**Digital solutions that consider human needs**
E.g. via software that reveals what data companies are collecting about you1 – and digital communities for young people with cognitive disabilities.2

**Technology and knowledge for sustainability**
E.g. we have created the world’s first modular laboratory for water infrastructure – to help eliminate the global annual water wastage of 16,000,000,000,000 litres3.

**Architecture and design that integrates aesthetics with engineering**
E.g. the EU invests millions of DKK in our work to reduce heat loss from buildings,4 promote circular economy and create sustainable urban districts the world over5.

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**Denmark’s best computer science environment**
AAU is the highest ranked university in Denmark in Computer Science, measured either on total number of publications or number of publications among the 10% most cited publications in the area4.

**“Smart traffic lights” are faster and greener**
In conjunction with FlexDanmark, the Danish Energy Agency and LB Group, AAU develops traffic light algorithms to reduce travel time by 20% while halving CO2 emissions.6

**Computer vision to prevent drowning accidents**
83% of drowning fatalities take place outside the presence of others. But AAU researchers are developing computer-vision software that informs public emergency services when a drowning accident is about to occur. This can save lives, and save society up to EUR 24.1 million annually.7

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**Technological advances improve quality of life**
800,000 Danes have hearing loss, but in the future, hearing aids will eliminate the annoying cocktail party effect of many people speaking simultaneously. Using machine learning, AAU’s Audio Analysis Lab developed software to remove noise, making speech 15% clearer.8

Two Medialogy students at AAU CPH have developed a virtual reality programme that gives autistic children an opportunity to practice social skills in a virtual circus concert.

AAU, Danish TV station DR and Cool Kids are now examining options for extending the concept to other productions.9

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**Sources:**
1 AAU.dk: ‘Ung program afslører, hvad der sker med dine private data’
2 AAU.dk: ‘Projekt vil skabe digitale fællesskaber for unge med kognitive handicap’
3 AAU.dk: New Lab Will Help Conserve 10,000 Billion Litres of Water a Year
4 AAU.dk: Research Group on Energy Performance and Sustainability of Buildings
5 AAU.dk: Aalborg-bydel skal vare frontløber for bæredygtigt samarbejde
6 Ministry of Higher Education and Science: Optag 2020 for IT-uddannelser
7 AAU.dk: AAU’s pedagogical model is further strengthened
8 Leiden Ranking 2019: Mathematics and Computer Science
9 Digitalhub.aau.dk: Big Data to Make Us Smarter in Traffic
10 100 entrepreneurs and 300 agreements – annually
11 AAU enters into app. 300 agreements per year with companies like Vestas Wind Systems and Nokia Bell Labs.
12 Last year, AAU helped 100 IT entrepreneurs start their business.
13 Previous AAU successes include software company Trifork and nanosatellite company GOMSpace with over 600 and 150 employees, respectively.
14 We share 80/20 professors with B&O and Grundfos – staff members using 20% of their time on research at AAU.
15 AAU also collaborates with SMEs, e.g. the award-winning business networks and clusters DigitalLead and InfinIT.