



AUSTRALASIAN CRC FOR INTERACTION DESIGN

ANNUAL REPORT 2008–09

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Cooperative Research Centres Program



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Executive Summary

Achievements

ACID attracted three new industry end-users who have agreed to make in-kind contributions during 2008–09 and 2009–10: Endeavour Foundation, Cochlear Limited and Deloitte Digital. The Endeavour Foundation has become a party to the Commonwealth Agreement as a core participant, and will make both in-kind and cash contributions.

ACID made the decision in January 2009 that it would not bid for an additional Commonwealth grant to extend its life as a CRC beyond the current grant period, which ends on 30 June 2010. Instead, ACID intends to use the period to 30 June 2010 to mature, commercialise and transfer the intellectual property it has generated to end users for the benefit of the interaction design sector in Australia.

The research projects being undertaken with existing and new participants will build on ACID's existing research strengths and outcomes, strengthen industry involvement in the CRC, and in turn deliver new insights into the CRC's maturing research programs and projects in its final year.

ACID has moved several of its mature research projects into active commercialisation phases. Confidential negotiations and market planning activities are under way for the release, licence, and/or sale of several of ACID's intellectual properties, including ACID Vision, Yodel, and Network Jamming. These are in addition to licences previously let to third parties for the exploitation of MiLK and the Digital Songlines Engine. Research projects which are not yet at pre-commercialisation phase are ensuring industry adoption through mechanisms such as field deployments and real-world tests of software or systems developed in the projects.

During 2008–09, ACID directed funds and resources into broadening the education program to maximise national capacity building in the interaction design field. ACID has always supported its post-graduate student scholarship recipients with education activities, and this year this was enhanced so that all students received active support via ACID student workshops and assistance with preparation of theses and journal/conference papers so as to assist them towards completion of their studies. ACID also introduced a new internship program with the aim of increasing the participation of students and early career researchers in industry, and industry practitioners in academia. ACID is on track to graduate more than 45 higher-degree research candidates and complete 7–10 industry internships prior to 30 June 2010.

Impediments

As described in full on page 4, the interaction design sector has shifted from large, centralised technologies to light, decentralised technologies featuring user-customisable elements and user development of applications. This shift, combined with the extremely short development timeframes typical in the interaction design sector, has demanded that ACID take an agile, flexible approach to its research program and end-user involvement.

ACID's strategy to address this challenge has been to amend its Commonwealth Agreement from time to time to reflect and address the changing requirements of its sector. ACID's latest variation to the Commonwealth Agreement, requested in April 2009 and executed in September 2009, amends the milestones it will deliver in Years 6 and 7 to specifically describe research outcomes made possible by and adding value to ongoing developments in the industry. It also adds new outcomes and milestones which exploit ACID's existing research base for the benefit of end users.

Highlights

ACID is working towards leaving a strong legacy for the nation at the end of its single-term CRC grant.

ACID has created and nurtured a critical mass of researchers and practitioners in interaction design in Australasia – over 40 post-graduate students have been supported through scholarships, and a program

of industry internships and placements is attracting great interest from industry and researchers alike. In addition, interaction design practitioners have received high-quality professional development at ACID before moving on to work in the industry – in some cases to open their own consultancies and in others to design leadership roles nationally and internationally. ACID's focus on the transfer of applied research has built a cohort of researchers and developers with experience and skills in commercialising interaction design research and intellectual property in short timeframes to exploit opportunities as they arise.

ACID has become the central driver of multi-institutional and multi-disciplinary interaction design research and practice in Australia. Indeed, the ACID Research Leaders Group is currently addressing the question of how to maintain this network once the CRC reaches the end of its grant period.

Context and Major Developments

Industry Context

When ACID was established in 2003, global research and development was interested in how technologies such as massively multi-user online social networks could be repurposed for community, business, education and other 'non-game' uses. These technologies tended to be large-scale and heavy-weight, requiring centralised development and distribution, and were driven by large organisations with significant resources. ACID's original research program was structured to explore these kinds of technologies.

However, these large, heavy technologies were superseded by light-weight, agile technologies that created a central user platform but pushed customisable features and application development out to the user. For example:

- WordPress, blog publication application and content management system, May 2003 launch
- MySpace, social networking focussing on music, 2004 launch
- YouTube, video sharing, November 2005 official launch
- Flickr, photo exchange site, February 2006 stable release
- Twitter, social networking and micro-blogging, July 2006 public launch
- Facebook, social networking, September 2006 launched to general users, May 2007 opened to application developers
- iPhone, internet and multimedia enabled smartphone, original release Jun 2007
- Google Wave, real-time multi-media collaboration, October 2009.

In the last 12 months these light-weight, user-focussed technologies have expanded their user groups from experts to novices, and have overtaken the potential of large, centralised technologies. They are now being used by non-technological users worldwide for uses such as political campaigning, public relations and marketing, news reporting and gathering, information sharing, opinion leading and gathering, legal proceedings, emergency management, community service delivery – as well as for purely social purposes.

Economic Value of Outcomes to Date

ACID was established with the goal of addressing social and economic deficiencies in the Creative Industries in Australia. At that time, there was no core body of researchers or single identifiable industry, nor was there a single industry body that represented the collective interests of the diverse established and emerging core industry constituents.

ACID's specific focus was, and remains, the Interaction Design sector of the creative industries. Its original aims were:

- to produce skilled and knowledgeable people who could create and commercialise new intellectual property within the short timeframes typical of this industry – months, not years;
- to create a critical mass of research for a fragmented and disparate sector;

- to link sector participants into innovation systems;
- to integrate Australasian players into international networks;
- to reduce the risk of Australasia missing global opportunities in a fast-growing sector (content and digital applications); and
- to contribute to building an appropriately trained workforce.

ACID's objectives – monetary and non-monetary – included:

- development and delivery to industry of prototypes, processes, methods, patents and publications providing commercialisation opportunities;
- generation of up to \$3 Million in revenue through licenses, spin-offs, consulting and other mechanisms;
- development of strategies for relating technical innovation to community development, particularly among new communities of interest such as Indigenous people, the elderly and children;
- support of 40–50 post-graduate students via scholarships, projects and exchange/internship opportunities within Australia and overseas;
- transfer of technology and know-how to research partners and members of the interaction design industry.

As a result of the extremely short development timeframes in the interaction design sector, and in recognition of the shift from large, centralised technologies to light, decentralised technologies, ACID has amended its Commonwealth Agreement from time to time to reflect and address the changing research requirements of its sector. ACID's latest variation to the Commonwealth Agreement, requested in April 2009 and executed in September 2009, amends the milestones it will deliver in Years 6 and 7 to specifically describe research outcomes made possible by, exploiting, and adding value to ongoing developments in the industry.

Notwithstanding these developments and changes, ACID is successfully delivering on its original aims.

ACID has created and nurtured a critical mass of researchers and practitioners in interaction design in Australasia – over 40 post-graduate students have been supported through scholarships, and a program of industry internships and placements is attracting great interest from industry and researchers alike. In addition, interaction design practitioners have received high-quality professional development at ACID before moving on – in some cases to open their own consultancies and in others to design leadership roles nationally and internationally.

ACID has become the central driver of multi-institutional and multi-disciplinary interaction design research and practice in Australia. Indeed, the ACID Research Leaders Group is currently addressing the question of how to maintain this network once the CRC reaches the end of its grant period.

ACID's focus on the transfer of applied research is building a cohort of researchers and developers with experience and skills in commercialising interaction design research and intellectual property in short timeframes to exploit opportunities as they arise.

ACID is excited by the opportunities open to it in its final year to use its mature research capabilities, commercialisation skills and capacity building competence to leave a lasting legacy that will benefit Australia.

Major Developments and Initiatives

Further to amending the Commonwealth Agreement as described above, ACID made the decision in January 2009 that it would not bid for an additional grant to extend its life as a CRC beyond the current grant period, which ends on 30 June 2010. However, until that decision was made ACID had been working towards a rebid, building relationships with potential industry and research partners for a new CRC. This included establishing a number of strategic research projects with new industry partners, which were to be carried out within the current ACID grant period and would lead into continuing research in the new CRC. These projects, which build on ACID's existing research strengths and

outcomes, were commenced during the 2008–09 year and will continue in the 2009–10 year, strengthening industry involvement in the CRC in its final year.

ACID intends to use the period to 30 June 2010 to mature, commercialise and transfer the intellectual property it has generated to end users for the benefit of the interaction design sector in Australia.

In September 2009, Chief Executive Officer Suzannah Conway departed ACID to take up the role of Executive Manager with the Queensland Conservatorium Griffith University. The Board commended Ms Conway on her contributions to ACID and wished her well in her new role.

Ms Amanda Boland-Curran, who has been with ACID since February 2006, was appointed by the Board to the roles of Chief Executive Officer and Director. Ms Boland-Curran will lead the organisation in the successful delivery of agreed outcomes and milestones, the clear articulation of the legacy that the organisation will leave to the nation, and an orderly wind-up and conclusion.

National Research Priorities

NATIONAL RESEARCH PRIORITIES	CRC RESEARCH (%)
AN ENVIRONMENTALLY SUSTAINABLE AUSTRALIA – <i>Transforming the way we use our land, water, mineral and energy resources through a better understanding of environmental systems and using new technologies</i>	
Water – a critical resource	5
Transforming existing industries	10
PROMOTING AND MAINTAINING GOOD HEALTH – <i>Promoting good health and preventing disease, particularly among young and older Australians</i>	
Preventive healthcare	5
Strengthening Australia’s social and economic fabric	10
FRONTIER TECHNOLOGIES FOR BUILDING AND TRANSFORMING AUSTRALIAN INDUSTRIES – <i>Stimulating the growth of world-class Australian industries using innovative technologies developed from cutting-edge research</i>	
Breakthrough science	5
Frontier technologies	10
Smart information use	30
Promoting an innovation culture and economy	20

Governance and Management

Governance Structure

ACID is a proprietary company limited by shares. Its corporate governance structure comprises the Board of Directors, Audit Committee, and management team. The wholly owned subsidiary, ACID Services Pty Ltd, has its own governance structure and Board of Directors.

Board of Directors

ACID's skills-based Board comprises independent members and participant representatives, plus an independent Chair, as listed in *Table 1: Board Members and Chief Executive Officer*.

The Board sets the strategic direction and establishes the policies that shape ACID's operations, and monitors ACID's financial position, business affairs and research directions. The Board delegates responsibility for day-to-day activities to the Chief Executive Officer and the management team. Under the ACID constitution, the Chief Executive Officer is a Director.

The ACID Board met on seven occasions during the 2008-09 year. Directors attended as listed in *Table 2: ACID Board Meetings 2008–09*.

Table 1: Board Members and Chief Executive Officer from 1 July 2008

Name	Organisation	CRC Position / Role
Mr David Barbagallo	Orchidhouse, Endeavour Foundation	Independent Director (Commercialisation)
Mr Michael Begun	CM Capital Investments	Independent Director (Commercialisation)
Amanda Boland-Curran	ACID	Company Secretary Chief Executive Officer and Director from 23 September 2009
Suzannah Conway	ACID	Chief Executive Officer and Director until 23 September 2009
Prof Neil Furlong	RMIT University	Director (Research) until 1 September 2008
Prof David Gardiner	Queensland University of Technology	Sponsor Director until 16 October 2008 Acting Chair until 1 September 2008
Mr Brett McDonald	Heritage Pacific	Director (Industry) until 9 July 2008
Emeritus Prof Mary O'Kane	O'Kane and Associates	Independent Chair from 1 September 2008 Independent Director (Research) from 1 September 2008
Prof Sue Rowley	University of Technology Sydney	Director (Research) from 15 October 2008
Prof Arun Sharma	Queensland University of Technology	Alternate Director for Prof David Gardiner until 16 October 2008 Alternate Director for Prof Rod Wissler from 23 October 2008
Mr Bill Trestrail	Silicon Graphics/ Independent	Chair of Audit Committee Director (Industry) to 31 December 2008 Independent Director (Industry) from 1 January 2009
Prof Rod Wissler	Queensland University of Technology	Sponsor Director from 23 October 2008

Table 2: ACID Board Meetings 2008–09

Board Member	7 Aug 08	15 Oct 08	21 Jan 09	6 Mar 09	16 Mar 09	8 May 09	9 Jun 09
Mr David Barbagallo	✓	✓	✓	✓	✓	✓	apology
Mr Michael Begun	apology	✓	✓	✓	apology	apology	✓
Suzannah Conway	✓	✓	✓	✓	✓	✓	✓
Prof Neil Furlong	✓						
Prof David Gardiner	✓	✓					
Emeritus Prof Mary O’Kane		✓	✓	✓	✓	✓	✓
Sue Rowley			✓	✓	✓	apology	apology
Mr Bill Trestrail	✓	✓	apology	apology	✓	✓	✓
Prof Rod Wissler			✓	✓	✓	✓	✓

Qualifications and Experience of Directors at 30 June 2009

David Barbagallo

Endeavour Foundation

Adjunct Professor David Barbagallo is Chief Executive Officer at Endeavour Foundation. He is a Non-Executive Director of Peak 3 and a Non-Executive Director and Chairman of the Australian Institute for Commercialisation, Geogenx Pty Ltd, Facet Pty Ltd and a Fellow of IC², an interdisciplinary research unit of the University of Texas at Austin. He was winner of the inaugural 2003 Queensland Pearcey Award for his significant contribution to the ICT industry. Previously, Mr Barbagallo was Executive Vice President of Solutions Development, Innovation and Market Development at Mincom Ltd and Chief Executive Officer of the Distributed Systems Technology Centre. Mr Barbagallo was Chief of Staff to the former Premier of Queensland, the Honourable Wayne Goss, where he was responsible for Queensland Government IT&T policy and oversaw the establishment of the Information Policy Board.

Michael Begun

CM Capital Investments

Mr Michael Begun is the co-founder and director of CM Capital and a director of Dilithium Networks Inc. He is also a director of ACID Services Pty Ltd.

Amanda Boland-Curran

Australasian CRC for Interaction Design

At 30 June 2009, Amanda Boland-Curran was Company Secretary of ACID and ACID Services Pty Ltd. She was appointed to the roles of Chief Executive Officer and Director of both companies on 23 September 2009. Ms Boland-Curran is a partner in industrial design consultancy Upside Solutions, and a Board Member of the Sporting Wheelies and Disabled Association of Queensland and the Queensland Chapter of the International Association of Business Communicators.

Suzannah Conway

Australasian CRC for Interaction Design

At 30 June 2009, Ms Suzannah Conway was the CEO and Director of both ACID and ACID Services Pty Ltd. Ms Conway has an extensive background in musical theatre and opera, and was Company Manager at the Melbourne Theatre Company, Artistic Administrator of the Victoria State Opera, General Manager of Opera Queensland, Executive Director of the Centenary of Federation Celebrations for Queensland, and Director of four Brisbane Riverfestivals. She established Museum and Gallery Services Queensland and has sat on a number of arts panels and community boards. Ms Conway resigned on 23 September 2009.

Professor Mary O’Kane

O’Kane and Associates

Professor Mary O’Kane is NSW Chief Scientist and Scientific Engineer and a consultant, and company director of ipernica Ltd, PSMA Ltd, Business Events Sydney Ltd, various private companies, and the Development Gateway Foundation.

Professor Sue Rowley

University of Technology, Sydney

Professor Sue Rowley is Emeritus Professor at the University of Technology Sydney where she was Deputy Vice-Chancellor from 2004 to August 2009 and had responsibility for research policy development and general oversight of the University’s research activities, postgraduate education, industry liaison, intellectual property and commercialisation. Prior to joining UTS, Prof Rowley was Executive Director for Humanities and Creative Arts at the ARC and Foundation Professor of Contemporary Australian Art History and Head of COFA’s School of Art History and Theory at the University of New South Wales. She was President of ACUADS, Chair of Object: Australian Centre for Craft and Design, and a member of the Australia Council’s Visual Arts and Craft Board National Infrastructure Committee. Recent Board memberships include Capital Markets CRC, Australian Technology Park Innovations, INTERSECT (NCRIS-funded NSW node for eResearch services and computing infrastructure), and Sydney Institute of Marine Science (SIMS).

Professor Arun Sharma

Queensland University of Technology

Professor Arun Sharma is Deputy Vice Chancellor (Research and Commercialisation) at the Queensland University of Technology. He is a director of the Creative Industries Precinct Pty Ltd.

Bill Trestrail

SIG / Independent

Mr Bill Trestrail was a director of Silicon Graphics Pty Ltd until 31 December 2008, when his status on the board of ACID became Independent. He is a Board Member of Antarctic Climate and Ecosystems CRC and Layer Digital Pty Ltd. He is also on the Commercial Activities Committee of University of Technology Sydney and provides management consultancy services to a number of hi-tech companies. A contract has been approved by the board for Mr Trestrail to assess the commercialisation approaches and opportunities of the CRC and present these to the board.

Professor Rod Wissler

Queensland University of Technology

Professor Rod Wissler is Dean of Graduate Studies at the Queensland University of Technology. His professional and research work has been supported by the Australia Council, State Government departments and the Australian Research Council. He is the Project Director for the CASR-funded e-Grad School project.

Dr Katherine Woodthorpe

CRC Visitor

Dr Katherine Woodthorpe is the ACID CRC Visitor. She is a management adviser and professional company director, with a background in the business of science and technology, HR and government interaction. She is a consultant to Government instrumentalities on innovation and commercialisation, with significant expertise in developing strategies for rapid growth and commercialisation of technology products and services and in accessing government funding. Dr Woodthorpe is a Fellow of the Australian Institute of Company Directors, and holds a number of Board positions including Chairman of the Antarctic Climate and Ecosystems CRC and Smartprint CRC; Director of Ventracor Limited, Insearch Limited, Environmental Biotechnology CRC, Sustainable Tourism Holdings Pty Ltd, and the Warren Centre (Sydney University). Dr Woodthorpe is a Council Member at the University of Technology, Sydney, and a Member of the CSIRO Flagship Advisory Council.

Audit Committee

The Audit Committee, a subcommittee of the ACID Board of Directors, reviews and oversees management processes and assists the Board and company officers in financial reporting, compliance, internal control systems, audit activities, risk management and any other matters referred to it by the Board.

At 30 June 2009 the ACID Audit Committee comprised:

- Bill Trestrail, Audit Committee Chair
- Professor Rod Wissler, Sponsor Director
- Suzannah Conway, Chief Executive Officer.

Members of the ACID management team are invited to attend Audit Committee meetings as required.

Table 3: ACID Program Leaders as at 30 June 2009

Name	Organisation	CRC Position / Role
Andrew Brown	Queensland University of Technology	Research Manager and Program Leader, Digital Media
Jeremy Yuille	RMIT	Program Leader, Multi-User Environments
Margot Brereton	Queensland University of Technology	Program Leader, Smart Living
Anika Schweda	Murdoch University	Program Leader, New Models of Television Advertising
James Hills	Silicon Graphics	Program Leader, Virtual Heritage

Changes to Participants

New Participants: The Endeavour Foundation was admitted as a research participant on 1 June 2009, approved by the Commonwealth via Deed of Variation executed 25 September 2009. The Endeavour Foundation is not a shareholder of ACID Pty Ltd.

Withdrawing Participants: The following core participants in the Commonwealth Agreement withdrew during the reporting period:

Participant Name	Effective Date	Commonwealth Approval
Auran Technologies Pty Ltd	12/09/08	Yes: Deed of Variation executed 25 September 2009
Cyberdreaming Pty Ltd	21/04/09	Yes: Deed of Variation executed 25 September 2009
iMAP Systems Pty Ltd	25/09/09	Yes: Deed of Variation executed 25 September 2009
Heritage Properties Pty Ltd	16/12/08	Yes: Deed of Variation executed 25 September 2009

iMAP Systems Pty Ltd remains a shareholder of ACID Pty Ltd; all other withdrawn core participants have sold their shareholdings back to the company as at the dates listed above.

Corporation Builders Pty Ltd is a listed supporting participant in the Commonwealth Agreement; its in-kind contributions to ACID were reduced to zero for Years 6 and 7 via the Deed of Variation executed 25 September 2009, and it sold its shareholding back to the company on 18 March 2009.

Research Programs

Research Activities and Achievements

ACID conducts research across five major programs:

- Smart Living (Suburban Communities)
- Digital Media (Creative Communities)
- Multi-User Environments (Virtual Communities)
- Virtual Heritage (Indigenous Communities)
- New Models of Television Advertising (Beyond:30)

As at 30 June 2009, ACID had undertaken over 125 research projects within these five programs.

A number of ACID's research activities use and combine elements of all of these programs, in particular the contract work in ACID Services (see page 16).

ACID takes an integrated approach to its research across all programs. ACID's research strengths lie in:

- social participation and technology – exploring ways to facilitate collaboration, interaction and the development of social capital through technological interventions in communities;
- digital perspectives of the world – helping people better or differently understand their world through digital representations that highlight selected relationships, features or meanings;
- dynamic media creation and application – enhancing creative potential through digital media content creation, manipulation and presentation by developing methods and tools with particular emphasis on automation, generation and adaption.

ACID has a strong focus on design processes, research processes and evaluation strategies, which are applied across all research programs and themes.

The organisation has also developed and identified skills and capacities in:

- understanding social contexts
- identifying problems in interactive experiences
- design technology-based solutions to human problems
- understanding the potential of digital technologies
- rapid development of software and hardware prototypes
- collaborating in multi-disciplinary teams
- incorporating a refined aesthetic sensibility in work.

In January 2009, ACID made a considered decision that it would not bid for continuing funds under the CRC grant program. Instead it would focus its activities on maturing promising research then underway. ACID's focus, in the period to the end of the CRC grant on 30 June 2010, is to maximise national benefit through technology transfer, industry adoption and capacity building. This refined focus was detailed in a Deed of Variation submitted to the Commonwealth in April 2009 and executed on 25 September 2009.

ACID continues to deliver successful outcomes in its research program.

Key Research Highlights

Smart Living Program

After much engagement with Cochlear Ltd as a contract R&D partner over recent years, this reporting period also saw the engagement of ACID as a research collaborator examining the emerging role of social technologies with health services. The Inhale project drew on the experience of the ACID researchers with the organisation and their wealth of knowledge in interaction design methodologies.

The Urban Interfaces project, now having moved into a stable and robust stage with its demonstrators, started to expand into further site deployment for the *nnub* community digital notice board system and remote device research and testing. After successful demonstration at the ACID research showcase event at the State Library of Queensland in August 2008, SLQ supported the use of *infopoint* for the West End Walking Tour at the Brisbane Festival occurring October 2009. During this reporting period SLQ also negotiated with the Urban Interfaces project to install a *nnub* system on site to complement the Family Histories Section of the Library. An *infopoint* device is still deployed at Freemantle Harbour for the Fremantle City Council, providing rich media content to tourists' and residents' mobile phones, providing a platform to explore mobile experiences and interactions, user-generated content and system architectures.

Digital Media Program

Following the success of the Network Jamming project's public exhibition of the AV Jam system at Beta_Space in Sydney's Powerhouse Museum, the Network Jamming project has climbed to great heights. The project is trialling in 4 sites internationally, holding a highly successful 12 day international symposium (Jamskölan), launching Jam2jam on the OLPC (One Laptop Per Child), partnering with CreActives to take part in Powerkids festivals at the Brisbane Powerhouse and publishing widely. The Network Jamming project is taking the meaningful engagement matrix to the world. ACID is currently in negotiations about the commercial future of the Network Jamming project.

The Adaptive Media team has also received a lot of exposure in this reporting period, from their headlining performance at the ACID Research Showcase at the State Library of Queensland to the release of 'MIXDEX lite', an iPhone music application, to iTunes. Project leader Andrew Sorensen delivered a well-received keynote speech at the Apple University Consortium Developer World Conference and headlined at Transmissions in Sound at the Australian National University (ANU). The Metascore generative film scoring application has gained acclaim and interest from industry experts in ACID's investigation of the potential market for the project. The Oscillating Rhythms application continues to generate significant interest on the Apple Corporation website.

Multi-User Environments Program

ACID's MiLK (Mobile Learning Kit) and Cipher Cities projects came to a close in the first quarter of this financial year, enjoying great successes in their last months. The MiLK team conducted professional development workshops for teachers all over Brisbane inducting them into the 'new way to connect students, curriculum and everyday environments using simple web and mobile technologies'. They also ran a workshop at the Australian Geography Teacher's Association Conference 08. Out of 600 entries, MiLK was a preselected finalist for the 2008 ATOM award, ranking MiLK in the national top 10 Best Educational Multimodal Productions. MiLK was also selected as a top three finalist on the international handheld learning innovation awards. MiLK has since been licensed to Secret Sauce IP Ventures, Melbourne.

MiLK utilises the underlying Cipher Cities location-based game engine and allows participants to design event paths that lead players through a location. Questions and hints, sent by SMS to mobile phones, direct players to checkpoints within the location. A Cipher Cities workshop and competition ran at Electrofringe 2008, and the official launch of the Cipher Cities engine was held at the GAME ON festival at the Queensland State Library with the help of International Gaming experts Chad Chetterton, Helen Stuckey and Caryl Shaw on 5 December 2008.

ACID was fortunate to collaborate with Peter Williams and Deloitte Digital to research data visualisation in the financial services industry with the Loupe project based at RMIT in Melbourne. The success of this project has since gained attention in mainstream media with articles in *The Australian Financial Review* and *Johnny Holland Magazine*, and project leader Jeremy Yuille shared the research story at the Web Directions conference.

The Recensio Project has attracted interested parties in new industries for ACID, with Arts Victoria coming on board to assist with trials for the annotation and collaboration system, joining existing partners and collaborators QUT Teaching and Learning Support Services, Arcitecta, RMIT, SGI, and Cognition Studios – a Brisbane SME.

Virtual Heritage Program

The Virtual Heritage Program had been officially completed by this reporting period but the research from it has been transferred into and contributed to the success of the ACID Vision project. This project enjoyed a year of success, with 3Dsee (the online application) receiving a 1-minute television spot on a Russian Technology show. 3Dsee is a set of software applications for the construction of 3D models from images with minimal user interaction. The applications allow for the creation of bump-maps of surfaces from images and high-definition 3D modelling using robust and accurate feature extraction and tracking, and turntable-based calibration. ACID is currently engaged in confidential negotiations with a potential end user of this development. ACID Vision has engaged in successful trials with the Queensland Museum over the reporting period, consulted with an international medical device company and is currently negotiating with a major Queensland based special effects company about the commercialisation future of the project.

New Models of Television Advertising Program (Supplementary Funding)

ACID's Beyond:30 project came to a close at the beginning of the 2008/2009 reporting period, presenting their final research outcomes in the first quarter. A key feature of the Beyond: 30 project was the close collaboration that took place between academic researchers and industry. The project hosted four international conferences that were well attended by industry sponsors. 24 regional briefings (in Sydney, New York, Chicago and London) were hosted throughout the three years of the project, where industry sponsors were provided with in-depth reports of the project's latest research findings.

Murdoch University's Prof Duane Varan, the project leader, provided over 90 seminars across 25 organisations and 13 cities (four continents) so that a larger community of partner executives could benefit from the key insights growing out of the research.

Professor Duane Varan, a global authority on the future of television and advertising, has since teamed with the Media Networks division of The Walt Disney Company to develop an emerging media and advertising research lab, the most comprehensive of its kind to evaluate engagement and emotional responses to advertising across media platforms.

Grants

No new grants were received in 2008–09.

Consultancies

ACID delivered a number of contract consultancies during 2008–09. See page 16 for more information.

Changes to Future Directions

The challenges presented to business, government and cultural organisations by shifting digital business practices, rapid urban growth, ageing population, and the need for reductions in resource use and emissions are presenting new opportunities, particularly with respect to social technologies. New

technologies that exploit and build social connectedness have the potential to address a range of pressing problems and may contribute to improved national productivity and quality of life. Through its existing body of research into interactive digital technologies, ACID is logically positioned to exploit research opportunities in this space.

During 2009–10, ACID will increasingly focus on exploring the potential of social technologies for an Australian context.

Research Collaborations

External Collaborations: ACID's external collaborations in this reporting period stemmed from both ACID's research programs and R&D Services contracts. The research projects enjoyed much collaboration from industry partners and interested parties such as the Endeavour Foundation, Deloitte Digital, ABC Radio National, Queensland Museum, State Library of Queensland, CreActives, Arts Victoria, Brisbane Powerhouse, the 48 Hour Game Competition, Ellaways, ResMed and Sibelius. ACID continued its significant research collaborations with multinational corporate clients through its contract R&D Services work with Cochlear, First Five Minutes and the Anglican Church Grammar School. The research conducted in these contract collaborations is not simply design consultancy – it includes breakthrough innovation using practice-based research, applies ACID's foundation research to the needs of external partners and, in turn, feeds new knowledge and industry testing back into the foundation research. ACID R&D Services continues to take on high-risk research projects with Australian commercial clients and industry and utilises these valuable connections to feed new knowledge back into the CRC's underlying research program.

Internal Collaborations: During 2008–09, ACID focused on providing opportunities for researchers within different programs and projects to share expertise and collaborate on specific deliverables. ACID communicates these projects across the programs, and identify additional opportunities for cross-organisational collaboration, at Quarterly Review meetings, seminars and internal showcase events.

Commercialisation and Utilisation

Strategies and Activities

ACID Services Pty Ltd

ACID's wholly owned subsidiary, ACID Services Pty Ltd, hosts all commercialisation activities and contract and consultancy projects other than activities specifically related to the five major research programs.

ACID Services does not compete with consultancies offering, for example, website, product or widget development. Rather, ACID Services projects tend to be in the nature of domain-independent breakthrough innovation using practice-based research, and they must include an element of research risk before ACID will accept the contract. The projects apply ACID's foundation research and transfer ACID's technologies to the needs of external partners and, in turn, feed new knowledge and industry testing back into the foundation research.

Pathways for commercial release of ACID's research include the establishment of 'proto-companies' based on significant IP assets and soft-launched within ACID Services Pty Ltd; the direct on-line release of social software applications to build community and attract commercial interest; and the licensing or sale of IP properties to third parties.

Spin-off Companies

Diversionsary Therapy Technologies Pty Ltd: On 1 July 2008, ACID Services Pty Ltd finalised the sale of its 25 percent shareholding in spin-off company Diversionsary Therapy Technologies Pty Ltd. The spin-off company was established with the specific aim of commercialising the research outcomes and prototypes developed by ACID in its Diversionsary Therapy project. ACID contributed to the establishment of the spin-off by assigning full rights to the project's intellectual property, and the patent and patent application arising from the research, to Diversionsary Therapy Technologies Pty Ltd. Diversionsary Therapy Technologies Pty Ltd now operates independently of ACID and is continuing product development and clinical trials.

Intellectual Property Management

ACID's proprietary web-based IP Registry ensures effective management of all intellectual property assets. The ACID IP Registry is based on ACID's Yodel platform and comprises a secure website catalogue and associated framework for central registration of IP and other proprietary information including major administrative documents such as contracts, correspondence, project orders and variations; demonstrators and prototypes; video, audio and graphic resources; code; scripts; patents and trademark information. The registry is accessible to all ACID researchers over the internet and offers a number of levels of access associated with security and allocated project roles. Research program managers and project leaders are responsible for uploading IP directly to the system, with compliance reviewed at each quarterly program review. ACID constantly reviews and revises the processes for use of the ACID IP Registry.

All intellectual property generated within ACID research programs remains the property of ACID; researchers and students are entitled to the copyright in specific expressions of that IP. Intellectual property generated as part of ACID's commercial contract with clients is dealt with on a case-by-case basis.

Transfers and Licences

ACID licensed the Digital Songlines Engine on a non-exclusive basis to VR Space Pty Ltd, a developer of real-time virtual reality environment; MILK to Secret Sauce IP Ventures, a Melbourne based IP commercialisation firm; and Yodel to the Institute of Creative Industries and Innovation.

ACID is currently negotiating with potential licensees of Network Jamming, Adaptive Media and 3Dsee/ACID Vision.

Communication Strategy

ACID's communication strategy directly supports its delivery of Commonwealth milestones and business objectives. All activities are aligned with the organisation's strategic direction, which allows ACID to allocate scarce resources to priority areas. The strategy focuses on four key result areas:

- stakeholder relations
- brand building
- internal communication
- communication governance.

Communication activities within the strategy include:

- stakeholder reports and visits
- regular events to highlight ACID research and development for stakeholders, internal audiences, and potential new partners and clients
- case studies and success stories for stakeholders and wider audiences
- the ACID website, annual report, and newsletter
- media releases and features as opportunities arise
- participation in industry trade shows and professional/industry conferences – in addition to academic conferences and journals
- engagement with new audiences through social media and networks.

For the remainder of the funding period ACID intends to celebrate the many successes of its research publicly, exposing the research and the researchers who made it possible to opportunities for future destinations. ACID's goal is to navigating a flight plan for all of its people and projects by the completion of the Commonwealth funding of the CRC.

End-user Involvement and Impact

ACID works closely with its industry partners and university researchers to understand the broad environment in which it operates. The involvement of industry participants means ACID is strongly placed to provide a fully integrated approach to the assessment of industry needs and research opportunities. Several participants provided opportunities and venues for ACID to demonstrate and/or test its research outputs with real users as early phases of commercialisation or public release.

End-user Name	Relationship	Type of Activity and End-user Location	Nature / Scale of Benefits to End-User
ABC Radio National	Research Collaborator	Research; Interaction Design; Ethnography (Melbourne, Sydney, Brisbane)	Redesign of Pool website
Deloitte Digital	Research Collaborator	Research; Interaction Design; Ethnography; Data Visualisation (Melbourne, Sydney)	Data Visualisation tools and reports
Brisbane Festival	Research Collaborator	Use of demonstrators for WEST END LIVE event to deploy knowledge for SLQ's West End Walking Tour (Brisbane)	Festival Event

End-user Name	Relationship	Type of Activity and End-user Location	Nature / Scale of Benefits to End-User
State Library of Queensland (SLQ)	Research Collaborator	Use of demonstrators for WEST END LIVE event to deploy knowledge for SLQ's West End Walking Tour (Brisbane)	Festival Event
Queensland Museum	Research Collaborator	Research, 3D modelling of artefacts (Brisbane)	Web-based display of artefacts
Institute of Creative Industries and Innovation	Research Collaborator	Research, Utilisation of developed platform (Brisbane)	Licensing of Yodel Platform and researcher Harpreet Singh
Australian Centre for the Moving Image	Industry Participant	Research; Demonstration Site; Living Laboratory (Melbourne)	Access to research demonstrators, outputs and reports in low latency over high-speed networks, mobilising local place-based activity by mobile & online technologies, commissioning creative work in co-located facilities.
HITLabNZ	Industry Participant	Research (New Zealand)	Access to research demonstrators, outputs and reports in augmented reality software and hardware and long-term shareholder/ participant benefit derived from incorporating ACID research in ongoing business.
B:30 clients (multi-national corporations)	Clients, Research Collaborators, Industry Contacts	'Beyond :30 Seconds' Research Partners (worldwide)	Research reports generated by ACID research program 5: New Models of Television Advertising and 18-month exclusive right to access and use research.
Cochlear Limited	Client of ACID Services, Research Collaborator	Research; Commercialisation; Contract Design Services (Sydney, International)	Interaction Design Services: Application of human-centred design technologies to testing of computer science assumptions and findings.
First Five Minutes	Client of ACID Services, Research Collaborator	Research; Contract Design Services (Brisbane)	Interaction Design Services: Application of human-centred design technologies to visually represent the client's future goals to external organisations.
Anglican Church Grammar School	Client of ACID Services, Research Collaborator	Research; Contract Design Services (Brisbane)	Interaction Design Services: Heuristic analysis of the client's interactive technologies and technical and interaction recommendations.

Education & Training

Student Involvement

ACID maintained existing student scholarship arrangements in 2008–09.

A total of four Masters Students and 14 Doctoral students were supported during the period. Four new scholarship places were filled: two research masters, and two PhD students. In addition to the 14 current students supported by the ACID scholarship program, 37 student projects (partial or full scholarships) have been completed between 2003 and 2009. ACID has also supported additional students through project placements and research assistant involvements. These are being documented in line with the categories of student involvement identified as part of the education program in the Commonwealth Agreement, which stipulates that ACID would support 40 to 50 students through full scholarships, part scholarships and other student involvements. ACID is well placed not only to meet but also to exceed this requirement by June 2010.

Graduate Destinations

Recent graduates include:

- Clint Heyer, PhD, is working in strategic research and development for oil gas and petrochemicals, ABB, Oslo, Norway.
- Keiran Bartlett, MA, is sharing his skills lecturing in multimedia at QANTM College Brisbane.
- Julien Phalip, PhD, has started working full time with fellow friends of ACID Alastair Weakley and Greg Turner at the Interaction Consortium.

Recent PhD graduates are employed in lecturing and research positions at RMIT University in Melbourne and University of Technology, Sydney, and participating in national and international research collaborations and conferences.

ACID Education Events

ASID, Australasian Symposium on Interaction Design

ACID hosted the first Australasian Symposium on Interaction Design on Friday, 24 October 2008 in Brisbane. This public symposium opened with a keynote address by Professor John Hartley entitled Interaction Design: A Contradiction in Terms? The Challenge of Distributed Expertise, and showcased ACID's research in key areas such as media and digital arts, supporting knowledge relationships through online collaboration, and designing for community participation.

With presentations by ACID Education students, ACID projects and ACID researchers, the event was well attended, encouraging discussion, debate and creating an opportunity for cross project, university and state collaboration.

ACID Student Development Program

A number of conferences, workshops, seminars and symposiums were conducted during the 2008–09 year and are in the table over the page.

These workshops brought students and researchers together from across all ACID nodes to share and review approaches and recent developments in these key areas of interaction design.

Workshop Date	Activity	Location
23 October 2008	In House Seminar – School of Sustainability	Murdoch University, Perth
24 October 2008	ASID Symposium	QUT, Gardens Point, Brisbane
6 November 2008	ACID Seminar for the Creative Industries	QUT, Kelvin Grove, Brisbane
27 November 2008	Birds of a Feather – Web Development for Research	QUT, Kelvin Grove, Brisbane
28 November 2008	ACID Seminar – Application of Creativity in Education, Industry & Research	QUT, Kelvin Grove, Brisbane
16 December 2008	Paul Dourish Seminar	QUT, Kelvin Grove, Brisbane
9 February 2009	Designing Performative Body Centric Interfaces	QUT, Kelvin Grove, Brisbane
11 March 2009	Designing for Customs of Doing & Saying in Rural Africa	QUT, Gardens Point, Brisbane.
13 March 2009	Education Day	QUT, Kelvin Grove, Brisbane
1 May 2009	Student Presentation Day	UTS, Sydney (+ videoconference)

ACID Prize

ACID sponsored the 2008 ACID Prize for Tangible Media, for graduating students in the QUT Bachelor of Communication Design. The prize was awarded on the criteria of highest academic grade and most thorough resolution. The 2008 ACID Prize for Tangible Media was awarded to:

- *Plobs Plight on Legosia* by Dominic English and Rory Cartwright (first prize)
- *Tenchijin* by Richard Rothkugel, Tim Van Der Horst and Tom Hughes (second prize).

Future Plans

In the 2009–10 year, to accommodate the relatively short remaining life of the CRC, ACID will complement the existing Education Program with an internship program for shorter-term placements with a specific focus on industry involvement.

Third Year Review Recommendations

ACID undertook its formal third-year review in 2006, with the independent panel making its final report in December 2006. The panel comprised:

- Mr Gavin Nicholson, Senior Lecturer, School of Accountancy, Queensland University of Technology
- Mr Tom Kennedy, Chief Executive Officer, MediaZoo
- Dr Ian Fuss, Chief Scientist, Information Science Laboratory, Defence Science & Technology Organisation
- Mr John O’Sullivan, Commonwealth Department of Education, Science & Training.

The panel concluded that ACID was achieving a number of very positive outcomes, and had achieved much in developing a highly innovative capacity to blend technology with human behaviours in innovative ways.

The panel identified several challenges facing ACID at that time, in particular the need to:

- strengthen the management infrastructure;
- crystallise the research outcomes;
- continue to develop commercialisation infrastructure;
- continue to strengthen the in-kind contribution;
- strengthen stakeholder management;
- broaden and strengthen industry ties; and
- strengthen researcher engagement.

The ACID Board concurred with the panel in relation to the challenge areas, and agreed to implement all recommendations.

As at 30 June 2009, all recommendations have been fully implemented and further continuous improvement has been implemented as noted below.

Implementation of Third Year Review Recommendations

Recommendation (Summarised)	Implemented (Y/N)	Notes
R1. Continue to analyse the benefits and costs (both direct and indirect) of the structure adopted to ensure continued effectiveness. R2. Implement new senior management structure	Yes	During 2006–07, the Board restructured the CEO role into two positions: an Executive Director responsible for overall strategy and the research direction, and a General Manager responsible for operations and commercialisation. Effective 15 January 2007, the Chief Executive Officer, Prof Jeff Jones, moved into the role of Executive Director. Ms Suzannah Conway joined ACID to take on the General Manager role. Prof Jones resigned in June 2007 to take up other opportunities and Ms Conway took on the re-combined CEO role. As a result, this recommendation became redundant. Nevertheless, the Board continued to actively monitor the effectiveness of the CEO role.
R3. Further develop internal reporting systems and routines, particularly quarterly reporting system and development opportunities for middle level managers.	Yes	Systems developed and monitored regularly.

Recommendation (Summarised)	Implemented (Y/N)	Notes
R4. Review measures to ensure key positions are appropriately scoped and supported.	Yes	Review completed and formal performance review process implemented by 30 June 2007 and remains in use.
R5. Review/increase the role of the Research Leaders Group in ACID's research direction.	Yes	By 30 June 2007, the review was completed and the RLG's role was increased through direct input to Board reporting and active inclusion in management structure. This involvement continues, with particular in Year 7 to the wind-up process and ACID's legacy to the nation.
R6. Periodic review of Board role and performance.	Yes	The Board undertook a formal review at its strategy retreat in February 2007, then implemented an ongoing process whereby the Board's role and succession planning was triggered by changes in directors.
R7. Develop practical measures to support ACID's continued maintenance of highest standards around conflicts of interest.	Yes	A register of interests was established by the company secretary before 30 June 2007. The register continues to be reviewed annually, and directors' declarations is a standing agenda item for Board meetings.
R8. Review performance management system for key personnel.	Yes	Review completed and organisational KRAs and senior executive KPIs established in April 2007. Regular performance review system implemented for all staff by 30 June 2007 and remains in use.
R9. Review the research/commercialisation resource balance to ensure allocation matches strategy. R10. Ensure internal systems and routines maintain flexibility required to respond quickly to market opportunities.	Yes	Review completed and function strengthened via appointment of a Commercialisation Manager by 30 June 2007. Ongoing monitoring continues via the performance review system.
R11. Develop a standard approach to project development: industry leadership, business plan, extra funding, development opportunities for team members.	Yes	Commercialisation pipeline and income funnel are now a standard part of ACID's project management. Specific projects are developed on a case by case basis as required.
R12. Continue to refine in-kind capture and reporting regime, particularly collection of data.	Yes	Ongoing reporting of in-kind by all partners was implemented in April 2007. More active monitoring and reporting was implemented for improved capture in June 2008.
R13. Investigate alternative in-kind resources from core participants.	Yes	See R12. Also, core and supporting participants provide a wider range of in-kind support under Variation 1 of 2009 than previously.
R14. Develop an integrated and systemic approach to engage key stakeholders and gauge their needs and opinions on ACID performance.	Yes	Ongoing stakeholder engagement strategy developed and implemented in June 2007, with further refinement and improvement continuing to date.

Recommendation (Summarised)	Implemented (Y/N)	Notes
R15. Continue to build industry links, particularly with high-potential commercialisation prospects.	Yes	Sales and marketing initiatives improved including launch of new website in February 2007, enhanced sponsorship engagement with industry, active program of commercialisation prospecting introduced in 2008 and maintained to date.
R16. Review procedures and systems for engaging partially funded students to ensure commitment to the organisation.	Yes	Student engagement reviewed by June 2007; enhanced procedures implemented for aligning each student with an active research project. New program of internships and hands-on support of higher degree progress implemented in late 2008.
R17. Review intellectual property requirements to ensure the right blend of capturing value and encouraging collaboration. R18. Assess IP capture routines and embed them in quarterly review process to ensure current IP asset.	Yes	ACID's proprietary IP registry was reviewed and a program of continuous improvement implemented. All participants are now responsible for multi-location collaboration and for capturing IP properties. This is a standard agenda item for formal quarterly project reviews.

Performance Measures

Progress on Performance Measures

Performance Measure	2007-08 Progress / Achievement	2008-2009 Progress / Achievement
CRC Program Objective 1: Enhance the contribution of long-term scientific and technological research and innovation to Australia's sustainable economic and social development		
Centre Objective 1.1: Multidisciplinary research that leverages existing R&D programs through a strong network of participants.		
Research outputs will be in excess of 20 processes, methods, patents and publications from multi-disciplinary teams working across multiple nodes.	188 (total: 2003–08)	57
Centre Objective 1.2: Demonstrate new interactive content, and hardware and software prototypes in user-driven context for the creative industries sector.		
Develop in excess of 20 prototypes for products in content, hardware and software as defined by user feedback and input.	100 (total: 2003–08)	4
Centre Objective 1.3: Deploy R&D to enterprise development through the creation of flexible, transferable and reproducible processes for commercialisation.		
Up to \$3M in income achieved through licenses, spin-offs, consulting and other income generation mechanisms.	\$1,083,000 (total: 2003–08)	\$368,000
CRC Program Objective 2: Enhance the transfer of research outputs into commercial or other outcomes of economic, environmental or social benefit to Australia		
Centre Objective 2.1: New partnerships and beneficial linkages, strengthening R&D efforts of industry partners.		
Industry participants will receive in excess of 20 prototypes providing commercialisation opportunities for products in content, hardware and software.	97 (total: 2003–08)	8
Centre Objective 2.2: Development of new communities of interest for groups such as Aborigines, the aged and children through research programs and themes, such as Virtual Heritage and Community Network.		
Development of multiple, practical strategies for relating technical innovation to community development.	Multiple strategies for a diverse range of community clients and partners have been developed over the period 2003 to 2008	Continued work in existing community affiliations, plus development of practical strategies for two new communities of interest via Arts Victoria and Endeavour Foundation
Centre Objective 2.3: Develop research for national and international companies through an SME Consortium configured to provide R&D services.		
SME consortium of over 12 industry partners which will attract 1–2 research/production contracts per year.	Focus on attracting new members through ACID Services' commercial arrangements	Focus on attracting new industry partners through commercial arrangements, as per Variation 1 of 2009
CRC Program Objective 3: To enhance the value to Australia of graduate researchers		
Centre Objective 3.1: Delivery of a critical mass of new research talent into an emerging industry.		
40–50 post-graduate students, working collaboratively in cross-disciplinary, cross-institutional, international projects, with options to participate in CRC-sponsored online education and training courses. Integrate undergraduate students.	Target Met	Target Met

Performance Measure	2007-08 Progress / Achievement	2008-2009 Progress / Achievement
Centre Objective 3.2: Industry–university exchange opportunities for post-graduate students.		
Establishment of a post-graduate supervision program providing 40–50 exchange opportunities with CRC industry participants and affiliates.	Target Met	Target Met
Centre Objective 3.3: Enhancement of existing education programs in interaction design across vocational, undergraduate and post-graduate programs.		
Up to 30 short courses developed from research output and taught to both internal and external clients.	31	Completed
CRC Program Objective 4: Enhance collaboration among researchers, between researchers and industry or other users, and to improve efficiency in the use of intellectual and other research resources		
Centre Objective 4.1: Research programs are designed to benefit from the multiple competencies that reside in the Centre partners.		
Project proposals must demonstrate at least two university partners working in a multi-disciplinary, multi-nodal capacity.	Completed	Completed
Centre Objective 4.2: Research is designed to respond to user needs.		
Project proposals must demonstrate user input and at least one industry participant.	Completed	Completed
Centre Objective 4.3: Whenever practical, international collaborators are involved in projects to enhance the global perspective.		
In excess of three projects will have international research involvement. The education program involves three international partners working collaboratively on one project per year.	21 (total: 2003–08)	Completed

Glossary of Terms

ABC	Australian Broadcasting Corporation
ACID	Australasian CRC for Interaction Design Pty Ltd
ACID Services Pty Ltd	Wholly-owned subsidiary of ACID
CEO	Chief Executive Officer
Cipher Cities	ACID developed Location Based Game Engine
CRC	Cooperative Research Centre
CSIRO	Commonwealth Scientific and Industrial Research Organisation
Diversionary Therapy	Methods of therapy that aim to divert the patient’s attention from the area of treatment
DSE	ACID developed Digital Songlines Engine
ICI	Institute of Creative Industries and Innovation
ICT	Information and Communications Technologies
Infopoint	Blue-Tooth Demonstrator from Urban Interfaces Project
IP	Intellectual Property
IT&T	Information Technology and Telecommunications
Jam2Jam	Interactive Music System Demonstrator from Network Jamming Project
Metascore	Generative Film Scoring Demonstrator from Adaptive Media Project
MiLK	Mobile Learning Kit
Mixdex	iPhone music application demonstrator from Adaptive Media Project
MU	Murdoch University, Perth
NICTA	National ICT Australia
Nnub	Digital Whiteboard Demonstrator from the Urban Interfaces Project
NZ	New Zealand
Qld	Queensland
QM	Queensland Museum
QUT	Queensland University of Technology
R&D	Research and Development
RMIT	RMIT University, Melbourne
SLQ	State Library of Queensland
SME	Small to Medium Enterprise
UTS	University of Technology, Sydney
UQ	University of Queensland
3D	Three dimensional
3Dsee	Website Demonstrator from ACID Vision Project