

Adrian David Cheok

Imagineering Institute

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City University London

Professor of Pervasive Computing
Northampton Square
EC1V 0HB, London, United Kingdom

Personal

Date of Birth: December 18, 1971.

Place of birth: Adelaide, Australia

Australian Citizen.

Education

Graduate Diploma: Global Leadership and Public Policy for the 21st Century, Harvard University, 2010

Ph.D. Electrical and Electronic Engineering, University of Adelaide, 1998.

B.Eng. (First Class Honors) Electrical and Electronic Engineering, University of Adelaide, 1993.

Employment

2014 - Present Director of Imagineering Institute, Malaysia

2013 - Present Chair Professor of Pervasive Computing, City University London, UK

2016 - Present Chair Professor of Pervasive Computing, Universiti Teknologi Malaysia

2012-2013 Professor KEIO University, Japan

2008-2011 Professor KEIO University, Japan (Joint Appointment with National University of Singapore)

2006-2011 Associate Professor National University of Singapore, Singapore

2005 Associate Professor Nanyang Technological University, Singapore

1998-2004 Assistant Professor National University of Singapore, Singapore

1996-1998 Electrical Engineer Mitsubishi Electric, Japan

1996 Lecturer (Part-Time) Flinders University, Australia

Teaching

Courses Taught

Taught at City University London for undergraduate and graduate (Master) level students

Mobile and Pervasive Computing, Graduate

Business Computing Team Project, Level 2 Undergraduate

Taught at Keio University, Graduate School of Media Design for graduate (Master and Ph.D.) level students

Multisensory Communication

Advanced Real Media Design

Real Media Design

Interactive Media

Introduction to Media Design

Making Apps (Skill Subject for Graduate Students)

Taught at National University of Singapore, Faculty of Engineering for undergraduate and graduate (Master and Ph.D.) level students

Spindle Motors, Level 5 Graduate

Mechatronics, Level 5 Graduate

Technology of Digital Entertainment, Level 4 Undergraduate

Electrical Machines, Level 3 Undergraduate

Power Electronics, Level 3 Undergraduate

Engineering Professionalism, Level 2 Undergraduate

Microprocessor System, Level 2 Undergraduate

Inside your Personal Computer, Level 1 Undergraduate

Teaching Philosophy

In the 21st century the value of imparting information in lectures becomes less and less valuable, due to the almost limitless information available to students through the Internet. Therefore in the 21st century a teacher needs to provide value, through real world interaction with the students that cannot be replicated in the digital world. The teacher should play the role as friend, guide and philosopher who should be compassionate, inspiring and non-intimidating to his students. Coupled with these attributes a teacher must have commitment capabilities and be creative.

Students find value at being part of the process of knowledge generation. So a research inspired teacher can present advanced findings in a manner that undergraduates can understand and appreciate. The teacher will have so many additional insights to offer his students through her/his research. Creativity can be shown when a lecturer does not present his discipline as a cut and dry collection of facts, but rather

presents it as a fascinating evolving entity in which very little can be taken for granted as the perpetual truth.

For me teaching is a matter of sharing of ideas, having a passion in the subject and lots of experience. A teacher should be entertaining so as to execute and maintain a high level of student interaction in the subject which will motivate students and create an environment that encourages independent thinking and learning. I believe we must change with the times but not at the sacrifice of proven pedagogical principles, and be able to make use of appropriate technology when it facilitates the delivery of a message.

With careful guidance and constant dialogue students will acquire critical thinking by taking uncertainty as a challenge and learning to develop a balance judgement from well- selected materials. I believe teachers should constantly encourage students to do research and a good way is to have part-time student assistants in laboratories during the vacations to cultivate their research interest.

Teaching Goals

We are witnessing the emergence of a "creative society", a world in which creativity, rather than productivity or efficiency, is the driving force of the global economy. "Creativity" is the ability to produce new ideas, expressions and processes. Creative activities move and inspire the human mind.

I hope to develop subjects and teaching methods to train the new leaders who will pioneer industries suited to the creative society. We have developed into a society in which individual consumers have the potential to lead creative activities. Developing confidence in our student's ability to be creative is an important factor in its emergence. All human beings have creative potential and the ability to transform their creativity into value. The digital revolution in particular has the potential to dramatically expand human creativity. The people who will lead the coming creative society will be "media innovators", and I hope to educate this new category of professional.

With this respect I aim to create courses where students will learn how technology and media converge to reshape our everyday life, why content should extend to physical artifacts and environment, and eventually start to influence our social system. The method to teach such creative aspects should involve new methodologies related to cycles of design, make, and thinking. I hope to teach students to study and develop practical solutions to real issues confronted in the society. In this aim I believe new university courses should incorporate the different aspects of theory/strategy, skills, global leadership, creativity, and making/tinkering. I hope to inspire students to have vision and innovation with a global perspective that is required to lead in a creative society.

Research

Summary: Major areas of research: multisensory internet communication, augmented and mixed reality, pervasive and ubiquitous computing, embodied media, entertainment computing. In the early stages of my research I also worked on fuzzy systems, embedded systems, and power electronics.

Research Goals

"It is the speed of electric involvement that creates the integral whole of both private and public awareness. We live today in the Age of Information and of Communication because electric media instantly and constantly create a total field of interacting events in which all men participate" Marshall McLuhan, *Understanding Media*

Over the past few decades there has been a revolution in computing and communication. Machines that once occupied whole rooms have moved to the desktop, the lap and palm and into clothing itself. Stand-alone systems are now networked with each other and a wide range of different devices across vast distances. One of the consequences of this revolution is an explosion in Interactive Media technologies. Interactive Media is one of the main developments that emerged as a product of the technological, intellectual, and cultural innovations of the late 20th century.

Interactive media means much more than the convergence of telecommunications, traditional media, and computing. Using Marshall McLuhans definition of media as an extension of man, new media includes all the various forms in which we as humans can extend our senses and brains into the world. It includes new technologies that allow us to facilitate this new communications, and to create natural and humanistic ways of interfacing with machines, as well as other people remotely over large distances using the full range of human gestures such as touch, sight, sound, and even smell. Thus, new media includes new ways of communication between people, between cultures and races, between humans and machines, and between machines and machines. The vision of new media is that it will bring about radical developments in every aspect of human lives in the form of new kinds of symbioses between humans and computers, new ways of communication between people, and new forms of social organization and interaction.

In order for businesses and countries to flourish commercially and culturally in the new millennium it is necessary for them to understand and foster growth of interactive media technologies, and open-minded creative experimentations. My research passion and programme is to undertake a blue sky research perspective on the field of interactive media for communication, learning, and entertainment.

To make breakthrough ideas in interactive media I am inspired by the methods developed at places such as Xerox PARC, and Disney Imagineering, and by visionary individuals in computer interaction such as Douglas Engelbart, Alan Kay, and Jaron Lanier.

The seminal work done by these pioneers were all achieved with small teams of Imagineers of multi-disciplinary teams of computer scientists, electrical engineers and product designers together with graphic designers, artists, and cognitive psychologists. The work can be termed Imagineering, or the imaginative application of engineering sciences. Imagineering involves three main strands of work:

Imaginative envisioning: the projections and viewpoints of artists and designers

Future-casting: extrapolation of recent and present technological developments, making imaginative but credible (do-able) scenarios, and simulating the future.

Creative engineering: new product design, prototyping, and demonstration work of engineers, computer scientists, and designers.

Based on these motivations, my objective is to produce quantum step high global impact research in the areas of interactive and communication media. My great passion is to invent and make totally new kinds of computing and media that will help people, society, and the environment. I want to do research that can affect society for the better in the long term, and I want to encourage and inspire my graduate students to do likewise in the future. I will now describe some of the main focus areas that I am currently working on and/or planning to investigate.

One of my current focus areas under the area of interactive media is a topic which I term multisensory internet communication, which I will explain in more detail below:

Multisensory Internet Communication

Communication is one of the most fundamental needs and desires of most organisms, especially humans. Media has made advances in many ways in our networked age, for example allowing communication over long distances including sound, voice, and text. The advent of the Internet, broadband, virtual worlds, and mobile devices allows remote communication through screens (providing audio/visual communication), even while on the move. However, even though humanity has never been connected so much before, we can often have a lack of understanding of real feelings or sense of presence between the sender and receiver. The metaphor of communicating through a screen or window or glass can limit the sense of immersion and limit the ability for humans to communicate effectively.

In traditional human communications, body gestures, the physical environment, and touch can often more deeply explain the intended mind and provide intrinsic information, which makes for a more rich communication exchange. Furthermore, we often communicate emotionally using all the senses simultaneously, including sight, touch, sound, but also through taste and smell, such as sharing a meal together or cooking for a partner. We thus need to create fundamentally new forms of media to connect humans in the physical world and through the virtual world, not just in the transmission of information and verbal communication, but through meaning and nonverbal communication to increase the sense of telexistence

using all the senses. This will allow more opportunities for people to make meaningful exchanges using media in both the physical and virtual world.

Multisensory communication enhances emotional communication that can deeply send our feelings and emotions to others. In other words, multisensory communication does not only convey raw data or information, but also our deep feelings, intentions, expressions and culture. This will revolutionize the present digital communications and enhance social, business, and entertainment communication.

There will be various novel research trends and standards from the study of multisensory communication. At the fundamental level, we need to develop new theoretical models of communication that unleash the potential for innovation in tele-communication from the physical media through the virtual world. Human communication habits and preferences are continuously changing and evolving. A contemporary model includes the role of media and user context and provides for a model that recognizes the more complex context of the communication process and the possibilities of new media being truly extensions of man.

Researchers need to go beyond this approach and focus on nonverbal language as a key component in the communication process. Recent studies have helped to illustrate that human senses are more acute and versatile than expected. For example, recent studies show subjects using the sense of smell to determine the emotions of another person in much the same way as ants use pheromones. This type of research is just beginning to unfold new mysteries of human perception and mind, which shows the potential for a new and more meaningful sense of presence with these new media technologies.

Aside from the need for a new model of communication, we also look to improve the nature of human-to-human communication and entertainment, particularly through the collaborative space of physical and virtual world. The highly connected nature of people using the Internet can also lead to our disconnect-ness in physical social spaces, providing weaker links to general society and in some cases reducing the community and social aspects of life. We can improve this situation with corresponding new forms of communication, culture, learning, and play. The main components in the design of feeling communication systems include:

Sensing This interaction is between the sender, the senders environment and the media. The sensors can detect the five sensory cues from the sender and her environment. An example is that the various sensors in the smart media can measure the senders behaviors, intentions, and emotional changes.

Actuation This interaction is between the media and the receiver. The actuator can actuate certain sensory cues, which can represent the emotion or feeling of the sender, according the transmitted parameters. Following the example above, the smart media can make various visual, auditory, tangible, smell and taste expressions on it such that the receiver could also understand the meaning of those expressions.

Integration This interaction is between the sender and the receiver. This interaction needs the integration of human emotions and various expressions to understand the senders and receivers messages and emotional state.

Note that multisensory internet communication may extend beyond humans into the physical environment, gadgets, and machines. In the ubiquitous environment that our world is developing into, there is great potential for our homes, cars, personal devices, gadgets, and workspace, to communicate with us in all of our human senses, and in non verbal and emotional forms. We could envision social networks extending beyond humans to an emotional communication between humans, their environment, and their personal objects.

To develop such a multisensory communication system, there are fundamental, theoretical issues that must be addressed as well as technical challenges such as inventing new smell and taste sensors and actuators. Physical presence takes a major role and it should dive into a new dimension of cutting edge technologies offering improvements to ordinary day-to-day feelings and experiences. I aim to develop new technologies related to multimodal sensing and actuation to give the user more definition in their experience in the co-space environment. Visual, Auditory, Haptic, (Olfactory) Smell, and (Gustatory) Taste are the five sensors that humans use for environmental sensing, and emotional feeling communication. In

addition to traditional communication through telephone and video-conferencing, the use of smell, and taste communication will enable a new paradigm of tele-communication. It is a field, which still presents great technical challenges which can lead to early technical breakthrough results.

Based on these inventions, I believe such a multisensory telecommunication will allow new forms of collaboration and learning on a global scale. I am particularly interested in how children will grasp these technologies to make new innovation and value creation. I am thus in the process of examining how to nurture and inspire young children to create new value propositions that will benefit their individual selves, communities and countries. In the 21st century the democratization of communication tools may allow emerging markets to make creative leaps into new business and industry. We can view young children in developing countries as creative innovators and ambassadors of new technologies, rather than passive end-users consumers. Thus in this aim, I am creating design applications and workshops with the use of new media technologies for children in local schools.

To summarize, my research goals are to produce novel communication technologies and telexistence paradigms to allow a presence of all our five senses, as well as non-verbal and emotional communication through digital networks and the physical world of humans and devices/gadgets. I have great passion for making new inventions that can affect in positive way families, society, business, and the environment in the future.

Graduate Students Supervised

Post-Docs Graduated 5 Currently Supervising 6

Ph.D Students Graduated 16 Currently Supervising 10

Master's Students Graduated 29 Currently Supervising 1

Participation in thesis and oral examination committees

Thesis committee member of numerous Masters thesis and PhD thesis examinations in the National University of Singapore, Keio University and City University London, which involves both written and oral examinations.

I have also been an international external PhD Examiner of the students at Universidade Nova de Lisboa (Portugal), University of Udine (Italy), University of Lisbon (MSc, Marie Curie Fellowship, Portugal), and University of Gothenburg (Sweden).

Research Grants

Duration	PI/Co-PI	Project title	Source	Grant amount
2013-2018	PI	Imagineering Institute	Khazanah Nasional Malaysia	MYR 10 Million
2013-2015	PI	Kids Robot Workshops	Daiwa Anglo-Japanese Foundation	£8000
2010-2012	PI	Research in Augmented Reality for Military Applications	Ministry of Defense	\$1.88 Million
2009-2011	PI	Kitchen Media	NEC	\$427,600
2008-2013	PI	Connected Ubiquitous Technology for Embodiments	Media Development Authority	\$10,000,000
2008-2011	Co-PI	POEMS - Places of Embodied Media	Media Development Authority	\$5,600,000
2007-2010	PI	IDM and Technology in Medicine	Ministry of Education	\$275,000
2007-2007	PI	Energy Generation in Shoes	NIKE Corporation	\$20,000
2006-2006	PI	Age Invaders	Ministry of Information Communication Arts	\$50,000
2005-2005	PI	Magic Land	Singapore Science Center	\$200,000
2005-2008	PI	Ubiquitous Computing	Defense Science Technology Agency	\$1,600,000
2005-2005	PI	Mixed Reality Collaboration with Laboratory de Luz Spain	University of Valencia	€15,200
2003-2006	PI	Head mounted displays and their applications	Defense Science Technology Agency	\$1,500,000
2003-2006	PI	Energy recovery from human body motion	DSTA	\$680,000
2002-2005	PI	Multi-modal speech recognition	DSTA	\$150,000
2001-2004	PI	Multi-modal speech recognition	NUS	\$260,000
1999-2002	PI	Soft computing and power electronics	NUS	\$70,000

Research Awards / Prizes

Date of Award	Award Name	Award Type	Nature of Award
05/2017	List of The h-Index for Computer Science. An elite list that contains only the top 0.06% of all computer scientists in the world.	INDIVIDUAL	International
09/2016	Distinguished Alumni Award, University of Adelaide. Awarded in recognition of the achievements and contribution in the field of Computing, Engineering and Multi-sensory communication.	INDIVIDUAL	International
04/2015	Research on smell technologies selected by Nesta as Top 10 Technologies of 2015	TEAM	International
06/2014	Fellow of the Royal Society for the encouragement of Arts, Manufactures and Commerce (RSA), an organisation which is committed to finding innovative practical solutions to today's social challenges. The RSA Fellowship is a network of top achievers and leaders in more than 80 countries from a wide range of backgrounds. Notable members include Charles Dickens, Adam Smith, Benjamin Franklin, Karl Marx, William Hogarth, John Diefenbaker, Stephen Hawking and Tim Berners-Lee.	INDIVIDUAL	International
11/2013	"Honorary Expert" of the HackingBullipedia Global Challenge by Telefonica and El Bulli, created by world leading culinary expert, Chef Ferran Adria I Acosta, and aimed at discovering the most inventive design and technology to support the world's largest repository of gastronomic knowledge.	TEAM	International
11/2012	DESIGNOMICS Leadership Award	INDIVIDUAL	International
04/2012	Best Paper Honorable Mention Award CHI 2012 for paper "Keep in Touch: Channel, Expectation and Experience". It is the premiere academic conference for Human Computer Interaction.	TEAM	International
11/2011	Media Furniture received Red Dot Award	TEAM	International
09/2011	First Prize in Nokia Ubimedia MindTrek Awards 2011 for the work "Selective Inductive Powering System (SIPS) for Paper Computing" The Nokia UbiMedia MindTrek Competition is a competition sponsored by Nokia in search of projects, products or services that seek to broaden our understanding of how ubiquitous media will influence our future.	TEAM	International
09/2011	Selected as one of 10 best Singaporean artists for exhibition at Ascendas 10th anniversary event and commemorative book. Received award from Ascendas CEO, Ms Chong Siak Ching	INDIVIDUAL	National
07/2011	Research work "Ambikraf" (non emissive color changing material) selected for NUS Official Calendar 2012	INDIVIDUAL	University
06/2011	25th NUS Faculty of Engineering Innovation and Research Award	TEAM	University

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Date of Award	Award Name	Award Type	Nature of Award
05/2011	25 most influential people about Augmented Reality in Twitter	INDIVIDUAL	International
04/2011	Marquis Who's Who in Science and Engineering 2012	INDIVIDUAL	International
03/2011	Best Paper Award for A Multimodal Virtual Anatomy Learning Tool for Medical Education	TEAM	International
01/2011	Marquis Who's Who in Science and Engineering 2011-2012	INDIVIDUAL	International
01/2011	Selected amongst 30 Young Global Leaders to attend WEF Public Leadership Masterclass hosted by New York City Mayor Michael Bloomberg	INDIVIDUAL	International
11/2010	Winner of Keio University Gijyujusho award. Awarded for the best research annually in Keio University, Japan's oldest and one of the most prestigious Universities in Japan. A ceremony and prize of 200,000 Yen is awarded. Awarded for my research in "Interaction Design Research for Feeling Communication"	INDIVIDUAL	International
11/2010	Gold Prize (First Prize), Creative Showcase, for research work "Liquid Media" at the International Conference on Advances in Computer Entertainment Technology	TEAM	International
11/2010	SIP Fellow Award. The SIP Distinguished Fellow Award honours legendary leaders whose illustrious lives have positively influenced lives across generations and communities around the globe. The Distinguished Fellow motivates collaborations and inspires extraordinary innovations across sectors. SIP Distinguished Fellows are outstanding role models and stalwarts of SIP's community of changemakers in shaping a more inclusive, sustainable, and better world. Previous winners include S Robson Walton Chairman, Wal-Mart Stores, Inc., USA (2009) and Jet Li Founder, One Foundation (2008)	INDIVIDUAL	International
09/2010	Winner from the Communication Technologies and interfaces track at YR-RISE of the AAL forum. The Ambient Assisted Living Joint Program is a new joint research and development funding activity by 23 European Members and Associated States with the financial support of the European Community provided on the basis of article 185 of the EC treaty.	INDIVIDUAL	International
09/2010	Certificate of Honor NOKIA Ubimedia MindTrek Awards	TEAM	International
08/2010	Profiled in Marquis Who's Who of the World 2010 in Science and Engineering	INDIVIDUAL	International
04/2010	First Prize for Petimo: social networking robot for children, Milan International InventiON competition. Petimo won the first prize in the ICT (information and communication technologies) track. The competition is sponsored by the Municipality of Milan and the chamber of commerce, and is co-organized by a service company (Alintec) together with "Nova-Sole ore", (Italian financial times). The main sponsor of the competition is 3M.	INDIVIDUAL	International

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Date of Award	Award Name	Award Type	Nature of Award
01/2010	Marquis Who's Who of The world 2010 under Distinguished Professors/Scholars	INDIVIDUAL	International
06/2009	C4C- Como for Children Competition (Interaction Design for Children) Winner	TEAM	International
04/2009	Laval Virtual Revolution Award France 2009 (Given for Best Virtual Reality Inventions approximately 10 selected each year)	TEAM	International
01/2009	Winner of The Integrated Art Competition. Awarded First Prize for "Blog Wall" for the Kent Ridge Station of the new subway "Circle Line", \$50,000 prize money	TEAM	University
01/2009	[Award for my PhD students] YoungCT Prize (Young Creative Technology prize) Date: 2009 Description: Where best graduate students submissions are selected and invited to KAIST in Korea with full air fare and accomodation. The prize was awarded to my PhD students James Teh, Khoo Eng Tat, and Nimesha Ranasinghe in the years 2008, 2009 for work which we submitted together (Prize is given to the student).	TEAM	International
12/2008	First Prize Winner of Creativity of Warm. 8th International University Creative-in-Action Contest held in I-Shou University, Taiwan	TEAM	International
10/2008	Nokia Ubimedia Mindtrek Award for Best Ubiquitous Computing Research. Babbage Cabbage Empathetic Living Media was one of three prize winner's of the international NOKIA Ubimedia MindTrek Award. The Nokia Ubimedia MindTrek Awards was an international competition arranged by MindTrek, Nokia, NAMU Lab, Tampere University of Technology, and the Tampere Region Centre of Expertise in Ubiquitous Computing, and Finland. The purpose of the competition was to encourage makers of digital media to generate ideas and develop new and innovative ubiquitous media products and services. The entries were expected to take a stand on the question, how ubiquitous computing affects intelligent media environments and what the future of location and context aware media services might look like.	TEAM	International
03/2008	Young Global Leader Award 2008. This honour is bestowed each year by the World Economic Forum to recognize and acknowledge the top young leaders from around the world for the professional accomplishments, commitment to society and potential to contribute to shaping the future of the world.	INDIVIDUAL	International
09/2007	Winners of the MobileHCI 2007 Demo Category	TEAM	International
01/2005	Winner of Microsoft Research Award for Gaming and Graphics USD \$ 10,000	INDIVIDUAL	International
01/2005	MENCIONES ESPECIALES Award for Poultry Internet, Art and Artificial Life International Competition Vida 8.0 competition in Madrid	INDIVIDUAL	International

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Date of Award	Award Name	Award Type	Nature of Award
10/2004	Award of Fellow in Education, World Technology Network Awarded. In held in association with Nasdaq, Microsoft, TIME magazine, Science magazine, and CNN. Only five (5) people in the world, out of the global selection process were selected as Fellow in the Category of Education.	INDIVIDUAL	International
01/2004	Associate of the Arts Awards, a prestigious national award, awarded by the National Arts Council, Award presented by Dr Lee Boon Yang, Minister for Information, Communications and the Arts	INDIVIDUAL	National
01/2004	Young Professional of the Year 2004. A prestigious national award, awarded by the Singapore Computer Society.	INDIVIDUAL	National
01/2003	Singapore National Young Scientist Award Winner. This prestigious award is organised by the Singapore National Academy of Science and supported by the Agency for Science, Technology and Research. Recipients receive a trophy, certificate of commendation and a prize of \$12,500.	INDIVIDUAL	National
01/2003	Certificate of Appreciation Award from National Heritage Board	INDIVIDUAL	National
01/2003	Winner of Hitachi Research Fellowship. Two months fully funded visiting Professorship to Japan	INDIVIDUAL	International
01/2003	International Touring Award, National Arts Council	INDIVIDUAL	National

Visiting Professorships and Fellowships

Visiting Professor Kyoto Institute of Technology, 2016 (funded by KIT)

Adjunct Professor, MMU, Multimedia University, Malaysia, 2015-2016

Visiting Professor Sogang University, South Korea, 2014 (funded by Sogang University)

Visiting Professor UTM, Universiti Teknologi Malaysia, 2013 (funded by UTM)

Visiting Professor East China University of Science and Technology, 2012 (funded by ECUST)

Visiting Professor Kyoto University, 2007 (funded by Kyoto University)

Visiting Professor ENJMIN - Ecole Nationale du Jeu et des Medias Interactifs Numeriques, Angoulime, France, March 2007 (funded by ENJMIN)

Visiting Research Fellow, Hitachi Fellow, Kyoto University, 2003 (funded by Hitachi)

Visiting Research Fellow, JSPS Fellow, Kyoto University, 2001 (funded by JSPS)

External Examiner / Advisor

External Examiner MMU, Multimedia University, Malaysia, 2012-2014

External Examiner Singapore Polytechnic, 2010-2012

Academic Editorships and Editorial Board Member

Multimodal Technologies and Interaction, Editor in Chief

Lovotics - Academic Studies of Love and Friendship with Robots, Editor in Chief

ACM Computers in Entertainment, Editor in Chief

Transactions on Edutainment, Springer, Editor in Chief

Virtual Reality, Springer, Associate Editor

The International Journal of Virtual Reality, Associate Editor

Advances in Human-Computer Interaction, Associate Editor

International Journal of Arts and Technology, Editorial Board Member

International Journal of Entertainment Technology and Management, Editorial Board Member

International Journal of Cognitive Informatics and Natural Intelligence, Guest Editor

Interacting with Computers, Member of Editorial Board

Recent Patents on Computer Science, Member of Editorial Board

The Open Electrical and Electronic Engineering Journal, Member of Editorial Board

Journal of Virtual Reality and Broadcasting, Member of Editorial Board

Guest Editor for International Journal on Cognitive Intelligence & Natural Intelligence journal Special Issue: Ambient Intelligence and Arts, Guest Editors: Athanasios (Thanos) Vasilakos and Adrian David Cheok

Guest Editor for Journal Advances in Human Computer Interaction, Special Issue: Interactive Play and Learning for Children, Guest Editors: Adrian David Cheok, Hiroshii Ishii (MIT Media Lab), Junichi Osada (NEC Design, Tokyo)

Guest Editor for International Journal of Arts and Technology, Special Issue: Digital Media and its Application in Museum and Heritage, Guest Editors: Adrian David Cheok and Pan Zhigeng (Zhejiang University)

Invitations to Speak at scholarly meetings/workshops/conferences

Keynote Speeches and Invited Talks (fully funded)

Keynote Speaker, University of Lapland, Rovaniemi, FINLAND, 12/2016

Keynote Speaker, 5th International Seminar on Quality and Affordable Education (ISQAE), Yogyakarta, INDONESIA, 12/2016

Keynote Speaker, Brainy Tongue Conference, San Sebastian, SPAIN 10/2016

Keynote Speaker, Conference on Design and Emotion, Amsterdam, NETHERLANDS 09/2016

Keynote Speaker, MobileHCI 2016, Florence, ITALY 09/2016

Keynote Speaker, International Conference on Creative Media, Design and Technology (REKA) 2016, Penang, MALAYSIA 09/2016

Keynote Speaker, International Conference on User Science and Engineering (iUSER) 2016, Melaka, MALAYSIA 08/2016

Keynote Speaker, Visual SG 2016, SINGAPORE 07/2016

Keynote Speaker, YNow conference, a special event dealing with digital transformation and challenges, attended by only 35 handpicked international guests, mostly senior global family entrepreneurs, leaders, politicians and scientists. Überlingen, GERMANY 05/2016

Keynote Speaker, VF Max Conference organised by VF Corporation, a large clothing company owning more than 30 top brands such as Lee, Timberland and Vans. Attended by CEOs and top executives from famous clothing companies. Chicago, UNITED STATES 10/2015

Invited Speaker, MaGICXpert: Knowledge Sharing Session, Universiti Teknologi Malaysia, Johor, MALAYSIA 03/2016

Invited Speaker, TEDxTaipei 2015 Taipei, TAIWAN 11/2015

Invited Speaker, Tampere University of Technology, Tampere, FINLAND 09/2015

Keynote Speaker, Mindtrek Openmind International Conference, Tampere, FINLAND 09/2015

Keynote Speaker, AIF International Symposium Kuala Lumpur, MALAYSIA 08/2015

Invited Speaker, KL Converge!, a multi-platform digital content and creative industry event showcasing the world's latest achievements and opportunities in the music, film, gaming and Internet, Kuala Lumpur, MALAYSIA 08/2015

Invited Speaker, TEDxKL Kuala Lumpur, MALAYSIA 08/2015

Keynote Speaker, ARea 15, biggest AR conference in Finland, Turku, FINLAND 06/2015

Invited Speaker, Diálogos de Cocina (Kitchen Dialogues), a biennial international congress aiming to build new bridges of multidisciplinary knowledge, San Sebastian, SPAIN 03/2015

Invited Speaker, FutureFest London, Nesta's flagship event gathering some of the most radical thinkers, makers and performers to create an immersive experience of the future, London, UNITED KINGDOM 03/2015

Keynote Speaker, Wearable Technology Conference London, UNITED KINGDOM 03/2015

Invited Speaker, Sunday Morning Talk at Marlborough College Malaysia, Johor, MALAYSIA 01/2015

Invited Speaker, X-Lecture Series in the Festival of the Mind at University of Sheffield, UNITED KINGDOM 09/2014

Invited Speaker, IMPACT 2014 The MRS Annual Conference, London, UNITED KINGDOM 03/2014

Keynote Speaker, CHIC Forum 2014, Seoul, SOUTH KOREA 03/2014

Invited Speaker, University of Swansea, UNITED KINGDOM 03/2014

Invited Speaker, Netopia seminar Ethics in the Digital World - A Closer Look at Clouds, Big Data and the Internet of things, Brussels, BELGIUM 02/2014

Invited Speaker, Human 2.0 Technologies of Enhancement, London, UNITED KINGDOM 02/2014

Invited Speaker, University of Kent, Canterbury, UNITED KINGDOM 11/2013

- Keynote Speaker, Seminar on Multisensory Internet Communication and Virtual Love, London, UNITED KINGDOM 11/2013
- Keynote Speaker, Immersive Media Experiences 2013, Barcelona, SPAIN 10/2013
- Invited Speaker, Chinwag Psych: PsychUp at the Hangout, City University London, UNITED KINGDOM 10/2013
- Keynote Speaker, VS-Games 2013, International Conference on Games and Virtual Worlds for Serious Applications, Bournemouth University, UNITED KINGDOM 09/2013
- Keynote Speaker International Conference On Informatics and Creative Multimedia 2013 (ICICM13), Kuala Lumpur, MALAYSIA 09/2013.
- Keynote Speaker of The City University Hangout Opening Ceremony, London, UNITED KINGDOM 08/2013
- Invited Speaker at TEDxBarcelona, Barcelona SPAIN 07/2013
- Invited Speaker at Leonardo Art/Science Evening Rendezvous, San Francisco, UNITED STATES 07/2013
- Invited Panel Speaker and Panel Chair, GIL 2013 (Global Innovation and Leadership), Tokyo, JAPAN 06/2013
- Invited Speaker, Apple Store Ginza, Tokyo, JAPAN 06/2013
- Invited Speaker, Young Global Leaders Annual Summit, MYANMAR 06/2013
- Invited Panel Speaker, USC Global Conference, Seoul, SOUTH KOREA 05/2013
- Invited Speaker TCCOnline Conference, Hawaii, USA 04/2013
- Keynote Speaker SJI Singapore, "How will education change", SINGAPORE 04/2013
- Keynote Speaker, AR Summit, INDIA 02/2013
- Keynote Speaker, Indonesia Creative Power Symposium, Jakarta, INDONESIA 11/2012
- Keynote Speaker, Web in Travel Conference, SINGAPORE 10/2012
- Invited Speaker, Khazanah Megatrends Forum, Kuala Lumpur, MALAYSIA 09/2012
- Keynote Speaker, Digital Media City 10th International Symposium, Seoul, SOUTH KOREA 09/2012
- Keynote Speaker, CollabTech 2012, Sapporo, JAPAN 08/2012
- Keynote Speaker of 12th IEEE International Conference on Advanced Learning Technologies (ICALT2012) Rome, ITALY 07/2012
- Invited Speaker and presenter of "Innovation Fuel" workshop at Ogilvy Fuel conference. Ogilvy is one of the world's largest advertising companies in the world. This was an internal conference for their top global executives and about five external speakers were invited. I presented a workshop in innovation at the event, four times, for senior executives of Ogilvy. Kyoto, JAPAN 05/2012
- Invited "Visionary" Speaker at the Seoul Digital Forum, SOUTH KOREA 05/2012
- Invited Speaker and Panel Member of Human-Computer Confluence Research Challenges Workshop, Vienna, AUSTRIA 05/2012

Keynote Speaker at ARE 2012 (Augmented Reality Event 2012 - largest international event dedicated to Augmented Reality) Santa Clara Convention Center, USA 05/2012

Invited Speaker to WPP Stream Asia (Stream is a global calendar of world-class media and technology events hosted by WPP Digital. Recently named by Wired Magazine one of the World's Best Tech Conferences, Stream is listed alongside SXSW and TED as one of the ultimate meetings of the minds (Wired, March 2011).), THAILAND 02/2012

Keynote Speaker ISMAR 2011 (International Symposium on Mixed and Augmented Reality. Premier conference in the field of augmented reality) in Basel, SWITZERLAND 10/2011

Keynote Speaker 6th national conference on Digital Entertainment and Art (DEA), CHINA 09/2011

Invited Special Guest and Keynote Speaker of the Upcoming 2011 Global Digital Media Conference (GDMC) at Great Hall of Zhejiang, CHINA 09/2011

Keynote Speaker The 7th Northeast Asia Investment and Trade Expo Art Week-International Animation, Comics and Games Forum, Jilin China 2011 from Jilin Animation Institute, CHINA 09/2011

Keynote Speaker MobileHCI 2011: the 13th International Conference on Human-Computer Interaction with Mobile Devices and Services, SWEDEN 08/2011

Invited artist and Lecture Art Center Nabi, SOUTH KOREA 06/2011

Keynote Speaker INTERDIDATICA a Technology Education Show and Educational Forum, BRAZIL 04/2011

Invited Speaker at TEDxNUS, SINGAPORE 03/2011

Keynote Speaker and for a tutorial presentation at 2nd IEEE Games Innovation Conference (GIC 2010), HONG KONG 12/2010

Keynote Speaker for Aml-10, First International Joint Conference on Ambient Intelligence , SPAIN 11/2010

Keynote and Panel Speaker: Khazanah Megatrends Forum 2010, Kuala Lumpur, MALAYSIA 10/2010

Keynote Speaker DICON, the Asian cultural content conference, SOUTH KOREA 09/2010

Keynote Speaker UCSC keynote in the National IT conference, SRI LANKA 08/2010

Keynote Speaker for Nicograph 2010, SINGAPORE 06/2010

Invited Speaker European Internet Foundation Debate in cooperation with STOA on the premises of the European Parliament in Brussels, BELGIUM 05/2010

Invited Distinguished Speaker for Future Summit AUSTRALIA 05/2010

Invited expert speaker European Parliament, invited by Vice- President of the European Parliament, responsible for STOA (Science and Technology Options Assessment) Speech and exchange of views to the European Parliament's Industry, Research and Energy Committee on 4th May 2010 morning. The topic was Internet Governance and all the attendees were Members of the European Parliament, BELGIUM 05/2010

Invited speaker at the European Internet Foundation Dinner Debate in cooperation with STOA on the premises of the European Parliament in Brussels. Representatives from the European Commission, the European Parliament and business attended. This dinner debate showcased success stories, as well as a futuristic vision of how ICT solutions are transforming our economy. The new generations of "digital natives" are bringing with them very different learning and working practices as well as different expectations, which will have an impact on businesses, BELGIUM 05/2010

Invited as international network partner for Danish Ministry of Science supported project KRAM-Kreativitetsrammer i Audiovisuelle Medier. Invited to 1-3 seminars over a 3 year period and finally giving a presentation at the final international conference, DENMARK 01/2010

Keynote Speaker for Synthetic Reality Conference ISRAEL 01/2010

Guest Speaker for the conference "Robotics". Invited by the Network of Netherlands Offices for Science and Technology from the Dutch Ministry of Economic Affairs, NETHERLANDS 11/2009

Distinguished Speaker at ASEAN 100 Leadership Forum. The ASEAN 100 Leadership Forums bring together around 100 of the best and brightest men and women from the region's successor-generation leaders drawn from politics, business, and civil society. Participants in the last few Leadership Forums have included Indonesia's President Susilo Bambang Yudhoyono (2006), Timor Leste's President Dr Jose Ramos-Horta (2006), Vietnam Prime Minister Nhuyen Tan Dung (2007), Philippine's President Gloria Macapagal-Arroyo (2008), former Pakistan Prime Minister Shaukat Aziz (2008) as well as many of the region's most outstanding business and civil society leaders and intellectuals, THAILAND 10/2009

Keynote Speaker at the New Museum Lab conference for the Opening of the National Museum of History, NETHERLANDS 10/2009

Keynote Speaker, Lift Asia 09, SOUTH KOREA 09/2009

Keynote Speaker, "Human Computer Interaction Innovation and Application Conference 2009, TAIWAN 07/2009

Keynote Speaker at Immersive Education Japan (iED), JAPAN 12/2008

Keynote Speaker at Web in Travel Conference, SINGAPORE 12/2008

Keynote Speaker, 11th International Conference on Humans and Computers (HC'2008), Fukuoka, JAPAN 12/2008

Invited Expert for Interlink Consolidation Workshop, FRANCE 11/2008

Invited Speaker for Firefox Developers Conference, JAPAN 10/2008

Invited Speaker for International Workshop on "What is Creativity". Emergent Phenomena in Complex Adaptive Systems, JAPAN 10/2008

Keynote Speaker for Edutainment 2008, Nanjing, CHINA 06/2008

Keynote Speaker for Interact 2008, JAPAN 03/2008

Keynote Speaker for International IEEE conference in Serious Games and Virtual Worlds, UNITED KINGDOM 03/2008

Keynote Speaker for ACM CHI Designing Interactive Systems DIS 2008, SOUTH AFRICA 02/2008

Keynote Speaker for Digital Media and Its Application in Museum and Heritage, CHINA 12/2007

Keynote Speaker for Mensch & Computer (Human Computer Interaction), GERMANY 09/2007

Invited Keynote Speaker for International Symposium on Ubiquitous VR, SOUTH KOREA 07/2007

Keynote Speaker Digital Media Virtual Museum Workshop in Hangzhou, CHINA 06/2007

Keynote Speaker International Symposium on Universal communication, JAPAN 06/2007

Invited Speaker Microsoft Research Gaming and Graphics, CHINA 05/2007

Participant of Interlink Opening Workshop, FRANCE 05/2007

Invited Visiting Professor and Jury Member of Masters Thesis Students Final Presentation, ENJMIN - Ecole Nationale du Jeu et des Medias Interactifs Numeriques, Angoulime, FRANCE 03/2007

Keynote Speaker Joint International Conference on CyberGames and Interactive Entertainment 2006 (CGIE 2006), AUSTRALIA 12/2006

Invited Speaker ACM 2006 Annual Scholarship Awards Reception, Co-sponsored by the American Film Institute, Los Angeles, UNITED STATES 11/2006

Keynote Speaker CCDT 2006, Athens, GREECE 11/2006

Invited Evaluator and Speaker of KEIO University CTR of Excellence Evaluation, JAPAN 11/2006

Keynote Speaker 9th International Conference on Humans and Computers, JAPAN 10/2006

Keynote Speaker Ubiquitous Content Symposium, JAPAN 10/2006

Keynote Speaker 5th Asia Pacific International Symposium on Information Technology, Hangzhou, CHINA 01/2006

Keynote Speaker ICAT International Conference on Artificial Reality and Telexistence 2005, NEW ZEALAND 12/2005

Keynote Speaker Multimedia MMEC 2005, CHINA 12/2005

Keynote Speaker CGames, FRANCE 11/2005

Keynote Speaker International Conference on Cyberworlds, SINGAPORE 11/2005

Keynote Speaker of Workshop in PerGames 2005, GERMANY 11/2005

Keynote Speaker Invited Speaker and Artist (Exhibition) at 2005 DAEJEON FAST: Future of Art, Science and Technology, including the Main Exhibition Digital Paradise. Approximately 50,000 visitors are expected. Only ten world-wide artists were invited for this prestigious exhibition. Daejeon Korea Museum of Art, SOUTH KOREA 10/2005

Invited Speaker at International Workshop, 'Urban Play and Locative Media.' Art Center Nabi, SOUTH KOREA 10/2005

Keynote Speaker Entertainment Computing Conference, JAPAN 09/2005

Keynote Speaker t Workshop of SIGGN (Groupware and Network Services) and SIGDPS (Distributed Processing Systems) of IPSJ (Information Processing Society of Japan), JAPAN 09/2005

Keynote Speaker The Eighth International Conference on Humans and Computers at the University of Aizu, JAPAN 08/2005

Keynote Speaker "Future Science" in Future University of Hakodate, JAPAN 06/2005

Keynote Speaker International Animation and Cartoon Festival, CHINA 05/2005

Invited Panel Member / Think Tank / Demonstration / Exhibition

Invited Exhibition, IMPACT 2016 The MRS Annual Conference, London, UNITED KINGDOM 03/2016

Invited Demonstration, Five Senses Workshop Taipei, TAIWAN 11/2015

Invited Exhibition, Electric Taste Machine is exhibited at the Cravings exhibition in the Manchester Museum of Science and Industry from Sep 2015 to Sep 2016, Manchester, UNITED KINGDOM, 2015

Invited Exhibition, Electric Taste Machine is exhibited at the Cravings exhibition in London Science Museum from Feb 2015 to May 2016, London, UNITED KINGDOM, 2015

Invited Exhibition, FutureFest London, UNITED KINGDOM 03/2015

Invited Exhibition, The Hidden Senses at the London Science Museum's Dana Research Center, London, UNITED KINGDOM 11/2014

Invited Exhibition and Demonstration, Circus for the Senses at the Natural History Museum London, UNITED KINGDOM 06/2014

Invited Demonstration, Human 2.0 Technologies of Enhancement, London, UNITED KINGDOM 02/2014

Invited Panel Member on New Scientist Online Panel, 02/2014

Invited Demonstration, Madrid Fusion 2014, launch of world's first digital smell food app, Madrid, SPAIN 01/2014

Young Global Leader Speaking Tour in Shanghai, CHINA 02/2012

Young Global Leader Meeting for East Asia and World Economic Forum on East Asia Jakarta, INDONESIA 2011

Invited leader to the 2011 Australian Leadership Retreat, Hayman, AUSTRALIA 2011

Invited Expert Speaker at POSKOD.SG, SINGAPORE 2011

Invited Panel Member to 7th edition of "Roundtable Japan", JAPAN 2011

Invited Panel Speaker on Augmented Reality at Global Mobile Internet Conference 2011, Beijing, CHINA 2011

SIGGRAPH Asia demonstration: Kitchen Media, HONG KONG 2011

Invited to Open Slate Discussion Series, 7 April 2011, Topic for April 2011: Human Augmentation The Science, the Business and the Challenge, Prime Minister's Office, SINGAPORE 04/2011

Invited leader at the Australian Leadership Retreat. Each year, ADC brings together exceptional leaders and thinkers from around the world to take part in an expansive discourse about the complex and compelling challenges ahead. The ADC Future Summit is a vehicle for wide-ranging and provocative debate, harnessing ideas and insights from across government, business, science, education, arts and the media. Invited to give three panel talks: "The Research and Development Imperative", "Technologies of Tomorrow", and workshop on "Technology agenda: What's the next big thing that will revolutionise the way we operate, think and behave?", AUSTRALIA 2010

Invited Artist for International Exhibition "Evolution Haute Couture. Contemporary Art in the Post-Biological Age" Curator: Dmitry Bulatov. Work Exhibited was "Poultry Internet". Organisers: Kaliningrad branch of the national center for Contemporary Arts, LABORATORIA Arts & Science Space. With support from the Ministry of Culture of the Russian Federation, the Moscow office of the Ford Foundation, Dmitry Zimin's Dynasty Foundation, the Karpov Institute for Scientific Research in Physics and Chemistry. RUSSIA 2010

Invited Expert Institute of High Performance Computing (IHPC), SINGAPORE 2010

Invited Expert Swiss House Singapore Virtual Emotion Workshop, SINGAPORE 2010

Invited Expert Abu Dhabi Media Summit in Abu Dhabi, UNITED ARAB EMIRATES 2010

Invited Expert Global Social Innovator's Forum (Collaborative Innovation. Future readiness - What's in it for me?), SINGAPORE 2010

Invitation Young Global Leader to the 2010 India Economic Summit and Young Global Leaders Private Programme: New Delhi, INDIA 2010

Invited Expert Monaco Media Forum 2010, MONACO 2010

Invitation Expert World Economic Forum Annual Meeting of the New Champions, Live from China-The Future of Online Video, CHINA 2010

Invitation Expert National Library Board invitation for public talk: Human Pacman / Virtual Reality Program at Woodlands Regional Library, SINGAPORE 07/2010

Invited to Harvard's Young Global Leaders Program 2010 by World Economic Forum and Harvard for the Global Leadership and Public Policy for the 21st Century. The program is to prepare leaders horizon to address our world's most pressing problems. "Young Global Leaders who are committed to addressing some of the most pressing issues facing our world today are invited to attend this program. Participation in the program is by invitation only.", UNITED STATES 2010

Invited Young Global Leader to the World Economic Forum Annual Meeting, Davos- Klosters, Switzerland 26-31 Jan 2010 Speaking Roles: (a) Session Title: The Information Age and Human Behaviour (Other speaker in session is Alexander Pentland, Toshiba Professor of Media, Arts and Sciences, Massachusetts Institute of Technology, USA). (b) A Future by Design? The session will also include: Discussion Leaders, Paola Antonelli, Senior Curator, Department of Architecture and Design, Museum of Modern Art, USA, Tim Brown, Chief Executive Officer, IDEO, USA, John Maeda, President, Rhode Island School of Design, USA, Alice Rawsthorn, Design Critic, International Herald Tribune, United Kingdom, SWITZERLAND 2010

Invited Panel Member and Artist Lab in Residence: Networked Virtual Performance Environments: UKIYO LAB in residence (Researchers from Singapore, Japan, and Europe (Johannes Birringer and his DAP team worked with Adrian David Cheok and his Mixed Reality Lab members) spent several days investigating new approaches to 3d virtual reality and virtual movement design, and exchanging knowledge and methodologies from 3rd to 13th December 2009. An international symposium was held at Keio University during this time frame, with an evening program of presentations and films. This event and research project was funded by a PM12 Connect/British Council Grant, and a RDF (Brunel University) grant, and was supported by an award from The Japan Foundation.), JAPAN 2009

Invited Young Global Leader World Economic Forum on East Asia - 17 to 19 June 2009 - Seoul, SOUTH KOREA 06/2009

Invited Panel Speaker at the GLOBAL SOCIAL INNOVATORS FORUM 2009. Plenary 8: Catalysing Collaborative Innovations for a Better World, SINGAPORE 2009

Invited Expert the ASEAN 100 Leadership Forum, THAILAND 2009

Invited as a guest speaker at ITE International Student Seminar, SINGAPORE 2009

SIGGRAPH Asia Demonstration: Petimo: Children's Companion for Safe Social Networking, JAPAN 2009

SIGGRAPH Emerging Technologies demo: AmbiKraf: An Embedded Non-Emissive and Fast-Changing Wearable Display, UNITED STATES 2009

Laval Virtual Revolution: Babbage Cabbage, Laval, FRANCE 2009

Invited Young Global Leader World Economic Forum Annual Meeting 2009, Davos, SWITZERLAND 2009

International expert invited for curation of "Antenna" exhibition on electronic eye worn displays, Science Museum London, UNITED KINGDOM 2008

Invited Expert for Third Interlink Workshop on Ambient Computing and communication environments, JAPAN 2008

SIGGRAPH New Tech Demos: Programming Robots by Haptic Means; Confucius Computer: Transforming the Future through Ancient Philosophy, UNITED STATES 2008

Invited Speaker for NUS University Scholar's Program, SINGAPORE 2008

Invitation Expert CTIT Symposium 2008. Creative IT. The Role of Information Technology in Creative Disciplines, Netherlands, NETHERLANDS 2008

Commemorations Speaker University of Adelaide Graduation Ceremony in Singapore, SINGAPORE 2008

Invited Expert Panel Member Standard Xchange 2007, SINGAPORE 2007

Invited Exhibition and Demonstration Wired Nextfest 2007. "Metazoa Ludens" received the honor of being selected as the top 100 visionary and high impact technology works in the world by the USA based WIRED magazine and was invited to be demonstrated in the Wired NextFest 2007 in Los Angeles. There were over 50,000 attendees at this festival and all the exhibits at this festival are from the world's leading visionary companies, institutes, and R&D labs. UNITED STATES 09/2007

ACM CHI, Interactivity Demonstration: Age invaders: social and physical inter-generational family entertainment; Poultry.Internet: a remote human-pet interaction system, CANADA 2006

Invited Media Demo of Age Invaders, GreenField, SINGAPORE 2006

Invited Expert Singapore-Finland Workshop on Future Intelligent Homes, SINGAPORE 2006

Invited Expert Public Launch of Creative Community, SINGAPORE 2006

Invited Exhibition DesignEdge Conference and Expo, SINGAPORE 2006

Invited Exhibition MOE ExCEL Fest's "The Junction", SINGAPORE 2006

Invited Art Exhibition, Sculpture exhibition at Sculpture square, SINGAPORE 09/2006

Invited Demonstration of "Age Invaders", Interactive Tokyo, Tokyo, JAPAN, 09/2006

Invited Exhibition and Demonstration Wired NextFest. "Human Pacman" received the honor of being selected as the top 100 visionary and high impact technology works in the world by the USA based WIRED magazine and was invited to be demonstrated in the Wired NextFest 2005 in Chicago. There were over 50,000 attendees at this festival and all the exhibits at this festival are from the world's leading visionary companies, institutes, and R&D labs. Chicago, UNITED STATES 06/2005

Demonstration of Magic Land: Live 3D Human Capture Mixed Reality Interactive System, and Magic Cubes for Social and Physical Family Entertainment, ACM CHI Interactivity, Portland, UNITED STATES 2005

Demonstration of Human Pacman: a wide area socio-physical interactive entertainment system in mixed reality, ACM CHI, Vienna, AUSTRIA 2004

One year exhibition of the demonstration "Gulliver's Box" at Ars Electronica, Linz, AUSTRIA 2003

Service as a Reviewer

Reviewer for Research Funding Agencies

Reviewer of Grant Proposal for University of Cyprus

Grant Proposal Reviewer for European Commission, Emerging Technologies and Infrastructures Future and Emerging Technologies FET-Open

International Reviewer of Grant for QNRF

International Review Panel (Invited Reviewer) For Research Foundation Flanders (FWO), Europe

Invited reviewer for the "Scholarship of Excellence UNIGE" is a project launched in 2008 by the University of Geneva for post- doctoral women by the scientific commission of the project "Scholarship of Excellence UNIGE", Selected as a specialist in the field. Nov 2010

Expert Reviewer for Grant Proposal for the Singapore Israel Industrial Research & Development Foundation

Expert Reviewer for Media Development Authority grant calls (i.JAM)

Reviewer for Academic Journals and Transactions

Reviewer for Leonardo Journal

Reviewer for IEEE Computer Graphics and Applications

Reviewer Interacting With Computers Journal

Reviewer IEEE Systems Man & Cybernetics Transactions Part A

Reviewer ETRI Journal

Reviewer IEEE Transactions on VLSI

Reviewer IET Electric Power Applications Journal

Reviewer Journal IET Electric Power Applications

Reviewer for Neuropsychologia (Elsevier)

Reviewer The Visual Computer Journal, Springer

Reviewer Pervasive and Mobile Computing Journal (Elsevier)

Reviewer IEEE Computer Graphics and Applications

Reviewer IEEE Transactions on Industrial Electronics

Reviewer IEEE Transactions on Power Electronics

Reviewer IEEE Transactions on Fuzzy sets and systems

Reviewer IEEE Transactions on Mechatronics

Reviewer for Academic Conferences

Reviewer for ACM Transactions on Computer-Human Interaction

Full paper reviewer for ACM CHI Conference (premier conference in human computer interaction)

Program Committee, CHI PLAY

Program Committee, NordiCHI

Program Committee, UIST

Program Committee, DIS

Program Committee, International Workshop on Multimodal Virtual and Augmented Reality

Program Committee for IEEE VR (premier Virtual Reality Conference)

SIGGRAPH Courses Program Reviewer

Program Committee member and Reviewer for ICEC

Program Committee, ICMI

Programme Committee Member, Interactive Storytelling

International Program Committee of ISMAR

Reviewer for Computer Animation and Virtual Worlds Journal, special issue on Wireless and Mobile Tech in Mixed Reality

Program Committee Member for the INTETAIN Bi-Annual Conference on Intelligent Technologies for Interactive Entertainment

International Program Committee for the IEEE Digital Entertainment and Creative technology workshop, DECT

International Program Committee for the International Conference on Internet and Multimedia Systems and Applications, EuroIMSA

International Program Committee of Entertainment Computing Symposium, ECS

International Program Committee of ISWC

International Program Committee Multimedia Computing and Networking

International Program Committee of Interactive Entertainment, IE

International Program Committee of the International Conference on Ubiquitous Computing Systems, UCS

International Program Committee of ICEC

International Scientific Committee of Learning with Games

International Program Committee of CollabTech

International Program Committee for BodyNets

International Program Committee for WEBIST

Invited to be a member of DiGRA International Advisory Board

International Program Committee for Annual Multimedia Computing and Networking Conference, MMCN

Invited academic reviewer for Vienna Science and Technology Fund (WWTF, www.wwtf.at) project proposal submitted to the WWTF's "Five Senses" Project Call

International Jury for ISEA

International Program Committee for IUI

International Program Committee of CGAMES Conference

International Program Committee for CyberGames

International Program Committee for UBICOMP 200629. -International Program Committee for AIIDE

International Program Committee for iDIG International Digital Game Conference

International Program Committee for IUI

International Program Committee for NIME

International Program Committee for PerSys

International Program Committee for NetGames

International Program Committee for IE

International Program Committee for GDTW

Program Committee to OZCHI

Scientific Program committee of AxI

International program steering committee for Third International AR Standards Meeting

International Steering Committee member for IEEE Social Computing, Program Committee member

International Steering Committee, ICME

Posters and Demo Chair, Aml (Ambient Intelligence Conference)

Conference Chairman or Main/Local Organizer

General Chair, Second International Conference on Love and Sex with Robots 2016, LONDON, UK

Organiser, CHI 2016 Workshop on Touch, Taste and Smell User Interfaces: The Future of Multisensory HCI, USA

Organiser, Measuring Behaviour 2016 Workshop: Animal-Computer Interaction, IRELAND

General Chair, Second International Congress on Animal Computer Interaction 2015, MALAYSIA

General Chair, ACE 2015 International Conference on Advances in Computer Entertainment Technology Conference, MALAYSIA

General Chair, First International Congress on Animal Computer Interaction 2014, PORTUGAL

General Chair, ACE 2009 International Conference on Advances in Computer Entertainment Technology Conference, GREECE

General Chair, ACE 2009 International Conference on Advances in Computer Entertainment Technology Conference, GREECE

Section Chair, MobileHCI 2009, GERMANY

Co-Organizer, Third Interlink Workshop on Ambient Computing and Communication Environments, 18-20 Jun 2008, JAPAN

General Chair, ISEA 2008 International Symposium on Electronic Arts Symposium (one of the top two media arts festivals in the world), SINGAPORE

Co-Chair, Siggraph Asia 2008 - Emerging Technologies, SINGAPORE

Organizer, ACM DIS 2008 Workshop: Designing Cute Interactive Media Workshop, SOUTH AFRICA

Chair, Fun and Game 2008: Workshop on Design for social interaction through physical play Workshop, NETHERLANDS

Honorary Co-chair, DMAMH2007 2nd Workshop on Digital Media and its Application in Museum & Heritage, 10-12 Dec 2007, CHINA

Chairman, the i-Tokyo Singapore Advisory Committee, Nov-Dec 2007, JAPAN

Program Chair, DIMEA 2007, Second International Conference on Digital Interactive Media in Entertainment and Arts 2007, AUSTRALIA

General Chair, ACM MobileHCI 2007, 9th International Conference on Human Computer Interaction with Mobile Devices and Services

Chair, IEEE/ACM ISMAR 2007 Workshop: Mixed Reality, JAPAN Entertainment and Art Workshop International Member, JAPAN

Organizer, ACM MobileHCI 2007 Workshop: Spatial Audio for Mobile Devices Workshop, SINGAPORE

Organizer, ACM MobileHCI 2007 Workshop: MobiMundi: Exploring the Impact of Current and Emerging Mobile Technologies and Services on Society Workshop, SINGAPORE

Program Chair, ICAT 2006 International conference on Virtual Reality and Telexistence 2006, CHINA

General Chair, International Conference on Digital Interactive Media Entertainment & Arts, DIMEARTS 2006, THAILAND

General Chair, NETGAMES 2006 & 5th Workshop on Network & System Support for Games 2006, SINGAPORE

General Chair, Interactive Design Art and Technology (iDAT) Symposium International Member 2005, SINGAPORE

General Chair, ACM ACE 2005 Conference, SPAIN

General Co-Chair, ACM Mobility 2005 Conference, SINGAPORE

General Chair, ACE 2004 International Conference on Advances in Computer Entertainment Technology Conference, SINGAPORE

Chairman (Singapore), UNESCO "Sounds of my City" art project 2004, SINGAPORE

Organizing Chair, IEEE ARTo2 (Augmented Reality Conference), September 2002, GERMANY

Workshop Organizer and Chair, Special Session on Mixed Reality Entertainment Computing at International Workshop on Entertainment Computing, 14-17 May 2002, JAPAN

Patents

Title	Country	Filing/Patent Number	Filing or Granted Date	Status
Marketing Platform	United States	US20050289590 A1	29/12/2005	Granted
Mobile platform	United States	US20050285878 A1	29/12/2005	Granted
Game	United States	US20050288078 A1	29/12/2005	Granted
An Interactive System and Method (Core Specifications)	Singapore	127607	30/11/2007	Granted
An Interactive System and Method (Core Specifications)	United States	US7474318 B2	06/01/2009	Granted
System for Humans and Pets to Interact Remotely	United States	US2009090305 A1	09/04/2009	Granted
An Embedded Non-emissive and Fast Changing Fabric Display	United States	61/301,844	05/02/2010	Pending
Liquid Interfaces - A Malleable Interface Using Direct Interaction for 3D Representation	United States	61/372,802	11/08/2010	Pending
Systems and Methods for Laser Measurement	United States	61/424,540	17/12/2010	Pending
Kitchen Media	Japan	2011-156175	14/07/2011	Pending
Robot Device and Platform for Social Networking	United States	US20110291953 A1	01/12/2011	Granted

Board, Jury, Government, Committee Service

Member of Working Group Singapore Government's Economic Strategies Committee 5 (ESC5), 2009-2010. Nominated to participate in a high-level industry Working Group under the Singapore Government's Economic Strategies Committee 5 (ESC5) for "Making Singapore a Leading Global City" in 2009. The ESC is a national level committee of industry and public sector leaders who are looking into charting Singapore's future economic growth strategies over the next 10-15 years.

Member of Working Group Singapore Government's Economic Strategies Committee 1 (IT Working Group), 2009-2010. Nominated to participate in a high-level industry Working Group under the Singapore Government's Economic Strategies Committee 1 (IT Working Group). The ESC is a national level committee of industry and public sector leaders who are looking into charting Singapore's future economic growth strategies over the next 10-15 years.

Member World Economic Forum Young Global Leader Davos Oath Task Force. 2009-2010 Task force for developing Oath for Leaders around the world. Impact: selected as a Young Global Leader to work on this task force.

Invited Member European Commission: FET (Future Emerging Technologies) work programme on new directions for ICTs in FP7 of the EC, 2009-present. Invited to help identify new research challenges and opportunities for the future - specifically in the context of pervasive adaptation. Within FET, an initiative has been launched to collect the most challenging research issues from the most distinguished researchers and industrial stakeholders. This invitation is sent to personally in recognition of research reputation.

Jury Evaluator Singapore Israel Industrial R&D Foundation, 2007-2010. Impact: Invitation is recognition of being a recognized expert in entertainment computing (the evaluation of video game R&D).

Member World Economic Forum Global Redesign Initiative Youth Task Force 2009-2010 In 2010, the World Economic Forum will host the 40th Annual Meeting (27 to 31 January) under the important theme "Improve the State of the World: Rethink, Redesign, Rebuild". I am engaged in the Youth Task Force and am engaging and organizing events to obtain the feedback and ideas of Singaporean and Japanese children and youth.

Member Singapore Design Festival 2009. Conducting with Mixed Reality Lab members a Design Thinking Workshop for public attendees for Singapore Design Festival.

Panel Member The National Art Gallery of Singapore - Exhibition Design and Curatorial Workshop, 2009. Invited in recognition of research reputation in interactive media.

Organizer World Economic Forum, Young Global Leader's Youth Task Force, Youth Town Hall in Singapore, 2009. Twenty-four volunteer youths came from diverse school backgrounds to participate in the creative workshop. Their age ranges from 13 to 19 years old. The workshop aims to engage young people in solving global issues and hearing from them about their opinions in redesigning the future world.

Organizer World Economic Forum, Young Global Leader's Youth Task Force, Youth Town Hall in Tokyo, 2009. Japanese elementary school students between the ages of 10 and 12 (4th to 6th graders) participated in this event. There were six teams of approximately five students. The workshop aims to engage young people in solving global issues and hearing from them about their opinions in redesigning the future world. With the participants being younger than the usual participants in Town Hall meetings, we decided that best way for them to express their ideas would be through a creative activity.

Member iJAM Expert Panel, Media Development Authority, Singapore, 2008-2010. reviewing of proposals to be funded by MDA for the iJAM initiative, through the SiTF and Thymos Capital.

Member Media Development Authority (MDA) Board 1 Jan 2009 - 31 Dec 2012. Board Member: This is the highest level board of the Media Development Authority (a government agency in Singapore).

Member School of Design Advisory Committee, Singapore Polytechnic 2007 - 2009. Founding academic advisor to the new school of design in Singapore Polytechnic. Invitation is recognition of being a recognized expert in design and media.

SCS Representative IJAM Council 2007. Invited to be on the IJAM council to represent Singapore Computer Society (largest association of computer professionals in Singapore). Invitation is recognition of being a recognized expert in interactive media.

Jury A*STAR Talent Search, 2007-2008. Invited to judge the scientific talent of young persons applying for the A Star award. Invitation is recognition of being a recognized expert in technology and sciences.

Member National Junior Robotics NJRC07 Committee 2007. Invited to judge the scientific talent of young persons applying for the A Star award. Invitation is recognition of being a recognized expert in technology and sciences.

Invited Board of Accreditation Member National Infocomm Competency Centre 2007. Member IDM Expert Group, IDM Office, MDA 2007 Helping Singapore government agency planning of interactive and digital media programs.

Chairman Society of Excellence and Innovation in interactive experience design (IED) 2006. Invitation is recognition of being a recognized expert in design

SCS IT Youth Award 2006. Invited to judge the scientific talent of young persons applying for the SCS award. Invitation is recognition of being a recognized expert in technology and sciences.

Member National Junior Robotic Mission Committee 2006. Invited to judge the scientific talent of young persons applying for the SCS award. Invitation is recognition of being a recognized expert in technology and sciences.

Member UNESCO IFIP TC 14 Entertainment Computing WG14.8 "Online Game" 2005. committee for international academic body for entertainment computing

Judge N3 Cluster schools Podcasting Competition 2005. Invited to judge the scientific talent of young persons applying for the SCS award. Invitation is recognition of being a recognized expert in technology and sciences.

Founding Chairman Singapore Computer Society Special Interest Group on Entertainment Computing 2004-2010. Invited as an expert to lead all of SCS programs for entertainment computing

Chairman ACM Sigchi Singapore 2003-2005. Leading the Human Computer Interaction premier academic society Singapore's chapter

Chairman IEEE Singapore Section 2003. Leading the electrical engineering premier academic society Singapore's chapter

Dept Representative Innovation Program Committee 2002-2005. Helping departments effort's in creative innovation in students

Volunteer Demonstrator NUS functions, Fiesta 02, Science 02, 2002. Helping departments effort's in outreach

Vice Chairman IEEE Singapore Section, 2002 Deputy of the electrical engineering premier academic society Singapore's chapter

Founder and First Chairman IEEE Systems Man and Cybernetics Singapore Chapter 2002 Leading the cybernetics premier academic society Singapore's chapter

Treasurer IEEE Tencon 2001. Service to electrical engineering premier academic society Singapore's chapter

Treasurer IEEE Singapore section 2000-2001. Service to electrical engineering premier academic society Singapore's chapter

Vice-Chairman IEEE Singapore section 2000-2002. Service to electrical engineering premier academic society Singapore's chapter

Steering Committee Chair of ACE Conference Series

Steering Committee Chairman (2011) and Steering Committee member of MobileHCI Conference Series

NetGames steering committee, 2011

Membership of Senate National University of Singapore, 1 June 2011 to 30 June 2013

Member on the i.JAM Expert Panel (to award seed funding for start up companies), 25 Feb 2011 to 31st March 2012

International Advisory Panel, Media Development Authority (MDA), 2010,

Panel Judge, National Heritage Board, MUSEUMS R US Competition , 2010

Invited Editorial Advisory Board Member, For Book Series. Smart Healthcare Applications and Services: Developments and Practices the second Human-Centered Design of E-Health Technologies: Concepts, Methods and Applications. Both books are published by IGI Global (www.igi-global.com) and are scheduled for release in 2010.

External Assessor for Research Proposals of Christian Doppler Research Association

Founding Member, iED Mixed Reality Technology Working Group (MXR.TWG), 2009 - 2010

Member of Singapore Governments Economic Strategies Committee 5 (ESC1), IT Working Group under Sub-Committee 1. The IT Working Group comprise CEO level leaders, practitioners and entrepreneurs from a range of economic sectors (e.g. Energy, Finance, Logistics, Media, Education, Healthcare, Telecoms, IT). On 27 May 09, PM Lee announced the formation of the Economic Strategies Committee (ESC) in Parliament.

Judging Committee Member, President Young talent Award, 2005

Dept Representative, Innovation Program Committee, 2002-2005

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Documentary series Horizons, BBC World News, Jun 2016

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Digital Deconstruction Episode 2: Huggy Pajama, Channel News Asia 5 Oct 2010.

Featured in AliceOn, a Media Art & Culture Channel based in South Korea AliceOn is an organization that studies the changes and expansion of media art based on science and technology. It was a great honor for our laboratory to be featured, as a selected labs featured includes only the best and most famous media labs in the world, such as MIT Media Lab, ETC at CMU, Ars Electronica Future Lab, etc

Mixed Reality Lab & Adrian David Cheok on Discovery Channel "Future Fun" 2009

Mixed Reality Lab & Adrian David Cheok on Discovery Science Channel "Future of Sex showing Huggy Pajama", 2009

Mixed Reality Lab & Adrian David Cheok on Discovery Science Channel "Future of Play" showing Augmented Reality Toys, 2009

Mixed Reality Lab & Adrian David Cheok on Discovery Science Channel "Future of Communication" showing Petimo Childrens Social Robots, 2009

Huggy Pajama filming in new NHK program, Gatchan, 2009

Mixed Reality Lab/KEIO-NUS Cute Center appeared in NHK Programme in November 09*

Appearing on multiple television programs as part of "Popular Science's Future Of" Series. A major international science series broadcast on Science Channel in USA and on Discovery Channel worldwide.

Mixed Reality Lab appeared in Channel U popular Variety programme "On the beat 4", 2009

Mixed Reality Lab in the annual science festival "Science 08" X-periment in Marina Square Central Atrium, 2008

Two Singaporeans receive Young Global Leaders 2008 award

Discovery Channel: Feature on Internet Pajama

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Arts Central: TV Interview, 2007

Nippon Television, Japan, Feature in Internet Pajama work, July 2006

Channel 5: Girls out Loud, December 2006

Beyond Productions Show on Australian TV: Poultry Internet 2006

Beyond Tomorrow on Discovery Channel: Poultry Internet 2006

Beyond Productions Show on Australian TV: Human Pacman 2006

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Good Morning America, ABC TV, Live Broadcast on Poultry Internet

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German national broadcast news, ARD TV, broadcast on my research in NTU, 17th August 2005. MTV USA, MTV News, USA National Broadcast, feature on Human Pacman.

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Appeared on CNBC International television broadcast January 3rd feature on research of the lab in special new year technology program.

CNBC Feature on Mixed Reality Research, 9th May 2003.

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August 2nd and Sunday August 4th 2002 on Mixed Reality Research

Appeared on CNBC International television broadcast "Generation E" February 22nd 2002, discussing and demonstrating the mixed reality research.

November 2001: Appeared on Channel News Asia and Channel 5 news - segment on natural computing

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London Resonance 104.4FM Radio Interview, PassWord Radio Show, Feb 2014

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BBC World Service: Interview broadcast in December 2008.

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