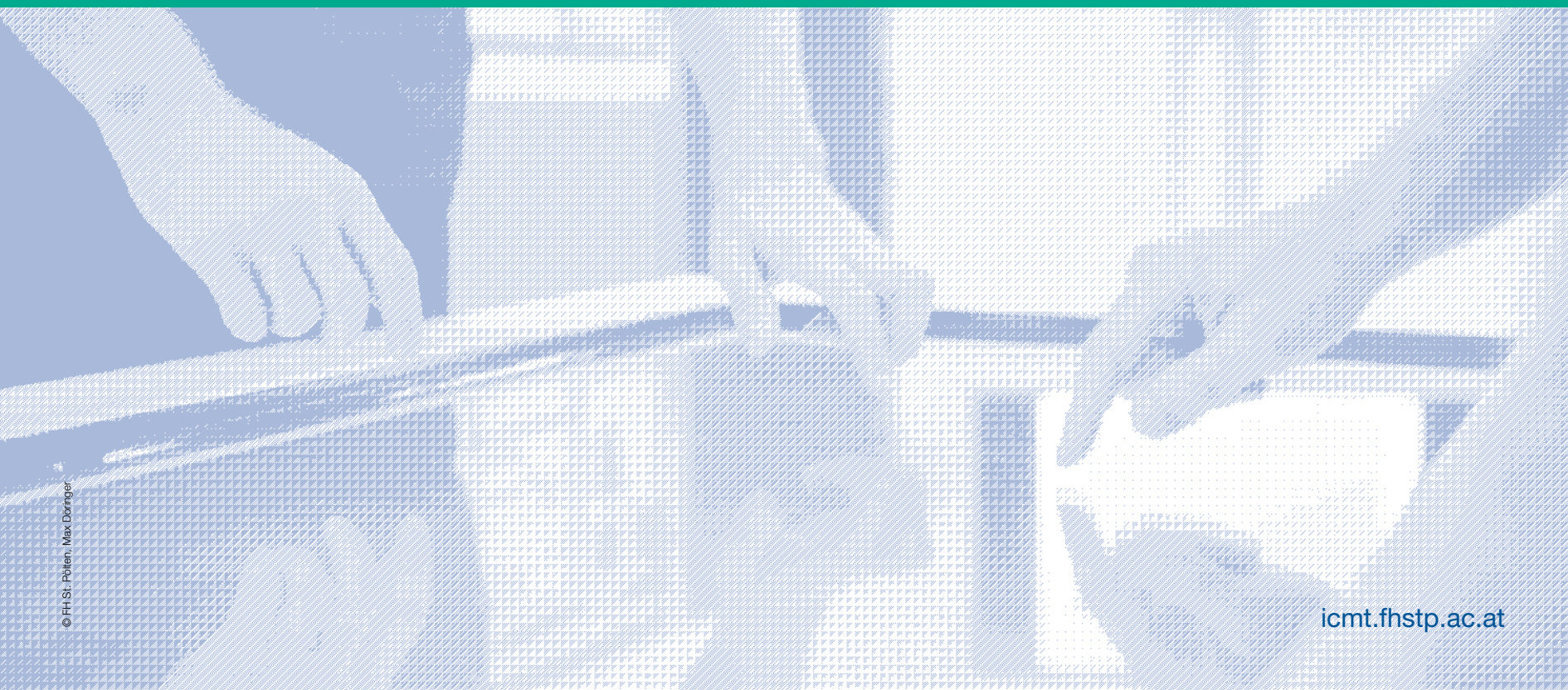


# Institute of Creative\Media\Technologies



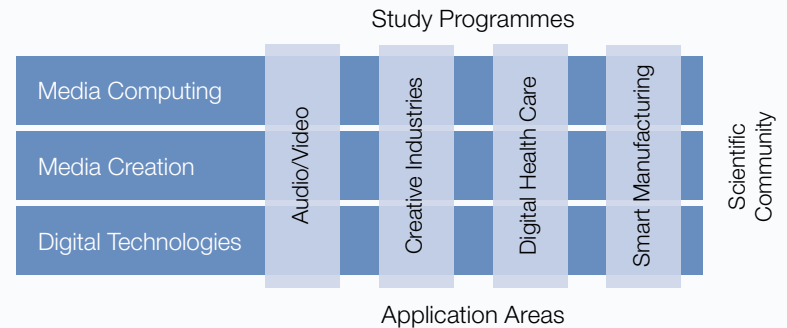
# Institute of Creative\Media/Technologies (IC\M/T)

Digital media technologies have spread through and affect virtually every aspect of our everyday lives: from science to industry, personal to business contexts, as well as for individuals, communities and society as a whole. But ultimately it is not about the technology itself, it is about what humans can do with technology. Considering this exposure, it is even more important to strive for a deep understanding of the effective design, creation, use and impact of these technologies.

We are devoted to this endeavour and conduct interdisciplinary research on human-centered interactive technologies and time-based media of the future. Our application domains are determined by the study programmes in media and digital technologies and encompass audio/video, creative industries, digital health care and smart manufacturing. The research institute consists of three research groups with a team of 30+ researchers.

Our common vision: To empower and inspire through scientific research in art and technology.

Current research activities, for example, make it possible for journalists to investigate complex data, assist IT security specialists in fighting malware, support TV producers in telling better stories, aid archaeologists in preserving our cultural heritage or help patients recover faster.



# Research topics

## Media Technology and Production

360° Video | Virtual & Augmented Reality

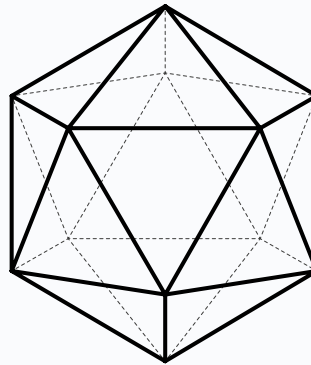
## Human-Centred Computing

Information Visualization | Interactive TV

Mobile & Surface Computing

User Experience & Interaction Design

Physical Computing (Sensing & Feedback)



## Audio Design and Engineering

3D Sound Design | Auditory Display

## Content Design and Creation

Cross-, Transmedia- and Multimodal Storytelling | Gamification

Format Development for Time-Based and Interactive Media

## Data Analysis & Multimedia Processing

Computer Vision | Data Sonification

Multimedia Information Retrieval

Production Planning & Control

Semantic Data Integration | Visual Analytics

## Creative Technologies & Media Art

Interactive Installations | Media Art

# Expertise

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 universities.

In our R&D projects, we cover all aspects of design science research, a problem-driven approach characterized by the systematic analysis, design, creation, and evaluation of digital artefacts. Unlike empirical research, it is not constrained to just description, explanation and prediction. Instead, it aims to change the world, improve it and create new worlds. This includes the creation of novel artefacts, knowledge about them, their use, environment, and impact. We are creating digital artefacts to fulfil people's needs and desires, overcome their problems and take advantage of new opportunities.

Our portfolio of services includes:

**Analysis:** State-of-the-art Research in Science & Technology Domain and Problem Analysis | Design Analysis | Feasibility Studies

**Design:** Concept- and Method Development | Algorithm Design Design of Media Workflows

**Prototyping & Production:** Implementation of Software Prototypes Development of Hardware Prototypes | Media Production

**Evaluation:** Comparative Evaluations | Usability Studies & User Testing Controlled Experiments (qualitative & quantitative) | Field Studies





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**Contact**

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**Heads of Research Institute**

Wolfgang Aigner | Markus Seidl

**Projects**

Current projects can be found at:  
[www.fhstp.ac.at/igw/projekte](http://www.fhstp.ac.at/igw/projekte)

**Heads of Research Groups**

Markus Seidl (Media Computing)  
 Franziska Bruckner (Media Creation)  
 Thomas Moser (Digital Technologies)

