USID 2009

3rd India International HCI Conference
18-20 September
The Leela Palace Kempinski
Airport Road, Bangalore

Design for All
Usability, Accessibility & Creativity

- **Speakers**
- **Academic Showcase**
- **USID Launch Pods**
- **Product Launch/Demo**
- **Paper Presentations**
- **Design Challenge**
- **Networking & Entertainment & more...**

New technologies of the Information Age making products and services evolve very quickly but the human diversity in age, culture and abilities making it difficult for all the consumers to take advantage of new possibilities of technologies. The human diversity in age, culture and abilities poses challenges for all planners, designers, technologist and entrepreneurs, to focus their attention to the design for human diversity, social inclusion and equality.

USID2009 is an attempt to discuss and share how Usability, Accessibility and Creativity can help achieving the concept of "Design for All".

USID FOUNDATION | Bringing HCI & Design Community Together

WWW.USIDFOUNDATION.ORG/USID2009

Design for All

USID2009 Conference

About USID2009 Conference

USID Foundation is organizing third India International conference USID2009 from 18th to 20th September, 2009 at Hotel Leela Kempenski in Bangalore, India. The theme for this conference is:

"DESIGN FOR ALL: Usability, Accessibility & Creativity"

In past USID successfully organized annual conferences:

USID2007: India's first ever 3 day's conference in the domain of HCI/User Experience from June 18-20, 2007 at Hyderabad International Convention Center in Hyderabad. The theme of the conference was "Living in a digital world, challenges for designers and engineers".

USID2008: 4th to 6th September 2008 at Hotel Leela Kempenski in Bangalore, India. The theme for this conference was "Design Innovation & User Experience-Transforming businesses in New Economy".

Each of these conferences were attended by more than 160 participants representing 47+ organizations The USID2007 was supported by HYSEA and sponsored by Satyam, CA, SAP Labs, Intuit, Progress Software, Pramati Technologies, Colayer GMBH and UserLab Asia. The USID2008 was sponsored by Nokia, CA, Microsoft Research, Intuit, Tobii Technologies, and UserLab Asia.

USID2009 – Conference Events

USID2009 conference will include the following events:

- 15+ presentations by eminent speakers from IT and design industry and academic institutions
- Academic Showcase – Speed Round: selected projects from the students of reputed design and technological institutions will be presented
- USID Launch Pods: Keeping It Real!: PPT free sessions showcasing the selected Product Demo's etc.
- Selected paper presentations from "Call for Papers"
- Display of Design Challenge 2009 entries
- Networking event
- Grand inaugural performance by the Disabled Performers

USID2009 – Target Audience

The target audience for the USID2009 include professional from HCI, Usability, User Experience, Design, Accessibility, Software Development, Quality, Product Management, Research, Ethnography, Localization, Technical communication, Marketing, Business Development domains, and stakeholders representing IT, Design, Research, Service, Consulting and Academia. 225+ professionals are expected to participate in USID2009.

USID 2009 Sponsorships

USID Foundation invites you to be a part of this event by working with us together in promoting Human Computer Interaction, User Experience & Design innovation and its benefits to one and all. We have 8 sponsorship options. The sponsorship details are as follows:

- Premium (1x)   Rs. 500,000
- Platinum (1x)   Rs. 400,000/-
- Gold (2x)   Rs. 300,000/-
- Silver   Rs. 200,000/-
- Bronze   Rs. 100,000/-

- Design Challenge   Rs. 500,000/-
- Academic Showcase   Rs. 300,000/-
- Stall (4x4 Feet - 4x)   Rs. 250,000/-

This event will give your organization media and industry visibility and will also enhance your brand image while contributing to a noble cause.

We are optimistic that you will be interested to partner with USID Foundation and help us promote the concept of DESIGN FOR ALL!

Please contact us at +91 9866237620 or email at: usid_sponsor@usidfoundation.org

You can also visit us at
www.usidfoundation.org/usid2009/sponsors

USID2009 - Sponsorship

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USID2008 Sponsorship Opportunities

Premium Sponsorship (1) Rs. 500,000

- Co-branding with the USID Foundation/ USID2009 for the podium.
- Prominent display of Sponsor name/Logo as a Premium Sponsor on signage at the registration desk and backdrop of the stage, and on other display boards (Standees) at the conference venue.
- Prominent recognition of Sponsor name/Logo as a Premium Sponsor in all marketing pieces, press releases and public announcements related to USID2009.
- Recognition as a Premium Sponsor in the presentation from the stage prior to the keynote.
- Recognition as a Premium Sponsor during the closing event.
- Displaying the Sponsor name/Logo as a Premium Sponsor in the USID Foundation/USID2009 website.
- 5 free registrations for the USID2009 conference (all three days).

Platinum Sponsorship (1) Rs. 400,000

- Prominent display of Sponsor name/Logo as a Platinum Sponsor on signage at the registration desk and backdrop of the stage, and other display boards (Standees) at the conference venue.
- Prominent recognition of Sponsor name/Logo as a Platinum Sponsor in all marketing pieces, press releases and public announcements related to USID2009.
- Recognition as a Platinum Sponsor the presentation from the stage prior to the keynote.
- Recognition as a Platinum Sponsor during the closing event.
- Displaying the Sponsor name/Logo as a Platinum Sponsor in the USID Foundation/USID2009 website.
- 4 free registrations for the USID2009 conference (all three days).

Gold Sponsorship (2) Rs. 300,000

- Prominent display of Sponsor Logo as a Gold Sponsor on signage at the registration desk and backdrop of the stage, and other display boards at the conference venue.
- Prominent recognition of Sponsor name/Logo as a Gold Sponsor in all the marketing pieces, press releases and public announcements related to USID2009.
- Recognition as a Gold Sponsor during the closing event.
- Displaying the Sponsor name/Logo as a Gold Sponsor in the USID Foundation website.
- 3 free registrations for the USID2009 conference (all three days).

Silver Sponsorship Rs. 200,000

- Prominent recognition of Sponsor name/Logo as a Silver Sponsor in all the marketing pieces, press releases and public announcements related to USID2009.
- Prominent display of Sponsor name/Logo as a Silver Sponsor on signage at backdrop of the stage and other display boards at the conference venue.
- Recognition as a Silver Sponsor during the closing event.
- Displaying the Sponsor name/Logo as a Silver Sponsor in the USID Foundation website.
- 2 free registrations for the USID2009 conference (all three days).

Bronze Sponsorship Rs.100,000

- Prominent recognition of Sponsor Logo as a Bronze Sponsor in all the marketing pieces, press releases and public announcements related to USID2009.
- Prominent display of Sponsor Logo as a Bronze Sponsor on signage at backdrop of the stage and other display boards at the conference venue.
- Recognition as a Bronze Sponsor during the closing event.
- Displaying the Sponsor Logo as a Bronze Sponsor in the USID Foundation website.
- 1 free registration for the USID2009 conference (all three days).

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USID2008 - SPEAKERS

DEBRA DANIELSON
CA Inc.

KENTARO TOYAMA
Microsoft Research

SHARAD SHARMA
Yahoo!

JAN BLOM
Nokia Research

DR. GANESH P.
IIM

DEEPA BACHU
INTUIT

THOMAS F.
Tobii Technology

PRANAV MISTRY
MIT Media Lab

RAJEEV PURNAIYA
Hooeey

SHASHANK D.
Clarice Technologies

SANDEEP DATAR
Yahoo!

ANITA B PUNJA
IBM India

DR.S.GHOSAL
NID R&D

SANDEEP PILLAI
OnMobile

PRABHAS SINHA
CA India

ARUNAVA SINHA
NDTV Convergence

PRAKASH SAYINI
Forum Nokia

VINEET MALHOTRA
apnakoi.com

DR. DINESH KATRE
C-DAC

AMIT PANDE
Oracle

USID2008 Conference

USID2008 was second 3-day conference in the HCI & User Experience domain on the theme "Design Innovation & User Experience : Transforming businesses in the new economy". The conference was attended by 160+ professionals representing 47+ organizations.

USID2007 – Organizations Participated

Microsoft Research, Nokia, Nokia Research, Motorola, Google, Yahoo, Philips, OnMobile, Samsung, LG, ACL Wireless, CA, Microsoft, Oracle, IBM, Intuit, SAP Labs, Honeywell, Delloite, Infosys, AOL, Sasken, TCS, HCL Technologies, Wipro, Mcafee, Capgemini, Verizon, SumTotal Systems, NIIT Tech., Satyam, Design for Use, ACL Wireless, HFI, NID, IIT, Srishti School of Art & Design and others.

USID2008 - SPONSORS

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USID2007

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USID2007 - SPEAKERS

PROF. M.P. RANJAN
NID

KENTARO TOYAMA
Microsoft

DR. ORVILLE CLUBB
City University of
Hong Kong

LALITESH
Google

VIJAY TADEPALLI
Satyam

HIREN DALAL
CA

JAY R PULLUR
Pramati Tech.

Sanjai.K
SAP Labs India

MARKUS HEGI
Colayer GmbH

RAVI KRISHNAN L.
Trina

USID2007 - SPONSORS

Supported by: **ysea**

Satyam

ca

SAP

PROGRESS
SOFTWARE

intuit

PRAMATI

colayer

USERLab*Asia*™

USID2007 Conference

USID2007 was India's first 3-day conference in the HCI & User Experience domain on the theme "Living in a Digital World, Challenges for Designers and Engineers…" The conference was attended by 150+ professionals representing 40+ organizations.

USID2007 – Organizations Participated

Nokia, Motorola, OnMobile, ACL Wireless, CA, Microsoft, Oracle, IBM, Intuit, SAP Labs, Tektronics, Hexaware, Honeywell, Invensys, Google, Yahoo, Philips, Delloite, Infosys, Satyam, Cognizant, Infor, Progress, ACL Wireless, Pramati Technologies, HFI, NID, IIT and others.

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USID Foundation

USID Foundation (formerly HCI-Hyderabad) www.usidfoundation.org is a community of Human Computer Interaction & Design enthusiasts. Formed in May, 2006 with an objective to serve students, researchers, professionals, and others in the academia and industry with a keen interest in Human-Computer Interaction (HCI), Usability Engineering, Interaction Design, User Research, Technical Communication, Localization & Product Management. This community has grown to 250+ members now.

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