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NTU launches institute in interactive and digital media

Nanyang Technological University (NTU) announced the launch of a new institute in interactive and digital media (IDM) that will take the university’s IDM efforts to greater heights and support Singapore’s drive to be at the forefront of IDM.

NTU’s Institute for Media Innovation (IMI) will provide a platform for interdisciplinary research groups to share innovative ideas and leverage each other’s strengths. It will also serve as a conduit for potential collaborators and investors globally to access IDM efforts here at NTU.

Experts agree that the future of IDM lies in the successful merger of design and content with technological advances. The IMI is well-placed to achieve that, as NTU is the only university in Singapore incorporating Schools of Engineering and of Art and Design. The IMI provides the ideal platform for researchers in diverse fields to come together in close collaboration, bringing together creativity and artistic flair with solid technology and engineering solutions. To this we add the content that comes from the National Institute of Education at NTU and the work done in relation to medicine and health. This cross-disciplinary exchange is expected to result in the creation of next generation tools, technologies and services.

NTU has always been at the forefront of cutting-edge technology and has established strengths in IDM, reflected in achievements such as its tie-up with a Japanese anime company, a first in Singapore. The IMI will consolidate these strengths and further meld design and engineering.
The possibilities of IDM are endless. IDM is not just games and entertainment but it contributes, and will increasingly contribute, to education, to medicine and healthcare, and to the needs of society, especially an ageing society.

IMI will have five distinct target areas, focusing respectively on entertainment, education, health and medicine and lifestyle (involving an ageing society), and business. Research undertaken at IMI will harness IDM to transform and enhance these various aspects of our lives. Some initial projects being explored are “next generation multimedia search”, “advanced intelligence in media”, “creating autonomous virtual actors”, “work on innovative digital cinema and television”, and “create novel media formats”.

The launch of IMI is in line with national efforts, as Singapore has identified IDM as a strategic R&D area. The global market value of creative content and digital media in respect of the ‘entertainment’ component was estimated at more than US$1 trillion in 2005. It currently contributes over 7% of the world’s GDP and is projected to grow 10% annually. With the growth of IDM into these other areas of activity, this market could be very substantially increased.

Professor Bertil Andersson launched the IMI during the inaugural NTU International Workshop on IDM Research. The workshop, held from 29 – 30 April, attracted renowned IDM scientists and leading industry players from around the world.

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Media contact
Jackie Yu, Asst Director, Corporate Communications Office
Tel: 6790 5417; Mobile: 9688 4269; Email: jackieyu@ntu.edu.sg
About Nanyang Technological University

Nanyang Technological University (NTU) is a research-intensive university ranked among the top 25 technological universities in the world. The Yunnan Garden campus, NTU’s main campus, is located in the south-western part of Singapore. The NTU@one-north campus, home to educational and alumni clubhouse facilities, is located near Singapore’s biomedical research hub, Biopolis; and the new infocomm and media hub, Fusionopolis.

NTU has four colleges, namely:

- The Nanyang Business School (the College of Business), the first and only Singapore business school to be ranked in the top 50 of the Financial Times Global MBA 2008 rankings
- The College of Engineering, with six schools focused on technology and innovation and a research output among the top four in the world
- The College of Humanities, Arts, & Social Sciences, home to 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 College of Science which offers Singapore’s only direct-honours bachelor’s degree programme

The S Rajaratnam School of International Studies, one of two autonomous institutes of NTU, is 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.

As Singapore’s main science and technology university, NTU makes significant contributions to the nation's renewed drive for research and innovation spearheaded by the Singapore National Research Foundation (NRF). NTU's strengths in biomedical sciences, environmental and water technologies, and interactive and digital media mirror the NRF's research focus.

NTU has a strong and broad international reach covering academic and research partnerships with top institutions in the US, Europe and Asia, such as MIT, Stanford University, Cornell University, Caltech, University of Washington, Georgia Institute of Technology, and Carnegie Mellon University; Cambridge University, Imperial College and Swiss Federal Institute of Technology; and Peking University, Shanghai Jiaotong University, Waseda University, and Indian Institute of Technology.

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