

NTU Launches Three Interactive Digital Media Research Centers

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AsianScientist (Nov. 11, 2013) - NTU has invested S\$90 million and launched three new research centers in interactive digital media (IDM).

Established with the support of the National Research Foundation (NRF) and Media Development Authority (MDA), the centers named LILY, ROSE and MAGIC will push the frontiers of new IDM technologies and early test-bedding of these new technologies.

The Active Living for the Elderly Research Center (LILY) will develop technologies to help the elderly lead active independent lives, while the Rapid-Rich Object Search (ROSE) Lab at NTU will develop visual and object search technologies, leveraging on cloud services.

The Multi-platform Game Innovation Center (MAGIC) will advance efforts in the R&D of digital games in Singapore, while leveraging the growing global game industry.

Over the next five years, about 75 research staff and 74 Masters and PhD students worldwide will participate in the research projects at these three new centers. The students will work with more than 20 scientists and engineers seconded from industry partners.

The centers will also bring together and work with international universities and institutions including the University of British Columbia, Peking University, Tan Tock Seng Hospital, and Pacific Parkinson's Research Center, as well as industry heavyweights such as NVIDIA, HP, Lushang Group and Tencent, China's biggest Internet service provider.

“These new centers have a dual role – to research new technologies and carry out early test bedding of these research outcomes with our industry partners. In this way the three research centers will enable businesses in Singapore and the region to benefit from the cutting-edge, next-generation technologies developed by the three centers,” said NTU Provost, Professor Freddy Boey.

Source: [NTU](#).

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