



News - Singapore

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NUS sets up first research institute in IDM

Singapore's first interdisciplinary research institute in Interactive and Digital Media or IDM has been set up in NUS.

The 11 million dollar Interactive and Digital Media Institute will involve an interaction of research in engineering, physical science and the arts.

Chairman of the Management Board of the institute Professor Hang Chang Chieh (pro: hung chang chieh).

"IDM sector when you look at creating competitive strength and competitive advantage is not just technology per se. We are talking about a human centred interactive technology. This is where the arts and social science, the artiste, can come in and redefine what is new media. Here we are talking about doing research, train people, so that we will attract companies and we will also enable our own entrepreneurs to leverage on what we transfer to them."

8 laboratories in areas such as gaming and social robotics will be housed in the institute.

The digital media industry is expected to create 10,000 more jobs by 2015.