1. The European Centre of Excellence in Socio-Ethical Video-Analytics Research

- **Big Data, Internet of Things,** smart cities, crowd-sourcing for harvesting of collective intelligence, social/criminal networks analytics, video/data (stream) mining, Earth Observation, environmental monitoring, precision farming
 - Secure, mobile cloud services, ICT-enabled Public Sector Innovation
 - **Cyber-Physical Systems**, cloud security, trusted e-services, identity management, critical infrastructure protection, border/coastal surveillance
 - Secure Societies, holistic privacy impact analysis, privacy-preserving and socioethically reflective co-design methodology (UI-REF) to support co-innovation and accountability engineering, requirements prioritisation and user-centred dynamic usability evaluation, sustainability and socially responsible innovation
- ICT for Energy Efficiency Smart Grid, energy prosumers retail trading marketplace, cooperative intelligent transport, water management
- Risk Management, simulation platform, agent technology, policy modelling, e-government
- **Gamification/ Serious Games** for behaviour transformation, multimodal natural HCI, pervasive augmented search and mobile web 3.0., networked semantic media
- Robotics and Robotics Use-Cases, cognitive control systems, disability support including exoskeletons for rehabilitation engineering, music therapy solutions etc., factories of the future, human-robot teams cooperation support, secure sensor networks middleware platform (LinkSmart), real-time embedded systems e.g. FPGA/GPU-enabled hardware acceleration for real-time video-analytics and safety solutions in a wide range of application domains
 - mHealth/eHealth personalising health and care service robotics for active, healthy and independent living (AAL), companionable and social robotics for integrated care ecosystems, early risk detection and intervention for healthy ageing, semantic-digital representation of health data for prognosis decision support systems and disease management.
 - **Multimedia (audio-video) Content Analytics,** language technologies, cultural heritage protection and curation.
 - **Collective-Awareness Platforms**, participative engagement, co-creativity support platforms, technology-enhanced learning/cloud-based mobile and accelerated learning.

Contact:

Professor Atta Badii Chair of Secure Pervasive Technologies, Director, ISR Laboratory (UoR) Director, The European Centre of Excellence in Socio-Ethical Video-Analytics Research

Distinguished Professor of Systems Engineering and Digital Innovation (UCC)

Coordinator, The European Observatory for Crowd-Sourcing

School of Systems Engineering, University of Reading Whiteknights, RG6 6AY, UK

Phone: 00 44 118 378 7842 Skype: badii.atta

http://www.isr.reading.ac.uk

http://www.isr.reading.ac.uk/atta