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st.pölten

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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 four research groups with a team of 50+ researchers: Digital Technologies, Media Business, Media Computing and Media Creation.

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.

Our Research Groups

Digital Technologies: Human-machine interfaces, physical computing, virtual & augmented reality, production planning & control, blockchain

Media Business: Industry analyses, business models, media usage, media and society

Media Computing: Human-centred computing, computer vision, visual analytics, multimedia processing, auditory display

Media Creation: Audio-visual media such as film, video & television, immersive media, and animation
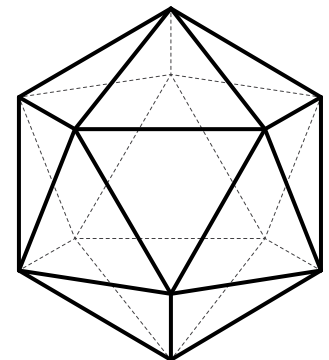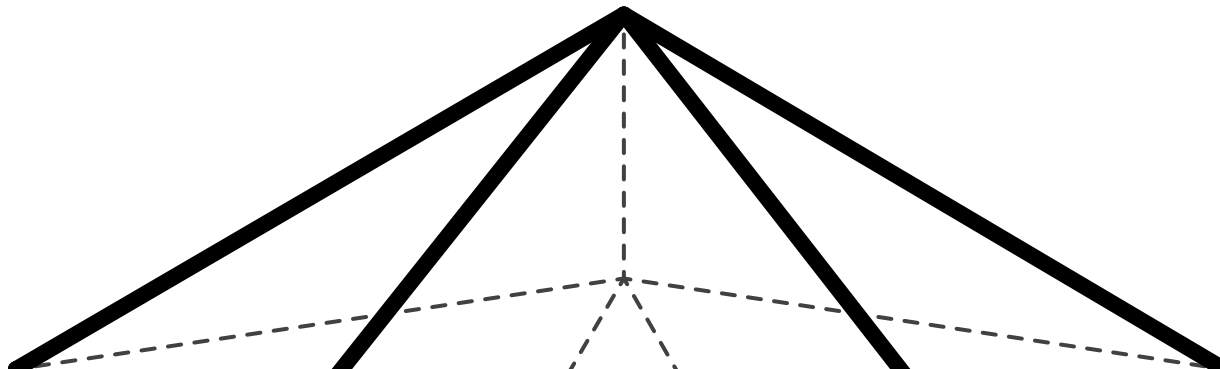
Our Research Topics

ARTIFICIAL INTELLIGENCE & VISUAL ANALYTICS

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

MEDIA MARKETS & MANAGEMENT

- Business Models & Innovation
- Customer Journey
- Media Economics
- Media Ethics
- Media Governance

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 Story-telling
- Format Development
- Immersive & Extended Media
- Interactive Installations & Performances

MEDIA STUDIES & COMMUNICATION STUDIES

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

1.050 k

EUR Research turnover

80

publications and talks

53

Research projects

50

Active researchers

based on year 2021

Contact

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Head of Institute

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Heads of Research Groups

- Christian Jandl (Digital Technologies)
- Michael Litschka (Media Business)
- Matthias Zeppelzauer (Media Computing)
- Franziska Bruckner (Media Creation)

Projects

Current projects can be found here:
⬈ icmt.fhstp.ac.at/en/projects

Please contact:

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