



## SPECIAL PROGRAMS

In addition to tours, workshops, and technical sessions, the following special programs are open to all attendees.

### Human Performance in Extreme Environments

The Society for Human Performance in Extreme Environments (HPEE) will hold its Eighth Annual Meeting on Sunday and Monday, September 27 and 28, 2010, in conjunction with the HFES 54th Annual Meeting. The HPEE meeting will feature presentations on topics such as spaceflight, military operations, underwater and high-altitude activities, extreme sports, and other environments that humans are not naturally suited to endure. Meeting proceedings will be available.

Register online at [www.hpee.org](http://www.hpee.org). HFES members are entitled to a discounted rate.

### National Ergonomics Month Session

October is National Ergonomics Month! All HFES annual meeting attendees and their guests are invited to a special 90-minute NEM session, to be held on Monday, September 27, from 4:45 to 6:15 p.m., immediately preceding the Gala Opening Reception. HFES leaders will share their vision for NEM 2010. The session will showcase outstanding NEM projects involving schools, community service, and the media. The session will also feature several entertaining and informative interactive demonstrations illustrating HF/E principles. Come ready to participate, have fun, and win prizes!

## SOCIAL EVENTS

Sign up for Special Events on the Registration Form using the code found at the beginning of each event (e.g., #S1). Events are reserved on a first-come, first-served basis with receipt of fully paid registrations.

### #S1 ▶ Gala Opening Reception

**Monday, September 27, 6:30 to 9:30 p.m.**  
No charge for registered attendees; guest tickets available for \$50

Join friends and colleagues at the Hyatt Regency San Francisco for this festive kickoff reception. See old friends and meet new ones while you enjoy beverages and delicious food.

### #S2 ▶ First Timers & Fellows Reception

**Monday, September 27, 5:30 to 6:30 p.m.**  
No charge for registered attendees

If this is your first HFES Annual Meeting, you won't want to miss this opportunity to meet some of the field's leading professionals in an informal setting.

### #S3 ▶ Opening Plenary Session

**Tuesday, September 28, 8:00 to 10:00 a.m.**  
No charge for registered attendees; Plenary-only tickets available for \$10

This year's plenary features the keynote address by "Sully" Sul- lenberger, as well as presentation of awards, newly elected Fellows, and the presidential address. Admittance is by ticket, included in registration materials for registered attendees. Seating is limited.

### #S4 ▶ Student Reception

**Tuesday, September 28, 5:00 to 6:00 p.m.**  
No charge for registered attendees

If this is your first HFES Annual Meeting, you won't want to miss this opportunity to meet some of the field's leading professionals in an informal setting.

## TECHNICAL TOURS

### Tickets for Technical Tours

For those technical tours not sold out in advance, tickets may be purchased during the meeting at the HFES Registration Desk during the following hours: Sunday, September 26, 3:00 to 6:00 p.m.; Monday and Tuesday, September 27 and 28, 7:00 a.m. to 6:00 p.m.; Wednesday, September 29, 7:30 a.m. to 5:30 p.m.; and Thursday, September 30, 7:30 a.m. to 12:00 noon. No waiting lists will be established; tickets will be sold on a first-come, first-served basis.

Sign up for Technical Tours on the Registration Form using the code found at the beginning of each event (e.g., #T1). Tours are reserved on a first-come, first-served basis with receipt of fully paid registration. Tours not meeting a minimum attendance by September 3 are subject to cancellation.

### #T1 ▶ Google Inc. – Mountain View

**Tuesday, September 28, 11:30 a.m. to 4:30 p.m., \$20, includes lunch**

**Maximum attendance: 30; must be 18 or older. ADA accessible; comfortable walking shoes recommended. Requires signed nondisclosure agreement; citizens of countries embargoed by the United States not permitted on tour (Cuba, Iran, North Korea, Sudan, Syria). No indoor photography or other recording.**

Googlers may appear to be laid back, but there's no disputing the high energy and inspiration that emanates from the Mountain View, California, headquarters. This is where Google developed its mission to organize the world's information and make it universally accessible and useful. The company has since expanded to more than 60 offices worldwide, but Mountain View remains Google's largest engineering and research and development center, enriched by the diversity of the backgrounds, perspectives, and talents of more than 10,000 Googlers. This tour will showcase some of the facilities and culture that make Google unique, including the high-density work clusters, massage rooms, replica



spaceship, mass transportation system, and one of Google's 21 usability labs. The tour will be followed by short presentations and new product demos from the User Experience Research team. After the walking tour, enjoy lively discussions and a complimentary all-you-can-eat lunch at Google's café.

#T2 ▶ Autodesk, Inc.

**Wednesday, September 29, 10:15 a.m. to 12:15 p.m., no charge for registered attendees (short walk to facility) Maximum attendance: 60. ADA accessible; comfortable walking shoes recommended. No photos permitted in the user research lab observation room.**

Since it introduced AutoCAD software in 1982, Autodesk, Inc., has become a world leader in 2-D and 3-D design, engineering, and entertainment software for the manufacturing, building and construction, and media and entertainment markets. From bridges and buildings to Academy Award-winning visual effects, Autodesk continues to develop the broadest portfolio of state-of-the-art software to help customers experience their ideas digitally before they are built. On this tour you will visit the Autodesk Gallery at One Market in San Francisco, which celebrates the design process that takes a great idea and turns it into a reality. With more than 20 exhibits regularly on display that showcase the innovative work of Autodesk customers, the gallery illustrates the role that technology plays in great design and engineering. Included is a guided tour of the exhibits, many of them interactive, as well a tour of the San Francisco Autodesk user research lab.



All Photos: San Francisco Convention & Visitors Bureau

#T3 ▶ NASA Ames Research Center

**Wednesday, September 29, 12:00 noon to 6:00 p.m., \$35 Maximum attendance: 40; must be U.S. citizen and 18 years or older. ADA accessible; comfortable walking shoes recommended. Provide name, affiliation, and country of citizenship when registering. Drivers license must be shown on site. No photography or other recording.**

Founded in 1939, NASA Ames is one of the nation's premier research labs that supports NASA's missions and the nation's Vision for Space Exploration. At Ames, the Human Systems Integration Division (formerly known as the Human Factors Division) advances human-centered design and operations of complex aerospace systems through analysis, experimentation, and modeling

of human performance and human-automation interaction to make dramatic improvements in safety, efficiency, and mission success. Internationally known for its expertise in crew resource management, vision, fatigue countermeasures, human performance modeling, virtual environments, human-computer interaction, display design and automation, the division is the largest human factors research lab within NASA, and perhaps the country. In addition to the research labs in the Human Systems Integration Division, the tour is expected to include some combination of the following facilities: the FutureFlight Central air traffic control tower simulator, flight simulators in the Crew-Vehicle Systems Research Facility, the Vertical Motion Simulator, and the 20-G Centrifuge.

#T4 ▶ IDEO

**Thursday, September 30, 9:00 a.m. to 1:00 p.m., \$20 Maximum attendance: 30. ADA accessible; comfortable walking shoes recommended. No photography or recording.**

IDEO is a leading design firm with studios worldwide. IDEO designs products, services, environments, media, and experiences for organizations seeking new ways to provide value for their customers. It creates strategies for innovation and executes all aspects of design and development, from conception and strategy through production. Staff members identify opportunities for innovation by understanding latent user needs, technology factors, and business requirements for success. Potential solutions are evaluated through user observation and iterative rapid prototyping. IDEO's multidisciplinary teams include specialists in human factors research, business strategy, communications design, industrial design, interaction design, environments design, and engineering. The Palo Alto tour will include a visit to the design labs and a description of IDEO's process and conversation about innovation methods and practices.

#T5 ▶ Walt Disney Family Museum

**Thursday, September 30, 1:30 to 5:00 p.m., \$38 Maximum attendance: 30. ADA accessible; comfortable walking shoes recommended. No photography or recording; bags and packages subject to search.**

The fascinating story of Walt Disney—whose artistry, creations, and vision helped define 20th-century American culture—has been brought to life at the Walt Disney Family Museum in San Francisco. The building, located within the Presidio, is a historic former army barrack that was renovated and upgraded by architecture firm Page & Turnbull of San Francisco, with interior architecture and installations designed by the Rockwell Group. The museum's visually exciting design illuminates Walt Disney's groundbreaking technological innovations, which revolutionized animation and enhanced story, character development, and color using dimensionality and original music to improve his storytelling. The museum moves visitors chronologically through the historical experience using artifacts as well as listening stations, interactive displays, and other technologies. Prior to entering the museum, visitors will hear a presentation by the architectural, design and/or museum staff, who will recount the challenges, successes, and lessons learned while creating the visitor's experience of all that was Disney.