

Acronym: Active@Home
Name: Social Exergaming, Dancing and Tai Chi for wellbeing and fall prevention
Call: AAL JP Call 2015
Contract nr: AAL-2015-124
Start date: 01 May 2016
Duration: 36 months

D5.1 Project presentation and media kit

D5.2 Web site/portal

Nature¹: O

Dissemination level²: PU

Due date: Month 3

Date of delivery: Month 6

Partners involved (leader in bold): **DIVIDAT**, AICOS

Authors: Joris van het Reve (DIVIDAT)

¹ L = Legal agreement, O = Other, P = Plan, PR = Prototype, R = Report, U = User scenario

² PU = Public, 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)

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1. Introduction

As described in the proposal plan, the Active@Home consortium has created a set of materials for partners to use in public dissemination of the project and for internal purposes as well. The image of the project was designed to be versatile enough, thinking of large printed formats as well as for small applications at pixel scale. DIVIDAT, with the help of AICOS, was responsible for these materials, which received the comments from the partners at all times.

All the materials are available to the partners, in all the versions and languages, on a shared folder using Dropbox.

2. Logo

The first element to be created was the logo, which has two versions: compact (Figure 1) and extended (Figure 2). Both have colour and black & white versions (Figure 3-Figure 5). The main colours were defined and studies for logo behaviour have been made.



Figure 1 Active@Home logo: compact version.



Figure 2 Active@Home logo: extended version.



Figure 3 Active@Home – negative version/color A: rgb (115, 51, 110).



Figure 4 Active@Home – negative version/color B: rgb (54, 46, 102).



Figure 5 Active@Home – black & white version.

3. Templates

According to planned, we have produced template materials for the partners in the consortium to use. All of the materials are in a shared folder of the project and are shown in each subsection below.

3.1. Deliverable





Active@Home
aal-2015-124

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 Start date: 01 May 2016
 Duration: 36 months

DX.X **Name of deliverable**

Nature¹: **XX**
 Dissemination level²: **XX**
 Due date: Month **X**
 Date of delivery: Month **X**
 Partners involved (leader in bold): **PARTNER**
 Authors: name (Partner), name (Partner)

¹ L = Legal agreement, O = Other, P = Plan, PR = Prototype, R = Report, UI = User scenario
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Approved by **PARTNER**

2 of 10

Partner list

Nr.	Partner name	Short name	Org. type	Country
1	Dividat GmbH (coordinator)	DIVIDAT	SME	Switzerland
2	Fraunhofer AICOS	AICOS	R&D	Portugal
3	MIRALab SARL	MIRALAB	SME	Switzerland
4	ETH Zurich	ETHZ	R&D	Switzerland
5	Unie XBO	UNIEKBO	End-UI	The Netherlands
6	Conforto em Casa, Lda.	CKEEPERS	SME	Portugal

Revision history

Rev.	Date	Partner	Description	Name
1	DD.MM.YYYY	XXX	xxx	xxx

Figure 6 Active@Home deliverable template.

3.2. Slides for presentations



Figure 7 Screenshot of the Active@Home PowerPoint template.

3.3. Letter



info@active-at-home.com
www.active-at-home.com

Title
Name
Company
Street, 0000
0000-000, City
COUNTRY

City, Day Month Year

Your Ref.: **ABC123**
Our Ref.: **XYZ987**

Subject: **Title**

Dear Sirs,

The quick brown fox jumps over the lazy dog. The quick brown fox jumps over the lazy dog. The quick brown fox jumps over the lazy dog. The quick brown fox jumps over the lazy dog. The quick brown fox jumps over the lazy dog. The quick brown fox jumps over the lazy dog. The quick brown fox jumps over the lazy dog. The quick brown fox jumps over the lazy dog. The quick brown fox jumps over the lazy dog.

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The quick brown fox jumps over the lazy dog.

1/3

Figure 8 Active@Home letter template.

3.5. Newsletter

The template, made with MailChimp, was built so as to have three highlights from the previous four months of the project. The newsletter might be sent out in German, English, Dutch and Portuguese every four months.

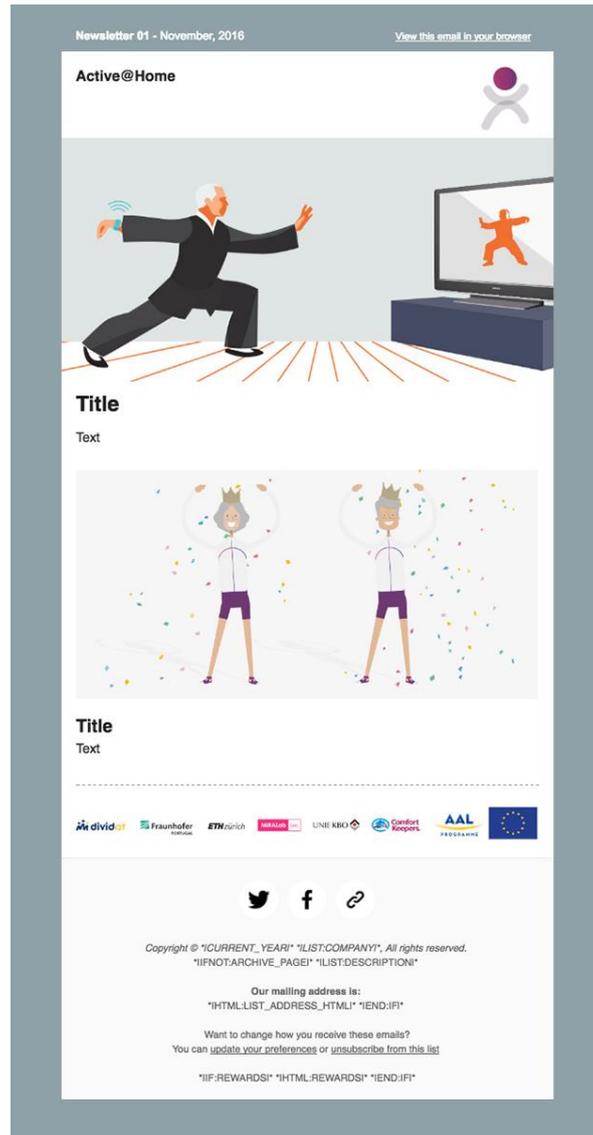


Figure 10 Active@Home newsletter template.

4. Printed materials

We have produced a small set of illustrations for the project which were used across the dissemination materials.

4.1. Flyer



Figure 11 Active@Home flyer – front and back.

4.2.Roll-up

SOCIAL EXERGAMING, DANCING AND TAI CHI FOR WELLBEING AND FALL PREVENTION






Home-Based Physical Exercise

Challenging and fun interactive video game-based training with dance and Tai Chi elements. Exercises are monitored by simple wearable motion sensors and guided by user-friendly virtual characters.

Fall Prevention

Training programs based on exergames, dance and Tai Chi are known to significantly improve balance, strength and coordination in elderly people. Personalised interventions and assessments are available to doctors and caregivers.

Social Connectedness

Stimulation of social connectedness through multi-player games and community events, contributing to a healthier social life, avoiding isolation and depression.

web: active-at-home.com



Figure 12 Active@Home roll-up.

4.3. Poster



www.active-at-home.com



The Active@Home Project intends to increase physical activity of elderly population, while motivating them through captivating and challenging exergames tailored for fall prevention.

project duration: 1st May 2016 – 30th April 2019

GOAL

Active@Home is an interactive video game based training with dance and Tai Chi elements. The proposed solution, focusing on physical but also cognitive and social aspects, aims at promoting physical activity at home and foster fall prevention.



SOLUTION

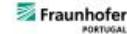
The solution will be designed for large screens (TVs) through HDMI dongles and all exercises will be monitored using simple wearable motion sensors and guided by user-friendly virtual characters.



CONSORTIUM



Dividat (Switzerland)
www.dividat.com



Fraunhofer AICOS (Portugal)
www.fraunhofer.pt



ETH Zürich (Switzerland)
www.ethz.ch



Miralab (Switzerland)
www.miralab.com



UNIE KBO (Netherlands)
www.uniekbo.nl



Comfort Keepers (Portugal)
www.comfortkeepers.com



The project Active at Home no AAL-2015-1-(124) is carried out under the AAL Joint Programme with funding by the European Union



Figure 13 Active@Home poster.

5. Website

The information architecture of the Active@Home website (www.active-at-home.com) is simple and navigation was kept as shallow as possible. The content was reduced to a minimum in order to make sure visitors grasped the idea of the project without having to spend too much time reading and scrolling down the page. Some screenshots are presented below, which illustrate the home page (Figure 14), the project description (Figure 15) and the consortium (Figure 16).

The main content of the website is available in English and in the three languages of the project partners: Portuguese, German and Dutch and the back-end is prepared to ease the creation of new content, that will be added as the project advances (news and results), in these four languages as well.

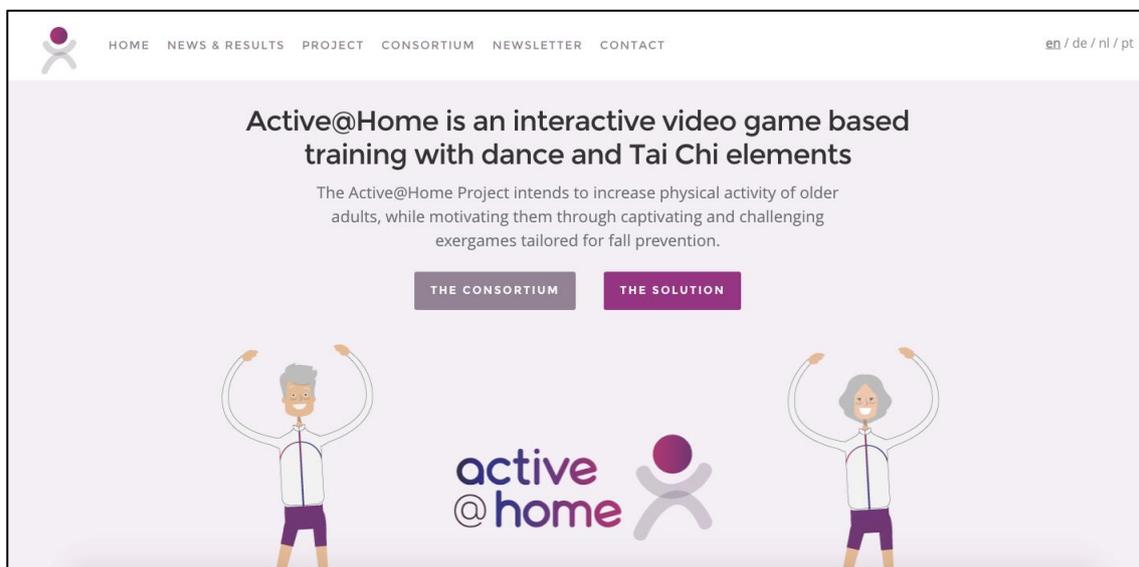


Figure 14 Active@Home website: home.

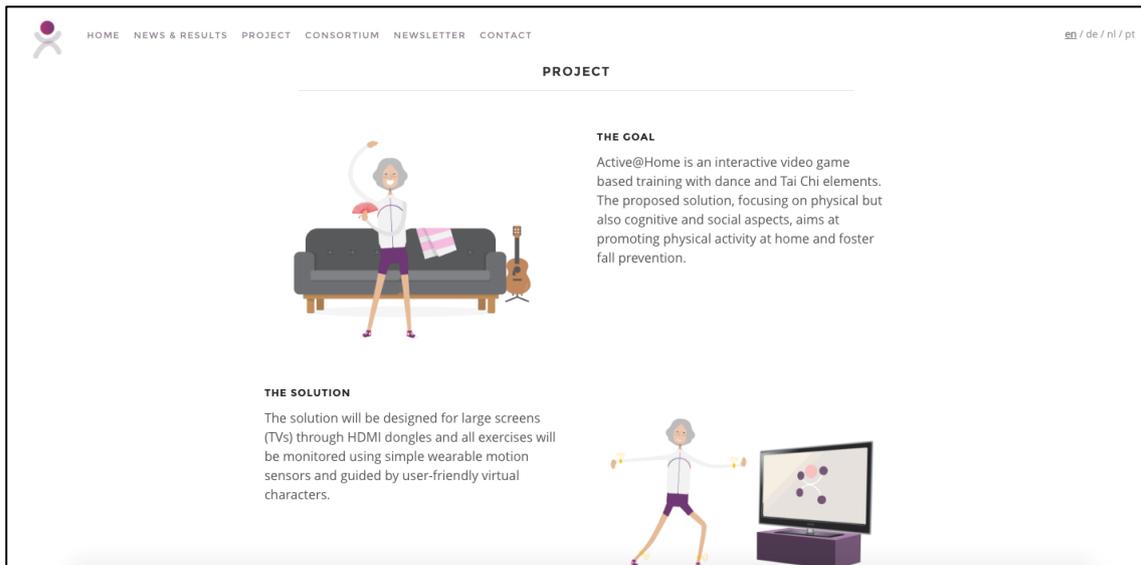


Figure 15 Active@Home website: project.

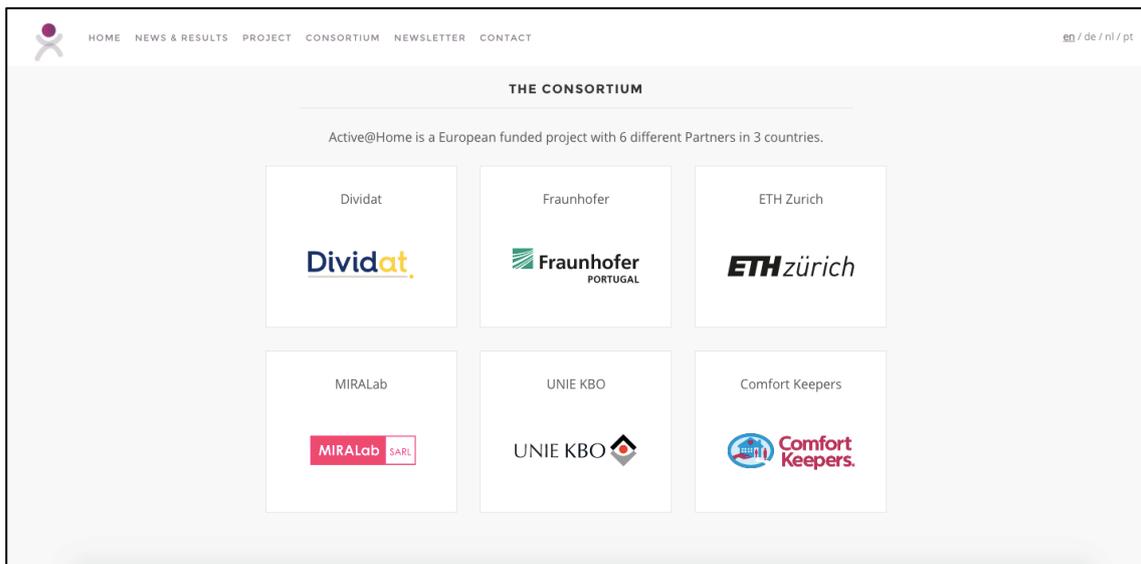


Figure 16 Active@Home website: consortium.

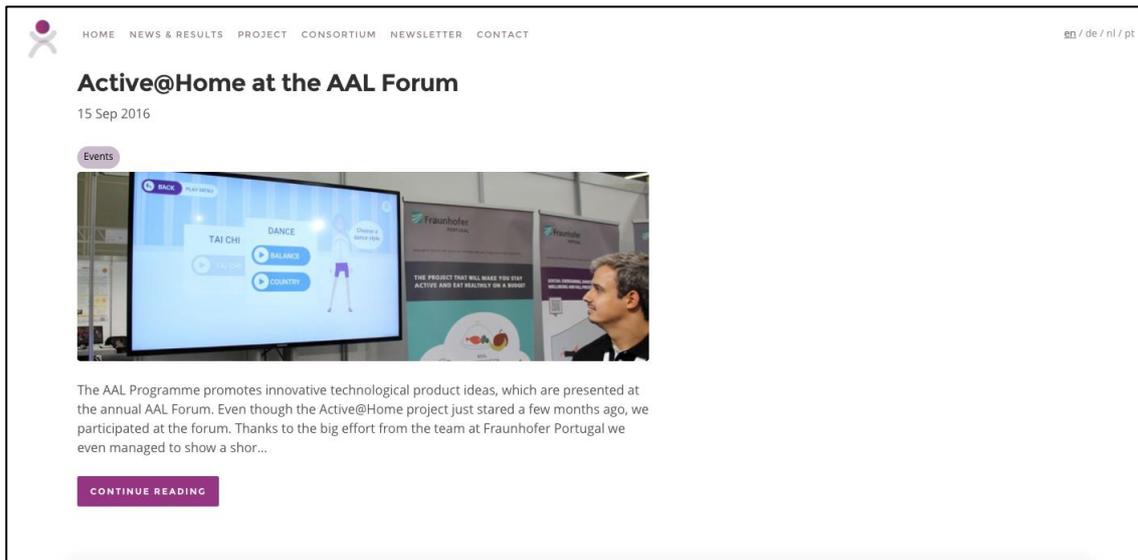


Figure 17 Active@Home website: news & results.

6. Facebook Page & Twitter Account

A Facebook page and a Twitter Account was created for the Active@Home project to be used also as a dissemination channel. Through these channels, we intend to publish our main activities as well as interesting results of the project, so that they can easily, effectively and rapidly reach as many people as possible (Figure 18).

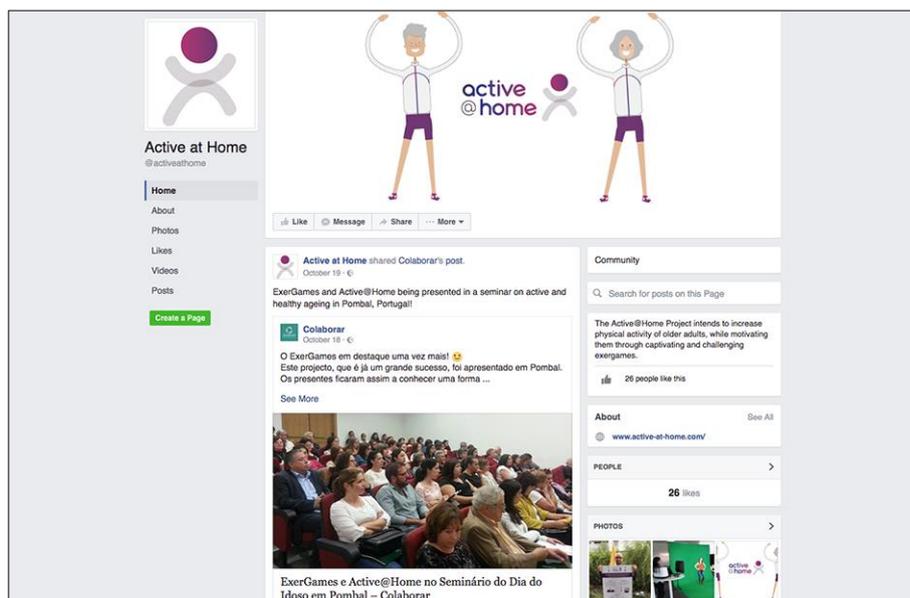


Figure 18 Active@Home Facebook Page.

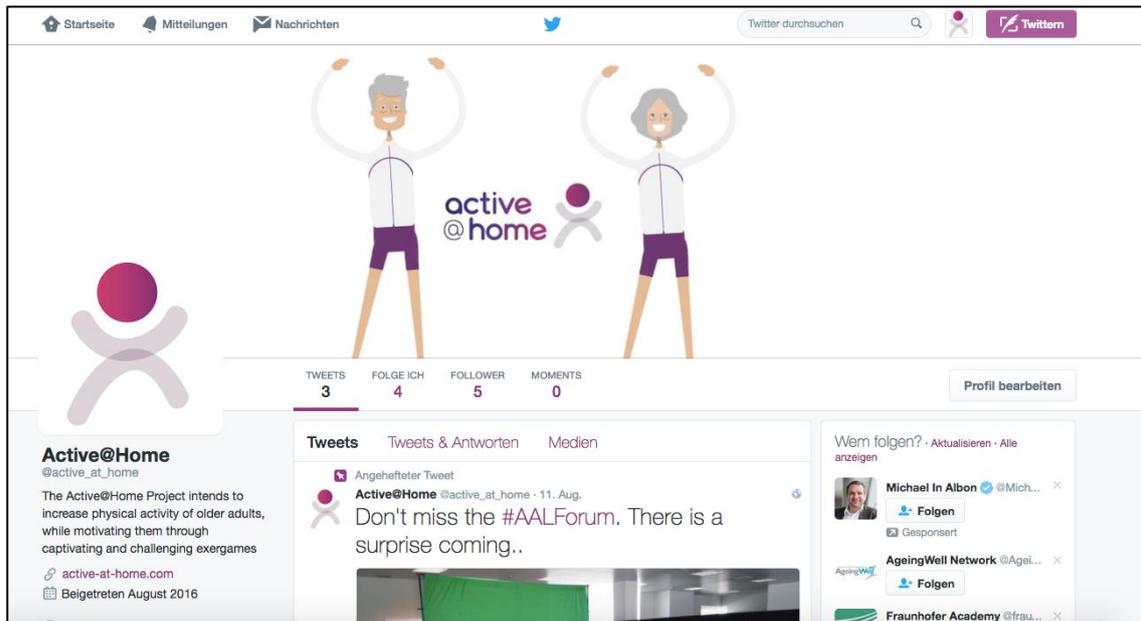


Figure 19 Active@Home Twitter Account.