

# Adrian David Cheok

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## Personal

Date of Birth: December 18, 1971.

Place of birth: Adelaide, Australia

Australian Citizen.

## Education

B.Eng. Electrical and Electronic Engineering, University of Adelaide, 1993.

Ph.D. Electrical and Electronic Engineering, University of Adelaide, 1998.

Graduate Diploma: Global Leadership and Public Policy for the 21st Century, Harvard University, 2010

## Employment

1996 Lecturer (Part-Time) Flinders University, Australia

1996-1998 Electrical Engineer Mitsubishi Electric, Japan

1998-2004 Assistant Professor National University of Singapore, Singapore

2005 Associate Professor Nanyang Technological University, Singapore

2006-2011 Associate Professor National Univ of S'pore, S'pore

2008-2011 Professor KEIO University, Japan (Joint Appointment)

2012- Professor KEIO University, Japan

## Teaching

### *Courses Taught*

Taught at Keio University, Graduate School of Media Design for graduate (Master and Ph.D.) level students

Multisensory Communication

Advanced Real Media Design

Real Media Design

Interactive Media

Introduction to Media Design

Making Apps (Skill Subject for Graduate Students)

Taught at National University of Singapore, Faculty of Engineering for undergraduate and graduate (Master and Ph.D.) level students

Spindle Motors, Level 5 Graduate

Mechatronics, Level 5 Graduate

Technology of Digital Entertainment, Level 4 Undergraduate

Electrical Machines, Level 3 Undergraduate

Power Electronics, Level 3 Undergraduate

Engineering Professionalism, Level 2 Undergraduate

Microprocessor System, Level 2 Undergraduate

Inside your Personal Computer, Level 1 Undergraduate

### *Teaching Philosophy*

In the 21st century the value of imparting information in lectures becomes less and less valuable, due to the almost limitless information available to students through the Internet. Therefore in the 21st century a teacher needs to provide value, through real world interaction with the students that cannot be replicated in the digital world. The teacher should play the role as friend, guide and philosopher who should be compassionate, inspiring and non-intimidating to his students. Coupled with these attributes a teacher must have commitment capabilities and be creative.

Students find value at being part of the process of knowledge generation. So a research inspired teacher can present advanced findings in a manner that undergraduates can understand and appreciate. The teacher will have so many additional insights to offer his students through her/his research. Creativity can be shown when a lecturer does not present his discipline as a cut and dry collection of facts, but rather presents it as a fascinating evolving entity in which very little can be taken for granted as the perpetual truth.

For me teaching is a matter of sharing of ideas, having a passion in the subject and lots of experience. A teacher should be entertaining so as to execute and maintain a high level of student interaction in the subject which will motivate students and create an environment that encourages independent thinking and learning. I believe we must change with the times but not at the sacrifice of proven pedagogical principles, and be able to make use of appropriate technology when it facilitates the delivery of a message.

With careful guidance and constant dialogue students will acquire critical thinking by taking uncertainty as a challenge and learning to develop a balance judgement from well- selected materials. I believe teachers should constantly encourage students to do research and a good way is to have part-time student assistants in laboratories during the vacations to cultivate their research interest.

## Teaching Goals

We are witnessing the emergence of a "creative society", a world in which creativity, rather than productivity or efficiency, is the driving force of the global economy. "Creativity" is the ability to produce new ideas, expressions and processes. Creative activities move and inspire the human mind.

I hope to develop subjects and teaching methods to train the new leaders who will pioneer industries suited to the creative society. We have developed into a society in which individual consumers have the potential to lead creative activities. Developing confidence in our student's ability to be creative is an important factor in its emergence. All human beings have creative potential and the ability to transform their creativity into value. The digital revolution in particular has the potential to dramatically expand human creativity. The people who will lead the coming creative society will be "media innovators", and I hope to educate this new category of professional.

With this respect I aim to create courses where students will learn how technology and media converge to reshape our everyday life, why content should extend to physical artifacts and environment, and eventually start to influence our social system. The method to teach such creative aspects should involve new methodologies related to cycles of design, make, and thinking. I hope to teach students to study and develop practical solutions to real issues confronted in the society. In this aim I believe new university courses should incorporate the different aspects of theory/strategy, skills, global leadership, creativity, and making/tinkering. I hope to inspire students to have vision and innovation with a global perspective that is required to lead in a creative society.

## Research

*Summary:* Major areas of research: augmented and mixed reality, pervasive and ubiquitous computing, embodied media, entertainment computing. In the early stages of my research I also worked on fuzzy systems, embedded systems, and power electronics.

## Research Goals

*"It is the speed of electric involvement that creates the integral whole of both private and public awareness. We live today in the Age of Information and of Communication because electric media instantly and constantly create a total field of interacting events in which all men participate"* Marshall McLuhan, *Understanding Media*

Over the past few decades there has been a revolution in computing and communication. Machines that once occupied whole rooms have moved to the desktop, the lap and palm and into clothing itself. Stand-alone systems are now networked with each other and a wide range of different devices across vast distances. One of the consequences of this revolution is an explosion in Interactive Media technologies. Interactive Media is one of the main developments that emerged as a product of the technological, intellectual, and cultural innovations of the late 20th century.

Interactive media means much more than the convergence of telecommunications, traditional media, and computing. Using Marshall McLuhans denition of media as an extension of man, new media includes all the various forms in which we as humans can extend our senses and brains into the world. It includes new technologies that allow us to facilitate this new communications, and to create natural and humanistic ways of interfacing with machines, as well as other people remotely over large distances using the full range of human gestures such as touch, sight, sound, and even smell. Thus, new media includes new ways of communication between people, between cultures and races, between humans and machines, and between machines and machines. The vision of new media is that it will bring about radical developments in every aspect of human lives in the form of new kinds of symbioses between humans and computers, new ways of communication between people, and new forms of social organization and interaction.

In order for businesses and countries to flourish commercially and culturally in the new millennium it is necessary for them to understand and foster growth of interactive media technologies, and open-minded

creative experimentations. My research passion and programme is to undertake a blue sky research perspective on the field of interactive media for communication, learning, and entertainment.

To make breakthrough ideas in interactive media I am inspired by the methods developed at places such as Xerox PARC, and Disney Imagineering, and by visionary individuals in computer interaction such as Douglas Engelbart, Alan Kay, and Jaron Lanier.

The seminal work done by these pioneers were all achieved with small teams of Imagineers of multi-disciplinary teams of computer scientists, electrical engineers and product designers together with graphic designers, artists, and cognitive psychologists. The work can be termed Imagineering, or the imaginative application of engineering sciences. Imagineering involves three main strands of work:

*Imaginative envisioning*: the projections and viewpoints of artists and designers

*Future-casting*: extrapolation of recent and present technological developments, making imaginative but credible (do-able) scenarios, and simulating the future.

*Creative engineering*: new product design, prototyping, and demonstration work of engineers, computer scientists, and designers.

Based on these motivations, my objective is to produce quantum step high global impact research in the areas of interactive and communication media. My great passion is to invent and make totally new kinds of computing and media that will help people, society, and the environment. I want to do research that can affect society for the better in the long term, and I want to encourage and inspire my graduate students to do likewise in the future. I will now describe some of the main focus areas that I am currently working on and/or planning to investigate.

One of my current focus areas under the area of interactive media is a topic which I term feeling communication, which I will explain in more detail below:

### **Feeling Communication**

Communication is one of the most fundamental needs and desires of most organisms, especially humans. Media has made advances in many ways in our networked age, for example allowing communication over long distances including sound, voice, and text. The advent of the Internet, broadband, virtual worlds, and mobile devices allows remote communication through screens (providing audio/visual communication), even while on the move. However, even though humanity has never been connected so much before, we can often have a lack of understanding of real feelings or sense of presence between the sender and receiver. The metaphor of communicating through a screen or window or glass can limit the sense of immersion and limit the ability for humans to communicate effectively.

In traditional human communications, body gestures, the physical environment, and touch can often more deeply explain the intended mind and provide intrinsic information, which makes for a more rich communication exchange. Furthermore, we often communicate emotionally using all the senses simultaneously, including sight, touch, sound, but also through taste and smell, such as sharing a meal together or cooking for a partner. We thus need to create fundamentally new forms of media to connect humans in the physical world and through the virtual world, not just in the transmission of information and verbal communication, but through meaning and nonverbal communication to increase the sense of telepresence using all the senses. This will allow more opportunities for people to make meaningful exchanges using media in both the physical and virtual world.

Feeling communication focuses on emotional communication that can deeply send our feelings and emotions to others. In other words, feeling communication does not only convey raw data or information, but also our deep feelings, intentions, expressions and culture. This will revolutionize the present digital communications and enhance social, business, and entertainment communication.

There will be various novel research trends and standards from the study of feeling communication. At the fundamental level, we need to develop new theoretical models of communication that unleash the potential for innovation in tele-communication from the physical media through the virtual world. Human communication habits and preferences are continuously changing and evolving. A contemporary model includes the role of media and user context and provides for a model that recognizes the more complex context of the communication process and the possibilities of new media being truly extensions

of man.

Researchers need to go beyond this approach and focus on human emotions, feelings, and nonverbal language as key components in the communication process. Recent studies have helped to illustrate that human senses are more acute and versatile than expected. For example, recent studies show subjects using the sense of smell to determine the emotions of another person in much the same way as ants use pheromones. This type of research is just beginning to unfold new mysteries of human perception and mind, which shows the potential for a new and more meaningful sense of presence with these new media technologies.

Aside from the need for a new model of communication, we also look to improve the nature of human-to-human communication and entertainment, particularly through the collaborative space of physical and virtual world. The highly connected nature of people using the Internet can also lead to our disconnect-ness in physical social spaces, providing weaker links to general society and in some cases reducing the community and social aspects of life. We can improve this situation with corresponding new forms of communication, culture, learning, and play. The main components in the design of feeling communication systems include:

**Sensing** This interaction is between the sender, the sender's environment and the media. The sensors can detect the five sensory cues from the sender and her environment. An example is that the various sensors in the smart media can measure the sender's behaviors, intentions, and emotional changes.

**Actuation** This interaction is between the media and the receiver. The actuator can actuate certain sensory cues, which can represent the emotion or feeling of the sender, according to the transmitted parameters. Following the example above, the smart media can make various visual, auditory, tangible, smell and taste expressions on it such that the receiver could also understand the meaning of those expressions.

**Integration** This interaction is between the sender and the receiver. This interaction needs the integration of human emotions and various expressions to understand the sender's and receiver's messages and emotional state.

Note that feeling communication may extend beyond humans into the physical environment, gadgets, and machines. In the ubiquitous environment that our world is developing into, there is great potential for our homes, cars, personal devices, gadgets, and workspace, to communicate with us in all of our human senses, and in non-verbal and emotional forms. We could envision social networks extending beyond humans to an emotional communication between humans, their environment, and their personal objects. To develop such a feeling communication system, there are fundamental, theoretical issues that must be addressed as well as technical challenges such as inventing new smell and taste sensors and actuators. Physical presence takes a major role and it should dive into a new dimension of cutting edge technologies offering improvements to ordinary day-to-day feelings and experiences. I aim to develop new technologies related to multimodal sensing and actuation to give the user more definition in their experience in the co-space environment. Visual, Auditory, Haptic, (Olfactory) Smell, and (Gustatory) Taste are the five sensors that humans use for environmental sensing, and emotional feeling communication. In addition to traditional communication through telephone and video-conferencing, the use of smell, and taste communication will enable a new paradigm of tele-communication. It is a field, which still presents great technical challenges which can lead to early technical breakthrough results.

Based on these inventions, I believe such a multisensory telecommunication will allow new forms of collaboration and learning on a global scale. I am particularly interested in how children will grasp these technologies to make new innovation and value creation. I am thus in the process of examining how to nurture and inspire young children to create new value propositions that will benefit their individual selves, communities and countries. In the 21st century the democratization of communication tools may allow emerging markets to make creative leaps into new business and industry. We can view young children in developing countries as creative innovators and ambassadors of new technologies, rather than passive end-user consumers. Thus in this aim, I am creating design applications and workshops with the use of new media technologies for children in local schools.

To summarize, my research goals are to produce novel communication technologies and telepresence paradigms to allow a presence of all our five senses, as well as non-verbal and emotional communication through digital networks and the physical world of humans and devices/gadgets. I have great passion for making new inventions that can affect in positive way families, society, business, and the environment in the future.

### *Graduate Students Supervised*

**Ph.D Students** Graduated 4 Currently Studying 12

**M.Eng Students** Graduated 25 Currently Studying 4

### *Participation in thesis and oral examination committees*

Thesis committee member of numerous Masters thesis and PhD thesis examinations in the National University of Singapore and Keio University, which involves both written and oral examinations.

I have been an international external PhD Examiner of the students at University of Udine (Italy), University of Lisbon (MSc, Marie Curie Fellowship), and University of Gothenburg, Sweden.

### *Research Grants*

Duration	PI/Co-PI	Project title	Source	Grant amount
2010-2012	PI	Research in Augmented Reality for Military Applications	Ministry of Defense	\$1.88 Million
2009-2011	PI	Kitchen Media	NEC	\$427,600
2008-2013	PI	Connected Ubiquitous Technology for Embodiments	Media Development Authority	\$10,000,000
2008-2011	Co-PI	POEMS - Places of Embodied Media	Media Development Authority	\$5,600,000
2007-2010	PI	IDM and Technology in Medicine	Ministry of Education	\$275,000
2007-2007	PI	Energy Generation in Shoes	NIKE Corporation	\$20,000
2006-2006	PI	Age Invaders	Ministry of Information Communication Arts	\$50,000
2005-2005	PI	Magic Land	Singapore Science Center	\$200,000
2005-2008	PI	Ubiquitous Computing	Defense Science Technology Agency	\$1,600,000
2005-2005	PI	Mixed Reality Collaboration with Laboratory de Luz Spain	University of Valencia	€15,200
2003-2006	PI	Head mounted displays and their applications	Defense Science Technology Agency	\$1,500,000
2003-2006	PI	Energy recovery from human body motion	DSTA	\$680,000
2002-2005	PI	Multi-modal speech recognition	DSTA	\$150,000
2001-2004	PI	Multi-modal speech recognition	NUS	\$260,000
1999-2002	PI	Soft computing and power electronics	NUS	\$70,000

## Research Awards / Prizes

Date of Award	Award Name	Award Type	Nature of Award
04/2012	Best Paper Honorable Mention Award CHI 2012 for paper "Keep in Touch: Channel, Expectation and Experience". It is the premiere academic paper Human Computer Interaction.	Team	International
11/2011	Media Furniture received Red Dot Award	TEAM	International
09/2011	First Prize in Nokia Ubimedia MindTrek Awards 2011 for the work "Selective Inductive Powering System (SIPS) for Paper Computing" The Nokia UbiMedia MindTrek Competition is a competition sponsored by Nokia in search of projects, products or services that seek to broaden our understanding of how ubiquitous media will influence our future.	TEAM	International
09/2011	Selected as one of 10 best Singaporean artists for exhibition at Ascendas 10th anniversary event and commemorative book. Received award from Ascendas CEO, Ms Chong Siak Ching	INDIVIDUAL	National
07/2011	Research work "Ambikraf" (non emissive color changing material) selected for NUS Official Calendar 2012	INDIVIDUAL	University
06/2011	25th NUS Faculty of Engineering Innovation and Research Award	TEAM	University
05/2011	25 most influential people about Augmented Reality in Twitter	INDIVIDUAL	International
04/2011	Marquis Who's Who in Science and Engineering 2012	INDIVIDUAL	International
03/2011	Best Paper Award for A Multimodal Virtual Anatomy Learning Tool for Medical Education	TEAM	International
01/2011	Marquis Who's Who in Science and Engineering 2011-2012	INDIVIDUAL	International
01/2011	Selected amongst 30 Young Global Leaders to attend WEF Public Leadership Masterclass hosted by New York City Mayor Michael Bloomberg	INDIVIDUAL	
11/2010	Winner of Keio University Gijyujusho award. Awarded for the best research annually in Keio University, Japan's first and one of the most prestigious Universities in Japan. A ceremony and prize of 200,000 Yen is awarded. Awarded for my research in "Interaction Design Research for Feeling Communication"	INDIVIDUAL	International
11/2010	Gold Prize (First Prize), Creative Showcase, for research work "Liquid Media" at the International Conference on Advances in Computer Entertainment Technology	TEAM	International

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Date of Award	Award Name	Award Type	Nature of Award
11/2010	SIP Fellow Award. The SIP Distinguished Fellow Award honours legendary leaders whose illustrious lives have positively influenced lives across generations and communities around the globe. The Distinguished Fellow motivates collaborations and inspires extraordinary innovations across sectors. SIP Distinguished Fellows are outstanding role models and stalwarts of SIP's community of changemakers in shaping a more inclusive, sustainable, and better world. Previous winners include S Robson Walton Chairman, Wal-Mart Stores, Inc., USA (2009) and Jet Li Founder, One Foundation (2008)	INDIVIDUAL	International
09/2010	Winner from the Communication Technologies and interfaces track at YR-RISE of the AAL forum. The Ambient Assisted Living Joint Program is a new joint research and development funding activity by 23 European Members and Associated States with the financial support of the European Community provided on the basis of article 185 of the EC treaty.	INDIVIDUAL	International
09/2010	Certificate of Honor NOKIA Ubimedia MindTrek Awards	TEAM	International
08/2010	Profiled in Marquis Who's Who of the World 2010 in Science and Engineering	INDIVIDUAL	International
04/2010	First Prize for Petimo: social networking robot for children, Milan International InventiON competition. Petimo won the first prize in the ICT (information and communication technologies) track. The competition is sponsored by the Municipality of Milan and the chamber of commerce, and is co-organized by a service company (Alintec) together with "Nova-Sole ore", (Italian financial times). The main sponsor of the competition is 3M.	INDIVIDUAL	International
01/2010	Marquis Who's Who of The world 2010 under Distinguished Professors/Scholars	INDIVIDUAL	International
06/2009	C4C- Como for Children Competition (Interaction Design for Children) Winner	TEAM	International
04/2009	Laval Virtual Revolution Award France 2009 (Given for Best Virtual Reality Inventions approximately 10 selected each year)	TEAM	International
01/2009	Winner of The Integrated Art Competition. Awarded First Prize for "Blog Wall" for the Kent Ridge Station of the new subway "Circle Line", \$50,000 prize money	TEAM	University
01/2009	[Award for my PhD students] YoungCT Prize (Young Creative Technology prize) Date: 2009 Description: Where best graduate students submissions are selected and invited to KAIST in Korea with full air fare and accomodation. The prize was awarded to my PhD students James Teh, Khoo Eng Tat, and Nimesha Ranasinghe in the years 2008, 2009 for work which we submitted together (Prize is given to the student).	TEAM	International

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Date of Award	Award Name	Award Type	Nature of Award
12/2008	First Prize Winner of Creativity of Warm. 8th International University Creative-in- Action Contest held in I-Shou University, Taiwan	TEAM	International
10/2008	Nokia Ubimedia Mindtrek Award for Best Ubiquitous Computing Research. Babbage Cabbage Empathetic Living Media was one of three prize winner's of the international NOKIA Ubimedia MindTrek Award. The Nokia Ubimedia MindTrek Awards was an international competition arranged by MindTrek, Nokia, NAMU Lab. - Tampere University of Technology, and the Tampere Region Centre of Expertise in Ubiquitous Computing, and, Finland. The purpose of the competition was to encourage makers of digital media to generate ideas and develop new and innovative ubiquitous media products and services. The entries were expected to take a stand on the question, how ubiquitous computing affects intelligent media environments and what the future of location and context aware media services might look like.	TEAM	International
03/2008	Young Global Leader Award 2008. This honour is bestowed each year by the World Economic Forum to recognize and acknowledge the top young leaders from around the world for the professional accomplishments, commitment to society and potential to contribute to shaping the future of the world.	INDIVIDUAL	International
09/2007	Winners of the MobileHCI 2007 Demo Category	TEAM	International
01/2005	Winner of Microsoft Research Award for Gaming and Graphics USD \$ 10,000	INDIVIDUAL	International
01/2005	MENCIONES ESPECIALES Award for Poultry Internet, Art and Artificial Life International Competition Vida 8.0 competition in Madrid	INDIVIDUAL	International
10/2004	Award of Fellow in Education, World Technology Network Awarded. In held in association with Nasdaq, Microsoft, TIME magazine, Science magazine, and CNN. Only five (5) people in the world, out of the global selection process were selected as Fellow in the Category of Education.	INDIVIDUAL	International
01/2004	Associate of the Arts Awards, a prestigious national award, awarded by the National Arts Council, Award presented by Dr Lee Boon Yang, Minister for Information, Communications and the Arts	INDIVIDUAL	National
01/2004	Young Professional of the Year 2004. A prestigious national award, awarded by the Singapore Computer Society.	INDIVIDUAL	National
01/2003	Singapore National Young Scientist Award Winner. This prestigious award is organised by the Singapore National Academy of Science and supported by the Agency for Science, Technology and Research. Recipients receive a trophy, certificate of commendation and a prize of \$12,500.	INDIVIDUAL	National

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Date of Award	Award Name	Award Type	Nature of Award
01/2003	Certificate of Appreciation Award from National Heritage Board	INDIVIDUAL	National
01/2003	Winner of Hitachi Research Fellowship. Two months fully funded visiting Professorship to Japan	INDIVIDUAL	International
01/2003	International Touring Award, National Arts Council	INDIVIDUAL	National

### *Academic Editorships and Editorial Board Member*

Lovotics - Academic Studies of Love and Friendship with Robots, Editor in Chief

ACM Computers in Entertainment, Editor in Chief

LNCS Transactions on Edutainment, Editor in Chief

Virtual Reality (Springer), Associate Editor

The International Journal of Virtual Reality, Associate Editor

Advances in Human-Computer Interaction, Associate Editor

International Journal of Arts and Technology, Editorial Board Member

International Journal of Entertainment Technology and Management, Editorial Board Member

International Journal of Cognitive Informatics and Natural Intelligence, Guest Editor

Interacting with Computers, Member of Editorial Board

Recent Patents on Computer Science, Member of Editorial Board

The Open Electrical and Electronic Engineering Journal, Member of Editorial Board

Journal of Virtual Reality and Broadcasting, Member of Editorial Board

Guest Editor for International Journal on Cognitive Intelligence & Natural Intelligence journal Special Issue: Ambient Intelligence and Arts, Guest Editors: Athanasios (Thanos) Vasilakos and Adrian David Cheok

Guest Editor for Journal Advances in Human Computer Interaction, Special Issue: Interactive Play and Learning for Children, Guest Editors: Adrian David Cheok, Hiroshii Ishii (MIT Media Lab), Junichi Osada (NEC Design, Tokyo)

Guest Editor for International Journal of Arts and Technology, Special Issue: Digital Media and its Application in Museum and Heritage, Guest Editors: Adrian David Cheok and Pan Zhigeng (Zhejiang University)

### *Invitations to Speak at scholarly meetings/workshops/conferences*

#### **Keynote Speeches and Invited Talks (fully funded)**

Keynote Speaker of 12th IEEE International Conference on Advanced Learning Technologies (ICALT2012) Rome ITALY 07/2012

Invited Speaker and presenter of “Innovation Fuel” workshop at Ogilvy Fuel conference. Ogilvy is one of the world’s largest advertising companies in the world. This was an internal conference for their top global executives and about five external speakers were invited. I presented a workshop in innovation at the event, four times, for senior executives of Ogilvy. Kyoto JAPAN 05/2012

Invited “Visionary” Speaker at the Seoul Digital Forum SOUTH KOREA 05/2012

Invited Speaker and Panel Member of Human-Computer Confluence Research Challenges Workshop Vienna AUSTRIA 05/2012

Keynote Speaker at ARE 2012 (Augmented Reality Event 2012 - largest international event dedicated to Augmented Reality) Santa Clara Convention Center USA 05/2012

Invited Speaker to WPP Stream Asia (Stream is a global calendar of world-class media and technology events hosted by WPP Digital. Recently named by Wired Magazine one of the “World’s Best Tech Conferences,” Stream is listed alongside SXSW and TED as one of the “ultimate meetings of the minds” (Wired, March 2011).) THAILAND 02/2012

Keynote Speaker ISMAR 2011 (International Symposium on Mixed and Augmented Reality. Premier conference in the field of augmented reality) in Basel Switzerland SWITZERLAND 10/2011

Keynote Speaker 6th national conference on Digital Entertainment and Art (DEA) CHINA 09/2011

Invited Special Guest and Keynote Speaker of the Upcoming 2011 Global Digital Media Conference (GDMC) at Great Hall of Zhejiang CHINA 09/2011

Keynote Speaker The 7th Northeast Asia Investment and Trade Expo Art Week-International Animation, Comics and Games Forum, Jilin China 2011 from Jilin Animation Institute CHINA 09/2011

Keynote Speaker MobileHCI 2011: the 13th International Conference on Human-Computer Interaction with Mobile Devices and Services SWEDEN 08/2011

Invited artist and Lecture Art Center Nabi SOUTH KOREA 06/2011

Keynote Speaker INTERDIDATICA a Technology Education Show and Educational Forum BRAZIL 04/2011

Keynote Speaker and for a tutorial presentation at 2nd IEEE Games Innovation Conference (GIC 2010), Hong Kong HONG KONG 12/2010

Keynote Speaker for AmI-10, First International Joint Conference on Ambient Intelligence SPAIN 11/2010

Keynote and Panel Speaker: Khazanah Megatrends Forum 2010, Kuala Lumpur. MALAYSIA 10/2010

Keynote Speaker DICON, the Asian cultural content conference, held on 30th Aug-3rd Sep. SOUTH KOREA 09/2010

Keynote Speaker UCSC keynote in the National IT conference in Sri Lanka SRI LANKA 08/2010

Keynote Speaker for Nicograph 2010 SINGAPORE 06/2010

Invited Speaker European Internet Foundation Debate in cooperation with STOA on the premises of the European Parliament in Brussels BELGIUM 05/2010

Invited Distinguished Speaker for Future Summit AUSTRALIA 05/2010

Invited expert speaker European Parliament, invited by Vice- President of the European Parliament, responsible for STOA (Science and Technology Options Assessment) Speech and exchange of views to the European Parliament's Industry, Research and Energy Committee on 4th May 2010 morning. The topic was Internet Governance and all the attendees were Members of the European Parliament. BELGIUM 05/2010

Invited speaker at the European Internet Foundation Dinner Debate in cooperation with STOA on the premises of the European Parliament in Brussels. Representatives from the European Commission, the European Parliament and business attended. This dinner debate showcased success stories, as well as a futuristic vision of how ICT solutions are transforming our economy. The new generations of "digital natives" are bringing with them very different learning and working practices as well as different expectations, which will have an impact on businesses. BELGIUM 05/2010

Invited as international network partner for Danish Ministry of Science supported project KRAM-Kreativitetsrammer i Audiovisuelle Medier. Invited to 1-3 seminars over a 3 year period and finally giving a presentation at the final international conference. DENMARK 01/2010

Keynote Speaker for Synthetic Reality Conference ISRAEL 01/2010

Guest Speaker for the conference "Robotics". Invited by the Network of Netherlands Offices for Science and Technology from the Dutch Ministry of Economic Affairs NETHERLANDS 11/2009

Distinguished Speaker at ASEAN 100 Leadership Forum. The ASEAN 100 Leadership Forums bring together around 100 of the best and brightest men and women from the region's successor-generation leaders drawn from politics, business, and civil society. Participants in the last few Leadership Forums have included Indonesia's President Susilo Bambang Yudhoyono (2006), Timor Leste's President Dr Jose Ramos-Horta (2006), Vietnam Prime Minister Nhuyen Tan Dung (2007), Philippine's President Gloria Macapagal-Arroyo (2008), former Pakistan Prime Minister Shaukat Aziz (2008) as well as many of the region's most outstanding business and civil society leaders and intellectuals. THAILAND 10/2009

Keynote Speaker at the New Museum Lab conference for the Opening of the National Museum of History, the Netherlands NETHERLANDS 10/2009

Keynote Speaker, Lift Asia 09 SOUTH KOREA 09/2009

Keynote Speaker, "Human Computer Interaction Innovation and Application Conference 2009 TAIWAN 07/2009

Keynote Speaker at Immersive Education Japan (iED) JAPAN 12/2008

Keynote Speaker at Web in Travel Conference SINGAPORE 12/2008

Keynote Speaker, 11th International Conference on Humans and Computers (HC'2008), Fukuoka Japan, November 2008 JAPAN 12/2008

Invited Expert for Interlink Consolidation Workshop FRANCE 11/2008

Invited Speaker for Firefox Developers Conference JAPAN 10/2008

Invited Speaker for International Workshop on "What is Creativity". Emergent Phenomena in Complex Adaptive Systems. JAPAN 10/2008

Keynote Speaker for Edutainment 2008, Nanjing CHINA 06/2008

Mobile Life center in Stockholm and PhD (examiner) "opponent" (In Sweden, the entire public examination job of PhD falls on a single opponent.) of University in G?teborg SWEDEN 06/2008

Keynote Speaker for Interact 2008 JAPAN 03/2008

Keynote Speaker for International IEEE conference in Serious Games and  
Virtual Worlds UNITED KINGDOM 03/2008

Keynote Speaker for ACM CHI Designing Interactive Systems DIS 2008, South Africa. SOUTH AFRICA  
02/2008

Keynote Speaker for Digital Media and Its Application in Museum and Heritage CHINA 12/2007

Keynote Speaker for Mensch & Computer (Human Computer Interaction) GERMANY 09/2007

Invited Keynote Speaker for International Symposium on Ubiquitous VR SOUTH KOREA 07/2007

Keynote Speaker Digital Media Virtual Museum Workshop in Hangzhou CHINA 06/2007

Keynote Speaker International Symposium on Universal communication JAPAN 06/2007

Invited Speaker Microsoft Research Gaming and Graphics CHINA 05/2007

Participant of Interlink Opening Workshop FRANCE 05/2007

Invited Visiting Professor and Jury Member of Masters Thesis Students Final Presentation, ENJMIN  
- Ecole Nationale du Jeu et des Medias Interactifs Num?riques, Angoulime, France, March 2007  
FRANCE 03/2007

Keynote Speaker Joint International Conference on CyberGames and Interactive Entertainment 2006  
(CGIE 2006) AUSTRALIA 12/2006

Invited Speaker ACM 2006 Annual Scholarship Awards Reception, Co-sponsored by the American  
Film Institute, Los Angeles, USA, November 2006 UNITED STATES 11/2006

Keynote Speaker CCDT 2006, Athens, November 2006 GREECE 11/2006

Invited Evaluator of KEIO University CTR of Excellence Evaluation JAPAN 11/2006

Keynote Speaker 9th International Conference on Humans and Computers JAPAN 10/2006

Keynote Speaker Ubiquitous Content Symposium JAPAN 10/2006

Keynote Speaker 5th Asia Pacific International Symposium on Information Technology, Hangzhou,  
China, January 2006 CHINA 01/2006

Keynote Speaker ICAT International Conference on Artificial Reality and Telexistence 2005 NEW  
ZEALAND 12/2005

Keynote Speaker Multimedia MMEC 2005 CHINA 12/2005

Keynote Speaker CGames, France, November 2005 FRANCE 11/2005

Keynote Speaker International Conference on Cyberworlds SINGAPORE 11/2005

Keynote Speaker of Workshop in PerGames 2005, May 11, 2005, Germany GERMANY 11/2005

Keynote Speaker Invited Speaker and Artist (Exhibition) at 2005 DAEJEON FAST: Future of Art, Sci-  
ence and Technology, including the Main Exhibition Digital Paradise. Approximately 50,000 visitors  
are expected. Only ten world-wide artists were invited for this prestigious exhibition. Daejeon Korea  
Museum of Art SOUTH KOREA 10/2005

Invited Speaker at International Workshop, 'Urban Play and Locative Media.' Art Center Nabi SOUTH KOREA 10/2005

Keynote Speaker Entertainment Computing Conference JAPAN 09/2005

Keynote Speaker t Workshop of SIGGN (Groupware and Network Services) and SIGDPS (Distributed Processing Systems) of IPSJ (Information Processing Society of Japan) 09/2005

Keynote Speaker The Eighth International Conference on Humans and Computers, August 31 - September 2, 2005 at the University of Aizu, Japan JAPAN 08/2005

Keynote Speaker "Future Science" in Future University of Hakodate, Hakodate, Japan, June 2005 JAPAN 06/2005

Keynote Speaker International Animation and Cartoon Festival CHINA 05/2005

### **Invited Panel Member / Think Tank / Demonstration / Exhibition**

Young Global Leader Speaking Tour in Shanghai CHINA 02/2012

Young Global Leader Meeting for East Asia and World Economic Forum on East Asia Jakarta, Indonesia 2011 INDONESIA

Invited leader to the 2011 Australian Leadership Retreat, Hayman, August 26-28 2011 AUSTRALIA 2011

Invited expert talk at POSKOD.SG SINGAPORE 2011

Invited panel member to 7th edition of "Roundtable Japan" JAPAN 2011

Invited panel speaker on Augmented Reality at Global Mobile Internet Conference 2011, Beijing CHINA

Invited to Open Slate Discussion Series, 7 April 2011, Topic for April 2011: Human Augmentation The Science, the Business and the Challenge, Prime Minister's Office, Singapore SINGAPORE

Invited leader at the Australian Leadership Retreat. Each year, ADC brings together exceptional leaders and thinkers from around the world to take part in an expansive discourse about the complex and compelling challenges ahead. The ADC Future Summit is a vehicle for wide-ranging and provocative debate, harnessing ideas and insights from across government, business, science, education, arts and the media. Invited to give three panel talks: "The Research and Development Imperative", "Technologies of Tomorrow", and workshop on "Technology agenda: What's the next big thing that will revolutionise the way we operate, think and behave?" AUSTRALIA 2010

Invited Artist for International Exhibition "Evolution Haute Couture. Contemporary Art in the Post-Biological Age" Curator: Dmitry Bulatov. Work Exhibited was "Poultry Internet". Organisers: Kaliningrad branch of the national center for Contemporary Arts, LABORATORIA Arts & Science Space. With support from the Ministry of Culture of the Russian Federation, the Moscow office of the Ford Foundation, Dmitry Zimin's Dynasty Foundation, the Karpov Institute for Scientific Research in Physics and Chemistry. RUSSIAN 2010

Invited Expert Institute of High Performance Computing (IHPC) SINGAPORE 2010

Invited Expert Swiss House Singapore Virtual Emotion Workshop SINGAPORE 2010

Invited Expert Abu Dhabi Media Summit in Abu Dhabi UNITED ARAB EMIRATES 2010

Invited Expert Global Social Innovator's Forum (Collaborative Innovation. Future readiness - What's in it for me?) SINGAPORE 2010

Invitation Young Global Leader to the 2010 India Economic Summit and Young Global Leaders Private Programme: New Delhi INDIA 2010

Invited Expert Monaco Media Forum 2010 MONACO 2010

Invitation Expert World Economic Forum Annual Meeting of the New Champions, Live from China-The Future of Online Video CHINA 2010

Invitation Expert National Library Board invitation for public talk: Human Pacman / Virtual Reality Program at Woodlands Regional Library 24 July 2010 SINGAPORE item Invited to Harvard's Young Global Leaders Program 2010 by World Economic Forum and Harvard for the Global Leadership and Public Policy for the 21st Century. The program is to prepare leaders horizon to address our world's most pressing problems. "Young Global Leaders who are committed to addressing some of the most pressing issues facing our world today are invited to attend this program. Participation in the program is by invitation only." UNITED STATES 2010

Invited Young Global Leader to the World Economic Forum Annual Meeting, Davos- Klosters, Switzerland 26-31 Jan 2010 Speaking Roles: (a) Session Title: The Information Age and Human Behaviour (Other speaker in session is Alexander Pentland, Toshiba Professor of Media, Arts and Sciences, Massachusetts Institute of Technology, USA). (b) A Future by Design? The session will also include: Discussion Leaders, Paola Antonelli, Senior Curator, Department of Architecture and Design, Museum of Modern Art, USA, Tim Brown, Chief Executive Officer, IDEO, USA, John Maeda, President, Rhode Island School of Design, USA, Alice Rawsthorn, Design Critic, International Herald Tribune, United Kingdom SWITZERLAND 2010

Invited Panel Member and Artist Lab in Residence: Networked Virtual Performance Environments: UKIYO LAB in residence (Researchers from Singapore, Japan, and Europe (Johannes Birringer and his DAP team worked with Adrian David Cheok and his Mixed Reality Lab members) spent several days investigating new approaches to 3d virtual reality and virtual movement design, and exchanging knowledge and methodologies from 3rd to 13th December 2009. An international symposium was held at Keio University during this time frame, with an evening program of presentations and films. This event and research project was funded by a PM12 Connect/British Council Grant, and a RDF (Brunel University) grant, and was supported by an award from The Japan Foundation.) 2009

Invited Young Global Leader World Economic Forum on East Asia - 17 to 19 June 2009 - Seoul SOUTH KOREA 06/2009

Invited Panel Speaker at the GLOBAL SOCIAL INNOVATORS FORUM 2009. Plenary 8: Catalysing Collaborative Innovations for a Better World SINGAPORE 2009

Invited Expert the ASEAN 100 Leadership Forum 2009 THAILAND 2009

Invited as a guest speaker at ITE International Student Seminar 2009 SINGAPORE 2009

Invited Young Global Leader World Economic Forum Annual Meeting 2009, Davos SWITZERLAND 2009

Invited Expert for Third Interlink Workshop on Ambient Computing and communication environments JAPAN 2008

Invited Speaker for NUS University Scholar's Program SINGAPORE 2008

Invitation Expert CTIT Symposium 2008. Creative IT. The Role of Information Technology in Creative Disciplines, Netherlands, Wednesday, 11 June 2008 NETHERLANDS 2008

Commemorations Speaker University of Adelaide Graduation Ceremony in Singapore SINGAPORE 2008

Invited Expert Panel member Standard Xchange 2007 SINGAPORE

Invited Exhibition and Demonstration Wired Nextfest 2007. "Metazoa Ludens" received the honor of being selected as the top 100 visionary and high impact technology works in the world by the USA based WIRED magazine and was invited to be demonstrated in the Wired NextFest 2007 in Los Angeles. There was over 50,000 attendees at this festival and all the exhibits at this festival are from the world's leading visionary companies, institutes, and R&D labs. UNITED STATES 09/2007

Invited Media Demo of Age Invaders, GreenField 2006 SINGAPORE

Invited Expert Singapore-Finland Workshop on Future Intelligent Homes SINGAPORE 2006

Invited Expert Public Launch of Creative Community Singapore SINGAPORE 2006

Invited Exhibition DesignEdge Conference and Expo 2006 SINGAPORE

Invited Exhibition MOE ExCEL Fest's "The Junction" 2006 SINGAPORE

Invited Art Exhibition, Sculpture exhibition at Sculpture square, Singapore, June to September 2005 SINGAPORE

Invited Exhibition and Demonstration Wired Next Fest UNITED STATES 06/2005

### *Service as a Reviewer*

#### **Reviewer for Research Funding Agencies**

Grant Proposal Reviewer for European Commission, Emerging Technologies and Infrastructures Future and Emerging Technologies FET-Open

International Reviewer of Grant for QNRF

International Review Panel (Invited Reviewer) For Research Foundation Flanders (FWO), Europe

Invited reviewer for the "Scholarship of Excellence UNIGE" is a project launched in 2008 by the University of Geneva for post-doctoral women by the scientific commission of the project "Scholarship of Excellence UNIGE", Selected as a specialist in the field. Nov 2010

Expert Reviewer for Grant Proposal for the Singapore Israel Industrial Research & Development Foundation

Expert Reviewer for Media Development Authority grant calls (i.JAM)

#### **Reviewer for Academic Journals and Transactions**

Reviewer for IEEE Computer Graphics and Applications

Reviewer Interacting With Computers Journal

Reviewer IEEE Systems Man & Cybernetics Transactions Part A

Reviewer ETRI Journal, 2007-Present



Reviewer IEEE Transactions on VLSI  
Reviewer IET Electric Power Applications Journal  
Reviewer Journal IET Electric Power Applications  
Reviewer The Visual Computer Journal, Springer  
Reviewer Pervasive and Mobile Computing Journal (Elsevier)  
Reviewer IEEE Computer Graphics and Applications  
Reviewer IEEE Transactions on Industrial Electronics  
Reviewer IEEE Transactions on Power Electronics  
Reviewer IEEE Transactions on Fuzzy sets and systems  
Reviewer IEEE Transactions on Mechatronics

**Reviewer for Academic Conferences**

Full paper reviewer for ACM CHI Conference (premier conference in human computer interaction)  
Program Committee, DIS 2010  
Program Committee for IEEE VR2010 (premier Virtual Reality Conference)  
SIGGRAPH 2009 Courses Program Reviewer  
Program Committee member and Reviewer for ICEC 2009  
ICMI 2008 Program Committee  
Interactive Storytelling 08, Programme Committee Member  
International Program Committee of ISMAR 2008  
Reviewer for Computer Animation and Virtual Worlds Journal, special issue on Wireless and Mobile Tech in Mixed Reality  
Program Committee Member for the INTETAIN'08 Bi-Annual Conference on Intelligent Technologies for Interactive Entertainment, Playa del Carmen, Mexico 2008  
International Program Committee for the 2008 IEEE Digital Entertainment and Creative technology workshop (DECT 2008), Las Vegas  
International Program Committee for the International Conference on Internet and Multimedia Systems and Applications (EuroIMSA 2008), Innsbruck, Austria  
International Program Committee of Entertainment Computing Symposium (ECS-2008), Milan, Italy  
International Program Committee of ISWC 2007, International Symposium on -Wearable Computers, Boston, USA  
International Program Committee Multimedia Computing and Networking 2007, USA  
International Program Committee of IE2007, Interactive Entertainment 2007, Melbourne, Australia

International Program Committee of the 4th International Conference on Ubiquitous Computing Systems (UCS'07), Japan

International Program Committee of ISMAR 2007, International Symposium on Mixed and Augmented Reality, Nara, Japan

International Program Committee of ICEC 2007, International Conference on Entertainment Computing, Shanghai, China, 2007

International Program Committee of CGAMES USA 07: 10th International Conference on Computer Games: AI, Animation, Mobile, Educational & Serious Games

International Scientific Committee of Learning with Games 2007 September 24th - 26th September 2007, Sophia Antipolis - France

International Program Committee of CollabTech 2007, Korea

International Program Committee for NetGames 2007

International Program Committee for BodyNets 2007, Italy

International Program Committee for WEBIST 2007

Invited to be a member of DiGRA 2007 International Advisory Board

International Program Committee for 14th Annual Multimedia Computing and Networking Conference, MMCN 2007

Invited academic reviewer for Vienna Science and Technology Fund (WWTF, [www.wwtf.at](http://www.wwtf.at)) project proposal submitted to the WWTF's "Five Senses" Project Call 2006

International Jury for ISEA 2006 Jury

International Program Committee for ISMAR 2006

International Program Committee for IUI 2006

International Program Committee of CGAMES06 Conference 22nd-24th November 2006 Dublin Institute of Technology

International Program Committee for CyberGames 2006

International Program Committee for UBICOMP 2006. -International Program Committee for AIIDE-06

International Program Committee for iDIG International Digital Game Conference 2006

International Program Committee for IUI 2006

International Program Committee for NIME'06

International Program Committee for PerSys'06

International Program Committee for NetGames 2005

International Program Committee for IE 2005

International Program Committee for GDTW 2005

Program Committee to OZCHI 2011

Scientific Program committee of AxI'11

International program steering committee for Third International AR Standards Meeting, April 2011

International Steering Committee member for IEEE Social Computing, 2010, Program Committee member

International Steering Committee, ICME 2011 Main Conference track in ICME 2011,

Posters and Demo Chair, Aml-10 (Ambient Intelligence Conference), 2010

### **Conference Chairman or Main/Local Organizer**

General Chair ACE 2009 International Conference on Advances in Computer Entertainment Technology Conference Athens

Section Chair MobileHCI 2009

Co-Organizer of Third Interlink Workshop on Ambient Computing and Communication Environments, Tokyo Japan (18 - 20 Jun 08)

General Chair of ISEA 2008 International Symposium on Electronic Arts Symposium (one of the top two media arts festivals in the world)

Siggraph Asia 2008 - Emerging Technologies Co-Chair

Organizer ACM DIS 2008 Workshop: Designing Cute Interactive Media Workshop SOUTH AFRICA

Chair Fun and Game 2008: Workshop on Design for social interaction through physical play Workshop NETHERLANDS

Honorary Co-chair, DMAMH2007 2nd Workshop on Digital Media and its Application in Museum & Heritage, Dec.10-12, 2007.

Chairman of the i-Tokyo Singapore Advisory Committee, Nov- Dec 2007.

Program Chair, DIMEA 2007, Second International Conference on Digital Interactive Media in Entertainment and Arts 2007.

General Chair of ACM MobileHCI 2007, 9th International Conference on Human Computer Interaction with Mobile Devices and Services

Chair IEEE/ACM ISMAR 2007 Workshop: Mixed Reality Entertainment and Art Workshop International Member JAPAN

Organizer ACM MobileHCI 2007 Workshop: Spatial Audio for Mobile Devices Workshop SINGAPORE

Organizer ACM MobileHCI 2007 Workshop: MobiMundi: Exploring the Impact of Current and Emerging Mobile Technologies and Services on Society Workshop I SINGAPORE

Program Chair of ICAT 2006 International conference on Virtual Reality and Telexistence, 2006

General Chair of International Conference on Digital Interactive Media Entertainment & Arts, DIME-ARTS 2006

General Chair of NETGAMES 2006 & 5th Workshop on Network & System Support for Games 2006

General Chair Interactive Design Art and Technology (iDAT) Symposium International Member 2005 SINGAPORE

General Chair ACE 2004 International Conference on Advances in Computer Entertainment Technology Conference Singapore

General Chair of ACM ACE 2005 Conference

General Co-Chair of ACM Mobility 2005 Conference

Chairman (Singapore) of UNESCO "Sounds of my City" art project, 2004.

Organizing Chair of IEEE ART02 (Augmented Reality Conference), September 2002.

Workshop organizer and chair: Special Session on Mixed Reality Entertainment Computing at International Workshop on Entertainment Computing, May 14-17 2002.

## Patents

Title	Country	Filing/Patent Number	Filing or Granted Date	Status
Marketing Platform	United States	10/856,040	28/05/2004	Pending
An Interactive System and Method (Core Specifications)	United States	7,295,220	13/11/2007	Granted
An Interactive System and Method (Core Specifications)	Singapore	127607	30/11/2007	Granted
System for Humans and Pets to Interact Remotely	United States	11/866,416	10/03/2007	Pending
An Embedded Non-emissive and Fast Changing Fabric Display	United States	61/301,844	05/02/2010	Pending
Robot Device and Platform for Social Networking	United States	12/790,879	31/05/2010	Pending
Liquid Interfaces - A Malleable Interface Using Direct Interaction for 3D Representation	United States	61/372,802	11/08/2010	Pending
Systems and Methods for Laser Measurement	United States	61/424,540	17/12/2010	Pending
Kitchen Media	Japan	2011-156175	14/07/2011	Pending

## Board, Jury, Government, Committee Service

Member of Working Group Singapore Government's Economic Strategies Committee 5 (ESC5), 2009-2010. Nominated to participate in a high-level industry Working Group under the Singapore Government's Economic Strategies Committee 5 (ESC5) for "Making Singapore a Leading Global City" in 2009. The ESC is a national level committee of industry and public sector leaders who are looking into charting Singapore's future economic growth strategies over the next 10-15 years.

Member of Working Group Singapore Government's Economic Strategies Committee 1 (IT Working Group), 2009-2010. Nominated to participate in a high-level industry Working Group under the Singapore Government's Economic Strategies Committee 1 (IT Working Group). The ESC is a national level committee of industry and public sector leaders who are looking into charting Singapore's future economic growth strategies over the next 10-15 years.

Member World Economic Forum Young Global Leader Davos Oath Task Force. 2009-2010 Task force for developing Oath for Leaders around the world. Impact: selected as a Young Global Leader to work on this task force.

Invited Member European Commission: FET (Future Emerging Technologies) work programme on new directions for ICTs in FP7 of the EC, 2009-present. Invited to help identify new research challenges and opportunities for the future - specifically in the context of pervasive adaptation. Within FET, an initiative has been launched to collect the most challenging research issues from the most distinguished researchers and industrial stakeholders. This invitation is sent to personally in recognition of research reputation.

Jury Evaluator Singapore Israel Industrial R&D Foundation, 2007-2010. Impact: Invitation is recognition of being a recognized expert in entertainment computing (the evaluation of video game R&D).

Member World Economic Forum Global Redesign Initiative Youth Task Force 2009-2010 In 2010, the World Economic Forum will host the 40th Annual Meeting (27 to 31 January) under the important theme "Improve the State of the World: Rethink, Redesign, Rebuild". I am engaged in the Youth Task Force and am engaging and organizing events to obtain the feedback and ideas of Singaporean and Japanese children and youth.

Member Singapore Design Festival 2009. Conducting with Mixed Reality Lab members a Design Thinking Workshop for public attendees for Singapore Design Festival.

Panel Member The National Art Gallery of Singapore - Exhibition Design and Curatorial Workshop, 2009. Invited in recognition of research reputation in interactive media.

Organizer World Economic Forum, Young Global Leader's Youth Task Force, Youth Town Hall in Singapore, 2009. Twenty-four volunteer youths came from diverse school backgrounds to participate in the creative workshop. Their age ranges from 13 to 19 years old. The workshop aims to engage young people in solving global issues and hearing from them about their opinions in redesigning the future world.

Organizer World Economic Forum, Young Global Leader's Youth Task Force, Youth Town Hall in Tokyo, 2009. Japanese elementary school students between the ages of 10 and 12 (4th to 6th graders) participated in this event. There were six teams of approximately five students. The workshop aims to engage young people in solving global issues and hearing from them about their opinions in redesigning the future world. With the participants being younger than the usual participants in Town Hall meetings, we decided that best way for them to express their ideas would be through a creative activity.

Member iJAM Expert Panel, Media Development Authority, Singapore, 2008-2010. reviewing of proposals to be funded by MDA for the iJAM initiative, through the SiTF and Thymos Capital.

Member Media Development Authority (MDA) Board 1 Jan 2009 - 31 Dec 2012. Board Member: This is the highest level board of the Media Development Authority (a government agency in Singapore).

Member School of Design Advisory Committee, Singapore Polytechnic 2007 - 2009. Founding academic advisor to the new school of design in Singapore Polytechnic. Invitation is recognition of being a recognized expert in design and media.

SCS Representative IJAM Council 2007. Invited to be on the IJAM council to represent Singapore Computer Society (largest association of computer professionals in Singapore). Invitation is recognition of being a recognized expert in interactive media.

Jury A\*STAR Talent Search, 2007-2008. Invited to judge the scientific talent of young persons applying for the A Star award. Invitation is recognition of being a recognized expert in technology and sciences.

Member National Junior Robotics NJRC07 Committee 2007. Invited to judge the scientific talent of young persons applying for the A Star award. Invitation is recognition of being a recognized expert in technology and sciences.

Invited Board of Accreditation Member National Infocomm Competency Centre 2007. Member IDM Expert Group, IDM Office, MDA 2007 Helping Singapore government agency planning of interactive and digital media programs.

Chairman Society of Excellence and Innovation in interactive experience design (IED) 2006. Invitation is recognition of being a recognized expert in design

SCS IT Youth Award 2006. Invited to judge the scientific talent of young persons applying for the SCS award. Invitation is recognition of being a recognized expert in technology and sciences.

Member National Junior Robotic Mission Committee 2006. Invited to judge the scientific talent of young persons applying for the SCS award. Invitation is recognition of being a recognized expert in technology and sciences.

Member UNESCO IFIP TC 14 Entertainment Computing WG14.8 "Online Game" 2005. committee for international academic body for entertainment computing

Judge N3 Cluster schools Podcasting Competition 2005. Invited to judge the scientific talent of young persons applying for the SCS award. Invitation is recognition of being a recognized expert in technology and sciences.

Founding Chairman Singapore Computer Society Special Interest Group on Entertainment Computing 2004-2010. Invited as an expert to lead all of SCS programs for entertainment computing

Chairman ACM Sigchi Singapore 2003-2005. Leading the Human Computer Interaction premier academic society Singapore's chapter

Chairman IEEE Singapore Section 2003. Leading the electrical engineering premier academic society Singapore's chapter

Dept Representative Innovation Program Committee 2002-2005. Helping departments effort's in creative innovation in students

Volunteer Demonstrator NUS functions, Fiesta 02, Science 02, 2002. Helping departments effort's in outreach

Vice Chairman IEEE Singapore Section 2002 Deputy of the electrical engineering premier academic society Singapore's chapter

Founder and First Chairman IEEE Systems Man and Cybernetics Singapore Chapter 2002 Leading the cybernetics premier academic society Singapore's chapter

Treasurer IEEE Tencon 2001. Service to electrical engineering premier academic society Singapore's chapter

Treasurer IEEE Singapore section 2000-2001. Service to electrical engineering premier academic society Singapore's chapter

Vice-Chairman IEEE Singapore section 2000-2002. Service to electrical engineering premier academic society Singapore's chapter

Steering Committee Chair of ACE Conference Series

Steering Committee Chairman (2011-) and Steering Committee member of MobileHCI Conference Series

NetGames steering committee, 2011

Membership of Senate National University of Singapore, 1 June 2011 to 30 June 2013

Member on the iJAM Expert Panel (to award seed funding for start up companies), 25 Feb 2011 to 31st March 2012

International Advisory Panel, Media Development Authority (MDA), 2010,

Panel Judge, National Heritage Board, MUSEUMS R US Competition , 2010

Invited Editorial Advisory Board Member, For Book Series. Smart Healthcare Applications and Services: Developments and Practices the second Human-Centered Design of E-Health Technologies: Concepts, Methods and Applications. Both books are published by IGI Global ([www.igi-global.com](http://www.igi-global.com)) and are scheduled for release in 2010.

External Assessor for Research Proposals of Christian Doppler Research Association

Founding Member, iED Mixed Reality Technology Working Group (MXR.TWG), 2009 - 2010

Member of Singapore Governments Economic Strategies Committee 5 (ESC1), IT Working Group under Sub-Committee 1. The IT Working Group comprise CEO level leaders, practitioners and entrepreneurs from a range of economic sectors (e.g. Energy, Finance, Logistics, Media, Education, Healthcare, Telecoms, IT). On 27 May 09, PM Lee announced the formation of the Economic Strategies Committee (ESC) in Parliament.

Judging Committee Member, President Young talent Award, 2005

Dept Representative, Innovation Program Committee, 2002-2005

## Major International Demonstrations

The list below is of accepted major international demonstrations of my research work that have all been through a very competitive submission process (such as ACM SIGGRAPH Emerging Technologies, Ars Electronica, ACM CHI), or have been invited (such as in prestigious major events such as Wired NextFest). For those who are in the research field related to interactive media, it is well known that a demonstration at premiere events such as Emerging Technologies at SIGGRAPH or an exhibition at Ars Electronic is of major and great international impact, as these forums are not only highly competitive but keenly examined and regarded by the researchers in the field to represent the state of the art in interactive media each year.

2011: SIGGRAPH Asia: Kitchen Media

2009: SIGGRAPH Asia: Petimo: Children's Companion for Safe Social Networking, Yokohama, Japan

2009: SIGGRAPH: Emerging Technologies demo: AmbiKraf: An Embedded Non-Emissive and Fast-Changing Wearable Display, New Orleans, USA

2009: Laval Virtual Revolution: Babbage Cabbage, Laval, France

2008: International expert invited for curation of "Antenna" exhibition on electronic eye worn displays, Science Museum in London

2008: SIGGRAPH: New Tech Demos: Programming Robots by Haptic Means, Los Angeles, USA

2008: SIGGRAPH: New Tech Demos: Confucius Computer: Transforming the Future through Ancient Philosophy, Los Angeles, USA

2007: Wired NextFest Demo: Metazoa Ludens, Los Angeles USA

2006: ACM CHI, Interactivity Demonstration: Age invaders: social and physical inter-generational family entertainment, Montreal, Canada

2006: ACM CHI, Interactivity Demonstration: Poultry.Internet: a remote human-pet interaction system, Montreal, Canada

2006: ACM CHI, Interactivity Demonstration: Magic Asian art, Montreal, Canada

2005: Wired NextFest Demo: Human Pac-man, Chicago, USA

2005: Wired NextFest Demo: Magic Land, Chicago, USA

2005: ACM CHI, Interactivity Demonstration: Magic Land: Live 3D Human Capture Mixed Reality Interactive System, Portland, USA

2005: ACM CHI, Interactivity Demonstration: Magic Cubes for Social and Physical Family Entertainment, Portland, USA

2004: ACM CHI: Demonstration: Human pacman: a wide area socio-physical interactive entertainment system in mixed reality, Vienna, Austria

2003: Ars Electronic. One year exhibition of the demonstration "Gulliver's Box", Linz Austria

## Press Articles

### *Television*

Television article on Lovotics, filmed by Reuters, for release on multiple worldwide television networks, 2011

Digital Deconstruction Episode 2: Huggy Pajama, Channel News Asia 5 Oct 2010.

Featured in AliceOn, a Media Art & Culture Channel based in South Korea AliceOn is an organization that studies the changes and expansion of media art based on science and technology. It was a great honor for our laboratory to be featured, as a selected labs featured includes only the best and most famous media labs in the world, such as MIT Media Lab, ETC at CMU, Ars Electronica Future Lab, etc

Mixed Reality Lab & Adrian David Cheok on Discovery Channel "Future Fun" 2009

Mixed Reality Lab & Adrian David Cheok on Discovery Science Channel "Future of Sex showing Huggy Pajama,

Mixed Reality Lab & Adrian David Cheok on Discovery Science Channel "Future of Play" showing Augmented Reality Toys. 2009

Mixed Reality Lab & Adrian David Cheok on Discovery Science Channel "Future of Communication" showing

Petimo Childrens Social Robots, 2009

Huggy Pajama filming in new NHK program, Gatchan, 2009

Mixed Reality Lab/KEIO-NUS Cute Center appeared in NHK Programme in November 09\*



Appearing on multiple television programs as part of "Popular Science's Future Of" Series. A major international science series broadcast on Science Channel in USA and on Discovery Channel world-wide.

Mixed Reality Lab appeared in Channel U popular Variety programme "On the beat 4", 2009

Mixed Reality Lab in the annual science festival "Science 08" X-periment in Marina Square Central Atrium, 2008

Two Singaporeans receive Young Global Leaders 2008 award

Discovery Channel: Feature on Internet Pajama

Interview about IDMI on Channel News Asia, Apr 2007, to be broadcast early 2009. Discovery Channel: Future Fun, 2007

Arts Central: TV Interview, 2007

Nippon Television, Japan, Feature in Internet Pajama work, July 2006

Channel 5: Girls out Loud, December 2006

Beyond Productions Show on Australian TV: Poultry Internet 2006

Beyond Tomorrow on Discovery Channel: Poultry Internet 2006

Beyond Productions Show on Australian TV: Human Pacman 2006

Beyond Tomorrow on Discovery Channel: Human Pacman 2006

Good Morning America, ABC TV, Live Broadcast on Poultry Internet

National Geographic Channel, broadcast item on Human Pacman, September 2005. ABC Television news broadcast, Human Pacman, September 7th 2005

German national broadcast news, ARD TV, broadcast on my research in NTU, 17th August 2005. MTV USA, MTV News, USA National Broadcast, feature on Human Pacman.

USA Nationwide Network Television: Fox News feature on our Human Pacman research. Tuesday, 07 June, 2005.

BBC Television News feature on Human Pacman. Monday, 06 June, 2005.

CNN broadcast international on Human Pacman for "Next Generation" and "Explorer" series, November 16th 2004

Human Pacman feature on UK television channel Sky One: Gamezville: July 11th 2004

Television News broadcast on Spain Valencia TV (on our research: Feb 13th 2004

News broadcast on CNN eBIZ Asia: 2nd August 2003

News broadcast on Channel News Asia: 2003

Channel U News Feature, July 2003

Appeared on CNBC International television broadcast January 3rd feature on research of the lab in special new year technology program.

CNBC Feature on Mixed Reality Research, 9th May 2003.

Mixed Reality News item on Channel I news, Thursday August 8th 2002.

CNN News 16th July (International Broadcast) and Feature on CNN eBIZ Asia multiple times between Friday

August 2nd and Sunday August 4th 2002 on Mixed Reality Research

Appeared on CNBC International television broadcast "Generation E" February 22nd 2002, discussing and demonstrating the mixed reality research.

November 2001: Appeared on Channel News Asia and Channel 5 news - segment on natural computing

News broadcast on Singapore TSC Channel 5: 23rd September 2000

### *Radio*

93.8 FM Live, The Living Room "Adrian David Cheok interview on Living Room 938LIVE about WEF Youth Redesign Future Workshop" 16-12-2009 10 A.M - 11:00 A.M

93.8 FM Keio University to set up IDM research centre in S'pore 25-07-2009

93.8 FM Live, The Living Room "Adrian David Cheok interview on Living Room 938LIVE about Babbage Cabbage Project" 5-5-2009 10 A.M - 10:30 A.M

93.8 Live, Body and Soul: "Interview with Adrian David Cheok on Radio 938 about Babbage Cabbage project" 17-10-2008, 3.15 p.m

93.8 Live News Archive : Keio University to set up IDM research centre in Singapore

BBC World Service: Interview broadcast in December 2008.

Live Radio Interview (1hr) on 938LIVE Radio, Singapore on March 26th 2008, 11am- 12pm

Radio discussion, Campus on 93.8 LIVE, Singapore

Interview on Radio Singapore International, English, 93.8 FM, 13 Sept 2006

Live interview on Vienna Radio FM4, July 2005

Live Interview on Canadian Broadcasting Corporation's Radio show "As It Happens" in Toronto, July 2005

South Africa National Radio. Live Interview on "Techno-byte" program, July 2005

Live Interview on BBC Radio, May 2005

### *Newspaper*

Article title: Set poetry in motion, just send a text message. Straits Times, Sept 2011

2. Article title: Singapore gets creative in digital space. Source: Business Times, 2 June 2011

Article title: Technology Cuddly robots. Source: Navneet Newshouse Children's Weekly Newspaper, 15-21 May 2010, Mumbai

Article title: Abrazos Virtuales y almohadas inteligentes cobran vida en Asia. Source: Vida Ciencia Tecnologia, 1 October 2010

Article title: Virtual hugs and intelligent pillows invented in Asia. Source: El Mercurio, Nov 2010

Article title: NUS students proud inventions Technology Commercial Forum organized by NUS showcases their exhibits. Source: The Straits Times, Monday, Mar 8, 2010

Article title: WHAT'S NEXT. Keio-NUS CUTE Center and Mixed Reality Lab Director discuss future Augmented Reality in the Wall Street Journal. Source: Weekend Journal, Friday-Sunday, 29Jan-31Jan 2010.

High-Tech Intimacy. Source: The Straits Times, Wednesday 21 Oct 2009.

Adrian David Cheok interviewed about "Sekai Camera's new reality". Source: The Japan Times, Wednesday, Oct. 14, 2009

Virtual Games made physical. Source: The Straits Times, 13 October 2009, Home

NUS, Keio University open \$20m research centre here. Source: The Business Times, 13 October 2009, Spore news

Singapore and Japan cooperate to develop social physical game to promote interactions between elderly and grandchildren. Source: Lianhe Zaobao, 13 October 2009

Soon, long-distance hugs will become a possibility. Source: MYPaper, 13 October 2009

Augmented reality: Even better than the real thing?. Source: Live Journal, The Independent (UK), Wednesday, 9 September 2009.

Young Global Leaders Chat with PM. Source: The Korea Times, 22 June 2009.

Article: Singapore develops first interactive robot to teach children how to make friends. Source: Lianhe Zaobao, 31 May 2009.

Article: Get Pet,Ready,go Online. Source: The Straits Times, 16 June 2009.

Article: Economic Watch Designing engineers to change the world. Source: The Straits Times, 16 April 2009. Conference focuses on the use of games beyond entertainment. Source: Birmingham Post.net, 22 March 2009.

Article on Wearable digital media to be a focus of research centre formed by two Asian universities, dated 26 July 2008.

Article on Top Japanese Institute Keio University partners the National University of Singapore to set up Joint Research Centre on Interactive Digital Media, dated 25 July 2008.

Article on: Keio, NUS set up media research centre. Source: TODAY, 26-27 July 2008.

Article on: NUS, Keio University set up research centre. Source: The Business Times, 26 July 2008.

Article on: Singapore's interactive digital media sector gets S\$70m boost. Source: Channel Newsasia, 26 July 2008.

Article titled Gadget Guy. Source: The Straits Times, April 14, 2008, Front Page And Page 4, Life Section

Article titled Meet the Human Pacman. Source: My Paper March 14, 2008

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