



SC11 Exhibit Hall News from Seattle

More Exhibits than Ever!

The SC11 Exhibit Hall is spread across the 4th and 6th floors of the Washington State Convention Center (WSCC). Included are 135 research exhibitors and 195 industry exhibitors—the largest number to date.

An Exhibit Directory will be available on site to assist you in learning more about the exhibitors and finding their location in the Exhibit Hall. You can also locate exhibitors from the SC11 smartphone app powered by Boopsie (search for sc11.boopie.com via your smart-phone browser or SC11 from your app store).

We invite you to also join us for several exciting events occurring in the Exhibit Halls:

- . See arcade games over the last few decades (Booth #4516, Level 6)
- . Match Wits with IBM's Watson at SC11 (Booth #4517, Level 6)
- . Daily Giveaways
- . Lobby Area

A Trip Down Memory Lane?

For some of you, this will definitely be a trip down memory lane. On the 6th floor exhibit space in the Washington State Convention Center, you can play your favorite arcade games through the last few decades. Whether you were a PacMan fan or a Galaga fan, you will be able to relive those times in the gaming area. Then finish by playing Jeopardy! against the famous Watson machine. Prizes? Of course!

Match Wits with IBM's Watson at SC11

Attendees at SC11 will have the opportunity to match wits in a game of Jeopardy! with IBM's Watson computing system. Watson will be featured in a kiosk located on the 6th floor of the Washington State Convention Center, separate from the main IBM booth. The kiosk is a version of the full IBM Power Systems-based Watson system that competed on the game show.

Those who choose to compete against the machine will be able to see the probabilities Watson calculated in formulating answers. Just as in the television version, contestants will be able to choose a question category and dollar amount, though there will be no host, and contestants will be on their honor for scoring. In keeping with the theme for SC11, Watson offers one more way of "connecting communities through HPC."

Amazing Daily Giveaways on the 6th Floor (WSCC)

We'll be giving away some unbelievable prizes this year, and all you have to do to win one is turn in a card. Prizes include:

- Garmin nuvi 1390LMT 4.3-Inch Portable GPS Navigator with Lifetime Map & Traffic Updates
- Apple iPad 2 Tablet (16GB, WiFi)
- Amazon Kindle Fire (Full Color 7" Multi-touch Display, WiFi)
- Roku 2 XS Streaming Player (1080p)
- Kodak Easyshare C182 Digital Camera
- Flip UltraHD Video Camera (Black, 8GB, 2 hours)
- Panasonic DMP-BDT210 Integrated WiFi 3D Blu-ray DVD Player
- Sony DPF-D1010 10.2-Inch WVGA LCD Digital Photo Frame

And the best part is you do not have to be present to win. All you have to do is claim your prize (in Room 601) before the show closes at 3pm on Thursday.

Lobby Area on 6th Floor (WSCC)

In the 6th Floor West lobby, you can visit Disruptive Technologies and some of the media partners' booths. Attendees can enjoy free coffee every morning and snacks in the afternoon. There is a small seating area in the lobby as well.

See you there!