



# **DISSEMINATION PLAN**

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Platform for search of Audiovisual Resources  
across Online Spaces

## **PHAROS**

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## Executive Summary

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This deliverable outlines the dissemination plan to be adopted by PHAROS, Platform for Audiovisual Resources across Online Spaces, an Integrated Project funded by the 6th framework Programme – priority IST, contract no. 045035. *Strategic Objective 2.6.3, Search Engines for Audiovisual Content.* The objective of this Dissemination Plan is to identify and organise the activities to be performed in order to promote PHAROS, reach ambitious targets, and disseminate project outcomes all around the world. In particular, this document focuses on the definition of the strategies and methodology. Furthermore, dissemination material is presented and the dissemination actions are described including the dissemination assessment.

Target sectors have been selected in order to address relevant PHAROS domains and individual partner participation in the dissemination activities. This document is completed by an Annex gathering the most significant publications articulated in on-line articles, on-line press releases, reports, official documents and other project referrals.



# 1. Introduction

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## 1.1 Outline

This deliverable presents the first results of WP 5.2: *Dissemination and Federation*. This report is intended to define strategies which will evolve with specific PHAROS requirements as the project advances. Dissemination tasks will correlate with activities related to the following subjects:

- Introducing and promoting goals, activities, and expected results of PHAROS to national and international bodies
- Creating and defining dissemination strategies for specific audiences, with respect to the development of the project and Federation requirements
- To ensure consensus on PHAROS strategies, goals, and services by incorporating all Partner institutions in the dissemination campaign
- Defining and applying dissemination procedures to effectively communicate project initiatives and establish PHAROS in the field of audiovisual search.

## 1.2 Public awareness

The project pursues the maximum publicity for its activities that is compatible with the protection of intellectual property rights and trade or industrial secrets, and the involvement of selected external actors in its discussions. The methodology outlined in this deliverable will be executed in strict accordance to the principles released by the administration of the PHAROS project concerning the scope of dissemination activities.



## 2. Project Presentation

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The PHAROS Integrated Project is building a next generation audiovisual search platform, to be designed, developed and applied jointly by a consortium consisting of high-profile academic and industrial players with proven track records in innovation and commercial success.

### 2.1 Objectives

The PHAROS 5 main objectives are the following:

**Ob1.** (Core Technologies) – Develop a **scalable search framework** which lets users search, explore, discover and analyse **contextually-relevant** data which can be **audiovisual, structured** or **unstructured** in origin. A **scalable content refinement framework** will be developed which brings together multilingual transcription, contextual metadata extraction and content-based audiovisual analysis to add **semantic meaning** to audiovisual, structured and unstructured data in a way that prepares it for information retrieval.

**Ob2.** (Context and User Technologies) – Analyse, Design and Develop **context and user technologies** taking into account **personalisation, trust** and **adaptability**. This will allow a **social audiovisual interaction model** to be integrated into the search engine, rather than using a traditional non-participatory information access model. PHAROS will create user interaction models where live user traffic continually improves the user experience via core primitives such as **social network analysis** and **TrustRank**.

**Ob3.** (PHAROS Platform) – Ensure the interoperability of the Core Technologies and Context and User Technologies (Ob1 and Ob2 above) in an environment which enables applications to be built on a **service-oriented architecture** which will allow **effective deployment of diverse information access solutions incorporating audiovisual** content sources.

**Ob4.** (Showcase) – Set up an application scenario, called the **PHAROS showcase**, built on the PHAROS platform, which is a game-changing real world application demonstrating effective business and consumer scenario. This will be used to gather user feedback and validate the PHAROS approach with specific attention to the impact of search engines in a **business ecosystem**.

**Ob5.** (Management and Impact) – Define a suitable sustainability model with an open, **federating** and aggregating approach, guaranteeing the **replicability** of PHAROS results in a multi-industry scenario.



### 3. Dissemination Strategy

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Activities are being carried out with the objective of publicizing PHAROS into relevant domains and specifically disseminating project results to targeted audiences. Thus, the approach for dissemination is addressed to fulfil the following expectations which are considered crucial for further commercial exploitation of PHAROS solutions, as well as to establish a critical mass around the project and increase the number of members in the PHAROS Federation.

#### 3.1 Main dissemination action lines

The dissemination strategy defines an agenda to promote the widespread adoption of PHAROS initiatives, which includes the definition of the essential marketing characteristics and the elaboration of an effective plan for disseminating project results. Activities to ensure wide visibility and identification of the project have been planned as part of a marketing driven dissemination campaign. These actions include:

- Design of the PHAROS brand (logo, colour scheme, style sheets)
- Production and distribution of promotional materials such as: flyers, posters, brochures, booklets, bookmarks, etc..
- Participation in relevant events, exhibitions, workshops, specialised international meetings, etc.
- Systematic targeting and recruitment of Federation members to build consensus around project initiatives and valorise project results
- Launch of a media campaign existing of public relations, featured articles in magazines, e-journals, forums, mailing lists, press releases, etc..
- Establishing synergies with relevant projects to help extend the scope of dissemination results to new fields in both national and international domains

Dissemination activities are being conducted in order to actively engage all Partner organisations. The partner responsible for dissemination is working to ensure proper information dissemination to support the full communication of the project results. The Consortium is committed to presenting project outcomes in order to obtain a balanced participation from each partner. Partners are contacted in order to define and execute dissemination efforts in order to provide a structured and dynamic approach to the communication of project results.



## 4. Dissemination Methodology

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For the PHAROS project to effectively communicate with the external world, a defined dissemination methodology is needed. The PHAROS dissemination methodology is sustained by the following key points which define the dissemination plan:

- Raising Awareness
- Engaging the entire consortium; *The Dissemination Team*
- Map and timetable to reach the targeted dissemination phases; *Dissemination Success Indicators*
- Effectively disseminating project results to target audiences

### 4.1 Raising Awareness

In order to effectively raise awareness and target appropriate audiences, the following questions must be analysed:

- Who can benefit from the results of this project and how?
- Why this project is important for the target audience?
- When can significant results of the project be demonstrated?
- How can the Dissemination Team efficiently contact potential end users?

PHAROS is addressing these challenges by employing established dissemination techniques through various communication channels. These techniques will include the professional design, production, and distribution of PHAROS dissemination material (booklets, brochures, posters, etc..). This material will be distributed at designated conferences, workshops, or EC events attended by PHAROS partners and Federation members. The dissemination material is distributed in electronic format by email to interested parties and is accessible on the project website in the 'Communication Materials' section.

The dissemination strategy is contingent on the introduction of PHAROS into new settings within the audiovisual domain. Consortium partners and Federation members will both serve an expedient role in the diffusion of project results. Project results are demonstrated in a variety of ways, including the presentation of PHAROS at relevant events such as: conferences, exhibitions, poster sessions, workshops, communication material distribution opportunities, etc.. These events are researched and posted on the project communication website in order to promote an active participation by both Partners and Federation members.

Training also constitutes a pragmatic extension of the dissemination strategy. Training offers direct results to the dissemination effort, and is instrumental in establishing and aggregating a critical mass around PHAROS initiatives. The training programme contributes to disseminating and valorising project results and techniques. Training will catalyze the widespread diffusion of project solutions and help further establish PHAROS in the audiovisual search domain by boosting the overall visibility of the project.

The results from the training modules will be beneficial to the project in several distinct ways. Trainees will become a body that will be instrumental in disseminating project results to diverse users in new professional environments. This group will be able to explain project methodologies and provide new users with a background knowledge in complex system services and functionalities. This dissemination of technological proficiency will ideally have a domino effect on the further adoption of PHAROS services to new genres of users in diverse professional settings. Training logistics and specific functionalities will later be detailed.

In the interest of extending the scope of dissemination efforts, PHAROS intends to establish synergies



with other projects in the audiovisual search field and is interested in improving coordination in specific areas. The planning of joint events, the sharing and integration of information provided on the web, and the preparation of common dissemination material are among the actions that may be undertaken to foster collaboration among the projects. Also, significant in terms of dissemination may be joint initiatives and the exchange of information resources with other major international players in the field, such as CHORUS.

Planning the effective dissemination of the project progress and results requires that the partners share the same guidelines and planning strategy. The dissemination activities may be carried out at the level of partners' own organisations at the consortium level, regionally or nationally, across the EU, and globally. For potential target audiences, the dissemination strategy defines:

- The objective of the dissemination
- What will be transmitted (flyer, communication papers and booklets, questionnaires, brochures, deliverables, etc.)
- When this dissemination will take place and how it will be performed
- What specific services can be offered
- How to properly sustain members

## **4.2 The PHAROS Dissemination Team**

The Consortium has designated a team of members dedicated to the implementation of established dissemination models and guidelines. This team consists of one representative from each partner organisation and is responsible to effectively disseminate project results to the widest possible audience, in order to generate a critical mass around the project, demonstrate PHAROS project results and initiatives, and establish the project as a well known player in the audiovisual research field. The Dissemination Team will also help foster a community spirit among the consortium, and be instrumental in increasing the circulation of information among partners. A balanced approach throughout the entire consortium will help extend dissemination activities into local, national, and international levels. The following functions of the Dissemination Team have been defined:

- Help contact and refer potentially new Federation members
- Communicate with partner responsible for dissemination with requests/suggestions for new dissemination materials and/or needs. (New material can be produced on request)
- Contribute to the population public website (new content, relevant events, news, links, etc..)
- Produce and distribute press releases
- Organise opportunities for the involvement of external actors in the project's activities
- Promote the organisation of focused events by publicizing them on the project website
- Moderate online discussions, mailing lists, and/or newsgroups
- Assist in the timely and detailed response to technical inquiries

## **4.3 Dissemination Success Indicators**

In the table below, several Dissemination Success Indicators (D.S.I.) have been defined in order to precisely track the progress of dissemination efforts in terms of tangible results. If Indicators are being fulfilled according to the quotas below, dissemination activities can be regarded as successful. D.S.I will be analysed on a monthly basis to track success, and pinpoint areas for improvement.



Dissemination Success Indicator (D.S.I)	Indication	18M	42M
Relevant events, conferences, expositions, platforms, etc. attended where PHAROS was represented	Quantitative	20	50
Communication Website Impact	Accesses Report	>5000	>20,000
Synergies established with external projects and initiatives	Quantitative	>2	>5
Training Modules Executed	Quantitative	TBA	TBA
Press Echos (pan European):	Quantitative	Total: 65	Total: 140
<i>National Daily Press</i>	Subtotals:	10	20
<i>Regional Local Daily Press</i>		10	20
<i>Wide Audience Magazine</i>		10	20
<i>Professional Magazine</i>		10	20
<i>Specialized magazines and inserts</i>		10	20
<i>Online magazines and newspapers</i>		15	40

**Table 4-1: Dissemination Success Indicators**

#### 4.4 Disseminating Project Results

The scheduled completion of specific research activities outlined in the DoW will present the consortium with new opportunities to demonstrate project results. PHAROS results are regularly presented to potential end users through demonstrations, presentations, and also by exploiting the contact bases of partners in the consortium. In order to integrate PHAROS results into new multi-industry scenarios, technical demonstrations of PHAROS will be produced to present project solutions and outcomes, and how end-users can benefit from them. The consortium as a whole is requested to pro-actively collaborate to provide information in order to find new venues and contacts to disseminate specific project results and aggregate the Federation. This task is being achieved by pooling resources and contact bases among the consortium, publishing quality content on the communication website, sharing information concerning relevant events, and utilizing communication material provided by the partner responsible for dissemination.



## 5. Dissemination Tools

Different dissemination materials have been professionally designed and crafted and will be continued to be produced throughout the entire course of the project. More specifically, in addition to the materials described in the following chapters, the dissemination materials will be designed and studied according to different communication needs, to various event typologies and being tailored to closely follow the evolution of the project.

All the materials with a text describing the project to a significant length appear with the official disclaimer: *“Work partially supported by European Community under the Information Society Technologies (IST) Programme of the 6th FP for RTD - project PHAROS contract IST-045035. The author is solely responsible for the content of this paper. It does not represent the opinion of the European Community, and the European Community is not responsible for any use that might be made of data appearing therein.”*

### 5.1 The PHAROS Website

The PHAROS website: <http://www.pharos-audiovisual-search.eu/> serves an essential role in the overall project because it functions as the principle communication tool to disseminate project results. It provides a wide array of functionalities including: document uploading/downloading, PHAROS events registration, news, and more importantly serves as the communication hub of the PHAROS Federation. The website will be the main source of information on the project, on its initiatives such as events and training modules. It provides several services to Consortium partners and members of the PHAROS Federation with a user centric content management system that allows users to autonomously publish several types of content and to collect feedback. The website has been designed also to collect user statistics and detailed information about the Federation in order to support its management.

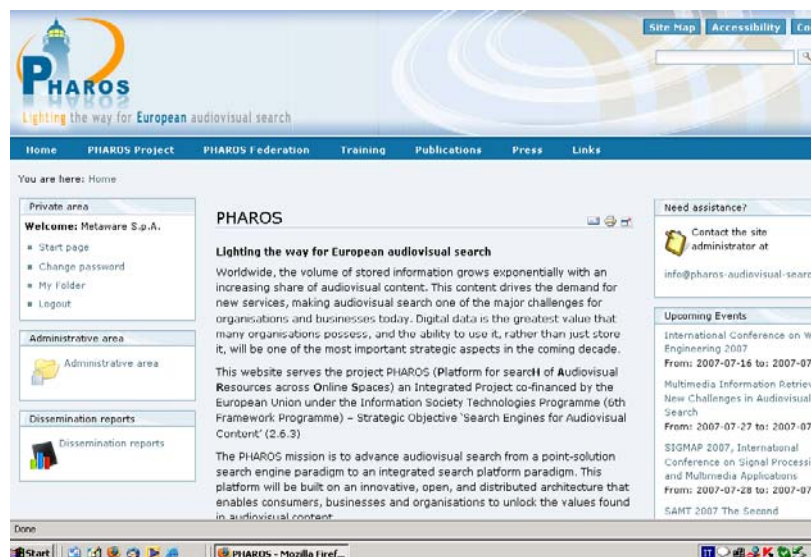


Figure 5-1: Screenshot of PHAROS Website



## 5.2 Content Management System Guide

A guide to the CMS is available to both partners and Federation members in order to help facilitate the learning process, and becoming proficient with website functionalities. This document is intended to serve as an informational guide to the content management system of the PHAROS website. Partners may create twelve types of content, while members may create five types of content. RSS feeds are also automatically created for most contents. This guide consists of two versions: one for partners (made available on the project's wiki), and one designed for Federation members which is automatically supplied to new members upon registration. Members will also have constant user assistance with regard to technical inquiries and service requests by the administrative team of the communication website.

## 5.3 Project identification: The PHAROS logo

The incipient dissemination of the project starts with the project visibility. To achieve maximum visibility, the project needs a personality. The project identity is linked with a graphically coherent and consistent representation of the PHAROS logo on project results and documentation. It's necessary that every event, presentation, newsletter, deliverable (both public and restricted), leaflet, sticker, etc. make use of this image and be consistent with its style. An attractive graphical representation helps provide interested parties with the message that the project conveys.



Figure 5-2: Official Logo

### 5.3.1 Brochure

A brochure dedicated to the Federation has been designed and printed in order to summarize the project methods, objectives, and benefits available both on paper and on-line on the PHAROS communication website:

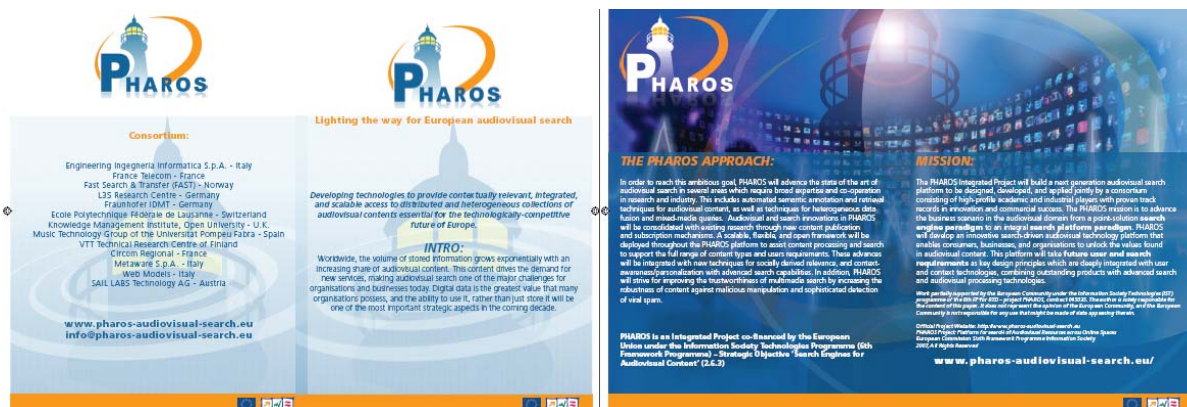


Figure 5-3: Brochure Front, Back, and Body



### 5.3.2 Booklet

The PHAROS booklet will contain a larger amount of information compared to the brochure, with a professional layout. The booklet will include a punctual presentation of the project, with details about functions, technical systems and application scenarios, all the relevant contacts, information and all other information and instructions relevant to joining in the PHAROS Federation.

### 5.3.3 Posters

PHAROS will have different typologies of posters according to different needs following the evolution of the project. These posters will be designed to offer a pragmatic and attractive display to demonstrate project objectives and accomplishments to diverse public targets. During the life-cycle of the project, several posters will be designed to respond properly to distinct requirements. Specific posters will be designed and printed in order to address selected audiences with an appropriate communication language.

### 5.3.4 Business Cards

An official project business card was designed for the consortium. These cards were produced in order to disseminate and establish contacts in an attractive and professional manner at relevant events, conferences, exhibitions, etc.



Figure 5-4: Business Cards Front and Back

### 5.3.5 Other

Other material will be produced for special needs or occasions, even upon request of Consortium Partners, for example: animated presentations, bookmarks, stickers, leaflets, letterheads, flyers, etc..

## 5.4 Press Articles

PHAROS also is undertaking efforts to disseminate and circulate the results of the project via the publication of press articles in the specialised press, including articles written by various partners. These articles are released to give journalists information that is useful, accurate, and interesting referring to project partners about their activities in general, or to highlight the quality of the work completed. The purpose of these articles is to inform the public at the local level about PHAROS. Additional information about project results, products, or specific scenarios activities will be included in future press releases according to specific needs. These articles will contain general information about PHAROS and the Consortium, elaborate recent project initiatives and objectives, present the opportunities offered by the PHAROS Federation to various sectors, and indicate main communication channels where to find more relevant information.

The dissemination team is also taking care of collecting all articles on PHAROS released by external parties.

Below is a table containing information on a collection of selected press articles and publications which have been released (more articles can be found in the Annex of this document):



Title	Source	Link	Date	Description
FAST and Global Partners Awarded EU Research Fund for Multimedia Search	Submit Express	<a href="http://www.submitexpress.com/news/shownews.php?article=274">http://www.submitexpress.com/news/shownews.php?article=274</a>	2007	Introductory article about project initiatives and goals
IST Projects: PHAROS	Chorus: Audiovisual Search	<a href="http://www.ist-chorus.org/pharos.php">http://www.ist-chorus.org/pharos.php</a>	2007	Overview of project coupled with technical description
PHAROS. Platform for Search of Audiovisual Resources across Online Spaces	eLearning: Europa	<a href="http://www.elearningeuropa.info/directory/index.php?page=doc&amp;doc_id=9753&amp;doclng=6">http://www.elearningeuropa.info/directory/index.php?page=doc&amp;doc_id=9753&amp;doclng=6</a>	2007	Project description
Europe earmarks \$11 million for advanced multimedia search	Audio Design Line	<a href="http://www.audiodesignline.com/news/196701828">http://www.audiodesignline.com/news/196701828</a>	2007	Project overview with brief synopsis on impact in business sector
PHAROS 'the other Eurogoogle' receives EU funding	Quoi9	<a href="http://quoi9.net/english/2006/12/31/pharos-eu-funding/">http://quoi9.net/english/2006/12/31/pharos-eu-funding/</a>	2007	Project brief outlining project initiatives and mission statement
FAST and Global Partners Awarded European Union Research Fund for Multimedia Search	eEconomista.es	<a href="http://www.eeconomista.es/empresas-finanzas/noticias/121825/03/07/FAST-and-Global-Partners-Awarded-European-Union-Research-Fund-for-Multimedia-Search.html">http://www.eeconomista.es/empresas-finanzas/noticias/121825/03/07/FAST-and-Global-Partners-Awarded-European-Union-Research-Fund-for-Multimedia-Search.html</a>	2006	Article with Consortium introduction
The Age of European Search Engines: Quaero, Theseus, and Pharos	L'Atelier	<a href="http://www.atelier-us.com/type/the,age,of,european,search,engines,quaero,theseus,and,pharos-142-.html">http://www.atelier-us.com/type/the,age,of,european,search,engines,quaero,theseus,and,pharos-142-.html</a>	2007	Introduction of PHAROS, Quaero, and Theseus



Engineering: battesimo a Roma per il progetto Pharos sui motori di ricerca	Yahoo! Italia Finanza	<a href="http://it.biz.yahoo.com/22022007/92/engineering-battesimo-roma-per-progetto-pharos-sui-motori-ricerca.html">http://it.biz.yahoo.com/22022007/92/engineering-battesimo-roma-per-progetto-pharos-sui-motori-ricerca.html</a>	2007	Article (in Italian) describing the proposed advancements in technology and what effects will be sustained in the audiovisual search domain
Engineering: coordina progetto di ricerca da 14 mln euro	Tiscali, Financial	<a href="http://finanza.tiscali.it/news/dettaglio_news.asp?id=200702221836001407&amp;chkAgenzie=PMFNW">http://finanza.tiscali.it/news/dettaglio_news.asp?id=200702221836001407&amp;chkAgenzie=PMFNW</a>	2007	Statement (in Italian) presenting PHAROS with brief introductory overview of partners
Fast ed i suoi partners otengono il sostegno dell'UE	Morse Wireless	<a href="http://www.morse.it/pda/contenuti/4315_pda.php">http://www.morse.it/pda/contenuti/4315_pda.php</a>	2007	Article (in Italian) detailing the PHAROS mission, with a focus on FAST and their existing client base
FAST e i suoi partner impegnati nello sviluppo di un progetto Europeo sulla ricerca multimediale	Freeonline.it	<a href="http://www.freeonline.it/cs/com/cs-11119">http://www.freeonline.it/cs/com/cs-11119</a>	2007	Article (in Italian) outlining the importance for an advanced multimedia platform in the business sector, describing the PHAROS objectives, and how the project will address these needs
L'era dei motori di ricerca europei: Quadro, Theseus e Pharos	BNL Paribas	<a href="http://www.bnl.it/pagina.asp?Page=2265&amp;chardim=0&amp;a=a&amp;langid=1">http://www.bnl.it/pagina.asp?Page=2265&amp;chardim=0&amp;a=a&amp;langid=1</a>	2007	Article (in Italian) describing PHAROS, Theseus, and Quaero
Les nouveaux projets européens de moteurs multimédias	Lesechos.fr	<a href="http://www.lesechos.fr/info/comm/4562304.htm">http://www.lesechos.fr/info/comm/4562304.htm</a>	2007	Article (in French) detailing PHAROS and its objectives

**Table 5-1: Press Articles and Publications**



## 5.5 Press Announcements

Coordinated announcements will be made in order to boost project visibility and help introduce the project into new domains and settings. These announcements will provide background information on project initiatives, progress completed, and anticipated results. Announcements will be instrumental in attracting potential members for the Federation, and projecting PHAROS into new media channels and venues.

Defined occasions for a press release have been identified as:

1. The project's beginning, in order to inform the public about the project and its goals
2. The completion of the first technical concrete results (components, framework, showcases)
3. Every software release
4. The end of the project

Special events throughout the project lifecycle that may call for a press release include:

- PHAROS workshops
- Special occasions for a Consortium partner
- Registration of remarkable member to the Federation
- Announcement of significant strategic alliances
- Adoption by a very important player of PHAROS solutions

In these cases, joint press releases will also be taken into consideration.

The project's Dissemination Team members will cooperate to have a geographically balanced coverage for press releases, and to translate press releases and other materials into the Consortium members' languages. Multilingual versions of the same press release will be made available on the website when suitable. Press releases will be both directly distributed (in various formats) and uploaded in PDF format on the "Press area" of the public website (along with translations in the Consortium members' languages).

## 5.6 Events

Several events will be organized and sponsored to disseminate PHAROS. Relevant events also being conducted in the audiovisual search domain by external actors are being solicited to include PHAROS presentations, poster session, material distribution opportunities, etc. Events will include workshops, conferences, exhibitions, symposiums, etc. combining both dissemination activities with training modules. These events are being researched and updated constantly, and are posted on the communication website in order to provide partners, Federation members, and website visitors with the knowledge and opportunity to attend relevant events in appropriate fields and venues. A listing of the current upcoming events is listed on the homepage of the PHAROS website, with a detailed explanation of keynote speakers, sponsors, venue information, and a link to the event website. The organisation of events is encouraged to be undertaken by every Consortium partner, but coordination with the partner responsible for dissemination activities is requested. The partner responsible for dissemination activities will provide online registration and communication services for events through the project's communication website, and will produce special promotional material upon request.

The participation of PHAROS partners at selected relevant events contributes significantly to the dissemination and promotion of the project among specific audiences and market sectors. This activity is requested to be reported on the Dissemination Report Tables found in the CMS page of each partner homepage on the project website, which will be assessed in accordance to the procedures described in this document. Below is a series of collective events and dissemination venues where partners have presented PHAROS, or intend to represent the project in the coming months.



### 5.6.1 Relevant Events

Event Name	Target Group	Objective	Action	Date and Location	Outcomes	Partner
PET 2007 – Privacy Enhancing Technologies	Researchers from industry and academia working with practical aspects of privacy technologies	Raise Awareness	Paper Presentation	June 20 – 22 2007 Ottawa, Canada	Presentation of PHAROS initiatives to new audience	FRH
EPFL Research Day 2007	Faculty, researchers, and students both in Switzerland and from abroad	Raising Awareness	Lab activity report containing a brief description of the lab's involvement in the PHAROS project	July 5, 2007 EPFL	Increased awareness about the PHAROS project and the contributions of EPFL to the PHAROS platform	EPFL
CIVR '07	Researchers and potential users of image/video retrieval systems	Raise Awareness	Presentation	July 9-11 Amsterdam, The Netherlands	Presentation of PHAROS in new setting	FAST
SIGIR Workshop	Experts in scalable multimedia and image retrieval Workshop	Raise Awareness	Discussion of new ideas with experts	July 27 2007 Amsterdam, Holland	TBA	MTW
International Workshop on Visual and Multimedia DL (VMDL07)	Researchers and practitioners working with multimedia search	Raise Awareness	Interact with professionals in DL domain and distribute dissemination material. Possible presentation	September 13-14, 2007, Modena, Italy	TBA	MTW



Event Name	Target Group	Objective	Action	Date and Location	Outcomes	Partner
IBC 2007	Experts in multimedia content creation, management and deliver	Raise Awareness	TBA	September 7-11 2007 Amsterdam, Holland	TBA	ENG
International Association for Development of the Info. Society (IADIS 2007)	Conference	Raising Awareness	Academics, professionals, researchers specializing in internet query search	October 5-8 2007 Vila Real, Portugal	Possible project presentation with opportunity to distribute communication material	MTW
AES '07 – The 123 <sup>rd</sup> Audio Engineering Society Event	Audio professionals and enthusiasts	Raise Awareness	Material Distribution	October 5–8 2007, New York City, USA	TBA	FBM
VG '07 – 5th International Workshop for Technical, Economic and Legal Aspects of Business Models for Virtual Goods	Experts in DRM, and digital media technology		Paper Presentation	October 11 – 13 2007 Koblenz, Germany	TBA	FRH
IWSEC '07 – International Workshop on Information Security	Interdisciplinary researchers within the Information Society	Raise Awareness	Paper Presentation	Nara, Japan October 29 – 31 2007	TBA	FRH
TREC Video Retrieval Evaluation (TRECVID '2007)		Raise Awareness	Present KMI's visual search engine	November 15 2007, NIST USA	Presentation of our TRECVID results	OU



Event Name	Target Group	Objective	Action	Date and Location	Outcomes	Partner
AXMEDIS – 3 <sup>rd</sup> Annual Automated Production of Cross Media Content for Multi-Channel Distribution	Researchers within business and industrial communities	Raise Awareness	Paper Presentation	November 28-30 2007 Barcelona, Spain	TBA	FRH
The Second International Conference on Semantics and Digital Media Technologies (SAMT 2007)	Specialists in multimedia infrastructures and ontologies, standards bridging the multimedia and knowledge domains Conference	Raise Awareness	Opportunity to distribute material	December 5-7 2007 Genova, Italy	TBA	MTW
CCNC 2008 – Consumer Communications and Networking	researchers, developers, and practitioners from academia and industry working in of consumer communications and networking	Raise Awareness		January 2008 Las Vegas, Nevada USA	TBA	FRH
MusikMesse Frankfurt	Dealers, professional musicians, general public	Raise Awareness	Material Distribution	March 12-15 2008 Frankfurt, Germany	TBA	FBM
European Conference in Information Retrieval (ECIR 2008)	Researchers and experts in IR	Raise Awareness	Present intermediate results on visual annotation	March 30 – April 3 2008 Glasgow, Scotland Paper Deadline: October 1, 2007	Presentation of a paper or a poster	OU



Event Name	Target Group	Objective	Action	Date and Location	Outcomes	Partner
IPTEC – The International Marketplace and Conference	Technology transfer professionals	Raise Awareness	Material Distribution	June 11 – 12 2008 Frankfurt, Germany	TBA	FBM
The 31 <sup>st</sup> Annual International ACM SIGIR Conference (SIGIR '08)	IR research community	Raise Awareness	Demonstrate visual annotation and/or similarity search algorithms	July 7-9 2008 Singapore Paper submission deadline: January 28 2008	Presentation of a paper or a poster	OU
ACM 17 <sup>th</sup> Conference on Information and Knowledge Management (CIKM 2008)	Researchers and developers in IR, and knowledge management communities		Present visual indexing and/or similarity search algorithms	November 2008, USA Paper submission deadline: May 2008	Presentation of a paper or a poster	OU



## 5.7 Training Dissemination

Training activities are crucial to the dissemination of the project and will be planned in concurrence to maximise their dissemination potential. Trainees can follow training initiatives within the section found at <http://www.pharos-audiovisual-search.eu/training> which will contain a comprehensive description of the training programme and contact details; each module will be presented on a specific page to present modules in a coherent and consistent manner; every specific module description will have a link to an online registration form to enrol in the module. Training activities are being specifically tailored to facilitate the future utilisation of the PHAROS framework and components, and to guarantee the future adoption of project results by individual members. Various PHAROS communication materials will be distributed at training venues, and the trainers will take care of providing the partner responsible for dissemination activities with contact information for the trainees.

### 5.7.1 Post-Training Support

Training modules, resources, and products will be accessible for ensuring individual usage according to the admission policy and the requirements of the trainers. Facilities to support direct interaction among users, such as forums and chats, may be made available after the formal module completion to support networking and the creation of a lasting collaborative environment, to promote post module adoption and applications of PHAROS initiatives. Subsequent activities will help to elaborate the results of the training module, build upon the professional networking resources established, and archive materials for later use within the Consortium and after the formal end of the project. One of the essential elements of training will be the opportunity to share experiences, to get in touch with state of the art actors in IT and the audiovisual domain, to activate collaboration among trainees and the PHAROS consortium, and to promote the basis for new strategies. This training will be instrumental for dissemination purposes, helping to spread knowledge of PHAROS methodologies and system functionalities.



## 6. Dissemination Actions

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### 6.1 Dissemination Assessment

The outcomes of dissemination activities are collected by all Consortium partners involved with dissemination and periodically assessed by means of a series of collective spreadsheets that contain information on various types of dissemination venues and interactions: PHAROS events (events on PHAROS organised by the Consortium or by single partners), relevant events (participation in other events), training (to assess the outcomes of training activities in terms of project dissemination), strategic meetings (meetings with strategic partners for the Consortium and large potential adopters of PHAROS technologies), other meetings and contacts (to keep track of every other formal or informal occasion of dissemination). These spreadsheets can be found in the project's wiki. This information is analysed by the Consortium partner responsible for dissemination activities in order to document project dissemination progress, to determine the most effective dissemination channels, to highlight best practices, and also to find areas of improvement. The evaluation and research of development work through surveys and user requirement collections will also help direct dissemination initiatives and identify specific user needs.

### 6.2 Target sectors and possible topics for publications

The dissemination activities take into account the heterogeneity of the public potentially interested in PHAROS and the opportunity to highlight different aspects of the project and to adopt specific tools and communication channels. The target sectors for PHAROS dissemination activities will be outlined on a table available on the PHAROS wiki. The table will summarize the most likely topics of interest and the most suitable tools to be used for several target sectors.

### 6.3 Partner Participation

The main purpose of the Dissemination activities is therefore defined to ensure the following actions:

- Demonstrate project results to raise awareness among targeted audiences designated by the consortium, the general public, and the European Commission
- Employ a structured and balanced regiment of dissemination tactics to effectively communicate project results to target sectors
- Create and maintain dissemination initiatives in order to validate project results and guarantee the future sustainability of PHAROS beyond the formal end of the project.

Partners are requested to maintain an active participation within the dissemination plan, and set the standard for Federation members to follow. Active and balanced levels of participation will have profound effects throughout the whole project, and contribute to the overall success of PHAROS.