NEWS RELEASE

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NTU’s world-class programmes and innovations in interactive and digital media support Singapore’s IDM drive

Nanyang Technological University (NTU) today announces its participation in the Media Development Authority (MDA)’s inaugural IDM Jamboree. This participation reinforces NTU’s support, through its top-notch research and world-class resources, in Singapore’s efforts in interactive and digital media (IDM).

NTU is well-established in IDM and will continue to focus on innovative research in this field. NTU’s IDM efforts are undertaken by several of its schools and centres, each with different focus and strengths. These range from animation and digital imaging to interactive learning experience in a virtual environment. As for IDM resources, they include state-of-the-art facilities such as Digital Creative Centre, Interaction and Entertainment Research Centre, Learning Sciences Lab, etc. (See factsheet for full details)

NTU has scored a few firsts in the field of IDM for Singapore. In June 2006, NTU signed a Memorandum of Understanding with Japanese animation studio, Anime International Company Inc, to produce 13 episodes of a new sci-fi anime; the tie-up is a first between Singapore and Japan, using NTU’s innovative CACAni software which can cut time and cost of anime production by up to 40 percent. The trailer for this anime series premiered at the Asia TV Forum 2006.

In April 2006, NTU and Chongqing University of Post and Telecommunications jointly set up a research centre to study the development of 4G mobile technology; the centre plans to introduce the first prototype in three years' time and become a world leader in 4G technology.

In October 2004, NTU developed Singapore’s first directional sound projection system where sound waves are ‘packed into beams’ and projected in specific
directions, thereby creating private listening environments. Since then, further development work has been done on the system and recent industry collaborations include: working with Advent Electronics to create a directional advertising space in supermarkets, working with one of the region's largest specialty vehicle and defence companies to develop a long-distance directional sound beam, and working with a German car manufacturer to design a private listening zone for car entertainment systems.

Faculty at NTU with international IDM experience include Professor Isaac Kerlow, who heads NTU's School of Art, Design and Media. Prof Kerlow is a computer animation pioneer and author of the book "The Art of 3D Computer Animation and Effects (3rd edition)". He was previously Director of Digital Production at The Walt Disney Company, where he led multiple initiatives related to producing entertainment with new media, including 3D computer animation and 24P High Definition digital cinematography. To further enrich its IDM research environment, NTU has also brought in international talents, such as Associate Professor Louis-Philippe Demers, whose research revolves around kinetic and interactive media environments for the stage, architecture and public spaces.

NTU's cutting-edge IDM technology is also made available for education and learning purposes, such as the AniMaker software which was used by students to create one of the animated short clips showcased at the National Day Rally 2006.

Says Professor Tony Woo, Vice President of NTU’s Office of Research, “NTU has always been at the forefront of cutting-edge technology research and active in collaborations with the industry. Our research in Interactive and Digital Media is also well-established and recognised by the industry. The fact that NTU focuses on conducting research that meets real-world needs plays a key factor in our numerous achievements in science and technology research and development. Our participation in the Media Development Authority’s inaugural IDM Jamboree signifies strong support from NTU, with all her capabilities in content and in technology, towards the Government’s drive in IDM research.”

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About Nanyang Technological University

Nanyang Technological University (NTU) is a research-intensive university with globally acknowledged strengths in science and engineering. The university is located in a garden campus in western Singapore, tracing its roots back to 1955.

NTU has 4 colleges comprising 12 schools. The College of Engineering comprises six schools focused on technology and innovation. Its research output ranks among the top four in the world.
The College of Science pushes the boundaries of Singapore's life sciences initiatives. The Nanyang Business School (the College of Business) offers one of the world's top 100 MBA programmes. The College of Humanities and Arts boasts Singapore's first professional art school offering degree courses in art, design and interactive digital media, the Humanities and Social Science School, and the Wee Kim Wee School of Communication and Information, a top journalism and media school in Asia.

The 13th school, S Rajaratnam School of International Studies, will be inaugurated in 2007. An important component of this autonomous school is the Institute of Defence and Strategic Studies, long recognised as a world authority on strategic studies and terrorism.

NTU is also home to the internationally-acclaimed National Institute of Education, Singapore’s only teacher-training institute.

NTU has in place multi-country programmes and initiatives with established institutions worldwide. Key partners include MIT, Stanford University, Cornell University, Caltech, University of Washington, Carnegie Mellon University in USA, Peking University, Shanghai Jiaotong University, Waseda University, Indian Institute of Technology in Asia, Cambridge University, Imperial College and Swiss Federal Institute of Technology in Europe.

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