

## **Maddy D. Janse**

She joined Philips in 1987 as a specialist in User System Interaction. In this function she worked at the CFT, at the IPO (Institute for Perception Research, a joint venture between Philips Research and the Technical University of Eindhoven) and Philips Research.

Her main research interests are in the area of human factors, human perception and behaviour, user interface design for easy access and interaction for consumer systems.

She has been working on methodologies for subjective evaluation of advisory systems for video content in the context of the ACTS SMASH and STORit projects. She has been the project manager for the IST NexTV and ICE-CREAM projects, and the CommonDemo@IBC2003.

She is currently the project manager for the IST Amigo project, represents Philips in the NEM activities and before in the Avista project. In addition, she is the managing director of a two-year postgraduate Master's programme in User-System Interaction at the Technical University of Eindhoven.

Before joining Philips she worked at the Unisys Company (then Sperry) in an Advanced Systems Group in Minneapolis (US) responsible for technology transfer between the company and the MCC organisation in the area of artificial intelligence, expert systems and advanced user interface technology (1983-1987). She has a PhD in Cognitive Psychology - human problem solving (University of Minnesota, 1983) and a graduate degree in Food Chemistry and Technology (University of Wageningen, NL).