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NANYANG UNIVERSITY LAUNCHES THREE NEW DIGITAL MEDIA RESEARCH CENTRES

11.11.13 / KIRSTEN MOREL (/AUTHORS/FILTER/KIRSTEN-MOREL/)

Singapore's Nanyang Technological University (http://www.ntu.edu.sg/Pages/index.aspx) has announced that it intends to launch three new research centres in order to boost its expertise in the field of interactive digital media (IDM).

Once the $90million investment is complete, Nanyang will boast six IDM research centres being run with partners including the University of British Columbia, Peking University, Tan Tock Seng Hospital, Pacific Parkinson's Research Centre as well as industry heavyweights such as HP, NVIDIA, the Lushang Group, one of China's state-owned enterprises and Tencent, China's biggest Internet service provider.

The centres named LILY, ROSE and MAGIC have been set up with the support of the National Research Foundation (NRF) and Media Development Authority (MDA) and are set to become a vital part of Singapore's investment in new IDM technologies.

Speaking at the launch of the centres last week, NTU Provost, Professor Freddy Boey said, "The three centres...each have unique roles to play in advancing interdisciplinary, industry-relevant research in Interactive Digital Media. These new centres 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 centres will enable businesses in Singapore and the region to benefit from the cutting-edge, next-generation technologies developed by the three centres."

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LILY is aimed at improving the autonomy of senior citizens by developing a new interdisciplinary research area that combines diverse fields and technologies – namely ageless computing, design and services – to help the elderly enjoy an active and independent lifestyle, also known as "ageless ageing."

MAGIC is the new Multi-plAtform Game Innovation Centre (MAGIC), which, by working in conjunction with industry partners like NVIDIA, HP, GARENA and Nanyang Polytechnic's Games Solution Centre, will champion efforts in the R&D, education, and advancement of digital games in Singapore.

ROSE, the Rapid-Rich Object Search Lab at NTU, will play a key role in developing innovative search technologies, leveraging on cloud services in order to further research into the next-generation of visual and object search technologies. ROSE aims to compile one of the largest structured object databases in Asia for mobile image search. It hopes to collect around 50 million domain objects in the next five years.

The new centres will also be an important training ground for the IDM scientists and experts Singapore needs for its future. Over the next five years, about 75 research staff and 74 Masters and PhD students from Singapore and around the world will participate in the research projects at these three new centres. They will be working with more than 20 scientists and engineers seconded from industry partners.

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