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Hydra

**Networked Embedded System middleware for
Heterogeneous physical devices in a distributed architecture**

D13.6 Updated Dissemination Strategy

**Integrated Project
SO 2.5.3 Embedded systems**

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Document owner: Walter Schneider (UPB), Florian Roehr and Gernot Graefe (SAG)

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1. Introduction

1.1 Background

The Hydra project develops a middleware for networked embedded systems that allows developers to create ambient intelligence applications. System developers are thus provided with tools for easily and securely integrating heterogeneous physical devices into interoperable distributed systems. Following project vision is determining the project:

'To create the most widely deployed middleware for intelligent networked embedded systems that will allow producers to develop cost-effective and innovative embedded applications for new and already existing devices.'

The middleware will include support for distributed as well as centralised architectures, cognition and context awareness, security and trust and will be deployable on both new and existing networks of distributed wireless and wired devices that typically are resource constrained in terms of computing power, energy, and memory. Hydra middleware will be based on a Service Oriented Architecture (SOA), to which the underlying communication layer is transparent.

The middleware will be validated in three application domains: Building Automation, Healthcare, and Agriculture.

The overall objective of the Hydra project is to research, develop, and validate a middleware for networked embedded systems that allows developers to create cost-effective, high-performance ambient intelligence applications for heterogeneous physical devices. The overall objective is separated into four sub targets which will lead to a successful and professional result at the end of the project.

- The first objective is to develop a middleware based on a Service-oriented Architecture, to which the underlying communication layer is transparent.
- The second objective of the Hydra project is to develop a Software Development Kit (SDK), a Device Development Kit (DDK) and an integrated developer suite of tools (IDE). These products will be used by developers to develop innovative Model-Driven applications with embedded ambient intelligence using the Hydra middleware.
- The third objective of the Hydra project is to research and develop a business modelling framework for analysing the business sustainability of the developed applications.
- The fourth objective of the Hydra project is to validate the middleware, the developer toolkits and the business models in real end-user scenarios in three user domains: Building Automation and Smart Home, Healthcare, and Agriculture.

Besides these development targets, the dissemination of all Hydra results which will be revealed during the development process is mandatory. Different partners cooperate within the Hydra project and a continuously exchange of internal and external information helps to improve the results. The dissemination of the Hydra results is a prerequisite for the scientific and commercial exploitation. A target-oriented dissemination will prepare for a successful and sustainable exploitation of the project results.

1.2 Purpose, context and scope of the dissemination strategy

This deliverable outlines a strategic dissemination plan for the Hydra consortium and its partners for the four years of the project. This document is an updated version of the Deliverable D13.2 and it will consider the period between Month 18 (December 2007) and Month 48 (June 2010). The lead partner for dissemination management is Siemens AG (SAG).

The overall objective of the Hydra dissemination activities is to inform the scientific community and broader public about this project and its emerging results as well as its future value. Besides the scientific community and the public, the commercial sector must be addressed, because activities in this area will facilitate future exploitation of the results. Therefore, especially companies and

organisations, which share an interest in the marketable results of Hydra, as well as potential customers are in focus.

In pursuit of these objectives this deliverable will

- develop a common understanding of the objectives of the Hydra dissemination activities in support of the overall objectives and activities of the project.
- identify target audiences for the key messages.
- identify appropriate channels for communicating the relevant key messages to the appropriate target audiences.
- provide an outlook of the most important dissemination activities in the next year.
- develop a dissemination strategy designed to communicate the right messages to the right people in the right way at the right time.

In order to prepare for the exploitation of the Hydra outcomes, the partners have to communicate Hydra potentials and benefits increasingly during the whole life of the project. However, they will also have to continue disseminating after the end of the project to support the exploitation of the Hydra results. For the dissemination of the project results we differentiate between three types of target audiences. There are dissemination activities addressing the scientific community, commercial oriented user and the general public.

Chapter 3 introduces the dissemination strategy including a definition of the underlying dissemination objectives and addressed target audiences. A consideration of the licensing matter will also be a part of this section as well as a dissemination roadmap.

In chapter 4, the management activities and the execution of the dissemination strategy turn more in focus. Necessary responsibilities are defined for a structured proceeding and the role of the dissemination manager who coordinates all dissemination activities is specified. The most important deliverables and milestones of work package 13 are also introduced. Besides this more general introduction suitable dissemination channels are highlighted and reports which have been implemented in order to measure the progress and the quality of Hydra's dissemination efforts are introduced. Activities around the Hydra website are also reported this section. Short descriptions about other important WP 13 deliverables on standard bodies and related initiatives will be provided, too. A licensing decision making process and the further strategy with regard to the defined licensing objectives in chapter 3 is presented at the end of this chapter.

Chapter 5 provides a brief overview about completed dissemination activities, whereas, chapter 6 is providing an overview about future dissemination activities that have been planned for the further course of the project. Measurable objectives with respect to the planned dissemination activities are also provided and a definition of the three most relevant and important dissemination in 2008 will close this deliverable.

2. Executive summary

The Hydra Project is developing a middleware for heterogeneous physical devices in a distributed architecture. The outcome of the project will be a reference implementation, a Software Development Kit and a Device Development Kit.

Dissemination plays an important role for the success of the project the sustainability of its results. Successful dissemination will be the basis for a future commercial and scientific exploitation. In order to achieve a high level of awareness for Hydra and its outcomes, it is important to develop a strategy and dissemination plan for the Hydra consortium. Within this dissemination strategy a plan for dissemination in the scientific sector, commercial sector and general public has been elaborated.

From the beginning of the project up to now, first dissemination activities have been successfully initiated. Commercial communities as well as the general public have been addressed. However, most of these activities addressed scientific communities. Until the end of December 2007, 90 dissemination activities have been undertaken. 52 of them were more scientific oriented. This underlines the scientific focus within the first half of the project. For commercial activities we could account 33 dissemination activities. In the second half of the project commercial oriented dissemination activities will become more important. Therefore this dissemination strategy has been developed.

All Hydra partners have made or are going to make their contribution to WP13 and SAG is responsible for the dissemination management. Several additional deliverables will be elaborated by participating partners. This includes the development of

- an exploitation strategy,
- standardisation reports,
- reports on related projects, and
- dissemination and feedback reports.

All these deliverables will support a successful dissemination of Hydra.

The dissemination aims to:

- put in place a programme of activities and supporting materials that promote the Hydra research and results to a wide-ranging pan-European audience.
- inform the target audiences of the existence of the project, and its benefits, use and applicability.
- get feedback from the research community, from potential partners, and from the society.
- prepare potential customers, users and collaborators for commercial deployment as Hydra's commercial plans are finalised.
- achieve European-wide awareness for Hydra and its final results.
- choose and implement an by all partners accepted licensing model for the middleware

To be able to achieve all of these objectives the Hydra dissemination strategy aims at progressively increasing dissemination intensity as project results and demonstrators become available. This will ensure the widest possible awareness of the Hydra project and facilitate the exploitation of the product of Hydra. The strategy optimises the dissemination of project knowledge and results to both research organisations and commercial organisations, which share an interest in the scientific results or marketable products. Therefore a roadmap has been defined which can be seen as a framework for Hydra's dissemination activities. This roadmap includes dissemination activities addressing each of the predefined target audiences. For that purpose different dissemination channels have been identified with respect to their possible contribution within this dissemination strategy.

Dissemination in the **scientific sector** will transfer and exchange knowledge about the project and development results with other scientists by participating in conferences, or by publications in journals etc. Dissemination in the scientific sector can also help to transfer knowledge into other research projects through workshops and meetings and if possible into follow-up projects as well. The scientific dissemination of knowledge emphasizes to create awareness about the Hydra project. The idea of the scientific dissemination is mainly to share knowledge with other scientists working in the same research area in order to discuss innovative ideas and new approaches for solving problems during the runtime of the project.

Dissemination of project results into the **commercial/ industrial sector** mainly prepares for the subsequent market entry and exploitation. Thus the consortium should identify potential customers and providers who might offer a service employing the Hydra middleware, and also identify and establish communication and distribution channels that can be used to promote Hydra results and turn them into commercial products. The first step in the commercial sector focused on collecting customer needs and market requirements to influence the development activities in Hydra. At the same time the workshops have been used to communicate information about the project to potential customers. Further dissemination activities will follow in the second half of the project when the first prototypes are available. These activities include performing customer- and in-house presentations, participating in fairs and trade shows as well as the publishing of project's results (including newspapers, company newspapers or domain-specific journals).

Due to the fact that this project is funded by the EU, the **general public** will also be informed about Hydra and its benefits to the future. Therefore one major dissemination activity will be the participation on fairs where the broader public has access to and the publishing of press releases. Besides these individually oriented dissemination activities a website has been developed and implemented. Via this website all three target groups are addressed. Here the newest developments within the consortium are published in order to keep all interested communities up-to-date. To ensure a constant enhancement of our Hydra website a website action plan has been set up which determines and schedules the next improvements.

For 2008 the three key dissemination activities with respect to scientific, commercial, and general dissemination have been discussed within the consortium.

- 1) The participation in a high level scientific conference is seen as a major launching platform for Hydra. The choice of scientific conferences will be by March 2008: in line with the cycle of conference planning for 2008. Nevertheless a scientific workshop on 'Semantic Security in Ambient Environments' is already planned for 2008.
- 2) A customer workshop with Siemens Building Technologies is the most important commercial oriented activity. The prototype for building automation was finished in 2007 and presented on the Arhus meeting already. Compared to the other two prototypes for the agricultural and healthcare scenario, this prototype is more developed and mature. Thus it is suitable for first customer presentations. One main objective is to get first feedback from the commercial point of view as well as the attention of SBT in order to find first commercial users for Hydra.
- 3) The CeBIT 2008 will be the most important dissemination activity towards the general public. Due to the participation of customers from industry and service companies it is also very important for the commercial dissemination. In 2007 almost 480.000 people have visited CeBIT. Most of them are commercial users and customers from industry and service companies as well as governmental agencies. Also users belonging to Hydra's three target domains are part of the more commercial oriented users. Besides these commercial groups, CeBIT is also open to the general public. The general public accounted for 100.000 information technology users in 2007. Both groups, commercial users and the general public, are in focus of our dissemination strategy. Therefore the Hydra consortium has identified CeBIT as a good platform to present and introduce Hydra. For that reason SIT, FIT, UR, UAAR and TCON will be present to conduct presentations, workshops and show cases for Hydra.

3. Dissemination Strategy

This chapter focuses on the determination of the dissemination strategy. Based on D13.2 an updated new dissemination strategy has been set up. As part of the dissemination strategy the most important and relevant dissemination objectives will be introduced. Also the definitions of the target audiences which will be addressed by Hydra's dissemination strategy and the discussions about the licensing models which are needed for further exploitation activities are reflected in this chapter. Finally a dissemination roadmap summarizes the most important objectives and methods.

3.1 Objectives Overview

The dissemination programme for Hydra is driven from both the European and individual partner country perspectives and is applied both within each partner country, across the European community, and beyond. Dissemination management is led by SAG and supported by UPB, the dissemination activities are undertaken by the consortium as a whole, and by each partner on an individual basis. Hydra's dissemination objectives are to:

- put in place a programme of activities and supporting materials that promote the Hydra research and results to a wide-ranging pan-European audience encompassing potential customers and service providers, the wider research community and the public at large.
- identify potential customers and strategic partnerships.
- inform the target audiences of the existence of the project, and its benefits, use and applicability, illustrating its competitive advantages and the benefits available to potential customers.
- get feedback from the research community, from potential partners, and from the society referring to the variety of technologies under development and to the scenarios developed in the project.
- prepare potential customers, users and collaborators for commercial deployment as Hydra's commercial plans are finalised.

Achieving these objectives will have the benefit of:

- providing market feedback to the project which will facilitate targeting the research and development process appropriately.
- increasing awareness and support for building the Hydra customer base, providing early market penetration, user awareness and training, as well as first stage contact with potential customers and partners.
- promoting of the real benefits and understanding of the offering and the benefits to reinforce the sales and marketing campaign.
- promoting of the value of the European Commission's research investment and the beneficial impact that the project's results will have for the Europeans.
- European-wide awareness for Hydra and its outcomes.

3.2 Target audiences

3.2.1 Research and wider Scientific Community

Given the broad scope of the Hydra project it is not surprising that the relevant research and scientific community needs to be widely defined for dissemination purposes. At this stage of the project they can be defined best in relatively broad groups across the following key areas of RTD within the project as follows:

- Embedded autonomic Aml architecture
- Wireless networks and devices
- SoA and MDA middleware
- Trust, privacy, and security

In addition, dissemination activities are targeting other research initiatives that could offer synergies with the Hydra project. Furthermore standardisation bodies where Hydra has the potential to make a contribution are targeted. These two aspects of dissemination are discussed in more detail below. Furthermore both topics are covered in separate deliverables.

3.2.2 Industrial Community

In addition to the scientific communities Hydra's dissemination activities are initially focused on three industrial communities which seem to be appropriate users of the Hydra middleware. The potential customers base of companies within the following domains:

- Building automation and smart homes
- Healthcare and medical equipment
- Agriculture

These industrial communities include SMEs as well as larger enterprises. These three domains demonstrate Hydra's primary potential customer base. However, Hydra's dissemination activities will extend beyond these three target domains - depending on the partners' specific domain know how and exploitation objectives.

3.2.3 General Public

Hydra is supported by public funds, thus, there is a responsibility to show citizens that this money is being spent for good reason. Fulfilling the societal objectives of spreading education and generating an enthusiasm for science also implies a need to reach the public at large, using all available means. Therefore the dissemination addresses the general public to raise certain awareness for the Hydra project.

Furthermore information that is distributed to the general public might lead to feedback and contacts that reveal opportunities of employing Hydra results in other domains and sectors.

3.3 Specific dissemination objectives

3.3.1 Research and wider Scientific Community

The specific objectives within the research community are to:

- identify research groups, conferences, and other events across the three domains and four research themes with which it is appropriate for Hydra to be involved.
- share information and ideas with these groups via appropriate events and personal contact.

- access external know how when it is needed in the project.
- prepare standardization activities.
- attract the scientific community to use the Hydra results.
- build up a reputation for the Hydra project.

3.3.2 Industrial Community

The specific objectives within the industrial community are to:

- identify organisations, conferences, and other events across the three domains with which it is appropriate for Hydra to be involved.
- share information and ideas with these groups via appropriate events and personal contact.
- access industry specific know how that is needed in order to employ Hydra results in a specific scenario.
- access industry specific know how that is needed to validate the Hydra results.
- develop (within the exploitation activities) ideas and opportunities for exploiting the Hydra results
- identify potential customers even at early stages of the project.

3.3.3 General Public

The specific objectives for the General Public are to:

- make the public aware of the Hydra project – deliverables, articles etc. – widely available through a web-site.
- make the achievements and advantages transparent to the public.
- prepare for later exploitation activities.
- identify barriers based in the society that might prevent an introduction and use of the Hydra results.

3.4 Licensing Model

Dissemination activities aim to achieve certain awareness for the Hydra project and the promising results. This is important for preparing subsequent exploitation activities. Furthermore this dissemination strategy also aims to lead to important decisions in order to enable successful exploitation results for all project participants.

A key decision is the decision on a licensing model for the Hydra software results. This means that apart from individual exploitation decisions, a decision about the licensing model must be reached within the consortium. This decision is important for the commercial exploitation strategy of the developed software products and for the outline of a suitable business model in this respect. Depending on the chosen licensing model for the software products different business models will need to be considered and validated in WP10. Apart from the exploitation perspective the consortium has to consider the legal effects of a licensing decision in terms of liability and warranty to external parties as well as intellectual property claims within the consortium. Referring to the decision about a licensing model for Hydra, SAG and UPB suggested an approach to ensure a structured and target oriented decision making process among the Hydra consortium. This approach was presented to the consortium and is described in the following chapter 4.

The main objectives of a licensing model can be summarized in the following five points – a licensing model must:

- allow the technology to be widely accepted and spread.
- allow all partners in the Hydra consortium to protect their intellectual property.
- allow scientific partners in the Hydra consortium to make use of the technology for teaching purposes and for further research activities.
- allow industry partners in the Hydra consortium to set up a profitable business model.
- allow potential customers and users of the Hydra results to set up a profitable business model.

3.5 Dissemination Roadmap

The Hydra dissemination strategy aims at a progressively increasing dissemination intensity as project results become available. This will ensure the widest possible awareness of the Hydra project and facilitate the exploitation of the product of Hydra. The strategy optimises the dissemination of project knowledge and results to both research organisations and commercial organisations, which share an interest in the scientific results or marketable products. The dissemination strategy will be implemented through the following methods:

	Objective	Methods
Year 1	1) Create awareness about the Hydra project among scientific and commercial communities and general public 2) Dissemination in strategic boards of participants	<ul style="list-style-type: none"> • Publication of support material, brochures, and the web site • Attendance in seminars and congresses • Preparation of a Hydra mock-up
Year 2	3) Verify opportunities to further apply the Hydra results in other specific domains 4) Intensify all dissemination activities addressing the scientific and commercial community and the general public 5) Prepare to integrate Hydra in emerging SoA infrastructures 6) Choosing an appropriate and acceptable licensing model 7) Establishing an Industrial Advisory Board	<ul style="list-style-type: none"> • Aligning events with similar EU or national projects • Preparation of project brochures • Visit to software communities • Web site enrichment • Peer reviewed papers in international journals • Conference and workshop papers • Organising seminars • Inquiries among all partners with respect to their licensing objectives • Approaching technological experts and business executives in appropriate Hydra fields of activity
Year 3 and beyond	8) Increase focus on dissemination activities targeting potential customers and users 9) Finalization of first middleware and development kit prototypes for demonstrations 10) Promote the exploitation of a Hydra framework	<ul style="list-style-type: none"> • Conducting customer workshops • Developing first customer use cases for demonstrations • Preparation of a project brochure • Newsletter to potential users

Table 1 - Dissemination Roadmap

Key points on the implementation of this strategy include:

- The dissemination activities will increase in their intensity over the entire runtime of the project.
- The dissemination effort began in the first three months with the establishment of a public web site. This stores technical developments, events and invitations to join dedicated mail groups/interest groups. The site also displays papers and presentations given by consortium members, either at European conferences or workshops, as these emerge during the course of the project. Regular improvements and enhancements of the web content will ensure that the website is always up-to-date. This website had to be re-launched due to a hacker attack in 2007. For that reason the activities regarding the website are behind schedule. A website strategy will be introduced within this deliverable in order to boost the website.
- The scientific members of the project have written several academic and technical papers in the first year of the project, to present scientific Hydra outcomes at conferences and workshops, and in leading peer reviewed journals. This will continue for the life of the project.
- Hydra will organise seminars, aimed at R&D personnel in the software industry, telecommunication and consumer electronics industry, who work on the development and implementation of embedded systems. Additional seminars will be conducted for managers who supervise product development in their companies.
- The prototypes of the Hydra middleware and developer tools – on which demonstrations can be performed in the later stages of the project – will be major tools for dissemination.
- The dissemination to the industrial community can be divided into two phases. Phase 1 ensures the gathering of customer requirements and prepares them for Hydra. Phase 2 will begin by the development of a first demonstrator which is scheduled by the end of year two and the beginning of year three. When a prototype is available, the partners can conduct workshops for potential customers and participate on fairs where the middleware can be demonstrated.
- An Industrial Advisory Board will be established to give additional guidance to the project. This board will be an independent group of five technological experts and business executives in appropriate Hydra fields of activity.
- The task of the Industrial Advisory Board will be to ensure that the project remains aligned to market and exploitation movements during the course of its execution and that the projects results are always aligned with scientific and commercial trends.
- Besides the scientific and commercial dissemination additional PR activities are planned over the course of the project as mentioned in the chapter target audience. This project is supported by public funds. Therefore, at appropriate stages in the project, Hydra takes care of a suitable information policy to inform the public about the project progress and results by placing certain articles in the popular press like newspapers, magazines, and online as well. At the beginning of the project, within its first phase, Hydra concentrated its activities by providing general information about the project and its objectives. In a second phase the available prototypes should be presented at public fairs, trade shows and events with a high visibility in the media landscape in order to create an interest for the solution and to demonstrate the advantages of the Hydra middleware.

4. Dissemination Management

This chapter focuses on the execution of the dissemination strategy covering:

- 1) defining responsibilities for a structured process, and in particular, the dissemination manager's role in coordinating dissemination activities
- 2) giving an overview of the potential dissemination channels and the web-site – a later chapter summarises Hydra's dissemination efforts to-date
- 3) briefly describing the work of WP13 with standards bodies and related initiatives
- 4) outlining a systematic approach for the licensing decision making
- 5) and finally describing the key deliverables and milestones of WP 13 and the established reporting mechanisms to track progress against the programme

4.1 Roles and Responsibilities

The following table summarises the dissemination responsibilities for each partner.

Partner	Responsibility	Contribution	Contact person for dissemination
C International Ltd. (CIL)	Dissemination planning and support SAG and UPB with consortium dissemination activities; establishing the Industrial Advisory Board	D13.8, D13.9, D.13.12, D13.13, D13.15, D13.16, D13.17 and reviews	Dick Powell
CNET Svenska AB (CNET)	Lead in technical dissemination activities for the technical business community	D13.8, D13.9, D13.12, D13.13, D13.15	Peter Rosengren
Fraunhofer Institute for applied Information Technology (FIT)	Support UR with dissemination activities for the technical scientific community, particularly in the middleware domain	D13.9, D13.16	Andreas Zimmermann
Fraunhofer Institute for Secure Information Technology (SIT)	Support UR with dissemination activities for the technical scientific community, particularly in the security domain	D13.6, D13.10, D13.14 and reviews	Mario Hoffmann
In-Jet ApS (IN-JET)	Lead in dissemination to the relevant end user business communities. Lead responsibility for project web site	D13.9, D13.13, D13.16 and reviews	Jesper Thestrup
PRIWAY	Support CNET with technical dissemination activities for the technical business community, particularly in the security domain	D13.10, D13.12	Morten Harning
T-connect s.r.l. (T-con)	Support CNET with technical dissemination activities for the technical business community, particularly in the communications domain	Review of D13.7	Beatrice Pregarz
Telefonica I +D (TID)	Support CNET with technical dissemination activities for the technical business community, particularly in the communications domain	D13.9, D13.13, D13.16	Pablo Antolin Rafael

Partner	Responsibility	Contribution	Contact person for dissemination
University of Aarhus (UAAR)	Support CNET with technical dissemination activities for the technical business community, particularly in the embedded Aml domain	D13.9, D13.10, D13.13, D13.14, D13.16	Klaus Marius Hansen
Innova S.p.A. (INN)	Support particularly in the field of dissemination for SMEs	D13.8, D13.12, D13.15	Andrea Guarise
University of Reading (UR)	Support CNET with technical dissemination activities for the technical business community, particularly in the security domain and lead in training activities to support dissemination	D13.9, D13.10, D13.13, D13.14	Daniel Thiemert
MESH-Technologies (MESH)	Support CNET with technical dissemination activities for the technical business community, particularly in the Grid and network addressing domains		Soeren Nielsen
Siemens (SAG)	Lead in all dissemination activities	D13.6, D13.7, D13.8, D13.11, D13.12, D13.15, D13.17 and reviews	Gernot Graefe (DM), Florian Roehr
Technical University of Kosice (TUK)	Support UR with dissemination activities for the technical scientific community, particularly in the knowledge modelling and management domains	D13.8, D13.10, D13.12, D13.14, D13.15	Tomas Sabol, Dasa Lackova
University of Paderborn (UPB)	Cooperative support for SAG in dissemination management and reporting activities	D13.6, D13.7, D13.8, D13.11, D13.12, D13.15, D13.17 and reviews	Walter Schneider

Table 2 – Responsibilities and contributions

The Dissemination Manager is responsible for the overall management of the consortium's dissemination activities.

Definition of the role Dissemination Manager:

The dissemination Manager is responsible for the smooth progress and course of WP 13 and supervises as well as coordinates all dissemination activities. Dissemination activities can be split into three main sections as mentioned within the previous chapters:

- 1) Scientific dissemination activities: These activities aim to publish Hydra results and knowledge to the scientific community, which means researchers and projects working in Hydra-relevant domains. In addition dissemination activities addressing projects related to Hydra are also part of Hydra's scientific dissemination activities.

Aim: To share and exchange knowledge as well as to raise the attention for Hydra among the scientific community.

Means: Conferences, papers, articles, workshops, seminars, journals, contacts with other research projects (maybe from the same cluster).

- 2) Commercial oriented dissemination activities: These activities aim to inform potential Hydra customers about developments in Hydra. An early integration of potential customers guarantees that market demands and customer needs are regarded and involved during all development phases of Hydra.

Aim: To gather important customer requirements and to prepare the later commercial exploitation of Hydra results.

Means: Customer presentations, Customer workshops, trade shows, fairs, articles in trade magazines, internal newsletters, etc.

- 3) General Public oriented dissemination activities: Hydra is supported by public funds; therefore these activities aim to inform the general public about developments and progresses in Hydra. These dissemination activities support to create awareness among the general public.

Aim: To inform the general public about Hydra results and its benefits.

Means: Newspaper articles, fairs, website, etc.

The main dissemination activities will be reported on the public website, that is:

- 1) conferences, workshops etc.
- 2) preliminary results
- 3) When Hydra is demonstrated on trade shows, fairs etc.

The Dissemination Manager will ensure that the dissemination activities follow the dissemination strategy and the overall vision of the Hydra project.

Dr. Gernot Graefe (SAG) is the responsible Dissemination Manager.

4.2 Overview of Dissemination Channels

A comprehensive dissemination programme has begun to achieve the objectives set out in chapter 3. This will ensure that the project engages with actors both inside and outside the research community and with the public in general. The dissemination programme encompasses general awareness-raising in combination with the specific marketing activities necessary to prepare for and undertake a commercial deployment of the appropriate Hydra results. Promotional activities take full account of the commercial, geographical, and cultural differences in each of the target markets.

The programme promotes the project to a broad audience encompassing the scientific community, potential customers, and the general public.

The planned activities are discussed in more detail in the relevant section below. The programme uses a wide range of dissemination channels for reaching these target audiences, including:

- Events and exhibitions
- Articles and notices in journals and newspapers
- Newsletters, leaflets and brochures
- Participation at sector-relevant exhibitions and conferences
- Participation at EC events
- Scientific papers, journal articles, press releases
- Mail-shots
- Website

The consortium does not only target events within the relevant research communities but also events that are likely to attract a wider interest by Europeans. One of the main channels for communication will be a public website, which will be regularly updated as progress is made, deliverables produced and milestones achieved. The website is accessible by any person, both inside and outside the research community.

The project consortium will maintain a contacts database which will be used to distribute publicity material throughout the whole life of the project. Hydra interested people and organizations can leave their contact data if they agree to receive newsletters or other interesting information on Hydra. The database identifies organisations as well as individuals and the appropriate means of communicating with them. This includes membership of the research community and the wider public as appropriate.

4.2.1 Scientific transfer

The scientific transfer of results and the exchange of ideas is a very important part of the project because preliminary results are discussed and developed in collaboration with other experts in this way. The objective of the scientific transfer is to develop proactively new ideas within the scientific community and to gather professional feedback from external experts. This ensures a sustainable improvement and enhancement of the Hydra results and at the same time an effective dissemination of the project results to the scientific community. For that reason, conferences, workshops with certain experts, publications in scientific magazines and newspapers are suitable tools for a successful dissemination targeting the scientific community.

Activity	Timetable	Rationale	Objectives	Expected Impact
Identification of suitable conferences and scientific magazines	Month 18 - Month 24	To identify conferences and magazines where first project results can be presented	To raise visibility and impact of Hydra activities and results among the research community	Greater awareness of Hydra opportunities and benefits as well as hints for improvements
Development of scientific information materials	Month 18 - Month 24	To inform key target scientific audiences of the development of Hydra and its potential use Information material to hand out at conferences	To raise visibility and impact of Hydra activities and results among the research community	Standard scientific information material which can be customized with regard to the different scientific participants
Participation in several scientific conferences	Month 18 - Month 48	To ensure a constant awareness and presence of Hydra awareness among the scientific community	Awareness of Hydra among selected conferences	Increase the awareness for Hydra, gather professional feedback, development of new ideas

Activity	Timetable	Rationale	Objectives	Expected Impact
Production of articles for scientific magazines, newspapers and websites which focus on science interested people	Month 18 - Month 48	Quarterly articles in major European scientific magazines will help to achieve the attention for the project and keep it up-to-date	Inform the wider scientific community about new research results and the current progress of Hydra	Increase in awareness and discussion which lead to a sustainable enhancement of the project results

Table 3 - Scientific dissemination activities

Activities and action tasks for preparations

- Creation of scientific information material: Presentations of scientific papers at conferences need a long preparation phase before a conference can be joined. Therefore it is useful if standard information material is already available. The standard information can be distributed among conference participants as handouts.
- Identification of scientific conferences.
- Participating on conferences: The participation on conferences is very important in order to inform the scientific community and to get in contact with other interested researchers to achieve awareness for Hydra among the scientific community.
- Conducting conference workshops: Conference workshops are useful for detailed discussions with experts.
- Writing articles for scientific journals: Articles about Hydra and its results should be published in major peer reviewed journals.

4.2.2 Activities among potential customers and industrial community

It is too early to develop a refined matrix of potential customer target audiences. This will be possible later in the project when the user applications and business modelling activities are underway and the project has a better understanding of the product and services portfolio within the selected application domains. It will also be refined further from the business modelling work and the identification of who will benefit in which way from the implementation of the Hydra platform and associated services.

Activity	Timetable	Rationale	Objectives	Expected Impact
Identification of potential customers and providers	Month 18 – Month 24	To identify suitable customers where first project results can be presented	To raise visibility and impact of Hydra activities and results among the industrial community	Greater awareness of Hydra opportunities and benefits
Participation in fairs and events	Month 18 – Month 48	To inform customers of Hydra and its results as well as presenting advantages of the middleware	To raise visibility and impact of Hydra activities and results as well as to pick up additional customer requirements	Industrial awareness for Hydra and winning first customers
Conducting customer workshops	Month 18 – Month 48	To ensure a constant awareness and presence of Hydra awareness among the scientific community	Discussion of the Hydra results in detail and demonstration of a prototype	Convicting customers and winning them for Hydra

Activity	Timetable	Rationale	Objectives	Expected Impact
Production of customer information material (standard presentation for Hydra)	Month 18 – Month 24	To prepare certain information which can be provided for customers on fares and workshops	Promote the industrial community understanding of the full range of Hydra benefits	Increase in awareness and support for building the future customer base
Presentation of prototypes at customer events	Month 18 – Month 48	To prepare for first demonstrations	Example use cases can be used for customer demonstrations and to demonstrate the potential among the target domains	Greater awareness of Hydra opportunities and benefits
Internal presentations to the partners' organisations	Month 18 – Month 48	To raise awareness among colleagues	Promote Hydra within each partner's company	Acceptance and support for Hydra
Newsletters	Month 24, Month 30, Month 36, Month 42, Month 48	To inform the internal organization and customers about Hydra's progress and to distribute the link of the Hydra website	Promote Hydra's results and the Hydra website among commercial oriented users	Greater awareness of Hydra opportunities and increase of unique web visits

Table 4 - Commercial dissemination activities

The project DoW presents a preliminary identification of potential customer groups both for individual project partners and for the project as a whole. These are presented in the table below.

Partner	Opportunity	Vehicle	Target Market
CIL	Support joint ventures with the other project participants to commercialise the Hydra results	Joint venture	All
	Use the partnerships, skills, and experience gained from the project to improve own services portfolio	CIL	Healthcare Financial services Other
	Use these skills together with the Hydra products to develop new joint services	Joint venture Strategic partnerships	
CNET	Hydra software components	CNET	Facilities management Building/construction
	Hydra platform	Joint venture	All
FIT/SIT	Extended research portfolio in service-based secure mobile applications and knowledge	FIT	Relevant research community
	Privacy enhanced user-centric middleware technologies for mobile users	SIT	All
IN-JET	Middleware offered together with the Software Development Kit (SDK) for use in the development of networked embedded systems.	IN-JET/Joint venture	Large corporations
	SDK to be installed as a service to be offered to SMEs and other potential customers and bundled with access to the eu-DOMAIN infrastructure.	IN-JET/Joint venture	SMEs

Partner	Opportunity	Vehicle	Target Market
PRIWAY	PRIWAY's Managed Security Service will be adapted to work with and support Hydra middleware especially for security in high-sensitive applications	PRIWAY	Home medication Location-based services
	In addition, together with customers and partners we will work to make and market Hydra-enabled and Hydra-compliant devices	Joint venture Strategic partners	All
T-CON	Promotion of main results to interested partners in AREA Science Park	Partnerships for specific modules	Various
	Trans-national technological partnerships	Strategic partnerships	European companies integrating various sensors on distributed architectures
	Significant improvement in internal know-how in specific areas of software interfaces, new wireless technologies and interfacing with embedded devices	T-CON	All
TID	Exploitation of the special Hydra network infrastructure and services developed, charging for data traffic and architecture and service maintenance	TID	Existing customers
	New services built using the project's Grid based architecture to offer computing and data sharing on-demand application	TID	Existing and new customers
	TID will use the Hydra middleware for selling new value added services to its customers	TID	Existing customers
	TID will improve its network services so that distributed processing and data sharing will be a key point for some customers increasing the value of the services provided	TID	Existing and new customers
UAAR	Strengthening of strong focus on software engineering for ambient intelligence and embedded systems development	UAAR	Relevant research communities
	Collaboration with the technical partners will strengthen research potential in the areas of security engineering, semantic modelling, and Grid technology	Strategic partnerships	Relevant research communities
	Graduate courses at the Computer Science Department on Software Architecture and Pervasive Computing will benefit from the experiences of Hydra through the dissemination of achieved experiences	UAAR	Graduate students
	The results of the Hydra project will strengthen the potential for the Alexandra Institute to further interest private companies in research collaboration	Strategic partnership	Relevant research communities
INN	Provision of know-how consultancy for the introduction and the implementation of a framework for intelligent networked embedded systems	INN	Large industries and SMEs in existing customer base including health-care and facility management
	Widen existing client portfolio	INN	Selected potential new customers

Partner	Opportunity	Vehicle	Target Market
UR	Research results of direct benefit to postgraduate teaching and research in the areas of network centric computing and business informatics. At least 3 PhD student projects will be initiated. A new MSc course in Network Centric Computing will be developed	UR	Relevant student courses
	Advanced industrial consultancy in the areas of security and e-business and deployment of insights from the work done in its services for industry and the public sector in particular for ehealthcare@home	UR Strategic partnerships	Healthcare Other relevant markets
MESH	Establish Tmem as communication platform for distributed devices and sell Tmem	MESH Joint venture	Device manufacturers and application developers
	Use the international contacts and leverage of the Hydra project to expand the usage of Tmem based grid computing solutions	MESH Joint Venture	
	Functional enhancements of current grid products which will expand the potential customer base	MESH	
	Using the distributed caching and data manipulation capabilities of Tmem for efficient real-time distribution and analysis of data	MESH	
	Offer on-line services based on OfficeGrid and Tmem technology, which could include hosted communication and data exchange services for Hydra users	MESH	
SAG	Enhanced knowledge in the development of new and innovative mobile services for heterogeneous devices	SAG	Healthcare Electronic Home
	New offerings, solutions and services to enrich SAG' portfolio and open up new industry segments and branches and attract new customers	SAG Joint venture	Manufacturing industries (esp. Automotive), financial sector and public sector.
	Hydra results are a chance for SAG to improve the interconnection of heterogeneous devices in big companies and organizations and therefore to offer improved and enhanced services and solutions to the established customer base	SAG Joint venture	
TUK	The Hydra project results will be integrated into educational activities carried out at the University by the Faculty of Electrical Engineering and Faculty of Economics, both at the postgraduate level and in courses of further professional education. On the level of Master study programmes the results will be integrated into the courses "Knowledge Management" and "Knowledge Discovery" delivered by the Faculty of Electrical Engineering and Informatics (the number of students enrolled in these courses varies on the yearly basis, around 40). The results will be integrated also into courses and lectures for PhD students in the study branch of Artificial Intelligence. In parallel to that, the Hydra results will be incorporated into further professional education courses and consultation services to companies (in the area of knowledge technologies, semantic modelling, and semantic web). PhD students (Peter Butka, Jan Hreno, Peter Kostelnik, and Martin Sarnovsky) will be doing research in Hydra related areas and incorporate the achieved results into their PhD	TUK	University students
		TUK	Research community

Partner	Opportunity	Vehicle	Target Market
	<p>theses.</p> <p>Results of the Hydra project will be used, enhanced and further developed within future national and international R&D projects in the areas of knowledge acquisition, ontology building, rapid annotation of dynamic events and development of hybrid symbolic-sub symbolic systems with cognitive features</p> <p>TUK is currently working on a project to establish a Science-Technology Park including a Technology Incubator which also opens up an opportunity for commercial exploitation of the project results</p>	TUK Strategic partners	Industrial and software companies
UPB	<p>Further development of scientific expertise in business modelling, innovation management, and in dissemination management activities.</p> <p>Enhanced research results in innovation management with possible inputs to a PHD thesis.</p> <p>The University of Paderborn is currently involved in the creation of the "Zukunftsmelle Fuerstenallee", which is a joint innovation cluster project to facilitate cooperation between the University, the local industry and the local SMEs. Thus, there is an opportunity to bring the results of Hydra to the companies involved.</p>	UPB, Innovation Cluster	Researchers, Students, Companies, SME

Table 5 - Target markets

Customer dissemination activities will be focused on these customer target groups suitably refined as the exploitation activities of the project progress. Potential customers and providers will turn more in focus in the second half of the dissemination activities, if first demonstrators are available for presentations on fairs and customer workshops. Therefore all partners will intensify their commercial dissemination activities within the second half of the project.

Activities and action tasks for customer/ industrial community penetration and dissemination

- Creation of customer presentations: For each use case a standard presentation is needed which can be customized in respect to the customers' interests.
- Conducting customer workshops: Customer workshops are useful for presenting Hydra results to potential users and to collect customer requirements.
- Participating on important fairs: A stand on important fairs is useful for addressing more customers and for the demonstration of first results and prototypes.
- Creation of training materials for external developers (WP12): Training materials for external developers as well as for users should help to understand the middleware and Hydra. The range of these materials will increase towards the end of the project, as more and more demonstration middleware becomes available.
- Internal presentations: Internal presentations and newsletters help to reach awareness for Hydra among colleagues and to gather new ideas as well as to find out about a possible project overlapping.

4.2.3 Activities targeting general public

In addition to the more specific audiences the Hydra project is also committed to disseminate information about the project and its potential benefits to the wider general public. In order to achieve this objective a specific programme of public awareness activities has been developed and this is presented below.

Activity	Timetable	Rationale	Objectives	Expected Impact
Identification of key possible target audiences for public awareness raising and suitable channels of communication	Month 24	To identify target audiences and channels for broader public dissemination activities	To raise visibility and impact of Hydra activities and results beyond the research community	Greater awareness of Hydra opportunities and benefits across the broadest possible range of communities
Enhancement of Hydra website	Regularly	To inform key target public audiences of the development of Hydra and its potential use as well as to provide up-to-date information	To raise visibility and impact of Hydra activities and results beyond the research community	Pan-European public awareness of Hydra and effective handling of enquiries
Press releases to key general press for broad public awareness raising	Month 18-48	To ensure Hydra awareness amongst the general public	Awareness of Hydra in selected general press publications	Awareness towards the end of the project to ensure sustainability.
Production of non-specialist Hydra publicity materials	Month 24	One sheet information folder about the platform to hand out at public events Production of more sophisticated brochure, information pack, CD-ROM, etc as project progresses Consideration of public project video in final year of project	Promote the wider public understanding of the full range of Hydra benefits as the project progresses	Increase in awareness and support for building the future user base.

Table 6 - General dissemination activities

Activities and action tasks for general public penetration and dissemination

- Definition of target audiences and channels: Before the dissemination among the general public can start, a list of suitable channels which address the public is needed.
- Progress reports should be included in the newsletter and published on the Hydra website: These progress reports help to keep the project in mind of the public and demonstrate new achievements within the last period.
- Creation of information brochures: The information can be distributed to the general public on events and trade shows.
- Participating on important trade shows where the general public has access: Public trade shows are a good way to reach the broader public.

4.3 Website

The website is an important element of our dissemination activities. Therefore, this section focuses on the establishment of a website which has a contribution and validation for the scientific and commercial community as well as the general public. This website can be used for all three mentioned dissemination targets in order to inform as well as to exchange results. The website can be reached via the following link: <http://www.hydra.eu.com>.

The website had been established at the beginning of the project in M2 but due to a hacker attack the website could not be reached by any interested person. For that reason a new website was created and re-launched. In order to improve the Hydra website a web strategy has been set up which ensures a regular enhancement of the project web presence.

4.3.1 Website Strategy

The Hydra website aims to be an important channel of communication. It is a means by which information produced by the project, be it research results, business opportunities, training notes, project events or deliverables, can be published. The Hydra website must aim to be a high quality, interactive channel which supports and promotes the project's role as a leading IST project in the area of Networked Embedded Systems.

Goals and objectives

The ultimate goal of the Hydra website strategy is to develop the project's web presence which supports:

- Promotion of the project to the world (1000 unique visits by the end of 2008/ 2000 unique visits by the end of 2009)
- Research dissemination
- Teaching and learning
- Internal communication amongst project partners
- Access to and integration of processes and resources within the project.

All the objectives in the strategy underpin the strategic goals. The objectives of the Hydra website strategy are to create a web presence that:

- Supports and facilitates publication of high quality scientific and technological content in an easy manner which addresses the needs of the target audiences.
- Facilitates external communication and effectively markets the project to external bodies, such as standardisation bodies, Commission working groups and task forces, etc.
- Has a support infrastructure for project partners, which provides coordination of dissemination activities, integration of communication within work packages and external communication with user groups.
- Allows ease of use for site visitors with clear navigation or via an embedded search engine and with professional visual impact and improved integration and co-ordination with other tools used in the project such as the document and software repositories, wiki's, etc.
- Has appropriate technical underpinning such as security, scalability, resilience, regular back-ups, and minimized system downtime.
- Complies with legislation in respect of legislation of copyright and other immaterial rights of third parties and other relevant legislation includes European Directives such as those aimed at protection of private data, inclusion, equal opportunities, human rights and freedom of information.
- Has clear division of responsibilities of individuals ranging from the Project Manager to the web master and the individual partners.

4.3.2 Website target audiences

Initially two major groups of target audiences have been identified and analysed: The research and scientific community and the industrial community. As the project progresses, the website will widen the scope of target audiences while at the same time provide a greater degree of focus on each of the target groups singled out for early exploitation and in accordance with the customer bases of the industrial partners.

Research and scientific community

Given the broad scope of the Hydra project the relevant industrial, research and scientific community needs to be widely defined for website activities. At this stage of the project they can best be defined in relatively broad groups across the following key areas of RTD within the project as follows:

- Embedded autonomic Aml architecture
- Wireless networks and devices
- SoA and MDA middleware
- Trust, privacy and security

Further, dissemination activities will target other relevant research initiatives having potential synergies with the Hydra project and standardisation bodies and initiatives where Hydra has the potential to make a contribution.

Computer science and engineering students, industrial developers/architects (e.g., continued education and targeted courses) will be interested in the project's training courses.

Industrial R&D community

For the industrial community, several target audiences have been identified. Although the primary industrial domains addressed in the project are Building Automation, Healthcare and Agriculture, other industrial sectors are equally important and are believed to have the same interest in Hydra results. Hence, the website will be particularly targeting a specific industry sector but rather the industrial R&D community and business managers as a whole.

The target audiences identified include:

Software and hardware developers with device manufacturers: This audience is interested in the Hydra middleware and the technological solutions to be derived from the project results, in particular in relation to networked devices and applications.

Application providers and system integrators: This audience is interested in the technological solutions enabled by Hydra middleware and the outlook for new interoperable applications and system integration.

Business executives and business development managers: This audience will be looking for new ways of doing business supported by the Hydra platform. They will be particularly interested in the visions and new concepts for eBusiness platforms and the businesses analysis provided by the Hydra project.

ISt and FP6 related communities

The target audiences within the IST community will include Commission task forces and working groups, policy creators and influencers, industrial technology platforms (in particular ARTEMIS), other FP6 projects and the European Research Areas.

4.3.3 Key messages

The key message of the web site must support the project objectives and facilitate transfer of research results into actual developments, products, and services. This is best done by loudly advertising a few stunning general messages about the project objectives on the website front page accompanied by links to relevant and more detailed technological and business related messages.

The detailed messages will be adapted to each RTD area in the project, thus highlighting the scientific and technological advances to be expected from the project.

The three general messages

Producers of devices and components are increasingly facing the need for networking their own and complementary products in order to provide higher value-added solutions for their customers where the complexity is hidden.

The Hydra project is responding to these needs by developing middleware that allows developers to network devices and create intelligent applications.

The goal for the producers is to be able to build cost-efficient systems with optimal performance, high reliability, reduced time to market and faster deployment and still build on the enormous assets of the installed base.

System developers are provided with tools for easily and securely integrating new and existing devices into interoperable, networked embedded systems.

Access to device features is radically different from device to device, and makes it difficult for devices to communicate and interchange useful information.

The goal of HYDRA is to allow for the seamless access to the features of many devices, regardless of its manufacturer, technology, interfaces, and location.

The specific messages

The specific, key messages will be expressed in separate sections relating to the scientific and technological focus of the project. For now, the following areas are foreseen:

- Embedded autonomic Aml architecture
- Wireless networks and devices
- SoA and MDA middleware
- Trust, privacy and security
- Business modelling

The responsible project partners will identify and formulate the key messages and the webmaster will place them into the proper context.

4.3.4 Website content

The website must be rich in content in order to continuously attract external visitors to the site. The content is the main engine for keeping the interest high and thus motivating repeat visits.

Serving the full diversity of the target audiences will be accomplished by the richness of the website content on the one hand, supplemented by very direct and targeted content serving the exploitation purposes on the other hand. Important activities according to the website content are part of the website action plan. This plan will be introduced in chapter 4.4.6.

4.3.5 Technical implementation

CMS system

The website will be based on an Open Source Content Management System (CMS). A CMS is a system which integrates a lot of functions usable for establishing and maintaining a website on the internet in such a way, that all the functions are part of the same solution and so that all maintenance is done via a web-browser.

PHP-Fusion is such an Open Source CMS coded in PHP (a server side scripting language) with a MySQL database running the backend. The PHP-Fusion has been selected for the Hydra website. PHP-Fusion includes the most common features one would expect to see in a CMS package and is fully capable of handling all of the requirements of Hydra dissemination. It should be born in mind that other workgroup tools, such as the BSCW, are also being used for inter-project collaborative working and should be integrated into the website.

PHP is a scripting language capable of establishing connections with a database and retrieving and presenting data from this database in the form of a HTML page. This means that all the information necessary to form the pages that the users will see, is stored in the database and the pages are created dynamically as the user requests them.

PHP-Fusion distinguishes itself from other CMS systems by being very compact, very effective and very flexible. PHP-Fusion is under constant development, and behind the system there is a very active community and a constantly growing network of users – experts and others.

There are numerous modifications and new components available on official sites across Europe. All new modifications are carefully tested and registered.

The Hydra website is based on PHP-Fusion version 6.013 released under the terms and conditions of the GNU General Public License (Version 2). Further info is available on www.phpfusion.org.

Role concept

The Hydra website is accessible by the general public from the projects main URL. PHP-Fusion works with four basic role-definitions for users: Guests, members, partners and administrators.

Guest have access to general information and download of project material, papers and public deliverables. Guests are encouraged to register as *members*, to be able to access more specific project information.

Members are users, who have registered and provided identification in terms of their e-mail address. Members can participate in news forum, sign up for project events, receive newsletters, etc.

A special user group consisting of project *partners* have been created. The purpose of the *partner* user group is to have some functions, such as certain forum and internal project documents, reserved for the partners only.

For the Hydra website it has been decided that the web master has Super Administrator rights and one assistant webmaster has Administrator rights.

Security

The security features are relatively standard for this type of web site. Members need to log in using the selected user ID and password. User registration is open to all guests directly from the web site. The user is asked to manually validate the registration to avoid automatic registration by web crawlers. Upon registration, the user automatically receives a generated admission mail, to which they have to confirm their registration. The transmission is not encrypted.

A standard backup function is implemented in PHP-Fusion. The administrator can access this facility. Backups are stored outside the server environment for security purposes. The webmaster is responsible for creating weekly backups of the web site.

Hosting

Presently, the hosting is done at MyServerWorld.NET, a web hosting service provided by the company WebFusion hosting, a subsidiary of Pipex Communications UK Ltd. This hosting is arranged by the Project Coordinator CIL.

The site is contracted for a yearly period. It comprises a standard Fusion Professional Linux hosting account with SQL database, web statistics, and newsletter templates. It allows 25GB of traffic and 3GB of disk space. The cost is about 20€ per month. A secure access using https should in theory be possible, but it has never been decided by CIL.

The host is notoriously unstable. There have been several cases of non-availability or very slow connectivity during the first 18 months. The site management is cumbersome and slow. The e-mail service does not support distribution list, which has to be done through relaying. On a couple of occasions, the host's mail server has been caught by the Spam Cops organisation thus disturbing e-mail activity for lengthy periods.

An alternative hosting environment can be found. One hosting company offers free traffic, 200MB disk space, database, statistics and email distribution lists for a price of 13€ per month. However, this provider does not offer https access.

If hosting is removed to another site, the domain name most likely needs to be changed as well.

Domain name

The present domain name for the Hydra website is: www.hydra.eu.com.

It should be noted, that this is in fact a sub domain of www.eu.com, which is registered and can be used for websites hosted at WebFusion.

A range of related domain names are available, but the most obvious names are already registered.

www.hydra.eu This domain is registered by J.C. Decaux in France, but is only being used as a referrer to their main website.

The other international variants (.com, .org, .int etc.) as well as most national top domains are all registered as well.

The only solution is thus to create a new project domain name. The following list shows a (non-exhaustive) list those domain names that are available at the time of writing.

www.ist-hydra.eu is available. So are other international and national top domains.

www.hydra-project.eu is available. So are other international and national top domains.

www.hydra-middleware.eu is available. So are other international and national top domains.

Layout

The present layout has attracted some negative comments. The experience learned so far has resulted in the following main guidelines for the layout.

The website shall offer the option of the user selecting the layout of his liking. A small range of different layouts shall be offered with different colours, font sizes and perhaps graphics. However, the basic structure of the website does not change in the different layout.

The main structure of the header will be redesigned to include more exciting pictures and graphics. The icons used for news and article categories will be replaced with smaller and more appealing ones. The possibility of having partner logos on the front page will be examined.

The projects vision and key messages must play a more dominant role on the front page at the expense of the news items.

4.3.6 Action plan

On the basis of the above introduced website strategy an action plan was developed. This plan provides an overview of the most important improvements and names the responsible partner for this issue.

Item	Item-Initiator	Description/ Further Ideas	Responsible	Status
Contact database	SAG	A contact database can be used to distribute publicity material throughout the whole life of the project		Open Issue
Discussion forum	IN-JET	<ul style="list-style-type: none"> • A discussion forum for partners for discussions on deliverables and other relevant technical topics and matters • A forum is the primary knowledge management tool in the project facilitating storage, retrieval and reuse of project generated knowledge. • A forum for each work package including a moderator (typically the WP leader). • A second forum which is open to external visitors (experts) • The discussion forums shall have the possibility to subscribe to alerts for new items. 	Webmaster and work package leader	Done
Event Agenda	IN-JET	An agenda where all events with Hydra participation will be published	IN-JET	Open Issue
Glossary	IN-JET	A dictionary where all definitions and terms which are in use can be looked up	IN-JET, FIT	Open Issue
Layout: The basic layout of the web site	CIL / SAG	<ul style="list-style-type: none"> • enhancing the layout with some more pictures • the header looks empty and should be filled with some visualisation (maybe the partner logos may fit in here) 	IN-JET	Open issue
Links to Hydra site by partners: Have the partners integrated links from their own website to Hydra?	CIL	<p>Links on the partner web pages affect the results in search engines.</p> <p>Done by: C-LAB, FIT, SIT, In-Jet, University Århus, T-Connect, TID, TUK, UR</p> <p>No links: CIL, CNET, Innova, Mesh, Priway</p>	SAG	Partners have been informed by email.
Project coordination	IN-JET	<ul style="list-style-type: none"> • A set of tools aimed at enhancing and facilitating project coordination will be installed at the web site: • Implementation of an event calendar for dissemination. • Each partner can maintain their own entries in the calendar. • A meeting calendar with planned and past project meetings will be maintained. • Tools for planning project events will be provided as well as venue and meeting details for the next meeting. • Links to collaborative working environment such as BSCW will be installed 	Webmaster	Open issue

Project information	IN-JET	<ul style="list-style-type: none"> The overall project description should include at least two major aspects: The project and its consortium and the technological scope. The project information shall contain a targeted description of each partner with reference to their roles and links to their corporate or organisational websites. Description of the project's technological scope shall be described Description of the purpose and some of the content should be presented in an easy to understand language and pictures for the average Internet user, including journalists. A download repository for download of project presentations, brochures and so on 	Webmaster and selected partners are assisting	Ongoing
Project news	IN-JET	<ul style="list-style-type: none"> Communicating project efforts and results to the target audience. A newsflash on the website's front page and it will be included in the RSS feed from the site. The newsflash will inform if there are new additions (articles, training materials, deliverables, partner information, events and workshops) 	Webmaster	Ongoing
Public deliverables	IN-JET	<ul style="list-style-type: none"> All public deliverables will be available on the website for download by the general audience. No requirements for registration will be necessary to access the deliverable repository. 	Webmaster	Ongoing
Scientific and technical articles [Scientific and technical articles are not available on the website. Specific copyright issues must be solved individually]	IN-JET	<ul style="list-style-type: none"> Providing academic and technical papers, presented at conferences and published in leading academic and technical journals. An articles archive with technical articles and notes such as software descriptions and manuals. 	Each author of the paper and webmaster	Ongoing
Search engine: Buy tools/access for search engine optimisation	IN-JET	Get more content and better fitting keywords before buying a tool. For further information on search engine optimization http://www.searchengines.com/	IN-JET, CIL	No action planned right now.
SSL: SSL protocol upgrade for secure access	IN-JET		CIL	Done
Training material		<ul style="list-style-type: none"> A primary point of access for training activities performed by consortium partners A window to the outside world for displaying the available training packages and advertising training events. An overview of training activities and training materials Online training activities. (Trivia/Quiz panel for the students) 		Open issue

Usability: Our website might not be usable for users we address in the scenarios	UPB	Is the website accessible with various browsers / on mobile devices / by people with disabilities?	IN-JET	Open issue
User interaction	IN-JET	<ul style="list-style-type: none"> Implementation of a number of interactive tools for engaging visitors and the target audience. A project newsletter will be issued as part of the dissemination activities. Registered members of the website can sign up for the project news letter. An RSS feed for immediate news update will be installed. The RSS feed must be secure and protect the integrity of the user registration system at the web site. 	Webmaster	
Web content	IN-JET	Some content should be very close to research and development, but for the average Internet user some more common content should be available to show the purpose of the project in simple words and pictures	TUK	Open issue
Web links	SAG	<ul style="list-style-type: none"> A Wikipedia article could be created to make the project more visible. The link should be placed on several websites with an scientific background Adding the link to all presentations and partner websites 	SAG	Open issue

Table 7 - Website enhancements

This action plan is supposed to be a living document that is continuously updated. Therefore for some ideas for future actions no responsibilities have been assigned yet. At the moment it is under discussion whether this action plan should be published on the Website or the BSCW server so that partners can raise ideas.

4.4 Relationship to other relevant initiatives

The Hydra project also continues to link to other relevant international activities and existing research initiatives in the same field. Results of these projects and initiatives play an important role in order to use their experiences to make new products and especially the middleware a success. The objective of this work is to analyse former projects and exploit the results within Hydra. Therefore every partner has provided a list of suitable projects which will be checked with regard to their relevance and usefulness to Hydra. Following projects and initiatives will be taken into consideration:

- eu-Domain: "enabling users for Distance-working & Organizational Mobility using Ambient Intelligence service Networks" (www.eu-domain.com)
- PalCom: "Palpable computing" (www.ist-palcom.org)
- DIP: "Data, Information, and Process Integration with Semantic Web Services" (www.dip.semanticweb.org)
- Knowledge Web:
- UBISEC: "Ubiquitous Networks with a Secure Provision of Services, Access, and Content Delivery" (jerry.c-lab.de/ubisec/home2.html)
- Simplicity: "Secure, Internet-able, Mobile Platforms Leading Citizens Towards simplicity" (www.ist-simplicity.org)

- NESSI: "Networked European Software and Services Initiative" (www.nessi-europe.com)
- WWRF: "Wireless World Research Forum" (www.wireless-world-research.org)
- ITEA2: "ITEA2: European leadership in software-intensive systems and services" (www.itea.org)
- r2b: "robots2business information technological integration of semi-autonomous, portable machines and service-models" (www.R2B-online.de)

A more detailed consideration of relevant projects will be provided by D13.9 "Report on projects connected to Hydra", which is due in M24. Responsible for this report is In-Jet and CIL.

4.5 Standard bodies

Standardisation plays an important role in order to make new products a success on the market. The objective of the standardisation work in Hydra is to liaise with the appropriate standardisation bodies and initiatives and ensure that the project is building upon available and emerging standards and industry specifications to ensure interoperability and enable quick market take-up. In this respect two aspects are considered to be important for standardisation work.

- Use of existing standards
- Contribution to standards or development of new standards

Use of existing standards supports technology convergence in making a new product interoperable with existing technologies. Since this is one of the main goals that the Hydra project wants to achieve, i.e. interoperability and inclusiveness, the development of the middleware will also be based on existing standards in the different areas of the project, such as Grid, web services, and security. On the other hand use of existing standards also saves efforts and money since not every technology has to be newly developed from scratch if there are approved and widely used technologies or standards already in place that could be deployed or built upon.

The second pillar of standardisation work is contribution to existing standards or development of new standards. The Hydra project will contribute to standards where gaps have been identified and will develop new standards where those are missing completely. Increasingly in the context of ambient intelligence standardisation efforts should consider deeper levels of integrability that extend the baseline interoperability towards deeper semantic integrability including cooperativity between device agents which should find resonances in the Hydra RTDI agenda with a focus, e.g. on virtualisation including the semantics of Security Context in general and Semantic Resolution of security in particular.

Several partners within the Consortium such as FIT, SIT, UR, TID, PRIWAY, SAG and TID who are already involved with various standardisation efforts through the appropriate standardisation bodies and taskforces e.g. UR and SIT are contributing to work in the area of semantic-cooperative virtualisation standards through the EU-funded SecureIST taskforce, PRIWAY are pioneering new standards for RFID incorporating security contexts, and TID is, through its mother company, a member of the W3C Advisory Committee as well as the deputy director of the ETSI Steering Committee. TID is also a member of OMG.

The deliverable D13.10 "Intermediate standardisation report" which is due in M28 will deal with the standards already used, the standards that are envisaged to be used, and will identify possible contributions to existing and new standards in the areas. Therefore following standardisation areas will be considered:

- Security
- Web Services
- Identity Management
- Networking
- Grid Technologies
- W3C Technology
- Open Mobile Alliance
- Middleware standards

According to the reviewers comment on the Hydra standardization work it is absolutely necessary that all standardization activities refocus to just a few standardization bodies. It is required that our standardization work makes clear what the objective of each body is and then make the achievements clear to the project officer.

4.6 Licensing Decision Making Process

4.6.1 A systematic approach

As part of the dissemination and exploitation efforts the Hydra project partners have to reach an agreement about the Hydra licensing objectives. Therefore a decision making process for the collaborative evaluation of the different licensing types has been suggested. SAG und UPB suggested an approach to identify a suitable licensing strategy. The guideline consists of seven major steps which should help to develop the right strategy for Hydra software licensing. At this stage the steps are introduced and explained in short:

- **Step 1: Identify relevant software modules**
The Hydra middleware consists of several individual software modules and managers. In the first step it was necessary to list these modules/ managers and to identify their owners.
- **Step 2: Defining the licensing objectives**
This step focuses on the definition and formulation of each partner's licensing objectives. The objectives have to be derived from the exploitation strategy each partner follows. These objectives and the subsequent licensing decisions establish a certain frame of action for the development and the future exploitation of the middleware itself.
- **Step 3: Describing licensing models suitable for Hydra**
Before a decision can be reached, it is important to know the relevant licensing models and gather all sufficient information about these. Therefore, at this stage of the decision process it is important to get an overview over the available licensing models and to evaluate them according to their relevance or suitability for the project.
- **Step 4: Clarification of legal aspects regarding the software**
Several legal requirements can be derived from the different software licensing models. These requirements can affect the publication and diffusion of the software as well as the revenue targets and thus need a special consideration. Especially third party licence and property rights can interfere or limit the development process. Due to this highlighted issue the legal questions need a particular attention and should be discussed in this step.

For instance, due to viral effects of certain open source licenses (like GPL) Hydra partners might be obliged to publish their software modules also under a specific open source license.

Thus the result of this legal analysis might demonstrate that a certain licensing model is not applicable or not suitable to a certain exploitation strategy.

- **Step 5: Analysing the impact of different licensing models on planned business models**

Process step 3 implies the definition of a business model concerning the license exploitation of the Hydra software components. The definition of the business model depends on the results of step 2 whether a commercial exploitation should be achieved through the distribution of the software itself or through an alternative business like added services. These considerations are also part of Hydra's exploitation strategy.

- **Step 6: Choice of the licensing model**

After defining the strategy for the software licensing, which depends on partner's objectives, and considering possible legal and business impacts of each underlying licensing model, the evaluation can be started. The results of all previous steps lead to a final election of a licence model. The chosen licence model has to support the consortium's strategy as well as the legal and business requirements implied.

- **Step 7: Publishing Hydra Software under a certain license**

Finally the Hydra software can be published under the chosen license.

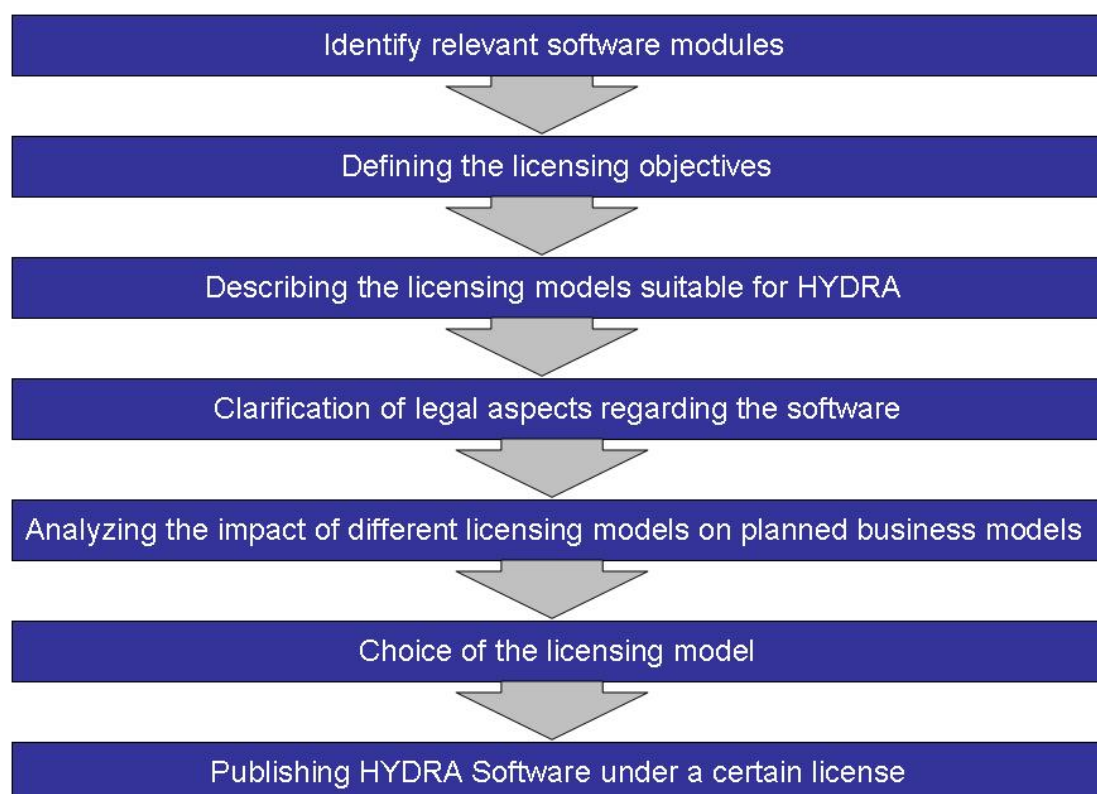


Figure 1 - Licensing decision making process

4.6.2 Decision making in the consortium and next steps

During the Technical Board Meeting in Rome (December 6th, 2007) the consortium agreed upon the future publication of Hydra results under a certain open source license. The decision as well as the derived consequences and responsibilities are described in the Dissemination and Feedback Report (D13.7).

Although each partner is responsible to publish his results individually, it is necessary to coordinate these activities within the project. A schedule will be set up to determine the process. Following issues need to be addressed:

- When are the results to be published?
- Where are the results to be published?
- How to coordinate activities to start building a community?
- Who is going to moderate the community?

4.7 Deliverables and Milestones in WP13

This section gives a short overview of the next deliverables and milestones which follow the activities regarding the dissemination strategy until M48.

Deliverables (M13 – M48)

Deliverable	Name	Owner	Month
D13.6	Updated dissemination strategy	SAG	M18
D13.7	Intermediate dissemination and feedback report	SAG	M18
D13.8	Updated exploitation strategy (focus: partners' exploitation objectives)	CIL	M21
D13.9	Report on projects connected to Hydra	In-Jet, CIL	M24
D13.10	Intermediate standardisation report	UR	M28
D13.11	Intermediate dissemination and feedback report	SAG	M30
D13.12	Updated exploitation strategy (focus: market analysis)	CIL	M33
D13.13	Hydra's USPs in contrast to projects in the same area	In-Jet, CIL	M36
D13.14	Final standardization report	UR	M40
D13.15	Updated exploitation strategy (focus: implementation)	CIL	M45
D13.16	Report on alignment activities with projects in the same area	In-Jet, CIL	M46
D13.17	Final dissemination and feedback report	SAG	M48

Table 8 - Deliverables (M13 - M48)

Milestones (M13 - M48)

Deliverable	Name	Owner	Month
M13.5	Updated dissemination strategy and report available	M18	M18
M13.6	Partners' exploitation objectives specified	M21	M18
M13.7	Intermediate standardization report available	M28	
M13.8	Market analysis for Hydra results conducted	M33	
M13.9	Hydra's USPs specified	M36	
M13.10	Final standardization report finished	M40	
M13.11	Implementation of exploitation strategy specified	M45	
M13.12	Alignment activities with other projects finished	M46	
M13.13	Final dissemination and feedback report available	M48	

Table 9 - Milestones (M13 - M48)**4.8 Controlling of dissemination activities**

The definition of measurable dissemination objectives is a very important aspect for a dissemination strategy, because this makes a controlling of achievements versus objectives possible. Therefore a monthly dissemination survey which leads to a quarterly monitoring gathers all activities, and a periodic dissemination and feedback report (D13.7 & D13.11) will reveal achievements as well as discrepancies with regard to the defined strategy.

4.8.1 Quarterly Management Report

This project has an obligation to provide a formal report to the Commission, as per the guidance notes issued for integrated projects, in 'Project reporting in FP6 – October 2004'. This requirement is set out in the Hydra Description of Work (DoW) within Work Package 1 – Deliverable D1.5, placing the responsibility with the co-ordinating partner to provide a quarterly management report.

This report is created quarterly and describes the main achievements over the reporting period, raises management issues, and preparation made by the partners for use and dissemination of the project results. In addition to this the QMR enables a monitoring about the dissemination progress made in the reporting period.

Part of this report is an overview of all dissemination activities which have been executed by Hydra partners up to that point of time. This overview helps to control and monitor the defined dissemination targets.

4.8.2 Feedback report

Feedback is an important element for the assessment of each dissemination activity. After the first review the decision was reached to enhance the dissemination survey and add an additional column which is asking for feedback. Therefore each consortium partner is asked to provide a feedback for his dissemination activities in order to have a basis for a qualified evaluation of the dissemination survey. The evaluation of all dissemination activities and their feedback will be provided within three deliverables. There will be two intermediate reports during the course of the project and one final report at the end of the project.

D13.7 and D13.11 "Intermediate dissemination and feedback report" are due in M18 and M30 and give a comprehensive overview of the Hydra dissemination activities performed so far. Furthermore this deliverable contains an evaluation of the activities with respect to the objectives, which had been pre-defined in the dissemination strategy D 13.2. Additionally the dissemination progress is being monitored as well as the reflected feedback from the audience. A breakdown per consortium partner will show up individual performance and opportunities for improvement. An additional

chapter will report the status of the decision making process for a suitable Hydra licensing model. At the end of the report a dissemination outlook will sum up the dissemination objectives for the next period, i.e. the year 2008 and 2009.

D13.17 "Final dissemination and feedback report" will provide a complete evaluation of all Hydra dissemination activities performed until the end of the Hydra project. This will include an assessment of the activities with respect to their objectives. A breakdown per consortium partner is also planned and will show up the individual performance.

4.9 Summarization of Dissemination Channels

During the first three years of the Hydra project the following principal dissemination channels will be employed.

Dissemination Channel	Timetable	Rationale	Objectives	Expected Impact
Development of Hydra project web site	Month 2 online regular updates of the web content Due to a hacker attack this web site had to be re-launched in June 2007 (M12)	To inform key target audiences of the development of the middleware and its potential use by key stakeholders	1000 unique visits by the end of 2008	Pan-European awareness of the middleware development and effective handling of enquiries
Introduction of Hydra links and/or pages onto partner web sites	Done by almost all partners	To inform key target audiences of the development of the middleware and its potential use by key stakeholders	Every partner offers a free accessible project webpage which informs about Hydra in short and provides a link to the official Hydra website Contribution to the growth of number of hits on the Hydra web site per month from 10 per month in Month 1 to 100 with 10% repeat visits by Month 24	Pan-European awareness of the middleware and effective handling of enquiries
Press releases to key specialist press such as trade journals for target end-user customer communities	Month 18 to Month 48	To ensure initial Hydra awareness in the key market segments	Awareness of Hydra in the majority of trade journals and relevant market sector publications 15 press releases in 2008	Early market penetration, user awareness and education and first stage contact with potential partners

Dissemination Channel	Timetable	Rationale	Objectives	Expected Impact
Events and fairs	Month 18 to Month 48	To raise the profile in key market segments	10 relevant events (real and virtual) with the objective of obtaining 50 expressions of interest per event	Increase in awareness and support for building the future user base
Scenario descriptions and case studies	Done	Scenario descriptions and case studies to illustrate service usage and the benefits derived which would be applicable to Hydra middleware users	3 initial scenario descriptions and case studies about the three target domains to provide broad based illustration of Hydra potential	Promotion of the real potential of the middleware and understanding of the offering and benefits to reinforce the awareness raising campaign
Newsletters	Month 24, Month 30, Month 36, Month 42, Month 48	To inform the internal organization and customers about Hydra's progress and to distribute the link of the Hydra website	Promote Hydra's results and the Hydra website among commercial oriented users	Greater awareness of Hydra opportunities and increase of unique web visits
Conferences	Month 18 to Month 48	Conference presentations and papers support the illustration of Hydra results among the scientific community and gathering of impressions and ideas of other researchers as well as to start discussions about the results	To raise visibility and impact of Hydra activities and results within the scientific community 18 visited conferences in 2008	Scientific awareness of the middleware and new ideas for improvement
Scientific journals	Month 18 to Month 48	Articles in scientific journals support the publication of Hydra results and a growing awareness along the scientific community	Publications in European-wide major scientific journals to present Hydra and its results 6 published scientific articles in the next year	Scientific awareness of the middleware and new ideas for improvement as well as to raise discussions among researchers

Dissemination Channel	Timetable	Rationale	Objectives	Expected Impact
Customer workshops	Month 18 to Month 48	Conducting customer workshops to identify interested customers and to gather customer requirements	<p>To raise awareness among customers for Hydra and convince first customers</p> <p>Gather input (New ideas, requirements, ...)</p> <p>Conducting at least 15 workshops in 2008</p>	<p>Potential customers get interested and provide additional helpful input for improving the middleware and the exploitation as well as first customers get convinced by Hydra</p>
Hydra link allocation	Month 18 to Month 48	Placing the Hydra link among several internet pages to raise publicity	<p>To improve the ranking and the publicity of the Hydra website</p> <p>Increase the size of Hydra links (more than doubled)</p>	<p>Improvement of the ranking of Hydra among search engines. Rank 706 is not satisfying.</p> <p>Broader awareness and publicity of Hydra</p>

Table 10 - Dissemination Channel

5. Brief Summary of Completed Dissemination Activities

Before future targets can be defined for the scientific, commercial and general dissemination, it becomes necessary to analyse former dissemination activities which have been realized until December 2007 (M18). Beginning from the project initiation until the end of this year most of the involved partners have initiated and executed first dissemination activities. These activities are summarized in the following table. A more detailed feedback and summarization will be provided within D13.7 "Intermediate dissemination and feedback report". This deliverable is also due in M18 and will be available in December 2007.

Dissemination Activities	Figures	Involved Partner
Scientific community		
Conference related activities (participation & presentation, and paper submissions)	35	FIT, SIT, INN, TUK, IN-JET, PRIWAY, -C-LAB (SAG), CNET; UAAR, UR
Workshops	14	C-LAB (SAG), UAAR, FIT, IN-JET, TUK
Scientific articles in journals	3	C-LAB (SAG), TUK
Industrial community		
Customer workshops	28	T-CON, C-LAB (SAG), CNET, UAAR, INN, IN-JET, SIT, FIT, UR, TUK
Internal presentations	5	C-LAB (SAG), FIT
General public and website		
Articles in public journals and press releases	5	CNET, C-LAB (SAG), MESH, T-CON
Hydra website	154 unique visitors between June 2007 and November 2007	IN-JET, TUK

Table 11 - Summary of dissemination activities

6. Future Plans

This section provides a brief overview of Hydra's future plans for continued dissemination to the scientific and commercial communities and the general public.

6.1 Definition of prerequisites and targets

Successful implementation of the strategy requires that the prerequisites for a communication have been achieved; and appropriate accountabilities for the delivery established.

6.1.1 Scientific transfer

A process has been defined for establishing and developing a detailed plan; this is summarised below.

- Every partner is asked to provide a list of related research groups/projects that might be suitable for collaboration
- All partners are asked to provide a list of conferences, workshops and journals where they plan to publish a paper, participate and/or present project results in the next two years. This list is due in June 2008.
- By March 2008 a standard presentation kit will be developed and made available for conferences and workshops. This information kit provides more general information about Hydra and its results.
- Hydra aims to publish 6 articles in scientific journals and 18 papers and presentation on scientific conferences in 2008.
- Hydra aims to participate actively in a minimum of 6 conferences per year

These will be reviewed within WP13 and used as a basis for controlling issues.

Identification of suitable target groups

To focus our efforts every partner is supposed to define a list of conferences, workshops and scientific journals which are in focus for the next two years and where the Hydra project and especially its results can be presented and discussed after it has been introduced in the first year. All partners are supposed to provide their plans until June 2008.

Conferences, workshops, journals	Focus of conference, workshop, journal	Attendees, readers	Topic of article	Aim of publication	Date of publication
Conferences ABC					
Workshop ABC					

Table 12 – Example list for gathering conferences, workshops and scientific journals

The list should name the conference, the workshop or the journal and briefly summarise its focus. Furthermore the target group should be described. Who is going to be addressed with the article. The topic of the article, the aim of the publication and the estimated date of publication is important information, too.

6.1.2 Commercial/ Industrial community and potential customers

A process has to be defined for establishing and developing a detailed plan; this is summarised below.

- Each partner is asked to provide a list of potential customers or providers for the Hydra solution by June 2008.
- Hydra aims to participate in at least 2 fairs where prototypes can be presented and customers have access in 2008.
- Hydra aims to conducting at least 15 workshops with potential customers in 2008.
- Hydra aims to finalise the customer information materials by June 2008.
- Hydra aims to have prototypes for demonstration available for use in 2008.

Identification of customers

To focus dissemination among customers, the consortium has to define and identify potential customers, e.g. with regard to the defined sample domains above or which might be interested in the results of Hydra. This is a mandatory prerequisite for the exploitation of the Hydra results. Therefore, each partner should provide a list of potential customers by June 2008.

Potential Customer	Customer's business	Offered Services	Reason	Date and evaluation
Company XYZ				
...				

Table 13 – Example list for gathering commercial customers

The list should name the customers, describe their businesses and define the services that might be of interest to these customers. Furthermore a reason why the customer seems to be suitable for further considerations within the project must be given. At the end the planned date to contact this customer and a short estimation of the customer's potentials should be provided.

6.1.3 Dissemination activities targeting general public

A process has to be defined for establishing and developing a detailed plan; this is summarised below.

- Each partner is asked to provide a list of channels (public magazines and newspapers, web-pages, ...) and target audiences by March 2008.
- Whenever an article is published this should be cited on the website as well. Thereby the website will make the media coverage transparent.
- Creation of information brochures and materials by June 2008.
- Participation on some public fairs (i.e. CeBIT 2008)

Identification of target audience and channels

To focus the dissemination among general public, the consortium has to define and identify potential channels to be able to inform the general audience which might be interested in Hydra. This is an important step for the exploitation of the Hydra results. A wide awareness for this project and its later results as well as interested people who see the advantages of such a solution will force the industrial community to offer the middleware on a world wide market. Therefore a target audience and channels for dissemination should be defined by each partner until March 2008.

Name of journal, magazine, newspaper, website, ...	Target group	Topic of activity	Aim of publication	Date of publication
...				
...				

Table 14 – Example list for gathering public journals and websites

The list should name the channel, the target audience, the topic that should be disseminated and the aim of choosing this channel and addressing this target group. At the end the responsible partner and a short evaluation of channel is required.

6.2 Future dissemination activities

The following table gives an overview of the next planned Hydra dissemination activities.

Date	Description of Dissemination Activity	Dissemination Channel	Partner Involved	Countries addressed	Type of Audience
13.02.2008	Conference – Znalosti 2008 SARNOVSKY, Martin – KOSTELNIK, Peter – BUTKA, Peter – HRENO, Jan – LACKOVA, Dasa: "First Demonstrator of Hydra Middleware Architecture for Building Automation "	Conference presentation, Conference paper	TUK	EU	Academia, Industry
14.02.2008	InnovAction 2008 – Udine (Italy)- Innovation Fair Presentation of the project	Customer presentations and workshops	TCON	EU	R&D experts, managers, people without technical skills
04.03.2008	CeBIT 2008 - Global exhibition on information technology	Brochures and leaflets on Hydra	FhG-FIT	Global	Research and Industry
04.03.2008	CeBIT Fair, Hannover, Germany	Customer presentations and workshops	FhG-SIT	Global	
26.03.2008	Internet of things 2008	Conference participation	IN-JET	World	Researchers and industry
09.04.2008	ICST (International Conference on Software Testing)	Conference papers	FhG-FIT	Global	Researcher
May 2008	ARTEMIS in Denmark - Introduction of Hydra to the Danish ARTEMIS network	Customer presentations and workshops	IN-JET	Denmark	Industry in ES design
10.05.2008	ICSE (International Conference on Software Engineering)	Conference papers	FhG-FIT	Global	Researcher
19.05.2008	Pervasive 2008, Sydney	Conference	FhG-FIT	Worldwide	Research, Industry
27.05.2008	Paper with detailed description of Hydra's Security Meta Model and its implications (results of D7.2 and D7.3)	Conference paper	FhG-SIT	Global	
June 2008	Business models in ubiquitous service environments -- Workshop in business modelling together with the Confederation of Danish Industries	Customer presentations and workshops	IN-JET	Denmark	Industrial leaders and business development managers
17.08.2008	ESEC (European Software Engineering Conference)	Conference presentations	FhG-SIT	EU	Researcher
21.09.2008	UBICOMP (International Conference on Ubiquitous Computing)	Conference papers	FhG-FIT	Global	Researcher
2. Half of 2008	Workshop on "Semantic Security in Ambient Environments"	Scientific workshops and seminars	FhG-SIT	Global	
2. Half of 2008	Paper on implementation experiences based on work to be done in WP7	Conference paper	UR		
Ongoing	Regular updates about progress on Hydra project on C-LAB website	Partner websites	C-LAB	All	Customers, Employees, Researchers

Date	Description of Dissemination Activity	Dissemination Channel	Partner Involved	Countries addressed	Type of Audience
Ongoing	Key account manager presentations esp. with representatives of the branches agriculture, health, smart home	Internal presentation	C-LAB	All, but with focus on Germany	Siemens employees
Ongoing	Further articles in different Siemens' internal newsletters	Email newsletter	C-LAB	All, but with focus on Germany	Siemens employees
Second half of Hydra project	Customer presentations	Customer presentations and workshops	C-LAB	All, but with focus on Germany	Siemens' customers
xx.xx.2008	Description of the project innovative outcomes and user scenarios -- Planning at least 5 in 2008	Customer presentations and workshops	TCON	Italy	Consultant Engineer

Table 15 - Future dissemination activities

6.3 Three most important activities

To demonstrate the realism of the dissemination objectives, the three most important dissemination activities are identified and briefly described. These dissemination activities will be reviewed and evaluated in a further report at the end of 2008.

Within the dissemination plan for 2008 the most promising dissemination activities are:

- **General public and commercial users:**

CeBIT will be the key activity in 2008. CeBIT is the world's largest and most important trade fair showcasing digital IT and telecommunications solutions for home and work environments.

In 2007 almost 480.000 people visited CeBIT. Most of them were commercial users and customers from industry, service companies or governmental agencies: including many users belonging to Hydra's three target domains. Besides these commercial groups, CeBIT is also open to the general public. The general public accounted for 100.000 visitors in 2007.

Both groups, commercial users and the general public, are targets for our dissemination strategy. Therefore we have identified CeBIT as a good platform to present and introduce Hydra. For that reason SIT, FIT, UR, UAAR and TCON will be present to conduct presentations, workshops and show cases for Hydra.

- **Commercial:**

The most important commercial oriented dissemination activity will be a customer workshop with Siemens Building Technology in 2008. The prototype for building automation was finished in 2007 and presented on the Aarhus meeting.

The main objective is to get first feedback from the commercial point of view as well as the attention of Siemens Building Technology in order to find a first commercial user of Hydra.

- **Scientific:**

The participation in a high level scientific conference is seen as a major launching platform for Hydra. The choice of scientific conferences will be by March 2008: in line with the cycle of conference planning for 2008. Nevertheless it is definitely planned to conduct a scientific workshop on 'Semantic Security in Ambient Environments'. All research partners have agreed that a decision about the most important scientific dissemination activity will be reached until March 2008.

6.4 Industrial Advisory Board

An important aspect among the dissemination activities is the decision to create an Industrial Advisory Board. This will be an independent group of five technological experts and business executives in appropriate Hydra fields of activity. The task of the Industrial Advisory Board will be to ensure that the project remains aligned to market and exploitation movements during the course of its execution and that the projects results are always aligned with scientific and commercial trends.

Within the dissemination management it is necessary to carefully select the members of the Industrial Advisory Board. They should contribute technological as well as in the business expertise to the project. Discussions with the Industrial Advisory Board should contribute to the guidance of the project in order to consider technological and market requirements and to prepare market entrance and sustainability of the Hydra results. In this respect members of this board are seen as a dissemination channel, too.

The dissemination roadmap shows that the Industrial Advisory Board should be established in the second year of the project. This means that the first meeting took place until M24.

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