



# D5.5 – Marketing Material and Website

Project acronym: I'CityForAll  
Project name: Age Sensitive ICT Systems for Intelligible City For All  
Strategic Objective: Socio-acusis ICT solutions for a better social well-being of Elderly People  
Project number: **AAL 2011-4-056**  
Project Duration: July, 1<sup>st</sup> 2012 – Jun, 30<sup>th</sup> 2015 (36 months)  
Co-ordinator: CEA : Commissariat à l'Energie Atomique et aux Energies Alternatives  
Partners: UPD : Université Paris Descartes  
          ENEA : Agenzia nazionale per le nuove tecnologie, l'energia e lo sviluppo economico sostenibile  
          TUM : Technische Universität München  
          CRF : Centro Ricerche FIAT  
          CENTICH : Centre d'Expertise National des Technologies de l'Information et de la Communication pour l'autonomie  
          Active Audio,  
          EPFL : Ecole Polytechnique de Lausanne – Lab. D'Electromagnétisme et d'Acoustique

## D5.5

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Once completed please e-mail to WP leader with a copy to

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D5.5	Executive Summary
<p>The aim of the deliverable D5.5 is to describe the main supports designed for dissemination by the consortium during the 8 first months of ICityForAll project activities. The most fundamental are the logo and the website. Additionally, we present two more communication supports. First designed was the current brochure of the project design for dissemination at the AAL congress in Berlin (February 2013), thanks to the presence of one of our partner, TUM . The second one is a slide of presentation that has been collegially designed in order to present the project even by partners or AALJP CMU.</p>	

<b>Dissemination Level of this deliverable</b>	
<b>PU</b>	Public
<b>Nature of this deliverable</b>	
<b>R</b>	Report

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<b>Date</b>	<b>Version</b>	<b>Reviewer</b>	<b>Recommendations</b>
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<b>Authorisation</b>			
<b>No.</b>	<b>Action</b>	<b>Company/Name</b>	<b>Date</b>
1	Prepared	Active Audio/R. Cazin	14/03/2013
2	Approved		
3	Released		

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## 1. Introduction

During the 8 first months of the project, as planned at the task5.1, *Dissemination activities*, the logo and the website of project were designed and approved by the consortium. Additionally, we've had the opportunity to be present at the AAL congress in Berlin (February 2013), thanks to the presence of one of our partner, TUM. For this event, a brochure was elaborated by the partners of ICityForAll. At final, one slide of presentation has been also collegially designed and is devoted to dissemination on the project by partners and AAL JP CMU. This report presents the achievement of these four activities respectively in the four next section.

## 2. Logo

The definition of a logo is important for a new company or a new consortium as ICityForAll. The goal of the logo is to fix clearly the ideas about the matter of the company or project.

In our case, the goal of ICityForAll is to improve intelligibility and sound source localization for people suffering of presbycusis, with keywords as "mobility", "urban spaces", "transport areas" and "cars".

As a consequence, the philosophy of a proposed logo by Active Audio is to represent a loudspeaker, build on an urban space with transportation means (aircraft, train, car).

A discussion on the dokuwiki was open for any comments. All the comments we received have been taken into account. Here is the proposed version :



## 3. Website

Through the website, the consortium will inform the public about the I'CityForAll activities by a continually updated website. Basically it will give an overview about the project and will give compiled press material and publications. This website is located at <http://www.icityforall.eu>. The website is hosted by the coordinator CEA. This website will be promoted by links from the partners web sites as well as from the AAL web site. The three next subsection present respectively the technical implementation of the website, its content and the process approved by the consortium for its updating.

### a. Technical implementation

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The website is implemented using html 5, php and css coding. It is designed as a static website, that can only be modified by the designer, Active Audio.

It is expected, later in the project, to have a part of the website with controlled access, only for members of the consortium. It will be dedicated to host a sound database and will be coded with html5, Javascript and JSON.

## b. Content of the website

The first release of the I'CityForAll web site containing 2 pages has been designed by Active Audio, and on line since 25 January 2013.

On the top of every page there is a horizontal navigation tool which allows to access to each page. A special effort has been made in order to leave the website accessible to impaired people, for example by choosing high contrast in the colors (light grey and red).

The homepage of the website (see figure 1) gives a summary of the project objectives.

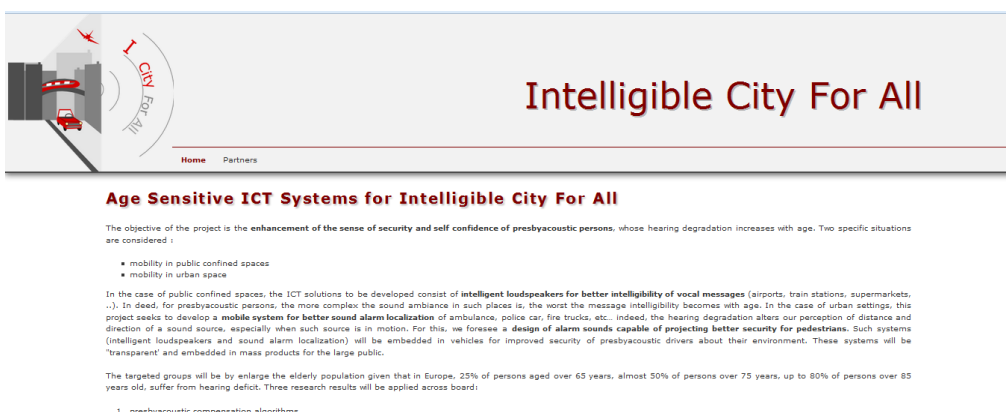


Figure 1 : home page of the I'CityForAll website

The second page holds the logo of consortium partners with links to their website (see figure 2).



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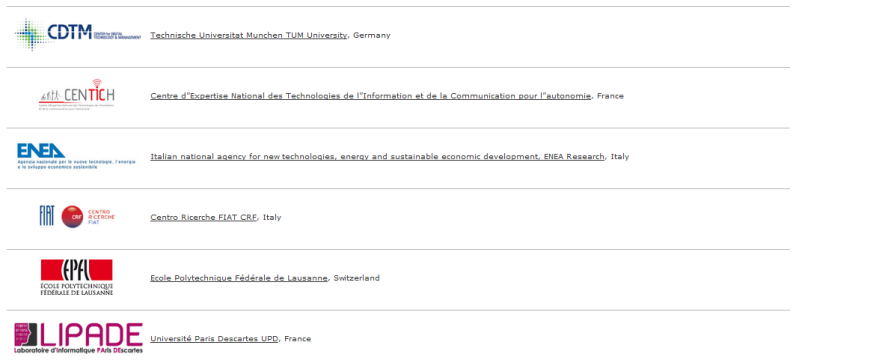


Figure 2 : Partner page of the I'CityForAll website

Some comments have been made, and will lead to a modification of the website after the GA of March 2013. A new version is currently formulated according to the following type scheme

- **Home** : with a very brief introduction to the project
- **Summary**: A more detailed introduction of I'CityForAll aims, based on the summary currently located at home page. It could contain a graphic depicting the different phases of the I'CityForAll project
- **Partners**: A brief introduction of members of the I'CityForAll consortium together with links to their websites.
- **Press**: Information for the media, press releases and other material.
- **Contact**: This page holds contact information of the project.

to be submitted to the approval of the partners by sending them a link to page scans posted on the dokuwiki of the project.

### c. Updating process of the website

To maintain this website the partners agreed on the following process :

1. all the remarks coming from the partners are duly written in the section WP5 of the project dokuwiki by each partner (available at : <https://www-cityforall cea.fr/doku.php?id=wp5> with a restricted access ).
2. They will be taken into account and added to the website by an update every 3 months. Note that the first update is planned just after the GA, before end of April 2013.
3. After each update, ActiveAudio will send an email to All.

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#### 4. AAL congress in Berlin

For the representation by TUM at AAL congress in Berlin in February 2013, we have designed a brochure. The brochure presented in figure 3 giving a presentation of ICityforAll was distributed at:

- \* The AAL Infoday in Brussels on February 6th (174 visitors). At least 50 brochures have been taken by the visitors.
- \* The AAL Infoday inLuxemburg on February 18th (60 visitors). At least 15 brochures have been taken by the visitors.
- \* An AAL network dinner of the AAL program in Munich (7 AAL Bavarian research teams and companies included in the project) .

This brochure will be downloadable on the website of the project ( Press page) after the next update of the website.

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Company

Research group

■ Project

Project partners

Coordinator:  
CEA LIST (France)

Parties Involved:  
UPD (France)  
ENEA (Italy)  
TUM (Germany)  
CRF (Italy)  
CENTICH (France)  
ACTIVE AUDIO (France)  
EPFL (Switzerland)

Project finance

Funding agencies:  
ANR, BMBF, MIUR, FDEA, CNSA

Amount of funding:  
EUR 2,409,300



Targeted application scenarios:  
(a) confined public spaces and (b) vehicle.

Objectives

The project I'CityForAll (Age Sensitive ICT Systems for Intelligible City For All) aims at enhancing the sense of security and self-confidence of presbycousic persons, whose hearing degradation increases with age. Two situations are considered: mobility in public confined spaces and mobility in urban space. For public confined spaces, the ICT solutions consist of intelligent loudspeakers for better intelligibility of vocal messages. For urban mobility, I'CityForAll partners will develop a system embedded in vehicles for better sound alarm localization of ambulances, police cars, fire trucks, etc., as the hearing degradation alters perception of distance and direction of sound source. These systems will be "transparent" and embedded in mass products for the large public. We target the design of embedded solutions in mass products at reasonable cost for persons with pseudo-normal and presbycousic hearing without impacting normal hearing people (concept "for All").

AAI deliverables

Based on an end-user orientated evaluation carried out within I'CityForAll, the main deliverables are:

- Objective quality criteria for vocal announces and alarms
- Loudspeakers dedicated to large spaces (i.e. railway stations), integrating the global processing chain of emission, correction and generation of vocal announces with various ambient noises
- Vehicles equipped with automatic real-time presbycusis equalization and alarm localization systems
- Intelligibility For All recommendations

Demonstrators will be presented at the end of the I'CityForAll project, scheduled for June 2015.

Target partners

The targeted partners are companies interested in integrating the compensated loudspeaker system developed during the project, such as:

- Public transport companies
- Museums
- Supermarkets
- Associations

Contact details

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## 5. Slide of presentation

Additionally, a slide of presentation has been collegially designed in order to present the project.

This basis can be useful for any partner in order to print some flyers or brochures in different events (file available on : <https://www-icityforall.cea.fr/doku.php?id=wp5>, restricted access):

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### Age Sensitive ICT Systems for Intelligible City For All

The project **I'CityForAll** aims at enhancing the sense of **safety and self-confidence** of presbycusis persons whose **hearing degradation increases with age**.

For **elderly persons**, this is impacting on the **intelligibility of vocal messages** and their perception of the **distance-direction of alarm sounds** and of their **alarming power**.

The project consortium focuses on finding **2 ICT solutions** for 2 situations:



**1. Mobility in public confined spaces: smart loudspeakers for better intelligibility** of vocal messages.



**2. Mobility in the urban space: system embedded in vehicles for better localization of alarm sounds** (e.g. ambulances, police cars) and an **appropriate enhancement of car signal alarms** (e.g. safety belt warning, lane change warning).

These systems will be "transparent" and embedded in mass products for the large public at reasonable cost for persons with pseudo-normal and presbycusis hearing without impacting normal hearing people: **concept "for All"**.

AAL 2011-4-056, 2012-2015



[www.icityforall.eu](http://www.icityforall.eu)

**I'CityForAll partners:**

UPD (France)  
 ENEA (Italy)  
 TUM (Germany)  
 CRF (Italy)  
 CENTICH (France)  
 ACTIVE AUDIO (France)  
 EPFL (Switzerland)

**Subcontractors:**

LinkLab –TELNET (Tunisia)  
 ESCOOP (Italia)

**Coordinator:**

CEA LIST (France)

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