

# **Creativity and cross-displinary**

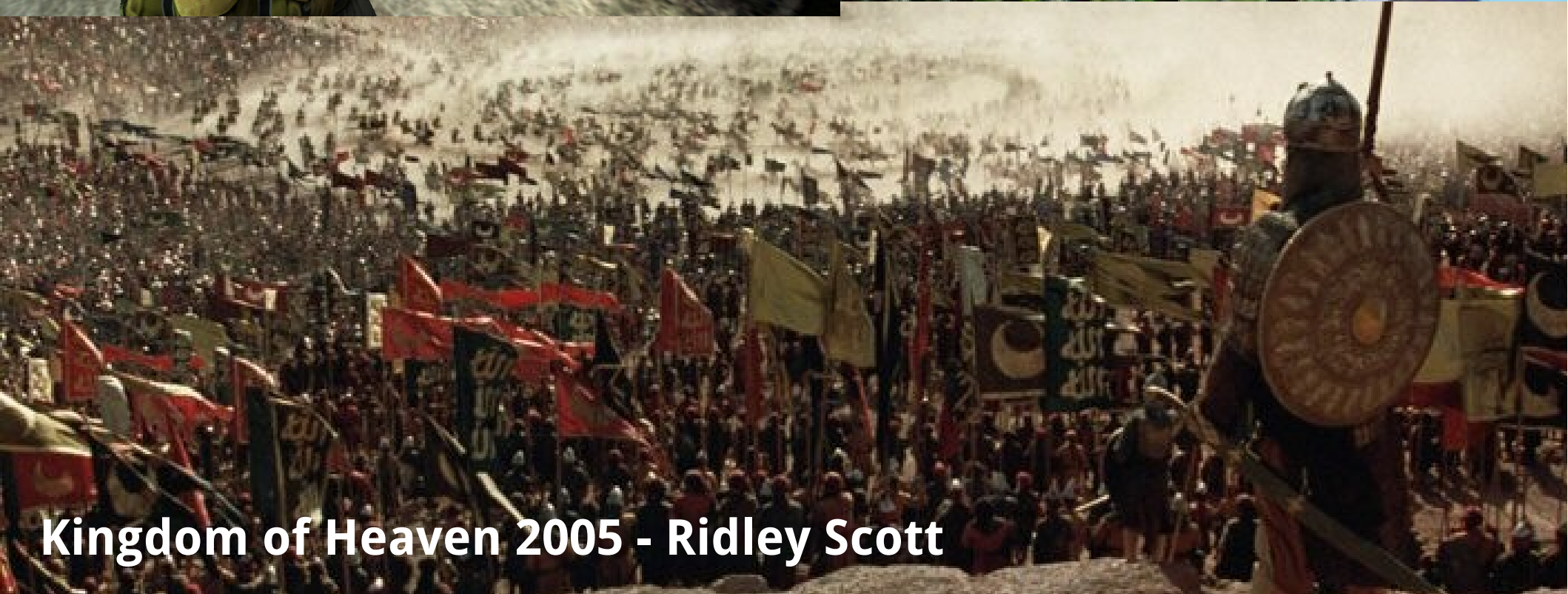
Three projects involving researchers,  
three modes of 'business'

Dave Griffiths, FoAM

**1999-2002 Computer Artworks  
(PS2/XBox/PC)**



**2007-2009 Sony Computer  
Entertainment Eyetoy R&D  
(PS3)**



**Kingdom of Heaven 2005 - Ridley Scott**





[foam]



Researchers as clients  
Working as an individual

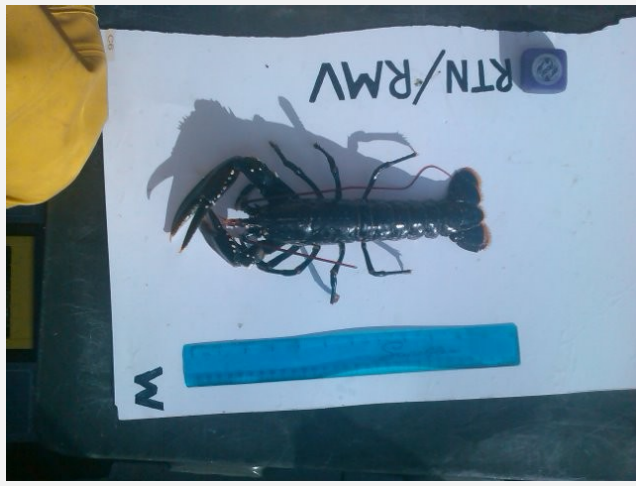
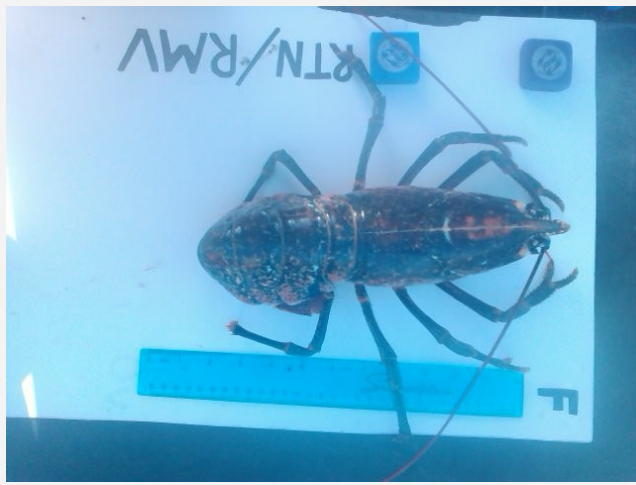




DORIS

Dr Amber Teacher, Dr David Hodgson  
University of Exeter







# Doris Marine Android App

## Camera view



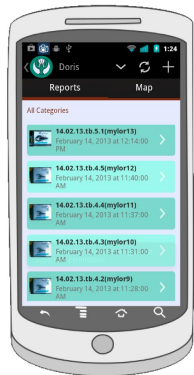
Physical button

Click = new lobster  
Hold = new pot string

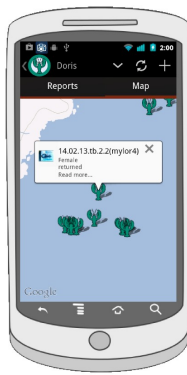
Time  
GPS  
Photo

Cache locally,  
wait for  
connectivity

## List view

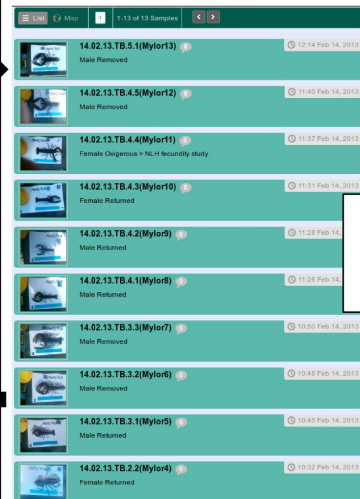


## Map view



Weather  
Tide  
Sea conditions

## Database

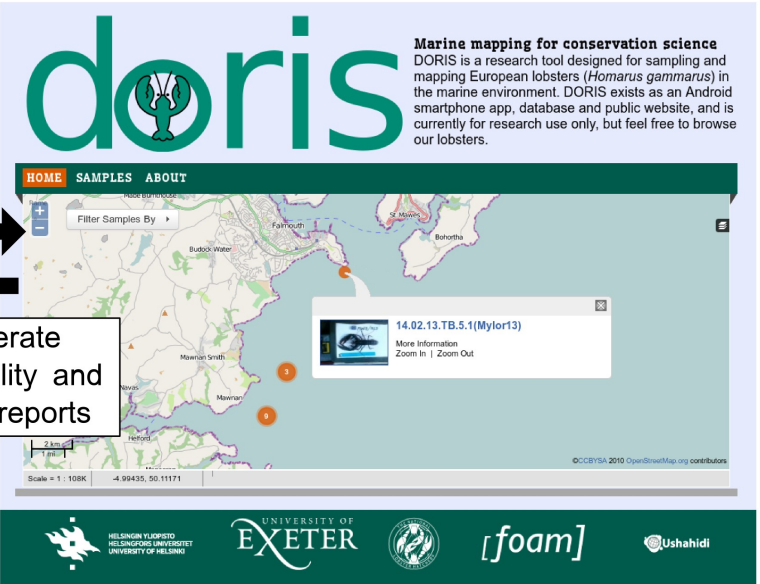


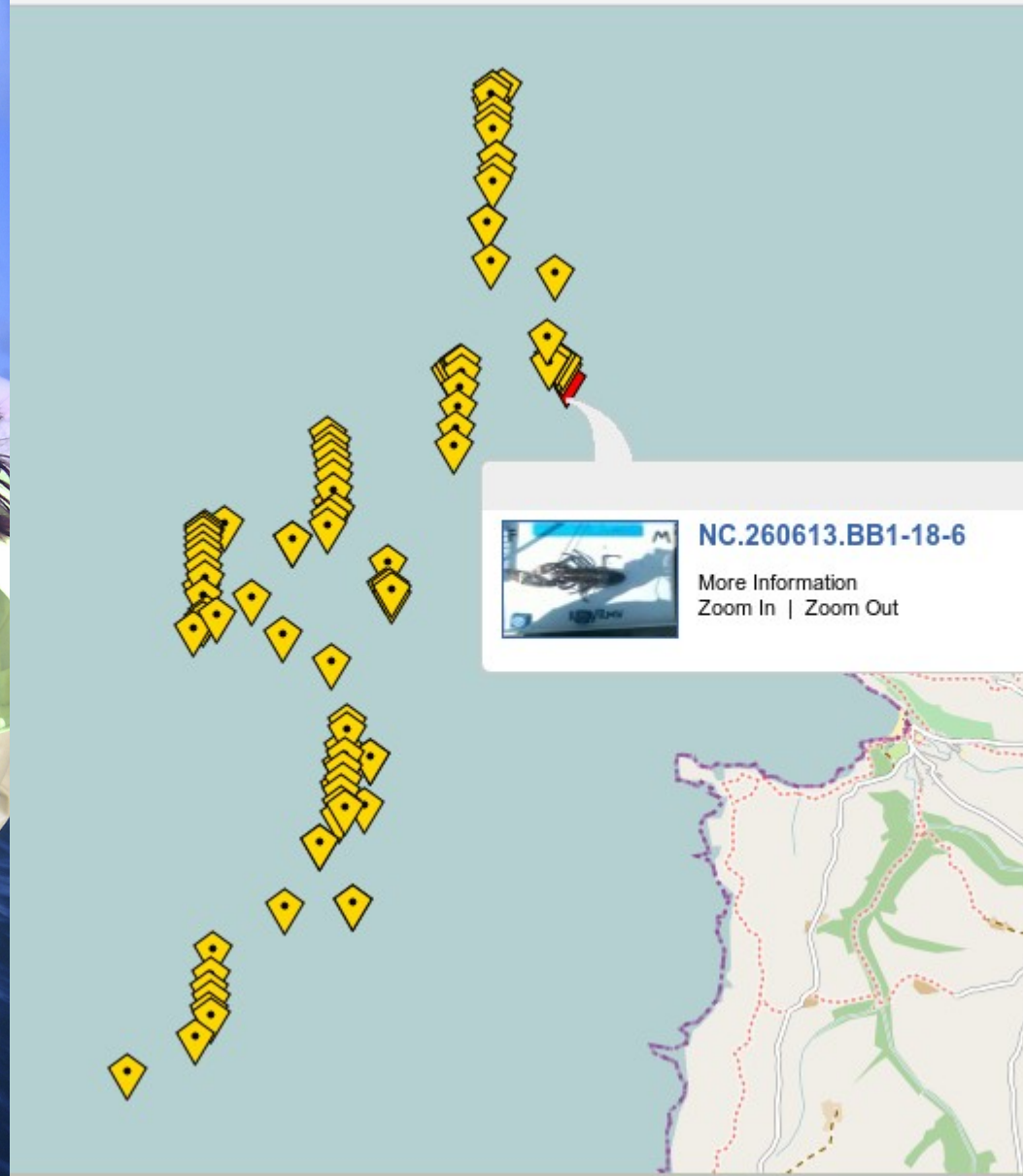
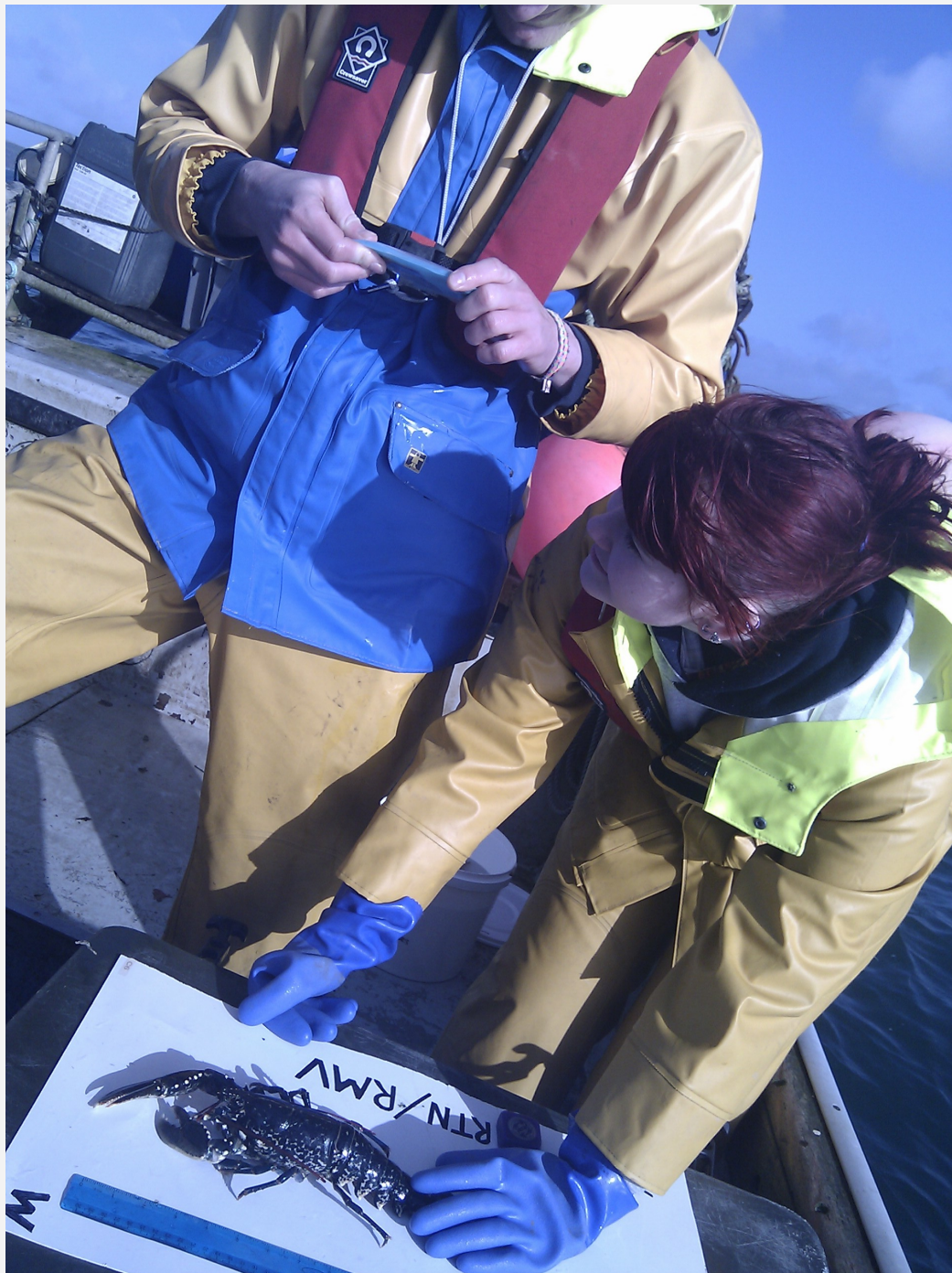
Moderate  
visibility and  
edit reports

Periodic  
update

Third party databases

# Doris Website









Researchers as clients

Fascinating problems, difficult environments

'Participatory design' = getting closely involved

Exploiting research  
Working as part of a multinational company



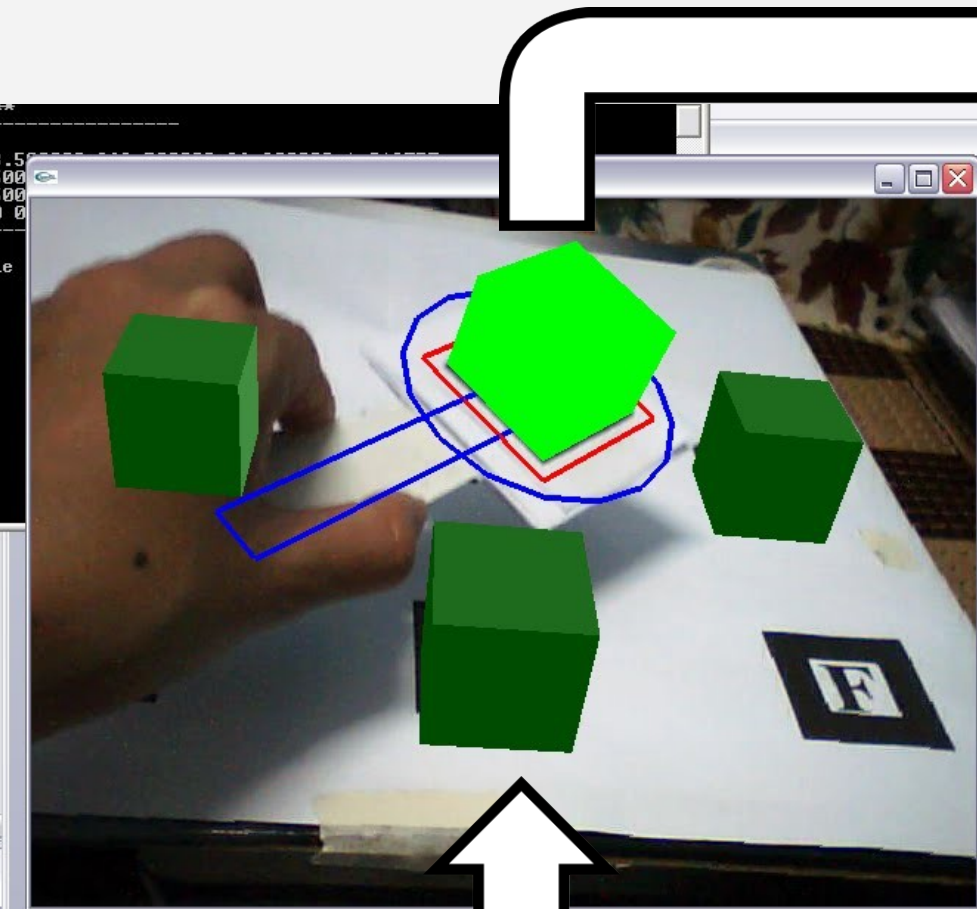


Sony EyeToy R&D Group

# Physical computer games R&D

Machine vision research

Game designers,  
Playstation 3 Games







## Research and “Exploitation”

Staying current, understanding the state of the art  
Funding research, consultation

Collaboration  
Working as part of a small business (SME)





LIVING WITH ROBOTS  
AND INTERACTIVE COMPANIONS

LIREC aims to establish a multi-faceted theory of **artificial long-term companions** ... robots, synthetic characters, interactive and sociable technology

- Modelling of relationships and emotional state
- Expressive embodiments
- Emotional recognition
- Long term user studies



# Partner organisations

## Universities:

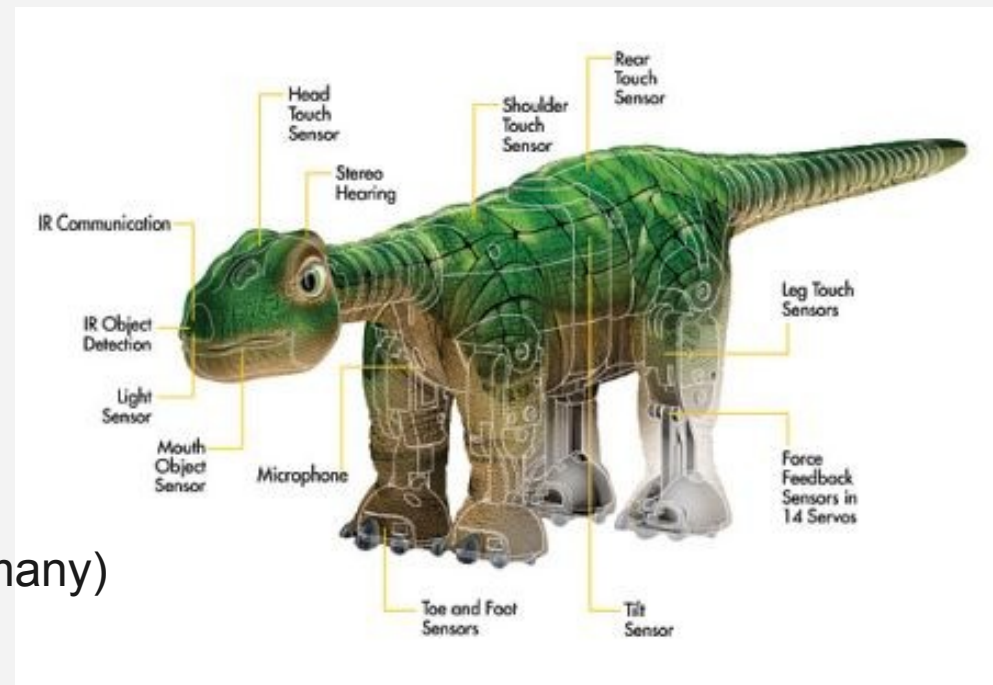
Queen Mary University London (UK)  
The University of Hertfordshire (UK)  
Heriot-Watt University (UK)  
Otto-Friedrich – Universität Bamberg (Germany)  
Eötvös Loránd University (Hungary)  
Wroclaw University of Technology (Poland)

## Research institutes:

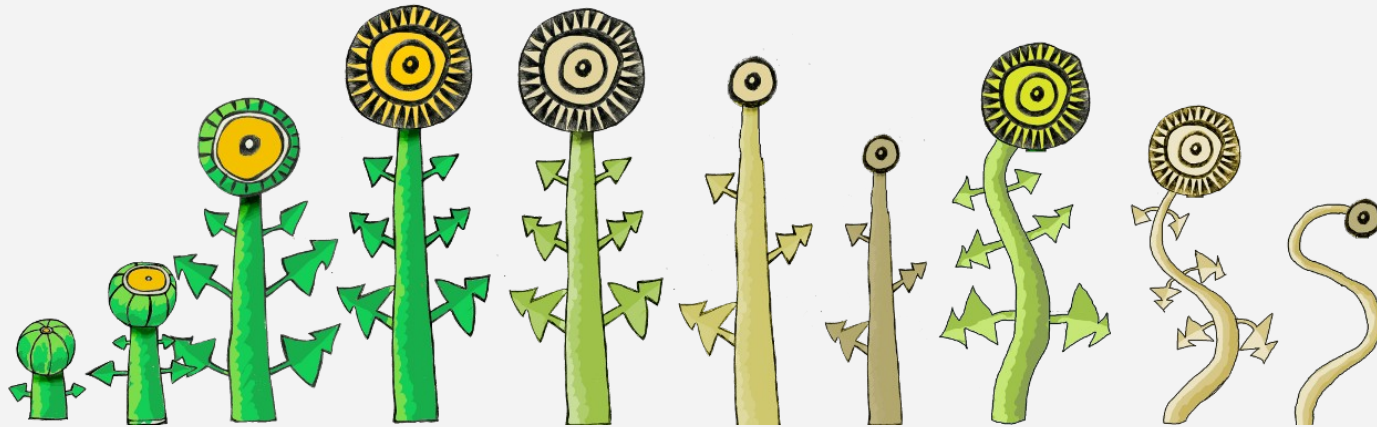
Swedish Institute of Computer Science (Sweden)  
INESC-ID - Instituto de Engenharia de Sistemas e Computadores,  
Investigação e Desenvolvimento (Portugal)

## Companies:

FoAM (Belgium)  
Cnotinfor Ltd (Portugal)







## **Germination X**

An online social game about permaculture  
(Farmville + Alternative agriculture)





I'm happy spanner's clover plant is providing my plants with nutrients

spanner's clover plant has just germinated!

spanner's clover plant has just germinated!

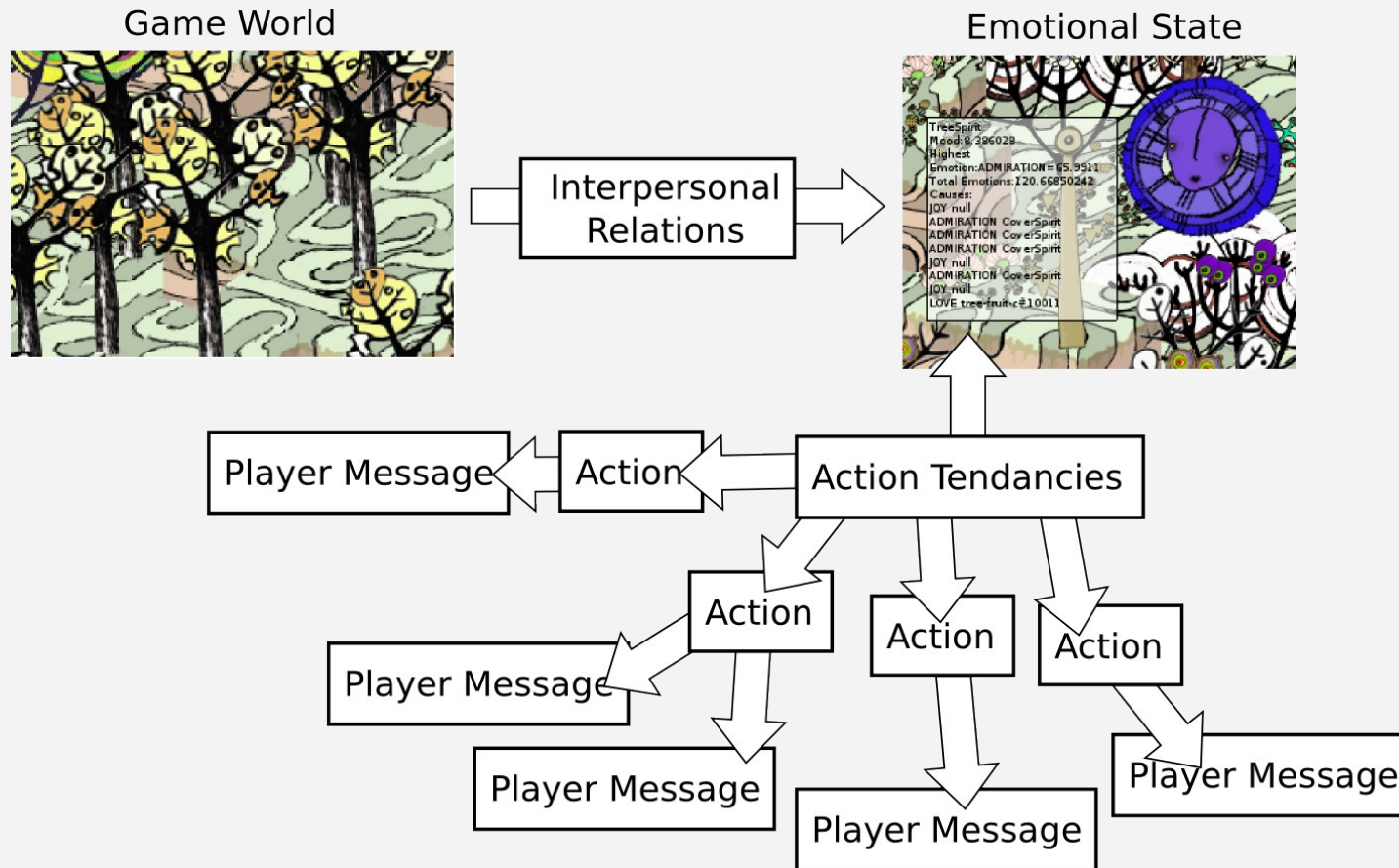
spanner's clover plant has died.

spanner, your clover plant needs a cherry plant nearby for protection.

spanner, your clover plant needs a cherry plant nearby for protection.



# Multi-agent social modelling AI (FATIMA)



- Tech demonstration in a different, new context
- Accessibility (web browser)

# Pixelache Helsinki









**SICS**

Mobil@IT



Feed back into the project research





**You are invited to help design a game about permaculture**  
(a multiplayer online game) (how plants live in symbiosis with each other)

**Free drinks to all those taking part!**

Can you help test a game? We are developing a new game and we need feedback from opinionated gamers and curious individuals.



Wednesday 28th March at 18.00  
at **LOADING** bar, 2 Quay Street, Falmouth  
[www.drinkrelaxplay.co.uk](http://www.drinkrelaxplay.co.uk)

To reserve a place or for more info email [dave@fo.am](mailto:dave@fo.am) or tweet [@nebogen](https://twitter.com/nebogen)  
Please bring a laptop if you can

Research in new contexts









**Business (SME) collaborating with scientists**

Provide low level knowledge and high level strategy

Makes R&D possible for small companies

Longer timescales (months vs days)

dave@fo.am

@nebogeo

<http://fo.am>

<http://www.pawfal.org/dave/blog>