

Research Projects 2009-2010

New Media Services addresses the many facets of innovation for the media industry: new business models, new ways to produce and consume news as well as technological innovations that may prove disruptive for the media industry. The project also helps non-media companies with the creation of sustainable online communities and the collaborative curating of digital collections.

Immersive Service Interfaces develops a massively scalable online immersive environment: thousands of users can collaborate in a virtual world using their real-world images captured by regular webcams and realistic rendering of voice. Ground-breaking advances in distributed communication protocols allow us to deliver superior scalability using existing computing and networking capabilities.

The Personalisation project researches advanced data-mining techniques for tailoring online services to specific individuals through the identification of individual customer behaviour. This work is applied to high-visibility web properties from CRC industry partners in order to provide a superior user experience on differentiating service features that directly drive revenues.

Multi-Channel Content Delivery and Mobile Personalisation researches techniques for customising the services delivered through a mobile or in-vehicle device according to the user's context, identity and preferences. This includes automatic adaptation and summarization of Web content and video content to the limited capabilities of mobile devices and wireless communication networks.

Services 2020 uses foresight methods to develop an understanding of the challenges facing Australian service industries in collaboration with industry, government and academic participants. The project looks at paradigm shifts in technical, social, business, informational, organisational, demographic, and political aspects, and attempt to foresee likely, high impact changes.

Service Delivery Framework creates models and tools for increasing productivity at every stage of the online service delivery supply chain. Central to the project is USDL (Unified Service Description Language), a comprehensive model for representing all aspects of a service and the Service Broker, an online repository for service models. Such models are used, for example, for mapping the service ecosystem of participants and semi-automating the creation of user interfaces for services.

Services Aggregation looks at technical barriers to the effective aggregation of services from different angles: lifecycle management, security and quality of service. The project also explores the opportunities and challenges of deploying service aggregations on Cloud Computing solutions and performs hands-on application-level service aggregation of location-based services.

Business Services Management aims at establishing Business Service Management (BSM) as the business discipline dedicated to the holistic management of services in an organisation to ensure alignment with the needs of the customer and the objectives of the organisation. The project creates tools and associated methodologies for mapping, optimizing and evolving a portfolio of services.

New Financial Services researches, designs, builds and validates next-generation user-centred solutions for the Banking industry, drawing inspiration from existing users as well as new financial or technological capabilities. Beyond Internet Banking, the project allows users to strategically manage their finances through an online application that aggregates information from different sources.

