interaction – and More – at SIGGRAPH 2012

Tweet Like 

Posted by [Neal Leavitt](#) on August 11th, 2012 at 2:43 pm

The annual [SIGGRAPH](#) conference, which recently concluded in Los Angeles, always draws an eclectic bunch of developers, artists, filmmakers, scientists, academics and students from around the globe.

This year was no exception – SIGGRAPH reported that 21,212 attendees from 19 countries roamed the exhibit hall at the Los Angeles Convention Center. There were also more than 1,200 speakers/contributors who participated in an array of panels, screenings, tutorials and presentations.

One of the most interesting exhibits was a human-plant interaction that added capacitive touch to ordinary plants. As reported by [engadget](#), Walt Disney's development arm, [Disney Research](#), unveiled a project called *Botanicus Interacticus*.

engadget said the project is centered on a custom-built capacitive sensor module, which pipes a low current through a plant, then senses when/where you touch (bit creepy).

“Assuming your body is grounded, the device uses more than 200 frequencies to determine exactly where you’ve grabbed hold of a stem, reported *engadget*. “Then, depending on how it may be programmed, the sensor can trigger any combination of feedback, ranging from a notification that your child is attempting to climb that massive oak in the yard again, to an interactive melody that varies based on where your hand falls along the plant.”

Besides new things to do with house plants, a section of the floor was devoted to *Emerging Technologies*



– there were more than two dozen innovations submitted from the U.S., China, Hungary, Japan, Singapore, and other nations worldwide.

SIGGRAPH featured a number of them in pre-conference announcements. Three of these included:

TELESAR V – Created at Tokyo University, it enables users to bind with a dexterous robot and experience what it feels with its fingertips when manipulating/touching objects remotely.

MIT Media Lab - Demonstrated ‘Tensor Displays: Compressive Light-Field Synthesis Using Multilayer Displays with Directional Backlighting.’ In plain English, glasses-free 3D displays that are viewed from any angle. Very cool.

Gocen – From Tokyo Metropolitan University. It’s a small optical musical recognition device that detects musical notation from handwritten notes. When connected to a MIDI instrument (Musical Instrument Digital Interface; a communications protocol/hardware standard that enables electronic musical instruments and computers to communicate), it plays the notes as the Gocen sensor bar is traced over them.

Next year SIGGRAPH heads south to Anaheim. I’m thinking of bringing along some of my house plants so they can enjoy the show too.

- [Add a comment](#)
- [Print This Post](#)
- [Share](#)

Relevant Posts

- [Big Data Shaping the Way Marketers Do Business](#) (1 day ago)
- [How a consumer electronics social media campaign leveraged a celebrity endorser](#) (6 days ago)
- [Why Facebook’s latest News Feed update shouldn’t matter to you](#) (2 weeks ago)
- [E-Commerce Environment Still Facing Supply Chain Challenges](#) (3 weeks ago)
- [2015 in Review: A Social Media Benchmark & Content Summary for the Energy Drink Industry](#) (3 weeks ago)
- [2015 in Review: A Social Media Benchmark & Content Summary for the Luxury Fashion Industry](#) (4 weeks ago)
- [Play Post-CES Buzzword Bingo](#) (1 month ago)
- [Internet of Things Upending Real Estate Industry](#) (1 month ago)
- [Social Media Benchmark & Content Trends for the DMO Industry](#) (2 months ago)
- [Social Media Benchmark and Content Trends for Children’s Hospitals](#) (2 months ago)

Leave a comment

Name (required)

Mail (will not be published) (required)

Website

Submit Comment

ABOUT THIS BLOGGER



[Neal Leavitt](#)

President
Leavitt Communications

more posts by Neal

- [Big Data Shaping the Way Marketers Do Business](#)
- [E-Commerce Environment Still Facing Supply Chain Challenges](#)
- [Internet of Things Upending Real Estate Industry](#)

[All Posts](#)



-

• Follow iMediaConnection

Receive our daily newsletter

Subscribe

[iMedia Connection on twitter](#) [iMedia Connection RSS feeds](#) [iMedia Connection on YouTube](#) [iMedia Connection app in Apple iTune store](#) [iMedia Connection app in Google Play store](#)

Like { 11K }



- MOST POPULAR

- [Articles](#)
- [Blog Posts](#)
- 1. [The most meaningless \(and hilarious\) job titles on LinkedIn](#)
- 2. [11 innovative movie marketing campaigns](#)
- 3. [5 lies you hear in marketing](#)
- 4. [10 crucial best practices for native advertising](#)
- 5. [4 ways luxury brands are reinventing their appeal](#)
- 6. [The 5 basic types of consumers](#)
- 7. [6 killer websites to check out](#)
- 8. [The best social media campaigns of 2015 \(so far\)](#)
- 9. [The 6 best video game marketing campaigns](#)
- 10. [5 predictions for the future of social media](#)

[Subscribe to most popular articles](#) »

- **Categories**

- [Ad Networks](#)
- [Ad Serving](#)
- [Creative Best Practices](#)
- [Desktop Apps](#)
- [Email](#)
- [Emerging Platforms](#)
- [Entertainment](#)
- [Humor](#)
- [Jobs](#)
- [Media Planning & Buying](#)
- [Opinions](#)
- [Research](#)
- [Search](#)
- [Social Media](#)
- [Targeting](#)
- [Uncategorized](#)
- [Video](#)
- [Web Analytics](#)
- [Websites](#)
- [Wireless](#)

- [Word of Mouth](#)

• TOP BLOGGERS

- [Doug Schumacher \(4\)](#)
- [Rick Mathieson \(3\)](#)
- [Neal Leavitt \(2\)](#)
- [Agata Smieciuszewski \(2\)](#)
- [Winnie Brignac Hart and Lorrie Brignac Lee \(1\)](#)
- [Tom Edwards \(1\)](#)
- [Greg Kihlström \(1\)](#)
- [Nanette Marcus \(1\)](#)
- [John Bohan \(1\)](#)
- [Drew Neisser \(1\)](#)

• INDUSTRY JOBS

- [Sales Managers- Los Angeles](#)
- [Manager, YouTube Strategy & Optimization- Burbank](#)

[see more jobs »](#)

• LATEST ARTICLES

- [In our modern relationship with brands, who's branding whom?](#)
- [The hidden power of portals](#)
- [3 tips for retailers to maximize online success](#)
- [Are 30-second TV commercials too long for today's viewers?](#)
- [Technology brands shine with innovative video campaigns](#)

• Archives

Select Month ▼

-
- [Home](#)
 - [News](#)
 - [iMedia Blog](#)
 - [ad:tech Blog](#)
 - [In Focus](#)
 - [Podcasts](#)

 - [Events](#)
 - [Calendar](#)
 - [Coverage](#)
 - [Request Invitation](#)

 - [People Connection](#)
 - [Find People](#)
 - [Become a Member](#)
 - [Sign In](#)

- Resource Connection
- [Find Company](#)

- Job Connection
- [Search Jobs](#)
- [Post a Job](#)
- [Purchase Packs](#)
- [Custom Orders](#)
- [Customer Service](#)

- Subscribe
- [iMedia Daily Newsletter](#)
- [iMedia UK Newsletter](#)
- [Twitter](#)
- [RSS](#)

- Company Info
- [About Us](#)
- [Advertise with Us](#)
- [Privacy Policy](#)
- [Terms of Use](#)
- [Contact Us](#)

Copyright © 2016 iMedia Communications, Inc. All Rights Reserved.