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st. pölten

UNIVERSITY OF  
APPLIED SCIENCES

WE ARE <sup>3</sup>EUDRES<sup>2</sup>  
EUROPEAN UNIVERSITY

# Institute of Creative\Media/Technologies

Interdisciplinary research on human-centered interactive technologies and media of the future

# Institute of Creative\Media/Technologies

The IC\M/T conducts human-centered, interdisciplinary research on media and interactive technologies, with the view towards strengthening the university's academic programmes and advancing scientific discovery. The institute consists of five research groups with a team of 70+ researchers. Digital Technologies, Media Business, Media Computing, Media Creation and Josef Ressel Center for Knowledge-Assisted Visual Analytics for Industrial Manufacturing Data.

## Our Offer

We perform basic and applied research; carry out contract research and conduct consulting projects. Our network in academia and industry includes highly specialized regional SMEs as well as global industrial players and top-ranked international research institutions and universities.

Our R&D projects combine research of media across an extensive range of fields: informatics, business & economics, art & design as well as media production.

As a research partner, we look forward to developing project ideas and R&D strategies, as well as assisting you in the search for cooperation opportunities for large-scale international or interdisciplinary projects.

### We cooperate closely with the following research centers:

- Center for Digital Health and Social Innovation (CDHSI): [cdhsi.fhstp.ac.at](http://cdhsi.fhstp.ac.at)
- Center for Artificial Intelligence (CAI): [cai.fhstp.ac.at](http://cai.fhstp.ac.at)
- Center for Sustainable Mobility (CSM): [csm.fhstp.ac.at](http://csm.fhstp.ac.at)
- E<sup>3</sup>UDRES<sup>2</sup> Center for Culture and Creativity (ECCC): [eudres.eu/research-center-technologies-arts-and-culture](http://eudres.eu/research-center-technologies-arts-and-culture)

## Our Research Groups and Areas

**Digital Technologies:** Smart Manufacturing, Digital Healthcare, Immersive Technologies

**Media Business:** Digital Platform Economy, Social Media Communication, Media Cultures, Media Ethics, Media Policy

**Media Computing:** Computer Vision & Artificial Intelligence, Data Visualization, Human-Computer Interaction, Sound & Music Computing

**Media Creation:** Digital Arts & Culture, Animation & Immersive Media

**JRZ Industrial Data Lab:** Knowledge-Assisted Interactive Data Analytics, Visual Analytics, Industrial Production Data Analytics

## Our Research Topics

### ARTIFICIAL INTELLIGENCE & VISUAL ANALYTICS

- Computer Vision
- Human-Centered AI
- Machine Learning
- Pattern Analysis
- Social Media Analysis

### MEDIA MARKETS & MANAGEMENT

- Business Models & Innovation
- AI & Media Business
- Ethics in the Media Industry
- Governance, Regulation, Policy

### DIGITAL TRANSFORMATION & SMART MANUFACTURING

- Blockchain & Distributed Ledger Technologies
- Future Work & Education
- Healthcare Technology & Assisted Living
- Industrial Internet of Things
- Stochastic Production Planning & Control

### HUMAN-COMPUTER INTERACTION & VISUALIZATION

- Augmented & Virtual Reality
- Experience Design & Gamification
- Information Visualization
- Sonification
- User centered product development

### MEDIA PRODUCTION & MEDIA ART

- 3D Sound Design
- Digital, Transmedia- & Multimodal Storytelling
- Format Development
- Immersive & Extended Media
- Interactive Installations & Performances

### MEDIA STUDIES & COMMUNICATION STUDIES

- Film, Animation & Game Studies
- Gender Studies
- Media Analysis
- Media Literacy & Socialization



**2.65**

million EUR research turnover



**118**

publications and talks



**~60**

research projects

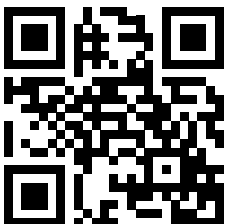


**70+**

active researchers

## Contact

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## Head of Institute

**Thomas Moser**

## Heads of Research Groups

- **Christian Jandl** (Digital Technologies)
- **Michael Litschka** (Media Business)
- **Matthias Zeppelzauer** (Media Computing)
- **Franziska Bruckner** (Media Creation)
- **Markus Wagner** (Josef Ressel Center for Knowledge-Assisted Visual Analytics for Industrial Manufacturing Data)

## Projects

Current projects can be found here:  
[icmt.fhstp.ac.at/en/projects](http://icmt.fhstp.ac.at/en/projects)