

eCAALYX

Enhanced Complete Ambient Assisted Living Experiment

Deliverable D2.1-M3

Project Presentation and Media Kit

Due date of deliverable: **July 31, 2009**
 Actual submission date: **September 15, 2009**

Start date of project: **01.05.2009**

Duration: **38 months**

Organisation name of lead partner for this deliverable: **TMS**

Revision: 1

Project acronym:	eCAALYX
Project name:	Enhanced Complete Ambient Assisted Living Experiment
Call:	AAL call 1 2008
Contract no.:	MITYC reference: AAL-010000-2009-13 AAL reference: AAL-2008-1-032
Project Duration:	38 months
Co-ordinator:	Cetemmsa
Partners in the project:	Cetemmsa
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Partners involved in D2.1-M3	TMS
	CETEMMSA

Dissemination level		
PU	Public	X
PP	Restricted to other programme participants (including the Commission Services)	
RE	Restricted to a group specified by the consortium (including the Commission Services)	
CO	Confidential, only for members of the consortium (including the Commission Services)	

History chart				
Issue	Date	Changed page(s)	Cause of change	Implemented by
1	15.9.09		First release of dissemination material	TMS-Cetemmsa

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1 Introduction

1.1 Scope of this Document

This deliverable contains all the dissemination materials for getting the project known by the elderly care community and decision makers.

2 Specific Objectives

After identifying specific communities potentially interested in eCAALYX's main objectives, the main goal will be the use of the dissemination tools to inform them about the project and its ongoing results, in order to build a critical mass for securing additional long-term investments as necessary and establishing markets for eCAALYX products and services.

Carefully planned media dissemination, attendance and networking at conferences, forums, workshops, and elderly health and social care organizations, as well as communication with relevant sister and complementary EU projects and services will all be dissemination activities that will require the use of the present dissemination tools.

3 Methodology

A first version of the media kit is released at the beginning of the project, being improved regularly and better adapted to our targets while getting better knowledge on the needs of the specific communities potentially interested in eCAALYX.

4 Executive Summary

This deliverable contains all the dissemination materials for getting the project known by the elderly care community and decision makers:

- Logo of the project
- Leaflet in English about the project
- Poster
- Power point presentation explaining the origin and goals of eCAALYX

5 Logo of the Project



The project logo shall always be used together with the AAL Joint Programme logo, in all public Materials (presentations, articles, papers, posters, etc...).

6 Project Leaflet

A project leaflet has been released in English giving an overview of eCAALYX to the whole communities potentially interested in our project, highlighting technical, economic and societal challenges.

Internal part:

eCAALYX - Enhanced Complete Ambient Assisted Living Experiment
www.ecaalyx.org

Europe faces a social change: the share of elderly people to the entire population is consistently growing, while the share of the youngest, especially the working population is decreasing. Besides, ageing combined with an increasing burden of chronic, concurrent diseases threatens to make current models of healthcare unsustainable.

Ambient Assisted Living (AAL), as a specific user-oriented type of Ambient Intelligence, may greatly help in this situation. AAL aims to **prolong the time people live in a decent more independent way by increasing their autonomy, self-confidence, health and quality of life**, by improved monitoring and

care of the elderly with comorbidity. The main objective of eCAALYX is to develop an **efficient AAL solution for the addressed chronic conditions that can provide reliable long-term and maintenance-free operation in non-technical environments**, thus, ready for real-world deployment.

This solution without adding technical complexity will improve the elder's quality of life by **assessing their health risk, by monitoring and controlling their health status and by teaching them how to manage their chronic conditions so that their independent living at home can be extended**. Additionally, it will allow comprehensive and coordinated global treatment from different doctors of patients suffering from comorbidity resulting in a much more efficient treatment.

eCAALYX is composed of three main subsystems:

- 1. **the Home system**, which includes Customer Premises Equipment (CPE), Set-top-box (STB), Tricorder and home sensors, all of them located at home;
- 2. **the Mobile system**, which includes the garment with all sensors integrated: Wearable Body Sensors (WBS) and the mobile phone;
- 3. and finally the **Caretaker site**, which includes the caretaker server and the Auto-configuration server.

The accessibility and usability of the system will be enhanced by **self-explanatory handling**: all parts of the system will feature intuitive user interfaces specially designed for elders.

Finally, the eCAALYX system will provide users with an **affordable solution to their condition management**. By implementing a remote management infrastructure, entities involved in operating the eCAALYX system will have reduced operating costs, and by relying on common consumer electronics equipment, the cost of the basic system to the end-user will be affordable.

Improving the quality of life of elderly

The eCAALYX system will **enable elders to manage their chronic condition/comorbidity on their own. They will have to turn less frequently to the doctor for preventive medical checkups** since eCAALYX will facilitate easy monitoring of the prevalent chronic conditions at home and in the surroundings of the elderly. Hence, they will **become more independent**.

Reminders will support the elderly in putting the doctor's prescription into action on a more regular basis and thus the effectiveness of preventive measures such as exercises, medical intake and health monitoring will be improved.

Fall detection and prevention, comfortable health monitoring will be achieved by providing a comfortable garment embedding health, mobility and position sensors linked to a mobile phone.

Mobile health monitoring will decrease the fear of moving freely since the system will **detect and report acute events together with positioning data so that doctors or caretakers can intervene immediately**.

Consortium

The consortium consists of 11 partners from 5 different European countries: Spain, Portugal, Ireland, UK, and Germany.

2 hospitals:

- Fundació Hospital Comarcal Sant Antoni Abat (Spain)
- Ev. Krankenhaus Witten gGmbH (Germany)

1 Technological Centre:

- Fundació Privada Cetemmsa (Spain)

2 Research Institutes:

- Instituto de Engenharia de Sistemas e Computadores do Porto (Portugal)
- Fraunhofer (Portugal)

3 Universities:

- University of Limerick (Ireland)
- National University of Ireland, Galway (Ireland)
- University of Plymouth Enterprise Ltd (UK)

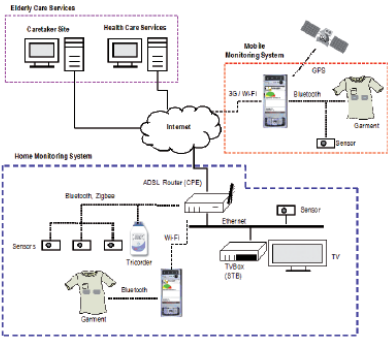
1 Company:

- Telefónica Investigación y Desarrollo (Spain)

2 SMEs:

- CorScience GmbH & Co KG (Germany)
- TeleMedic Systems (UK)

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External part:



Enhanced Complete Ambient Assisted Living Experiment



eCAALYX partners:



AAL
Ambient Assisted Living

eCAALYX is co-funded by the European Commission and the Ambient Assisted Living Joint Programme.

For more information, please contact:
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7 Project Poster

A project poster (DIN A1 portrait) has been created for the AAL Forum in Vienna, last 29-30.09.09/1.10.09:



8 Project Presentation

A power point presentation has been released, explaining the goals of eCAALYX and its origin, specifically how eCAALYX will base its research and development activities on CAALYX, and go a step beyond in the state of the art for technologies for the elderly care.



(See power point presentation: file D2.1-M3 eCAALYX presentation.pdf)

9 Annexes

None.