SEVENTH FRAMEWORK PROGRAMME
Networked Media

Specific Targeted Research Project

SMART

(FP7-287583)

Search engine for MultimediA environment generated contenT

D7.1 Report on Dissemination and Standardization Activities

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Audience:	☒ public ☐ restricted ☐ internal
Abstract:	*This deliverable will be a living document (report), which will document the planned and accomplished dissemination activities of the SMART project (including both the activities carried out by individual partners and by the project as a whole). The deliverable will also report on the standardization activities of the project. It will be delivered to the EC in three releases (periodically). The document will reflect the work carried out in Tasks T7.1 (in terms of dissemination) and T7.7 (in terms of standardization).*
Keywords:	• Dissemination • Standardization
References:	DOW and D7.3

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1   Executive Summary

The SMART Deliverable D7.1 describes the dissemination activities planned and performed by the SMART consortium.

The main outcome of the project in terms of a product is the SMART multimedia search engine. This SMART engine and its development constitute a significant size of research and innovation work. Therefore, one of the project objectives is to ensure the proper dissemination of the project results, both the complete SMART engine as well as the individual related pieces of research work.

The document discusses the initial actions which have been taken by the partners in line with the initial plan proposed in the description of work. It then goes on to plan actions for the coming period in order to provide a series of concerted actions which will raise the profile of the project, engage with potential stakeholders and ideally garner their feedback and ensure their prolonged interest for the duration of the project, including dissemination of results as and when they come available and involvement in exploitation scenarios. The plan hence presents the forthcoming partner actions on dissemination, collaboration and standardisation.

This deliverable will be maintained as a "living" document for the SMART dissemination activities throughout the project.

Official updates will be made in month 18 and 30 of the project. An unofficial update to this version will be provided in month 12, incorporating the initial feedback as well as a refined strategy which will also incorporate synergies with the exploitation plan (month 12), particularly regarding stakeholders, D2.2 and D2.3 regarding usage scenarios and architecture, and each of the key areas as covered in the preliminary deliverables of WP3-5.

This deliverable includes reports about the scientific dissemination activities related to the SMART project thus far.

Dissemination is of key significance to the project's impact as the success of the SMART engine will also be measurable by the number of potential users who will use, adopt or extend it.

2   Introduction

The main outcome of SMART in terms of a product is the SMART multimedia engine. The engine and its development constitute a significant size of research and innovation work. Therefore, one project objective is to ensure the proper dissemination of the project results both as a complete SMART engine as well as the individual pieces of research work that make an inherent basis for the proper functioning of the SMART multimedia engine.

SMART provides a significant opportunity for cooperation among a wide range of partners from the industrial sector as well as R&D institutions and Universities. In conjunction, the efforts of the project partners in promoting the project visibility and the wide dissemination of its outcomes will ensure a diverse and wide outreach. In particular, the impact of the SMART project will be realized in a wide and varying business and academic landscape represented by the partners.

The main purpose of this deliverable is to present the dissemination and outreach activities planned by the SMART project partners. Dissemination is an important element of the project strategy as ultimately (i) the exploitation success of the project is related to the number of users, developers and providers which can be recruited, and (ii) the impact in the research and academic arena is related to the extent of distribution and interest in the components and findings of the project.

This deliverable will be maintained as a "living" document for the SMART dissemination activities. Updates will be made in month 12, 18 and 30 of the project.

The remainder of this document is structured as follows. In section 3, dissemination activities achieved so far (month 4) are given. In Section 4, we present the planned dissemination activities for the next 12 months. Section 5 concludes.

3   Achieved Dissemination Activities (month 6)

The initial six months of the project have been dedicated to developing the project plan rather than producing results suitable for third parties. The initial actions have served particularly to establish SMART within the research area, creating ties with fellow projects and specific interested parties, and establishing 'presence' through talks, the website and twitter. As the results materialise, the focus will shift to include a wider set of stakeholders encompassing future developers, providers and users.

3.1   Publications in International Conferences

Two papers have been published so far:

1. Irene Schmidt, John Soldatos and Paul Moore, «Multimedia Search and Retrieval over Integrated Social and Sensor Networks», Third International Conference on Computational Aspects of Social Networks (CASoN 2011), October 19-21, Salamanca, Spain.

2. John Soldatos, Moez Draief, Craig Macdonald and Iadh Ounis, «Multimedia Search over Integrated Social and Sensor Networks», In the Proceedings of the WWW2012, conference (EU Projects Track), Lyon, France, April 2012.

The two papers cover the motivations and the gap in existing technologies that gave rise to the SMART project, as well as describing the overall architecture of the SMART search engine product, and plausible use cases. For the WWW2012 paper, reviewer and audience feedback was positive, while suggestions on how other companies could commercialize the SMART project technology were made.

3.2   Social Media

The smart project has a Twitter account @smartfp7 for manual tweets, and a related account, @AITSmartLab, for automatic tweets generated by our system.

3.2.1   @smartfp7

SMART has a growing presence on Twitter. Since the establishment of our project's account, @smartfp7 on January the 19th, 2012, the project is tweeting once every almost 3 days.

The SMART tweets belong in the following four categories:

- Technology: These are the majority of the tweets, which describe the evolution of the SMART technology, providing links to the public versions and demos in the site.

- Dissemination: These are tweets about publications of the project, or closely related to the project.

- Announcements: These tweets are mainly about additions to the web site and consortium meeting.

- Re-tweets: @smartfp7 re-tweets information about smart living.

The SMART tweets are distributed in these categories as shown in Fig. 1.

3.2.2   @AITSmartLab

This is a second Twitter account related to the project. All the tweets here are automatically generated by our demos that employ Twitter as an information sink. This Twitter feed is accessible from our "What is happening @AITSmartLab?" demo page, available at http://www.smartfp7.eu/content/what-happening-aitsmartlab.
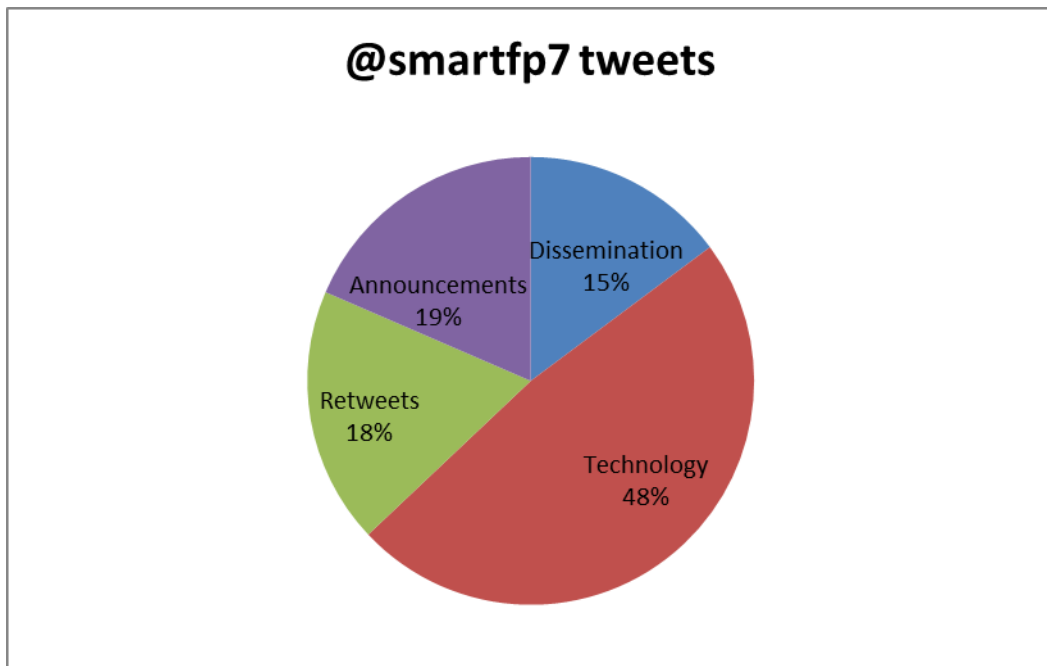
Fig. 1: Distribution of SMART tweets.

3.3 Web site

The public Web site of the project is www.smartfp7.eu. The content of the SMART site has a Home, a page on the SMART system, a Demos, a Newsroom, a Public reports and a Consortium section. It is structured as follows:

- Home (see Figure 2)
- SMART system
  - Edge node layer
    - Signals to metadata
      - Face & people tracking
      - Visual scene analysis
    - Intelligent Fusion Manager
  - Search layer
  - Application layer
    - Use cases
- Demos (see Figure 3)
- Newsroom
- Publications
- Public project reports
- Consortium

Fig. 2: Home page of the SMART Web site.

- The SMART system reflects the chosen 3-layer architecture. Extensive information is included in these subsections, as the technologies become available. Similar information is to be found in the public versions of the various deliverables.
- The demonstration section includes pre-recorded or on-line SMART technology demonstrations (see Figure 3).
- The Newsroom serves for news on meetings and other important events like publications. It also serves as image gallery for those events.
- The publication section groups the publications of the project and offers pre-final versions of some of them.
- The public reports section contains links for the public documents, to be updated as they become available. The expected date of publication of all of them is also listed.
- The consortium section gives information on the partners and the key people of the project.

Fig. 3: The Demo page of the SMART Web site.

Some statistics from Google Analytics are given next. Whilst the number of visitors is modest (though expected due to the early stage of the project and lack of tangible results for download), it is clear that the site is providing relevant material and that visitors find the information they are looking at. This is demonstrated by a low bounce rate (4% better than the general average), a high number of returning visitors and a decent average duration. We anticipate visitor numbers ramping up as the dissemination campaign grows and especially as initial results are made available.

Google Analytics

http://smartfp7.eu - http://www.smar...
http://smartfp7.eu [DEFAULT]

Visitors Overview   Feb 21, 2012 - May 6, 2012

100.00% of total visits

Overview
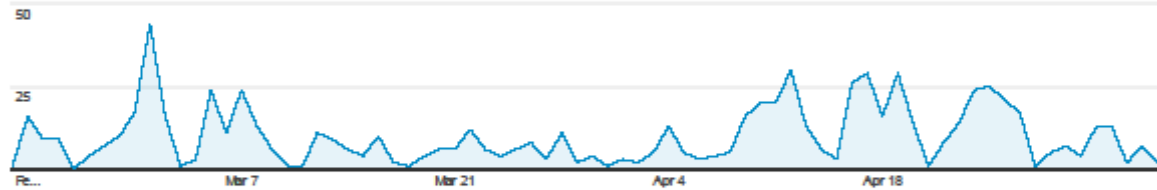
381 people visited this site

Visits: **759**

Unique Visitors: **381**

Pageviews: **3,048**

Pages/Visit: **4.02**

Avg. Visit Duration: **00:05:38**

Bounce Rate: **46.38%**

% New Visits: **50.20%**

- **50.07% New Visitor**
  380 Visits
- **49.93% Returning Visitor**
  379 Visits

	Language	Visits	% Visits
1.	en-us	420	55.34%
2.	en-gb	100	13.18%
3.	es-es	63	8.30%
4.	es	40	5.27%
5.	el-gr	25	3.29%
6.	de-de	18	2.37%
7.	el	12	1.58%
8.	fr	11	1.45%
9.	en	10	1.32%
10.	it	8	1.05%

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4   Planned Dissemination Activities

In this Section we present the planned dissemination activities for the next 12 months. Some general directives are first provided, and then partners' planned activities are presented with respect to those directives. The rationale for these directives is based on an initial skew towards research and academia. That as commented above, will shift to include more commercial and private stakeholders as the project matures.

4.1   Planned Dissemination directives

4.1.1   General Directives

The planned dissemination activities will rely on the following directives.

Publications to international journals and conferences: The SMART partners, academic and industrial, will pursue dissemination activities in international refereed, scientific and technical, journals.

Likely relevant journals include:

- IEEE Network
- IEEE Transactions on Multimedia
- ACM Transactions on Multimedia Computing
- Communications, and Applications
- IEEE Intelligent Systems
- Journal of Web Semantics
- IEEE Distributed Systems
- ACM Transaction on Information Systems
- Elsevier Information Processing & Management
- Springer Journal of Information Retrieval
- IEEE Transactions on Audio, Speech, and Language Processing

Likewise, the partners will pursue dissemination activities in international, refereed conferences. Possible relevant conferences include:

- IEEE Systems and Software
- IEEE Multimedia Systems
- IEEE International Conference on Multimedia
- International Conference on Pattern Recognition
- IEEE PAMI, ACM Special Interest Group in Information Retrieval (SIGIR)
- ACM Conference on Knowledge and Information Management (CIKM)
- ACM Web Search and Data Mining (WSDM)
- ACM World Wide Web Conference (WWW)
- BCS European Information Retrieval Conference (ECIR)
- IEEE International Conference on Acoustics, Speech, and Signal Processing (ICASSP)
- Annual Conference of the International Speech Communication Association (INTERSPEECH)

Project Web site: A Web site dedicated to the project has been designed and will be incrementally en-
riched as the project progresses. This work amongst others requires the initial content collection from
all the partners in the consortium, the continuous creation of additional content related to the project,
the regular content update based on the communication, interaction and feedback provided by the other
partners. An initial list of mailing lists has been created to facilitate interaction and discussion among
the project partners on specific-topics of the project, and more will be created as it becomes necessary.

Use of the PRISA network and broadcasting/media services: The consortium will exploit PRISA's
network and activities in order to boost the project's publicity in Spain and other Latin-speaking coun-
tries. Hence, a number of press releases, presentations and bulletins will be disseminated using
PRISA's media dissemination power.

Dissemination through the PRISA social networks: The PRISA group holds a high visibility in social
networks. Its online media (elpais.com, as.com, cincodias.com) convey 5.000 user comments daily. It
has also a strong presence in social networks with over hundreds of thousands followers on Twitter and
fans on Facebook between all the sites. Moreover, a year ago, El Pais has set up a proprietary social
network ESKUP defined to convey information in real time. The tool is used primary by El Pais journal-
ists to launch breaking news stories.

This professional product has a huge visibility in the El Pais online edition home page and is integrated
in all its sections. The network also allows registered users to publish comments on El Pais articles.
The innovative purpose of the project will take a special commitment from PRISA media to deliver an
adequate coverage of the results (both in print and online) detailing the Grupo PRISA's participation
and the role of the consortium.

Project documentation: Upon the completion of the project, a number of documents, papers, deliver-
ables, technical reports, and presentations are expected to be available. The project will provide an ex-
tended fact sheet about the project, as well as a 2-pages brochure, which will be regularly updated.

Projects demonstration: A number of demonstrations relating to SMART middleware platforms and
related applications/trials will be planned as the project progresses. These demonstrations will be used
to present the project in prominent business and academic events relating to interactive multimedia
content, multimedia systems and search engine solutions. Also, events relating to the project applica-
tion domains (e.g., security/surveillance, on-line collaboration) will be pursued.

Dissemination through social networks: The project's results will be disseminated via the SMART
Twitter account. Moreover, results will be also promoted through the largest EU social networks listed in
http://www.socialnetworksgroup.eu/ (e.g., iWiW, aka-aki, XING). The project's dissemination planning
will include specific measures about promoting the project's results through these social networks (e.g.,
establishment of accounts/pages, posting announcements, building up the SMART network etc.).

Dissemination through Santander's local authorities: The Santander City Council is boosting inten-
sively the concept of "Smart City". The city mayor is personally in charge of the Innovation Department
in Santander Municipality. Large amount of news were published in different media as local newspa-
pers, Santander's Municipality webpage (http://www.santander.es) explaining the content of all innova-
tion projects in which the municipality is involved, including the SMART project. In summer 2011, a
Spanish Smart Cities Network, chaired by the Santander's mayor, was created with the aim of promot-
ing innovation, scientific research and public-private partnerships in the field of new technologies with
application to urban areas.

Project dissemination beyond Europe: The innovative character of the project makes it subject to in-
terest beyond the border of Europe. Therefore, the project, and its accompanying technologies, will be
presented to various events outside Europe (e.g. ICASSP, INTERSPEECH). Through scientific paper
contributions the partners in the consortium will make their achievements accessible and globally
known.

Flash studies: There are topics inside the context of the project that meet extensive scientific and in-
dustrial interest. The project plans to create several such flash studies, in the form of small (at most 3
pages) documents.

Internal dissemination: Partners will present the results internally in their organisation, giving boost to

internal dissemination. In any case efficient dissemination requires internal knowledge of a project's re-
sults.

Workshops: Apart from being present at external conferences and workshops, SMART will organise its
own workshops and events. In addition to workshops, SMART will organise panel discussions as well.

Publications: Technical papers will be published in several conferences, journals and magazines.

EU Concentration meetings: SMART is dealing with a large number of activities and addresses an
important set of content and semantics-related technologies and solutions.

Furthermore, SMART is closely affiliated to the Future Internet and the Internet of Things concepts.
Therefore, SMART will play an active role in the EU Concentration meetings.

Participation in EU Concentration meetings is considered as an efficient way to disseminate results
within the EU domain. In addition this will assist the collaboration with other organisations and projects.

Liaisons establishment with other projects and activities: Liaison with other projects is the means
to co-ordinate the activities of SMART considering the on-going activities in other projects. For these
reasons, liaison delegates will be identified. SMART will liaise with the FP7 projects CUBRIK, SO-
CIALSENSOR and REVERIE, which comprise research topics pertinent to the SMART research (e.g.,
social sensor networks).

As the technical work will progress, the dissemination and exploitation efforts of the project will intensify
based on the following activities:

- Presentation of project results in international scientific forums, workshops and conferences.
- Presentation of the various prototypes produced in the project in national and international
  market and academic forums.
- Presentations to potential customers, users and companies that may be interested in commer-
  cialising SMART technologies.
- Update of the SMART web site where persons, research teams or companies can visualize the
  main features of future SMART based products, including interactive demos.
- Preparation of press releases.
- Internal promotions within consortium members.
- Information dissemination about technical and end-user aspects of the SMART applications.
- Early demonstrations of the SMART developments and deployment.
- Establishment of industrial contacts (including small and medium enterprises) in order to show
  the results to possible customers.
- Establishment of a viable exploitation plan taking into account user needs and market possibili-
  ties in order to decide which products can be developed from the advancements made during
  SMART.
- Investigation of business models for the SMART middleware and related deployment paradigm,
  based also on early technical developments of the project.

The above makes it evident that the project places an important value on the dissemination activities,
the publication of the main outcomes and results, as well as the collection and analysis of feedback.

4.1.2 Planned Dissemination Activities w.r.t. the Open Source Communities

A fundamental aspect of our dissemination plan is to release many of the built software tools as open
source software building on the Terrier open source framework. The University of Glasgow already has
an excellent track record with Terrier. In particular, we will continue advertising widely the releases of
Terrier, through mailing lists of information, retrieval and related-fields, as well as widely known open
source software portals and forums such as Freecode, and through Twitter and blog posts. Moreover,
the GLA group is already part of a local academic and regional government network within Scotland
encouraging links between academia and industry. For the dissemination of the SMART project, GLA
would aim to build this further, with the help of a dedicated Research & Enterprise division of the uni-
versity.

Special emphasis will be given to building of an open source community for the SMART results. This is

essential, given that Open Source will be a primary exploitation modality/channel towards achieving the project's impacts. The project's community building strategy will be based on the following activities:

- Article publications to open source journals, magazines and blogs.
- Webinar presentations to existing communities, notably the Terrier and Aspire RFID communities.
- Presentation to open source conferences (at regional/national and international levels).
- Presentations and posting of announcements about the project in thematic portals (such as-noloh.net).
- Organization of one thematic workshop targeting open source software for the emerging search engines.

Last but not least, SMART depends on the evolution and wide adoption of widely accepted royalty-free standards. Vendor efforts for locking-in corporations to proprietary solutions may become a serious external set-back to the SMART envisaged impact. This is particularly important given the open source nature of the project, which will be boosted by open royalty free standards.

4.1.3 Planned Dissemination Activities w.r.t. standards

SMART intends primarily to become an open source blueprint for the development of open source systems. To this end, SMART should be seen as a de-facto implementation standard for sensor-based search. Ideally, this will be SMART's primary contribution to standardization.

In terms of other standard, SMART will adopt the MPEG family of standards, W3C OWL Ontologies, as well as W3C Web Services as umbrella technologies that:

- Drive the development of the SMART software, middleware and data interfaces.
- Ensure the interoperability across stakeholders (content providers, application service providers, end-users, third-party application developers and ISVs).

Partners' membership and standardization in the respective bodies is a prerequisite for the successful contribution into standards.

ATOS is very active in the IPTC (International Press Telecommunication Council), where it could contribute (together with PRISA) standardized information on A/V based search on news. Moreover, ATOS is active in the formulation of the SportML standard, which could be used for sports-related news information exchange in the scope of the SMART use case.

IBM is member of many organizations dealing with standardization, including W3C, ETSI and may contribute to exploiting the SMART results in the form of industry standards as well as provide liaison for the respective standardization processes.

To a lesser extend the project will attempt contributions in other standardization bodies (e.g., MPEG, W3C), where potential contributions may arise, yet the partners do not maintain memberships.

SMART intends also to play a role in the specification of Future Internet standards, given that it is a project that manifests the potential of the Sensor Web and the "Internet of things" concepts. To this end, SMART will participate in concentration and standards mechanisms that are or will be established at the FP7/ICT level.

Last but not least, SMART depends on the evolution and wide adoption of widely accepted royalty-free standards. Vendor efforts for locking-in corporations to proprietary solutions may become a serious external set-back to the SMART envisaged impact. This is particularly important given the open source nature of the project, which will be boosted by open royalty-free standards.

4.1.4 Quantification of SMART dissemination activities

The following table provides a quantification of the SMART dissemination activities during the project. It sets a basis for verifying whether the project dissemination objectives have been met.

Dissemination Activity	Target Value	Target stakeholder / Remarks
Participation in FIA meetings	Participation in All Meetings	Other EC projects and Stakeholders, Standardization Bodies. As FIA brings together the top researchers across the future internet and from industry and academia it is an ideal forum to seek collaborations and input from a wider perspective than found solely in the media unit, but sharing a common vision of the Internet's future. One caveat is that the future of FIA is very uncertain. There are currently no future assemblies planned in the coming 12 months.
Journal Publications (International Referred Journals)	8	Research/Academic Community with the intention of involving external experts who will follow our work and provide feedback and potential collaboration.
Publications and Presentations in International Conferences (including open source conferences)	12	Research/Academic Community Open Source Community
Articles in Journals/Magazines about Open Source Software	3	Open Source Community
Press Releases on the project's results (including releases through the PRISA and SDR networks)	8	Multiple stakeholders (e.g., infrastructure providers, service providers, smart cities), General Public
SMART Newsletter Issues (on average one issue every 6 months)	4	Multiple stakeholders (e.g., infrastructure providers, service providers, smart cities), General Public
Participation in Public Exhibitions and Demonstrations	3	Potential Customers (e.g. Service Providers, infrastructure Providers)
SMART Workshops and/or Conferences (including the workshop targeting the open source community)	3	Open Source Community, Researchers, Smart Cities, A/V Search Service Providers
Flash studies	2	Potential Customers (e.g. Service Providers, Infrastructure Providers)
Production of SMART leaflets	2	Multiple stakeholders (e.g., infrastructure providers, service providers, smart cities), General Public
Participation in major SMART-related events outside Europe	1	Researchers (including open source stakeholders) conducting research in SMART-related topics towards experience and best practices sharing

Table 1: Quantification of General SMART Dissemination Activities.

4.2   Dissemination Activities Planned by Partners

In the following, we present the dissemination plans of the individual partners with respect to the general directives. These plans emphasize for the next twelve months following the time of writing the present version of the deliverable. These plans will be updated accordingly, in later versions/releases of the present deliverable till the end of the project's lifetime.

4.2.1   **Atos**

Conferences

The SMART project will be presented by ATOS during its project time at several commercial and non-commercial events (e.g. IBC, ICT and other EC-related events).

Press releases

The SMART project will be disseminated in the "e-boletin Marcom of ATOS Press". The SMART concept and results will be published by ATOS in leading journals and on ATOS Corporate web site in different languages.

Promotion activities

ATOS contacts with different actors / market players are being pursued. The SMART project concept and results will be published by ATOS in leading journals. The project brochure will be translated to the Spanish and English languages and will be printed, aiming for distribution to potentially interested parties (such as network communities and others) during or outside conferences and other organized activities. A poster for SMART will be designed and printed, aimed to be used at conferences and other organized events. The SMART web site www.smartfp7.eu was produced and will be kept updated in collaboration with all project partners.

The mobilization of the ATOS worldwide commercial network can greatly increase the reach of the project beyond what is possible for universities or R&D departments. Within ATOS a series of meetings will take place where the SMART project is going to be presented to Managers and sales people who are the ones in contact with clients. The importance of bringing onboard the various Account Managers cannot be underestimated. These include for example Account Managers for the Public sector, media for publishing, and social networks. A list of these meetings will be provided in the next version of this document.

4.2.2   **TELESTO**

TELESTO is a high-tech SME specialized in wireless products and solutions, including wireless sensor networks. The company views SMART as an opportunity to further develop and deploy their wireless solutions in conjunction with sensors comprising the SMART platform. TELESTO clients include over 20 municipalities in Greece, which can serve as infrastructure providers according to the SMART value chain and business model. TELESTO has already deployed/integrated wireless sensing infrastructure for these municipalities. Based on SMART, TELESTO intends to integrate novel sensor search solutions, which will be later demonstrated to the municipalities of its customer portfolio. In addition to increasing sales, these solutions will allow TELESTO to strengthen their business relationships with these municipalities, through the offering of added value applications (over their existing infrastructures).

Conferences

The SMART project will be presented by TELESTO during its project time at several commercial and non-commercial events in Greece and EC. TELESTO plans to disseminate the SMART project and its results during the CompArch 2012 conference and particularly in the Workshop on Reusing Open-Source Software Components – (ROSS) @ ACM SigSoft, June 25, 2012, Bertinoro, Italy. This workshop aims to bring researchers and industrial experts to present and discuss the issues related to the reuse of open-source components from technical, process, organizational, legal, and business point of views.

Press releases - Publications

TELESTO plans to publish at least 2 press releases (in Greek) describing the project results and espe-
cially the company's role. Additionally, TELESTO plans to author or co-author at least 2 journal publica-
tions in prestigious scientific journals.

Promotion activities

Through its synergies with various administration authorities and municipalities in Greece, TELESTO
plans to promote the project results. Besides that, by leveraging its active involvement in the Greek As-
sociation of Computer Engineers, TELESTO will promote the findings of SMART in a large professional
association in Greece and will increase the project's visibility. A series of meetings and presentations to
business partners will take place, along with demonstrations of SMART outcomes and benefits.

4.2.3 GLA

Conferences

GLA will be targeting the presentation of a demonstration of the SMART real-time indexing functionality
at a suitable information retrieval (IR) conference such as the European Information Retrieval Confer-
ence (ECIR). A paper describing the used infrastructure will also be aimed at a suitable venue such as
ECIR or the Large-Scale and Distributed Systems for Information Retrieval (LSDS-IR) workshop.

Press releases

GLA plans to publish a press release promoting the SMART project across the UK media outlets,
through its Media Relations Office.

Promotion Activities

GLA is a member of the Scottish Sensor Systems Centre (SSSC), which aims to encourage and pro-
mote joint industrial/academic work on sensor systems. SSSC organizes regular meetings, activities
and events, including a scheduled meeting about Smart Cities. GLA plans to attend some of these
events to promote the SMART project, exhibiting a poster or giving a talk at one of these events. GLA
will also be distributing the SMART flyers and brochures in the various international conferences that
members of the group will be attending (e.g. the premier SIGIR conference in August 2012). Finally,
GLA will be raising the visibility of the project through online demonstrations advertised in blog and
Twitter posts.

Open Source

GLA intends to release some components of the SMART search architecture as Open Source (e.g.
parsers of the edge nodes data streams). Once appropriate open source releases have been made, we
will start raising awareness of the SMART project within the open source distributed stream computing
communities (e.g. MapReduce, Storm), within the sensor systems forums (e.g. SSSC), and within the
general open source repositories (e.g. Freecode).

4.2.4 SDR

Santander City Council (SDR) is firmly committed to innovation, progress and advancement of society,
such as boosting economic growth, the shift to a new production model, the generation of entrepre-
neurship and job creation. The Department of Innovation aims to transform Santander into a city of fu-
ture, modern and avant-garde, based on information and communication technologies.

Press releases – Publications

SDR is carrying out constant publications in the media explaining different aspects of the SMART pro-
ject with special emphasis on the technologies intended to be deployed.

The mayor of Santander and other local technicians are conducting a number of meetings and confer-
ences with the aim of promoting innovation through collaboration agreements private audience. These

meetings are primarily designed to attract business investment and boost the technological concept of smart city in all its aspects.

Among its compromises for the future (2011-2015), the city and the government of Santander foresee to carry out the following activities:

- Creating a Local Innovation Plan;
- Promoting partnerships between Local Government, Companies and Universities;
- Attracting international investments and retain highly qualified talent;
- Promoting business sector through collaboration between public administration and private companies;
- Identifying new business models;
- Creating a Smart City Network;
- Developing a modernization plan for e-government in the city of Santander.

Santander City will be present in major European forums on Smart Cities, which will be held shortly such as the International Conference on "Smart Cities for Sustainable Growth" in Lisbon, the annual meeting of the Future Internet Assembly (FIA) in Aalborg (Denmark) and the Smart Cities Europe 2012 in London, to name but a few.

4.2.5 **AIT**

Conference Presentations and Demonstrations

AIT will present and demonstrate its SMART technologies in the scope of:

- The Green ICT Conference, to be held in Athens, Greece, May 17th, 2012 (see http://www.greenict.gr/conference/index.html);
- AIT's Junior Summer School (untitled «Meet Your Future») to be organized in Athens, Greece (June 22-24, 2012), see http://www.ait.gr/ait_web_site/conference/myf/registration.jsp.

The scope of the above demonstrations will include individual visual processing systems developed by AIT in the scope of the project (e.g., the crowd analysis and colour analysis components), as well as the presentation of the project's open architecture as a whole.

Furthermore, one international conference paper submission will be pursued with the possibility of one more presentation in an international audience.

Magazines

AIT plans to publish an article on the SMART results in the On-line magazine published by the association of Greek computer and communications engineers (see http://www.computer-engineers.gr/modules.php?name=Magazine).

Press releases

AIT will translate and customize the general project release of the project and it will accordingly disseminate it through Greek media (such as the NetFaX and Netweek magazines). The press release will be also promoted via AIT's site.

Additional press releases will be posted in the scope of major milestones, such as the first release of the open source software libraries of the project, as well as major releases of visual processing systems.

Other Promotion Activities

AIT's plans to disseminate the project in the scope of AIT's annual research events, as well as through participation in EC clustering mechanisms such as the Future Internet Assembly (FIA) and the ICT Con-

ference. For these events, AIT plans to lead an organization of sessions and/or participation in demonstrations.

4.2.6 IBM

Conference Presentations

IBM will work to publish the results of the work on the SMART project in leading conferences in related areas such as ICASSP and INTERSPEECH.

Media outreach

IBM will publish a media outreach on the project on its web site and disseminate it in Israeli and global media channels.

Internal dissemination

The IBM SMART team will work to promote and publish the project and its results inside IBM. This effort could lead to the inclusion of the SMART project within IBM's internal and external presentation. The project could be presented as part of IBM's work on its main agenda subjects such as "smart cities" and "internet of things". Because of IBM's global outreach, this type of publication could lead to a large visibility of the project.

4.2.7 Imperial College

Conference Presentations

Imperial College intends to publish the results of the work in leading conferences (though no precise venues can be given now), and journals in related areas.

Open Sources

Imperial College intends to release the code of the SMART reasoning and learning modules for event recognition as open source. Once appropriate, we intend to start raising awareness of the SMART project within the open source communities, and in particular with respect to the module on event recognition, reasoning and learning.

Internal dissemination

The Imperial College SMART team will work to present the project and its results inside Imperial College.

4.2.8 Prisa

Press releases

Prisa Digital plans to publish press releases promoting the Smart project and the role of the company in the project.

Publications

Prisa Digital plans to publish articles for the Spanish-speaking countries describing the project through the Prisa's press business units.

4.2.9 S3Log

S3Log plans to create a living list of upcoming events, which are considered relevant to the Project and which should be attended by a project representative(s). Plus, S3Log is planning to introduce the

SMART project within italian public administration by inserting the software into the catalogue of reusable application.

Events

S3Log plans to disseminate SMART studies in workshops that involve partners, such as:

- Ministry of Defence,
- Ministry of Transport,
- NATO,
- EDA,
- FRONTEX.

Also, S3Log plans to establish solid relationships with above partners to exploit results in further business opportunities.

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5 Conclusion

In this document, dissemination activities achieved so far (month 6) have been presented. This has followed the plan laid out in the Description of Work document and as served to create a presence within the research community. In the following period the project will undertake actions to develop relationships with stakeholders which can offer feedback and collaboration possibilities.

The present strategy is skewed to academics and researchers as other stakeholders, such as users, developers and providers are difficult to engage with until initial results are available or detailed. Nonetheless the project will prepare a set of activities to maximize the impact of the initial results. This will be reported in a M12 update. Based on the initial dissemination directives of this deliverable, activities have been proposed by each partner for the next period. These dissemination activities are intended to present the overall SMART project and outcomes as well as individual pieces of related work.

Official updates of the document will be made at month 18 and 30 of the project, and an unofficial update to this version in month 12.