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SINGAPORE UNIVERSITY LAUNCHES DIGITAL MEDIA RESEARCH CENTRES

By Kelly Ng | 27 November 2013 | Views: 274

Nanyang Technology University (NTU) in Singapore has launched three new world-class research centres in interactive digital media (IDM) which cost the University S$90 million (US$72 million).

The centres, supported by National Research Foundation and Media Development Authority, will research new IDM technologies and carry out early test bedding of these new technologies.

About 75 research staff and 74 local and international students will participate in research projects in these new centres over the next five years.

The three centres, named LILY, ROSE and MAGIC, each have unique roles to play in advancing interdisciplinary, industry-relevant IDM research, according to NTU Provost Professor Freddy Boey (pictured).

LILY: Ageless Computing

The Active Living for the Elderly Research Centre, which will also be known as LILY, will research technology that will aid Singapore's greying population to be healthy, connected and independent.

Working closely with medical institutions such as Tan Tock Seng Hospital and Pacific Parkinson's Research Centre, LILY will focus on ageless computing, which refers to computing technologies used to improve the life of senior citizens, such as personal e-assistants, games to assist rehabilitation of stroke patients and more.

MAGIC: Gaming technologies

Multi-plAtform Game Innovation Centre or MAGIC is set up to take advantage of the opportunities of the rising global game industry, that is likely to grow to S$70 billion (US$56 billion) by 2017.

It will focused on technologies such as Artificial Intelligence, cloud gaming, 3D technologies for content creation and processing, and more.

ROSE: Cloud-based search technologies

Visual and object searches over the internet and mobile devices have become more popular.

The Rapid-Rich Object Search (ROSE) Lab will develop innovative cloud-based search technologies. It strives to build the biggest structured object database of about 50 million domain objects in Asia for mobile image search in the next five years.

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