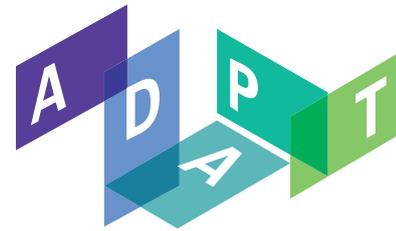


A World  
Leading SFI  
Research  
Centre



# ADAPT: Centre for Digital Content Technology

ADAPT is Ireland's global centre of excellence for digital content. Recently awarded €50 million in additional funding, it is a world-leading multi-institutional research centre. It combines the expertise of researchers at four universities 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.



**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 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 are 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
- › Novel Visualisation of Financial Data - Using VR to explore confidential financial risk
- › Street View Object Detection and Mapping - 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



PARTNER INSTITUTIONS



## Industry Partners Include:

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

## 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

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*Vincent Wade holds the Chair of Computer Science in the School of Computer Science and Statistics, Trinity College Dublin. He was awarded Fellowship of Trinity College for his contribution to research in knowledge management, web-based personalisation and adaptive technologies. He holds multiple patents relating to personalisation and adaptive digital content. He has authored over 300 peer-reviewed scientific papers, received seven 'best paper' awards and has numerous patents in knowledge engineering.*

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