ADAPT, SFI Research Centre for Digital Media Technology

A World Leading SFI Research Centre

Science Foundation Ireland sfi For what's next

ADAPT is a world-leading multi-institutional research centre and is Ireland's global centre of excellence for digital content. Awarded €50 million in funding, it combines the expertise of researchers at seven higher education institutions with that of industry partners to produce ground-breaking innovation in digital content that is revolutionising the way people interact with content, systems and each other.

ADAPT

Engaging Content
Engaging People

ADAPT's cutting-edge technologies enable businesses in all sectors to analyse, personalise and deliver content more effectively to drive engagement, reach and revenue.

Research Areas

- Our AI powered analysis techniques allow more powerful tailored access to customer and community insights
- ADAPT is pushing the boundaries of human speech and gesture recognition to increase the accuracy of robotic interpretation
- We extend the effectiveness of all the MT system types across a wide range of languages and domains
- ADAPT research is transforming and delivering personalised content
- Our Machine Learning models enable the analysis of complex data such as financial data sets giving accurate results on large scale data sets
- ADAPT's technology facilitates the recognition of relationships between multi-dimensional data sets by providing new ways to interpret, interact with and gain insights from data

Research Programmes

Many of ADAPT's 200 researchers collaborate on research projects with industry partners. Current projects include:

- Next Generation Recommender Systems - A Collaborative, Contextual, and Content-Based Recommender
- AI Powered Video Discovery and Engagement - Leveraging knowledge graphs for semantic video summarisation
- AI Environment Mapping and Modelling - Discovery and geotagging of assets in street-level imagery
- Dialogue Machine Translation - Building real-time, task-oriented dialogue translation systems

Facilities

- Content-aware multilingual search and discovery technologies
- State-of-the-art interactive information retrieval and meta-data semantics models
- World-leading language technology systems
- Personalisation and delivery applications for textual and multi-modal content
- Dedicated Design & Innovation Lab (dLab) aims to solve immediate business needs by leveraging the outputs of platform research to generate commercial impact for ADAPT partners

Industry and Commercialisation

By enabling deeper engagement for users, ADAPT enhances efficiencies and global reach for a range of industry partners in industries such as ICT, localisation, financial services, eCommerce, eHealth, media, entertainment and games, life sciences, digital culture and humanities, and eLearning/education.

HOST INSTITUTION

Trinity College Dublin
Coláiste na Tríonóide, Baile Átha Cliath
The University of Dublin

DCU

PARTNER INSTITUTIONS

TU Dublin · UCD Dublin · CIT Cork Institute of Technology · AIT Connect & Discover · Maynooth University National University of Ireland Maynooth

Industry partners include:

- Accenture
- Brite:Bill
- Deutsche Bank
- DID Electrical
- eir
- eBay
- Huawei
- IBM
- Intel
- Iconic
- Kantan MT Microsoft
- Mazda
- Moravia
- Novartis
- OSi
- PayPal
- RTÉ
- Ryanair
- Sajan
- Symantec
- VistaTec
- Welocalize
- Wolters Kluwer
- Xanadu Consultancy

Education and Public Engagement:

The theme of ADAPT's Education and Public Engagement programme is Engaging in Our Digital World. The Education strand aims to foster skills necessary for citizens and students to engage effectively in our increasingly digital world and to drive future developments in this rapidly-changing field.

The Engagement strand engages the Irish public with experiences that incorporate discussion, dialogue and deliberation around societal implications of digital engagement.

Key Contacts

Prof Vincent P Wade
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Vincent Wade holds the Professorial Chair of Computer Science in the School of Computer Science and Statistics, Trinity College Dublin, as well as a personal Chair in Artificial Intelligence. His research focuses on intelligent systems, AI and Personalisation. He was awarded Fellowship of Trinity College for his contribution to research and has published over three hundred and fifty scientific papers in peer reviewed international journals and conferences. In 2018 he was awarded Trinity's highest accolade the university can bestow for international research impact, the Provost Innovation Award. He also holds multiple patents and invention disclosures in the area of personalisation and digital content technologies.

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