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 (Update for M12)

Due date of deliverable: 01-11-2012

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Summary of the document

Code:	**D7.1 Report on Dissemination and Standardization Activities (Update M12)**
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Audience:	☒ public ☐ restricted ☐ internal
Abstract:	*This deliverable is 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 reflects the work carried out in Tasks T7.1 (in terms of dissemination) and T7.7 (in terms of standardization).*
Keywords:	• Dissemination • Standardization • Events, conferences, white papers, speeches, etc.
References:	DOW and D7.3 (see references within the document)

Table of Contents

1 Executive Summary

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

The document first presents an agile dissemination strategic framework tailored for SMART. This is based on first targeting primarily the academic community, with the intention of building awareness and the potential for collaboration, but will move more heavily towards potential users and providers as the project progresses, in line with directions from the commercial exploitation team, and also towards more specific knowledge transfer within the academic community. The approach taken is to avoid a rigid action plan in favour of a more nimble and fairly lightweight plan, ensuring both agility and partner incentives. Notwithstanding this, a series of dissemination directives are mandated on the project by the project coordinator and dissemination manager to ensure a comprehensive and coherent execution.

Following the strategy, the document then presents the initial actions which have been taken by the partners in line with the initial dissemination directives proposed in the description of work, accompanied by an analysis of their impact.

Finally the list of planned actions for the next period is given, broken down according to the partner responsible for carrying them out.

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.

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 an 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 two-fold. Firstly it serves to present the dissemination and outreach activities executed by the SMART project partners. Secondly it demonstrates the overall approach taken to coordinating dissemination, analysis of current success and plans for the future. 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. Furthermore dissemination efforts will lead to collaboration with other projects, both FP7 and or otherwise, and is in the interests of other stakeholders (promoting the innovation capability of the involved partners and the European Commission's commitment to R&D).

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

The remainder of this document is structured as follows. In Section 3, the flexible dissemination strategic framework is discussed and the overall objectives are divided with respect to targeted communities, activities and time frames, as well as a set of directives to guide partners towards achieving these objectives In Section 4, dissemination activities achieved so far (month 12) are described and analysed. Section 5 discusses future plans and finally Section 6 concludes.

3 Dissemination Strategy and Directives

The dissemination strategy is designed to make the results of our up to date research and technology development available to targeted communities. We are currently in the presence and awareness phase of the strategy with the goals of: i) identifying and liaising with other concurrent research efforts with an eye for future collaboration; ii) attracting early innovators on the potential user or provider side which can assist in developing an exploitation path. During the coming year the project will shift increasingly into the technical demonstration and exploitation phase, with the aims of: i) demonstrating the potential academic or commercial exploitation of SMART technical frameworks; ii) attracting a large and active user community that might consider the developed technologies in their projects; iii) preparing the way for future research efforts in the relevant fields; and iv) preparing for possible future adoption in any application domain.

Instead of a rigid and detailed strategic plan for the project, a lightweight agile strategic framework is assumed: the overall objectives are divided with respect to targeted communities, activities and time frames, then a set of directives are given to guide partners into the activities meant to achieve these objectives. This agile framework is meant to enable partners to move quickly and easily with respect to opportunities of dissemination while guiding their activities and respecting their autonomy.

In Section 3.1, we settle the objectives into 2 phases: Presence-Awareness and Demonstration of Exploitation - Promotion. The actions or activities meant to reach these objectives are then addressed in Section 3.2 by some directives stemming from the Document of Work (DOW). Based on the overall objectives and the directives, each partner proposes in Section 4.2 its own dissemination activities for the coming months.

3.1 Dissemination Objectives

As explained above, the dissemination objectives for the overall dissemination are divided in two phases. The first phase aims at raising awareness of the project (from M1 to M24), then a second phase has for objective the promotion of exploitable results to potential adapters (M12 to M36). During the second year both phases coexist.

Phase	Targeted Communities	Focus	Actions/activities	Time Frame (approx.)
Phase 1 Presence & Awareness	Communities: Search Engines, Internet Of Things, Information Fusion, and more.	Presence	SMART Website Social Medias (e.g. Twitter),etc.	M1
		Awareness	Scientific Publications Press releases, etc	M12
Phase 2 Exploitation & Promotion	Actors: IT providers, Final users, and more.	Demonstration of Exploitation	Test and demonstration of exploitation by industrial partners.	M24
		Promotion	Participation to, demonstration in and organisation of events and meetings.	M36

The activities to reach the objectives of these phases are regulated by the directives stemming from the description of works (DOW).

3.2 Dissemination Directives

The dissemination activities will be steered by the following directives until the end of the project. Those directives shall be amended or adapted with respect to the progress of the project. 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.

3.2.1 Directives w.r.t. Presence & Awareness

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)

Flash studies (White Papers): There are topics inside the context of the project that meet extensive

scientific and industrial interest. The project plans to create several such white papers, in the form of small (at most 3 pages) documents.

Project documentation: Upon the completion of the project, a number of documents, papers, deliverables, technical reports, and presentations are expected to be available. A number of deliverables have already been published on the Website.

Project Website: A Website (www.smartfp7.eu) dedicated to the project has been designed and it is incrementally enriched as the project progresses. This Website requires now 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.

Dissemination through social networks: The project's results will be disseminated via the existing SMART Twitter account. Moreover, SMART has a group of interests in LinkedIn but the project needs to further advance to become effective. For this reason, the promotion of results is postponed through the EU social networks listed in http://www.socialnetworksgroup.eu/. Eventually, future project's dissemination directives 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.).

Use of the PRISA network and broadcasting/media services: The consortium has already exploited PRISA's network and activities in order to boost the project's publicity in Spain and other Latin-speaking countries. In the future, other 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" journalists 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.

Dissemination through Santander's local authorities: The Santander City Council is boosting intensively 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 newspapers, Santander's Municipality webpage (http://www.santander.es) explaining the content of all innovation 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 promoting innovation, scientific research and public-private partnerships in the field of new technologies with application to urban areas.

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 results.

3.2.2 Directives w.r.t. Demonstration of Exploitation & Promotion

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 application domains (e.g., security/surveillance, on-line collaboration) will be pursued.

Workshops: Apart from being present at external conferences and workshops, SMART will organise its own workshops and events (in combination and collaboration with other EU funded projects such as SMART Santander and SafeCity, those events are planned for the 2nd year of the project). In addition to workshops, SMART project will organise panel discussions as well.

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 university.

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.

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.

Promotion and Exploitation. As the technical work will progress, the exploitation efforts of the project will intensify. As ideas become clearer it will provide the following inputs to dissemination:

- **Business models.** Investigation of business models for the SMART middleware and related deployment paradigm, based also on early technical developments of the project. This will give clear indications on the type of users and providers we expect. This will translate into dissemination actions to those specific targets both to garner feedback and to build a stakeholder community ready for later exploitation,
- **Exploitation plan.** The consortium is establishing a viable exploitation plan taking into account user needs and market possibilities in order to decide which products can be developed from the advancements made during SMART. This also includes partner specific exploitation. This will provide input to dissemination action both from the partner plans but also in terms of key announcements, invitations for beta testing and so on.

This will be translated into specific dissemination activities:

- **Press releases and website updates** – inviting users and providers to become involved, use prototypes and provide feedback
- **Presentations to potential customers, users and companies** that may be interested in commercialising SMART technologies. Particularly in order to gather feedback and to pursue potential business relationships.
- **Establishment of industrial contacts** (including small and medium enterprises) in order to show the results to possible customers and build potential sales channels. This includes both internal and external contacts.

3.2.3 Miscellaneous Directives

EU Concertation 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: Imperial College is already is contact with the FP7 EU project PRONTO with regard to reasoning technologies. Other contacts with EU projects are under performance considering the on-going activities and results of the projects such as SMART Santander and SafeCity projects (including the SMART project).

4 Achieved Dissemination Activities (month 12)

The initial 12 months of the project have been dedicated to developing the project plan rather than producing results exploitable for third parties. The agile strategic framework for the dissemination of the SMART project has demonstrated appropriate in light of the results of dissemination achieved so far.

The initial dissemination actions has not only served to establish SMART 'presence and awareness' within the research area, but they also reach citizens, worldwide. As the results materialise, the focus will shift to include a wider set of stakeholders encompassing future developers, providers and users.

The following table represents SMART's progress to date in each of the areas selected. The number of actions and target values are given. We then proceed to discuss actions achieved per category.

Dissemination Activity	Target Value	Target stakeholder / Remarks
Journal Publications (International Referred Journals)	1/8	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)	7/12	Research/Academic Community Open Source Community
Articles in Journals/Magazines about Open Source Software	0/3	Open Source Community
Press Releases on the project's results (including releases through the PRISA and SDR networks)	100/8	Multiple stakeholders (e.g., infrastructure providers, service providers, smart cities), General Public
SMART Newsletter Issues (on average one issue every 6 months)	1/4	Multiple stakeholders (e.g., infrastructure providers, service providers, smart cities), General Public
Participation in Public Exhibitions and Demonstrations	0/3	Potential Customers (e.g. Service Providers, infrastructure Providers)
SMART Workshops and/or Conferences (including the workshop targeting the open source community)	0/3	Open Source Community, Researchers, Smart Cities, A/V Search Service Providers
Flash studies (White Papers)	0/2	Potential Customers (e.g. Service Providers, Infrastructure Providers)
Production of SMART leaflets	1/2	Multiple stakeholders (e.g., infrastructure providers, service providers, smart cities), General Public
Participation in major SMART-related events outside Europe	0/1	Researchers (including open source stakeholders) conducting research in SMART-related topics towards experience and best practices sharing

Quantification of General SMART Dissemination Activities. This 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.

4.1 Publications in International Conferences/Workshops

The following 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.

- 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.
- 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.

Furthermore, a presentation was made giving a project overview at a SMART Cities conference made in September 2011, with a similar positive audience feedback.

- Paul Moore, «Smart Cities: Visión y oportunidades en Atos research and Innovation», (Invited discussion). XXI Jornadas Telecom I+D: Las TIC en la ciudades del siglo XXI: la SMART CITY. 28-29 September 2011, Santander (http://www.telecom-id.com/anteriores/2011/index.php)

With regard to the following publication, feedback was in general very positive with respect to the tackled application (combining sensor and local search) and many delegates commended the introduction of a new ranking paradigm. Most other feedback was related to the efficiency of the framework: i.e. the necessary architecture to handle a large number of edge nodes, in addition to handling the social networks, which are themselves very problematic to process in real-time during busy peaks.

- SMART: An open source framework for searching the physical world. M-Dyaa Albakour, Craig Macdonald, Iadh Ounis, Aristodemos Pnevmatikakis and John Soldatos. In *Proceedings of the SIGIR Workshop in Open Source Information Retrieval*.

The following papers from Imperial College investigate formalisms and algorithms for Probabilistic Rule-based Argumentation for inference and learning. Within the SMART project, this work prepares the construction of a probabilistic rule-based engine as an alternative to Markov Logic Networks.

- Régis Riveret, Antonino Rotolo, Giovanni Sartor. Norms and Learning in Probabilistic Logic-Based Agents. DEON 2012: 123-138
- Régis Riveret, Antonino Rotolo, Giovanni Sartor. Probabilistic Rule-base Argumentation for Norm-Governed Learning Agents. Journal of Artificial Intelligence and Law. 2012. To appear.
- Régis Riveret, Giuseppe Contissa, Antonino Rotolo, Jeremy Pitt. On Law Enforcement in Norm-Governed Learning Agents. JurisIn 2012. Accepted.

The following papers from GLA address how effective and efficient search models for search engines can be deployed. In particular, the first article investigates several practical research questions about how to deploy the latest generation of learning to rank techniques. In contrast, the second paper at the premier SIGIR conference proposes a new technique of query efficiency prediction, which facilitates the more accurate scheduling of queries within a replicated/distributed search engine. Learning to rank techniques will feature within the effective SMART search engine, while efficiency prediction can be used for large distributed instances of the SMART search engine.

- The Whens and Hows of Learning to Rank. Craig Macdonald, Rodrygo Santos and Iadh Ounis. *Information Retrieval*. DOI: 10.1007/s10791-012-9209-9
- Learning to Predict Response Times for Online Query Scheduling. Craig Macdonald, Nicola Tonellotto and Iadh Ounis. In *Proceedings of SIGIR 2012*. DOI: 10.1145/2348283.2348367

4.2 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.

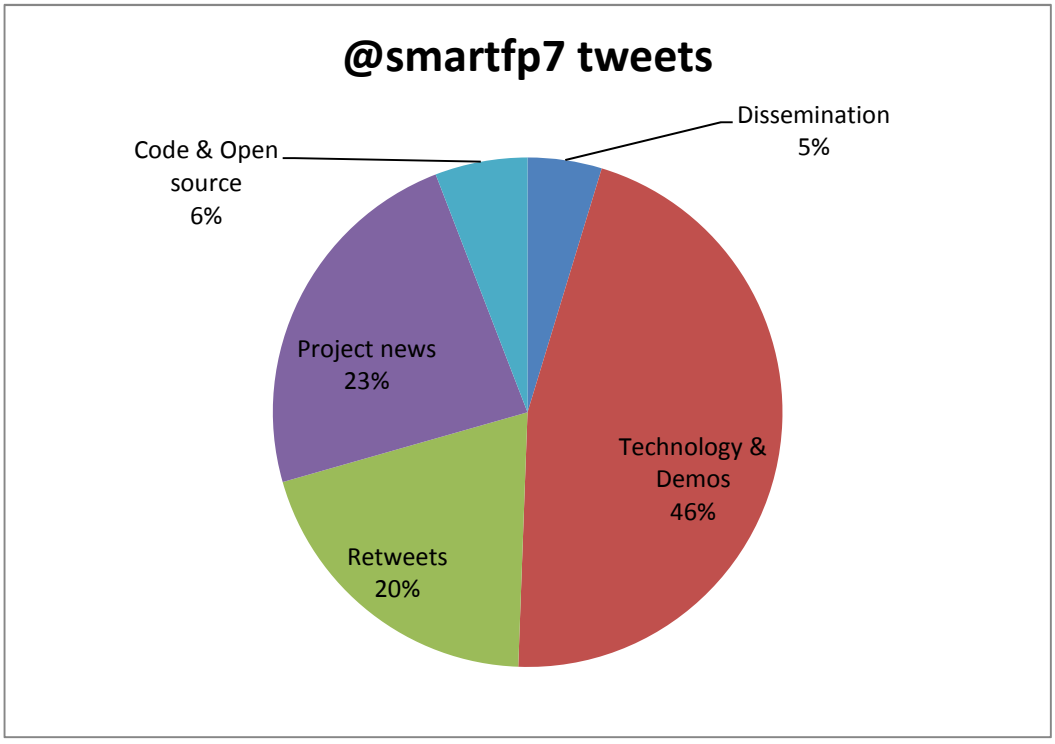
4.2.1 @smartfp7

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 five categories:

- Technology & demos: These are the majority of the tweets, which describe the evolution of the SMART technology. In some cases links to the public versions and demos in the site are provided.
- Dissemination: These are tweets about publications of the project, or closely related to the project.
- Code & Open source: These are announcements of the parts of SMART code that is in the repository and about the open source community around the project.
- Project news: These tweets are mainly about SMART in the media and consortium meetings.
- Re-tweets: @smartfp7 re-tweets information about smart living.

The SMART tweets are distributed in these categories as shown in figure below. We have 88 tweets, 89 followers and we follow 52 tweeters.



Distribution of SMART tweets.

4.2.2 @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.

4.3 Website

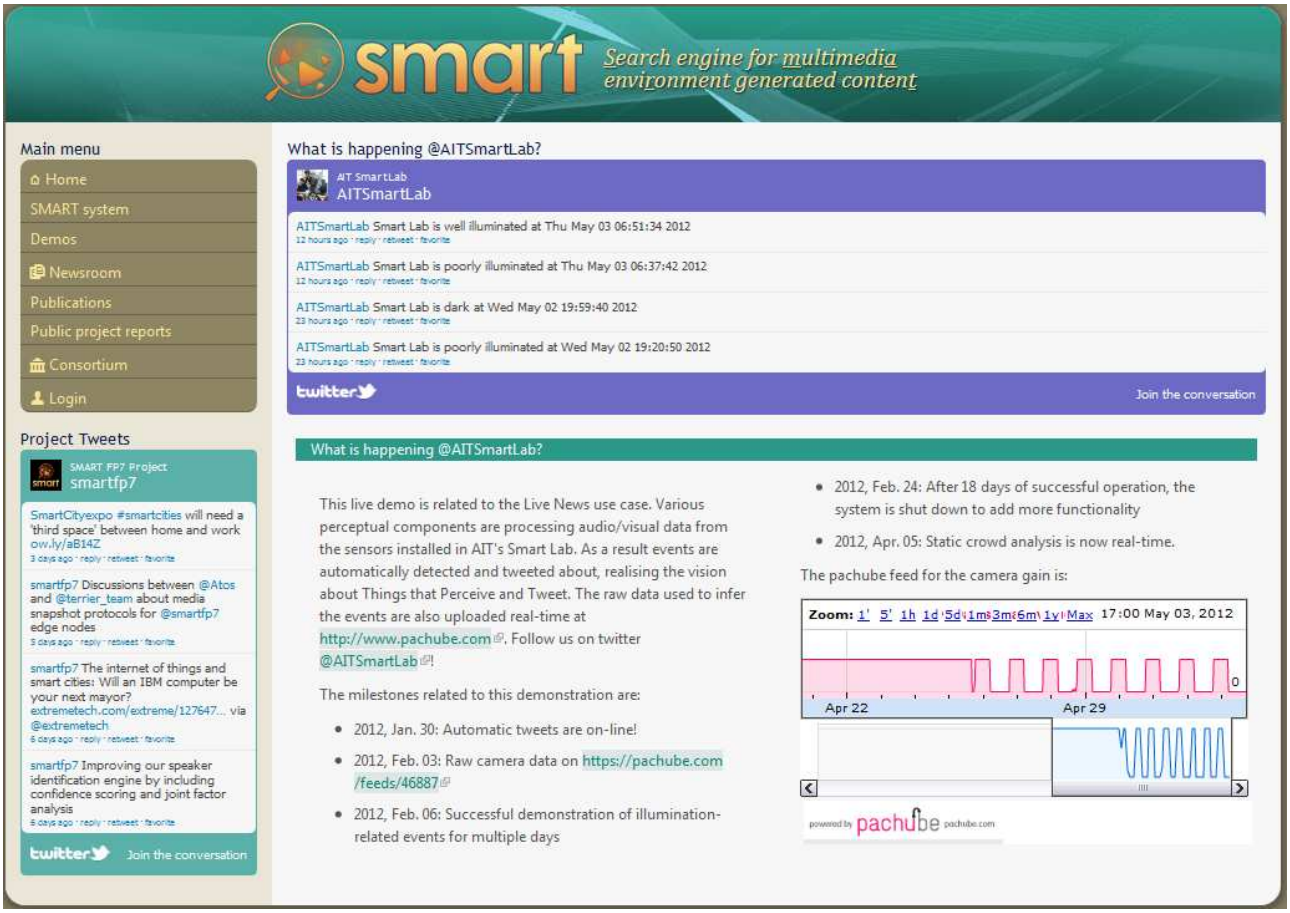
The public Website of the project is www.smartfp7.eu. It is continually updated so that citizens, research teams or companies can visualize the main features of future SMART based products, including interactive demos.

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 below)
- SMART system
  - Use cases
  - Edge node layer
    - Metadata extraction
      - Face & people tracking
      - Visual scene analysis
    - Intelligent Fusion Manager
  - Search layer
  - Application layer
- Demos (see Figure 3)
- Newsroom
- Publications
- Public project reports
- Consortium
- Login

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 below).
- 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.



A Demo page of the SMART Web site.

Some statistics from Google Analytics are given next. The number of visitors is modest (though expected due to the early stage of the project and lack of tangible results for download). We can identify two picks that occurred during the summer 2012: they are probably related to the interviews given by the University of Glasgow (GLA) to the BBC.

Google Analytics

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

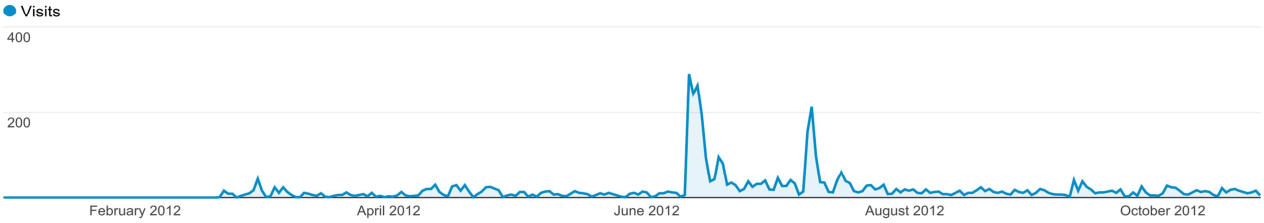
New vs. Returning

1 Jan 2012 - 24 Oct 2012

% of visits: 100.00%

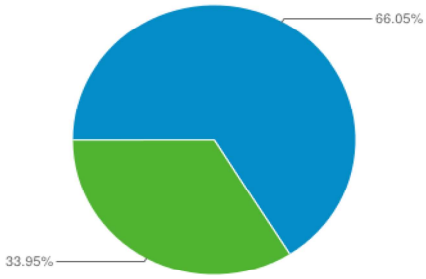
Explorer

Site Usage



Visits	Pages / Visit	Avg. Visit Duration	Bounce Rate
5,010	**2.99**	**00:03:12**	**49.30%**
% of Total: **100.00% (5,010)**	Site Avg: **2.99 (0.00%)**	Site Avg: **00:03:12 (0.00%)**	Site Avg: **49.30% (0.00%)**

Visitor Type	Visits	Visits	contribution to total: Visits
1. New Visitor	**3,309**	66.05%	
2. Returning Visitor	**1,701**	33.95%	



Rows 1 - 2 of 2

Google Analytics

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

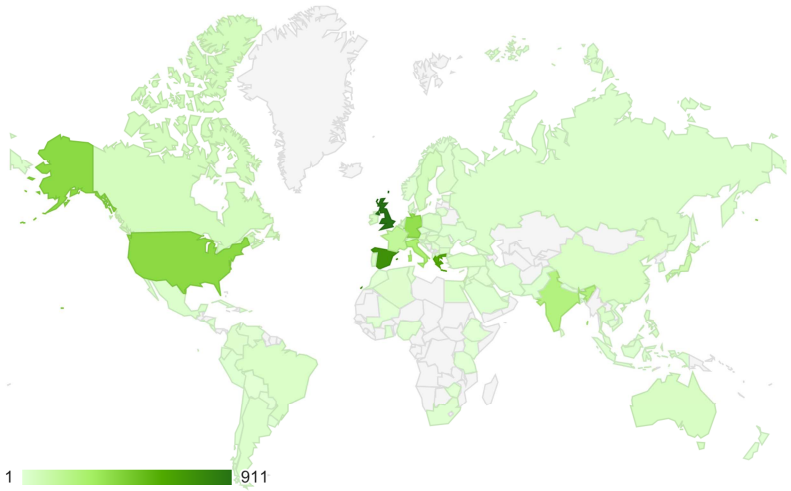
Location

1 Jan 2012 - 24 Oct 2012

% of visits: 100.00%

Map Overlay

Site Usage



Visits	Pages / Visit	Avg. Visit Duration	% New Visits	Bounce Rate
5,010	**2.99**	**00:03:12**	**66.05%**	**49.30%**
% of Total: 100.00% (5,010)	Site Avg: 2.99 (0.00%)	Site Avg: 00:03:12 (0.00%)	Site Avg: 66.05% (0.00%)	Site Avg: 49.30% (0.00%)

	Country/Territory	Visits	Pages / Visit	Avg. Visit Duration	% New Visits	Bounce Rate
1.	United Kingdom	**911**	3.10	00:03:25	51.04%	39.19%
2.	Spain	**739**	4.07	00:03:27	62.11%	51.83%
3.	Greece	**590**	3.64	00:06:07	34.75%	38.98%
4.	United States	**398**	2.29	00:03:15	86.68%	57.79%
5.	Germany	**370**	2.48	00:02:03	64.32%	51.35%
6.	Italy	**266**	2.73	00:01:51	72.93%	52.26%
7.	India	**227**	1.76	00:01:23	91.19%	66.96%
8.	France	**157**	3.09	00:02:25	89.81%	42.04%
9.	Japan	**93**	2.85	00:02:46	65.59%	63.44%
10.	(not set)	**82**	3.43	00:03:21	74.39%	46.34%
11.	Israel	**68**	2.38	00:01:45	44.12%	58.82%
12.	Canada	**58**	2.16	00:00:54	75.86%	60.34%
13.	Sweden	**58**	3.97	00:04:37	37.93%	31.03%
14.	Netherlands	**51**	2.35	00:02:00	90.20%	49.02%
15.	Belgium	**45**	1.76	00:10:02	84.44%	57.78%
16.	Australia	**43**	2.51	00:01:29	95.35%	58.14%
17.	China	**40**	5.75	00:07:04	77.50%	25.00%
18.	Switzerland	**38**	2.87	00:01:48	92.11%	42.11%
19.	Hungary	**38**	2.45	00:00:48	78.95%	47.37%
20.	Brazil	**37**	2.78	00:01:44	72.97%	48.65%

4.4 Other Dissemination in Public Media

SMART has been presented by GLA on BBC World. The permanent link of the BBC World story on SMART is:

http://www.youtube.com/watch?v=uBnozl6LOc&list=PL49696C121A3AB1C2&index=2&feature=plpp_video

An interview about the project, given by GLA on BBC Scotland in 11 June 2012 in Good Morning Scotland, triggered a media coverage. In June, this coverage included:

- BBC News: Glasgow University pioneers internet sensory search engine
- STV.tv: Computer scientists on brink of inventing 'sensory search engine'
- Glasgow University News: University of Glasgow developing new type of internet search engine
- Scotsman.com: Sensor search engine developed
- Techworld.com: Scottish scientists build search engine for 'Internet of Things'
- ZDnet.co.uk: Glasgow's SMART search engine senses cities
- Evening Times: Boffins make a SMART move to rival Google
- Herald Scotland: Scots work on new web search engine
- IBN Live: New sensor-based search engine to be developed
- The Times of India: Scientists developing sensor-based search engine
- The Telegraph: New search engine aims to Google the real world
- BBC, Technology Section, Featured Article: Researchers work on smart city search engine
- TechWeek europe: Smart City Search Engine Uses Sensors: University of Glasgow search engine project will use social media and sensors to take the pulse of a city.
- Digital Spy: SMART search engine lets users search real world
- SmartPlanet: A search engine for smart cities
- Irish Independent: New search engine aims to Google the real world
- Economics Times: New sensor-based search engine to be developed
- The Telegraph: SMART searching
- Westend TV: New search engine aims to Google the real world
- Techeye: Scientists create real-time smart city search engine: "SMART" provides live local updates
- New Electronics: Researchers developing 'smart city' search engine
- IT Pro: Researchers outline real-time search engine plans
- ITProPortal: University of Glasgow researchers working on new search engine to answer queries Google can't
- Wall Street Journal (blog): New Search Engine Combines Twitter with Sensors
- The Cutting Edge (Feature Article): Search Engine Aims to Quiz Sensor Networks
- ComputerWorld (Feature Article / long interview): Scots develop search engine which uses social media data: A new search engine is in development which will tell users what their friends are up to

Media coverage of our project continues in July at the pace of June:

- DANIWEB: Can Scottish students fill the Google gap with a SMART search engine?
- meshcities.com: The City as Media Database
- techthefuture.com: Search Engine Queries Physical World In Real Time
- BUZZOOM: Scientists to develop a Sensor-based search engine
- TECHLI: Get Ready For A Search Engine Right Out Of George Orwell's 1984

- Top Internet Providers in Philadelphia: New SMART Search Engine to Draw Results from Sensors in Physical World
- PCWorld New Zealand: Scottish scientists build search engine for 'Internet of Things'
- IDM Magazine: University researchers sense a new type of Internet search
- Urban Systems Collaborative: Researchers work on smart city search engine
- R&D Magazine: A new type of Internet search engine
- The Times of India: In search of real-world data
- Computer World UK: Scottish scientists build search engine for 'Internet of Things'
- secuLinx: What if? Online Real-Time Searchable Sensor Data
- Nano Patents and Innovations: New Search Engine Will Get Results From Sensors Located In Physical World
- Computer World NZ: Scottish scientists build search engine for 'Internet of Things'
- Digital Crunch: Scientists working on sensor-based search engine
- Bottom Line: Euro Researchers Get SMART
- EE Times: Search engine aims to quiz sensor networks
- EE Times Asia: Search engine aims to utilize "Smart City" concept
- ELPort.News: Search engine aims to utilize "Smart City" concept

Non-English speaking media also cover SMART this summer:

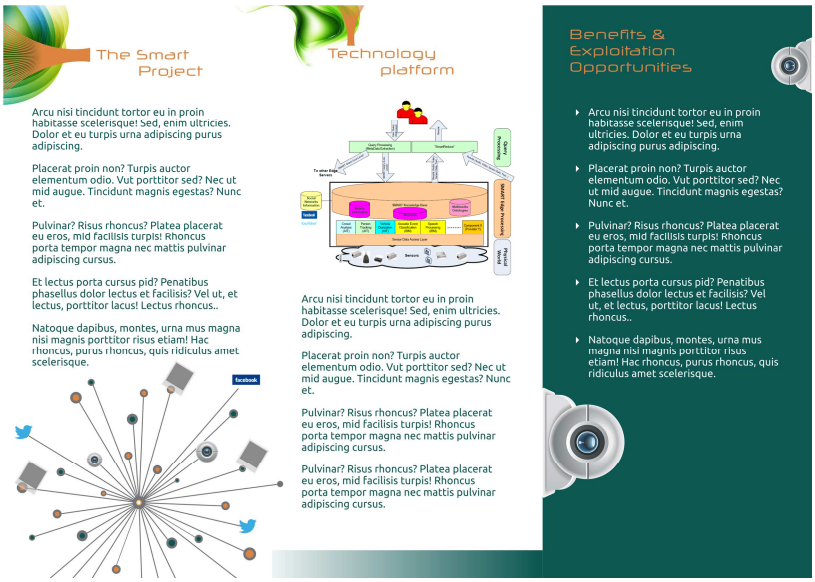
- futura-sciences.com (French): Smart, le moteur de recherche qui interroge des capteurs en ville (SMART: the search engine that queries the sensors in town)
- SG.hu (Hungarian): Szenzoradatok az online keresésekben (Sensor data in the online search)
- IDGNOW! (Portuguese/Brazil): Cientistas criam busca baseada em sensores reais (Scientists develop sensors based on actual search)
- computersweden.idg.se (Sweedish): Sökmotorn som hör en trafikstockning (The search engine that includes a traffic jam)
- computerworld.com.pt (Portuguese): Motor de busca para a “Internet das Coisas” (Search engine for the "Internet of Things")
- golem.de (German): Europäische Suchmaschine Smart bezieht Sensorendaten ein (European search engine incorporates data from smart sensors)
- 20 minutes online (French/Switzerland): Terrier denichera du son et des videos (Terrier searches for sound and video)
- EE Times Taiwan (Chinese/Taiwan): 新式搜尋引擎利用感測器網路答疑解惑 (The new search engine to use a sensor network FAQ)
- Laoyaoba.com (Chinese): 新式搜索引擎利用传感器网络答疑解惑 (The new search engine sensor networks answering questions)
- Η Καθημερινή (Greek): Μία... ζωντανή μηχανή αναζήτησης (A live search engine)
- EL PAIS – (web) Technology section (Spanish): SMART, un buscador de código abierto (SMART, an open source search engine)
- CINCO DÍAS.com (Spanish): PRISA participa en el proyecto europeo de innovación tecnológica Smart (PRISA involved in the European technological innovation project Smart)

PRISA also published different articles, such as:

4.5 SMART Flyer

During the first year of dissemination activities the SMART project has prepared an initial version of SMART Flyer:

Front view



Inside view

5 Dissemination Activities Planned by Partners

In the following, we present the planned dissemination activities of the individual partners with respect to the dissemination 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.

5.1 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). There is a white paper which will be presented at the ISCRAM2013 conference in Baden-Baden, Germany, May 2013.

Furthermore, SMART will be presented in various worldwide SMART Cities conferences where Atos will be participating as such as *Smart City Expo* – World Congress 13-15th November 2012; Gran Via Venue, in Barcelona. Atos and Microsoft will be present at the shared booth.

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 worldwide 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.

Concretely it is planned for ATOS to soon present SMART to the Scientific community:

http://atos.net/en-us/about_us/insights-and-innovation/scientific_community/default.htm.

This is a committee of innovators and visionaries established to advise the CEO.

The importance of bringing on-board 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. In addition, SMART will be presented to managers in the recently acquired Siemens IT division as part of the integration of these two teams.

5.2 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 especially the company's role. Additionally, TELESTO plans to author or co-author at least 2 journal publications 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 Association 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.

5.3 GLA

Conferences

GLA is are planning or preparing submissions on the following areas:

- models for event ranking based on tweets, along wit suitable evaluation methodologies
- learned approaches for filtering relevant tweet results for queries in real-time, (we call these running queries in SMART WP5 parlance).

For these publications, we will be targeting two of the following conference venues:

- OAIR 2013 ("10th International Conference in the RIAO series")

- SIGIR 2013 ("36th ACM conference on advances in information retrieval")

- ICTIR 2013 (" 4th International Conference on the Theory of Information Retrieval")

- CIKM 2013 ("22nd ACM International Conference on Information and Knowledge Management")

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 promote 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).

5.4 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 entrepreneurship and job creation. The Department of Innovation aims to transform Santander into a city of future, modern and avant-garde, based on information and communication technologies.

Press releases

SDR is carrying out constant publications in the media explaining different aspects of the SMART project 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 conferences 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.

5.5 AIT

Conference Presentations and Demonstrations

AIT has the intention to submit a face tracking paper at DSP2013.

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

5.6 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 2013.

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.

5.7 Imperial College London

Conferences

Imperial College intends to publish at the crossroad of Artificial Intelligence and Law in ICAIL 2013 ("International Conference of Artificial Intelligence and Law") and JURIX 2013. Other venues are possible if the opportunity presents itself.

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.

5.8 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.

5.9 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.

5.10 Joint Dissemination Activities Planned by Partners

Atos, S3Log and Telesto are preparing a whitepaper to be presented of the 2nd year of the SMART project for the following conference:

ISCRAM 2013 – 10th International Conference on Information Systems for Crisis Response and Management 12- 15th May 2013, Baden-Baden, Germany http://iscram2013.org/

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6 Conclusion

In this document, an agile strategic dissemination framework tailored for the SMART project has been presented and updated to the first version of the M6 document.

This lightweight approach is demonstrated appropriate in light of the results of dissemination achieved so far (month 12): cumulating Web views, YouTube hits, Twitter readers, readership of the article we can easily estimate that the project has reached thousands of people.

The present strategy is somehow skewed to academics and researchers since 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.

In the coming months the project will undertake actions to develop relationships with stakeholders which can offer feedback and collaboration possibilities. 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.