

NUS sets up Hollywood media lab

SINGAPOREAN students interested in digital media can soon learn from the best in the business when the National University of Singapore (NUS) sets up a research lab near Hollywood.

At the NUS Hollywood Lab, postgraduate students will get to work with industry giants such as Disney, to create games, animation, and even theme

park rides.

NUS Mixed Reality Labs director Adrian Cheok said that the lab will have an initial intake of 10 students, who will return to help Singapore become a global digital media hub.

He said: "Interactive and digital media is different from industries like manufacturing and shipping...it's very difficult to manufacture creativity."