

HAID
2019

HAID 2019 sponsoring file

March 13-15 2019

<http://haid2019.lille.inria.fr>

Thomas Pietrzak, Marcelo Wanderley

2018-11-08

Inria

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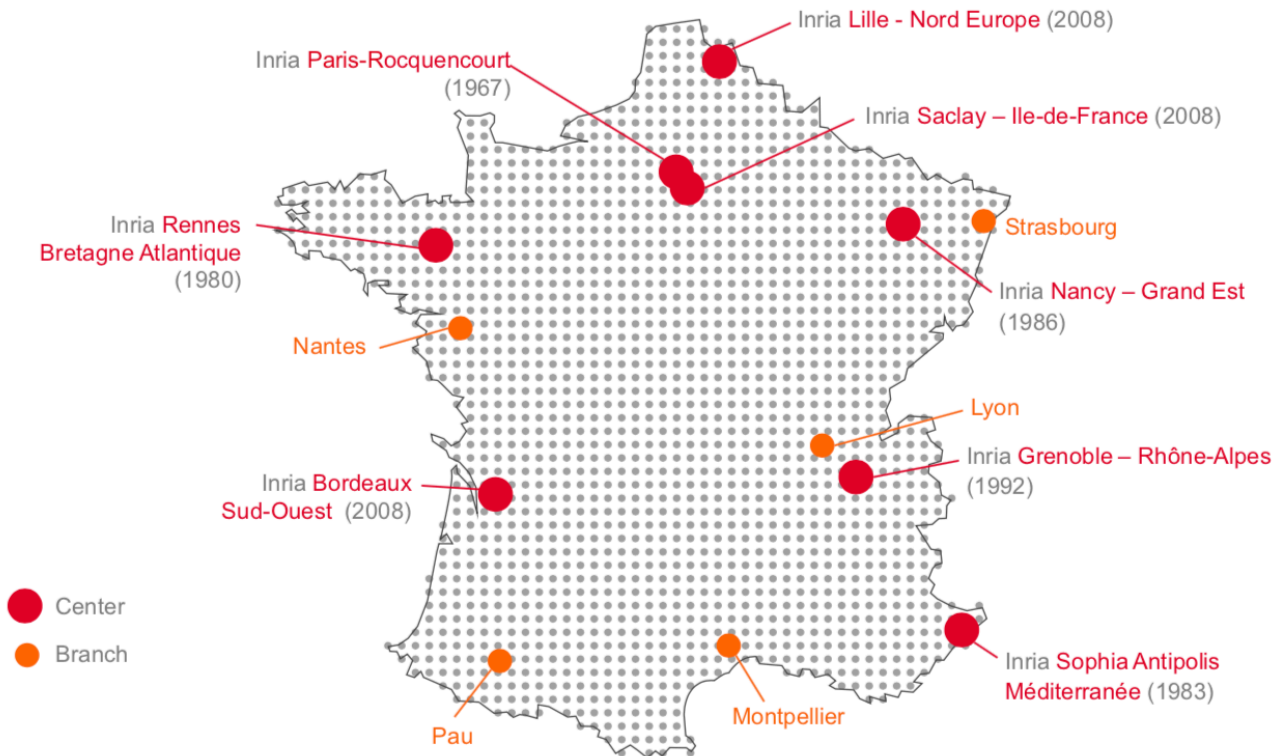
01. Organizers



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A. INRIA

Inria, the French national research institute for the digital sciences, promotes scientific excellence and technology transfer to maximize its impact. It employs 2,400 people. Its 200 agile project teams, generally with academic partners, involve more than 3,000 scientists in meeting the challenges of computer science and mathematics, often at the interface of other disciplines. Inria works with many companies and has assisted in the creation of over 160 startups. It strives to meet the challenges of the digital transformation of science, society and the economy.



The Inria Lille – Nord Europe Research Centre was founded in 2008 and employs a staff of 360, including 300 scientists working in sixteen research teams. Recognized for its outstanding contribution to the socio-economic development of the Nord – Pas-de-Calais Region, the Inria Lille – Nord Europe Research Centre undertakes research in the field of computer science in collaboration with a range of academic, institutional and industrial partners.

The strategy of the Centre is to develop an internationally renowned center of excellence with a significant impact on the City of Lille and its surrounding area. It works to achieve this by pursuing a range of ambitious research projects in such fields of computer science as the intelligence of data and adaptive software systems. Building on the synergies between research and industry, Inria is a major contributor to skills and technology transfer in the field of computer science.

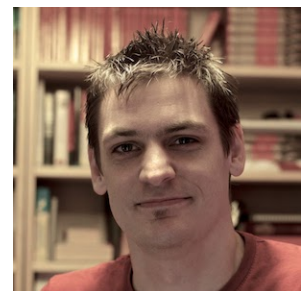
B. ORGANIZING COMMITTEE

This 9th edition of the workshop is organized by Inria Lille – Nord Europe. The conference chairs are Thomas Pietrzak and Marcelo Wanderley. Florent Berthaut is the demonstrations chair, and manages the social event. The organizing committee includes Marie-Bénédicte Dernoncourt (communication chair) and Margot Correard (industrial partnership chair).

B.1 Conference chairs

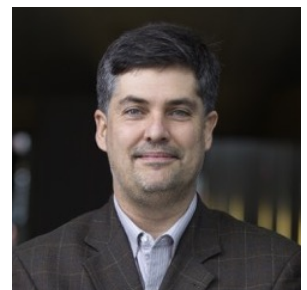
THOMAS PIETRZAK

Thomas Pietrzak holds a Ph.D. degree from the Université de Lorraine, France, on Human-Computer Interaction (HCI), on the representation of information with haptic cues for supporting the inclusion of visually impaired children. His research interests include interaction techniques and paradigms with various modalities, in particular gestural and haptic interactions. His research has applications in various domains, such as Virtual Reality or car dashboards. He is currently Assistant Professor at the Université de Lille, France. He is member of Loki, a joint team between the CRISTAL laboratory (CNRS UMR 9189) and Inria Lille- Nord Europe.



MARCELO WANDERLEY

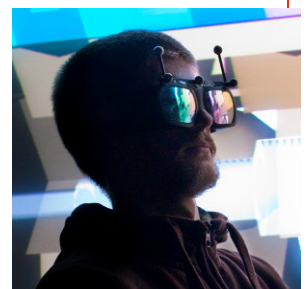
Marcelo Wanderley holds a Ph.D. degree from the Université Pierre et Marie Curie (Paris VI), France, on acoustics, signal processing, and computer science applied to music. His main research interests include gestural control of sound synthesis, input device design and evaluation, and the use of sensors and actuators in digital musical instruments. He is currently International Chair at INRIA Lille, France and Professor of Music Technology at the Schulich School of Music, McGill University, where he is a member and former director of the Centre for Interdisciplinary Research in Music Media and Technology (CIRMMT).



B.2 Demonstrations chair

FLORENT BERTHAUT

Florent Berthaut holds a Ph.D. degree from the Université de Bordeaux, France, on the use of virtual reality for musical performance. His main research interest is the use of virtual/mixed reality and 3D interaction in the context of musical performances, in order to open expressive opportunities and improve the experience of musicians, orchestras and spectators. He is currently Assistant Professor at the Université de Lille and a member of MINT, a team of the CRISTAL laboratory.



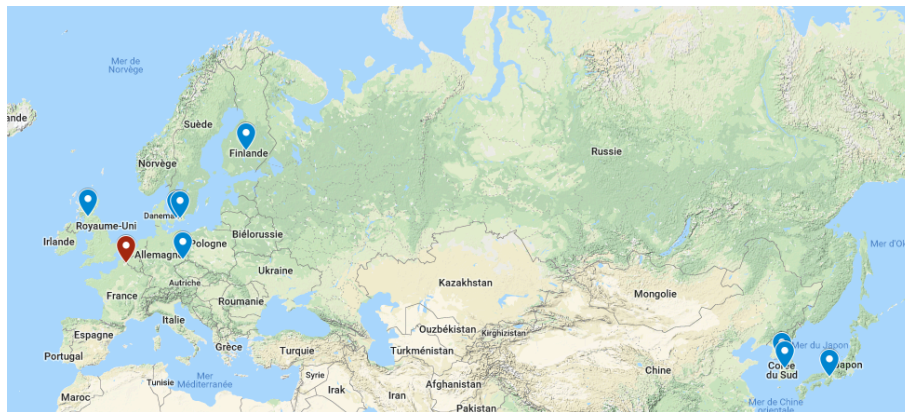
02. HAID



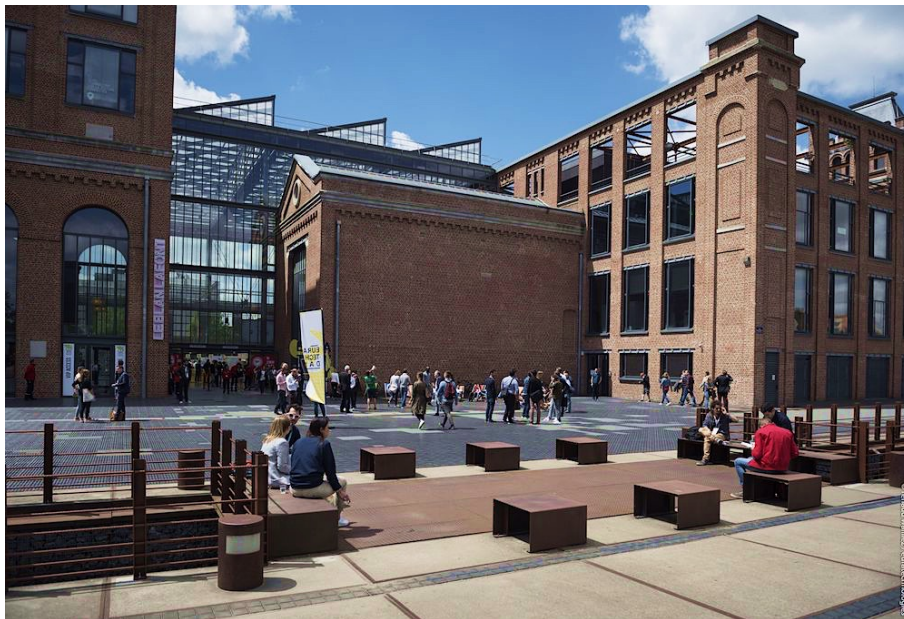
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A. THE HAID INTERNATIONAL WORKSHOP SERIES

The International Workshop on Haptic and Audio Interaction Design was organized for the first time in 2006 by Stephen Brewster in Glasgow. It is a meeting point for researchers and practitioners interested in exploring how the haptic and audio modalities can be used together in Human-Computer Interaction. The 2019 edition will be the 9th event, after Glasgow (UK), Seoul (Korea), Jyväskylä (Finland), Dresden (Germany), Copenhagen (Denmark), Kyoto (Japan), Lund (Sweden) and Daejeon (Korea). It is the first time this event occurs in France.



The past editions used to gather around 60-70 participants. This year, the first day is dedicated to the meeting of industry and academia. Companies, including the [Lille Design](#), [Euratechnologies](#) and [Plaine Images](#) networks, will be invited to take part of the event. We expect a much larger audience on this day, with the involvement of local companies and large international firms. Our past similar event on tactile and gestural interaction, [FITG 2014](#), gathered more than 500 participants on two days with a peak of 200 participants at a given time.



B. HAID 2019: LILLE

The 9th edition of the HAID international workshop will take place in Lille, France between March 13 and March 15 2019. Details about the events are available at <http://haid2019.lille.inria.fr/>. For this edition, we wanted to focus on the relationship between the industry and academia. This is why there will be a joint industry & academia meeting day before the academic conference days.

B.1 The industry & academia meeting day

For this new edition, we would like to encourage exchange and collaborations between the industry and academia on March 13 2019. This was the motivation for the first day of the event, dedicated to this reunion. It will take place in the new Inria building, next to [Euratechnologies](#). It is surrounded by local tech companies who will be encouraged to attend the event.

In this first day, we will have the great pleasure to welcome Stephen Brewster as a keynote speaker.

STEPHEN A. BREWSTER

Stephen Brewster is a Professor of Human-Computer Interaction in the School of Computing Science at the University of Glasgow. He leads the Multimodal Interaction Group. His research focuses on multimodal HCI, or using multiple sensory modalities and control mechanisms (particularly audio, haptics and gesture) to create a rich, natural interaction between human and computer. His work has a strong experimental focus, applying perceptual research to practical situations. A long-term focus has been on mobile interaction and how we can design better user interfaces for users who are on the move. Other areas of interest include accessibility, wearable devices and in-car interaction. He pioneered the study of non-speech audio and haptic interaction for mobile devices with work starting in the 1990's. He is a Member of the ACM SIGCHI Academy, an ACM Distinguished Speaker and a Fellow of the Royal Society of Edinburgh.



B.2 The academic conference

In the academic part of the event, participants will present accepted papers about completed research or late breaking work at the intersection on haptics, audio, and interaction design. We also expect papers focusing on one of these fields with applications to the others, as well as position papers aiming at raising interesting discussions among these communities. There will be a mix of oral and poster presentation, depending on the most suitable format of the presented contribution.

The academic conference will also feature a demo session. Researchers and practitioners will show research prototypes demonstrations. This will be an exciting moment for discussing about new technologies, and potential collaborations.

03. Workshop themes



A. THREE COMMUNITIES

This workshop is the unique meeting point of three communities: haptic, audio and interaction design. The purpose of this workshop is that these communities share similar interests, methodologies and tools. There is also a strong link between audio, haptic and interaction. There is a need to study these aspects together. Not only this event promotes exchange among these communities, but it also encourages collaborations on cross-domain projects. Top world-class researchers in these domains and their collaborators will attend the event.

HAPTICS

Haptics relates to the sense of touch, whether through tactile or force feedback. Researchers and practitioners of this field typically study technologies, human factors and usage of the sense of touch. They share interests on physical models with the audio community for example. They are roboticists, psychologists, computer scientists or electrical engineers. They have the expertise for the design, implementation and evaluation of haptic devices and their application, as well as studying the perception of touch.

AUDIO

Interaction with audio is an essential human activity driving billions of dollars in products related to music consumption. Research and development into novel ways of generating, transmitting and storing audio lie at the heart of device development, such as intelligent phones, tablets and computers. Engineers, computer scientists, psychologist and musicians collaborate in the development of novel audio applications that transform the way we experience audio. Their expertise lie on creating novel sound synthesis/modification algorithms, compression and transmission schemes, and the evaluation of perceptual issues related to audio and music listening.

INTERACTION DESIGN

The interaction design community, and more generally the Human-Computer Interaction community, is interested in the design, implementation and evaluation of new interactive systems and techniques. Part of these communities are interested in multimodal interaction, involving haptics or sound for example. It is multi-disciplinary, with experts in computer science, psychology, ergonomics or design. The multidisciplinary aspect of this domain enables tackling a wide diversity of problems. They are experts in designing or finding the appropriate hardware or software technology for a given problem, and evaluate its benefits.

B. SPECIAL FOCUS ON FORCE FEEDBACK & MUSIC

While the workshop is still a meeting place for both the audio and haptics community in general, this year, we would like to emphasize on force feedback and music. While there are examples of music systems and instruments using tactile feedback, force feedback is still underused. We would like to engage discussions and exchange ideas on this particular topic in the workshop.

B.1 Research in Music

Research in music is a great opportunity to study challenging topics, such as multimodal interaction, real-time gesture input systems, device design and evaluation, etc. Performers have both precise goals in mind and high expectations on system response, including responsive and reliable haptic (tactile and force) feedback, not the least because musicians cannot afford a system malfunctioning in the middle of performance. Research in this area pushes the limits of human-computer interaction through extremely demanding system design for experts (low latency, complex interaction). While musicians are expert users in a particular context, results are transferable to other applications, including areas involving expert interaction such as games.

B.2 Music & Force Feedback

Because of the highly developed physical and cognitive expertise involved in musical performance, advanced haptic feedback solutions allowing for independent control of frequency and amplitude with wide frequency response are important in musical interactions. Though tactile feedback has become commonplace in musical devices, they are massively based on either ERMs or more recently on LRAs, exhibiting limited frequency response range and/or coupled amplitude & frequency control and therefore limiting the possibilities of feedback available to performers. Similarly, force-feedback is essential in music performance, as musicians rely on immediate, detailed feedback to perform at high levels. It is therefore important to understand the possibilities of force-feedback integration into novel interactive devices and devise the best technologies available to implement it in HCI contexts, potentially leading to novel products.

04. Sponsoring



A. COMMUNICATION PLAN

The ninth edition of the International Workshop on Haptic and Audio Interaction Design will have the support of local authorities and academic institutions. The event is widely advertised in the institutional, academic and industrial networks of the region. Moreover, this event pertains to three worldwide research communities: haptics, audio and HCI. Our communication spans the whole communication channels of these communities.

We also use the communication channels of our partners, which have large networks of companies focusing on design, digital technologies and creative industry.

LILLE DESIGN

[lille—design](#) is a platform for the economic development by design for companies, local authorities, and all other public and private structure, individual or collective desiring to grow with the tools of design. More than words, it guides companies and local authorities in their design integration process. Information, training, advices, audit, support, events... the field of action is particularly wide. Since 2011, lille—design acts as an accelerator of the economic development for companies and a influence lever for local authorities of the Lille metropole and the Hauts-de-France region. Because design has no frontier, lille—design is also a leader of Tripod II, a European Interreg project.



EURATECHNOLOGIES

[Euratechnologies](#), the French incubator and accelerator, is a center of excellence and innovation located in Lille on 80,000 m². EuraTechnologies supports the development of all digital entrepreneurs through a unique methodology and expertise in supporting companies from their beginning to their international deployment. Established in 2009, EuraTechnologies has been ranked in Europe's top 10 accelerators by Fundacity. EuraTechnologies is the precursor and spearhead of French digital economy of French Tech with 300+ companies, 4000+ employees, 300+ supported projects, 500+ annual events, 170M € + fundraising since 2009 (seed funding and Series A) and an international network (San Francisco, Dubai, Shanghai, New York, Belo Horizonte).



PLAINE IMAGES

[Plaine Images](#) is an ecosystem 100% dedicated to creative industry. Situated on 5 hectares exceptionally renovated former industrial site, Plaine Images offers a district fully dedicated to creative industry: audiovisual media, games, AR/VR and design. From startups to international firms, Plaine Images favors companies in development, stimulates convergences. Innovative projects of tomorrow industry build up within its incubator. Plaine Images comprises 125 companies, 40,000 m² of offices, 1800 employees, researchers, students, coworkers; 35 incubated projects; 3 schools; 2 research centers; 2 filming studios; 1 laboratory for playtests; 2 dubbing and sound production studios.



B. SPONSORING BENEFITS

In addition to the invaluable help to the three identified communities in their ambition to combine their efforts, our sponsors will benefit from the following advantages. We identified three categories with associated benefits. Please feel free to propose other benefits you have in mind.

Gold	≥ 2000€	<ul style="list-style-type: none"> • Company logo on the website • Company logo on all communication supports • Thank-you during the event opening speech • Possibility to include flyers and goodies in the attendants' bag • Permanent booth at the conference • 3+ registrations at the event
Silver	1000€	<ul style="list-style-type: none"> • Company logo on the website • Company logo on all communication supports • Thank-you during the event opening speech • Possibility to include flyers and goodies in the attendants' bag • Booth at the industrial and academic demo sessions • 2 registrations at the event
Bronze	500€	<ul style="list-style-type: none"> • Company logo on the website • Thank-you during the event opening speech • Booth at the industrial demo session • 1 registration at the event

C. CURRENT SPONSORS

C.1 Gold sponsor



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C.2 Silver sponsors



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C.3 Bronze sponsors

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 Soundbrenner

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 NATIVE INSTRUMENTS

D. PROVISIONAL BUDGET

We aim at a balanced budget. Funding from local and academic authorities is currently not secured. We already secured 1.000€ from ISITE-ULNE, 2.000€ from the CRISTAL laboratory, 2,000€ from hap2U, 1,000€ from Ableton, 500€ from Facebook Reality Labs and 250€ from Soundbrenner.

According to our current budget, we still need to raise 5,000€.

Income		Expenses	
Registration fees	8,000€	Invited speaker	
Academic support		International keynote	800€
ISITE-ULNE	1,000€		
CRISTAL laboratory	2,000€	Catering	
Industrial sponsors		Coffee pauses	2,500€
hap2U	2,000€	Lunches	3,700€
Ableton	1,000€	Cocktail	5,000€
Facebook Reality labs	500€	Social event	1,900€
Ultrahaptics	500€	Misc	
SoundBrenner	250€	Management fees	1,500€
Haply	250€	Submissions management fees	100€
Native Instruments	500€	Room renting	2,000€
		Security guard	500€
		Goodies	1,500€
Total	16,000€	Total	19,500€

E. SPONSORING FORM

If you would like to sponsor the event, please send us an e-mail at haid2019@inria.fr with the following information:

- Organization name
- Sponsor plan (gold, silver, bronze)
- Amount (€)
- Full address
- Link to the logo we can use
- Contact of the person in charge of paying the donation

We will contact you as soon as possible to settle the details regarding the benefits, and the payment procedure. Thank you for your contribution.

05. Contacts

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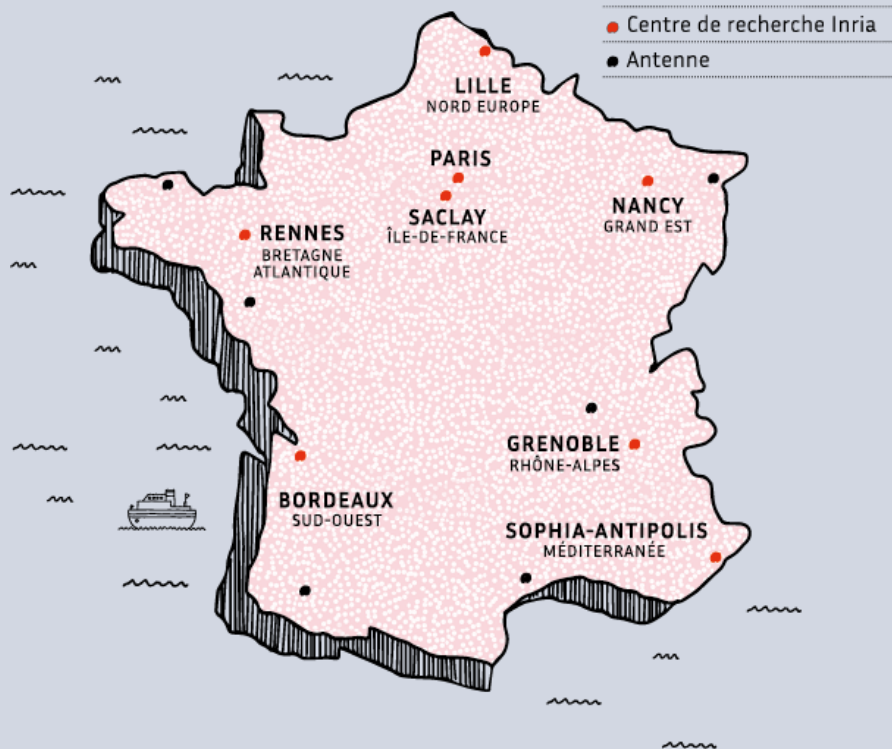
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