St. Pölten University of Applied Sciences

/ media & digital technologies

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Institute of Creative\Media/Technologies

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icmt.fhstp.ac.at

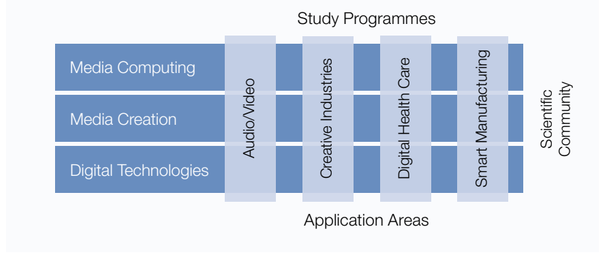
Institute of Creative\Media/Technologies (IC\M/T)

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.

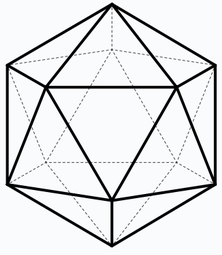
Current research activities, for example, make it possible for journalists to investigate complex data, assist IT security specialists in fighting malware, support TV producers in telling better stories, aid archaeologists in preserving our cultural heritage or help patients recover faster.



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)



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

Audio Design and Engineering
3D Sound Design | Auditory Display

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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Version: 11/2018

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Heads of Research Institute

Wolfgang Aigner | Markus Seidl

Heads of Research Groups

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

Projects

Current projects can be found at:
www.fhstp.ac.at/igw/projekte