

PAMAP

Deliverable: D1.4

Issue 1.0

Second Dissemination Activity Plan

		Name (company)	Date
Approved	Task 1.2 Leader	Gabriele Bleser (DFKI)	31. December 2010
	Hierarchical responsible	Didier Stricker (DFKI)	31. December 2010
Verified	WP1 Leader	Gabriele Bleser (DFKI)	31. December 2010
Released	Coordinator	Didier Stricker (DFKI)	31. December 2010

Dissemination level: PU

PU (Public); PP (Restricted to other programme participants); RE (restricted to a group specified by the consortium); CO (confidential only for members the consortium)

Document Status: Final

Project EU reference:	AAL-2008-1- <u>162</u>
Project acronym:	PAMAP
Project Title:	Physical Activity Monitoring for Ageing People
Work package	WP1: Project Management
Task	T1.2: Dissemination Activities
Deliverable number:	D1.4
Document title:	Second Dissemination Activity Plan
Document type (PU, INT, RE)	PU
Version:	1.0
Date:	31.12.2010
Author(s):	Gabriele Bleser (DFKI)
Contributors list:	Attila Reiss (DFKI), Laetitia Fradet (UTC), Nathalie Ville (CIT-INSERM), Ilias Lamprinos (ICOM)

Table of Contents

1.	Executive summary	3
2.	Dissemination objectives.....	3
2.1	General awareness of the project	3
2.2	Dissemination of specific results.....	3
3.	Results to be disseminated	4
4.	Dissemination approach	4
5.	Dissemination activities	5
5.1	Web site and wiki	5
5.2	Public relations.....	6
5.3	Commercialization	6
5.4	Clustering	7
5.5	activities and events	7
5.6	Scientific publications	8

1. EXECUTIVE SUMMARY

This deliverable presents the revised plan for disseminating the results and knowledge acquired during the PAMAP project.

Section 2 and 3 summarize the dissemination objectives and the results to be disseminated, respectively. Section 4 presents the general dissemination guidelines within the consortium. It describes the channels to be used and the material to be produced. Section 5 summarizes the already carried out and planned dissemination activities of all partners.

2. DISSEMINATION OBJECTIVES

The purpose of dissemination is to raise the awareness, publicity and visibility of the PAMAP project and to promote the project results. Dissemination activities can be divided into two groups:

2.1 General awareness of the project

The aim is to make both the large public and potential commercial users aware of the project results and the existence of the project, and to make the name of the project synonymous with excellence and state-of-the-art developments in the context of physical activity monitoring. This objective also includes making the project visible to a wider (non-technical) audience.

2.2 Dissemination of specific results

The aim is to ensure that research and technical results are available through scientific publications, as knowledge to support teaching and further research, and as products that can be brought to market, either by the partners themselves or by licensees.

3. RESULTS TO BE DISSEMINATED

The following tables summarize the project's milestones and other results that will be publicly disseminated.

Milestone	Title	Delivery date
M1	Early prototype	December 2009
M2	1 st PAMAP prototype	October 2010
M3	2 nd PAMAP prototype	March 2012

Table 1: Project milestones.

Result	Result title	Description
R1	Inertial Measurement Unit	Miniature wired IMU sensor unit and associated software (calibration, API, sensor fusion)
R2	Sensor network	Wireless IMU sensor network, associated software (sensor synchronization, API, sensor fusion for high-level information, sensor placement, activity monitoring)
R3	PAMAP information management	Health information recording, archiving and sharing
R4	PAMAP visualization and tele-consultation system	Physical activity data visualization engine and TV-based e-education and video conferencing tool

Table 2: Other project results.

4. DISSEMINATION APPROACH

Different channels and tools are used for disseminating the project results:

- Web site: The web site provides an overview of the project and is constructed in an interesting way for both technical and non-technical audience. Moreover, a private area (MediaWiki) is attached in order to encourage the technical exchange and communication among the partners.
- Public relations material: A leaflet, a project movie and other audiovisual material has been generated that summarizes the project achievements and is suitable for a variety of uses including exhibitions, downloading from the web site, and making available to potential licensees and customers.
- The PAMAP logo and presentation templates ensure a consistent appearance of the partners when presenting the results and thus raise the visibility of the project.
- Scientific publications in workshops, conferences and journals: Joint papers on general aspects of the project and individual papers of the partners on their own components

and know-how have been and will be published. The publications are listed in Section 5.6.

- Demonstrations: Targeted events are fairs (e.g. Cebit, www.cebit.de), conferences (e.g. AALIANCE European Conference, <http://www.aaliance.eu/public/>), workshops, congresses (e.g. AAL congress) and other fora. The demonstrations are listed in Section 5.5.
- Economic targets: A list of customers and investors for a commercialization is defined that either will be included to the pilot trials as Group of Interest (GI) and/or will have access to early commercial prototypes. Here different models are envisaged – a new spin-off, joint venture among the partners or a “daughter” company of the industrial partners.
- Clustering: This includes cooperation with external organizations, e.g. within a competence center, or in the context of teaching.

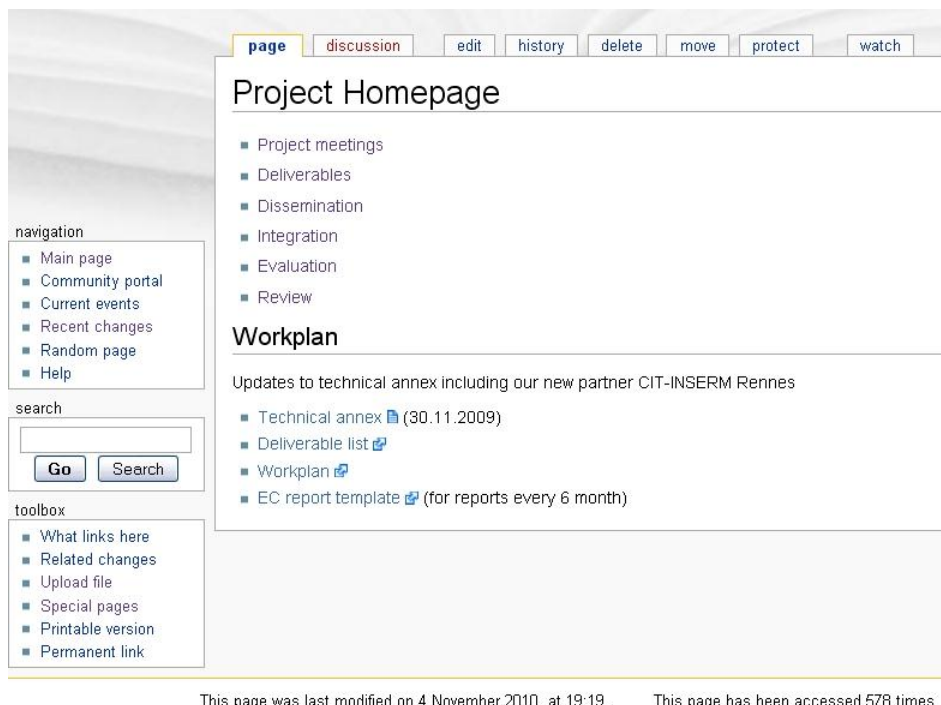
5. DISSEMINATION ACTIVITIES

This section summarizes the already carried out and concretely planned dissemination activities of all partners. Activities related to special events are collected in Table 3.

5.1 WEB SITE AND WIKI

The design of the official PAMAP website (www.pamap.org) has been changed. The content is updated regularly and a news and press tab informs the audience about interesting events. Link statistics show the high number of visitors from the whole world and the interest in the PAMAP project.

The private MediaWiki (www.pamap.org/wiki) is providing all partners with the latest deliverables, meeting minutes and discussion results. It is used as platform for exchanging documents and ideas, as well as, for documenting the project meetings and other activities of the partners. Moreover, public relations material is available there. A screenshot of the MediaWiki is shown below:



5.2 PUBLIC RELATIONS

Pictures, a leaflet, a project movie, a roll-up banner and other public relations material describing the PAMAP project have been developed at DFKI. The material is frequently used for exhibition and demonstration stands. Moreover, an overview of the project PAMAP is included in the website of the department Augmented Vision at DFKI (<http://av.dfki.de/Projects/PAMAP>) and in the website of the DFKI Competence Center Ambient Assisted Living (<http://ccaal.dfki.de>). Also the partners Trivisio (<http://www.trivisio.com/index.php/randd/projects/pamap>) and INTRACOM Telecom (http://www.intracom-telecom.com/en/company/profile/rd/dev_prog3.htm) provide a project summary and a link to the PAMAP website from their web presence.

A press release by DFKI on 06/07/2010 resulted in several newspapers and IT news articles, radio and TV reports, and requests for picture and video material. This shows the big impact of the PAMAP technology. See <http://www.pamap.org/press.html> and <http://www.pamap.org/news.html> for more information.

5.3 COMMERCIALIZATION

Trivisio started a marketing campaign for promoting the second PAMAP product, the Colibri Wireless Inertial Motion Tracker (cf. Table 2). By phone calls, e-mails and meetings, several distributors and potential clients were informed. First demo units were shipped worldwide for testing and sales have been started successfully. For a detailed description see <http://www.trivisio.com/index.php/products/motiontracking/colibriwireless>.

An initial assessment of the PAMAP product marketization process and potential business models for commercializing the outcomes of PAMAP has been carried out by the consortium with the leadership of the business partner INTRACOM Telecom. These are described in deliverable D1.3 (Preliminary Exploitation Plan).

5.4 CLUSTERING

- After the DFKI Competence Center Ambient Assisted Living (CCAAL) kickoff in November 2009 in Saarbrücken, collaboration between the involved departments in terms of dissemination and project acquisition has been started. Together with the CCAAL departments, PAMAP will also be demonstrated on the 4th AAL congress 2011 in Berlin, Germany.
- Participation of DFKI in
 - information day preceding 3rd AAL Congress in January 2010 in Berlin, Germany.
 - information day of FP7, Challenge 2, “Cognitive Systems, Interaction and Robotics” in January 2010 in Luxembourg.
 - [Our common future](#) Congress in Hannover, Germany.
- Presentation of PAMAP to a group of business students at the University of Applied Science in Zweibrücken, Germany. Three teams of students developed business plans and analyzed the market possibilities for PAMAP in a one semester project. They identified the unique features of the PAMAP system compared to other commercially available systems. The work is reflected in D1.4 (Preliminary Exploitation Plan).

5.5 ACTIVITIES AND EVENTS

Since the beginning of the project, PAMAP is presented and/or demonstrated to project and business partners at DFKI, Kaiserslautern, Germany and at UTC, Compiègne, France.

Planned/actual date	Type	Description	Addressed audience	Involved partners
January 2009	Talk	2nd AAL Congress 2009 , Berlin	Europe	DFKI
September 2009	Talk	AAL FORUM 2009 , Vienna	Europe	DFKI
October 2009	Workshop participation	Workshop „Technische Assistenzsysteme in der Rehabilitation“ at MikrosSystemTechnik KONGRESS 2009, Berlin	Germany	DFKI
November 2009	Talk	DFKI CCAAL kickoff, Saarbrücken	Germany (DFKI)	DFKI
January 2010	Talk	Information day preceding 3 rd AAL Congress 2010, Berlin	Germany	DFKI

January 2010	Poster (Clustering)	Information day on 6 th call of FP7 ICT Challenge 2, Luxembourg	Europe	DFKI
March 2010	Paper	AALIANCE European Conference on AAL , Malaga	Europe	DFKI/ICOM
March 2010	Demonstration	Cebit 2010, Hannover	World	DFKI
March 2010	Presentation	Presentation of PAMAP at Robert Debré Hospital	Hospital, France	UTC
May 2010	Talk	Presentation of PAMAP in a session dedicated to Novel ICT Solutions for Supporting Healthier and Independent Living. In the context of the 2nd InterMedia Summer School	Greece	ICOM
June 2010	Talk	Colloquium "Autonomie de la personne", organised by the DRRT Picardie, UPJV, Amiens	France	UTC
July 2010	Presentation	GDR CNRS « Journée bionique : Systèmes embarqués pour la santé », Université Pierre et Marie Curie Jussieu	France	UTC
September 2010	Exhibition	Multimedia Conference Rhineland-Palatinate 2010, Ludwigshafen, Germany	Germany	DFKI
September 2010	Workshop and data collection	Bilateral UTC-DFKI workshop in Compiègne, France	PAMAP consortium	UTC/DFKI
October 2010	Demonstration	“Die Nacht, die Wissenschaft”, demonstration of PAMAP to technical and broad non-technical audience in Kaiserslautern, Germany	Kaiserslautern	DFKI
November 2010	Talk	Our common future Congress, Hannover, Germany	Germany	DFKI
November 2010	Paper	5 th European Conference on Smart Sensing and Context, Passau, Germany	Europe	DFKI
November 2010	Demonstration	Seniorenkongress in Mainz, Germany (about 1000 elderly and people, who work with elderly)	Germany	DFKI
January 2011	Talk and demonstration	4th German AAL-Congress 2011 in Berlin, Germany	Germany	DFKI

Table 3: Actual and planned dissemination events from start of project.

5.6 SCIENTIFIC PUBLICATIONS

Publications are available on the PAMAP website when accepted. See <http://www.pamap.org/publications.html>.

The submitted and planned publications are listed in the following:

- Eurographics 2011, 11-15/04/2011, Llandudno, UK (submitted)

- 2nd International Conference on Ambulatory Monitoring of Physical Activity and Movement, 24-27/05/2011, Glasgow, Scotland (submitted)
- Pervasive Health, 23-26/05/2011, Dublin, Ireland (planned)
- 4th International Conference on Pervasive Technologies Related to Assistive Environments (PETRA), 25-27/05/2011, Crete, Greece (planned)
- 33rd Annual International Conference of the IEEE Engineering in Medicine and Biology Society (EMBC), 30/08/2011-3/09/2011, Boston, USA (planned)
- INTERACT 2012, 5-9/09/2011, Lisbon, Portugal (planned)
- Congrès de la Société Française de Biomécanique, 31/08-2/09/2011, Besançon, France (planned)
- CHI 2012 (planned)