

### Overview of the Institute for Media Innovation

**Professor Dr. Martin Reiser**  
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Singapore



**Date :** 2 February 2009 (Monday)  
**Time :** 10 am – 11 am  
**Venue:** SPMS-Executive Classroom 1, MAS-03-06  
School of Physical and Mathematical Sciences

This is an introduction to the vision and mission of the newly formed Institute of Media Innovation. The different programs for PhD research and Seed Funding are introduced and explained.

#### Speaker Biography

Martin Reiser studied electrical engineering at the Swiss Federal Institute of Technology (ETH). He started his career in the IBM Zürich Research Laboratory, where he conducted his doctoral research. In 1972, he moved to the IBM Thomas J. Watson Research Center, Yorktown Heights, N.Y. where he started work in the area of Performance Evaluation of computer and communication systems. In 1979, Martin Reiser returned to his native Switzerland to lead the Communication and Computer Science department of the IBM Zürich Research Laboratory. Under his leadership, the *IBM Token-Ring* was developed, the *Digital Signal Processor* invented and high-speed data modems realized. In 1986, he was promoted to the position of *director of the IBM Zürich Research Laboratory*, where about 200 scientists worked on projects in computer networks, physics and technology. A highlight of his career was the *Nobel Prizes for Physics* of 1996 and 1997, won under his leadership by Rohrer, Binnig, Müller and Bednorz. In 1997, Martin Reiser was appointed director of the newly founded *Institute for Media Communications (IMK)* at GMD, German National Research Center for Information Technologies, later an institute of the Fraunhofergesellschaft. This gave him the chance to realize the dream of bringing together Technology and the Arts. In 2007, Martin Reiser was on a sabbatical at Nanyang Technological University (NTU) and the University of Vienna. In 2008, he joined NTU as Founding Director of the *Institute for Media Innovation* where he continued the leadership role in the world of Interactive Digital Media. Martin Reiser is the winner of the Silbermedal of the ETH, the IEEE Koji Kobayashi Award for Computers and Communications and the IFIP Silver Core. He is a member of the Swiss Academy of Engineering and a Fellow of the IEEE. He has an honorary Doctorate degree from the Technical University of Moscow.

Host: Prof. Chee Yeow Meng, Head, Division of Mathematical Sciences, School of Physical and Mathematical Sciences  
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