Deliverable 4.6

Dissemination and Exploitation Report

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Abstract

This document is Deliverable D4.6 "Dissemination and Exploitation Report" of the DALIA (Assistant for DAily Life Activities at Home) project within Call 5 of the Ambient Assisted Living Joint Programme. Deliverable D4.6 lists up the dissemination (for scientific partners) respectively exploitation (for industry partners) activities within the first year of the DALIA project.

Version	Date	Changes	Name	Organisation
1.0	18.03.2014	Initial Creation	Hermann Stern	TUG
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Content:

1 Executive Summary

This document is Deliverable D4.6 "Dissemination and Exploitation Report" of the DALIA (Assistant for DAily Life Activities at Home) project within Call 5 of the Ambient Assisted Living Joint Programme. Deliverable D4.6 lists up the dissemination (in particular for scientific partners) respectively exploitation (in particular for industry partners) activities within the first year of the DALIA project. Due to the early stage of development in DALIA, efforts are primarily targeted towards dissemination activities.

2 Introduction

The dissemination and exploitation of DALIA project results is based on the publication and presentation of the various milestones and results achieved within the project. Partners will continually disseminate results of the project to academic and professional communities on various media and events throughout the project lifetime.

3 Dissemination and Exploitation Activities

DALIA dissemination and exploitation activities are targeted towards spreading the project results towards potentially interested parties across stakeholders including policy makers, industry groups, geographical markets and the academic community for the technology/product/services and potential applications.

3.1 Project Corporate Identity / Logo

For a common appearance of the project, an initial Corporate Identity (CI) including Lettering/Logo and Templates (for internal, external documents and presentations) has been created.

DALIA Lettering | **DALIA Logo**

Figure 1: DALIA Lettering and Logo

3.2 Project Website

The DALIA project Web page has been created in June 2013 at **http://www.dalia-aal.eu** and serves as main information hub for spreading news regarding project progress and outcomes. As the development of DALIA advances, new sections will be added where the DALIA consortium will present a glimpse on the features which are currently being developed.
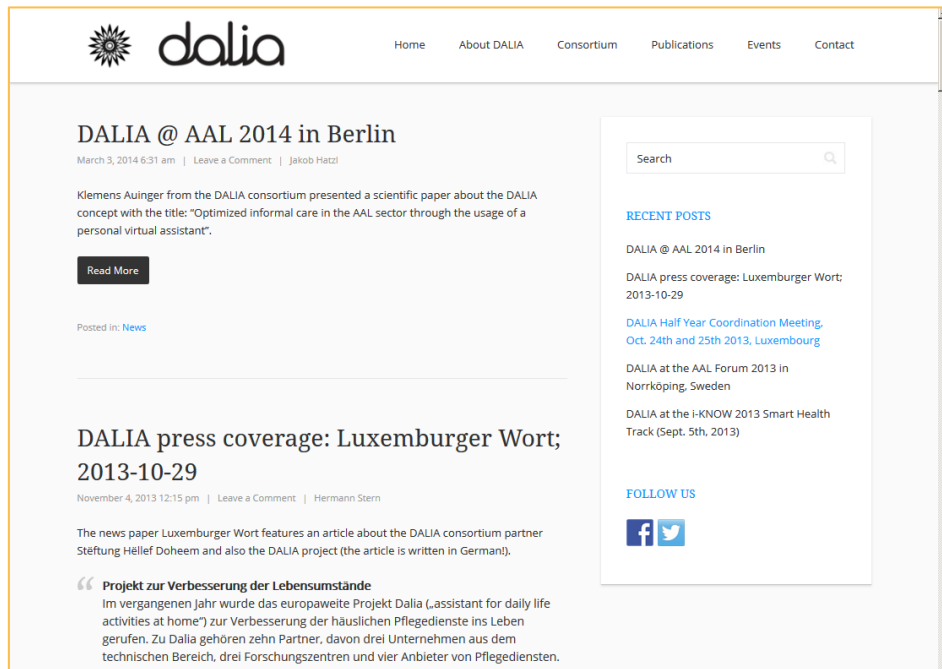
Figure 2: DALIA Project Website

3.3 Consortium Partners Websites

General Information regarding the DALIA approach, as well as the individual role(s) with-in the project are presented on the individual partners company Web pages.

3.4 DALIA Press Kit

A DALIA press kit has been compiled containing images and textual project abstracts to be handed out to for instance newspapers, conferences or interested companies. In addition a flyer summing up the main unique selling propositions has been created.

Figure 3: DALIA Press Kit – Images

Figure 4: DALIA Press Kit – Flyer

As development of DALIA goes further and things get more concrete, the DALIA consortium aims at releasing high-level information regarding the progress to the press on a regular basis.

In addition DALIA Flyers have been created for individual organizations (and thus in specific languages), for instance for ZONMW (the Dutch organization that is the Dutch financier within AAL).

Figure 5: Dutch DALIA Flyer

To spread the word about DALIA the consortium in particular aims at visiting local conferences and events and be present there with information material about DALIA (the existing Press Kit, current Screenshots, Demo Videos, PowerPoint Slides, etc.).

3.5 Social Media

Since June 2013 content from the DALIA Webpage is also automatically transferred to social media platforms like Facebook or Twitter, offering the possibility to discuss individual entries or news.
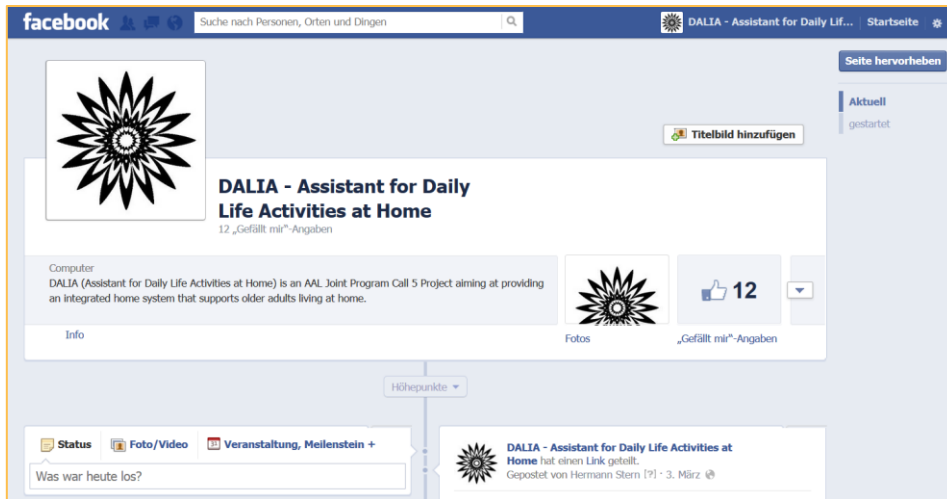
Figure 6: DALIA Facebook Page
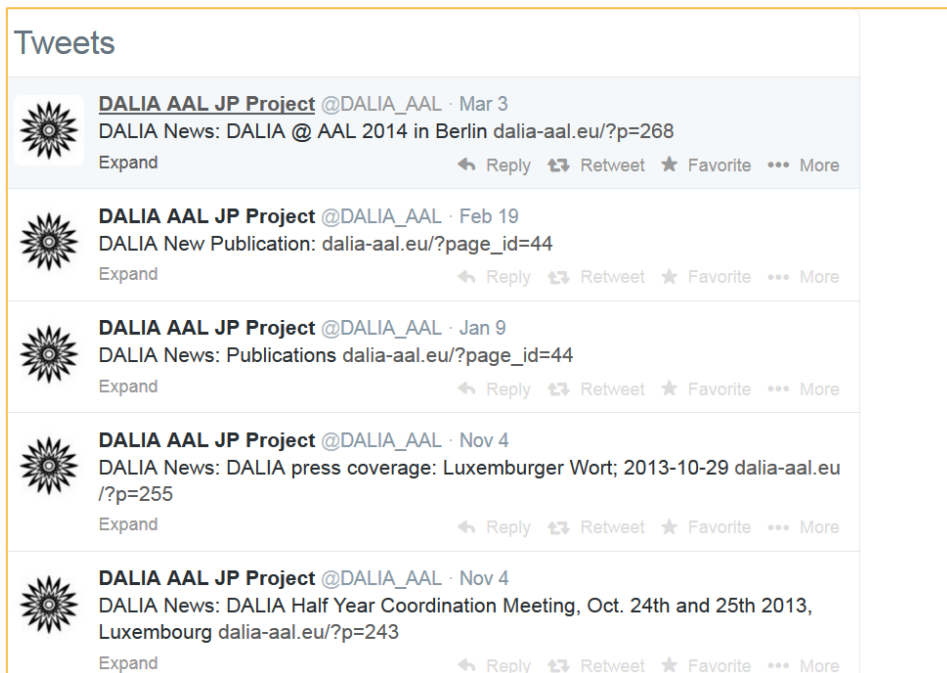
Figure 7: DALIA Twitter Page

3.6 Press and Media Coverage

Date	Article	Medium	Partner	Coverage
2013-02	DALIA is presented in the February Newsletter 2013 to 7'000 „terzGönner" (bene-factors) and "terzExperten" (experts)	Newsletter	TER (CH)	Newsletter
2013-05-13	DALIA Kick-Off Meeting Blog News	DALIA Web Page	TUG (AT), EXT (AT)	WWW
2013-06-20	News Article „Ein Avatar als Begleiter"	Kleine Zeitung (Austrian Newspaper), DALIA Web Page	TUG (AT)	Newspaper; WWW
2013-08-02	DALIA Public Questionnaire Launch Blog News and Public Availability of Questionnaire	DALIA Web Page	TUG (AT), EXT (AT)	WWW
2013-08-22	DALIA at the i-KNOW 2013 Smart Health Track (Sept. 5th, 2013) Blog News	DALIA Web Page	TUG (AT), EXT (AT)	WWW
2013-09-27	Television	Regional TV Oost Local RTV Deventer	DIJ (NL)	Regional TV
2013-10-16	DALIA at the AAL Forum 2013 in Norrköping, Sweden Blog News	DALIA Web Page	TUG (AT), EXT (AT)	WWW
2013-10-24	DALIA Half Year Coordination Meeting, Oct. 24th and 25th 2013, Luxembourg Blog News	DALIA Web Page; Press Release in Luxembourg	TUG (AT), EXT (AT), SHD(LUX)	WWW
2013-10-17	Interview	De Stentor (Dutch Newspaper)	DIJ (NL)	Newspaper
2013-10-29	News Article in Luxemburger Wort: „Projekt zur Verbesserung der Lebensumstände"	Luxemburger Wort (Luxembourg Newspaper), DALIA Web Page	SHD (LU)	Newspaper; WWW
2013-12	Survey (by questionnaire) of "terzGönner" and "terzExperten" asking for objects they lost lately	Newsletter / Survey	TER (CH)	Newsletter
2014-03-03	DALIA Scientific Paper Presentation AAL 2014 in Berlin Blog News	DALIA Web Page	TUG (AT), EXT (AT)	WWW

3.7 Scientific Papers, Invited Talks, Presentations

Date	Type and Title	Conference	Partner
2013-09-05	Invited Talk: E.M.M.A. – Excellent Mobile Medical Application in Ambient Assisted Living (DALIA*)	Special track on Smart Health at i-KNOW 2013, Graz, Austria; http://i-know.tugraz.at/	TUG (AT), EXT (AT)
2013-09-24-2013-09-26	DALIA Booth Presentation	AAL Congress Norrköping, Sweden	IHL (CH)
2014-01-01	Publication: K. Auinger, J. Kriegel - Identifikation von Nutzeranforderungen durch Kreativtechniken am Beispiel des europäischen AAL Projekts DALIA in e-Health 2014 – Informationstechnologien und Telematik im Gesundheitswesen (Editors: F. Duesberg (Hrsg.)), 2013, pp. 277-282	Book Chapter: http://www.e-health-2014.de/	FHO (AT)
2014-01-21-2014-01-22	Publication and Presentation: Auinger, K. / Kriegel, J. : Optimierte Laienpflege im AAL Bereich durch Einsatz eines persönlichen virtuellen Assistenten. In : Tagungsband 7. AAL Kongress, Berlin, VDE, 2014, 5 S.	7. Deutscher AAL-Kongress; Berlin, Germany http://conference.vde.com/aal/	FHO (AT)
2014-02-25	Invited Talk and Paper: Auinger, K. / Kriegel, J.: e-Health for Homecare – Multinationales Requirements Engineering mittels Pull-Strategie in der Laienpflege. In: Kundisch, D. / Suhl, L. / Beckmann, L. (Hrsg.): Tagungsband Multikonferenz Wirtschaftsinformatik 2014 (MKWI 2014). Paderborn, Universität Paderborn, 2014, S. 631-643	Multikonferenz Wirtschaftsinformatik 2014 (MKWI 2014), Paderborn, Universität Paderborn, Germany	FHO (AT)
2014-03-15	Invited Talk and Paper: Virtuelle AAL Assistenz in der Laienpflege; eine (kritische) technik- und sozialwissenschaftliche Fallanalyse des Projekts DALIA.	Accepted at: AAL Testregion Westösterreich; Dornbirn, Austria; (May 16, 2014) http://www.fhv.at/forschung/uct/uday/uday-12	TUG (AT); FHO (AT)

3.8 Workshops / Promoting Sessions

Title	Target Audience	Partner
DALIA Promotion Session	Local and province government officials	VIR (NED)
DALIA Promotion Session	Ministry of housing welfare and sport	VIR (NED)
DALIA Workshops	Care organizations in the Netherlands in Leeuwarden, Eindhoven, Apeldoorn and Rotterdam	VIR (NED)
DALIA Promotion Session	«Landsgemeinde» (congregation) on June 5th 2013	TER (CH)
DALIA Promotion Session	Students at Graz University of Technology; offering ideas for bachelor and master level projects both at the beginning of winter term 2013 and summer term 2014	TUG (AT)
User Centric Design Workshop	User centric design workshop with potential customers (terzStiftung-Experts) at University Lucerne of Applied Sciences and Arts on March 13 2014. Usability and user interface for DALIA Calendar. Early SW stage mockup tests.	IHL (CH)

3.9 Strategic Partnerships

During development of the Business Model the DALIA consortium aims at initiatiating strategic partnerships with different institutions of our network to detect and use synergies where they exist (e.g. hardware supply, mobile service contracts, etc.).

- Exthex applied for the West AAL field test with DALIA. The West AAL field test will incorporate about 80 households in western Austria and was searching for F&E projects as well as finished solutions which can be put on a catalogue for further selection of the West AAL consortium.

- Know-Center GmbH (www.know-center.at) has become Associative Partner of the DALIA project.

4 Definitions, Acronyms and Abbreviations

AAL	Ambient Assisted Living
DALIA	Assistant for **DA**ily **Li**fe **A**ctivities at Home
EXT	exthex GmbH
FHO	Upper Austria University of Applied Sciences / Institute of Applied Health and Social Sciences
IHL	Lucerne University of Applied Sciences and Arts / iHomeLab
SHD	Stëftung Hëllef Doheem
TER	terzStiftung
TUG	Graz University of Technology
VIR	Virtual Assistant bv