



President's Office

Speech By

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LAUNCH OF IDM RESEARCH CENTRES LILY, ROSE & MAGIC

6 November 2013 (Wednesday), 2.00pm
Nanyang Executive Centre, NTU

Prof Low Teck Seng, Chief Executive Officer, National Research Foundation,

Friends and partners from our collaborating universities - Peking University,
University of British Columbia, Singapore University of Technology and Design;

Our industry partners – the Lushang Group, Tan Tock Seng Hospital Rehabilitation
Centre, Pacific Parkinson's Research Centre, Tencent, Inspur, Nvidia, HP, Garena,
and Nanyang Polytechnic's Games Solution Centre,

Colleagues and students,

Ladies and Gentlemen,

A very good afternoon and welcome to NTU's campus. Today marks a historic
milestone for Singapore and the university, as we witness the launch of not one, but
three new Interactive Digital Media (IDM) Research Centres at NTU.

Scaling the New Media Peak of Excellence

As a rapidly growing university, NTU is pushing the frontiers in many strategic research areas that have both international and local relevance. New Media is an important strategic domain for NTU. In fact, the University has identified it as one of our five Peaks of Excellence, areas of research expertise which will propel NTU into a great global university by 2015. Our other four peaks are Sustainable Earth, Future Healthcare, Innovation, and the New Silk Road or the best of the East and West.

The three centres NTU is launching today – LILY, ROSE and MAGIC – are welcome additions to the university's pioneer cluster of three IDM International Research Centres – namely, the BeingThere Centre, the Centre of Social Media Innovations for Communities (COSMIC) and the Fraunhofer IDM Centre@NTU. Thanks to support from National Research Foundation and Media Development Authority, these centres have matured and are going strong.

Now with the inclusion of LILY, ROSE and MAGIC, NTU will have a sizeable and formidable cluster of six 'crown jewels' focusing on Interactive Digital Media and New Media.

From the onset, LILY, ROSE and MAGIC have received the commitment from leading industry partners, demonstrating NTU's strong links with industry on commercially relevant research. In the recent global university rankings by Times Higher Education, we are proud that NTU was ranked No. 1 in the world for Industry Income

and Innovation. This is no accident. It is a deliberate part on senior leadership in NTU that we connect strongly with industry in frontier technology and science.

Pushing the frontiers of IDM research and innovation

LILY, ROSE and MAGIC each have unique roles to play in advancing interdisciplinary, industry-relevant research in Interactive Digital Media.

To address the challenges of a rapidly aging society, the **Active Living for the Elderly Research Centre (LILY)** will develop cost-effective technologies to assist the elderly lead a healthy, comfortable and dignified lifestyle. By combining the strengths of NTU and the University of British Columbia, LILY will develop a new interdisciplinary research area that combines diverse fields and technologies to help the elderly enjoy an active and independent lifestyle, or what we'd like to call "ageless aging".

To optimise the impact of its research, LILY is working very closely with medical institutions, including Tan Tock Seng Hospital and the Pacific Parkinson's Research Centre. LILY is also partnering with China's Lushang Group to create age-friendly living environment and lifestyles.

With the growing trend of visual and object searches on the Internet and mobile devices, the **Rapid-Rich Object Search (ROSE) Lab** will play a key role in developing innovative search technologies, leveraging on cloud services. ROSE aims

to have one of the largest collections of structured object databases in Asia for mobile image search in the next five years.

ROSE will work in close partnership with their peers in Peking University, one of China's top universities, together with major industry players, like Tencent, one of China's largest Internet companies, and the INSPUR Group, a major server and cloud solution provider in China.

In the exciting area of gaming and digital entertainment, NTU is set to make magic. With the global game industry expected to top \$70 billion by 2017, our new **Multi-plAtform Game Innovation Centre, or MAGIC** for short, is well positioned to champion efforts in the R&D, education, and advancement of digital games in Singapore.

Working with industry partners like NVIDIA, HP, GARENA and Nanyang Polytechnic's Games Solution Centre, and research collaborators like Singapore University of Technology and Design, MAGIC will translate scientific ideas into next-generation technological products and services. This will cover a wide spectrum including Artificial Intelligence for entertainment, cloud gaming, 3D technologies for content creation and processing to game design and impact.

Strong magnets for talent

Collectively, LILY, ROSE and MAGIC will become a compelling magnet for the world's best professors, researchers and students in the field to conduct their work in

Singapore, and in particular at NTU. Over the next five years, we can expect about 75 research staff and 74 Masters and PhD students to participate in the research projects at these three new centres. They will be working with more than 20 scientists and engineers seconded from our industry partners.

These new centres therefore have a dual role of researching into new technologies and early testbedding of these research outcomes with our friends in the industry. In this way, LILY, ROSE and MAGIC will enable businesses in Singapore and the region to benefit from the cutting-edge, next-generation technologies developed by the three centres.

Conclusion

I would like to congratulate all the teams at LILY, ROSE and MAGIC, who have worked hard with our colleagues from the various international universities, industry partners and stakeholders to make these new centres a reality.

By leveraging on our collective strengths and being continually receptive to fresh and innovative ideas, I am confident that LILY, ROSE and MAGIC will significantly boost NTU and Singapore's growing international reputation in Interactive Digital Media as we chart new technological breakthroughs in this area together.

Thank you.