

FACT SHEET ON USER EXPERIENCE HUB AT ITE COLLEGE CENTRAL

Video Walkthrough

<https://youtu.be/RQV6tmrLwkk>

User Experience Hub (UX Hub)

Background

Digitalisation has transformed the way we work, interact, entertain, play, transact, consume or deliver information and many other business and industry processes. Job roles will change and skills needed will evolve in tandem.

Approach

ITE's **UX Hub** is a high-tech immersive digital facility set up with the support of seven industry partners who have contributed the latest technologies and software to emulate the transformed processes of businesses, industries, consumers and content/ service providers.

UX Hub focuses on **User Experience, Immersive Media Production and Business Intelligence**. It will also **illustrate the new innovative workflows** adopted by businesses and industries.

There are three key zones:

Experience Gallery

The Experience Gallery uses video walls, projection mapping and interactive LEDs to showcase the different technologies available and how digitalisation has changed content development. Other interested companies can come to **UX Hub** to explore how they can also incorporate such options in their business and work processes. ITE and our seven MOU partners are available to assist these companies and offer customised solutions and training for their employees.

Production Studio

This state-of-the-art production space includes a multi-cam broadcast control room. It is equipped with production equipment to develop, broadcast and livestream 3D virtual and 360 video contents for hybrid virtual events and live-action virtual productions. Here, ITE students from relevant courses can apply the skills they have learnt as they engage in real-world productions and industry projects.

Co-Lab

Equipped with the latest workstations with NVIDIA technology, including NVIDIA graphic cards and NVIDIA Omniverse¹ platform, the *Co-Lab* is where ITE staff and students work together with industry partners to create different immersive media content. Also located here is the Full Body 3D Scanner that allows users to save time on 3D organic modelling.

¹ NVIDIA Omniverse™ is a scalable, multi-Graphics Processing Units real-time reference development platform for 3D simulation and design collaboration.

Courses Supported:

- *Nitec* in Digital Animation
- *Nitec* in Video Production
- *Higher Nitec* in Motion Graphics
- *Higher Nitec* in Visual Effects
- *Higher Nitec* in Production Performance
- Work-Study Diploma in Media Communication & Digital Marketing

Other Details

Cost of Facility (Sponsored by MOU Partners): \$2.6 million

No. of Students Benefitting from Hub: About 1000/year

Future Plans:

Launch of UX Hub Academy

Public will be able to take up part-time courses to learn how to utilise the various technologies offered by the seven MOU partners. These include programmes from Alibaba Cloud Academy, SCash Academy, Unreal Academic Partner, Blackmagic, Cgangs and Electronics & Engineering Pte Ltd, and media-related courses by ITE's School of Design & Media.

COMPANY PROFILES

Alibaba Cloud (Singapore) Private Limited & SCash Global

Established in 2009, **Alibaba Cloud** (www.alibabacloud.com), the data intelligence backbone of Alibaba Group, is Asia Pacific's top, and the world's top three IaaS providers, according to tech research firm, Gartner. It is also the largest provider of public cloud services in China, according to market research company, International Data Corporation. Alibaba Cloud provides a comprehensive suite of cloud computing services to businesses worldwide, including merchants doing business on Alibaba Group marketplaces, start-ups, corporations and public services. Alibaba Cloud is the official Cloud Services Partner of the International Olympic Committee.

SCash Global, founded in 2017, is a business-to-business software company that lowers cost, drives revenue and harness data for Small-and-Medium-sized Enterprises and enterprise merchants. SCash continually implements forward-looking merchant solutions to better engage consumers.

Role in UX Hub

Alibaba Cloud and SCash Global provided consultancy, design and sponsored hardware systems, software application and cloud services for the Experience Gallery, which will create a holistic environment featuring 3D visualisation – DATAV, AI Translation, Virtual 3D store and Short Video SDK to provide an immersive experience for viewers.

Blackmagic Design Asia Pte Ltd

Blackmagic Design is one of the world's leading innovators and manufacturers of creative video technology. The company's philosophy is to help true creativity blossom. With extensive experiences in high-end telecine, film and post, harnessed with a real passion for perfection, Blackmagic Design envisioned truly affordable high-end quality editing workstations built upon Blackmagic Design's software and hardware. Blackmagic Design is dedicated to allowing the highest quality video to be affordable to everyone, so the post-production and television industry can become a truly creative industry.

Role in UX Hub

Blackmagic Design equipped the Production Studio with a Live Production System, broadcast cameras and accessories and will provide training for ITE staff and students.

Cgangs International Pte Ltd

Cgangs International is a media technology turnkey solutions provider and content production company. They provide businesses with the latest broadcast technology to enhance their content creation capabilities for both physical and livestream platforms. They also offer one-stop content production solutions, new media technology production training and consultation for virtual studio facilities set-up.

Role in UX Hub

Cgangs International designed and sponsored the set-up of the 3D Virtual Studio, which includes virtual production software, 3D Full Body Scanner, Cameras & Tracking System, and audio and livestream systems. Cgangs will also provide internships to selected students, and course medals for outstanding students.

Electronics & Engineering Pte Ltd

Electronics & Engineering Pte Ltd (E&E) is the region's leading Systems Integrator, Consultant, Specialist Contractor as well as being a Distributor and Supplier of a vast range of reputable Audio-Visual equipment since it was established in 1951.

As one of the Region's Top Audio Video Lighting Systems Integrator, Distributor & Technical Service Provider for AV & LED, our expertise spans seven decades, having completed projects of various sizes in a variety of industries both within Singapore and in the region. We serve various industries including but not limited to Cinemas & Theatres, Houses of Worship, Corporate AV, Retail & Boutiques, Clubs & Restaurants, Museums & Interactive Immersive Spaces and Sports Arenas.

Role in UX Hub

E&E provided consultancy, designed and sponsored the hardware systems for the Experience Gallery, which includes a configurable LED video wall and Curved Projection System. Their flexible backend system allows for easy incorporation of interactive elements in the future. E&E will also be providing internship positions and course medals to outstanding students.

HP Singapore

HP believes that one thoughtful idea has the power to change the world. Its product and service portfolio of personal systems, printers, and 3D printing solutions help bring these ideas to life. Visit www.hp.com for more info.

Role in UX Hub

HP equipped the Co-Lab space with the latest, high-performance Z by HP workstations and displays, designed to drive the heaviest professional workflows. With these state-of-the-art workstations, staff, students, and industry partners can collaborate on real-work projects, delivering complex design models and immersive media content.

Quantum Corporation

Quantum Corporation technology, software, and services provide the solutions that today's organisations need to make video and other unstructured data smarter – so their data works for them and not the other way around. With over 40 years of innovation, Quantum's end-to-end platform is uniquely equipped to orchestrate, protect, and enrich data across its lifecycle, providing enhanced intelligence and actionable insights. Leading organisations in cloud services, media & entertainment, government, research, education, transportation, and enterprise IT trust Quantum to bring their data to life, because data makes life better, safer, and smarter. Quantum is listed on Nasdaq (QMCO) and the Russell 2000® Index. For more information visit www.quantum.com a data storage and management company.

Role in UX Hub

Quantum contributed to the collaborative environment at the Production Studio with its sponsorship of StorNext Appliance and Storage and with its collaborative StorNext shared file system. This allows the production team to manage content creation, edit and store in multiple formats and for various delivery platforms. This resulted in superior high speed performance, protection and enriching those data.