Contract No. 004420

eu-DOMAIN - enabling **u**sers for
Distance-working & **O**rganizational **M**obility
using **A**mbient **I**ntelligence **N**etworks

D1.4 Final Project Activity Report (draft)

Specific Targeted Research or Innovation Project

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1. Introduction

1.1 Aims and Objectives

The aim of the eu-DOMAIN project is to develop a new, innovative European ambient intelligence service platform which will interconnect people, devices, buildings and content in an interoperable network and open up entirely new ways of working in collaborative work environments.

An estimated 12 million Europeans travel everyday across Europe working outside their normal workspace. eu-DOMAIN will dramatically improve their ability to deliver quality services, increase the competitiveness and visibility of their host organisations and generally improve the quality of life for Europe's citizens.

1.1.1 European impact

Strategic impact: eu-DOMAIN places European companies at the forefront of ambient intelligent technologies *providing potential to significantly increase the competitiveness of European businesses.* It provides SMEs with an easy-to-deploy strategic platform allowing them to drastically improve time-to-market of their products by simply renting access to the platform from service providers.

Economic impact: eu-DOMAIN integrates a number of emerging technologies in an infrastructure and set of applications and services. The scenarios being validated are in the *e*Business and *e*Health domains but the results will have wider applicability in many other domains. *A platform that improves the efficiency and effectiveness of a market of this size must by definition have a major impact at the European level*. Citizen users will similarly realise both economic and social benefits as a result of their more efficient and effective interaction with all types of organisation using eu-DOMAIN.

Business innovation: An integral part of the project is the analysis and development of realistic business models for users and service providers. *New research into defining and measuring value creation in web service networks will lead to innovative business structures involving content providers and service providers in collaborative systems.* Specific emphasis will be made on identifying new business opportunities for SMEs. Governments, especially in the healthcare and social services area, will be provided with a platform for delivering public services directly to the citizens' homes with enormous potential for improving quality and reducing costs.

1.1.2 Results exploitation

The intention is to establish eu-DOMAIN as a new joint-venture stand-alone business available to potential users throughout Europe initially, and then potentially worldwide. *It is expected that the joint venture will cover sufficient technological ground to be able to offer and operate a complete Europe-wide eu-DOMAIN platform*.

In addition to participation in the joint venture, the eu-DOMAIN partners will also be able to exploit the knowledge gained from participation to improve their consultancy services and/or research activities to all types of private and public sector organisations who are interested in exploiting emerging technologies to implement new and better ways of working.

1.1.3 Validation scenarios

Two innovative user scenarios have been defined to demonstrate the systems potential: In the field of ***industrial pumps*** the focus is '***Serving your every need!***': Combined with eu-DOMAIN, the basic product function of a pump will shift from simply moving water (or fluids) to be an integral, maybe even a crucial part, of the customer's solution. The pumps are "serving you – wherever you are – whatever you do – whenever you want it".

In the field of **Healthcare** the focus is '**Patients as customers':** A variety of new methods, devices and medication are available from various service providers, each of them offering their

services to an informed patient - sometimes in competition; sometimes in cooperation. The patient chooses the providers that are most suited to their needs supported by eu-DOMAIN technology.

1.1.4 Approach

eu-Domain will realise its vision by developing a working example of 'Ambient Intelligence' infrastructure, combining state-of-the-art communications, decision support, semantic web and location-based technologies.

It will pave the way for its commercial deployment through the development of realistic business models for users and service providers.

The project's work is divided into five phases covering:

- Project coordination processes
- Research and development
- Prototyping and system integration
- User testing and uptake
- Dissemination and exploitation

1.1.5 Technology innovation

The main technological innovation in eu-DOMAIN lies in its 3-tier hierarchical client-server structure with multilevel distributed, configurable intelligence pools. This structure supports the wealth of different applications, which can be integrated into the Europe-wide ambient intelligence service network.

Another very innovative feature is self-configuring devices that use semantic agents to search for configuration set-up, protocols and user interfaces. Application specific intelligence pools perform intelligent adaptation and user set-up, tailored to the users precise needs in the actual real-world situation.

A further innovative feature of eu-DOMAIN is the web based service-provisioning platform, which allows any service provider (industrial, healthcare, government, etc.) to deliver web services to people and devices in any location across Europe.

1.2 Project Participants

The eu-DOMAIN consortium has an excellent insight into the state of the art in this field. It encompasses highly skilled organisations with a wealth of experience necessary to the project's management, technical and business requirements. The consortium is:

- Functionally comprehensive with a very full and sound balance between user, technical and managerial expertise with clear and relevant roles established for each consortium partner; and;
- Skilled and experienced in the projects business and technical requirements with the projects requirements for user input well covered across the focus sectors of Building Facility Management and eHealth Services.

It is nationally and culturally diverse with partners from 6 European countries who conduct their business across Europe and beyond, providing a clear understanding of the dynamic business, sociological and cultural characteristics of its potential market place. The consortium partners are:

1.2.1 Contractors:

Participant	Role	Country	Expertise
C International Ltd (CIL)	Co-ordinating Partner	United Kingdom	Extensive experience of managing IST and other multi-partner projects. Substantial prior involvement in testing implementation and evaluation activities and substantial experience in business modelling.
Innova S.p.A. (INNOVA)	Partner	Italy	Long experience in bringing new technology to SMEs. Experience in conduction European Awareness Scenario Workshops (EASW) and substantial knowledge of Socio-economic issues in relation to technology deployment.
In-JeT ApS (IN-JET)	Partner	Denmark	Considerable knowledge on frameworks for ambient intelligence and web services. Also in business modelling and building business cases.
University of Aarhus, Dept of Computer Science (UAAR)	Partner	Denmark	Substantial scientific knowledge of software architectures and system analysis. Experience in gateway technology and OSGi frameworks and substantial scientific knowledge of trust and security analysis.
FORTH (FORTH)	Partner	Greece (Crete)	Expertise in all aspects of system design for healthcare. Substantial expertise in eHealth devices and extensive expertise in EPR and ICRS systems.
CNet Svenska AB (CNET)	Partner	Sweden	Extensive experience in XML based content and web service application development. Substantial knowledge in web-based meta data creation for the construction industry. Experience in interactive environments for geographically distributed organisations.
T-connect S.r.l. (T-CON)	Partner	Italy	Experience in wireless broadband technologies. Substantial knowledge of deliveries of personalised services via wireless networks.
Software AG (SAG)	Partner	Belgium	Leading vendor of XML technology and solutions. Substantial experience in web services and content management. Comprehensive experience in mobile computing.
Telefónica I+D (TID)	Partner	Spain	Substantial experience in intelligent network and services creation on broadband. Comprehensive skills in artificial intelligence and software engineering. Experiences in real time systems and databases and knowledge bases.
Grundfos (GMA)	User	Denmark	Grundfos is one of the world's leading pump manufacturers and has decades of know-how about pumps and pump systems and is a typical case of a European Service Network user.
Eastern Birmingham Primary Care Trust (EBPCT)	User	United Kingdom	The PCT has extensive experience in commissioning hospital services as well as providing community services and running emergency services and is a typical case of a Healthcare for tomorrow user

1.2.2 Additional supporting participants:

CONTRIBUTOR - ALEXANDRA INSTITUTE, Denmark;

SUBCONTRACTOR - ACIT GMBH, Germany;

SUBCONTRACTOR – LIWAS APS, Denmark.

1.3 Project logo and contact details

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2. Achievements

2.1 Project Results

The project is now reaching completion, and has achieved the following results:

- The primary objective of the project was to develop innovative applications with on-demand delivery of services in order to enhance the work environment for mobile users and workers and to integrate them with intelligent surroundings wherever they are: In buildings, vehicles, public spaces, etc. The services will be seamlessly accessibly through the use of mobile and fixed service gateways imbedded in the surrounding structures, e.g. buildings or vehicles, and support completely new ways of collaborative working. The demonstrators have shown that this objective was achieved.
- eu-DOMAIN showed how a Europe-wide ambient intelligence network can support mobile services and integrate mobile users with intelligent surroundings that provides seamless delivery-on-demand services. An integral part of the project was the development of realistic business models for users and service providers. The business models were based on the concept of value-nets and emphasis was made on identifying value creation and new business opportunities for SMEs.
- The eu-DOMAIN platform will be deployable across a broad range of industrial, government, healthcare and other citizen centred applications over the course of time. As a precursor to this the platform was validated in two business sectors: Building facility management and eHealth services.
- eu-DOMAIN's technical and business innovation, geographic and commercial scope, and uniqueness in the market place gives rise to a number of project results (outputs) that will be exploitable by the consortium as a whole and/or by its individual partners.

The main result of the project is **a Europe-wide, mobile, ambient intelligence services platform** which will enable mobile ambient intelligence awareness by allowing the user to integrate his virtual user profile into any location thereby providing context aware decision support combined with delegation of work. Furthermore, eu-DOMAIN will give content providers the possibility of delivering standardized augmented reality services to mobile users thus creating new collaborative work environments and new methods of working across geographically distributed organisations.

This platform will be exploitable in a number of government and industry domains along with a number of other results which stem from the developing and putting in place of the eu-DOMAIN platform whilst in parallel assessing the most appropriate business models and working processes to support its deployment.

2.2 Impact of eu-DOMAIN

2.2.1 Strategic impact

By helping to place European companies at the forefront of the development and deployment of ambient intelligent technologies eu-DOMAIN has the potential to significantly increase the competitiveness of European businesses in two main ways. In the first instance it will provide SMEs with an easy-to-deploy strategic platform for using ambient intelligence technologies in their products thereby giving them a comparative advantage against large firms, who have much larger resources for developing proprietary platforms. In the second instance, small companies can drastically improving time-to-market of new products and services by simply renting access to the ambient intelligence platform from service providers. This will also ensure that European companies are amongst the first to realise the strategic advantages of an ambient intelligent platform to

support mobile workers and hence will provide them with tools to stay in the forefront in their respective markets in a global competitive environment.

The eu-DOMAIN project is also focused on correlating socio-economic, regulatory and policy issues with the deployment and wide spread use of ambient intelligence platform. Aspects of e.g. social acceptance, economic performance, regulatory frameworks for surveillance and control of private citizens, privacy of data, governmental provisions for health and safety, etc. will be addressed and integrated with the functional and trust and security user requirements to round off the package of specifications for socially acceptable new ways of working.

The applications and services to be provided as a result of the project have the potential to make a major contribution to solving societal problems both through their support in the delivery of directly relevant public services, as illustrated by the Healthcare for tomorrow scenario to be validated during the project, and indirectly by facilitating the full set of benefits that can be realised from a proper knowledge based economy.

2.2.2 Economic impact

The eu-DOMAIN services platform represents a specific application of the integration of a number of emerging technologies in the form of an infrastructure and set of applications and services. The specific scenarios being validated are in the *e*Business and *e*Health domains but the results will have wider applicability in many other domains, which will be further explored in the projects results exploitation.

The scenario domains selected play highly important economic and social roles in Europe. A platform that significantly improves both the efficiency and effectiveness of a market of this size and importance will have a major economic impact at the European level.

The platform will have a clear economic impact on the business users of the platform. By opening up the possibilities that ambient intelligence offers to all businesses, no matter how large or small, eu-DOMAIN has the potential to make a significant economic impact on their operations through improved competitive positioning. The potential for generating economic benefits is further enhanced by the efficiency gains that will arise from the possibilities for introducing the new and more effective collaborative ways of working that are enabled by the technologies embedded in the eu-DOMAIN platform. All of this will be provided in a business-modelling framework for direct implementation in the companies.

2.2.3 Business innovation

New research into defining and measuring value creation in web service networks will be undertaken, leading to innovative business structures involving content providers and service providers in collaborative systems.

Network operators and others will be provided with a novel framework for increasing business opportunities, by setting up platforms for collaborative value nets based on eu-DOMAIN. Acting as service providers or service aggregators, whey will be able to offer services to a large amount of content providers and thereby overcoming uncertainty about precisely what services will be successful.

Industrial companies in a wide range of sectors will be provided with a business model for implementing eu-DOMAIN to support ubiquitous intelligence in their entire product range with a standardised, easy to use interface. This will further enable them to bring out new, innovative services to enhance customer satisfaction.

Specific emphasis will be made on identifying new business opportunities for SMEs. Especially SMEs with few products and limited resources find it difficult and expensive to embed ubiquitous intelligence in their products, because they need to communicate via e.g. GSM and Internet. eu-DOMAIN will benefit SMEs because it will provided an open, secure, affordable and accessible platform for communication to their products and delivery of new, innovative services, including easy and open interaction with other manufacturers products.

Governments, especially in the healthcare and social services area, will be provided with a fully developed platform for delivering public services directly to the citizens' homes and integrate mobile workers in the platform using existing communication networks. The potential is enormous for improving quality and reduce costs in this area.

2.2.4 Added-value at the European level

Interoperability is a serious issue for cross-European infrastructures, requiring automatic roaming across heterogeneous structures in order to provide interoperable services across national and regional boundaries. This problem can only be solved by a network topology as proposed in the eu-DOMAIN.

The broad acceptance of new communication infrastructures such as UMTS and TETRA is a major European concern. EU has, through ETSI and other bodies, been instrumental in the development of these new infrastructures. Widespread public and business use of new services provided on these infrastructures are eagerly sought after.

2.2.5 Quality of life and health and safety

It is clear that the outcome of this project could have an impact on the quality of life of European citizens in a number of ways. It will result in the delivery of higher quality and more timely services to citizens wherever they happen to be, particularly in the collaborative healthcare and customer support fields that form the foci of the scenarios, but also more generally as the results of the work are deployed elsewhere. It will also significantly improve the quality of life of a very large number of mobile workers across Europe who will, for the first time, be provided with effective, customised support for new and collaborative ways of working wherever they happen to be. These impacts will not be weak and indirect but very strong and extremely direct and capable of being quantified in a directly measurable way.

2.2.6 Environmental enhancement

One of the specific aims of the project is to improve energy conservation in pumping and heating systems by improved preventive maintenance and upkeep of components. It is estimated, that 1½% of the worlds production of electricity is consumed by Grundfos pumps worldwide. A slight improvement in the pumps operating conditions due to continuous monitoring and better service can save large amounts of energy, resulting in reduced ash generation and less emission of CO_2, SO_2 and NO_x. Emission of CO_2 alone amounts to 0,5 metric tons per MWh electricity generated. Community research is aiming at reducing EU energy requirements in buildings by 30% by 2010 and 50% in the longer term. Currently, the built environment in the EU accounts for about 40% of the total energy requirements. eu-DOMAIN will be an important step towards realisation of these goals.

The Healthcare for tomorrow application will inevitably lead to more efficient and effective use of resources in the healthcare area as more co-ordinated ways of working are enabled. This will have significant impact on travel levels and patterns leading to major energy savings. Also here, eu-DOMAIN will help to achieve community goals of improving the energy and environmental performance of vehicles and the related infrastructure.

In most cases, *e*Work will lead to significant reductions in paper communications and hence contribute to the further preservation of forest resources. Also by facilitating the identification and resolution of potential problems at the earliest possible stage it will help to prevent the need for the typically more resource intensive solutions that are typically required the longer a problem is left before being addressed.

3. eu-DOMAIN Platform

Key features are shown in the following screenshots demonstrating the systems potential in the field of ***industrial pumps***.

3.1 PDA user interfaces

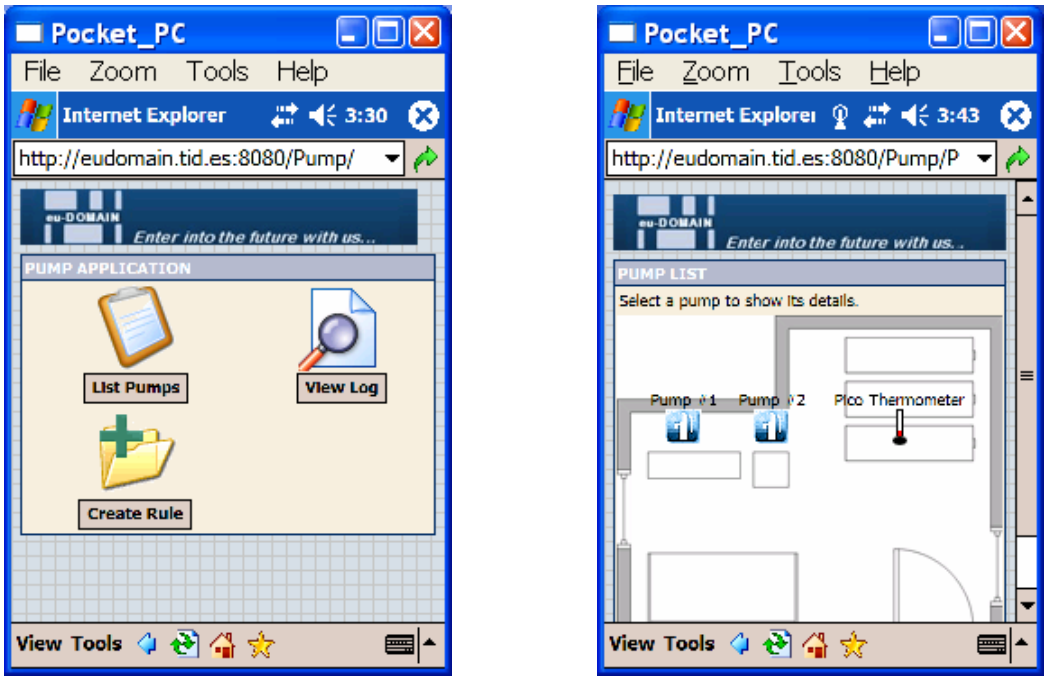


Figure 1 PDA user interfaces for selecting task and identifying pumps in the installation

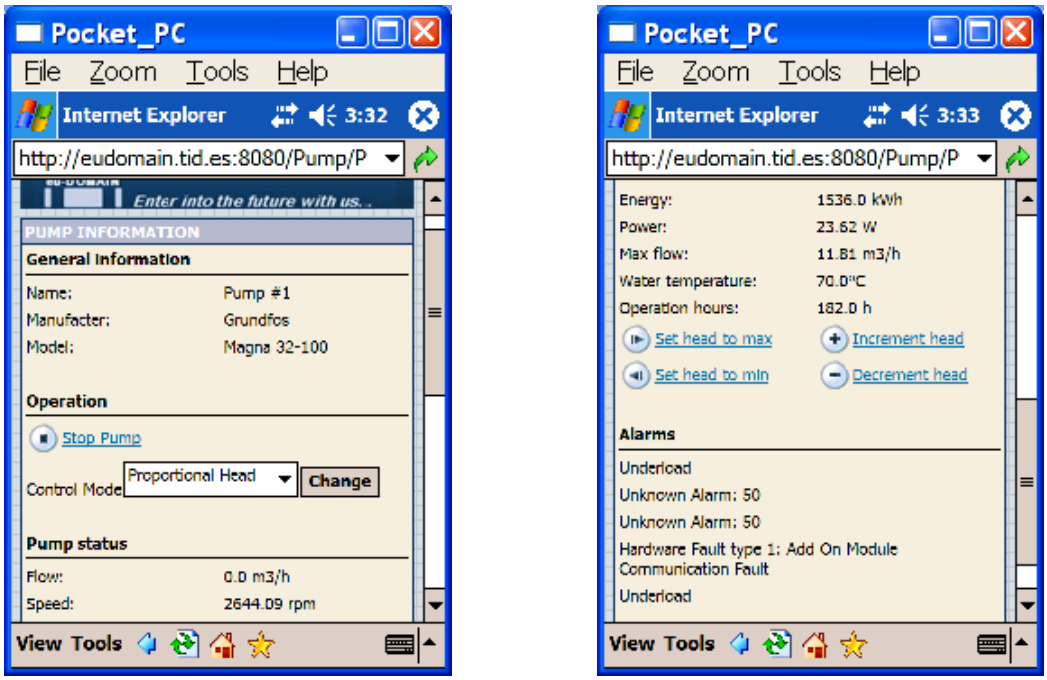


Figure 2 PDA user interfaces for adjusting pump and reading data

3.2 PC user interfaces

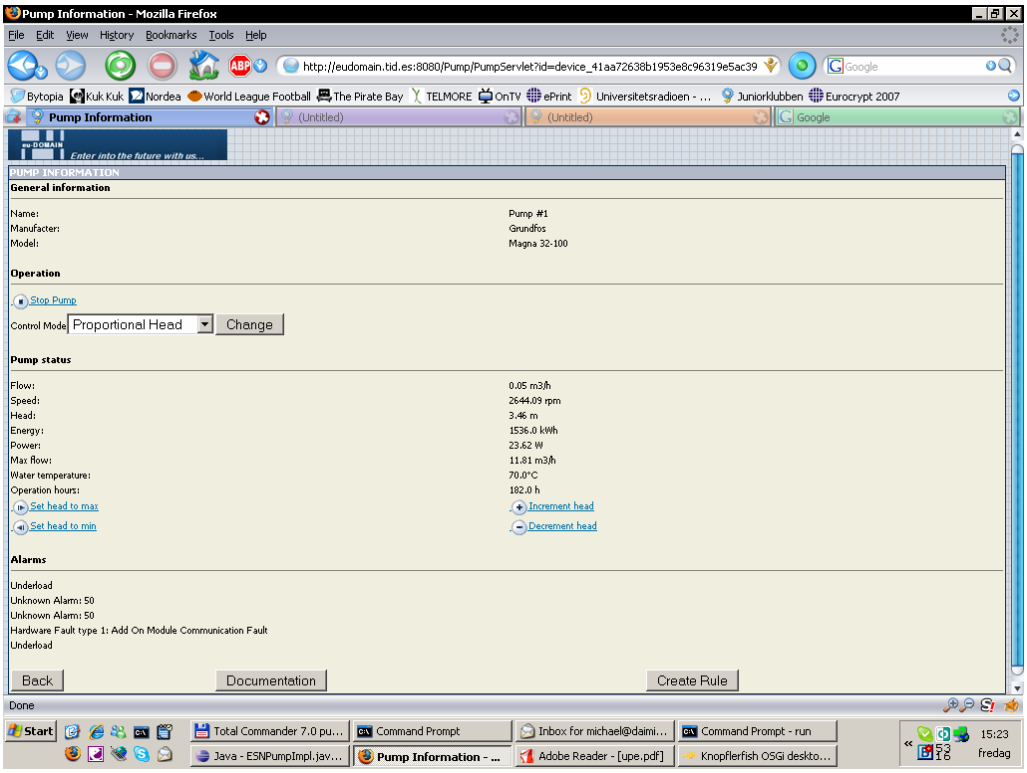


Figure 3 PC user interfaces for setting up and reading pump data

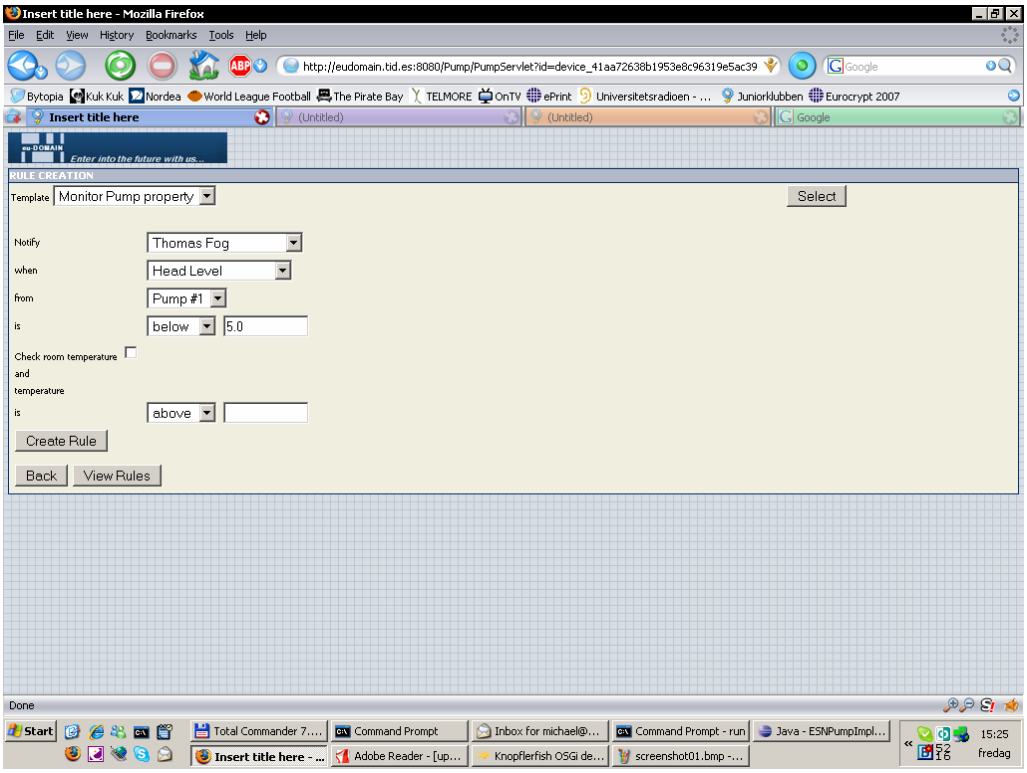


Figure 4 PC user interfaces for setting up monitoring conditions

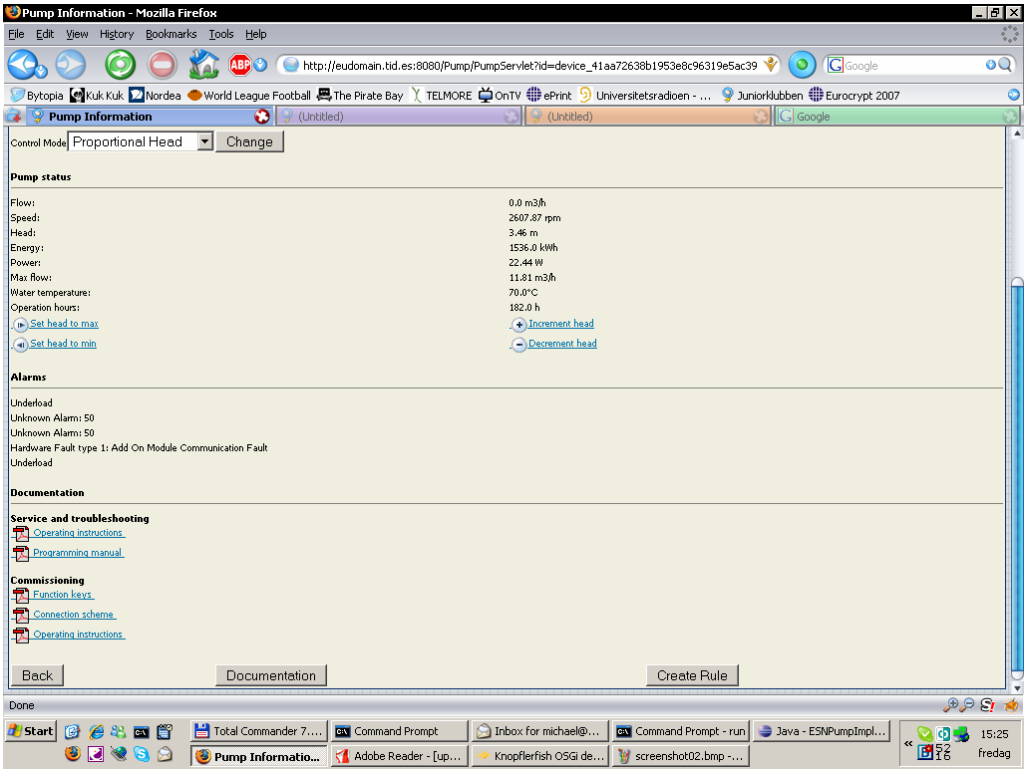


Figure 5 PC user interfaces for reading actual pump data. With service documents listed at the bottom of the screen

4. Dissemination and Use

4.1 Approach to Dissemination

The dissemination programme for eu-DOMAIN was driven from both the European and individual partner country perspectives and was applied within each partner country, and across the European community and beyond. eu-DOMAIN's dissemination objectives were specifically aimed to:

- Put in place a programme of activities and supporting materials that will promote it to a wide-ranging pan-European audience encompassing potential customers and service providers, the wider research community and the public at large;
- Inform the target audiences of the existence of the project, and its benefits, use and applicability, illustrating its competitive advantages and the benefits derived, which are applicable to potential customers;
- Identify potential customers and partnerships;
- Prepare potential customers, users and collaborators for commercial deployment as eu-DOMAIN's commercial exploitation plans are finalised.

A comprehensive dissemination programme was undertaken in order to achieve these objectives. This ensured that the project engaged with actors within and without the research community and with the public as a whole and had the benefits of:

- Increasing awareness and support for building the eu-DOMAIN customer base, providing early market penetration, user awareness and education and first stage contact with potential customers and partners;
- Promotion of the real benefits of the service and understanding of the offering and benefits to reinforce the sales and marketing campaign;
- Promotion of the value of the European Commission's research investment and the beneficial impact that the project's results will have for the European community of citizens;
- European-wide awareness of the service and management of target audience contacts.

4.2 Dissemination Strategy

The activities and deliverables required to achieve the project's dissemination of knowledge objectives was set out in a dissemination programme, which encompasses three main phases of activity:

1. Initial awareness rising which will initiate project awareness and set out the detailed approach to wider dissemination activities.
2. Focused awareness raising which broadens marketing activity and undertakes more detailed market assessment from a European and individual partner country perspective.
3. Take-up options, which finalises business plans and commercial agreements and prepares key actors for product deployment from the end of the project.

The following table summarises this strategy:

Dissemination stage	Activities	Deliverables
Phase 1 (Months 1-6): First stage awareness raising	• Set out the plans and policies required • Discuss and elaborate partners commercial agreement framework • Initiate eu-DOMAIN awareness	- Project presentation and logo - Project Website - Dissemination and Use plan (DUP) - Early awareness material - Workshop presentations

Dissemination stage	Activities	Deliverables
Phase 2 (Months 6-24): Focused 2nd stage awareness raising	Focus awareness on targeted groups • Further develop detailed market analysis • Broaden dissemination activity • Finalise commercial options (Develop exploitation plans) • On-going evaluation of dissemination effectiveness	- Selected events - Detailed market consultations - Updated DUP / marketing plans - Attendance at a conference and other events - Articles and press-releases - Issued marketing materials to target markets - Initial exploitation plans
Phase 3 (Months 24-30): Take-up options finalisation	• Focus dissemination activity on take-up • Finalise evaluation of dissemination effectiveness • Finalise consortium commercial arrangements • Finalise business plans • Produce platform evaluations and take up guidance	- Partners commercial agreements - Final exploitation (business) plan. - Updated DUP - Evaluation reports - Press releases & take up guidelines

The dissemination programme encompassed general awareness raising together with the specific marketing activities necessary to prepare for and undertake a commercial deployment of the appropriate eu-DOMAIN results. Marketing activity will take full account of the commercial, geographical and cultural differences in each of the target markets. The programme promoted the project to a wide audience encompassing:

- Research and wider scientific community and peer projects;
- Prospective customers;
- General public,

and used a wide range of techniques for achieving this such as:

- Website, newsletters, leaflets and brochures;
- Scientific papers and journal articles;
- Advertisements, notices in journals and newspapers, press releases and mail-shots;
- Participation at sector-relevant events, exhibitions and conferences;
- Participation at EC events and clustering activities.

4.3 Dissemination Activities

The following table outlines the dissemination programme put in place by the project until the time of writing. This table will be updated at each future revision of this document to show a record of activity and further development of the programme:

	Date	Activity	Target Audience	Geographic coverage	Partner
1	June 2004	Project website	Public, potential customers and collaborators and Research community.	European-wide	CIL

	Date	Activity	Target Audience	Geographic coverage	Partner
2	7 June 2004	UAAR and The Technological Institute jointly conducted an Alexandra workshop in Aarhus, Denmark. eu-DOMAIN scenarios and vision were presented.	Industrial markets 15 people attended	Danish focus	UAAR
3	7-9 June 2004	AmI @ Work communities workshop in Bruxelles	Clustering activities, contact with other projects & AmI @ work communities established	European-wide	IN-JET
4	26 June 2004	Joint Alexandra workshop with UAAR and SydvestEnergi in Aarhus, Denmark. eu-DOMAIN scenarios and vision presented.	Industrial markets and the energy sector 10 people attended	Danish focus	UAAR
5	24 August 2004	Joint Alexandra workshop with UAAR and Idea Lab at Bang & Olufsen in Aarhus, Denmark. eu-DOMAIN scenarios and vision presented.	Industrial markets and the entertainment sector 20 attendants	Danish focus	UAAR
6	13 - 15 October 2004	Presentation in Darmstadt of SAG Enterprise Information Integrator for semantic integration to be used in the eu-DOMAIN architecture.	SAG customers and clients	World-wide	SAG
7	14–15 October 2004	Knowledge@work workshop held in Bruxelles attracted some 35 participants.	AmI@work and research community	European-wide	IN-JET
8	22 October 2004	At Taastrup in Denmark in connection with National Contact Points information days on FP6.	Research community	Danish focus with European-wide potential	In-Jet
9	25 October 2004	Workshop with Berkeley University held in Aarhus, Denmark. eu-DOMAIN scenarios and vision presented.	Research community	World-wide	UAAR
10	1 November 2004	Workshop with Danish Agricultural Research Institute held in Aarhus, Denmark. eu-DOMAIN scenarios and vision presented.	Research community and agriculture sector 10 Attendees	Danish focus	UAAR
11	11 November 2004	Seminar in Copenhagen on Security and Pervasive Communication.	Research community 30 Attendees	Danish focus	UAAR

	Date	Activity	Target Audience	Geographic coverage	Partner
12	15-17 November 2004	Dissemination at IST conference in the Hague by a number of the consortium partners attending the conference.	Research community. Clustering activities being undertaken with other IST projects MobiLife, wearIT@work and Mummy.	European-wide	ALL
13	18 November 2004	Madrid workshop organized by the Spain charter of the W3C and related to the IST MWeb project	Research community	European-wide	SAG
14	24 November 2004	At Odense in Denmark in connection with National Contact Points information days on FP6.	Research community	Danish focus with European-wide potential	In-Jet
15	17 - 21 January 2005	Presentation in Darmstadt of SAG Enterprise Information Integrator for semantic integration to be used in the eu-DOMAIN architecture.	SAG customers and clients	World-wide	SAG
16	19 January 2005	The eu-DOMAIN project and the proposed architecture were included in a presentation by the University of Aarhus at the SummIT 05 conference.	Research community	European-wide	UAAR
17	January 2005	The eu-DOMAIN project advantages and applications were presented in a workshop hosted in Telefónica, Madrid, Spain.	Research community	Spanish Focus	TID
18	17 - 18 February 2005	Workshop on "Mobile Collaborative Workplaces" organised in Rome by the MOSAIC project.	AmI@work and research community	European-wide	IN-JET
19	March 2005	The eu-DOMAIN project was presented in a workshop hosted in Telefónica, Boecillo, Castilla y León, Spain.	Research community	Spanish focus	TID
20	15 March 2005	Security and Pervasive computing. Presentation by Alexandra Institute at a conference arranged by Dansk Selskab for Datasikkerhed. eu-DOMAIN used as example	Research community	Danish focus	UAAR
21	April 2005	Partner website promotion	Potential customers and collaborators and Research community.	European-wide	All

	Date	Activity	Target Audience	Geographic coverage	Partner
22	1 May 2005	Project flyer – mail and electronic	Public, potential customers and collaborators and Research community.	European-wide	IN-JET
23	19 - 20 May 2005	Clustering activities and contact with other projects during AmI @ work days in Budapest	AmI@work and research community	European-wide with special focus on new member states	IN-JET
24	17 - 22 May 2005	Distribution of eu-DOMAIN and poster presentation during the Connectiva Fair in Zaragoza	Research and industrial community	Spanish focus with European-wide potential	TID
25	7th – 8th June 2005	Participation in the conference Mobile Business 2005 in Rome During the event a description of the project eu-DOMAIN was given to a mobile device manufacture (QQAAXX S.p.A.)	Potential customers and collaborators	National Italy	T-CON
26	21st June 2005	Participation in the European conference WOMEN2FP6 “Women entrepreneurs and European funding and research opportunities” in Rome Description of eu-DOMAIN project “eu-DOMAIN: IT for SMEs”	Potential customers and collaborators and Research community	European-wide	T-CON
27	20th July 2005	Workshop in Trieste University Brief description of the project eu-DOMAIN	Research community	National Italy	T-CON UAAR
28	20-24 August 2005	A presentation of eu-DOMAIN scenarios was given at the conference, "Critical Computing - between Sense and Sensibility". The conference was held in Aarhus and was organised by University of Aarhus in cooperation with ACM/SIGCHI.	Research community	World-wide	IN-JET UAAR
29	9 September 2005	Participation in the 4th Workshop on "HCI in Mobile Guides" organised in Salzburg during the MobileHCI'05 conference	Research and industrial community	World-wide	ACIT
30	13 & 14 September 2005	Paper on the usage of a Domain Model in the eu-Domain SOA presented at the Spanish W3C symposium in Granada.	Research and industrial community	Spanish focus	SAG

	Date	Activity	Target Audience	Geographic coverage	Partner
31	19 September 2005	Participation in the 4th Workshop on "HCI in Mobile Guides" organised in Salzburg during the MobileHCI'05 conference.	Research and industrial community	European focus	ACIT
32	29 - 30 September 2005	ICT Business NordEst exhibition in Vicenza, Italy where potential exploitation partners were approached.	Business community	Italian focus	T-CON
33	26 October 2005	Workshop at Grundfos in Bjerringbro where eu-DOMAIN was used to illustrate pervasive computing in energy friendly building installations.	Industrial community	Danish focus	GMA
34	28-31 October 2005	Presentation of paper at the Ygeias Protypon Network of Excellence (NoE) seminar series, funded by the General Secretariat for Research and Technology on Biomedical Technology & Standards.	Research community	European focus	FORTH
35	9 November 2005	Workshop at Laurits Knudsen in Copenhagen where eu-DOMAIN was used to illustrate pervasive computing in energy friendly building installations.	Industrial community	Danish focus	GMA
36	20 - 25 November 2005	3rd European Medical and Biological Engineering Conference. FORTH presented a paper entitled: "R&D Challenges in Developing an Ambient Intelligence e-Health Platform“.	Research community	International focus	FORTH
37	25 January 2006	ITEK Elektronik seminar 2006 Globalisation and innovation. INN presented eu-DOMAIN and the business modelling results.	Industrial community	Danish focus	INN IN-JET
38	9 - 11 February 2006	INNOVACTION fair in Udine 9 - 11 February 2006. T-CON participated with the description of eu-DOMAIN innovative approach towards AmI.	Industrial community	Italian focus	T-CON
39	March 2006	An internal workshop was hosted in TID in Walqa (Huesca), Aragón, Spain.	Industrial community	Spanish focus	TID

	Date	Activity	Target Audience	Geographic coverage	Partner
40	17 March 2006	Presentation and demonstration for Securitas of eu-DOMAIN concepts for facility management. Especially rule engines for resource planning and allocation and mobile content compilation was seen as interesting	Industry	Swedish focus	CNET
41	14 March 2006	DIAG meeting (Danish ICT managers association) in Copenhagen. IN-JET presented the eu-DOMAIN project and value modelling tools	Industrial community	Danish focus	IN-JET
42	7 April	European conference WOMEN2FP6 “Women entrepreneurs and European funding and research opportunities” in Stuttgart. T-CON participated with a presentation of eu-DOMAIN.	Industrial community	European focus	T-CON
43	20 April 2006	European Awareness Scenario Workshops held at Grundfos in Bjerringbro (Denmark) as part of the validation of eu-DOMAIN platform.	Industrial community	International focus	INN IN-JET GMA
44	12 May 2006	European Awareness Scenario Workshops held at EBPCT in Birmingham (UK) as part of the validation of eu-DOMAIN platform.	Healthcare community	UK focus	INN IN-JET EBPCT
45	16 June	IN-JET presented the eu-DOMAIN platform at a meeting with the mobility technology group of the Federation of Danish Industries	Industrial community	International focus	IN-JET
46	26 - 27 June 2006	m>business2006 the Fifth International Conference on m>business held in Copenhagen and organised by the Copenhagen Business School. IN-JET presented a paper.	Potential customers and collaborators and Research community.	World-wide	IN-JET INN

	Date	Activity	Target Audience	Geographic coverage	Partner
47	21 August 2006	Presentation and demonstration for Swedish Road Authority of eu-DOMAIN concepts applied to bridge inspections and maintenance. The presentation was well-received and discussions regarding a pilot test/application have been initiated.	Industry	Swedish focus	CNET
48	6 September 2006	The Danish 7th Framework Programme Kick-off Conference. IN-JET presented the eu-DOMAIN project as a success story from FP6	Danish and EU politicians, companies and researchers. 900 participants	Danish focus	IN-JET
49	19 October	Discussions at Department of Computer and Systems Sciences, Univ. of Stockholm, regarding ambient intelligence in eu-DOMAIN	Research/Academy	Swedish focus	CNET
50	26 October 2006	Presentation and discussion regarding domain model concepts for building industry with Swedish Building Society.	Industry	Swedish focus	CNET
51	27 October 2006	Presentation and discussion regarding domain model concepts for logistics with InfoPlan.	Industry	Swedish focus	CNET
52	26-28 October 2006	ITAB 2006 The International Special Topic Conference on Information Technology in Biomedicine conference in Ioannina, Greece. FORTH presented a paper.	Research community	World-wide	FORTH
53	16 November 2006	Presentation and discussion regarding rules and ambient intelligence concepts within the building/construction process with Olle Thåström from Swedish Building Society.	Industry	Swedish focus	CNET

	Date	Activity	Target Audience	Geographic coverage	Partner
54	20 March 2007	A seminar for 60 experts on semantic technology was organised in Stockholm for former employees of Swedish Institute of Systems Development. The work and outcome of eu-DOMAIN was presented and discussed during the seminar.	Industry and research community	Swedish focus	CNET
55	5 April 2007	"Secure force workshop" promoted in the framework of an European Support Action called "Secure Force" and was held in Lubljana (Slovenia) with the participation of about 20 people from industries and R&D organizations.	Industry and research community	European focus	INN
56	29 May 2007	Presentation and demonstration of eu-DOMAIN to the Federation of Danish Industries	Major actors and policymakers in Danish healthcare sector.	Denmark	IN-JET

4.3.1 Public target groups

The consortium focused every effort on ensuring the widest possible dissemination of the project to the European Community of citizens. It not only targeted events within the research community but also events that were likely to attract a wider interest from the public audience including:

- Free access to the public part of the eu-DOMAIN website, with facility to provide feedback to the consortium in open forums;
- Publicity, such as advertisements, targeted through widely read websites, journals and newspapers;
- Attendance and exhibiting at events that embrace the wider public and not just the research community;
- The display of notices and issue of publicity materials to their daily public contacts by the partners and in particular through the two pilot users.

One of the main channels for communication was the projects public web site, which was regularly updated as progress was made, deliverables produced and milestones achieved. The web site is accessible by persons within and without the research community.

4.3.2 Clustering

The Consortium participated in several clustering events and conferences organised by the Commission in order to present the progress of the project and to carry out collaboration with other projects related to mobile networks, web services, Ambient Intelligence and general Knowledge Management.

Very importantly the eu-DOMAIN project continued to link to other international initiatives and preceding research in the same field, including Ami@Work, PIPS and wearIT@work.

4.3.3 Project flyer

This on-sheet marketing publication was created with the purpose of having a simple description of the eu-DOMAIN platform to use as handout at conferences, workshops and similar dissemination events.

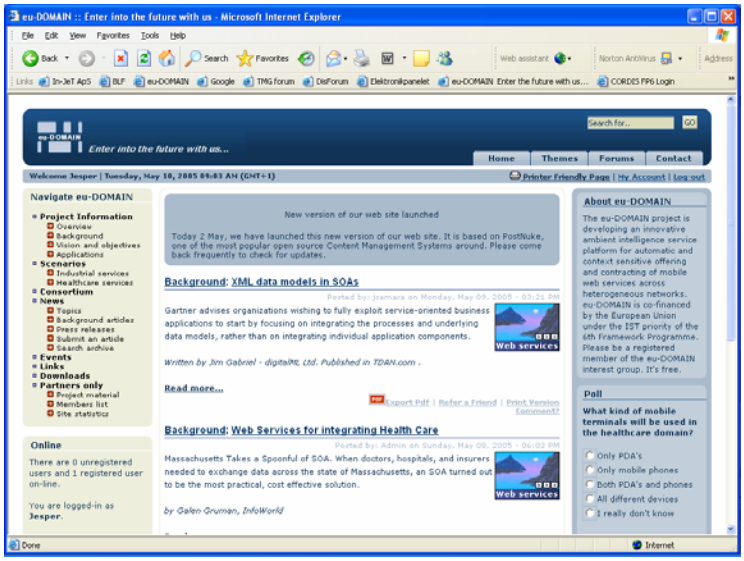
The flyer has been produced in electronic form and can also be downloaded from the projects website.

4.3.4 Project website

The project website was established at the beginning of the project at: www.eu-domain.eu-com. The website contains information about the project as well as relevant news and events:

- General information about the project
- Press releases and press coverage
- Articles about technology and applications
- News for consortium partners and the general public
- Events
- Downloads (public and restricted deliverables, marketing materials, etc.)
- Forums for open and project internal discussions
- User groups (registration and database management)
- Reviews of articles and deliverables
- Web polls of topics relevant to the project
- Demos (when available)

The project website is being used for the dissemination of the major results of the project and to support the working of the project partners. To this end the website has two access levels. Firstly an open level that allows access to anyone connecting to the site and secondly a private level (requiring user and password identification) for use by the project's partners. Each item included on the site will be categorised as public or private.



All consortium partners websites now contain links to the official eu-DOMAIN web site. This serves to inform key target audiences of the development of the platform and its use by the key stakeholders and to support follow up enquiries and contacts.

4.3.5 Marketing materials

This entails the production of brochure, newsletters, information packs, one sheet marketing literature about the platform to hand out to prospects at events and for mailing purposes.

The information presented and updated via these publications was also included in partner publications and marketing events undertaken as part of their normal business. A comprehensive mailing list has been compiled, which will enable the consortium to widely distribute this material.