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eu-DOMAIN - enabling users for
Distance-working & Organizational Mobility
using Ambient Intelligence Networks

D9.3 Plan for Using and Disseminating Knowledge

Specific Targeted Research or Innovation Project

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1. Introduction

1.1 Background

The specific aim of the eEurope 2005 action plan is to “stimulate secure services, applications and content based on a widely available broadband infrastructure”. The realization of this vision is today still obstructed by a huge variety of proprietary systems not being able to communicate across platforms and users struggling to make systems from different manufacturers operate together. This is especially true when services are needed outside fixed workspaces like homes, offices or factories.

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

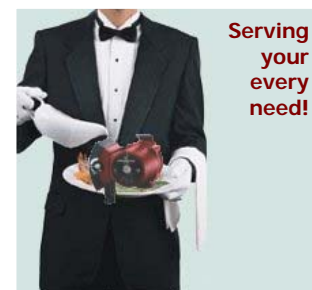
eu-DOMAIN will develop a new, innovative European Ambient Intelligence service platform for automatic, context sensitive offering and contracting of mobile web services across heterogeneous networks. The eu-DOMAIN service platform will not only connect people, and content but also buildings, devices and machines in an interoperable network and so contribute to the first structured Ambient Intelligence middle-layer widely available.

eu-DOMAIN will enable a mobile worker to access their ‘virtual user profile’ wherever they need to work, intelligently accessing the services and devices they need. It will allow content providers to offer advanced ‘augmented reality’ services to such users, creating new ways of collaborative working.

Eventually the eu-DOMAIN platform will be deployable in a broad range of industrial, government, healthcare and other citizen centred applications. The eu-DOMAIN project will prove the feasibility of this in a practical way by developing and evaluating demonstrators under two business scenarios:

In the field of industrial pumps the focus is **‘Serving your every need!’**:

In a world where customers are the primary driving force in shaping product characteristics, features and use of pumps, combined with existence of a sophisticated communication infrastructure, i.e. the DOMAIN, the basic product function of a pump will shift from simply moving water (or fluids) to be an integral, maybe even a crucial of the customer’s solution. The value created by the “ambient intelligence” functionality of the pump becomes a major part of the customers overall value creation. The pumps are “serving you – wherever you are – whatever you do – whenever you want it”.



the eu-part,

In the field of Healthcare the focus is **‘Patients as customers!’**:

The healthcare system is multi-faceted. A large amount 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 her/his needs.



1.2 Purpose and scope of Dissemination and Use Plan

This document follows the guidelines laid down by the European Commission for dissemination and use planning. It establishes:

- The initial set of results in terms of the exploitable outcomes opportunities presented by the project
- The aspects to be addressed in fully taking advantage of the exploitation opportunity
- The strategy and programme of activity required fully disseminating the projects results and supporting future commercial deployment.

The consortium views this dissemination and use strategy as critical to the success of the eu-DOMAIN project itself and to the longer term deployment of the platform in across a wide range of business sectors. To these ends this dissemination plan will follow an approach that encompasses:

- On-going assessment and evaluation of the:
 - Project's potential and achieved results
 - Exploitation opportunities and the developing competitive market situation
 - Dissemination opportunities, target audiences, communication channels and activities
 - Requirements of the eu-DOMAIN user and wider research communities.
- On-going enhancements of this plan through the above review and assessment of the effectiveness of the project's dissemination and use programme.

This plan will be updated on a 6-monthly basis and reviewed by the eu-DOMAIN Project Management Committee. Furthermore, the results exploitation aspects of the plan will be further developed over the course of the project to become the eu-DOMAIN exploitation plans.

Publishable summaries of the projects results will be announced in later versions of this document when they are more final and any IPR and patenting aspects have been settled. Publishable results will be made available through the project website, either for the general public or for registered users.

1.2 Contents of this document

Chapter 2 describes the exploitable results of the project and identifies application areas and potential exploitation partners. It further discusses the potential exploitation impact in areas e.g. strategic and economic as well as business innovation. It also discusses the potential impact on quality of life of European citizens and the environment.

Finally the exploitation strategy and the roles of consortium partners are described.

Chapters 3 and 4 are devoted to dissemination of the project results.

Chapter 3 presents the adapted strategy for the dissemination activities.

Chapter 4 provides an updated overview of all the dissemination activities undertaken and planned by the project consortium.

2. Exploitation of knowledge

2.1 Project results

eu-DOMAIN is a well focused, user driven and commercially aware initiative with the potential to provide a wide range of exploitation opportunities for the eu-DOMAIN consortium and individual partners.

The primary objective of the project is 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 accessible 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

eu-DOMAIN will show 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: *Considerable focus will be given to multi-lingual and multi-cultural interaction for diverse collaborative groups as well as societal acceptance and regulatory and policy issues of deploying the eu-DOMAIN services. Equal focus on usability and intelligent interfaces will aim at alleviating issues of computer illiteracy and broadly promote eInclusion.*

An integral part of the project is the development of realistic business models for users and service providers. The business models will be based on the concept of value-nets and emphasis will be made on identifying value creation and new business opportunities for SMEs: the platform will be available after the completion of the project to stimulate take-up in this area.

Very importantly, 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 and exemplar to this the platform will, over the course of the project, be 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.

It can be seen from the following table that there are a range of commercially exploitable products, which apply to the consortium as a whole and its individual partners. Each of these will be further explored and tested as the project progresses. As the project progresses they will each be represented in a detailed set of exploitation plans, which will identify the best way in which they may be exploited by the consortium.

Exploitable Knowledge	Exploitable products	Application sectors	Timetable for commercial use	Patents/ IPR	Owner
Ambient Intelligence (AMI) solutions development and deployment	AI web services based platform	Initially National Healthcare Services and Industrial Pumps. Then a wide range of industries. Such as: Construction / Automotive industry (maintenance management).	2008	Being evaluated	eu-DOMAIN consortium
	AI services sub-components	"	"	"	eu-DOMAIN consortium and/or individual technical partners
	AI platform services including end-user services and development and maintenance services	"	"	"	Individual consortium technical partners
Healthcare and Pump Industry user requirements	Consultancy and Advisory services	National Healthcare Services and Industrial Pumps	2005	"	Consortium's user and business partners
eu-DOMAIN business modelling	Business models Consultancy services	Initially National Healthcare Services and Industrial Pumps. Then a wide range of industries and service providers.	2008	"	Eu-DOMAIN consortium and/or individual consortium business partners
New working processes and analysis skills	Business processes Consultancy services	"	2007	"	Individual consortium business partners
eu-DOMAIN infrastructure implementation skills	Consultancy Solutions development and deployment	"	2008	"	Individual consortium technical partners
Business & Marketing skills	Consultancy Marketing programmes Sales	"	2008	"	Individual consortium technical and business partners
State of the art knowledge for AMI	Consultancy and updated products portfolio	"	2006	"	Individual consortium technical partners
Technical skills gained from development of eu-DOMAIN	Consultancy and extended products portfolio	"	2006	"	Individual consortium technical partners

2.2 Results exploitation impact

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 eBusiness and eHealth 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, they 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 provide 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.

For business development in an open European market, multilingual functionality is necessary. The eu-DOMAIN will be designed with multilingual functionality and will simultaneously offer all the languages of the EU. The aim is to speed up the deployment of eu-DOMAIN as a pan-European infrastructure.

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 world's 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 CO₂, SO₂ and NO_x. Emission of CO₂ 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, eWork 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.

2.3 Exploitation of results

The eu-DOMAIN consortium will develop exploitation plans (drafts and then final), which will result in the identification of the key success factors, trends, threats, and opportunities pertinent to eu-DOMAIN deployment. These plans will be fully coordinated with the projects dissemination activities throughout the project and take full advantage of the 'potential-market' feedback available from the dissemination activities as these are undertaken.

The final eu-DOMAIN Exploitation Plan will define how eu-DOMAIN should be 'taken to market' – continued, extended to other services, and supported after the project's work is completed. The various exploitation options pertinent to each of the projects results will be fully assessed and costed to provide recommended exploitation actions and supporting business plans (including comprehensive sales and marketing plans) which will then commence at the end of the project.

The detailed exploitation strategies will be developed after the platform architecture has been clearly defined, societal issues have been clarified and realistic business models have been developed. From this framework, potential target groups in different sectors will then be identified, analysed and prioritised according to commercial attractiveness. In order to optimise time-to-market eu-DOMAIN deployment will then be focused on the most commercially attractive customers.

A major instrument in the exploitation of eu-DOMAIN's results will be the availability of a fully working eu-DOMAIN platform for a prolonged period after the end of the project, so that on-going customisation and trials can be performed for potential customers.

The supplier partners involved in the project can individually realise economic benefits from the results of the project in a number of ways. However, since the product contains a wide range of diverse technologies, the most effective exploitation will be for the partners to continue to work together in a more formal cooperation after the project has ended. Discussions regarding the nature of such a joint venture are currently on going.

C International Ltd. has recently set up two similar spin-off web services joint ventures coming out of EU-funded projects and is currently raising finance for a third. CIL will use the experience it has gained through these other ventures to assist the Consortium partners to launch a successful commercial venture after the end of the project.

The intention is to establish eu-DOMAIN as a 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, partners will also exploit the knowledge they have gained from participation in the project 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.

eu-DOMAIN exploitation is planned at three levels:

- Exploitation of the results jointly by all partners
- Exploitation by individual partners of their own IPR within healthcare and building facility management
- Exploitation by individual partners of their own IPR across other vertical markets.

2.4 Exploitation roles

The amount of leading-edge technologies needed to realise the eu-DOMAIN platform, requires a multi-skilled/cross-border/cross-sectoral approach and the eu-DOMAIN partners represent a wide-range of technical and business skills and cover a wide European and multi-national commercial scope.

The technology and application development partners belong to the most innovative knowledge bases within the current state-of-the-art software architecture, web services and telecommunication infrastructures. The partners also bring together a unique combination of both technical and business skills and experience necessary to form an effective business venture.

This is illustrated in the following table:

artner	Consortium exploitation	Individual partner exploitation	Transfer to other markets
CIL	Lead in overall exploitation planning and implementation.	Strengthen business credentials and reputation, and widen client base in Health consultancy to increase revenues in addition to eu-DOMAIN implementations	Lead the adaptation of eu-DOMAIN to other applications
INNOVA	Lead marketing for Italian-speaking market.	Extend existing client base through enhanced technical consultancy knowledge applied to new technology exploitation services.	Extend SME market by adding to technology transfer product and service portfolio.
IN-JET	Lead marketing for Danish-speaking market.	Productise and support eu-DOMAIN and derivative ambient intelligence platform services to existing and extended market.	Further develop market to other ambient intelligence application areas.
UAAR	Support marketing for Danish-speaking market.	Research benefits from project involvement and exploitation of outcomes.	Not applicable.
FORTH	Support marketing for Greek-speaking market.	Research benefits from project involvement and exploitation of outcomes. Commercial exploitation through collaborations.	Not applicable.
CNET	Support marketing for Swedish-speaking market.	Productise and support eu-DOMAIN XML web-services and derivative applications for existing and new clients. Further develop products/services portfolio through enhanced technical skills.	Further develop market to other XML and web-service applications.
T-CON	Support marketing for Italian-speaking market.	Productise and support eu-DOMAIN communication facilities and derivative applications for existing and new clients. Further enhance company's products/services portfolio through eu-DOMAIN acquired technical skills.	Further develop R&D activities based upon eu-DOMAIN experience.
SAG	Support marketing for Danish-speaking market.	Supporting the productisation of eu-DOMAIN XML web-services and derivative applications for existing and new clients. Further enhance company's products/services portfolio through eu-DOMAIN acquired technical skills.	Further develop market to other XML and web-service applications.
TID	Lead marketing for Spanish-speaking market.	Productise and support eu-DOMAIN communication facilities and derivative applications for existing and new clients. Further enhance company's products/services portfolio through eu-DOMAIN acquired technical skills.	Further develop products and R&D activities based upon eu-DOMAIN experience.
GMA	Provide prestigious Danish validation user	End-user benefits from roll-out. Further enhance company's products/services portfolio through eu-DOMAIN experience.	Not applicable
EBPCT	Provide prestigious UK validation user	End-user benefits from roll-out. Advisory service/consultancy to peer healthcare organisations.	Not applicable

3. Dissemination of knowledge

3.1 Raising public participation and awareness

Dissemination of results aims to promote knowledge sharing, greater public awareness, transparency, and education. It also provide tangible proof that eu-DOMAIN not only exists as a project, but also pays dividends in terms of academic excellence, industrial competitiveness, employment opportunities, environmental improvements and enhanced quality of life for all. At the same time, the communication of successes and the announcement of exploitable developments are of direct value to the consortium, not the least as an icebreaker for commercial exploitation.

Suitably framed messages can help by:

- Drawing the attention of national governments, regional authorities and other public and private funding sources to the needs and eventual benefits of the results of eu-DOMAIN;
- Attracting the interest of potential partners and/or customers;
- Encouraging talented students and scientists to join the partner institutes and enterprises;
- Enhancing the reputation of participants, at local, national and international level;
- Where appropriate, aiding the search for financial backers, licensees or industrial implementers to exploit the results; and
- Generating market demand for the developed products or services.

The eu-DOMAIN plans for using and dissemination of knowledge have been defined with these aims in mind.

3.2 Approach and objectives

The dissemination programme for eu-DOMAIN will be driven from both the European and individual partner country perspectives and shall be applied within each partner country, and across the European community and beyond. eu-DOMAIN's dissemination objectives are 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 will be undertaken in order to achieve these objectives. This will ensure that the project engages with actors within and without the research community and with the public as a whole and have 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.

3.3 Dissemination strategy

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

1. Initial awareness raising 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	<ul style="list-style-type: none"> • Set out the plans and policies required • Discuss and elaborate partners commercial agreement framework • Initiate eu-DOMAIN awareness 	<ul style="list-style-type: none"> - Project presentation and logo - Project Website - Dissemination and Use plan (DUP) - Early awareness material - Workshop presentations
Phase 2 (Months 6-24): Focused 2 nd stage awareness raising	<ul style="list-style-type: none"> • 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 	<ul style="list-style-type: none"> - 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	<ul style="list-style-type: none"> • 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 	<ul style="list-style-type: none"> - Partners commercial agreements - Final exploitation (business) plan. - Updated DUP - Evaluation reports - Press releases & take up guidelines

The dissemination programme will encompass 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 will promote the project to a wide audience encompassing:

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

and use 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.

3.4 Organisation

Dissemination activities will be overseen by CIL and the internationally coordinated by IN-JET. Dissemination activities will be undertaken by the consortium as a whole, and by each partner on an individual basis. The following table summarises the dissemination responsibilities:

Partner	Responsibility
CIL	Lead in UK dissemination
INNOVA	Lead in European and IST/EC project dissemination
IN-JET	Coordinate international dissemination - webmaster
UAAR	Support in academic dissemination - publications and conferences
FORTH	Lead in academic dissemination - publications and conferences
CNET	Support IST/EC project dissemination
T-CON	Support IST/EC project dissemination
TID	Production of project brochures and project newsletters for use by the consortium
GMA	Support industrial sector dissemination
EBPCT	Support healthcare (NHS) and clinical professional dissemination

3.5 Dissemination programme

The dissemination programme will encompass general awareness raising together with the specific marketing activities necessary to prepare for and undertake a commercial deployment of the appropriate eu-DOMAIN results.

3.5.1 Programme content

Initially, the following specific dissemination activities were planned:

- The project will be presented at several of the numerous conferences across Europe on Connected/Intelligent Homes, Ubiquitous Computing, Pervasive Computing Knowledge Management and similar topics. Also at seminars and conferences relevant to the user domains, e.g. in eHealth and Condition Monitoring
- The results of the scientific research work will be submitted for publication to international, peer-reviewed journals and conference proceedings.
- Partners in the consortium will disseminate internally the project through their internal bulletins and by presentations at internal and external meetings.
- A brochure will be produced in order to disseminate the objectives and the future results
- The project will produce a quarterly newsletter describing obtained results and continued activities.
- The project website will be established at the beginning of the project. This site will contain information about the project as well as relevant news and events.

As the project progresses, the dissemination programme will be updated and targeted to the present status of the project. The updated programme, including finished activities, is presented in the following chapter.

3.5.2 Public target groups

The consortium will focus every effort on ensuring the widest possible dissemination of the project to the European Community of citizens. It will not only target events within the research community but also events that are 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 will be the projects public web site, which is regularly updated as progress is made, deliverables are produced and milestones are achieved. The web site will be accessible by persons within and without the research community.

3.5.3 Contacts registration and database

The project will maintain a contacts database, which it will use to distribute publicity material throughout the project. The database will identify organisations and individuals and the appropriate means of communicating with them. This will include membership of the research community and the wider public as appropriate. Registration for the contacts database will be encouraged through the projects public web site.

Registered users of the project web site will enjoy a preferential status including access to project restricted project material (deliverables classified as PP), downloadable features and access to on-line test services.

3.5.4 Clustering

The Consortium will participate in the 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 will continue to link to other international initiatives and preceding research in the same field. The project will establish links to and take account of the following international initiatives:

AMI@Work

eu-DOMAIN will participate as an active member of the AMI @ Work family of communities. Ambient Intelligence @ Work is the common heading for a family of self-organising ERA communities relating to New Working Environments. The communities link people in new and existing member states and beyond, with the aim of facilitating new working environments innovation.

The purpose for eu-DOMAIN to link with AMI @ Work is to collaborate with other New Working Environments users and projects in Europe, in order to disseminate and increase awareness of the eu-DOMAIN service, stimulate synergies and avoid duplication of work, possible integrating functionality with other projects, finding collaboration partners in the new member states and last, but not least, facilitate exploitation of the eu-DOMAIN service.

It is also intended that eu-DOMAIN will be permanently represented in the two communities: Well-being @ Work and Mobility @ Work.

OSGI

The OSGi Service Platform leverages and links two key market trends - the ubiquity of broadband connectivity and Internet access in homes, offices, vehicles and mobile/portable devices, and the emergence of new applications and services in networks and networked devices.

While there are many wide-area network and home networking standards, there has been no service delivery specification. The OSGi specifications provide the 'glue' in this new value chain, through an open-platform independent framework and API's that allows for the dynamic delivery of managed services with secure, scalable and reliable metrics. eu-DOMAIN will deploy the OSGi framework in service gateways.

WWRF

The "Wireless World Research Forum" (WWRF): The objective of the forum is to formulate visions on strategic future research directions in the wireless field, among industry and academia, and to generate, identify, and promote research areas and technical trends for mobile and wireless system technologies. It is intended to constructively contribute to the work done within the UMTS Forum, ETSI, 3GPP, IETF, ITU,

and other relevant bodies regarding commercial and standardisation issues derived from the research work.

The WWRF has issued a comprehensive “Book of visions 2001” which addresses many of the aspects of eu-DOMAIN for the wireless networks. The eu-DOMAIN project will establish a working relationship with relevant committees of WWRF.

WWRI

The “Wireless World Research Initiative” (WWRI) was an accompanying measure under the IST-programme in the Fifth Framework Programme.

The operational objectives of the project are to analyse the state of the wireless sector and its likely transformations and to establish research framework for the future wireless sector. The project consortium consists of representatives of all players of the telecom value chain. Operators, manufactures and academia are joining forces to establish concepts and key requirements for future research within the telecommunication area.

e-PASTA

The “e-Protection of Appliances through Secure and Trusted Access” (e-PASTA) is a RTD project under the IST-programme in the Fifth Framework Programme.

e-PASTA focuses upon a trust and security platform for extended smart home environments. Such environments will allow applications such as remote control, remote security, or remote maintenance. The resulting technology specification will be promoted for standardisation in the home networking and gateway community.

3.5.5 Corporate identity programme

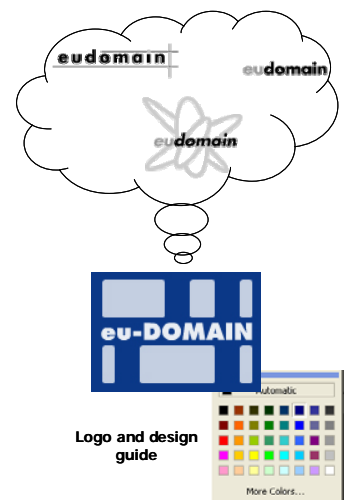
The corporate identity reflects the project’s purpose, mission and vision. An effective corporate identity projects a unified and consistent corporate image, makes a lasting and memorable impression, stimulates and facilitates partners and customer contact and competes successfully against the myriad of visual images in a marketplace.

The eu-DOMAIN Project Board has adopted a comprehensive Corporate Identity plan for the project. The core elements of the eu-DOMAIN identity systems are the logo, typographic styles and colour. The aim of the corporate identity plan is to signal professionalism, reliability and the ability to deploy leading-edge technologies for the benefit of users.

Logo and colours

The logo was selected from an initial suggestion of 4 very different styles and appearances. A solid logo with strong visual impact was selected. The logo composition illustrates a number of different elements (boxes or applications) being glued together by the eu-DOMAIN platform. It can also be seen as the eu-DOMAIN grid interconnecting various services creating information highways for easy accessibility.

The colour scheme adapted is based around the dark blue colour from the logo (RGB=11, 56, 135). The dark blue colour signals professionalism (business, technological and organisational) and the corresponding light blue background (RGB=196, 207, 225). The blue colour is used for text headings and graphical layout in all user interfaces, presentations and marketing material. The light blue colour is used for coloured backgrounds.



Templates

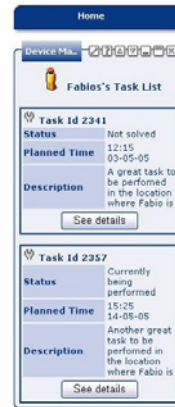
A series of templates have been created for the project's deliverables and presentations. All written material must use one of these templates.

The templates further deploy the font styles and font sizes to be used in documents and presentations as they have been defined in the deliverable D1.1 Project Quality Plan.

User interfaces

The user interfaces must adopt the colour schemes from the corporate identity program. The functionality and usability of user interfaces is strongly depending on the graphical layout, which has been analysed in detail in deliverable D4.2 Design Guidelines for User Interfaces.

The graphical guidelines in this deliverable has been extended with the corporate identity program.



3.5.6 Project flyer

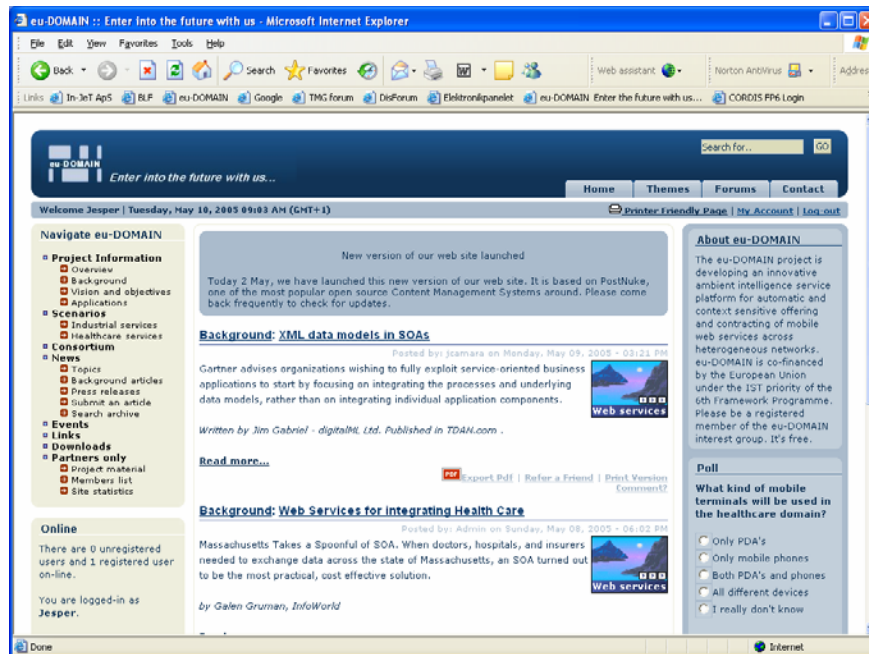
This on-sheet marketing publication was created with the purpose of having a simple description of the eu-DOMAIN platform to use as handout at conferences, workshops and similar dissemination events. The flyer has been produced in electronic form and can also be downloaded from the projects website.

3.5.7 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 under the following headings:

- 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.



The website has been created using an open source CMS system (PostNuke) and is programmed in php. In-JeT is the web master and responsible for editing the content and the maintaining the user registration database. All consortium partners contribute to the content by uploading articles and other material to the web site.

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.

3.5.8 Marketing materials

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

These will be drafted and issued as the project progresses. Project newsletters will be produced every 3 months.

The information presented and updated via these publications will also be 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.

3.5.9 Articles, press releases and mail shots

Press-releases and mail-shots will be issued at key stages of the projects demonstration activity. These will be targeted at the prospective stakeholders and the general public.

4. Dissemination activities

4.1 Activities undertaken in the first period (M1-M6)

Good progress was made against the project's dissemination strategy during the course of the first six months of the project, in particular:

4.1.1 Events

- Various informal discussions have taken throughout Europe with potential service providers and peer initiatives. These continue to indicate that the eu-DOMAIN concept is of great significance and that the development of supporting business models is vital to its deployment.
- The project was represented at a one-day seminar on November 18 2004 in Madrid, organized by the Spain charter of the W3C and related to the IST MWeb project ("Multimodal web interaction").
- A workshop under the umbrella of Knowledge @ work has been carried out together with the European Commission and the Knowledge Board. The workshop was held in Bruxelles 14 – 15 October 2004 and attracted some 35 participants. A roadmap for future work is being produced.
- Dissemination and clustering activities were undertaken before, during and after the IST conference in The Hague 15 – 17 November 2004 by a number of the consortium partners attending the conference.
- Two presentations have been given in Denmark (Taastrup 22 October and Odense 24 November 2004) in connection with National Contact Points information days on FP6. Clustering activities being undertaken with other IST projects MobilLife, wearIT@work and Mummy.

4.1.2 Marketing

- The project website was implemented in its first form and will henceforward be used to disseminate the projects results and collect feedback from the target audiences. A user forum was created.
- The implementation of a project website has included agreement and introduction of the project logo. Several different graphical lines were developed, three logos designed, and all partners elected the right one for eu-DOMAIN.

4.1.3 Articles, press releases and mail shots

- A press release was issued and circulated after the project kick-off meeting

4.2 Activities undertaken in the second period (M6-M12)

Progress continued in the second period with completion of a range of important marketing tools:

4.2.1 Events

- The eu-DOMAIN project advantages and applications were presented in a workshop hosted by Telefónica (Madrid, Spain, January 2005).
- Knowledge about Enterprise Information Integrator regarding its usage in eu-Domain was presented by Software AG at an external workshop 17 - 21 January 2005 in Darmstadt, Germany.
- The eu-DOMAIN project and the proposed architecture were presented in a paper by University of Aarhus at the SummIT 05 conference in Aarhus 19 January 2005.
- The eu-DOMAIN project was presented in a workshop hosted in Telefónica, Boecillo, Castilla y León, Spain in March 2005.
- A presentation by the Alexandra Institute at a conference arranged by Dansk Selskab for Datasikkerhed used eu-DOMAIN as an example (15 March 2005 in Copenhagen - Security in Apparatuses)
- A poster presentation by TID with distribution of the eu-DOMAIN flyer took place at the Connectiva Fair 17 - 22 May 2005 in Zaragoza, Spain

- Clustering activities took place at the workshop on "Mobile Collaborative Workplaces" organised by the MOSAIC project in Rome (17 - 18 February 2005) and at the AMI @ work days in Budapest (19 - 20 May 2005)

4.2.2 Marketing

- The corporate identity program was finalised including colour schemes, templates, logo, etc.
- The project information flyer was completed and distributed at various events
- The project website was transferred to an open source CMS platform (PostNuke) and populated with information about the project and consortium, relevant links and dissemination activities. A new element was the inclusion of news articles relating to ambient intelligence, technologies like web services and applications. The news articles are relevant not only to consortium partners but also to the scientific community.

4.3 Activities planned for the following periods

The following dissemination activities have been planned for the coming periods:

4.3.1 Events

- A presentation of eu-DOMAIN scenarios will be given at a conference, entitled "Critical Computing - between Sense and Sensibility". The conference is held in Aarhus 20-24 August 2005 and organised by University of Aarhus in cooperation with ACM/SIGCHI.
- Participation in the 4th Workshop on "HCI in Mobile Guides" to be organised in Salzburg, September 19th, at the MobileHCI'05 conference.

4.3.2 Marketing

The project website is constantly being improved. New activities planned include:

- Incorporation of calendar of events, both project related and other events relevant to the project.
- Web site forum to be better incorporated in the layout.
- Integration of mailing database to the web site registration.
- Better registration with search engines.

4.3.3 Articles, press releases and mail shots

The UUAR has planned the following articles for peer-reviewed journals:

Pagter, J. and Pedersen, M.Ø. (Forthcoming) Why usability is the prime issue for security in pervasive computing. An empirical study of practical applications. In Preparation

Pedersen, M.Ø. (Forthcoming) Security in the adaptive object model architectural style. In Preparation

Pagter, J. and Pedersen, M.Ø. (Forthcoming) Secure initial key exchange for home automation systems. In Preparation

Kjeldsen, M. and Hansen, K.M. (Forthcoming) Using Semantic Web Services for Interoperability among Dynamic Systems. In Preparation

4.4 Overview of major activities to date

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:

	Actual date	Activity	Target Audience	Geographic coverage	Partner
1	June 2004	Project website	Public, potential customers and collaborators and Research community.	European-wide	CIL
2	7-9 June 2004	AMI @ Work communities workshop in Bruxelles	Clustering activities, contact with other projects & AMI @ work communities established	European-wide	IN-JET
3	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
4	14-15 October 2004	Knowledge@work workshop held in Bruxelles attracted some 35 participants.	AMI@work and research community	European-wide	IN-JET
5	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
6	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 MobilLife, wearIT@work and Mummy.	European-wide	ALL
7	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
8	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
9	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
10	19 January 2005	The eu-DOMAIN project and the proposed architecture were presented in a paper by University of Aarhus at the Summit 05 conference.	Research community	European-wide	UAAR
11	January 2005	The eu-DOMAIN project advantages and applications were presented in a workshop hosted in Telefónica, Madrid, Spain.	Research community	Spanish Focus	TID
12	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
13	March 2005	The eu-DOMAIN project was presented in a workshop hosted in Telefónica, Boecillo, Castilla y León, Spain.	Research community	Spanish focus	TID

	Actual date	Activity	Target Audience	Geographic coverage	Partner
14	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
15	April 2005	Partner website promotion	Potential customers and collaborators and Research community.	European-wide	All
16	1 May 2005	Project flyer – mail and electronic	Public, potential customers and collaborators and Research community.	European-wide	IN-JET
17	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
18	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
19	7 th – 8 th 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
20	21 st 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" http://www.women2fp6.net/women2fp6/05_conference/index.php?lvl=1282	Potential customers and collaborators and Research community	European-wide	T-CON

4.5 Overview of major activities planned

The following table outlines the planned dissemination programme for the coming periods. This table will be updated at each future revision of this document:

	Planned date	Activity	Target Audience	Geographic coverage	Partner
1	Middle of 2005	Journal article for Newspaper EXPRESS a mainly subscription based (40,000 subscription national newspaper including eHealth articles.	Potential collaborators, customers and the public	Greece	FORTH
2	20 th July 2005	Workshop in Trieste University Brief description of the project eu-DOMAIN	Research community	National Italy	T-CON UAAR
3	20-24 August 2005	A presentation of eu-DOMAIN scenarios will be given at the conference, "Critical Computing - between Sense and Sensibility". The conference is held in Aarhus and is organised by University of Aarhus in cooperation with ACM/SIGCHI.	Research community	World-wide	IN-JET UAAR
4	September 2005	International Conference on Biomedical Engineering, China, Sept. 2005	Potential customers and collaborators and Research community.	World-wide	FORTH
5	9 September 2005	Participation in the 4th Workshop on "HCI in Mobile Guides" to be organised in Salzburg during the MobileHCI'05 conference	Research and industrial community	World-wide	ACIT T-CON UAAR
6	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
7	Autumn 2005	Article for the XML Business Solutions World	Potential customers and collaborators and Research community.	European-wide	SAG
8	Autumn 2005	Conference in Trieste a conference to present eu-DOMAIN and related topics to be held at Area Science Park	Potential customers and collaborators and Research community.	European-wide	INNOVA and CNET
9	November 2005	Net@home International conference on home networks, Nice.	Potential customers and the industrial community.	European-wide	IN-JET