

UT Austin | Portugal INTERNATIONAL COLLABORATORY FOR EMERGING TECHNOLOGIES, CoLAB

■ UT Hosts More Exploratory Visitors

UT Austin welcomed several doctoral students from Lisbon and Porto in late February. Hugo Castanho (UNL), Diana Marques (U. Porto), Paulo Fontes (U. Porto), Fernando Governo (U. Porto), Sandra Coelho (U. Porto), and Ana Nunes Jorge (UNL) spent a week in Austin meeting prospective co-advisors, attending classes, and exploring the campus and city. The students have diverse interests and had discussions with a variety of faculty. Castanho, who has extensive experience as an interface designer and whose research focuses on the use of games in non-game contexts, met with faculty members Jorge Peña of the Department of Communication Studies, Sharon Strover and Shanti Kumar of the Department of Radio-TV-Film, and Matthew Lease and William Aspray of the School of Information. Additionally, he attended graduate seminars led by Strover and Kumar, meetings which he described as “extremely dynamic and interesting.” Castanho also made use of the extensive UT Austin library resources during his visit.

Marques, a trained biologist with an interest in scientific illustration and visual narratives, took advantage of her time in Austin by meeting with a very broad range of UT faculty, including those from the School of Information, the Department of Art and Art History, the College of Education, and the College of Com-



Sandra Coelho



Ana Nunes Jorge

munication. Marques also met faculty representatives from two of UT Austin's unique, interdisciplinary initiatives: the Science, Technology, and Society program and the Public Understanding of Science and Health program. She commented on the friendly university culture, stating, “The UT Austin campus has a positive and vibrant environment and is full of resources and energetic students, always attentive and helpful to puzzled-looking foreigners holding a map in their hands!”

Researching the intersection of guerilla marketing, science communication, and public engagement, Paulo Fontes consulted with faculty in areas including journalism, advertising, and psychology, and also attended two seminars—Reporting Public Health and Science, led by School of Journalism professor Renita Coleman, and Communicating about Science and the Environment, led by Journalism lecturer Kristopher Wilson. Additionally, Fontes had the opportunity to meet with several PhD students in Journalism to share research ideas.

Sandra Coelho's research interest, haptic art, led her to meet with faculty Luis Sentis and Paulo Ferreira from the School of Engineering and Yacov Sharir of the Department of Theater and Dance, as well as with a member of the Texas Advanced Computing Center and the

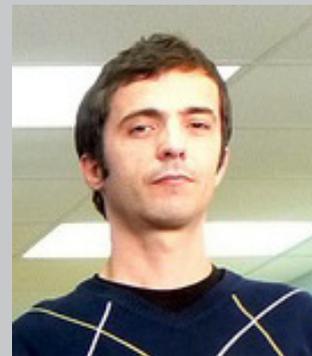
director of the Department of Art and Art History's Visual Arts Center. With this diverse array of specialists, Coelho discussed various aspects of her project including materials science, robotics, art and engineering, performance, and software programming. She found the meetings to be "very motivating" and may return to Austin later this year to further pursue her research.

Radio-TV-Film professors Tom Schatz, an expert on the Hollywood film industry, and Joe Straubhaar, whose specialties include global media and international communication, met with Fernando Governo to discuss his doctoral project, a comparative analysis of digital film distribution. Additionally, Governo received feedback on his research from RTF professors Sharon Strover, an expert in telecommunications and information policy, and Wenhong Chen, who studies social capital and social networks. Governo attended two different graduate seminars during his visit, one led by Schatz and one led by Shanti Kumar, an RTF professor who leads courses on global media and culture, and also met with graduate program faculty advisor Mary Kearney, who spoke with him about the UT doctoral program's application process. Off campus, he spent a productive day with UT lecturer and industry consultant Burnes Hollyman, who has extensive practical experience in digital entertainment and business practices.

Ana Nunes Jorge's week in Austin included meeting with three members of the School of Information faculty: Luis Francisco-Revilla, who teaches courses on interface design, Yan Zhang, whose work focuses on information architecture, and Unmil Karadkar, an information visualization expert. These conversations provided Jorge, an interface designer, new technically-oriented perspectives on her project. She also consulted with Design Program faculty Dan Olsen and Riley Triggs of the Department of Art and Art History, and attending a design class, where several UT students presented their work. In a less formal milieu, Jorge



Diana Marques



Hugo Castanho



Paulo Fontes



Fernando Governo

spent time with US and Portuguese students, and learned more about UT from students' perspectives.

The students took advantage of UT's resources during their visit, both in terms of meeting with a diverse array of faculty members, and by exploring UT's libraries and other facilities and meeting with a range of students.

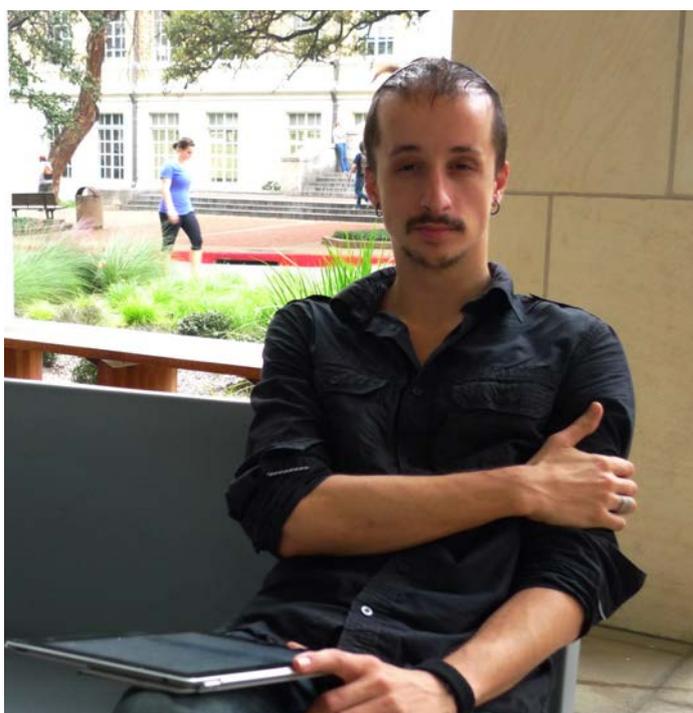
■ Digital Media PhD Student Presents Work at SXSW

Doctoral students are always busy, but one Portuguese PhD student is particularly busy this month. João Beira, who is pursuing dual PhDs from UT and U.Porto, showed his work several times in March with more planned exhibitions this spring. At UT, Beira is pursuing an interdisciplinary PhD with research that involves reactive cinema.

Beira showed his work at events related to the South by Southwest family of festivals. On March 9, he remixed extant video and live footage at The DMT RMX Launch Event. This event invited video artists to reimagine the documentary DMT: The Spirit Molecule. Beira also contributed work to two SXSW side parties during the music festival.

Later in March, those at UT could see Beira's work on campus. Collaborating with dance professor Yacov Sharir, he contributed video art to the dance production Catalyst which was presented at the B. Iden Payne Theatre March 23, 24, and 25. His work combines live video and animation with dancers on stage.

Beira's research at UT has also gained recognition in scholarly circles. A project that uses the Microsoft Kinect camera was selected for presentation at the 2012 ACM-CHI Conference, which will be held in Austin this May. The CHI confer-



João Beira

ence is a prestigious international venue for sharing work related to human-computer interaction.

Beira says that UT and Austin provide a hospitable environment for pursuing his research related to how digital media are breaking down barriers between audiences and performers. "I came here without knowing anyone," Beira says "In one year I was able to make a lot of contacts." One strength UT offers is the relationship it

has with broader Austin community and its live venues. "There are a lot of places to show work, especially live video," he says.

Despite the activities off campus, Beira can stay focused on his work. "Some of the projects start inside [UT] and then I present them outside." In addition to his creative practice, Beira has been progressing through the PhD program and plans to take his comprehensive exams this spring.



An example of the interface from Beira's "Super Mirror" installation

■ Intern Works on Film Screened at SXSW

Many of the Digital Media interns are excited to come to Austin and work on projects, but one of the Digital Media Leadership Program interns, Rui Sousa e Silva, got a special thrill in March. The documentary *Trash Dance*, which Silva worked on, premiered at the South By Southwest Film Festival.

Directed by UT Austin professor Andrew Garrison, the film depicts an effort to choreograph workers at the city's Solid Waste Services in a series of dance productions. The performances included garbage trucks, garbage cans, and the workers engaged in their typical movements. Silva contributed to the film by recording and editing sound.

Silva says that seeing the film in the festival context was an exciting experience. "I never thought that seeing it and hearing all the sound details I've worked on for so long, in a big screen, in a big venue, with so many people, would be so breathtaking, and ultimately so rewarding!" he said, adding "What impressed me the most was the emotional response of the audience - people cheered, laughed, applauded, cried."



Rui Sousa e Silva recording sound for *Trash Dance*

Trash Dance won the 2012 Special Jury award at SXSW and received standing ovations at its screenings. It will also be screened at the Atlanta Film Festival and the Full Frame Documentary Film Festival in Durham, NC.

■ Digital Media Internship Program Welcomes ZON Winner

Pedro Resende arrived in Austin this month to begin his internship with Fued Film Co. Resende won the top honors in the short film category in the 2010 ZON Awards for his film "Maybe," which was shot in Austin. This is Resende's second trip to Austin for an internship. In 2010, he interned at 501 Post, a post-production house. He says he is looking forward to collaborating with Austin

filmmakers on projects in addition to learning at his new internship.

At Fued Film Co, Resende will be engaged in post-production work with the company. Fued produces television advertisements for a variety of clients including the Jarrito's soft drink, retailer Golfsmith, the Colorado state lottery, and Mrs.

Field's cookies. Resende is excited about returning to Austin because he says the people are friendly and the creative business environment makes it easy to make movies. The internship program also welcomed a new intern in Feb-

ruary. Vera Tavares will spend three months in Austin working on videos for the Mercury Mambo marketing agency. So far, she has worked on spots for the ESPN subsidiary the Longhorn Network.



Pedro Resende



Vera Tavares at Mercury Mambo

■ Rui Avelans Coelho's PhD project "e-maestro" exhibited at Futurália

"e-maestro" is an innovative multimedia application created with two main purposes: teaching and entertainment. By exploiting "e-maestro" people can identify and understand, intuitively, the importance of the various instruments in a band as well as how they interrelate and complement the overall sound of the ensemble.

This project was exhibited at Futurália - the largest event of education, training and employment sectors - that took place in Lisbon (FIL) from 14 to 17 March.

CoLab Square went to speak with Rui Coelho as well as the main sponsors of "e-maestro" – EPSON and GNR (the Portuguese Republican National Guard).

CoLab Square: How did the idea of the project "e-maestro" occur?

Rui Coelho: *The idea emerged as a development of a first project that involved only six musicians of the Symphonic Band of the GNR. During the production of this project I was invited to extend interactivity to the full band. This first project aimed to test the possibilities of interaction with live action video footage ensuring perfect synchronization between the video components. The choice of music content seemed the most appropriate because this kind of audio-visual content is very sensitive to issues of synchronization between interpretations.*

CoLab Square: What is the main purpose of this project?

Rui Coelho: *The main objective is to continue testing the possibilities of interaction with live action video footage, increasing the complexity of the project by adding more elements of interactivity. It is also possible the content overlapping allowing the study the spatial relationships between elements.*

CoLab Square: Who is your main target?

Rui Coelho: *This installation allows the contact with the various sounds of a Symphonic Band. It allows you to easily identify and understand the importance of the various instruments in the overall sound of a symphonic band, and interiorize the various sounds and how they interrelate and complement the overall composition of the piece performed. Therefore it is more suitable to a young audience who may have with*

this project the first contact with symphonic music.

CoLab Square: What were the main supports you had?

Rui Coelho: *This project had its origin within the Digital Media PhD and has been therefore strongly supported by FCSH/ UNL and FCT/ UNL. It had also an important financial support from the Ministry of Culture / Direcção Geral das Artes as a result of an application in the area of Digital Arts. It was the only project supported in Digital Arts in 2011. Given the nature and complexity of the project, several contacts with various entities were made to ensure their achievement, namely: EPSON - professional video projectors; Portuguese Army - use of military installation to video stage; EGEAC - stage structures for the Band; Professional School of Val do Rio - equipment to capture and video recording; Parish*



The backstage of the project

Council Linda-a-Velha - transport and assembly of structures.

CoLab Square: What are the next steps planned for the project?

Rui Coelho: This project has a major goal of evaluation of the technological possibilities of interaction with video content. The next step is to incorporate this knowledge in a project that is more complex in terms of production of content. The logical step is to develop a project that explores the narrative possibilities of this technology into the field of narrative fiction. It will be a project more demanding in terms of writing and development of their contents. I am preparing to develop the initial ideas in order to present them to potential entities that will support the implementation of the project to a level equal or possibly greater than the e-maestro project.

e-maestro no programa "Com Ciência" (RTP 2)



"e-maestro" featured in the Portuguese television program "Com Ciência" (RTP 2)

Ana Alexandra Martins, Videoprojectors key Account Manager, Epson Ibérica S.A.

CoLab Square: Why did EPSON decided to join this project?

Ana Alexandra Martins: Epson is an innovative company that invests heavily in research and development of new products and concepts. Based on this philosophy, we like to associate ourselves with innovative projects and to support individuals/companies with entrepreneurial spirit. This is the case.

CoLab Square: What were the main difficulties?

Ana Alexandra Martins: We've been involved in the project from the beginning. Therefore it was relatively easy to set up models of projectors that best suited the needs of the area concerned. Our professional video projectors range have specific lenses that suit practically all audiovisual solutions.

CoLab Square: What is your opinion about the final version of this project?

Ana Alexandra Martins: This is a very interesting and successful project from the technical and audiovisual standpoint. We really enjoyed and appreciated the opportunity to be

partners in this project and wish the best success to Dr. Rui Avelans Coelho.



Ana Alexandra Martins,
Videoprojectors key Account Manager, Epson Ibérica S.A.

Captain João Afonso Cerqueira, Conductor and Chief of the Symphonic Band of GNR

CoLab Square: Why did the GNR decided to join this project?

Captain João Afonso Cerqueira: The Symphonic Band of the GNR decided to be associated to this project after permission from the General Commander of the National Guard. This authorization was based on the information provided by the Chief of the Band which reported a superior judge that it was an innovative project, extraordinarily devoted to the teaching music area, with excellent quality and of course for being a project from a young Portuguese student.

CoLab Square: What were the main difficulties?

Captain João Afonso Cerqueira: There were few difficulties given the scope of the project. They summed up to the chosen dates for the project accomplishment once they had to be viable to the band agenda as well as to the space availability where we did the video recordings.

CoLab Square: What is your opinion about the final version of this project?

Captain João Afonso Cerqueira: It is certainly a very well accomplished project because of its quality, innovation and mainly because it is a very educational project, simple but extraordinarily effective.



Rui Coelho with the Captain João Afonso Cerqueira, Conductor and Chief of the Symphonic Band of GNR



■ Portuguese Companies Advance with US Connect

Shared efforts lead to deals, incubation and improved approaches to the U.S. market

US Connect is a pilot program of the IC2 Institute. Its purpose is to help startup ventures make the transition to global markets, primarily by closing business deals in the United States. Along the way, US Connect also connects ventures to resources, helps them define competitive advantage, and helps them develop the best approach to the U.S. market. US Connect focuses on ventures that have demonstrated success in their domestic market, but have yet to expand into global markets. It focuses on ventures with products, customers, revenue, and the capacity to expand to the U.S. The US Connect pilot program is operated and managed by The University of Texas at Austin IC² Institute.

The US Connect pilot program started in mid-2011 with the selection of eleven companies who met our criteria for products, customers, revenue and expansion capacity. US Connect staff worked with these companies to collect and/or further develop marketing and outreach materials for the U.S. market. Based on outreach results and the potential for deals in the U.S., we selected five companies for more intensive business development efforts.

As of January 2012, US Connect has led to seven ongoing sales discussions with specific proposals made

to parties expressing serious interest in the products and services of US Connect companies. One company has been accepted into the respected Austin Technology Incubator (see article below). Other accomplishments include: one development partnership, one product pilot, multiple strategic partner prospects, and improved marketing and messaging of the company's clients to U.S. prospects.

CONGRATULATIONS TO ALL OUR US CONNECT COMPANIES

Bioalvo*
 Digital Minds
 Tecla Colorida*
 FeedZai*
 Inesting
 Inovapotek*Plux
 SilicoLife
 Technophage
 Tomorrow Options
 WS-Energia*

*Selected for Stage 2 intensive business development

■ FeedZai Closes First U.S. Deal; Accepted Into Austin Technology Incubator

Portuguese startup FeedZai - <http://www.feedzai.com/> - discovered a new way to get accepted into a venture development program -- by closing a deal! That closed deal became part of FeedZai's application to join US Connect and market FeedZai Pulse, their Real-Time Operational Intelligence (RTOI) platform. Recognized by Gartner as their only "Cool Vendor" in the new RTOI space, FeedZai closed a deal with Horizon Wind Energy in Houston in the process of applying to the US Connect program. Working with UTEN staff, FeedZai has made three trips to the U.S., met with multiple prospects, and worked with US Connect staff to develop case studies for the Utilities, Banking and Telecommunications markets. In January, FeedZai was accepted into the prestigious Austin Technology Incubator. FeedZai Pulse monitors very high volumes of real-time data, giving customers access to operational details and summary dashboards. FeedZai's solution is significantly lower cost, configurable by clients, uses PC-class hardware, and is an order of magnitude faster to deploy than competing solutions from large vendors.



FeedZai CEO Nuno Sebastião and The University of Texas at Austin IC2 Institute Program Managers Cliff Zintgraff and Jim Vance in front of the "graduation wall" at the Austin Technology Incubator. FeedZai was accepted into ATI in January 2012. 180 companies have graduated from ATI since 1989.

■ Tecla Colorida Brings Schooooools.com to the U.S.

In Portugal, the platform known as Escolinhas is in 200 Portugal primary schools. Now it's in its first school in the U.S. Called Schooooools.com in the U.S. market, the company's platform for multimedia learning in Grades 1 through 6 is being piloted in six classrooms in Means Elementary School in Harlingen, TX. Schooooools.com provides official school web spaces to support collaboration, communication and sharing of schools' contents and activities between students, parents and teachers. In the classroom, students create multimedia documents that supplement the learning of current lesson plans. The Schooooools approach to learning begins to develop critical thinking, teamwork, and creative skills in elementary school-age students who will grow up to compete in the 21st Century economy. In addition to this pilot, Schooooools.com CEO Ademar Aguiar has started strategic partnership discussions that will advance sales and support in the U.S.



Schooooools.com CEO Ademar Aguiar (center) with teachers, Principal Elizabeth Maldonado (back row, 3rd from left) and University of Texas at Austin IC2 Institute Program Manager Cliff Zintgraff (back right) on-site at Means Elementary School, Harlingen, TX.

■ UTEN CORNER

UTEN Portugal presents examples of innovation to five European delegations

Delegations from five European countries – Germany, France, Ireland, Lithuania and Romania – came to Porto to search for successful examples of innovation and technology transfer policies in a university environment. This visit took place on 1st and 2nd March as part of "KForce – Knowledge Transfer joint forces for efficient innovation policies", a project in which the UTEN Portugal network has been invited to share experiences.

During this visit, the five European delegations had the opportunity to get to know the technology and knowledge transfer system of the University of Porto, as well as the strategy promoted in the northern region of Portugal to improve competitiveness. The aim with this initiative was to promote the discussion and exchange of ideas, in accordance with the mission of KForce, which is to improve innovation policies in every partner region, benefiting from the experience of technology transfer offices.

The members of the delegations also had the opportunity to visit the Comissão de Coordenação e Desenvolvimento Regional do Norte (CCDR-N – the Commission for Regional Development and Coordination in the North of Portugal)



Center), in Famalicão.

The event coincided with the launch of KForce. KForce is a 30-month project and its aim is to improve innovation policies focusing on Knowledge Transfer between Academia and Industry, benefiting from the experience of key players at an operational level in the Academia, namely Knowledge Transfer Offices. KForce is supported by the INTERREG IV C Capitalization Program, under the 4th call for applications, and co-financed by the ERDF (European Regional Development Fund).

and several technological institutions, including INESC TEC – where the UTEN Portugal network (University Technology Enterprise Network) was presented –, a part of the UT Austin|Portugal program, the Parque de Ciência e Tecnologia da Universidade do Porto (UPTec – the association of technology transfer at the University of Porto), the international innovation center Fraunhofer AICOS Portugal, and finally the Centro de Nanotecnologia e Tecidos Inteligentes (CeNTI – the Nanotechnology and Intelligent Tissue

■ UTEN Portugal in 3 Day Startup Coimbra

UTEN Portugal actively supported and participated in 3 Day Startup (3DS) Coimbra that took place between 24th and 26th February 2012 in the Portuguese city of Coimbra.

3 Day Startup, Inc. is a non-profit initiative that helps teams run 3DS events by providing them with tools, resources and consultancy services. This initiative is free of charge and was organized by student, for students. The event is part of an education program on entrepreneurship with special emphasis on "learning by doing". The idea of the 3 Day Startup is simple: to form technology based companies during the period of three days.

jeKnowledge, a Junior Enterprise of the Faculty of Science and Technology of the University of Coimbra was the organizer of the event in Coimbra. After three days of hard work, the 40 Higher Education students that participated in the event presented their pitches and a small prototype. The results could not have been better: 7 of the companies created during the event were accepted by company incubators like YCombinator, 500 Startups and Dreamit Ventures.

More information can be found at www.3DayStartup.org or by contacting info@3DayStartup.org.

■ Events

• **Mathematics Summer School and Workshop 2012**
July 2-13, 2012, UNL, Lisbon

This year's topic will be **Stochastic Control and Mathematical Finance**. Organizers: Gordan Zitkovic, Dept. of Mathematics, the University of Texas at Austin; Diogo Gomes, Director, CoLab Mathematics, IST, Lisbon.
Details are subject to change. Watch <http://utaustinportugal.org/news/> and math.utaustinportugal.org for updates.

• **Digital Media Summer Institute**
June-July, 2012, Lisbon and Porto

More information at: http://utaustinportugal.org/news/summer_institute_2012_is_on_its_way

■ Ongoing Opportunities

• **Research Fellowship (BI) in Communication sciences**
Deadline: 13 April 2012

Project "REACTION – Retrieval, Extraction, and Aggregation Computing Technology for Integrating and Organizing News"

For more information please visit: <http://www.eracareers.pt/opportunities/index.aspx?task=global&jobId=29156>

• **Advanced Digital Media Mobility Awards**

Awards for Digital Media faculty and student travel to UT Austin.
For more information please visit <http://utaustinportugal.org/calls/dm-travel>.

• **Digital Media Internship Call**
Deadline: 31 Mar 2012

The Digital Media Leadership Program offers professional internships at Austin-based companies to graduate students and early-career professionals.
For more information please visit http://utaustinportugal.org/calls/digital_media_internship_call.

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

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 carolina.enes@fct.unl.pt.