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**EPOCH**

**Excellence in Processing Open  
Cultural Heritage**

Network of Excellence

Information Society Technologies

**D4.6.1: Report on Showcase Dissemination**

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PIN

<b>Project co-funded by the European Commission within the Sixth Framework Programme (2002-2006)</b>		
<b>Dissemination Level</b>		
<b>PU</b>	Public	X
<b>PP</b>	Restricted to other programme participants (including the Commission Services)	
<b>RE</b>	Restricted to a group specified by the consortium (including the Commission Services)	
<b>CO</b>	Confidential, only for members of the consortium (including the Commission Services)	

## 1. Introduction

According to the TA and Attachment I, activity WP4.6 Showcase dissemination is designed to “ensure effective communication of showcases [and] optimize human and equipment resources for showcase communication”. As such it has to:

- Prepare suitable tools for communication, such as flyers, movies, presentations and so on;
- Provide the equipment necessary for such communication;
- Organize the presence at events where such communication can take place, to optimize value-for-money, by reaching as large an audience as possible with a reasonable effort.

## 2. The development of dissemination: content and equipment

Showcases have become progressively available during year 1, so dissemination has developed in three stages according to showcase development, and taking into account the time necessary to prepare communication tools after results were available.

1. Months 0 – 4. During this period most showcases were in development and little material, if any, was available for disseminating. Dissemination material was based mainly on the proposal and from previous research and available technology, on which all showcases rely.
2. Months 5 – 9. During this period, showcases started to be available while a few were still under development. Dissemination material could avail of results and preliminary demonstrations were prepared,
3. Months 9 – 12. In the final period, all showcases were available and demonstrations could be fine-tuned. Feedback from previous dissemination suggested revisions to previous material, to prepare improved one for subsequent use.

In the first period, no equipment beyond standard one was required. Special equipment has been acquired in period 2, including:

- A portable booth for mounting at events, exhibitions etc.;
- Ultra-light and rugged overhead projectors, easy to carry on planes and to mount on site;
- Laptops to manage projections and demonstrations;
- A compact PC with advanced graphic features for visual demonstrations.

The first three items were acquired by month 6, while the last one is going to be available shortly, after verifying the graphic requirements needed by showcases. A description of the equipment follows.

The portable booth can be easily assembled/disassembled and when disassembled it is easily carried in its bag. It consists of a collapsible framework, on which three separate plastic panels are mounted as walls, each about 1 m wide. They can be printed in colours separately, and it also possible to print a large continuous image on all of them. Also the panels may be rolled and inserted in the same bag with the framework. The stand has three halogen light spots mounted on top of the framework.

During activity it has proven to be a reliable and rugged piece of equipment. Assembling and disassembling requires less than an hour. Assembling is better managed by two people, but can be done by one. The cover strips may be easily changed according to needs, at a reasonable cost (about 100 Euro each).

The following images show the stand being assembled and the final result.



### 3. Published dissemination material

The dissemination material made available for presentations has varied according to the three periods.

Period 1. The available dissemination material consisted of a PowerPoint presentation, summarily describing the showcases, and a black and white text description included in the general EPOCH description. Some images and movies from previous research were displayed during presentations and exhibitions, to give an idea of the expected results. For instance, the images below were shown at the HEREIN meeting in Berlin (June 2004, month 3).



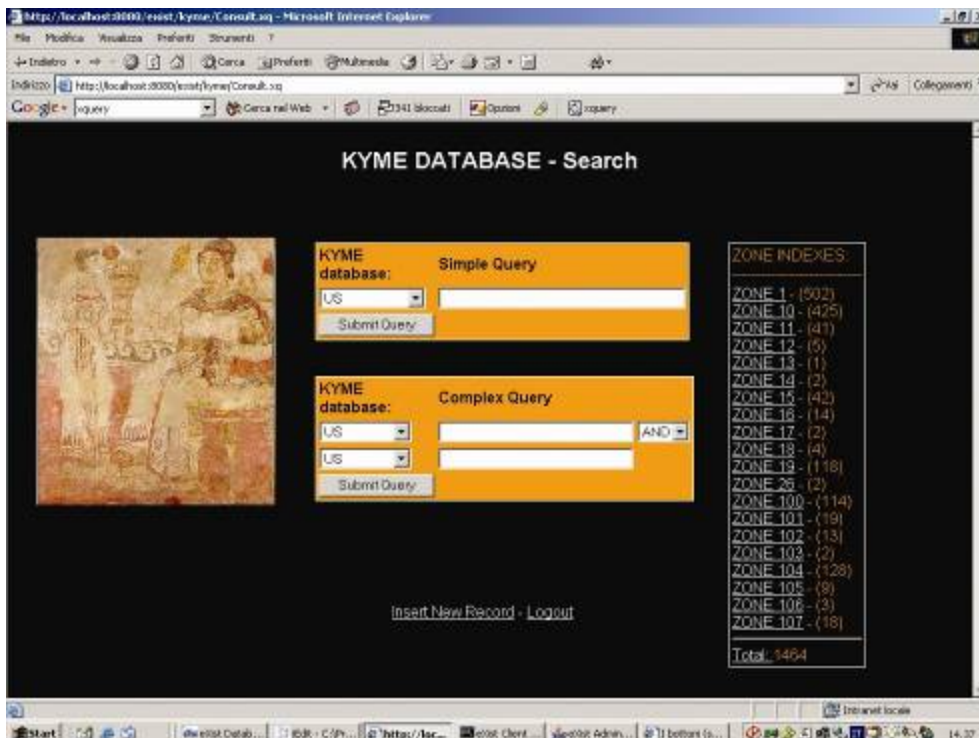
The leftmost image is taken from 3D MURALE, while the other two are taken from CHARISMATIC; both these FP5 projects have originated two of the showcases. Movies from the above projects were also displayed, evidencing the fact that they referred to previous research and were shown only as illustration of expected showcase results.

Period 2. More material was then available and flyers were prepared describing each showcase. Such flyers were distributed at events (they can be seen on the table in front of the stand in the last picture on the previous page). Initially limited to available showcases, they were progressively completed to cover all the showcases. Images below show some fronts/back of the flyers, conceived to fit into the two sides of an A4 page and printed on light cardboard.



The full set of showcase flyers is attached as Appendix 1. More movies and images were now available, and they were used to improve presentations and demos.

Period 3. All showcases with a visual character have produced movies illustrating their features. For others (e.g. showcase 7, "Archaeological documentation for the Semantic Web"), a live demo is available on site. The image below shows the search page for the demo of showcase 7.



This exhibition demo operates on an XML-native database of several thousands real archaeological records, so it is a good demonstration of the showcase potential, and goes well beyond the toy applications usually shown in similar circumstances.

However, operations on showcases still require skilled personnel and some manual operations to install and uninstall the necessary software.

After revising and polishing the material, it is now time to prepare a single product to be used for dissemination and, in principle, to be delivered to an interested audience and also to be available, probably in a lighter version, on the web site. This task will be accomplished in the coming months.

#### 4. Dissemination events

Dissemination events have been thoroughly described in D.4.5.2 Report on events and publications. They will be briefly summarized here for the sake of completeness. Events without showcase dissemination (e.g. press releases) have been not included in the list; however, numbers have been maintained the same as in D.4.5.2 for ease of reference to the full event description

Period 1. As already mentioned, showcase dissemination in this period has mainly consisted of presentations, accompanied by short movies and distribution of simple printed material.

#	Name	Date	Place	Country	Activity	Est. contacts
1	Euroindia2004	24-26/3/2004	New Delhi	IN	Stand + presentation	500+
2a	EVA Florence	29/3/2004 – 2/4/2004	Firenze	IT	Presentation	100+
4	CAA2004	13-17/4/2004	Prato	IT	Presentation	400
5	HEREIN meeting	2-5/6/2004	Berlin	DE	Presentation	50
7	Int. Conference on Museology	26-28/6/2004	Mytilene	GR	Presentation	100
8	EVA London	26-30/7/2004	London	UK	Presentation	100
<b>TOTAL direct contacts period 1</b>						<b>1250</b>

Period 2. In this period, as noted above, showcases dissemination has availed of richer material. Some events include exhibitions with the presence of the EPOCH stand.

#	Name	Date	Place	Country	Activity	Est. contacts
9	EAA	6-10/9/2004	Lyon	FR	Stand + material + presentation	800+
10a	EAHTR	9-10/9/2004	Norwich	UK	Stand + material + presentation	100
10b	WTFC	12/9/2004	Chichester	UK	Printed material	50
11a	Busteni	20-25/9/2004	Busteni	RO	Lecture + printed material	50
11b	Szazhalombatta	27/9/2004 – 2/10/2004	Szazhalomb.	HU	Lecture + material	50
13	EVA Jerusalem	11-12/10/2004	Jerusalem	IL	Presentation + workshop	100
14	Sibiu	30/10/2004	Sibiu	RO	Presentation	50
15	IST event	15-17/11/2004	Amsterdam	NL	Presentations	100
<b>TOTAL direct contacts period 2</b>						<b>1200</b>

Lectures, when given, always include a detailed description of showcases, with images, movies and distribution of flyers. Presentations, in general, concern almost exclusively showcases.

Period 3. The main event in this period was the VAST Conference. Here a space for showcase dissemination was available in the same hall where lunches and coffee breaks were served. People were encouraged to spend the intervals browsing, talking to showcase developers and looking at showcase demos. Each showcase had a separate desk with equipment and documentation. The EPOCH stand served as central point for general information and directing people to individual stands managed by development teams. VAST was attended by more than 300 people.



VAST participants looking at showcases during a break



Busy avatar showcase and stand-alone panels



Details of the showcase exhibition at VAST

## 5. Conclusions and future plans

Showcase dissemination has proven to be an exceptional tool to contact the professional public.

Museum professionals are attracted by seeing how technology can be applied and are greatly interested by potential further implementation. Showcases are, in fact, success stories taking place in front of them, and every presentation to museum people usually concludes with a flow of requests concerning their own needs and potential applications to their own cases. Discovering this interest beyond our expectations has induced us to start preparing a policy concerning distribution and further implementation – evidencing, if possible, where the individual case study ends and the general methodology begins. Unfortunately, most showcases heavily depend on raw data availability, but it will be possible to separate this dependence (and the related costs for different implementations) from the technology being showcased and detail the conditions necessary for other applications. A stand-alone publication will further improve dissemination to this audience.

Technologists are also attracted by the applications and during exhibitions have often discussed with demonstrators the implied technical details. For them, a live demonstration is more interesting and the presence of developers a plus.

Dissemination will continue in year 2 according to the dissemination plan described in D.4.5.2. The availability of revised material will facilitate the work and increase audience interest. In this regard, the production of a DVD is a major step towards the planned improvement of dissemination material.

The draft design (still under development) of the DVD includes the following parts:

- Short EPOCH presentation, aimed at describing the overall framework and fostering a “community of users”
  - Interviews (in English) with the WP leaders
  - Family album, with images/movies of key moments in EPOCH’s life (VAST, workshops, etc.)
  - Map of Europe introducing short interviews to partners in their national language, sub-titled in English (this aims at giving confidence to the audience that EPOCH is a multi-cultural project)
- For each showcase:
  - Framework (commented in the background)
    - Showcase goal/target
    - Description
    - Technical specifications
    - Partners
  - Movie illustrating showcase operations commented by the showcase development team

The DVD may be produced in steps, with a first version including the showcase material available in late Spring 2005 and the full version, with interviews, available later in 2005.

The DVD will be complemented by a book (format still under evaluation, if a book or a folder with individual leaflets) including:

- A technical annex
- Internet links, including the project’s web site download area
- Partners’ contact information and e-mail

- Pictures
- Suggestions for further implementations

The same information will be available on the DVD.

Similar information will be available on the web site, using lighter versions of movies, suitable for Internet transmission.