



# PHAROS

Platform for searchH of Audio-visual  
Resources across Online Spaces

**Francesco Saverio Nucci**

*Engineering - Ingegneria Informatica SpA*

*PHAROS Project Director*

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# PHAROS *Mission*

The **PHAROS integrated project** will build a next generation audiovisual search platform

to move forward the business scenario in the audiovisual domain from a point-solution **search engine paradigm** to an **integrated search platform paradigm**.





# PHAROS, a high-impact Integrated Project

*Vision*

*Integration*

*High - Impact*

*Openness & Federation*

- PHAROS will move forward audiovisual searching from a point-solution **search engine paradigm** to an **integrated search platform paradigm**.
- PHAROS will **integrate future users and search requirements** in a living laboratories for innovation
- PHAROS partners are from **9 European Countries** and will integrate its development with their nationally funded projects. SMEs, academia and large industrial players will ensure **maximum impact** on the business scenario
- PHAROS will use an **open approach in integrating** external experiences and contributions and exchange results through the **PHAROS Federation**.
- PHAROS will use a specifically-designed **management structure**, integrating the different PHAROS “streams”





# PHAROS Management and structure

- Management
- Tasks, Work
- Executive

Stream 1 - Core Technologies

*WP1.1 WP1.2 WP1.3*

Stream 2 - User and Context Technologies

*WP2.1 WP2.2*

Stream 3 - PHAROS Platform

*WP3.1 WP3.2 WP3.3*

Stream 4 - Showcase and exploitation

*WP4.1 WP4.2*

Stream 5 - Management and Impact

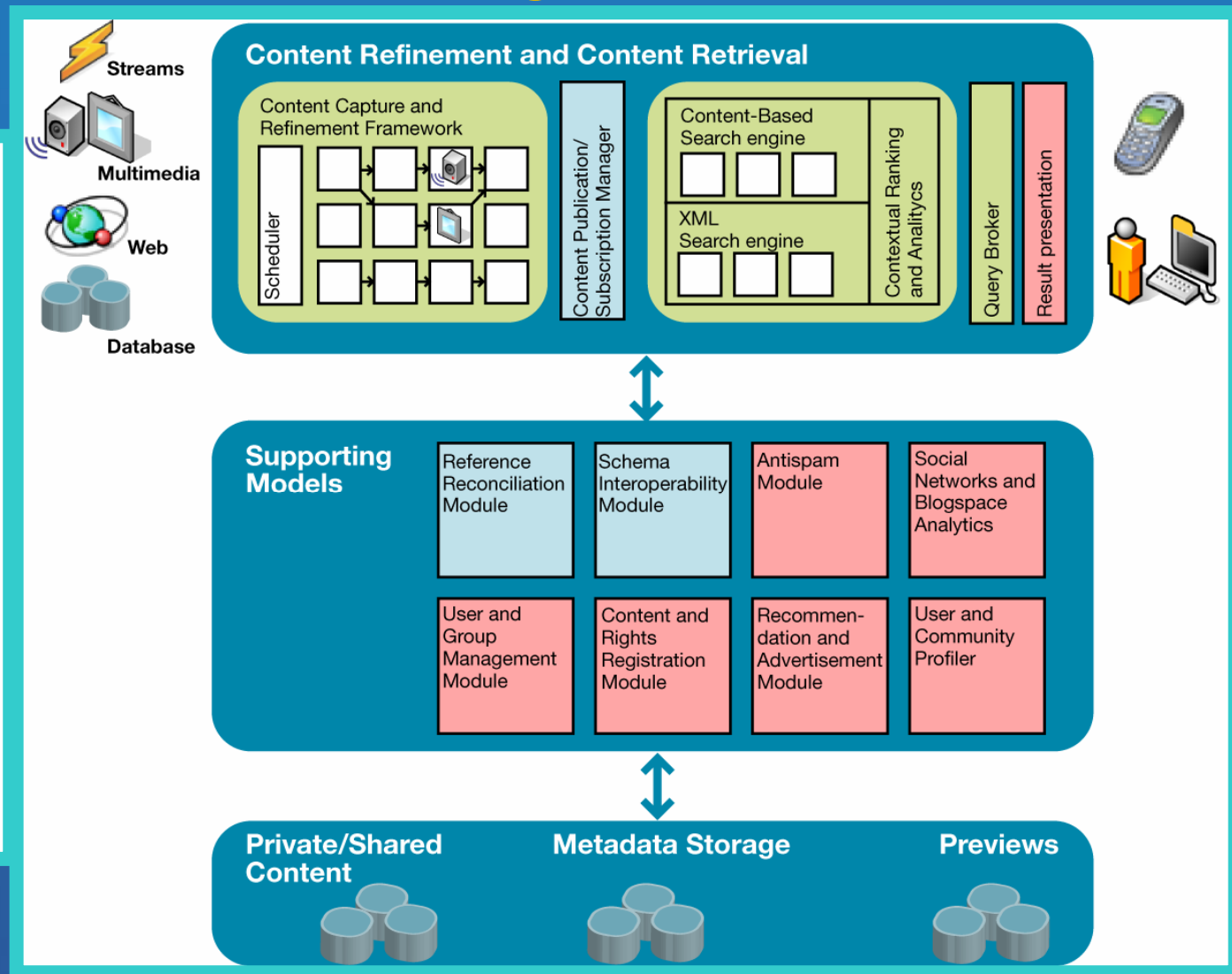
*WP5.1 WP5.2 WP5.3 WP5.4*





# PHAROS Integrated Architecture

- Annotation methodologies
- P2P vs centralized
- User & context modelling
- Presentation modes & Device adaptation



# Dissemination

## 3. Industry up-take

### **Industrial up-take**

- The **PHAROS Federation** is a fundamental building block to involve different target sectors.
- A **broader industrial up-take** of the PHAROS framework will be targeted
- **Concertation with relevant initiatives** in the AudioVisual research field

## 2. SMEs involvement

### **SME involvement**

- PHAROS Federation for SMEs (with an **SME user group**),
- **Targeted** dissemination and **training** for SMEs
- Business model for SMEs (a **defined business scenario**)

## 1. Planning

### **Effective Business and Exploitation Planning**

- Definition of a roadmap for joint **business exploitation** of project results after project end, suitable **to achieve ROI** through the set up of a spin-off company or other legal entity
- Outline of tactics and strategy to capitalise on the potential of the PHAROS Platform and Showcases as live laboratories in view of **their transformation into lines of business** of the new venture
- Ensure an **independent, external point of view** supporting the industrial partners