PAMAP

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Dissemination Activity Plan

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1. EXECUTIVE SUMMARY

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

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

This document will be supplemented during the project duration. Moreover, it will serve as a basis for the PAMAP Exploitation Activity Task and the corresponding deliverables that are also part of Work Package 1: Project Management.

2. DISSEMINATION OBJECTIVES

The purpose of the 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	Milestone title	Delivery data
M1	Early prototype	December 2009
M2	1st PAMAP prototype	October 2010
M3	2nd PAMAP prototype	March 2010

Table 1: Project milestones.

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Result	Result title	Description
R1	Inertial Measurement Unit	Miniature IMU sensor unit and associated software (calibration, API, sensor fusion)
R2	Sensor network	Set of sensors and control unit, associated software (sensor placement, API, sensor fusion for high-level information, in particular physical activity, activity profiling and 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 will be used for disseminating the project results:

- Web site: The web site should provide an overview of the project and be constructed in an interesting way for both technical and non-technical audience. Moreover, a private area (e.g. wiki) should be attached in order to encourage the technical exchange and communication among the partners.

- Public relations material: A leaflet, brochure and other audiovisual material should be 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.

- Logo, presentation templates: This should 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: This includes joint papers on general aspects of the project and individual papers of the partners on their own components and know-how.

- Demonstrations: Targeted events are fairs (e.g. Cebit, www.cebit.de), conferences (e.g. AALIANCE European Conference, http://www.aaliance.eu/public/) or other events such as AAL congresses or fora.

- Economic targets: To define a first list of customers that either will be included to the pilot trials as Group of Interest (GI) and/or will have access to early commercial prototypes. Moreover, to get in contact with investors for a commercialization. Here different models are envisaged – a new spin-off, join 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.

The dissemination strategy will be driven by the impact on the targeted public and will be adjusted according to the analysis of the real benefit compared to the expected one.

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.

1.1 Web site and wiki

The official PAMAP web site (www.pamap.org):
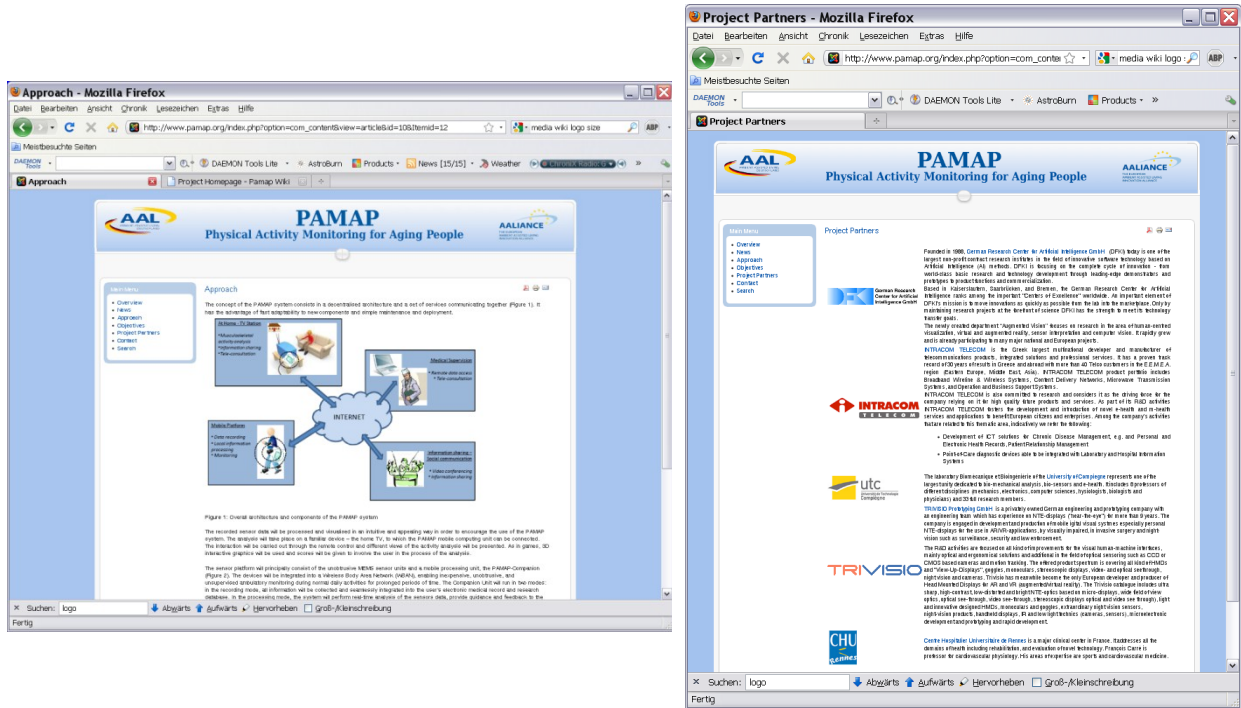
The wiki (www.pamap.org/wiki) for project internal communication and exchange:

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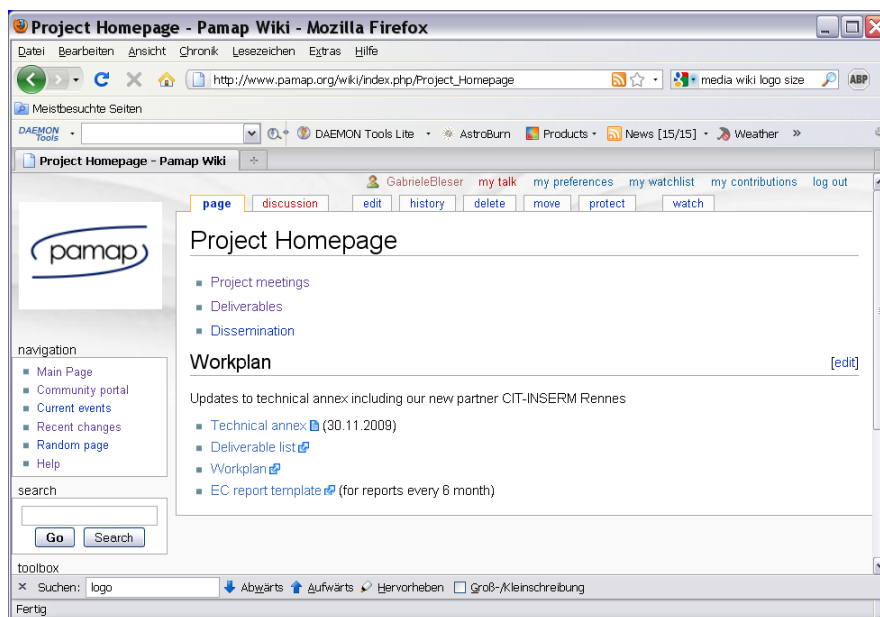
1.2 Public relations material

Pictures, a leaflet, a movie and other public relations material describing the PAMAP project are currently developed at DFKI. The material will be used for exhibition and demonstration stands. A logo is designed in this context as well. Moreover, an overview of the project PAMAP has been included in the web site of the department Augmented Vision at DFKI (http://av.dfki.de/Projects/PAMAP) and will be included in the department brochure, which is currently developed.

Trivisio linked the PAMAP website from it's own web presence. Link statistics will show the number of visitors and the interest in the PAMAP project. Trivisio also started to present the content and first results of PAMAP with reference to the PAMAP website.

1.3 Commercialization

Trivisio started a marketing campaign for promoting the first PAMAP product, the Colibri Inertial Measurement Unit (cf. Table 2). By phone calls, e-mails and meetings, several hundreds of distributors and potential clients were informed. First demo units were shipped worldwide for testing and sales have been started successfully. During the period of two months availability several improvements to hardware and software have been initialized and the results and feedback from clients will influence the development of the next generation IMU. For detailed description see http://www.trivisio.com/index.php/products/motiontracking/colibri.

1.4 Clustering

- DFKI Competence Center AAL (CCAAL) kickoff in November 2009 in Saarbrücken.
- Participation of DFKI in information day of FP7, Challenge 2, "Cognitive Systems, Interaction and Robotics" in January 2010 in Luxembourg.

1.5 Other activities and events

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
December 2009	Workshop	Title: "Datenbrillen - Aktueller Stand von Forschung und Umsetzung sowie zukünftiger Entwicklungsrichtungen".	Germany	Trivisio

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		Trivisio has presented the experience in HMDs and motion tracking to industrial and scientific experts in the field of augmented and virtual reality.		
Januray 2010	Talk	Information day preceding 3rd AAL Congress 2010, Berlin	Germany	DFKI
January 2010	Poster (Clustering)	Information day on 6th 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

Table 3: Actual and planned dissemination events.