



Press Release

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Driving Interactivity Needs Inform Real World Designers; Computer-Human Interaction Conference Drives into the Future ... Is it Safe

San Jose, CA (23 April, 2007) -- Today's automobiles are not just a form of transportation. Many drivers operating vehicles are also performing secondary tasks such as making telephone calls, retrieving directions and selecting entertainment content on iPods. ACM's Computer-Human Interaction Conference (CHI 2007) brings together automotive experts from industry and higher education to discuss auto safety concerns and other interaction design issues at CHI 2007 conference on April 30, in San Jose, Calif.

Speakers at CHI 2007 include industry experts from Bosch, Ford Motor Company and IBM as well as academics from Stanford University, Drexel University, and the Manchester Business School, UK. Researchers will report on the risks of human driving performance when drivers are engaged in common distractive tasks such as mobile phone use and media selection. Experts will also explore the challenges of interaction design in an automotive environment.

"With the increasing number of cars on the road, longer commutes, and the proliferation of complex information and media features used in cars, there is a greater need for careful interaction design in automobiles," notes Dr. David M. Krum of Bosch Research and Technology Center.

The annual conference on Computer-Human Interaction (www.chi2007.org) is the premiere worldwide forum for exchanging information on all aspects of how people interact with computers. CHI 2007, from April 28 - May 3, offers two days of pre-conference workshops and four days of dynamic sessions that explore the future of computer-human interaction with researchers, practitioners, educators and students.



This year's conference features more than 300 world-class presentations including two plenary sessions, highly interactive presentations, over 40 courses, exhibits, and recruiting at the San Jose McEnery Convention Center. CHI 2007, which marks 25 years of research, innovation and development of the Computer-Human Interaction community, is expected to draw more than 2500 professionals from over 45 countries

CHI 2007 is sponsored by the ACM Special Interest Group on Computer-Human Interaction (SIGCHI). Organizations contributing to the financial support of the conference include (Hero Level) Intel Corp.; (Champion Level) Cisco Systems, Inc.; Cooper; Google, Inc.; Intuit; Microsoft Corp.; the National Science Foundation (NSF); Open Source Technology Group (OSTG) / SourceForge; SAP AG; Sun Microsystems; and Yahoo! Inc.

About ACM

ACM, the Association for Computing Machinery (www.acm.org), is an educational and scientific society uniting the world's computing educators, researchers and professionals to inspire dialogue, share resources and address the field's challenges. ACM strengthens the profession's collective voice through strong leadership, promotion of the highest standards, and recognition of technical excellence. ACM supports the professional growth of its members by providing opportunities for life-long learning, career development, and professional networking.