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Singapore's interactive digital media sector gets S\$70m boost

By Hasnita A Majid, Channel NewsAsia | Posted: 26 July 2008 02:53 hrs

SINGAPORE : Singapore's Interactive Digital Media sector has just been given a S\$70 million boost. The money will be set aside to attract more international research centres to partner local institutes of higher learning and set up research centres in Singapore.

The first to kick off the initiative is Keio University - one of Japan's top universities. It is jointly setting up an interactive digital media research centre with NUS, called Keio-NUS CUTE (Connective Ubiquitous Technology for Embodiments) Centre.

The centre, which will have a presence both in Singapore and Japan, will focus on connected lifestyle media and embodied interactive technologies.

The CUTE Centre is KEIO University's first full-scale international research centre located outside of Japan. It is expected to be operational soon and will involve some of Japan's top researchers who are also world-leading experts in their fields.

Among the top researchers expected are Prof Masa Inakage, an internationally-renowned digital artist and creative director & producer for digital entertainment such as Hollywood blockbuster *Spawn*; and Prof Keiko Okawa, best known for the School on the Internet, which connects Southeast Asian Universities for research and education.

From the Singapore side is Associate Professor Adrian Cheok, who is known for his work in mixed reality and embodied media.


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Some 50 researchers from Japan and Singapore will be involved in the CUTE Centre. - CNA /Is

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