

Two research projects get \$50 million investment



TWO major research projects, LiveLabs and SmartHub, will receive an investment of \$50 million from StarHub, Singapore Management University (SMU) and the National Research Foundation.

The projects were launched yesterday by Deputy Prime Minister Teo Chee Hean at SMU. SMU will undertake the five-year LiveLabs research and StarHub will lead the three-year SmartHub research.

Mr Teo said that the data collected will help companies generate insights to refine their marketing strategies and product development.