

COLABSQUARE

UT Austin | Portugal INTERNATIONAL COLLABORATORY FOR EMERGING TECHNOLOGIES, CoLAB



Welcome Note from Digital Media Directors

The summer has closed on a whirlwind of activities in the Digital Media area. From the Lisbon-based Mayor's Conference on Creative Cities to the week-long residential International School for Digital Transformation to the eight classes taught in Lisbon and Porto to the International Sound and Music Computing conference, faculty, students and young professionals in the media business have been talking, studying, and creating. In addition, the joint doctoral program between the University of Porto and the New University of Lisbon has been approved, and the first official classes of the program will begin to meet in September.

We are now at the mid-point of the UT-Portugal collaboration and are pleased to see where the collaboration is taking us. Portugal is making its mark in the festival and creative digital media domains with the annual digital media festival Future Places (coming up in October) on the heels of the UFrame Film Festival. Students – both enrolled graduate students as well as people working in the industry – are taking courses and beginning to develop projects for further exhibition and distribution; the educational program is deepening opportunities and expertise. We are on the cusp of an exciting research call that will lead to new work addressing television, news, and interactive media, and hope to address new opportunities to link computation and mathematical modeling to digital media concerns. As well, additional universities will become more connected to the program now that we have a solid base.

Some of our recent activities are highlighted in this issue of the newsletter, and we are eager to begin this next phase of work with more students, interns and exchanges.

António Câmara
Portugal

Sharon Strover
UT-Austin

MARK YOUR CALENDARS:

- **UT Austin | Portugal Program PhD in Digital Media Applications Deadline** – September 15th – Lisbon and Porto, Portugal – for more information click on <http://www.utaustinportugal.org/Events.aspx?event=251>
- **Conference "Stories of Art and Science" (Launch of Nomadic.0910)** – September 17th – 9:00am – Salão Nobre da Reitoria da U.Porto – For more information please visit the official website at <http://nomadic.up.pt>

COLAB News Center

UT Austin | Portugal creates the first PhD in Digital Media in Portugal - Applications Open until September 15th

The UT Austin | Portugal Program just launched the first PhD in Digital Media in Portugal. This PhD program, proposed by the University of Porto and the New University of Lisbon, in cooperation with the University of Texas at Austin, gives specialized formation in the Digital Media area.

The applications for the PhD (4years – full time) are now open at FCT/UNL, FCSH/UNL and U.Porto until September 15th. The degree is organized in the following specializations: (1) Audiovisual and Interactive Content Creation; (2) Technologies; (3) Technologies; (4) Industry, Audiences and Markets.

The final goal of this program will be to form researchers, university professors, and leaders in the innovative processes in the fundamental areas and applied to Digital Media.

If you wish to know more about the PhD and the application process, please click on <http://www.utaustinportugal.org/Events.aspx?event=251> or visit the official websites of the participating universities: FCT/UNL (http://www.fct.unl.pt/candidato/cursos/3_ciclos/media_digitais/index.html), FCSH/UNL (<http://www.fcsh.unl.pt/cursos/PhD/doutoramento-em-media-digitais>) and U.Porto (http://www.fe.up.pt/si/cursos_geral.FormView?P_CUR_SIGLA=PDMD).

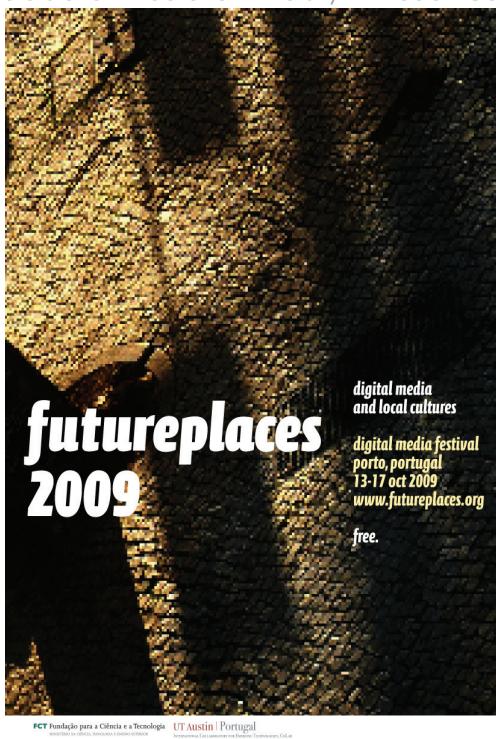
FUTURE PLACES 2009 just a little more than a month away

The Future Places festival, to be held in Porto October 13-17, is now just weeks away. A diverse review panel of internationally respected artists and media scholars examined over 80 entries, eventually selecting 17 finalists who will compete in Porto. The top entry will be awarded a cash prize of 3000€ as well as the opportunity to participate in a three-month residential program with support for airfare and lodging; second prize is 1000€. The jurors for 2009 include Hugh Forrest, the Event Director of the South by Southwest (SXSW) Interactive Festival in Austin, Texas; award-winning documentarian Karen Kocher of the University of Texas at Austin; and Cristina Sá, an expert in interactive art and technology who is affiliated with several institutions including the Universidade Nova de Lisboa and the School of Arts of the Universidade Católica Portuguesa of Porto.

Additionally, four Future Places workshops have been scheduled on October 13 and 14, addressing a variety of subject areas. Artist David Gunn will lead a workshop based on "Open

Cities," a participatory performance piece based on local sounds and images. Golan Levin of Carnegie Mellon University will lead "Computer Vision," introducing participants to various techniques employing Processing, a free Java environment for arts programming. "Uncovering Urban Stories," led by Valentina Nisi and assistant Ian Oakley, both of the Interactive Technologies Institute of Madeira, will focus on location-aware mobile devices. Finally, Nuno Correia of the Universidade Nova de Lisboa and Mónica Mendes of the Universidade de Lisboa will return to Future Places, leading the workshop "Interface Design for Mobile Devices."

The festival also features performances at Porto's famed Casa da Música, screenings at the Passos Manuel theater, and a variety of presentations and discussions, with the participation of digital media artists, teachers, and researchers including Carlos Guedes, Bruce Pennycook, and Jon Wozencraft, among many others.



■ Pedro Resende Begins Internship in Digital Media at UT Austin

Pedro Resende recently arrived in Austin to intern at 501 Post through the Digital Media Leadership Program. Resende says the experience is already helping him develop his professional skills: "Being able to intern in Austin is a crucial step to develop my skills: the know-how and technology here are top of the art, and I was received as a member of a team." Over the next three months, Resende will be working with the staff of 501 Post as well as getting a chance to learn from CoLab faculty and staff at the University of Texas. He is documenting his explorations of Austin at his blog at <http://eltexasranger.wordpress.com/>

We are working with more interns, and looking forward to hearing of their experiences working and learning in Austin. To learn more about the internship program, visit <http://colab.ic2.utexas.edu/dm/internships/> or e-mail Carly Kocurek at carlykocurek@mail.utexas.edu.



■ Stories of Art and Science launches Nomadic.0910 in PORTO



Stories of Art and Science is an international conference concerning the relationships between art and science, their intersections and contrasts. This conference launches Nomadic.0910, taking place in Porto from September 2009 to March 2010.

Focused on the comprehensive understanding of these questions and on the narrative of specific collaboration episodes, the conference aims to bring people from the visual and performing arts, the natural sciences and the humanities together around the proposed event aims of exploring the dynamics of knowledge production and, more specifically, to sort out the ways art and science foster each other's development, their open and hidden connections.

The UT Austin | Portugal Program supports the conference, by bringing Maria Esteva, a Research Associate/Data Archivist in the Visualization and Data Analysis group, of the Texas Advanced Computing Center (TACC), University of Texas at Austin, USA, to Porto. Maria Esteva will give a lecture on "Endless possibilities: digital collections as crossroads between the Humanities and the Sciences." This theme is related to her professional activity, since her research interests focus on digital archives and preservation, being involved in developing scientific data collections, implementing digital archiving and preservation strategies for scientific data-sets, and the use of information visualization as a tool for archival processing.

■ Introducing Dr. Derek Lackaff - Digital Media

Dr. Derek Lackaff recently joined the project as a Postdoctoral Fellow in RTF at the University of Texas at Austin. He completed his doctorate in Communication at SUNY-Buffalo, where his work focused on social media, social network analysis and methodologies, and the social psychology of communication technology use. He is interested in crossdisciplinary approaches to new media research, and looks forward to helping the project develop collaborative research agendas. Derek also enjoys teaching and is a lecturer in RTF, where he is instructing the department's Introduction to Digital Media course.

Please contact him for assistance in developing your research programs and in identifying potential collaborators, and for consulting on projects addressing social media, network analysis, and quantitative methods. He will be instrumental in working with various Portuguese research teams on responses to the next call for proposals.

You can get in touch with him to discuss your interests at Lackaff@mail.utexas.edu.

■ International School on Digital Transformation leads to new projects, connections

This July, the International School on Digital Transformation gathered over eighty digital media scholars, advocates, and practitioners in Porto for an intensive week of discussion, networking, and collaboration. The school, sponsored by the University of Porto and UT-Austin, invited about thirty university professors and field practitioners to give short presentations about how their work deals with social transformations catalyzed by the adoption of digital communication technologies. Presentation topics ranged practical discussions of using digital media in the developing world to abstract political theory. Fifty-one students came from seventeen countries with some students from places as close as Porto and as far away as New Zealand.

The format of the school was intended to flatten the distinction between student and faculty and a generous amount of time was scheduled for informal conversation and collaboration between attendees. Some students organized "Bar-camp" like unconference sessions where participants presented on topics of their own choosing. Out of one of these sessions, emerged a "Free Culture Portugal" working group, devoted to developing a Free Culture organization emphasizing intellectual property and digital liberties. Other groups discussed digital media and education; participa-



tory design patterns; and citizenship in a globalizing world.

The school was a rousing success from the perspective of both participants and organizers. One student said, "It was great to meet so many talented, dedicated, and well-rounded students from around the world, and I also greatly enjoyed the experience of visiting Portugal and Porto in particular." Another student highlighted the school's effort to question the utopian rhetoric that often surrounds digital media, saying "Though the speakers came from different backgrounds, there was a commonality in that most lecturers questioned the backgrounds of new media and communication and looked at the alternative views and developments." Finally one student appreciated the school's effort to develop new professional networks, saying its commitment to "building a community of 'digital transformers'" was one of the highlights of the week.

With nearly all students saying the school was valuable to them and over eighty percent wanting to return, the International School on Digital Transformation can be considered a successful initiative to expand the reach of digital media in Portugal.

■ THE UTEN CORNER

UTEN@Austin Hosts August Training for Portuguese TTO Managers and Staff



Photo shows the Portuguese TTOs, UTEN@Austin staff, and managers and staff from UT-Austin Office of Technology Commercialization

From August 9 to 21, 2009 UTEN@Austin, IC² Institute, UT-Austin, offered the second phase of the FCT supported Technology Transfer Training (T3) Program for competitively selected Portuguese TT Managers and staff. As noted elsewhere in this newsletter several of these workshop participants are also engaged in one-to-two month internships with UTEN's Texas partner institutions. The following eleven Portuguese TT professionals participated in the workshop: UATEC, University of Aveiro: José Paulo Rainho, Technology Transfer Director; Ana Rita Remígio, Technology Transfer and Licensing Officer; David Resende, Researcher in GOVCOPP Research Unit; and Marlos Silva, Technology Transfer Officer and Entrepreneurship Coordinator

TecMInho, University of Minho: Marta Catarino, Technology Transfer Director and Pedro Silva, Technology Transfer and Industry Liaison Officer

INPI: Dina Chaves, Senior Officer and Miguel Moura, Patent Examiner

Instituto Superior Técnico: Maria José Francisco, Entrepreneurship Program Executive Director

INOVISA: Isabel Alte da Veiga, Technology Transfer and IP Manager,

Universidade de Trás-os-Montes e Alto Douro: Carla Mancarenhas, Technology Entrepreneurship Management and IP Consultant

The intensive 2 week training program focused on "thinking and doing" concerning business development in US markets, technology valorization, licensing and negotiations, developing university spin-offs, managing a TT office, fostering entrepreneurship, technology marketing, project management, and systems of innovation. The participating Texas-based experts and partner institutions included offices of technology commercialization from UT-Austin, UT-Dallas, Texas A&M University, and South Texas Technology Management (STTM) as well as additional content experts as follows:

Kate Mackie, Senior Lecturer, Graduate School of Business, UT-Austin, lead exercises on developing internal and external marketing strategies for Portuguese TT Office's that are associated with different university technology sectors and regional environments.

Brett Cornwell, Director of Commercialization Services at Texas A&M's Office of Technology Commercialization, focused his comments on the creation and management of university-based start-ups and spin-offs.

John Fritz and Sean Thompson, both Technology Licensing Associates from South Texas Technology Management (STTM), spoke on technology transfer processes and how to approach and work with inventors and researchers for best results, choosing a path to market, and "closing the deal."

Robert Robb, Associate VP for Technology Commercialization at UT-Dallas and Joseph Picken, Executive Director of the Institute for Innovation and Entrepreneurship (IIE) also at UT-Dallas, discussed how The University of Texas at Dallas launched and built its technology transfer operations, cross-disciplinary and community-based entrepreneurship initiatives, and new venture creation programs.

Rick Friedman, Associate Director of Licensing at UT-Austin, focused his comments on techniques and processes for licensing and negotiations. His presentation was followed by an afternoon of Portuguese teams competing

on how best to negotiate a license while being mentored and critiqued by senior UT-Austin OTC staff.

Laura Kilcrease, Founding Director, Triton Ventures hosted the interns for a discussion on lessons learned from "The Austin Model" of technology-based growth as well as how to develop a robust home grown VC community to accelerate the development of a globally competitive technology commercialization regional infrastructure.

Jamie Rhodes, Founder of the Central Texas Angel Network spoke on the important role of angel investment in economic and community development and how he and his colleagues successfully organized and launched angel networks in Austin and throughout Texas.

During the two-week workshop Portuguese participants took part in a range of hands-on exercises that included "cold-calling" and interviewing US technology and business experts to obtain first-hand information on their Portuguese technologies as well as workshops on conducting licensing negotiations, crafting a marketing plan for their TT Offices, and managing TT offices and processes. On the last day of the workshop each Portuguese workshop participant and team presented, to a panel of experts, their emerging strategies and tasks for their TT Offices in the near- and longer-term as well as identifying key take-a-ways from their 2-weeks of training.

FCT Supported UTEN TT Interns in Texas during Summer and Fall



Isabel Alte da Veiga and Brett Cornwell, Director of Commercialization Services at Texas A&M's OTC visiting the Borlaug Institute

Under the UTEN Program, from July through September, 2009, 10 competitively selected FCT supported Interns from Portuguese universities and research institutes are engaged in 1-to-2 month internships in Texas. They are engaged in learning valuable on-the-job skills, network building, and technology transfer and commercialization know-how at a range of key technology transfer organizations. Based on their professional background and expressed learning needs, each Intern was matched with one or more mentors that is providing the important value-added know-how and network connections and building long-term partnerships for sustainability. The list of Interns and the host organizations and mentors follows:

Dina Chaves, Senior Officer, INPI is conducting her Internship at IC² Institute from July to early September with a focus on technology valorization and US market development for several technologies from NOVA University. Her current focus is on Paper-e. To date several companies such as ASK-RFID, RFSAW, 3M and TI have been contacted and/or expressed early stage interest in the technology. Perhaps most promising, a joint planning grant for research exchange between UT-Dallas under the auspices of their VP of research, Dr. Bruce Gnabe, a world leader in thin film research, and NOVA university

sity is currently being developed. This joint partnership has the potential to leverage UT Dallas' unique research capabilities and industry contacts to make Paper-E a success for the UTEN project.

Maria José Francisco, Entrepreneurship Program Executive Director, Instituto Superior Técnico is conducting her Internship at IC² Institute, The University of Texas at Austin during August with a focus on technology valorization and business development. Her "learning-by-doing" on the transfer of Portuguese medical technologies to US markets has included visits with experts at Texas A&M University (see photo) concerning PET modalities, hardware, software, physics, system design, and regulatory support. She also visited with experts at INCELL in San Antonio (<http://www.incell.com/>), and at BioHouston and the University of Texas MD Anderson Cancer Center, Houston. Currently she is working on UL and FDA approval for PETSys and was directly aided in sourcing program and regulatory guidelines from those critical groups by the UTEN@Austin team.

Miguel Moura, Patent Examiner, INPI is conducting his Internship at South Texas Technology Management (STTM) from July to early September and is working with John Fritz and Sean Thompson, both Technology Licensing Associates. Miguel is focusing his internship on the early stage patenting decisions an office has to undertake with a future license in mind, and all the IP portfolio management required along the way, from initial idea disclosure by an inventor, until the end of the license.

Ana Rita Remígio, Technology Transfer and Licensing Officer at UATEC – University of Aveiro, is currently conducting her Internship at Hulsey IP – Intellectual Property Attorneys' Office in downtown Austin dealing with technology protection and managing IP Asset Reports. From September through October she will intern at South Texas Technology Management (STTM) to focus on technology transfer processes and frameworks, covering different stages, from idea submission to licensing. Her internship has also a focus on the valorization of several technologies from the University of Aveiro, thought assessment and market validation studies.

David Resende, Researcher in the GOVCOPP Research Unit, University of Aveiro is conducting his Internship at IC² Institute, from July to early September. He is working with Cliff Zintgraff on technology valorization and US market assessments for several technologies from his university. He is also studying UTEN Texas partner TT Offices to develop methodologies for evaluating and assisting Portuguese TT Offices.

Marlos Silva, Technology Transfer Officer and Entrepreneurship Coordinator, UATEC, University of Aveiro is currently conducting his Internship from July through October at the OTC at The University of Texas at Austin working with Max Green, Licensing Specialist. His internship is focused on developing entrepreneurial teams and partnerships while actively working with technologies from the University of Aveiro, and leveraging the contacts of the UTEN team to pursue new opportunities for technologies from his portfolio.

Pedro Silva, Technology Transfer and Industry Liaison Officer, TecMinho, University of Minho is conducting his Internship from July to early-September at the OTC at The University of Texas at Austin, working primarily with Ray Atilano, Licensing Specialist. The internship has been specially focussed on the systematization and documentation of processes and procedures to enhance efficiency of knowledge valorization and commercialization activities at TecMinho, while also developing synergies for long-term cooperation including technology bundling, joint marketing activities and new technology transfer strategies and tactics. Furthermore, he is assessing and marketing a couple of technologies in the U.S. market, and is at the moment discussing some agreements with representatives to further penetrate in this market.

Isabel Alte da Veiga, Technology Transfer and IP Manager, INOVISA is conducting her Internship, from July to early September, at the world famous Borlaug Institute at Texas A&M University (<http://borlaug.tamu.edu/>) and working with Brett Cornwall Director of Commercialization Services at Texas A&M's Office of Technology Commercialization (OTC) and University Corporate Partnering also at Texas A&M University.



Maria Jose and Mark Lenox, Researcher at Texas A&M University who is leading the core imaging group at the Texas Institute for Preclinical Studies

■ ONGOING OPPORTUNITIES

Digital Media:

INTERNSHIP OPPORTUNITIES IN AUSTIN COMPANIES

We have recently updated our internship program and encourage graduate students and early-career professionals interested in gaining hands-on experience working at Austin-based companies to apply. The program includes airfare to Austin, housing for up to 3 months, health insurance, and visa fees. We also list interns as "visiting researchers" at the University of Texas, which grants them access to the university library system, gyms, and other campus amenities as well as the city bus system. Those interested in applying can find more information about the program, including application procedures at <http://colab.ic2.utexas.edu/dm/internships/>

Applications may be submitted at any time, but the minimum time for processing and placement is 4 months, so those interested must plan ahead.

Internships will last a minimum of 6 weeks, and interns will be placed at digital media companies in Austin. During their time in Austin, interns will not only have the opportunity to learn about the digital media industry through their internship assignment, but will also be able to participate in professionalization and leadership training with University of Texas students enrolled in the Digital Media Leadership Program.

Useful links

www.utaustinportugal.org

www.fct.mctes.pt

www.utexas.edu

www.ic2.org

www.ati.utexas.edu

www.austin-chamber.org

<http://colab.ic2.utexas.edu/dm/>

[www.utenportugal.org](http://utenportugal.org)

We want to hear from you! Want to share your doubts and concerns about something you read? Want to see other topics featured in next month's newsletter? Want to contribute with articles or art? Please send all your feedback to sofia.santos@fct.mctes.pt.