



AXO-SUIT



AXO-SUI: Assistive exoskeleton suitable for elderly persons

AXO-SUIT Dissemination Report

Workpackage WP5: Commercialisation

Task D5.4: Public and Scientific dissemination

Deliverable D5.4 Report on dissemination activities

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Classification:

Restricted to AXO-SUIT consortium

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EU AAL Joint Programme: National Funding Agencies for AXO-SUIT





Ambient Assisted Living Joint Programme



AXO-SUIT: Assistive exoskeleton suitable for elderly persons

Task D5.4: Public and scientific dissemination

Task Co-ordinator: Hjälpmedelsteknik Sverige AB

Task Members: Aalborg University
University of Limerick
COMmeto bvba
Hjälpmedelsteknik Sverige
Welldana, Denmark

AXO-SUIT Partnership:

Participant no.*	Participant organisation name	Participant short name	Organisation type	Country
1 (Coordinator)	Aalborg University	AAU	Univ, End user	Denmark
2	University of Gävle	UGAV	Univ, End user	Sweden
3	University of Limerick	UoL	Univ, End user	Ireland
4	Welldana A/S	WELL	End user, IND	Denmark
5	Bioservo Technologies AB	BIOT	IND, business	Sweden
6	MTD Precision Engineering Ltd	MTD	IND, business	Ireland
7	Hjälpmedelsteknik Sverige	HJALP	End user	Sweden
8	COMmeto bvba	COM	IND, Business	Belgium



Rationale and strategy – dissemination

Background

AXO-SUIT consortium is a joint project between Denmark, Sweden, Belgium and Ireland. Three academic partners; University of Limerick (UoL), Aalborg University (AAU) and Högskolan i Gävle (UGAV) and five companies; Hjälpmedelsteknik Sverige AB (HJALP), Commeto (COM), BioServo (BIOT), Welldana (WEL) and MTD Precision Engineering (MTD) are part of the consortium.

AXO-SUIT is a full body modular exoskeleton primarily developed for elderly people. This means that a full body exoskeleton can be offered to the market. AXO-SUIT can also offer modules targeted to specific joints or parts of the body.

AXO-SUIT is at the moment in prototype phase. R&D is divided in two major parts; upper body exoskeleton is developed by AAU and lower body by UGAV. COM is responsible for software and integration and MTD develops the hardware.

HJALP has the lead responsibility for commercialization activities together with members in the Commercial committee.

Communication

Information from AXO-SUIT leverages from several sources. Research development is communicated via our academic partners in scientific publications, seminars etc. Some information is spread to professionals via seminars, hearings and workshops. The communication to general public is mainly done via social media like Twitter, Facebook and LinkedIn. The progress in the project is reported on the AXO-SUIT website; www.axo-suit.eu.

AXO-SUIT is also displayed on the AAL Programme official website; <http://www.aal-europe.eu/projects/axo-suit/>.

AXO-SUIT will be exposed at the national public event Folkemødet at Bornholm, Denmark in June 16-19 this summer. This even is targeted to politicians, opinion leaders and is a great opportunity for AXO-SUIT to market the exoskeleton to important decisions makers.

More information about Folkemødet: <http://bornholm.info/en/peoples-meeting>

Strategy for communication

The aim behind our communication is to spread knowledge from research to the community and market AXO-SUIT to potential end users and dealers. The focus for our communication is to explain the possibilities with extra power when performing physical activities and how this extra power can help people in daily activities and increase quality of life.

Since exoskeletons still are a novel product and less known for the general public one major task is to explain robotics as a user friendly technique that the user controls. The image of robots and robotics is still partly influenced by science fiction and one major issue for us is to play down this image in favour of robotics as friendly, controlled by the user and a helper in daily life.

Communication activities for 2016

AXO-SUIT will continue the communication in 2016 and we will mainly try to simplify and break down our messages and target specific customer groups. This can for example be people suffering from muscular fatigue and/or pain in joints. The upper body is judged especially interesting and we will focus our communication around the arm (hand, elbow and shoulder) during 2016. Our consortium partner BioServo has a very interesting robotic glove (SEM glove) that can be used as an optional add on to the AXO-SUIT arm. The BioServo SEM Glove got very high ranks in our end user focus group and we judge the glove as a value added option that can increase the customer satisfaction for the arm.

AXO-SUIT DISSEMINATION ACTIVITIES				
Project participant responsible (indicate country)	Activity	Date	Medium and reference (press, event, newsletter, webpage, etc.)	Indicative coverage
Media and public				
AAU, Denmark	Press Release	14/10/2015	Webpage http://www.en.aau.dk/news/show-news/exoskeleton-to-ensure-an-active-old-age.cid196160 General information about AXO-SUIT	10,000+
AAU, Denmark	TV News	15/10/2015	TV2 Nord Television coverage of AXO-SUIT development. Presentation of the exoskeleton concept, functions, target groups and visions.	10,000+
UoL Ireland	Press release	8/04/2015	UL main webpage and managed across Ireland via the UL press office	10,000+
UoL Ireland	Press release	9/04/2015	Irish Times National press: Full article arising from UL press office release	100,000+
UoL, Ireland	Press release	9/04/2015	Daily Mirror National press: Full article arising from UL press office release	100,000+
UoL Ireland	Press release	9/04/2015	The Sun newspaper National press: Full article arising from UL press office release	100,000+
UoL Ireland	National Radio interview	9/04/2015	Newstalk FM national radio station interview	100,000+
COM Belgium HJALP	Attendance	22,23,24,25 Sept. 2015	AAL Forum Presentation of AXO-SUIT concept at the AAL Forum in Belgium. Target group; officials and public	
HJALP Sweden	Workshop	4/4/2016	AAL2Business workshop in Lund, Sweden	20+
UoL Ireland	National Radio interview	9/04/2015	Live95GM FM local radio station interview	100,000+
COM, HJALP	Attendance	22/09/2015	AAL2Business – AAL Solutions deployment seminar	50+
COM Belgium	Presentation (pitch)	24/09/2015	AAL Forum, pitch on AXO-SUIT	500+
HJALP Sweden	Twitter account	11/09/2015	Twitter account opened https://twitter.com/axo_suit	1000+

HJALP Sweden	Facebook	18/04/2016	Several updates on Facebook from end user events and research development	1000+
HJALP Sweden	LinkedIn	18/04/2016	Updates on LinkedIn https://www.linkedin.com/pulse/hj%C3%A4lpmedelsteknik-sverige-ab-utvecklar-exoskelett-f%C3%B6rh%C3%A5kan-isaksson?trk=mp-author-card	1000+
Academic/Scientific				
AAU, Denmark	News on ScienceDaily	14/10/2015	Webpage <ul style="list-style-type: none"> http://www.sciencedaily.com/releases/2015/10/151014085414.htm 	10,000+
UGAV Sweden	Seminar	20/01/2015	Invited seminar to students and faculty, IIT Ropar, India	40
UGAV Sweden	Presentation	18/05/2015	Presentation at Workshop on Assistive exoskeletons, Zhejiang University, Hangzhou, China	50
UGAV Sweden	Seminar	12/11/2015	Seminar to researchers and faculty, Queen Mary University, London, UK	40
UGAV Sweden	Presentation	03/07/2015	Presentation to Defence Agency, South Korea during visit to UGAV	6
UGAV Sweden	Seminar	17/03/2016	Seminar at UGAV, workshop with companies and academy	50+
Professionals				
UGAV Sweden	Presentation	10(11/2015	Presentation to Technical Association Gävle, Sweden	30
UGAV Sweden	Presentation	25/11/2015	Presentation to Tata Consultancy Services, India during visit to UGAV	4
UGAV Sweden	Presentation	19/12/2015	Presentation to Chongqing Robot test Centre, Chongqing, China	30
UoL/MTD, Ireland	Press release		Professional magazine article in Engineers Ireland, the professional association for engineers in Ireland	15,000
UoL Ireland	Press release	9/04/2015	Silicone Republic: Medical device innovation website article	100,000+
COM Belgium	Presentation	26/03/2015	17th international symposium Kempenaeghe, Meet the talents innovation session http://www.kempenhaeghe.nl/nieuws/49/4/86/493/bericht/Update@kempenhaeghe.nl-26-&-27-March-2015/	100+
COM Belgium	Active contribution	22/09/2015	Microsoft Innovation Center: Invited contribution to the "Hack for Health" brainstorm, during AAL Forum 2015 http://www.hackforhealth.be/	
COM Belgium	Presentation	29/09/2015	Heerlen, Smart City Smart Services, 3 Digitale Dagen http://www.heerlensmartcity.eu/programma/bioville-campus-ochtendprogramma/	500+
COM Belgium	Presentation	20/10/2015	Smart Systems Industry Summit 2015 http://www.ssis2015.com/progam/smart-health/#29	
COM, Belgium AAU, Denmark	Attendance	09&10 December 2015	Conference of Partners of the European Innovation Partnership on Active & Healthy Ageing (EIP on AHA) http://ec.europa.eu/research/innovation-union/index_en.cfm?section=active-healthy-ageing&pg=partners-conference-2015	