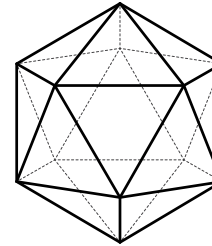


# Institute of **Creative\Media/Technologies**

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 30+ 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 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.

We are pleased to assist you in the development of research ideas and R&D strategies as well as in the search for cooperation opportunities for large-scale international or interdisciplinary projects.

### ✦ Please contact:

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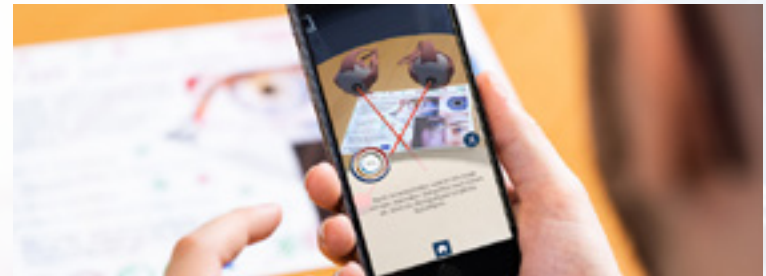
## Our Research Groups

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

**Media Business:** Industry analyses, business models, media use, social media and web analytics, data mining

**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 Governance

### Digital Transformation & Smart Manufacturing

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

### Human-Computer Interaction & Visualization

- Augmented & Virtual Reality
- Gamification
- Information Visualization
- Sonification
- User Experience

### Media Production & Media Art

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

### Media Studies & Ethics

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

## Research at IC\M/T in Numbers



## Contact

### Institute of Creative\Media/Technologies

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I: [icmt.fhstp.ac.at](http://icmt.fhstp.ac.at)

## Head of Institute

Wolfgang Aigner

## Heads of Research Groups

Thomas Moser (Digital Technologies)  
Michael Litschka (Media Business)  
Matthias Zeppelzauer (Media Computing)  
Georg Vogt (Media Creation)

## Projects

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

