

CS Day 2011

Join Us for the Featured Talks:

Google Sky Map — Reaching for the Stars in Mobile Development



John Taylor, Google

Co-creator and engineer of Google Sky Map

Abstract:

As a pocket device that knows who you are, where you are and what you're looking at—smartphones offer developers exciting new possibilities. At the same time, small screens, short battery lives, and relatively little storage impose constraints requiring careful design. Google Sky Map is a planetarium app for cell phones that we describe as “a window on the sky.” In this talk, I'll describe how we took advantage of Android's powerful sensor APIs to build Sky Map and the things we learned along the way.

Localization of Video Games: History and Future



Ryoichi Hasegawa, SEGA

Creative Producer & Localization Manager

Abstract:

In the good old days of the Atari 2600 and Nintendo Entertainment System, localization was no more than in-game text translation. However, as game platforms' performance improves and media capacity grows, games can be more involved. You now need to know the language and general preferences of different markets, as well as how to be politically correct with religion, politics, cultural backgrounds, etc. In this lecture, Rio will explain what you need to know to do video game localization, both from a technological and an anthropological perspective.

March 18, 2011
2:00–3:00p.m.
2400 Sennott Square



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