

AMBIENT ASSITED LIVING JOINT PROGRAME AAL-2009-2

# AAL-2009-2-090 SeniorChannel



An Interactive Digital Television Channel for Promoting Entertainment and Social Interaction amongst Elderly People

# **D7.1 SeniorChannel Website**

D7.1 SeniorChannel Website			
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Release Date	09/03/2011		
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Partners	Indra Software Labs, Brainstorm		
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### D7.1 SeniorChannel Website

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D3.1 SeniorChannel Website

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### 1. Introduction

This document describes the website of the SeniorChannel project. The information in this website will be updated on a regular basis throughout the lifespan of the project, and will be used as a means of dissemination and communication of project activities to the public.

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### 2. Website Structure

The public SeniorChannel Web Site is located at: http://innovation-labs.com/seniorchannel

The SeniorChannel and AAL logotypes has been set in the header of the website, indicating the reference number of the project: AAL-2009-2-090.

In the bottom part has been added an explicit reference to the co-funding of the project by:

- European Commission
- Ministerio de Industria Turismo y Comercio of Spain
- Agence Nationale de la Recherche ANR of France
- Ministero dell'Istruzione, dell'Universita e della Ricerca of Italy

seniorcha	annel		search	Search
		About Background	News Results	Contact
seniorchannel	An Interactive Digital Te Promoting Entertainme Amongst Elderly People		ction 🤇	09-2-090
Main Menu	SeniorChannel			
About SeniorChannel	SeniorChannel			
Background	About SeniorChannel			
News			and a second second second second	
Results		The goal in project ! innovative technologies		
Contact us		in order to provide eld	erly people with an opp	ortunity
Consortium		to interact and share aspirations with the enjoyment from the exp	wider community and	
Indra Software Labs		I		
Univesity of Padova	Furthermore, SeniorChannel			
Brainstorm Multimedia	to developing and managing community.	g the specific social need	ls of the elderly in th	ne wider
Audemat	509970000000000000000000000000000000000		Tabasa biya Tabasa bi	Destand
WinMedia	To achieve this goal, Senio Television Channel (SENIOR)			
M31 Spa	method of interacting but als			
Asociación Parque Galicia	activities in their communi experience, the ability to par shops and discussion groups	ticipate in topical debates,	entertainment service	
Linköpings Kommun	The unique approach to be ad	e Pour a secondaria.		elon and
Subcontractors	implement a low cost, easy-to enable community driven bro opportunities through direct a	o-use, integrated TV studio adcasting. SeniorChannel	and production centre will also provide new b	that will
Cedetel				
InnovaTec				
WhiteLoop				
	-			_
European C	ommission 🚺 🌃 🕬		R 🕲 🐽	00
SeniorChannel Protect cofu	nded by European Commission, Mini	sterio de Industria Turismo	v Comercio of Spain. Ar	
	WR of France and Ministero dell'Isl			

### Fig 1 – SeniorChannel Website homepage

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### **Description of Work**

seniorchannel

The homepage of the website provide a description and overview of the SeniorChannel project. There are three Menus in the left part of the site:

- Main Menu: with information regarding SeniorChannel Project
- Consortium: Information regarding the member of the consortium.
- Subcontractor: Information regarding the subcontractor entities that participates in SeniorChannel project

Also the most important sections can be accessed by the Top Menu located in the bottom of the web site.

### 2.1. Main Menu

The Main Menu contains information about the project, the latest news and results and the contact information:

- About SeniorChannel
- Background
- News
- Results
- Contact us

### 2.1.1. About SeniorChannel

This section provides a brief description of the project and the objectives and main goals proposed by the consortium to archive along the duration of the SeniorChannel project.



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### 2.1.2. Background

This section explains the necessities in the current society of this kind of project which main goal is to provide to elderly people with a new method of communication and socialization using the new technologies.

### Main Menu

About SeniorChannel

### Background

- News
- Results
- Contact us

### Consortium

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esity of Padova
istorm media
mat
1edia
Spa
iación Parque ia

#### SeniorChannel 🕨 Background

### Background



The vision in project SeniorChannel is based on the assumption that the quality of life for elderly people in our communities will be improved if advanced network technologies can be used to facilitate engagement and interaction amongst the elderly, both directly and indirectly. As people get older, their roles in life and the community change.

They retire from professional life and relinquish the responsibility that comes with parenthood, this can lead to disengagement as they feel their **involvement in society** is less valued compared to when they were younger and more active. SeniorChannel will provide a direct improvement to the quality of life for elderly people by offering a practical solution to addressing this issue by giving elderly people a means of engaging in, and contributing to, their communities while providing an indirect improvement to quality of life by raising the profile of elderly issues and concerns in society.

Moreoer, SeniorChannel will improve the quality of life of elderly people by providing a means by which the elderly can express their creative talents, share their experience, their hopes and aspirations for the benefit of society as a whole.



### Fig 3 – Background section

### 2.1.3. News

In this section the latest news reference to SeniorChannel project will be updated. There are two sub-sections inside News Section:

- Meetings Information regarding the project meetings
- Press SeniorChannel project appearances in the Press.

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### **Description of Work**

### AAL2009-2-090 SeniorChannel

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### Main Menu About

SeniorChannel

Meetings

Press

Background

News

Results

Contact us

Consortium

Brainstorm Multimedia Audemat WinMedia M31 Spa

Galicia

Cedetel InnovaTec WhiteLoop

Lahs

Indra Software

Univesity of Padova

Asociación Parque

Linköpings Kommun

Subcontractors

SeniorChannel > News > Meetings

### Meetings

### First Plenary Meeting in Bordeaux

1 -

News - Meetings

leaday, 01 February 2011 19:14

The first plenary meeting of the SeniorChannel project was held in **Bordeaux**, France on December 14-15 2010.

In this meeting the consortium's members presented a report status of the work developed in this first annuality of the project in each of the Work Packages. Also was held a working session to determine the remaining tasks and the work to be developed in following months.

Representatives from all partners of the consortium: Indra Software Labs, Brainstorm Multimedia, Audemat, WinMedia, University of Padova, and also subcontractors: Cedetel and WhiteLoop attended to this meeting.



Fig 4 – Meetings Section

### Main Menu

News

About SeniorChannel

Background

Meetings

Press

Results

Contact us

### Consortium

Indra Software Labs Univesity of Padova

#### SeniorChannel > News > Press

### Press

SeniorChannel project appearances in the Press:

- 16/03/2011 The last 16 of February 2011, an article about the SeniorChannel project was published at the Spanish newspaper EntreMayores. Link to online version of the article
- 15/02/2011 The last 15 of February 2011, a post about SeniorChannel project was published at the blog Tecnología Accesible. Link to online version of the post
- 23/12/2010 The last 23 of December 2010, an article about the SeniorChannel project was published at the ORSI(Observatorio Regional de la Sociedad de la Información, Justa de Castilla y Leon, Spain) web site. Link to online version of the article

### Fig 5 – Press Section

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### 2.1.4. Results

In this section the most relevant public results from the work developed in SeniorChannel will be presented. The objective of this section is to provide a permanent virtual demonstration centre through media files (videos, audios) explaining the status of the development and the result of each work package.

Results section will be organized by annuities. In the annuity 2010 we have already some publics results published.



Fig 6 – Results Section

### 2.1.5. Contact us

Contact information for any suggestion, question or request for information about SeniorChannel project.

Main Menu	SeniorChannel > Contact us Contact	
About SeniorChannel		
Background	Please feel free to contact us at:	
News	Project Coordinator : Ana Hernández	
Results	Phone: +34 91 4807010	
Contact us	e-mail: ahernandezma@indra.es	

Fig 7 – Contact us Section

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### 2.2. Consortium

In this Menu the user could access to information and a description of each of the member involved in the SeniorChannel consortium:

- Indra Software Labs
- University of Padova
- Brainstorm Multimedia
- Audemat
- WinMedia

About SeniorChannel

- M31
- Asociación Parque Galicia
- Linköpings Kommun

### Main Menu

Background News

Results Contact us

Consortium

Brainstorm

Multimedia

Audemat

WinMedia

M31 Spa

Galicia

Indra Software Labs

Univesity of Padova

Asociación Parque

Linköpings Kommun

SeniorChannel > Indra Software Labs

### Indra Software Labs



**Indra Software Labs** is part of the Indra Group, established in July 2004. With the integration of companies Azertia and Soluciona in 2006, Indra has grown to become the leading company in solutions and services involving high technology content in Spain and one of the main European and Latin-American companies.

Indra Software Labs consists of several technology development centres, whose objective is the development of new products and innovative services specialized in different areas. Products developed by Indra Software Labs have their own commercial operability, and have the support and the experience of Indra Group. For Indra, innovation means evolution, changing the procedures of the company, transforming the internal processes. For that purpose, Indra has been establishing different technology development centres inside and outside Spain which constitute the Indra Software Labs company. Indra SL also started up de-localisation experiences of the production of software in a selected net of "off shore/near shore" centres.

Indra Software Labs works like a unique virtual centre providing services of software development in more than 25 countries, 24 hours a day, 7 days a week, which is one of its best actives. A local "offshore/near shore" development model, the continuous bet

### Fig 8 – Consortium Menu

### 2.3. Subcontractors

In this Menu are listed the entities participating in SeniorChannel project as subcontractors, with information and a description of each of them:

- Cedetel
- Innovatec
- WhiteLoop

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### **Description of Work**

### AAL2009-2-090 SeniorChannel

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### Main Menu

Background News Results Contact us

Consortium

Brainstorm Multimedia

Audemat

WinMedia

M31 Spa

Galicia

Cedetel

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WhiteLoop

About SeniorChannel

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Subcontractors

### SeniorChannel > WhiteLoop

### WhiteLoop



Whiteloop is a strategic communications agency specialising in the health, education and broadcasting sectors.

White Loop transforms information and ideas into compelling content and experiences.

We work across the public, commercial and third sectors, generating brilliant ideas and making them happen.

Our expertise in conceptualising, designing and delivering digital communications is second to none, reflecting the talent and experience of our in-house team and the quality of our associate network.

However, that is by no means the whole story.

As well as delivering services in the digital space, we provide strategic communications, stakeholder engagement and creative consultancy for a select group of high profile clients.

Our work often defies simplistic categorisation, and in an increasingly networked world, we work with people who share our passion and values, and on projects where we can bring fresh thinking and enthusiasm.

We like to demonstrate rather than describe what we are, so please get in touch and we'll take you through some of the things we've worked on and some of the things we're going to do.

White Loop are co-founders of the Creative Network, a not-for-profit which generates ideas for positive social change.

### Fig 9 – Subcontractors Menu

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