

Fused Media

Technologies that can support the creative, digital media, entertainment, gaming and health markets

The **Fused Media** and Visualisation laboratory aims to develop and exploit new technologies to enhance cost effectiveness and creativity in media production and visualisation processes. Important activities within the lab are the development of visualisation environments for rapid prototyping, inter-aware realities, interactive virtual studio, interactive 3D graphics, games technology, media security and media distribution.

Mission

The mission of the Fused Media Lab is to perform academic and industrial research in the multimodal interaction field, and to help enterprises succeed in the digital economy age by developing innovative products for the enhancement of our lives and environments.

Background

Fused media refers to any media that can facilitate context-aware, situation-aware, multiscale, proactive, and sign/signal action dynamics in real time. Fused media can be used to develop fused artefacts, objects, and systems. It can be applied to a wide range of applications in the digital economy age.

Expertise

- Haptic devices: tactile feedback technology that takes advantage of a user's sense of touch by applying forces, vibrations, or motions to the user
- 3D visualisation and stereoscopic capture and display
- Motion tracking
- Augmented reality
- Virtual studio
- 3D audio recording, synthesis and rendering
- Multimedia technologies and audiology interaction
- Technological solution for visual and hearing impaired



Facilities

The Fused Media lab can provide the following services to industry:

- 3D Media: production, gaming, interactive design and volumetric visualisation
- 3D audio recording, synthesis and rendering
- Multimedia technologies and audiology interaction
- Technological solution for visual and hearing impaired
- Human and environment applications for healthcare, smarter green environments, e-learning and training, and social networking
- Delivery of short courses in:
 - OpenGL and OpenCV
 - Interactive media production
 - 3D and volumetric media
 - Tracking technology
 - Fused media
- Interactive media design work
- Collaborative research and development
- Use of the Technolife Grid to:
 - Research and develop innovative digital-economy products
 - Conduct user-testability of new products

Key Collaborations

- National Space Centre
- LIMSI-CNRS (Orsay, France)
- Università degli Studi di Ferrara (Italy)

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