



## DELIVERABLE

**Project title:** ElderHop

**Project reference number:** AAL-2010-3-037

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### D6.52 – Report on dissemination activities

**Revision:** 1.1

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## **REVISION HISTORY**

Revision	Date	Author	Organisation	Description
1.0	19/02/2014	Alexandra Horváth Gabriella Kiss	MMO	The first draft of the deliverable (updated version of the interim project dissemination report)
1.1	28/02/2014	Barnabás Málnay	MMO	Revision of the document

## **Table of Contents**

<b>1. INTRODUCTION.....</b>	<b>5</b>
1.1 SCOPE AND OBJECTIVES OF THE DELIVERABLE .....	6
1.2 STRUCTURE OF THE DELIVERABLE.....	6
<b>2. LIST OF IMPLEMENTED DISSEMINATION, IMPACT AND AWARENESS ACTIVITIES .....</b>	<b>7</b>
2.1 LIST OF IMPLEMENTED ACTIVITIES .....	7
<b>3. CONSORTIUM MEETINGS.....</b>	<b>9</b>
<b>4. PARTICIPATION AT EVENTS ORGANIZED BY AAL OR NATIONAL FUNDING AGENCIES .....</b>	<b>10</b>
4.1 AAL FORUM 2011.....	10
4.2 AAL SUMMIT 2012.....	11
4.3 AAL FORUM 2012.....	12
4.4 FORITAAL 2012 .....	14
4.5 AAL INFORMATION DAY ORGANIZED BY THE HUNGARIAN NATIONAL OFFICE FOR INNOVATION .....	17
4.6 AAL FORUM 2013.....	17
4.7 FORITAAL 2013 .....	18
4.8 AAL REGIONAL WORKSHOP IN VIENNA .....	19
<b>5. PARTICIPATION AT OTHER CONFERENCES AND EVENTS .....</b>	<b>19</b>
5.1 McLuhan Conference.....	19
5.2 HiTech Test 2012 .....	20
5.3 EU Screen Annual Conference .....	22
5.4 EVITA Forum.....	22
<b>6. LEAFLETS .....</b>	<b>23</b>
<b>7. PRESS RELEASE.....</b>	<b>25</b>
<b>8. RENEWAL OF ELDERHOP PROJECT WEBSITE .....</b>	<b>28</b>
<b>9. INTERESTING, INFORMATIVE AND ACTUAL NEWS ON ELDERHOP PROJECT .....</b>	<b>32</b>
9.1 INFORMATION ON THE WEBSITES OF ELDERHOP CONSORTIUM MEMBERS .....	32
9.2 NEWS ON ACTUAL ISSUES .....	32

9.3	INFORMATION LETTER TO POTENTIAL END-USERS .....	33
<b>10.</b>	<b>FUTURE DISSEMINATION ACTIVITIES .....</b>	<b>33</b>

## 1. INTRODUCTION

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The ElderHop project aims to provide a complex solution to help elderly people keep up their daily activities outside of their homes, and in particular their active participation in one of the most important social activities they do on a daily basis – shopping. The elderly frequently face physical and psychological difficulties related to shopping, arising from health problems and anxiety due to restricted mobility or chronic ailments. Nonetheless, going out shopping is an essential part of many elderly people's life, something they would by no means want to give up. ElderHop therefore offers a package of targeted applications that seeks to facilitate, rather than obviate, shopping. The solution will be available from app stores, and it increases the sense of security, comfort, and self-esteem of elderly people through providing them easy-to use technologies.

ElderHop provides a distinctive concept based on two pillars. On the one hand, by offering a carefully assembled set of easy-to-use services, it enables the elderly to stay active in shopping, thereby increasing their sense of efficacy and independence. On the other hand, the system is devised so that its use creates frequent opportunities for social interaction between its users: sharing of information, joint use of the product, synchronization of shopping activities.

Most of the individual services envisioned in the project are separately available in the market already, but not in the comprehensive and optimized combination that ElderHop aspired to devise, focusing on the specific needs of the elderly. This unique combination meets the requirements of modern – aging – societies, and provides a specific, tailor-made solution based on smart devices. The NFC-based payment solution built into ElderHop offers a secure and comfortable payment opportunity.

The product is designed for the specific needs of the elderly, but should also be attractive to younger generations seeking to enhance their shopping experience with select features of the system.

In short, ElderHop provides a single, coherent, and sleek bundle of services that takes into consideration the specific needs of the elderly, enhancing their shopping experience, while sparing them of the daunting task of finding their ways in the complicated menus of smart phones and the arcane mazes of their app stores. Further expected benefits include the increased digital inclusion of

the elderly through user-friendly interfaces adapted to their needs, and the assistance provided to the elderly in the search for special deals and discounts (i.e., helping them to save money).

### ElderHop consortium member

NO.	PARTNER ORGANISATION NAME	PARTNER ORG. ACRONYM
1	Mobility and Multimedia Coordination Office Nonprofit Ltd. (Hungary)	MMO
2	KIBU Innovation Nonprofit Ltd. (Hungary)	KIBU
3	Center for Usability Research and Engineering (Austria)	CURE
4	COOSS Marche (Italy)	COOSS
5	create-mediadesign GmbH (Austria)	CREATE
6	Intergrasys SA (Spain)	Intergrasys

## 1.1 Scope and objectives of the deliverable

This document provides a summary of dissemination, impact and awareness activities implemented by ElderHop consortium members during the whole project implementation process (between M1 and M30). This deliverable collects all the relevant activities and formulates some suggestions and recommendation for the future dissemination activities of the project.

## 1.2 Structure of the deliverable

The document includes the details of all relevant information of ElderHop public appearances grouped by the theme of the occasions.

## 2. LIST OF IMPLEMENTED DISSEMINATION, IMPACT AND AWARENESS ACTIVITIES

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### 2.1 List of implemented activities

Project partner	Activity	Date
MMO	Project kick-off meeting held in Budapest	13-14/09/2011
Integrasys	Participation at the AAL Forum 2011 with an ElderHop poster	26-28/09/2011
KIBU	Presentation of results of the ethnographic results on McLuhan Conference	26-28/10/2011
KIBU	HiTech Test Budapest – presentation of ElderHop project and collection of feedbacks	16/02/2012
COOSS	Production of a Project Leaflet in English and Italian devoted to project targeted users	19/06/2012
COOSS	Production of a Project Leaflet in English and Italian devoted to ICT experts and researchers.	19/06/2012
MMO	Press release on the project implementation	25/06/2012
COOSS	Keynote presentation about ElderHop regarding elderly shopping activities at AAL Summit 2012, in Bilbao (Spain)	27-29/06/2012
Integrasys COOSS	Presentation of ElderHop project by Intergasys and COOSS on AAL Summit 2012	27-29/06/2012
COOSS MMO	Project consortium meeting held in Ancona (Italy)	02/07/2012
KIBU	Presentation of Kitchen Budapest's ElderHop video ethnographic research at the EU Screen annual conference	13-14/09/2012
MMO Integrasys	Participation on AAL Forum 2012 in Eindhoven (The Netherlands) as	24-27/09/2012

	exhibitor with an ElderHop demo	
COOSS	Poster in Italian Language for FORITAAL 2012 (Parma, Italy)	17-19/10/2012
COOSS	Participation as speakers of Dr. Lupini Lorenza and Dr Antomarini Marco at FORITAAL 2012 presenting the project preliminary findings and the perspective on the Italian Market	17-19/10/2012
MMO	Small, interesting news on the actual issues of ElderHop project implementation published on MMO's official website	14/02/2013 - 19/02/2014
MMO	Presentation of ElderHop project by Mr. Barnabás Málnay on the national AAL Information Day organized by the Hungarian National Office for Innovation	08/03/2013
MMO	Presentation of Barnabás Málnay at the monthly eVITA Forum (in Budapest)	27/06/2013
MMO KIBU	Project consortium meeting held in Budapest (Hungary)	02/07/2013
COOSS	Participation as Exhibitors of Dr Lupini Lorenza and Dr Antomarini Marco at AAL Forum 2013 held in Norrköping, Sweden, presenting the project findings and the perspective concerning the field trials	24-26/09/2013
COOSS	Participation as Speakers of Dr. Lupini Lorenza and Dr. Antomarini Marco at AAL FORITAAL 2013 held in Ancona, Italy, presenting the project findings and the perspective concerning the field trials	23-25/10/2013
MMO	AAL workshop for regional representatives in Vienna (Austria)	04/11/2014
ElderHop consortium	Renewal of ElderHop project's website (www.elderhop.com)	16/12/2013
MMO	Informative project introduction	18/02/2014



	material sent to elderly homes and elderly clubs via email and Facebook	
MMO CREATE	Final project consortium meeting held in Vienna (Austria)	26/02/2014

### 3. CONSORTIUM MEETINGS

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During the project implementation period covered by this report, altogether four physical/personal consortium meeting were held for the project partners. These meetings are really important for the common understanding of project objectives and goals, as well as they foster the effective cooperation between ElderHop project partners.

As measurement instrument of the effectiveness of these consortium meetings we can use the common understanding of project partners participating personally on these events. Important – hidden – knowledge could be lost on the processes ensuring the successful project implementation based on the absence from such a meeting. Meeting minutes of such events and later direct communication activities could not help to get all the relevant information coming out through a personal/direct communication process.

These consortium meetings were closed, only project partners could participate at them. They offered a perfect platform for creation and actualization of project's communication messages to be used to a wider public audience.


Further physical consortium meetings are not planned between the consortium members, but representatives of the projects partners have regular Skype calls on the actual issues related to the project. Based on former experiences, consortium member will have discuss several issues related to ElderHop project in the future, like

- future dissemination activities related to project results;
- potential commercialization issues;
- potential future development issues;
- availability of system components;
- etc.


## 4. PARTICIPATION AT EVENTS ORGANIZED BY AAL OR NATIONAL FUNDING AGENCIES

### 4.1 AAL Forum 2011

This AAL event was held in Lecce (Italy), where our Spanish consortium partner (Integrasy) represented ElderHop consortium with a poster presentation. Poster used on the event:



**ELDERHOP**  
**Solution Assisting the Shop Hopping of Elderly**



The ELDERHOP project aims to provide a complex solution to elderly people wanting to be able to keep up active participation in one of the decisive, important and social activities they like doing on a daily basis - SHOPPING.

**Features**




Local offers on TV & Social capabilities




Location based services (Mobility assistance)





Emergency button & Call me back



Reading prices & information Shop Assistance User ID

**APPLICATIONS**

ELDERHOP applications are designed for mobile devices and TV. A revolutionary accessory device will provide inputs needed for the applications. Easy-to-use interfaces will ensure easy navigation for elderly users.

**for travelling**

- Public transport schedules (and through analysing the schedule focusing on the closest departure and arrival time of the public transportation vehicle).
- Location & Navigation based services, displaying of expected delays, "granny POIs", etc.

**For shopping**


- The user can view at home on the TV or PC where and what products have discounts the given day, how much saving can be realized if one store is selected instead of another (price comparison).
- Social neighborhood and family support.
- Elderly people will be assisted by the accessory device for reading prices and related information inside the shop.
- User identification for easy payment.


**For security**


- Emergency call, automatic / on demand, either through sending the activation of the emergency button on the accessory device or due to detecting a fall with the mobile devices accelerometers. "Call me back" service to reduce elderly anxiety.


**CONSORTIUM**















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## 4.2 AAL Summit 2012

On AAL Summit 2012 event both Italian and Spanish consortium partners were presented ElderHop from different point of view.

Dr. Lorenza Lupini (researcher at COOSS) presented the general mission of the project, its role within the society and problems trying overcome with the new development implemented within ElderHop project.



**COOSS marche**  
COMUNITÀ ASSISTITA

### a. User Centred Approach

The "user-centered approach" is the basis for the system design and is applied according to the needs and lifestyles of the older people

The research on users needs and requirement is fundamental to find the evaluation criteria of usability, accessibility and adaptability of the system

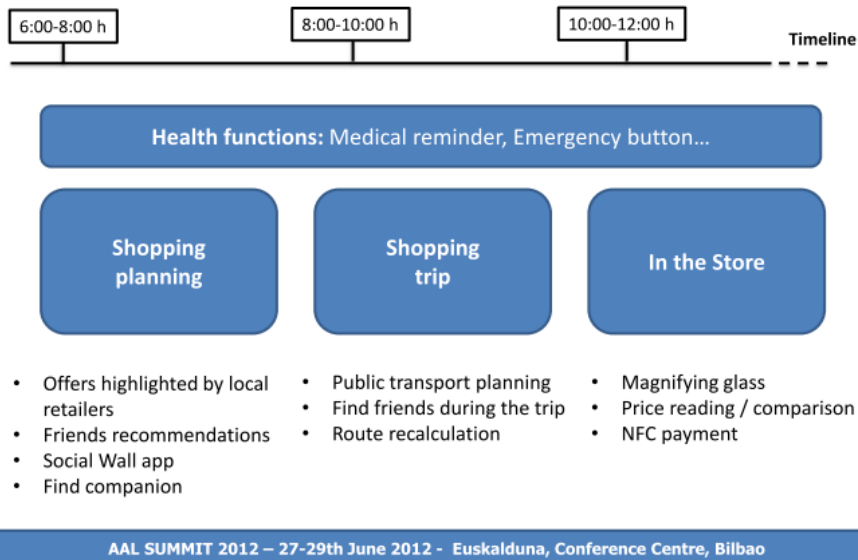
**Digital Mediators:**

1. help users in approaching ICT
2. provide technicians with users feedback

AAL SUMMIT 2012 – 27-29th June 2012 - Euskalduna, Conference Centre, Bilbao

Mr. Francisco Fornes (from Integrasys) presented parallel the direct implementation of ElderHop project the describing the ElderHop scenario in details.

## Elderhop: Scenario

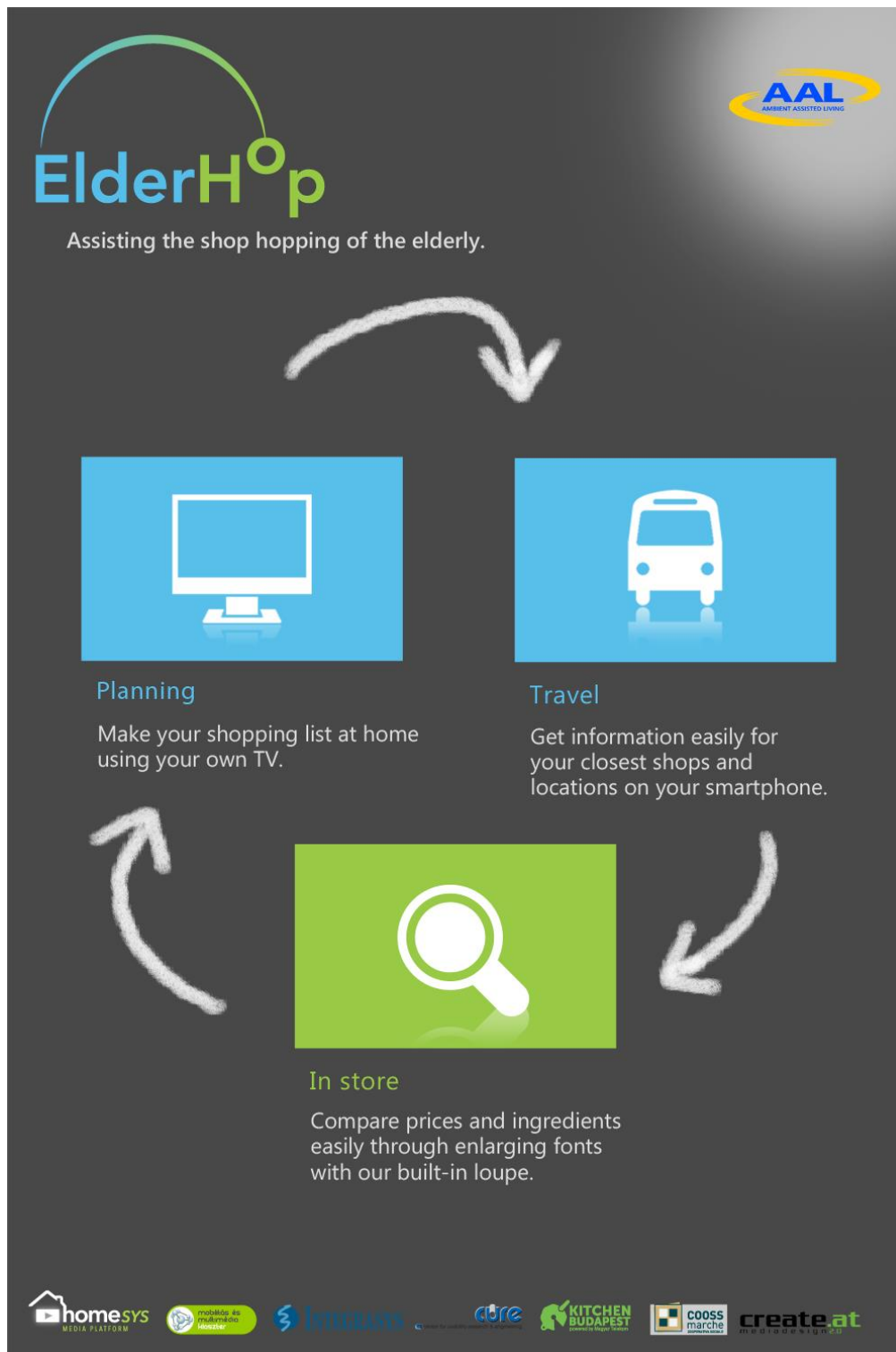


Unfortunately the two presenters used totally different design elements at their presentations (as the two presentations were held in different sections of the event, the disturbing factor of this situation could be decreased). After analysing these two presentation, ElderHop consortium realized the importance of the use of a common design which were created by CREATE later (within the first period of the project implementation).

### 4.3 AAL Forum 2012

On AAL Forum 2012 (held in Eindhoven, the Netherlands) MMO and Integrasys represented ElderHop consortium. Consortium members prepared for the booth presentation with an impressive poster and the demo application of final ElderHop solution (which was available on the tablet running on Windows8 platform). Both elements were using the new, creative design elements of ElderHop project which got excellent reviews by the participants of the event.

Poster shown at the event (can be used especially of potential target groups, first of all with end-users and their family members):



Screenshot of the demo application:



#### 4.4 FORITAAL 2012

Dr. Lorenza Lupini and Dr. Marco Antomarini (researchers at COOSS) represented ElderHop project at the Italian national AAL event.

Poster presentation used at the event was similar to the original ElderHop poster, based on the fact that this type of poster is more informative and gives more opportunities to the interpretation of project results. Focus of poster presentation was the publication of project's scientific results and achievements instead of creating a marketing event of the project. Poster used at this national event was the following:






Presentation held on the same event focused on the different ways and types of users' involvement during the whole project implementation period:





## Centralità dell'Utente





**USER CENTRED APPROACH** → base del *system design*

• L'indagine sui **BISOGNI UTENTI** → criteri di **usabilità, accessibilità e adattabilità** del sistema

• **FACILITATORE** → 1. verso gli anziani ad avvicinarsi alle **TIC**  
2. **informare i tecnici** sui feedback degli utenti

**TARGET**

- over 65
- competenze **digitali** base, minime o nulle
- piccoli **problemi** di vista / udito / uso mani
- fanno abitualmente la spesa in autonomia
- Austria, Italia, Ungheria



Ambient Assisted Living

terzo forum italiano

[www.elderhop.com](http://www.elderhop.com)







## Analisi Bisogni



**Strumenti differenti ed integrati di raccolta feedback**

**a. Austria ed Italia**

- (1) **FOCUSGROUP** con esperti;
- (2) **QUESTIONARI** con utenti;
- (3) **INTERVISTE GUIDATE faccia a faccia** con gli utenti e gli operatori;

**b. Ungheria**

- (4) **RIPRESE VIDEO** delle interviste agli utenti.

# Feedback



Ambient Assisted Living

terzo forum italiano

[www.elderhop.com](http://www.elderhop.com)

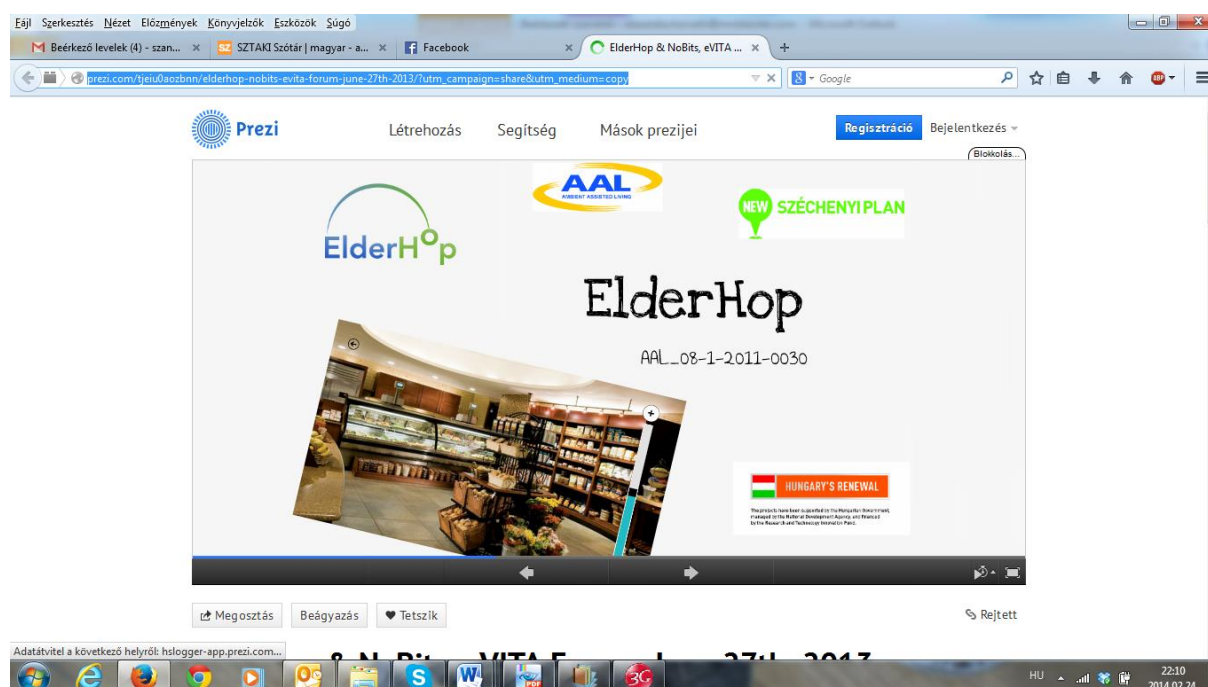




## 4.5 AAL Information Day organized by the Hungarian National Office for Innovation

The project coordinator, Mr. Barnabás Málnay presented the objectives of ElderHop project and its implementation process to the audience with the use of a Prezi presentation (as it looks generally more interesting and attractive to people).

Presentation presented at the event is available on the following link:  
[http://prezi.com/tjeiu0aozbnn/elderhop-nobits-evita-forum-june-27th-2013/?utm\\_campaign=share&utm\\_medium=copy](http://prezi.com/tjeiu0aozbnn/elderhop-nobits-evita-forum-june-27th-2013/?utm_campaign=share&utm_medium=copy)



## 4.6 AAL FORUM 2013

On the event AAL FORUM 2013 our Italian consortium partner, COOSS represented the project and the whole consortium. As exhibitors, Dr. Marco Antomarini and Dr. Lorenza Lupini presented the ElderHop project findings and their expectations on the field trials (planned implementation time was autumn 2013).

As presentation a short, informative and concentrated pitch was held on project's objective, the elements of the prototype (smart TV and smart phone), their advantages and the methodology used at the implementation of field trials.

Parallel with the oral presentation, a poster using the common design of ElderHop project was shown on the project objective and goals:



**AAL Forum 2013**  
Louis De Geer Konsert & Kongress  
Norrköping, Sweden  
23-25<sup>th</sup> of September

**EASILY EVERYWHERE WITH ElderHop**

**Planning**  
A **SMART TV** to interact with a portable device: you can make your shopping list at home

**Travel**  
A **PORTABLE DEVICE** to get information easily for your closest shop and location, facilitates mobility in indoor/outdoor environment and social interaction

**In shop**  
An **application** to compare prices and ingredients easily through enlarging fonts with our built-in **magnifying glass**

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**Project web site:**  
<http://www.elderhop.it>

**In partnership with:**  
COOSS, Università del Marche, core, create.at, INTEGRATIS

## 4.7 FORITAAL 2013

Dr. Lorenza Lupini and Dr. Marco Antomarini presented the ElderHop consortium on this national AAL event. Abstract submitted to the organizers of the event and the publication presenting the main elements of presentation's content is available upon request at the presenters (only in Italian language).

## 4.8 AAL Regional Workshop in Vienna

Mr. Barnabás Málnay project coordinator hold a short presentation on ElderHop project with general project information and with projects results as well as demo presentation was available during the whole one-day event in Vienna dedicated for regional decision makers.

Presentation (prepared in a template given by AAL organizers) showed at the event can be requested by the consortium leader Mobility and Multimedia Coordination Office Nonprofit Ltd. ([info@mmklaszter.com](mailto:info@mmklaszter.com)).



## 5. PARTICIPATION AT OTHER CONFERENCES AND EVENTS

### 5.1 McLuhan Conference

Presentation Mr. Attila Nemes (researcher and project manager at KIBU) at the international McLuhan's Philosophy of Media Centennial Conference (in Brussels) is an official publication of first results of ethnographic research implemented

within ElderHop project. The presentation was focused mainly the achieved scientific results used by this unique methodology.

The presentation of Mr. Nemes (prepared in Prezi) is available on the following link:

[http://www.mcluhacentennial.eu/?page\\_id=307](http://www.mcluhacentennial.eu/?page_id=307)

## 5.2 HiTech Test 2012

HiTech Test 2012 event was a unique initiative in Hungary which provided a platform (meeting place) of ICT developers to present their newly developed app (before these developments were ready for market launch) to those (potential) users who were open for such initiatives and were willing to give useful feedbacks and suggestions to the developers' team. The event use the well-known LEAN methodology which offered a unique opportunity for the collection of the opinions of end-users with really innovative character.

On a poster presentation KIBU's experts presented the main features of ElderHop app and during interactive conversations they collected all the relevant feedbacks which could be used at the later development process.

Inspirative poster presented at the event:

# ELDERHOP

Vásárlást támogató rendszer az idős emberek számára

Az Elderhop projekt célja, hogy egy korszerű eszköz és alkalmazás fejlesztésével segítséget nyújtsunk az idős embereknek vásárlásuk intézésében, kapcsolattartásuk hatékonyságában és biztonságuk növelésében.

## UTAZÁS

TERVEZÉS	+ NAVIGÁCIÓ	+ FOURSQUARE
Előre látva tervez a bevásárlás helyét, időpontját, hogy mit vásárol.	Működik az útmutató a térképen, hogy hol kell menni, hogy hol kell várni, hogy hol kell várni.	Megmutatja a helyszíni állapotot, hogy hol kell várni, hogy hol kell várni.

## BIZTONSÁG

VESZÉLYZET ESETÉN	+ EMLÉKEZTETŐ	+ SZEMÉLYES ADATOK
Ha veszélyes helyzetbe kerül, azonnal hívja a mentőket, vagy a rendőrséget, hogy segítsen.	Emlékeztet a bevásárlásról, hogy ne felejtse el a listán szereplő dolgokat.	Tartalmaz egy NFC kártyát, ami tárolja a felhasználó adatait.

## VÁSÁRLÁS TERVEZÉSE

SZÖRŐLAP	+ BEVÁSÁRLÓ LISTA	+ ÜZENŐFAL
Az előzőleg látott termékek listája.	Bevásárlási lista, amely tartalmazza a szükséges dolgokat, hogy ne felejtse el semmit.	A felhasználó kommunikálhat más felhasználókkal, hogy megkérdezzék őket a vásárlásról.

## VÁSÁRLÁS TÁMOGATÁSA

PÉZSÉZS	+ NAVIGÁCIÓ	+ ARÓSSZEHASONLÍTÓ
NFC kártyával történő fizetés.	Segít eligazodni a bevásárlási helyen, hogy ne tévedjen el.	Azt mutatja meg, hogy melyik termék a legolcsóbb, hogy ne kelljen túlfizetni.

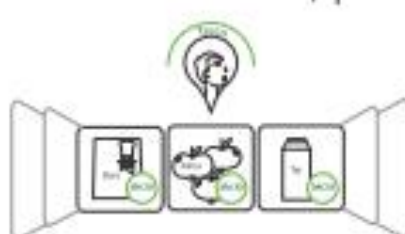


Photo of the event and the environment:



### 5.3 EU Screen Annual Conference

Presentation of Mr. Attila Nemes on the ethnographic research and its results implemented within ElderHop project.

The presentation is available on the link below:

<http://emc.elte.hu/studio/eu-screen/>

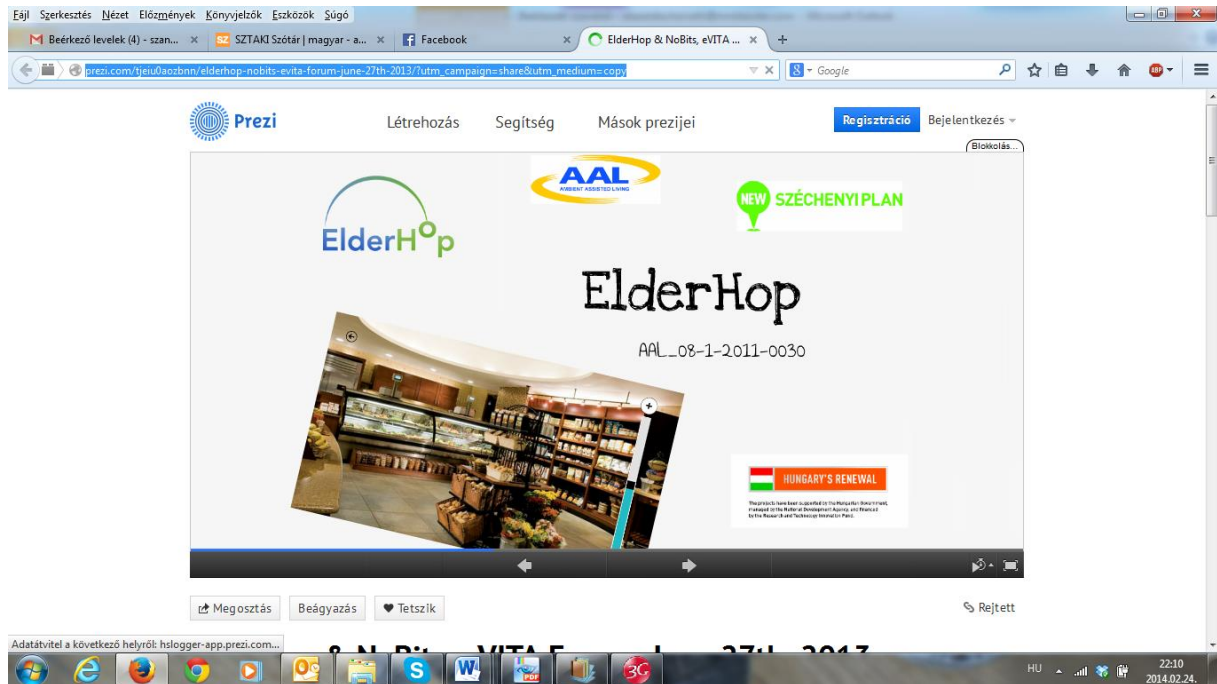
### 5.4 eVITA Forum

Presentation of Mr. Barnabás Málnay on ElderHop project's main issues, focusing the specific audience of the event (mainly persons involved into AAL



projects or open for such innovations are presented on the regular events organized by the Hungarian eVITA Platform members).

Presentation is available on the following link and on eVITA's website as well:  
[http://prezi.com/tjeiu0aozbnn/elderhop-nobits-evita-forum-june-27th-2013/?utm\\_campaign=share&utm\\_medium=copy](http://prezi.com/tjeiu0aozbnn/elderhop-nobits-evita-forum-june-27th-2013/?utm_campaign=share&utm_medium=copy)



## 6. LEAFLETS

During the project implementation process only the Italian consortium partner prepared leaflets on the project implementation targeting (separately) end-users and experts. This communication instruments is important for them as significant parts of ElderHop field trials were implemented in Italy, so they needed the cooperation and involvement of the audiences targeted by these leaflets.

Leaflets were printed both in Italian and English language, using the same design elements and content.

Leaflet used by COOSS:

### ELDERHOP: an European Project

The project will be conducted by an international consortium led by a Hungarian company (Mobility and Multimedia Ltd) and consists of industries and research institutes from Austria, Hungary, Italy and Spain.



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*Solution Assisting the Shop Hopping of Elderly*  
aal-2010-3-037

[www.elderhop.com](http://www.elderhop.com)



### Introduction

The ELDERHOP project is part of the AAL 2010 Joint Programme and aims to "provide innovative ICT-based solutions to older persons, which means innovative products, systems or services addressing identified wishes and needs of the end-users" in order to "prolong the time of the well-being in aging" (aging well). Today, in fact, the tendency is to propose solutions and services to increase the sense of independence in older people and their active participation in the benefits of a society, the digitization and the fruition, through the new technologies, of goods and services (self-serving society).

### Main Goals

For many older people to go out for shopping is one of the decisive moments of the day and socialization which cannot be eliminated, but, rather, facilitated. The ELDERHOP project will aim to provide an integrated solution for older people who want to be able to take part in these essential, important and socializing activities of their daily life as shopping and making purchases of various kinds are. The intent of the project is to carry out specific industrial research aimed at finding a solution based on new technologies to foster the independence of older people and to promote their active participation in what is called "self-serving society" is, the company that the EU defines as the place "access to the use of digital goods and services".

### ELDERHOP System

ELDERHOP offers an open-source technology applicable to a **smart-TV** interacting with a **portable device** that will help the elderly during the 'Shopping-Planning', getting offers from retailers, recommendations from other users and helping in creating a shopping list.

ELDERHOP is a support in 'Travel': the portable device plans the route, shows it on a map, ensures that older people, will be able to know the exact timetable of public transport and latest information about delays, shares the user location with friends and family; an application with 'Health Functions', as an emergency calling list, a medical reminder or the medical ID will reduce the sense of anxiety during the period they are away.

ELDERHOP will also help elderly 'in store' comparing prices and ingredients through enlarging fonts with our built-in magnifying glass and helping them remembering the PIN, if forgotten, in order to pay with credit or debit cards.



Planning



In store



Travel

The solution will be based on a combination of two devices: through the smart-TV the user will interface in a simple and immediate way. The different applications are developed and customized according to the specific needs of end users. The system will also be equipped with a portable device that will allow you to easily control the main functions of the service.

A key element of all applications will be their simplicity and immediacy of use and ergonomics.



Based on environment protection principles, ElderHop consortium made a decision on not using paper-based leaflets during the second period of project implementation process, and we plan to maintain this behaviour at our future dissemination activities as well.

## 7. PRESS RELEASE

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The creation and the publication of an official press release is one of obligatory communication elements in the case of funded projects required by the Hungarian national funding agency (National Development Agency).







The design of this press release is strictly bound by the requirements of the funding authority (with all the logos to be used within the text and their layout, font type, language etc.), as well as the main elements of the content.

Hungarian project partners had to create at least two press release related to the ElderHop project implementation process:

- (1) At the beginning of the project implementation process (this press release was created when the Hungarian consortium members signed their national grant agreement with the Hungarian funding agency);
- (2) When the project implementation process was officially finished

As the official Hungarian funding agency was changed within this time period requirements related these press release were changing a little bit as well. After preparation of the final press release of ElderHop project, the complete layout of this press release has to be approved by the contact point representing the new funding agency (and dedicated for this project)

First press release created based on the regulations which were actual at that time:

<div data-bbox="311 517 365 551">  </div> <div data-bbox="606 517 761 573">  </div> <p><b>SAJTÓKÖZLEMÉNY</b></p> <p><b>„AZ IDŐSÖDŐ TÁRSADALOM SZÁMÁRA VÁSÁRLÁST SEGÍTŐ MEGOLDÁS” MEGVALÓSÍTÁSÁRÓL</b></p> <p>2012 / 06 / 25</p> <p>„Az idősödő társadalom számára vásárlást segítő megoldás” című projekt az Ambient Assisted Living (AAL) Program keretében, nemzetközi együttműködés keretében valósul meg. A projekt nemzetközi azonosítója: ElderHOp. A projekt keretében megvalósuló hazai tevékenységek teljesülése érdekében a Nemzeti Fejlesztési Ügynökség, a Kutatási és Technológiai Innovációs Alap forrásaiból összesen 61.873.000,- Ft visszatérítési kötelezettség mentes támogatás biztosít. A projekt megvalósításában közreműködő szervezet a MAG – Magyar Gazdaságfejlesztési Központ Zrt. Hazai projektazonosító: AAL_08-1-2011-0030.</p> <p>A projekt célja, hogy komplex megoldást nyújtson azon idős emberek számára, akik aktívak kívánnak maradni a meghatározó, fontos társas tevékenységek terén, pl. a napi bevásárlásban. A projekt megvalósítását végző nemzetközi konzorcium egy olyan, idős emberek számára optimalizált termékcsoport kifejlesztését tűzte ki célul, ami a lakásból kimozduló idős emberek vásárlását igyekszik megkönnyíteni és stressz-mentesebbé tenni, elősegítve ezáltal az idős emberek mobilitását, függetlenségét és saját aktív életük fölötti kontrollját.</p> <p>A szolgáltatás a tervek szerint:</p> <ul style="list-style-type: none"> <li>- segít az időseknek naprakész információ biztosításával a környezetükben lévő üzletek kedvezményes akcióiról;</li> <li>- segít az időseknek abban, hogy megtalálják ezen üzleteket;</li> <li>- csökkenti az út folyamán gyakran felmerülő félelmeket, azáltal hogy „egy gombnyomással működő” segítségnyújtást nyújt;</li> <li>- segít abban, hogy az idős emberek a tömegközlekedési eszközök menetrendjét jobban lássák, és azonnali információt kapjanak azok esetleges késéséről;</li> <li>- segít abban, hogy a termékek árát könnyebben el tudják olvasni;</li> <li>- abban, ha elfelejtették hitelkártyájuk kódját/jelszavát;</li> </ul> <div data-bbox="295 1167 518 1218"> <p>Mobilitás és Multimédia Koordinációs Iroda Nonprofit Kft. Cím: 1127 Budapest, Fehérvári út 80. Email: <a href="mailto:info@mmkiaszter.com">info@mmkiaszter.com</a> <a href="http://www.mmkiaszter.com">www.mmkiaszter.com</a> <a href="http://www.szechenyiterv.gov.hu">www.szechenyiterv.gov.hu</a></p> </div> <div data-bbox="541 1178 745 1238"> <p>Nemzeti Fejlesztési Ügynökség www.nfu.gov.hu Külső elveto</p> <p> <b>EUROPEAN UNION</b></p> <p>A projektet a Magyar Kormány támogatja, a Nemzeti Fejlesztési Ügynökség keretében, a Kutatási és Technológiai Innovációs Alap forrásaiból nyújtott támogatással.</p> </div>	<div data-bbox="944 517 999 551">  </div> <div data-bbox="1233 517 1388 573">  </div> <p>- és a jövőbe előnézve a mobilitással való fizetésben is.</p> <p>A projekt megvalósításában közreműködő nemzetközi konzorcium tagjai:</p> <ol style="list-style-type: none"> <li>1. Mobilitás és Multimédia Koordinációs Iroda Nonprofit Kft. (<a href="http://www.mmkiaszter.com">www.mmkiaszter.com</a>) – Magyarország</li> <li>2. KIBU Innováció Nonprofit Kft. (<a href="http://www-kitchenbudapest.hu">www-kitchenbudapest.hu</a>) – Magyarország</li> <li>3. HomeSys Media Szolgáltató Kft. – Magyarország</li> <li>4. Center for Usability Research and Engineering (<a href="http://www.cure.at">www.cure.at</a>) – Ausztria</li> <li>5. COOSS Marche (<a href="http://www.cooss.marche.it/">http://www.cooss.marche.it/</a>) – Olaszország</li> <li>6. create-mediadesign GmbH – (<a href="http://create.at">http://create.at</a>) – Ausztria</li> <li>7. Integrasy SA (<a href="http://www.integrasy-sa.com/">http://www.integrasy-sa.com/</a>) – Spanyolország</li> </ol> <p>A projekt megvalósítása 2011. szeptember 1. óta zajlik, a közreműködő felek aktív kooperációja által. A projekt hazai támogatási szerződése nemrég került megkötésre (projektazonosító: AAL_08-1-2011-0030). A magyar konzorciumi partnerek elsődlegesen a projektmenedzsment biztosításáért, a fejlesztési feladatok irányításáért és lebonyolításáért, valamint a potenciális üzleti modell összeállításáért felelnek.</p> <p>A projekt céljairól, eddigi eredményeiről, valamint a projektmegvalósítás előrehaladásáról a konzorciumvezető Mobilitás és Multimédia Koordinációs Iroda Nonprofit Kft. munkatársaitól kérhető az <a href="mailto:info@mmkiaszter.com">info@mmkiaszter.com</a> emailcímen.</p> <div data-bbox="927 1167 1150 1218"> <p>Mobilitás és Multimédia Koordinációs Iroda Nonprofit Kft. Cím: 1127 Budapest, Fehérvári út 80. Email: <a href="mailto:info@mmkiaszter.com">info@mmkiaszter.com</a> <a href="http://www.mmkiaszter.com">www.mmkiaszter.com</a> <a href="http://www.szechenyiterv.gov.hu">www.szechenyiterv.gov.hu</a></p> </div> <div data-bbox="1171 1178 1375 1238"> <p>Nemzeti Fejlesztési Ügynökség www.nfu.gov.hu Külső elveto</p> <p> <b>EUROPEAN UNION</b></p> <p>A projektet a Magyar Kormány támogatja, a Nemzeti Fejlesztési Ügynökség keretében, a Kutatási és Technológiai Innovációs Alap forrásaiból nyújtott támogatással.</p> </div>
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Second official press release on ElderHop project:



## SAJTÓKÖZLEMÉNY

**AZ „ELDERHOP – AZ IDŐSÖDŐ TÁRSADALOM SZÁMÁRA VÁSÁRLÁST SEGÍTŐ MEGOLDÁS” PROJEKT MEGVALÓSÍTÁSÁRÓL**

2014.03.14.

**A Mobilitás és Multimédia Koordinációs Iroda Nonprofit Kft. mint konzorciumvezető, több mint 61 millió forint vissza nem térítendő támogatást nyert a „20.4.1. Ambient Assisted Living (AAL\_08\_01)” című pályázaton, az Új Széchenyi Terv keretében. A közel 180 millió forintos összköltségvetésű beruházásból „Az idősödő társadalom számára vásárlást segítő megoldás” című projekt valósult meg.**

A projekt célja, hogy komplex megoldást nyújtson azon idős emberek számára, akik aktívak kívánnak maradni a meghatározó, fontos társas tevékenységek terén, pl. a napi bevásárlásban. A projekt megvalósítását végző nemzetközi konzorcium egy olyan, idősök számára optimalizált megoldást (applikációt) fejlesztett ki, amely a lakásból kimozduló idősök bevásárlását igyekszik megkönnyíteni és stresszmentesebbé tenni, elősegítve ezáltal az idősök mobilitását, függetlenségét és saját aktív életük fölötti kontrollját.

Az ElderHop szolgáltatás

- segít az idősöknek naprakész információ biztosításával a környezetükben lévő üzletek kedvezményes akcióiról;
- segít az idősöknek abban, hogy megtalálják ezen üzleteket;
- csökkenti az út folyamán gyakran felmerülő félelmeket, azáltal hogy „egy gombnyomással működő” segélyszolgáltatást nyújt;
- segít abban, hogy az idős emberek a tömegközlekedési eszközök menetrendjét jobban lássák, és azonnali információt kapjanak azok esetleges késéséről;
- segít abban, hogy a termékek árát könnyebben el tudják olvasni.

A konzorcium jelenleg végzi a prototípus későbbi hasznosításához szükséges kezdeti lépések megvalósítását, továbbá a megoldás termékesítésében nyitott új, együttműködő partnerekkel való kooperációra is.

**Mobilitás és Multimédia Koordinációs Iroda Nonprofit Kft.**

Cím: 1075 Budapest, Madách Imre út 13-14.

E-mail: [info@mmkiaszter.com](mailto:info@mmkiaszter.com)

Honlap: [www.mmkiaszter.com](http://www.mmkiaszter.com)

[www.ujsechenyiterv.gov.hu](http://www.ujsechenyiterv.gov.hu)



A projekt a Magyar Kormány támogatásával, a Nemzeti Fejlesztési Minisztérium kezelségében, a Kormány- és Technológiai Innovációs Alap finanszírozásával valósult meg.

The final (and approved) press release will be available on MMO's official website, so anybody can download and use it for communication and dissemination activities.

## 8. RENEWAL OF ELDERHOP PROJECT WEBSITE

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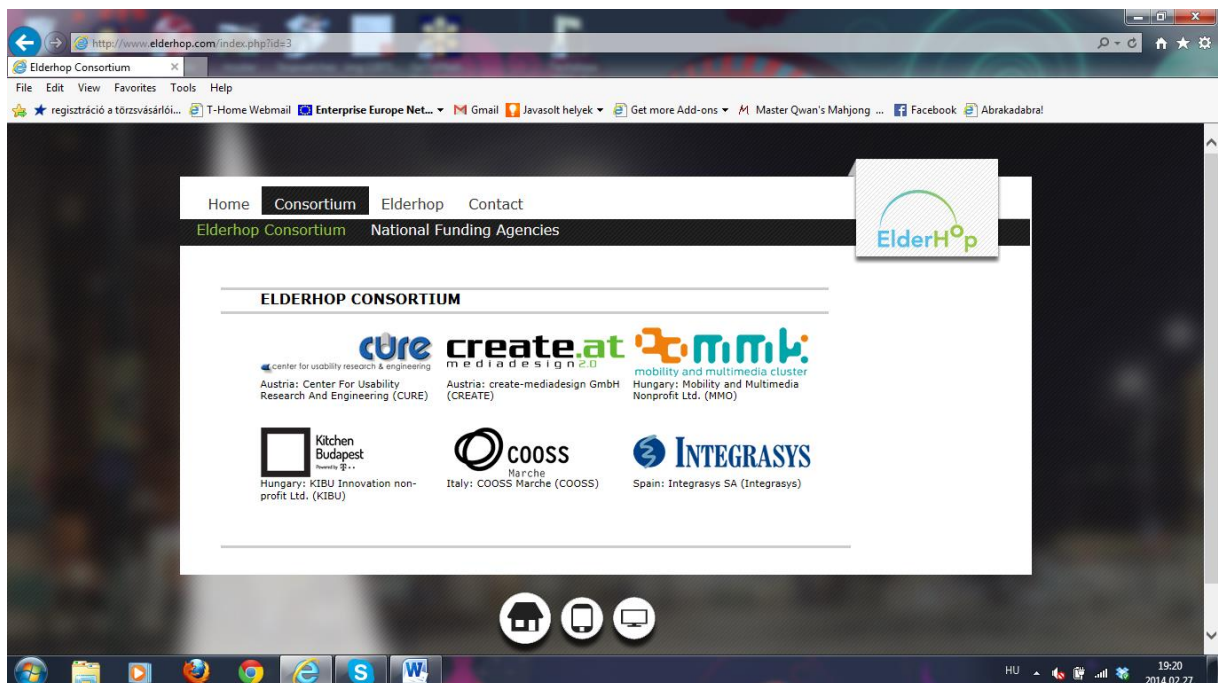
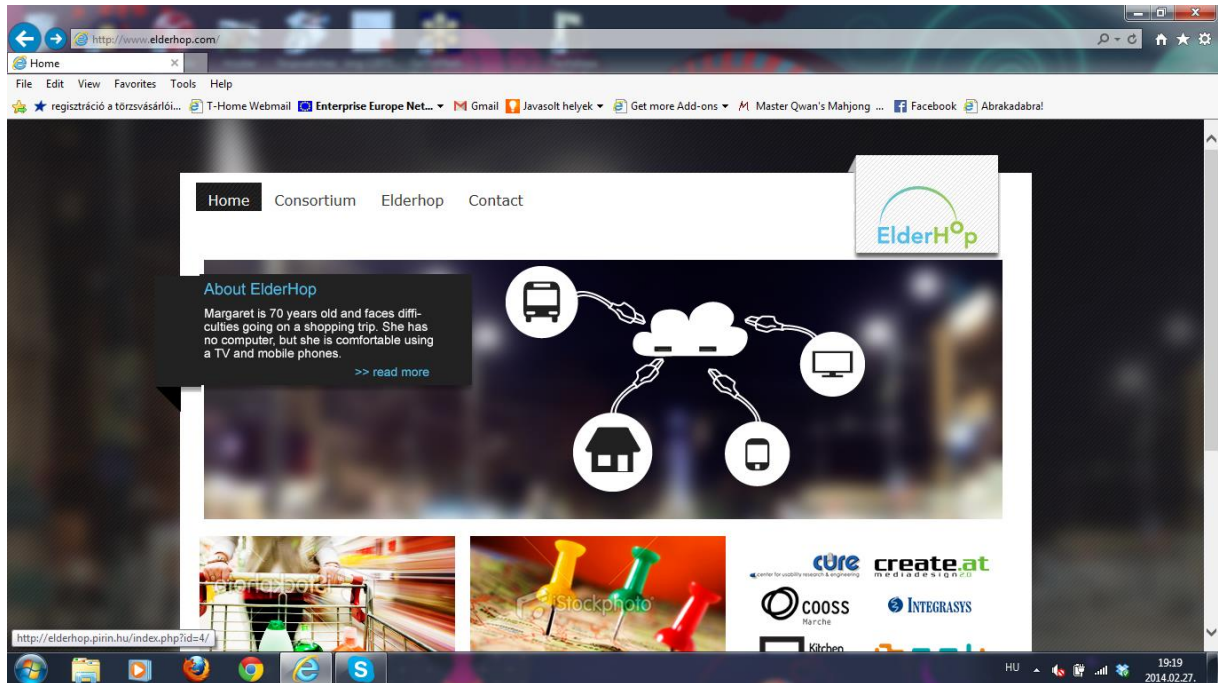
Based on the consortium decision made on the official ElderHop consortium meeting in July 2013, ElderHop's project website ([www.elderhop.com](http://www.elderhop.com)) was renewed mainly with the cooperation of MMO and CREATE. The new website is impressive, informative, useful and (based on the received feedbacks) attractive for the potential target group/end-users.

Structure of the new website looks like the following:

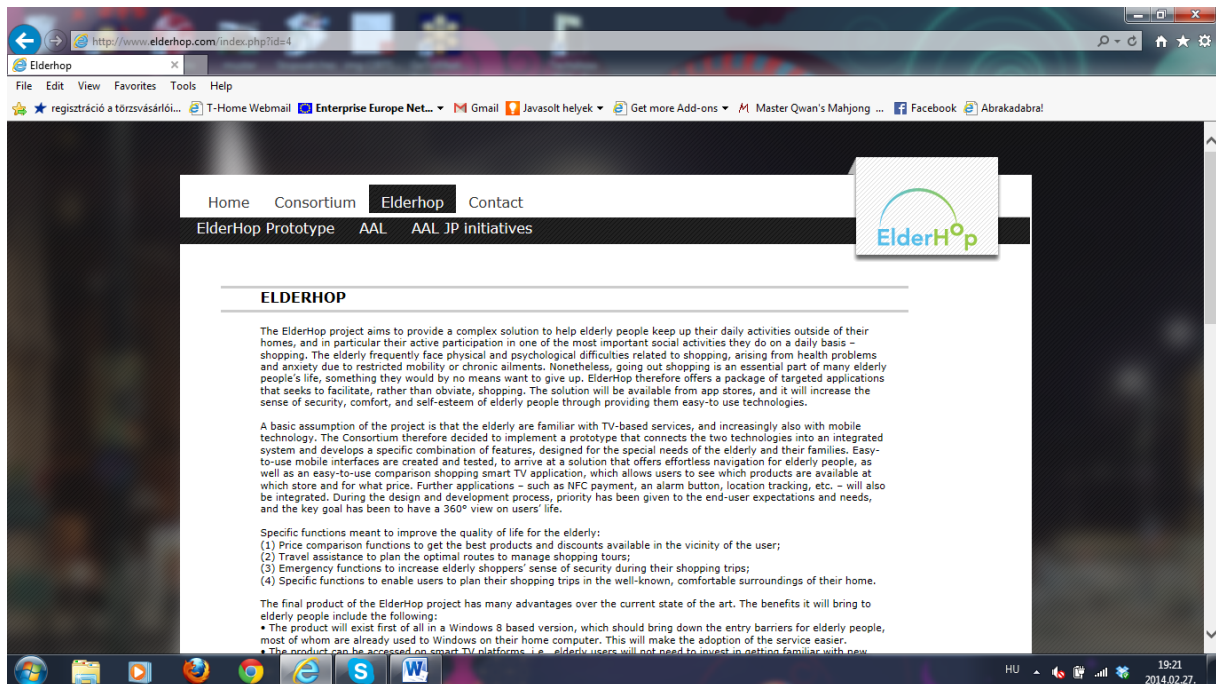
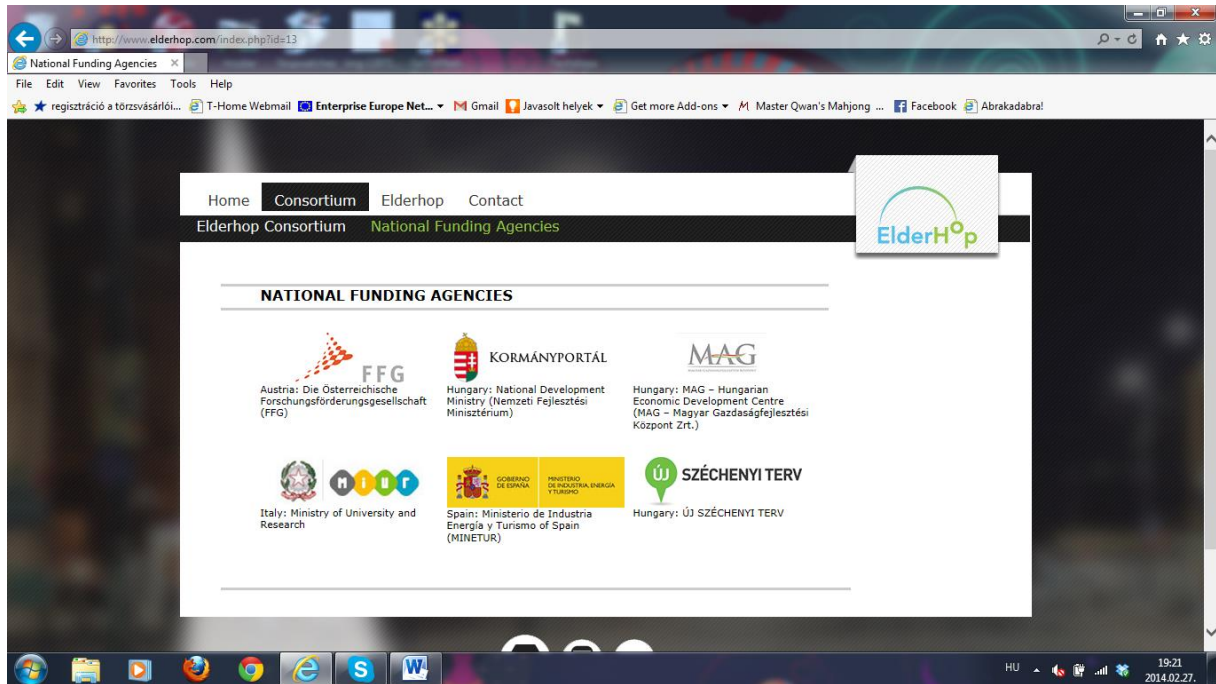
- Home
- Consortium
  - ElderHop consortium
  - National Funding Agencies
- ElderHop
  - ElderHop prototype
  - AAL
  - AAL JP Initiatives
- Contact

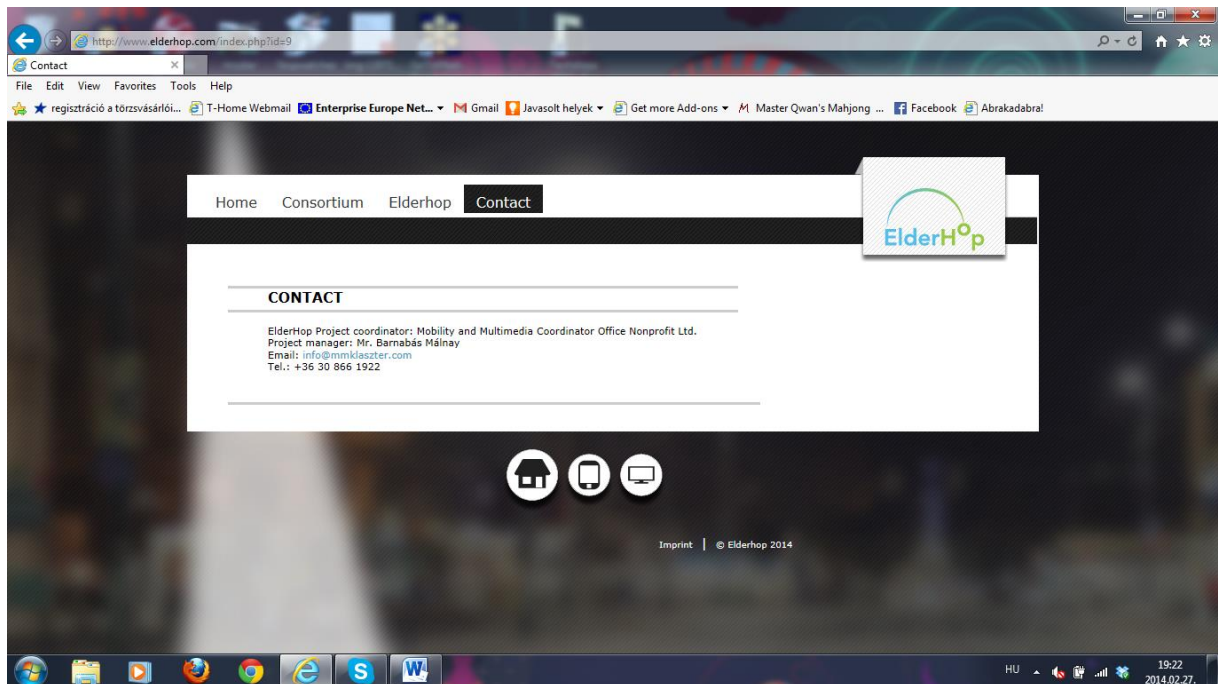
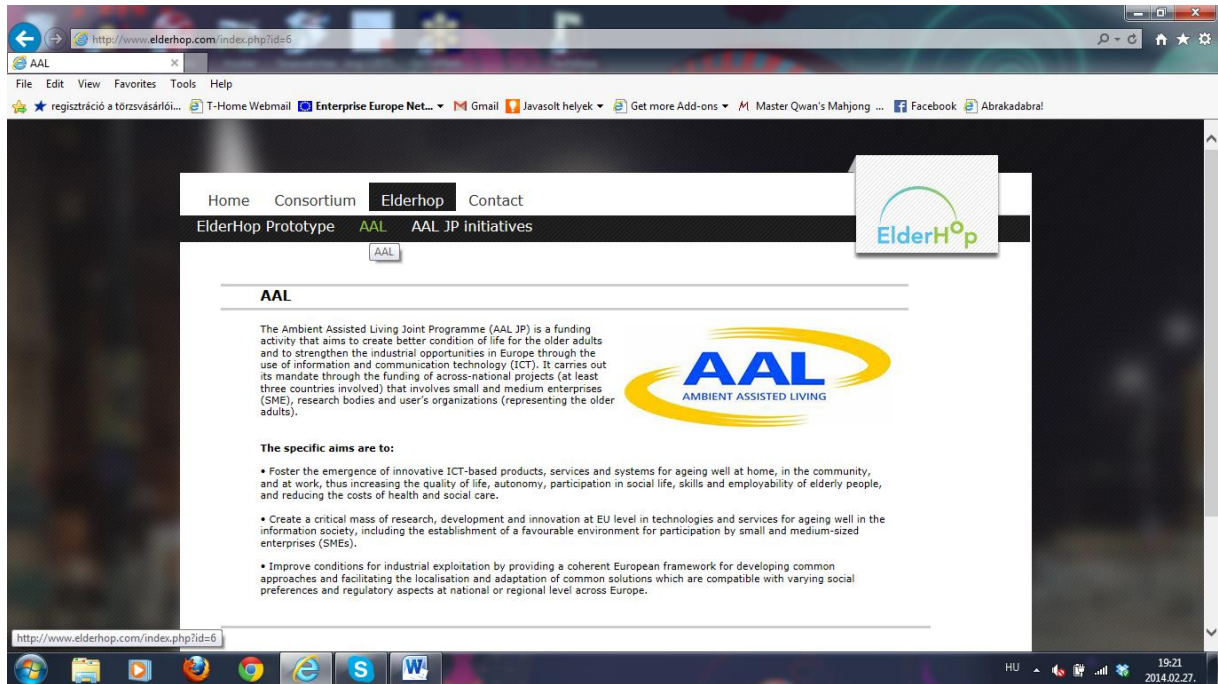
Visitors of the new website can get all the relevant information on the project, prototype and the funding construction of the project on one place. Direct links to the consortium partners' websites and national funding agencies' websites were embedded into the content as well. If visitors need further information on ElderHop project and project results, they can find the availability of consortium leader there, too. Important effort was made by the consortium to channel all the request for further information on ElderHop project directly to the consortium leader (project coordinator), as information given on the project can be structured and controlled in the most effective way. If some visitors needs specific information (for example on development issues or on field trials etc.), the project coordinator can collect it from the relevant project partner.

Screenshots of the current website:









## 9. INTERESTING, INFORMATIVE AND ACTUAL NEWS ON ELDERHOP PROJECT

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ElderHop consortium realised during the second period of the project implementation process the importance of giving actual, informative news on the project itself and on the project implementation process to the potential end-users on a regular basis. Activities related to this goal were implemented in 3 different ways.

### 9.1 Information on the websites of ElderHop consortium members

Main information of the ElderHop project is available on the websites of all consortium members as following (mainly on their national languages with direct link to the main ElderHop website):

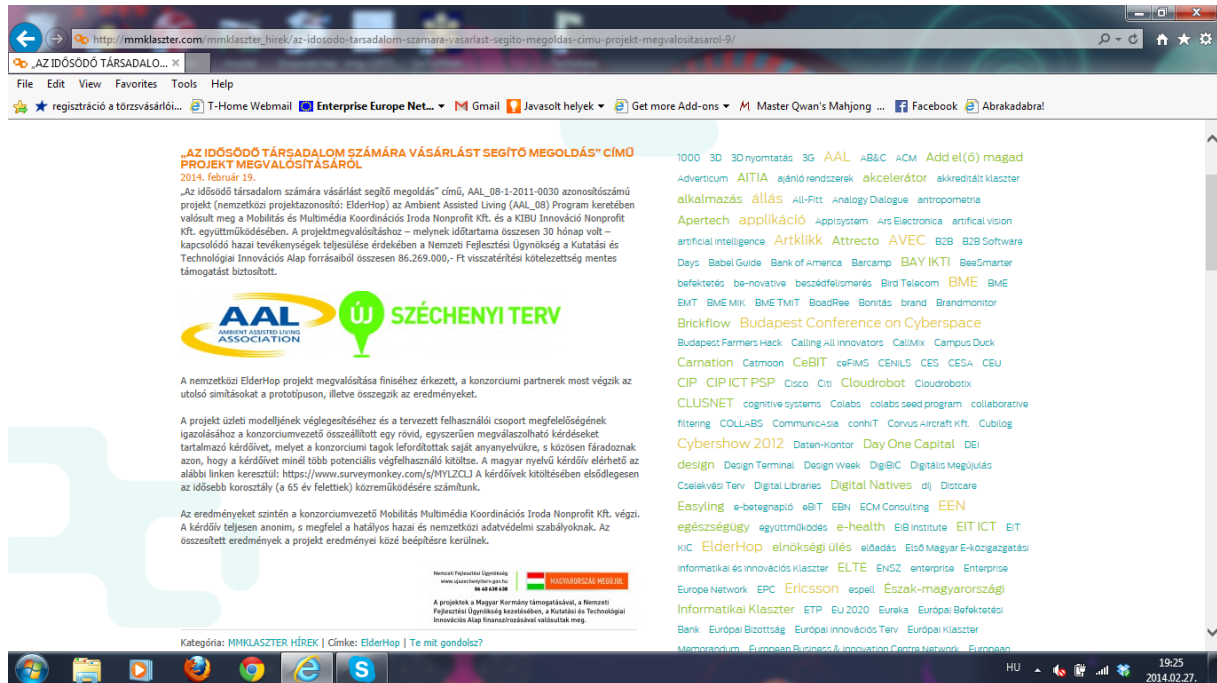
- (1) [http://mmklaszter.com/mmklaszter\\_hirek/elderhop-az-idosodo-tarsadalom-szamara-vasarlast-segito-megoldas/](http://mmklaszter.com/mmklaszter_hirek/elderhop-az-idosodo-tarsadalom-szamara-vasarlast-segito-megoldas/)
- (2) <http://kitchenbudapest.hu/#/projects/elderhop>
- (3) <http://www.cure.at/ecfundedprojects>
- (4) <http://www.cooss.it/it/ricerca/>
- (5) <http://www.integrasys-sa.com/projects.php?type=fp&name=AAL%20ELDERHOP&tab=Description>

### 9.2 News on actual issues

MMO provided news on actual information related to ElderHop project implementation process on his official website on a regular basis (in every 5-6 weeks). Visitors of MMO's website were informed on development activities, meeting opportunities with the project partners (when project partners participated at different public events, on the availability of ElderHop questionnaire etc.).



Example for it:



### 9.3 Information letter to potential end-users

As MMO tried to collect all the relevant information which could be used at finalization of ElderHop business model, a questionnaire was created for analysis the end-users' habits and behaviours. The questionnaire was translated in all relevant languages of the project partners (Hungarian, German, Italian and Spanish) , and availability of the questionnaire was sent to potential end-users and different groups of end-users. A nice information letter was created and sent (including the availability of the questionnaire).

## 10. FUTURE DISSEMINATION ACTIVITIES

ElderHop consortium will continue its communication, dissemination and awareness raising activities after the official project implementation period as well (for example MMO will send out the official final ElderHop press release approved by the Hungarian national funding agency; CURE will submit two abstracts for the event AAL FORUM 2014 etc.). Dissemination activities – if

requested – will be coordinated by MMO, but some general suggestion can be defined related these activities.

Suggestions for dissemination, impact and awareness raising activities of ElderHop project for the future:

- (1) Updating of ElderHop website is necessary for the increase the chance of commercialization of ElderHop project results.
- (2) Use of the website of project partners own website for providing information for the wider audience.
- (3) Use of small, interesting news (for example on project partners' websites) can help maintaining the interest for the project until the target groups.
- (4) Focus of the communication messages should be always positive.
- (5) Regular monitoring activity of the potential presentation and publication opportunities is suggested.
- (6) Further participation at national and international AAL events where important feedbacks for funding authorities can be collected.
- (7) Direct communication with the potential end-users either on events organized for them or with the use of other communication instruments.
- (8) At the dissemination, impact and awareness activities the use of environment friendly communication instruments should be preferred (for example e-materials instead of traditional leaflets etc.).
- (9) Connection of potential partners, end-users with the project coordinator is really useful as it can enhance the commercialization activities of ElderHop prototype.