Contract No. IST 2005-034891

Hydra

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

D 13.7 Intermediate Dissemination and Feedback Report

Integrated Project
SO 2.5.3 Embedded systems

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Index:

1 Introduction

1.1 Background

The dissemination of project results can be considered from different perspectives. First of all, one may consider the aspect of evaluation and feedback generation. On the one hand, the dissemination in the science community of researchers will enhance the quality of the project's innovative and scientific outcomes by serving as an instrument for evaluation and assessment of the project results. On the other hand, regular and repeated scientific dissemination activities proactively trigger external feedback so that new ideas for the project might be identified. The same applies to other external expertise.

Secondly, dissemination can be regarded with respect to the utilization of results. By regularly publishing the results, the attention of possible customers may be gained, which in turn paves the way for commercial activities. As a consequence, there is supposed to be a shift in emphasis from scientific to commercial oriented dissemination activities as the project evolves over time.

Due to Hydra project being co-funded by the European Union (EU), there will also be a need to inform the general public about its results as well as the deployment and expenditure of public funds. In addition, targeting a broader audience in disseminating might realize synergies with commercial utilization objectives. Potential customers among the general public will be informed as well, thereby increasing the public's interest. Thus the demand for Hydra will grow and companies will develop a self motivated interest to offer Hydra enabled systems. Furthermore, an increasing awareness of the project will support the partners' aims to place the Hydra results in relevant standardisation bodies.

However, without a clear strategy and disciplined management, dissemination will not be successful. There can be no measurement of success without pre-defined strategic dissemination objectives. Therefore, the consortium set up a dissemination strategy (D 13.2) in M9 of the project, which will be iteratively refined and updated. The next refined update of the dissemination strategy is D 13.6, which is due in M18, December 2007.

Dissemination management is placed in the responsibility of SAG and supported by UPB. Jointly the two partners have worked out a new survey to gather dissemination data as well as feedback from the partners' activities. By these means, a more targeted management can be implemented and a detailed reporting mechanism established. As dissemination manager, Gernot Graefe (SAG) heads the management, reporting, and monitoring activities of Hydra's dissemination.

1.2 Purpose, context and scope of this deliverable

This deliverable, "Intermediate dissemination and feedback report", is the first out of three feedback reports and has been scheduled in order to provide a comprehensive review about all dissemination activities performed so far. The overall objective of this report is to measure the current performance of the overall Hydra dissemination as well as the individual partner performance. In order to execute a qualified assessment, the feedback provided by each partner on his performed dissemination activities is mandatory. Therefore, this document considers all conducted activities between the project's beginning and December 2007 (Month18). The analysis of this deliverable takes the dissemination objectives, which have been defined in the dissemination strategy D 13.2 and refined in D 13.6, as comparison standard.

Chapter 3 briefly reflects the dissemination objectives as defined in D13.2 and D13.6. They serve as basis for the following evaluation of the dissemination activities. Subsequently, a comprehensive overview of the overall dissemination statistics is presented. Moreover, chapter 3 introduces the target groups and the respective dissemination activities. Finally, the involved dissemination channels and overall performance of dissemination activities, including the achievements with the project's implemented website, are discussed.

Chapter 4 highlights each single partner's dissemination in detail by analyzing the partners' activities in terms of target audiences and quantity of performed activities as well as reported feedback from the audiences.

In Chapter 5 a feedback report summarizes the audience's feedback to the disseminated project results, which have been presented at numerous events within the first 18 months of the project.

Following, in Chapter 6, is a status report on the ongoing decision-making process and discussion about the future Hydra licensing model.

Finally, Chapter 7 provides a dissemination outlook for the next planning period 2008.

2 Executive summary

The Hydra Project develops a middleware for heterogeneous physical devices in a distributed architecture. This middleware should enable any embedded device to be usable from a Hydra application. The project's outcome will be a reference implementation, a Software Development Kit, and a Device Development Kit. In order to inform experts and potential commercial users as well as to be able to ensure the future utilization of the project's results, a dissemination strategy has been set up.

Dissemination plays a crucial role in assuring later market success by establishing the prerequisites for a future commercial and scientific utilization. To achieve the attempted high level of awareness for Hydra and its outcomes, it is important to have a clear strategy and dissemination plan for the Hydra consortium and its partners. In line with that, a strategy including a plan for dissemination of results in the scientific and commercial sector as well as general public has been elaborated.

The dissemination strategy requires a constant monitoring of all dissemination activities in order to assure the conducted activities are aligned with the predefined strategy and its dissemination objectives. Following objectives are underlying:

- 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, 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 a licensing model for the middleware which is accepted by all partners.

Feedback to all dissemination activities is required to be able to perform a qualified regular assessment and controlling of dissemination activities. Therefore, the dissemination management has initiated monthly dissemination surveys to gather the necessary information. This information serves as basis for this dissemination and feedback report, which summarizes all activities. Thus, this deliverable enables the monitoring of the progress of Hydra's dissemination.

From the beginning of the project up to now (December 2007), first dissemination activities have been successfully initiated for the pre-defined target audiences. While commercial communities as well as the general public have been addressed, the focus clearly lay on scientific communities. Until the end of December 2007, 90 dissemination activities have been undertaken. 52 of them were more scientific oriented underlining the scientific focus within the first half of the project. For commercial activities 33 dissemination activities were reported. However, this situation will change in the second half of the project when commercial oriented dissemination activities will be further stressed.

Especially the scientific oriented partners, like the University of Reading (UR), University of Aarhus (UAAR), and the Fraunhofer institutes (FIT/ SIT) as well as Priway and the Technical University of Kosice (TUK), have initiated or participated in most of the scientific dissemination activities. Siemens (SAG), T-Con and IN-JET have conducted most of the commercially oriented dissemination activities. However, project partners from the scientific area also conducted dissemination activities targeting commercial groups. Other partners have not started with their dissemination yet, but intend to change this by the second half of the project when commercial dissemination becomes more important.

Due to not having asked for feedback right from the beginning, feedback is not available for all dissemination activities. The request for feedback was initially communicated to the partners at a dissemination poll in July 2007. There was only some response from the partners at the beginning. Accordingly, the dissemination management (SAG/ UPB) reminded the consortium partners several times to report feedback on their performed dissemination activities. More and more feedback is now being reported and partners pay more attention to this issue.

A major instrument for informing a broader public audience is the establishment of the Hydra website at http://www.hydra.eu.com . The website gives an overview of the project's objectives, the ongoing activities, and the actual results of the project. Currently, the website has met its objectives of information provision to a broader public audience. Nevertheless, the number of page visits is not sufficient yet. To improve this, a website action plan has been developed, which includes ideas for future actions to improve the website, assigns responsible persons, and monitors the completion of actions. The action plan is filed in D13.6.

At the end of the first dissemination period a decision on the licensing issue was made. During the Technical Board Meeting in Rome (December 6th, 2007) the consortium agreed the future publication of Hydra results under a certain open source license. All project partners specified the project results (managers) to be published as part of the open source reference implementation. Furthermore, the partners decided to choose LGPL as open source licences to publish their results. A partner, owning a specific manager, will be responsible for publishing it under the open source licence. Since every partner is responsible for publishing his respective manager, every manager will be released under an own LGPL license. This agreement sparked additional questions, of which some are mentioned in D13.6. The future dissemination strategy will address these questions.

Dissemination of the Hydra results will be enhanced in quantity and quality in the forthcoming period, as stated in the dissemination strategy. As mentioned above, there will be a shift from scientific to commercial objectives and partners have to focus more on issues with respect to commercial utilisation of results. Nevertheless, there is a strong need for scientific dissemination. Research work is an integral and ongoing part of Hydra. Thus, interdisciplinary exchange of ideas supported by means of dissemination is absolutely necessitated. Thereby, validation of results by the scientific community and proactive feedback can be realized. In this manner, new ideas will assure the commencement of Hydra's results in terms of quality and quantity.

By the end of 2008, a second intermediate dissemination and feedback report highlighting the results of 2008 (D13.11) will be issued. A final dissemination and feedback report will be provided at the end of the project in 2010 (D13.17). The pre-defined objectives in Hydra's dissemination strategy constitute the basis for the evaluation of the performed dissemination activities in 2008 and 2009. To support a successful realization, this deliverable presents a list with concrete measures and targets for the upcoming years.

3 Dissemination Report

3.1 Dissemination objectives

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 pre-defined dissemination objectives introduced in the initial dissemination strategy (D13.2) and refined in the updated dissemination strategy (D13.6) 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 customers, 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.

3.2 Summary of performed dissemination activities so far

Since the beginning of the project in July 2006 the partners of the Hydra consortium have been involved in more than 130 individual dissemination activities, some of which been attended by more than one partner. The following table gives an overview of the most important dissemination activities broken down per target audience, dissemination channel, and involved partners:

Dissemination Activities	Number of activities	Involved Partner
Scientific community		
Conference related activities (paper submissions, presentation, participations)	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 1 - Dissemination figures overview

The project results were presented at several relevant scientific conferences during the first 18 months and the Hydra consortium will continue being present at numerous conferences across Europe in all relevant domains, including embedded systems, trust and security ubiquitous computing, pervasive computing and knowledge management, in the following 30 months. Results of the research work will be submitted for publication to international, peer-reviewed journals and conference proceedings. Up to know there have been 35 conference-related activities performed, another 14 scientific workshops or seminars conducted and three articles in scientific journals have been published.

Besides the scientific dissemination activities, commercial dissemination activities and activities targeting the general public will be emphasised in the next period. Customer workshops, articles in newspapers and the participation in fairs and trade shows will ensure achieving the dissemination objectives defined in the strategy. As Hydra has a special focus in the domains building automation and smart homes, healthcare, and agriculture, specialised events with respect on these domains will be addressed for commercial purposes.

Partners in the consortium have already disseminated the project concepts and results within their own organisations through their internal bulletins and by presentations at internal and external meetings to relevant target audiences. Furthermore most of the consortium members present Hydra on an own dedicated webpage within their domains.

By month 18, December 2007, 28 customer workshops and presentations and commercially related activities were reported. Another five company internal presentations took place. This can be seen as preparing commercial activities by presenting the results to technical experts and promoting the Hydra vision among the stakeholders within the enterprises' management.

Furthermore the Consortium already participates in relevant clustering events and conferences organised by the Commission to present the progress of the project and to carry out collaboration with other related projects. The website presents a comprehensive list of other EU projects that could be relevant to Hydra.

The project website was established at the beginning of the project. This site provides continuously updated information about the project as well as relevant news and events. A detailed description can be found in chapter 3.3.4.

A more detailed report of the activities follows in section 3.3 and a comprehensive overview of all reported activities in a raw data table can be found in the first Annex of this deliverable.

3.3 Evaluation of activities

This chapter evaluates the dissemination activities performed so far with respect to the above mentioned pre-defined dissemination objectives. The different types of activities which have been attended by the consortium partners will be described as well as the quantity of activities that have been performed. At first an evaluation of the chosen dissemination channels with respect to the defined target audiences will be given.

3.3.1 Target audiences

From the beginning of the project two major groups of target audiences have been identified and analysed: The *research and scientific community* and the *industrial community*. As the project progresses there will be a shift of emphasis from scientific to commercial dissemination targets and corresponding audiences. Thus, the foundation of commercial exploitation will be laid within the dissemination programme.

Another target group for dissemination of Hydra results is the *wider public*, i.e. the citizens of the EU. They have a right to be informed about the expenditure and deployment of taxes, public funds and European subsidies.

Dissemination to the scientific community

Given the broad scope of the Hydra project the relevant industrial, research and scientific community needs to be widely defined. There are broad target groups across the following key areas of RTD within the project as follows:

- Embedded autonomic AmI 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 as well as standardisation bodies and initiatives where Hydra has the potential to make contributions. Following the comments from the review meeting the consortium in underway to focus its activities with respect to standardisation. These target audiences within the IST community include Commission officers and working groups, policy creators and influencers, industrial technology initiatives, and other FP6 projects. Computer science and engineering students as well as industrial developers might be interested in the project's training courses, which will be performed at a later stage of project dissemination.

The following table gives an overview of already performed science and research oriented dissemination activities. A breakdown per partner shows the respective involvement of the partners in research dissemination.

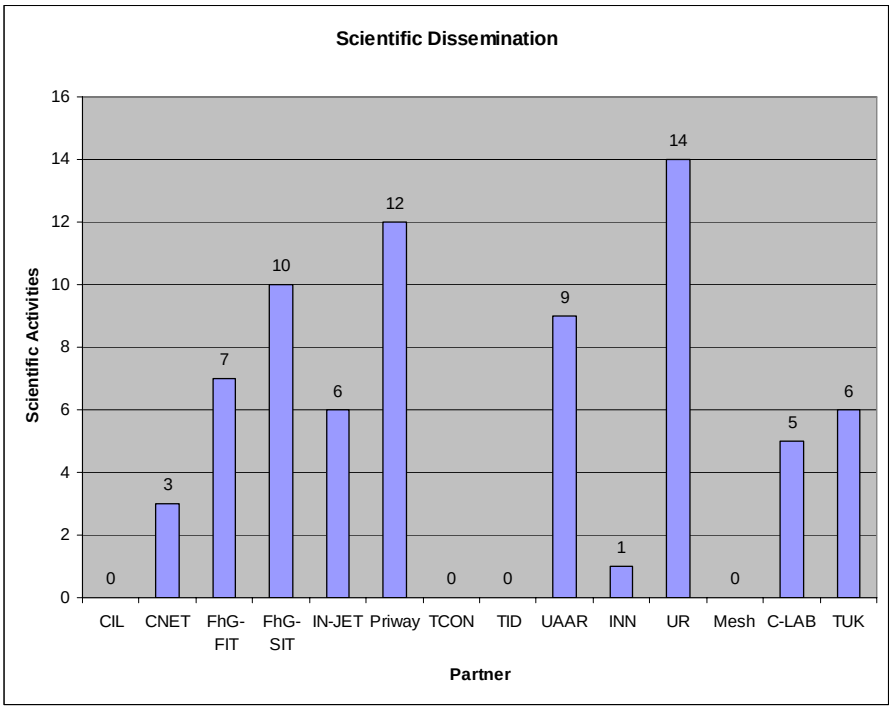

Figure 1 - Scientific Dissemination

All research partners have conducted dissemination activities towards the scientific community. As research partners FhG, UAAR, UR, and TUK capture the lead positions in scientific dissemination activities. Priway closely cooperates with the research partners and is therefore successfully disseminating research results to the scientific community as well.

Dissemination to commercial partners and potential customers

Industrial R&D community

For the industrial R&D 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 important and are believed to have the same interest in Hydra results. Hence, the industrial R&D community and business managers as a whole are targeted.

The target audiences include:

Software and hardware developers with device manufacturers: This target group 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 technological solutions enabled by the 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 middleware. They will be particularly interested in new solutions for eBusiness and the business models provided by the Hydra project.

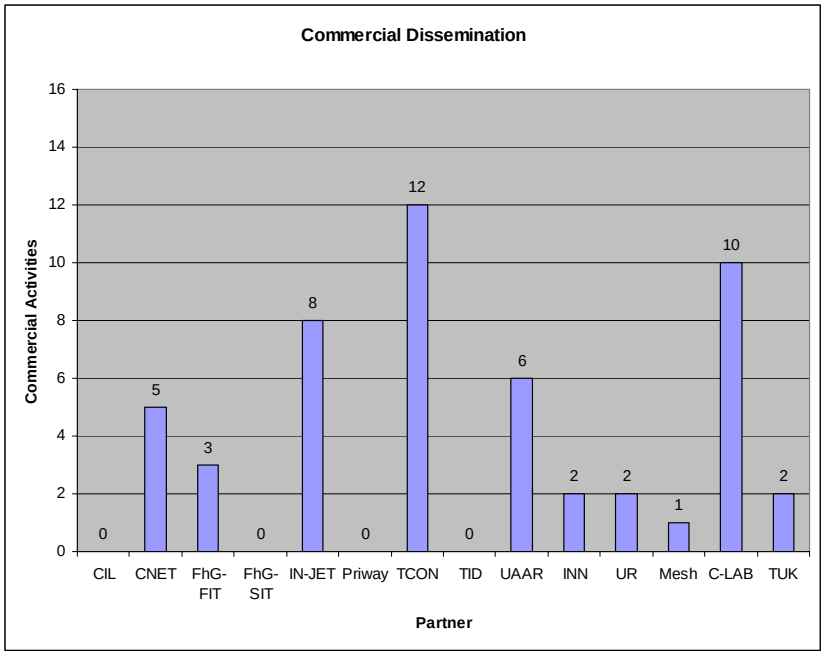

Figure 2 - Commercial Dissemination

IN-JET, T-CON and SAG have conducted most of the commercially relevant activities so far. Some consortium partners have not performed any commercial dissemination activity yet. Activities in this area will increase throughout the progress of the project. The technology needs to achieve a certain grade of maturity in order to attract commercial partners and potential customers. Nevertheless each partner is responsible to identify and conduct adequate commercial dissemination activities in the next period in order to improve the reported figures.

Dissemination to the wider public

A major means for dissemination to the wider public is the establishment of the Hydra official website. Additional information regarding the website can be found below and in D13.6 “Dissemination strategy”. In addition some further dissemination activities targeting a wider public audience have been performed:

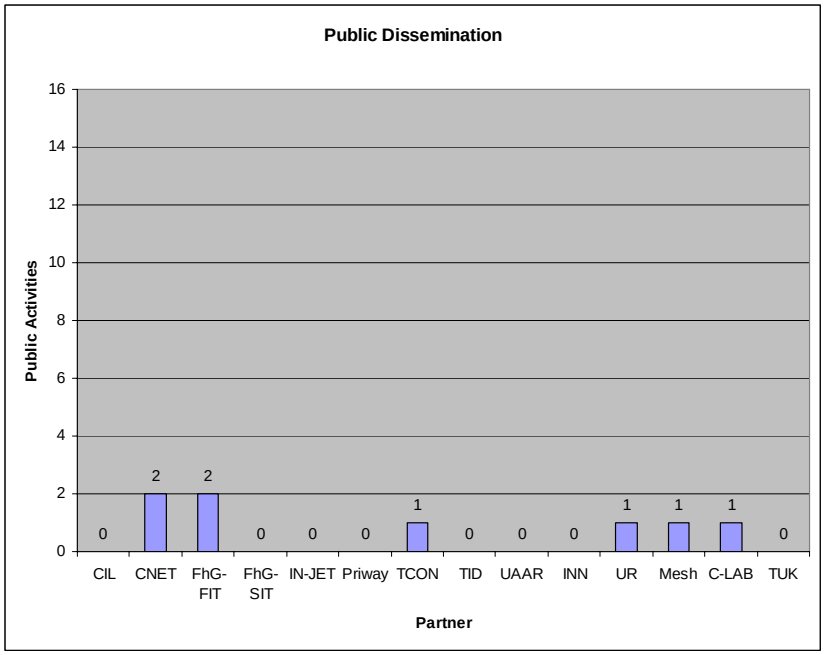

Figure 3 - Public Dissemination

The establishment of a rich website is an important element for dissemination to a wider public. This had already been performed at the beginning of the project. After a certain downtime due to a hacker attack a new website had to be launched in the meantime. The website is being regularly updated and improved. There will be a detailed website report in section 3.3.4 of this deliverable, as the website is a very important dissemination instrument, not only to a wider public, but also to interested experts and even potential customers.

The figures report some additional dissemination activities toward the general public. However, apart from announcements referring to the start of the project it is difficult to attract a sustainable awareness. As soon as the project results are transferred to domains that are of wider interests it becomes easier address the general public and to demonstrate Hydra's achievements.

3.3.2 Dissemination channels

All target audiences have their own suitable communication channels. For instance one can inform the scientific community about the project by presenting the projects scientific results at an international conference or publish a related paper in an international peer reviewed scientific journal. Commercial partners will hardly notice those activities, whereas these channels are promising to inform the scientific community. Vice versa a presentation at a trade fair will hardly be noticed by the scientific community, as researchers might not have an interest in already known and advertised solutions and will not attend trade fairs for professional purpose.

Therefore a couple of communication channels tailored for the various target audiences had been defined in the initial dissemination strategy D13.2 and refined in the updated dissemination strategy D 13.6. These dissemination channels should be applied with respect to their assigned target group. Following dissemination and communication channels have been defined:

Channels to a scientific audience:

- Scientific conference papers
- Conference presentations
- Conference participation
- Scientific workshops and seminars
- Research papers published in international peer reviewed journals
- Participation at EC events

Channels to a commercial or industrial audience:

- Events, exhibitions, and fairs; the presentation of the project is useful to address customers and to demonstrate first results and prototypes
- Advertisements and notices in journals and newspapers
- Leaflets and brochures to be handed out to potential customers
- Participation at sector-relevant exhibitions and conferences
- E-Mail newsletters can inform subscribed customers and experts
- Websites to inform potential customers and experts
- Creation of customer presentations; for each use case a standard presentation is needed which can be customized with respect to the customers' interests
- Customer workshops to promote the Hydra results and to loop back customer's insights and their requirements to the consortium
- Training materials for external developers
- Company internal presentations and newsletters; awareness for Hydra among relevant management stakeholders within an enterprise is important to find company internal applications for Hydra

Channels to a wider public audience:

- Major means: The official Hydra website for public access to Hydra related information
- Creation of information brochures and articles in major newspapers and magazines
- Participating in public trade shows and fairs of general interest (e.g. CeBIT)
- Perhaps adverts, targeted through relevant, popular websites, journals and newspapers could be a dissemination channel

Laying the emphasis on scientific dissemination during the first half of the project, the objectives with respect to the dissemination channels are fully met. Most of the channels have been used. Nevertheless most of the activities can be found in conference related activities (46). Some further efforts should be invested in publishing scientific papers in peer reviewed research journals and magazines, as there might be a high dissemination potential as well. But again this lack can be explained by the early stage of the project duration and the time that is required to pass a review process of scientific journals with good reputation.

3.3.3 Performed activities

There are several activity types, which can be used to raise attention among the targeted audiences. According to the dissemination strategy D13.2 and its refinement D 13.6, the dissemination activities of the initial project period should be focussed on the scientific sector. By definition there is a lack of information about the actual outcomes at the beginning of a research project. At first, requirements and other important information have to be gathered before the development of the product or service will start. Therefore research and pre-market activities are in focus at the beginning of a project, rather than commercial oriented activities targeting the exploitation or the marketing of the outcomes.

Respectively the activities that dominate the dissemination in the first 18 month of the Hydra project are prevalent scientific oriented activities. Scientific activities are describing first research results for a very special scientific community. Enhanced dissemination with commercial targets will follow in the second half of the project according to the dissemination strategy, shifting the emphasis more and more from scientific to commercial interests. This depends on the availability of first demonstrators or prototypes which can be used for demonstration to potential customers.

The scientific activities performed so far are mostly about publishing scientific papers at research conferences or peer reviewed research magazines. Additionally scientific workshops and seminars have been attended.

Commercial activities are about communication with potential customers at various communication channels, i.e. articles and press releases in professional journals, customer presentations, email newsletters, flyers and leaflets, product brochures, fairs and trade shows etc. The emphasis of commercially oriented dissemination activities in Hydra can be found at customer meeting presentations and partners' website presentations. But furthermore some customer workshops (e.g. focus group meeting) and presentations at fairs have been conducted.

Activities, with focus on general publicity, are promoting the objectives of the project for a broad audience. Dissemination to the wider public includes activities with a high propagation rate as webpage publishing, articles in newspapers, show cases at public fairs, advertisements in broadcasting services. These are in total not explicitly defined for Hydra, but some of the mentioned are as stated in the forthcoming section about the dissemination channels. In Hydra some press releases and newsletter articles have been published so far, e.g. an article about Hydra in the Siemens internal worldwide newsletter with diffusion to about 30.000 employees or for instance an article in the CIO magazine, Sweden's leading computer magazine with a diffusion to about 15000 people.

As for the first 18 month of the project the above mentioned objectives are fully met. More than half of the dissemination activities performed so far targeted the scientific community. And another 7 % were targeted at a wider public audience. In sum this is 64 %. All of the rest of activities is already targeted towards commercial and industrial audiences. This trend is compliant to the defined strategic objectives. Following up from M24 the emphasis of conducted dissemination activities should be shifted towards commercial targets.

a) Amount of activities

In total there have been 73 scientific oriented activities from the beginning of the project until the time being at M18. This is a relation of about 55% of the total amount of activities. Compared to these figures there are 51 activities targeted at commercial dissemination, which is a relation of 38%, whereas there have been only minor activities targeted to the wider public (9), which is about 7%. These data reflect the strategy alignment of the consortium activities for the past period and match the strategy objectives. The focus shifts now, at nearly half time of the project more and more from scientific to commercial targets, which is in accordance to the strategy.

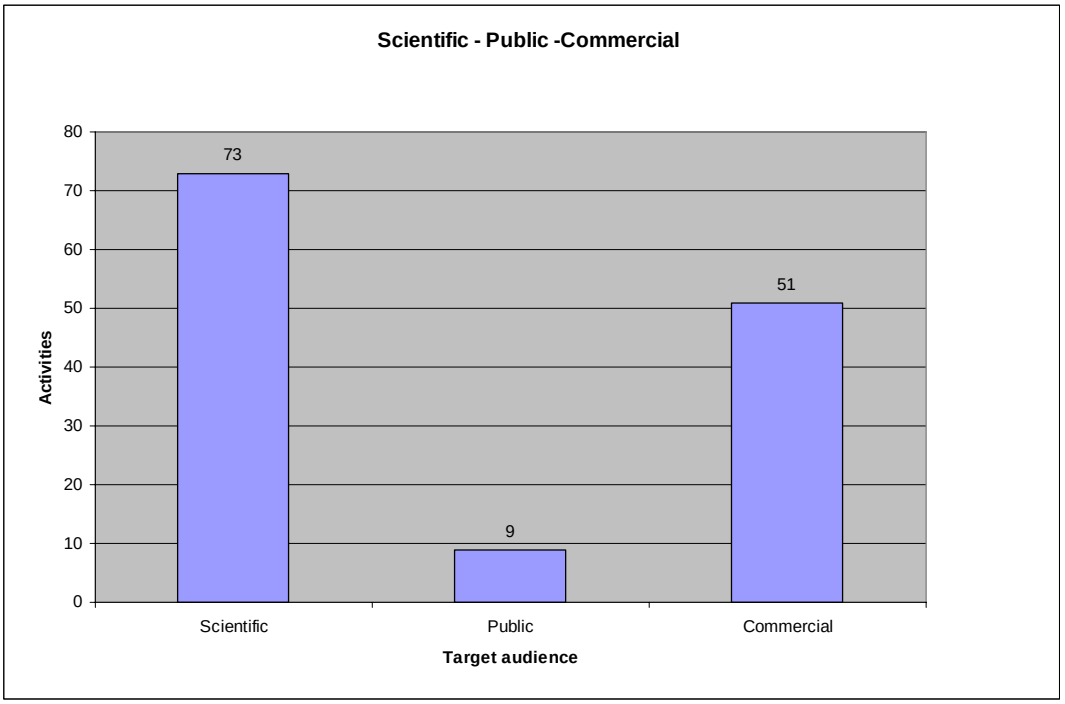

Figure 4 - Quantity of reported partner activities

b) Quality of activities

Quality means the total fulfilment of an expectation. As expectations for single dissemination activities have not been formulated in advance, we cannot measure the success with respect to expected objectives. Dissemination management has to put a special attention to quality measurement in the next period of the project and develop suitable measurement tools for that reason.

Therefore the partners are asked to report feedback they receive during the completion of dissemination activities to the dissemination management. This feedback indicates the impact of the dissemination activity. Furthermore the feedback is important for the whole consortium because important aspects might emerge. These aspects can only be addressed in the remaining duration of the projects if this information is distributed to all partners. The dissemination management is responsible to collect the feedback information and to make it available to the consortium.

3.3.4 Hydra website

A major instrument for informing the public audience is the establishment of the Hydra website at http://www.hydra.eu.com . The website gives an overview of the project objectives, the ongoing activities and the actual results of the project. In addition the tasks of all work packages are described and the technical scope is explained. Furthermore there is a download section, where some of the non confidential Hydra deliverables and scientific papers are available. In individual partner sections every consortium partner is introduced. Furthermore there is a forum, where registered members can post their comments on various discussion topics. In addition there is the possibility to subscribe to a RSS feed for any update of the news section. Another feature of the website can conduct member polls for voting issues and there are some training features implemented. Website statistics are available for all registered members, too. Finally there is a Hydra presentation and a Hydra flyer available for download.

Actually the website has met its objectives of information providing to a broader public audience. Nevertheless there is only small number of page visits from external parties up to now. Following figures demonstrate the small number of page visits but it is growing continuously.

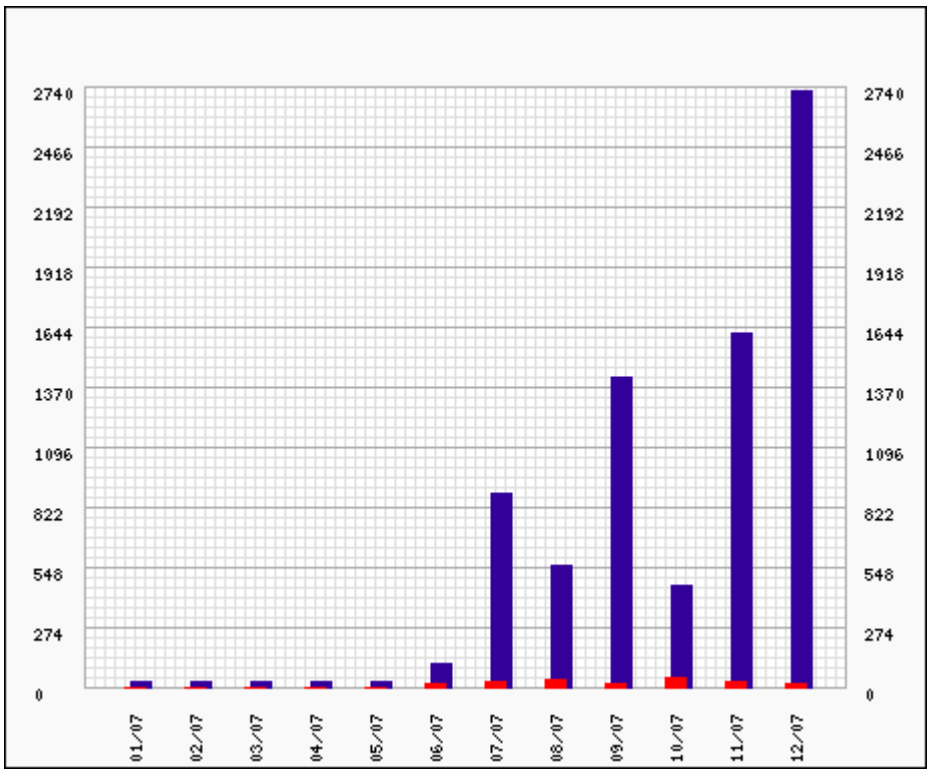

Figure 5 - Website visits and Unique visitors

Beginning from the re-launch of our website up to December 2007 there have been 154 unique visitors and 7740 page visits. This situation has to be improved and therefore a website strategy and action plan has been worked out. This new website strategy and action plan is included in D13.6 “Dissemination Strategy”. Nevertheless we have recognized that the number of page visits and visitors is growing since we update the web content continuously.

4 Activity breakdown per partner

This chapter will provide a detailed summarization of each partners' dissemination activities. The breakdown per partner shows the individual performance. However, it needs to be taken into account that each partner has a different focus for his dissemination activities. All research partners will focus more on scientific dissemination activities, whereas commercial partners have an increased interest in commercial activities. Almost each partner has initiated first dissemination activities among the defined target audiences. Following figure provides a rough overview about the partner performance.

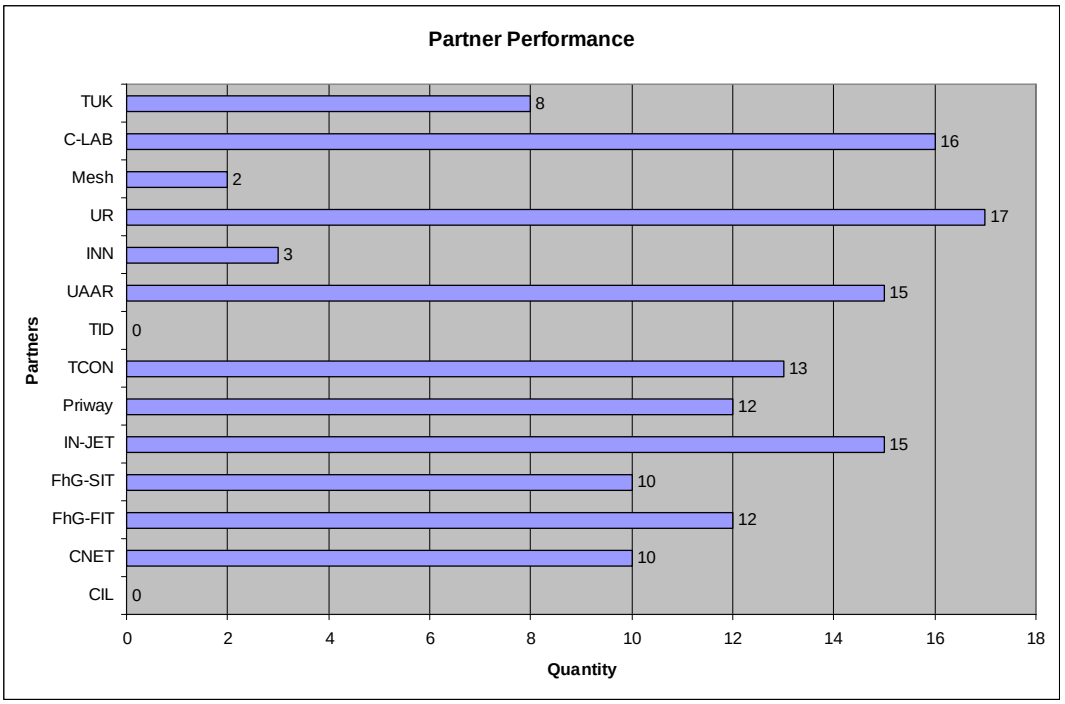

Figure 6 - Partner performance

The following sections give insights into the partners' dissemination activities with respect to the targeted audiences and the quantities of performed activities.

4.1 C International Ltd. (CIL)

Assigned Role: As stated in the dissemination strategy D 13.2, CIL's responsibility is the dissemination planning and the support of the dissemination management with consortium dissemination activities.

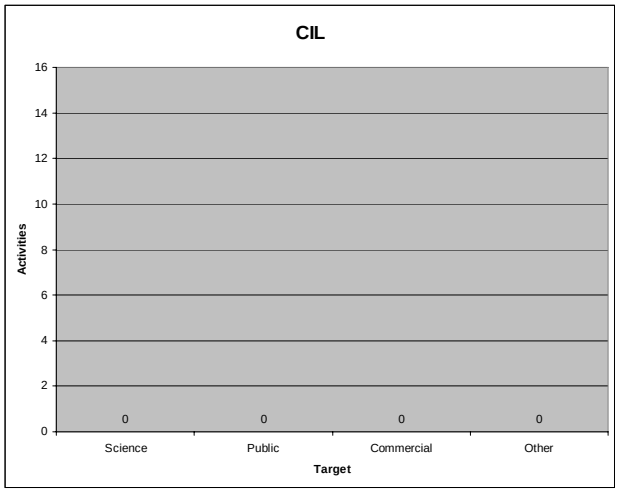

Figure 7 - Activities of partner CIL

Report: CIL has not performed any dissemination activities so far. This complies with their announcement that they had no dissemination activities in focus of the first project phase but they plan to start dissemination activities in the second half of the project when commercial oriented dissemination activities will become more important.

4.2 CNet Svenska AB (CNET)

Assigned Role: Lead in technical dissemination activities to the technical business community.

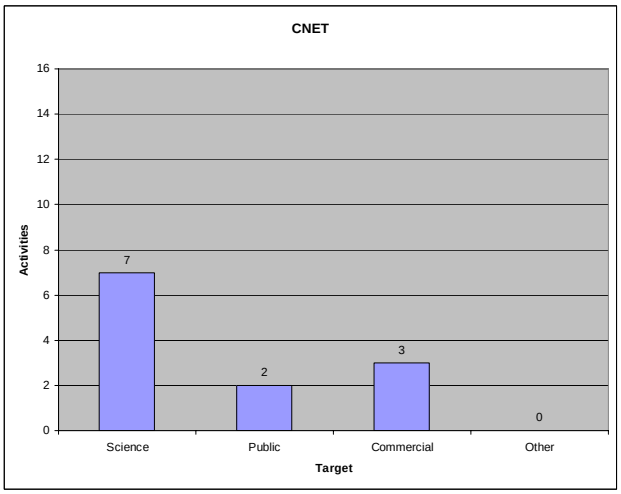

Figure 8 - Activities of partner CNET

Report: CNET has managed to participate in ten dissemination activities distributed between science (7), public (2), and commercial with 3 activities. With respect to their focus on Semantic technologies, they have initiated scientific oriented dissemination activities. Feedback has not been

provided yet, but is required for the dissemination activities in the second half of the project. According to their commercial oriented focus they will increase their strength in more commercially related activities and issues.

4.3 Fraunhofer Institute for applied Information Technology (FIT)

Assigned Role: Supporting UR in dissemination activities to the technical scientific community, particularly in the middleware domain.

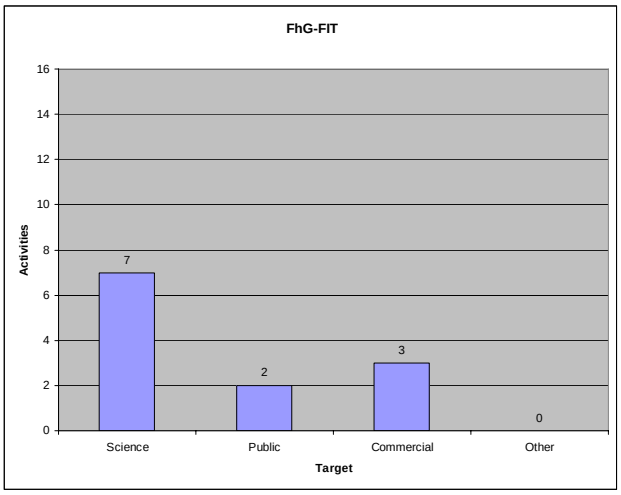

Figure 9 - Activities of partner FhG-FIT

Report: According to their scientific focus, FhG-FIT has accomplished 12 dissemination activities with emphasis on scientific activities. Feedback has not been provided yet, but is required for their next dissemination activities. FIT is a scientific partner and will continue to initiate more scientific than commercial dissemination activities in 2008.

4.4 Fraunhofer Institute for Secure Information Technology (SIT)

Assigned Role: Supporting UR in dissemination activities to the technical scientific community, particularly in the security domain.

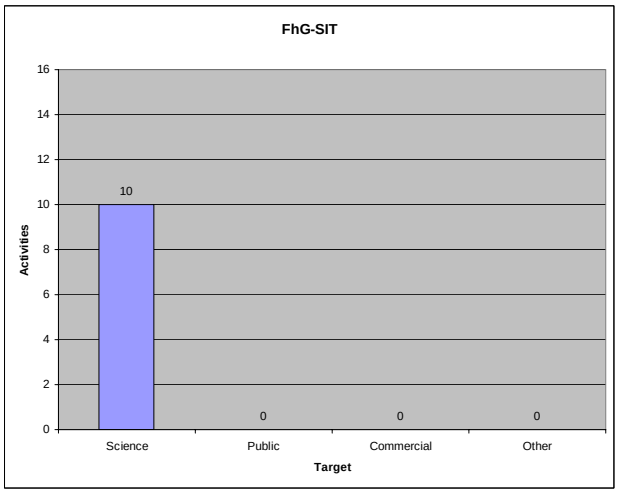

Figure 10 - Activities of partner FhG-SIT

Report: According to their scientific focus, FhG-SIT has participated in 10 scientific dissemination activities. Due to their focus on security issues, they have participated in writing several conference papers on security. One feedback has been provided but more feedback is appreciated for the next dissemination survey. In 2008 they will participate in further scientific dissemination activities.

4.5 In-Jet ApS (IN-JET)

Assigned Role: Lead in dissemination to the relevant end user business communities. Responsibility for the project website.

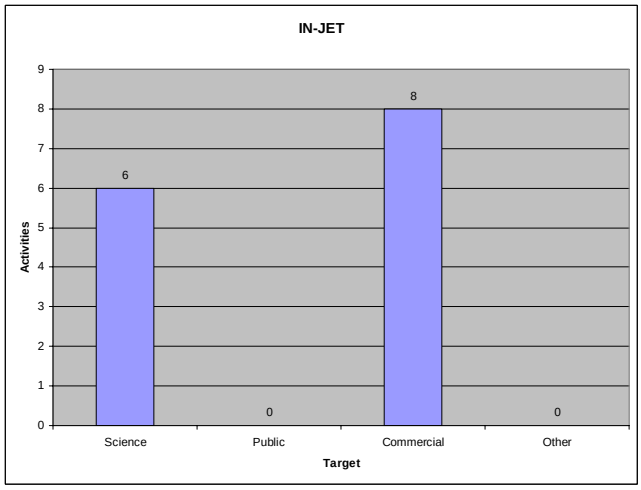

Figure 11 - Activities of partner IN-JET

Report: IN-JET has accomplished 14 scientific and commercial dissemination activities with a majority of 8 activities in the commercial area in accordance to the strategy. Due to their responsibility for the business scenarios with special focus on the healthcare scenario, IN-JET has participated in several workshops around this issue. Feedback to most of the dissemination activities is available. According to their commercial focus and the growing importance of commercial activities in the second half of the project, IN-JET will increase their efforts regarding commercial activities.

4.6 PRIWAY (PRI)

Assigned Role: Supporting CNet in technical dissemination activities to the technical business community, particularly in the security domain.

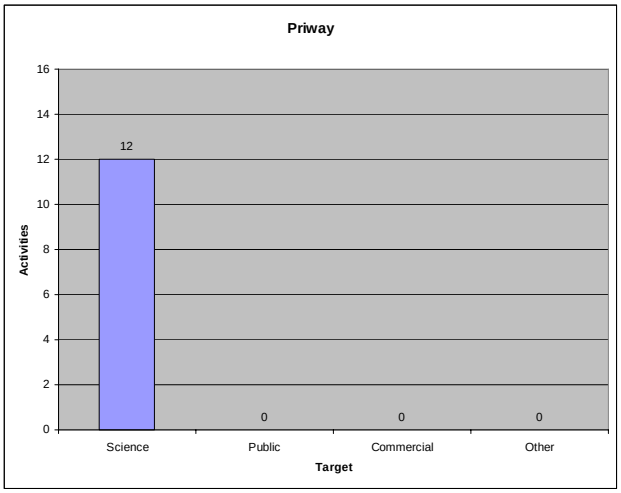

Figure 12 - Activities of partner Priway

Report: Priway has participated in twelve scientific dissemination activities partly in cooperation with research partners from the consortium. They have not had any activity to the other dissemination audiences yet. They have focused their scientific activities around security issues and thus participated in writing several conference papers. Feedback from their dissemination activities is not available yet.

4.7 T-connect s.r.l. (T-CON)

Assigned Role: Supporting CNet in technical dissemination activities to the technical business community, particularly in the communications domain.

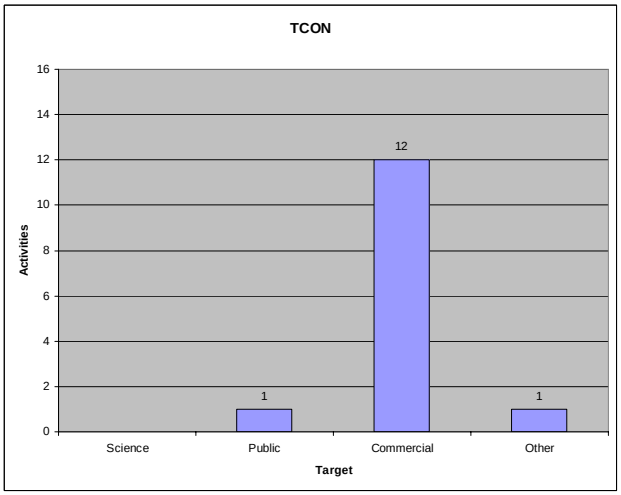

Figure 13 - Activities of partner T-CON

Report: TCON has already performed twelve commercial dissemination activities as well as one public and one other activity. They have a clear commercial orientation. They did not provide any feedback to their dissemination activities yet. This would be very valuable in order to transfer the feedback to all partners within the consortium.

4.8 Telefonica I+D (TID)

Assigned Role: Supporting CNet in technical dissemination activities to the technical business community, particularly in the communications domain.

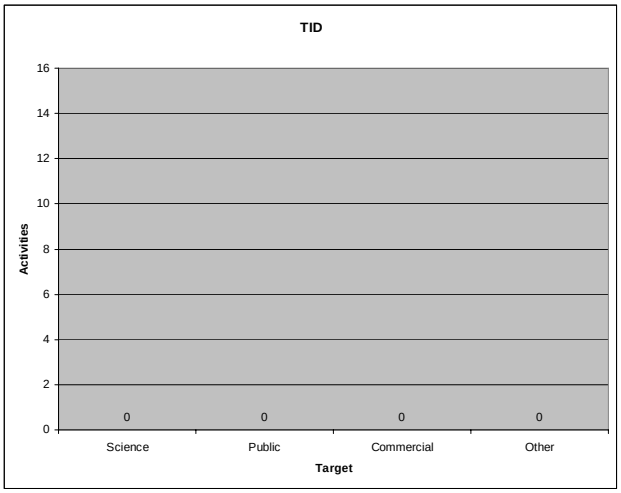

Figure 14 - Activities of partner TID

Report: TID has not reported any dissemination activities so far. With increasing focus on commercial activities TID will start to initiate dissemination activities.

4.9 University of Aarhus (UAAR)

Assigned Role: Supporting CNet in technical dissemination activities to the technical business community, particularly in the embedded AmI domain.

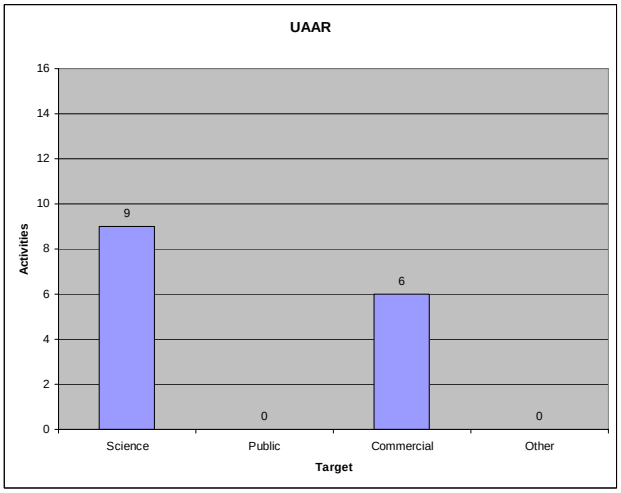

Figure 15 - Activities of partner UAAR

Report: UAAR followed the strategic plan in dissemination activities and completed nine scientific as well as six commercial dissemination activities. Some feedback is available.

4.10 Innova S.p.A. (INN)

Assigned Role: Supporting C-LAB particularly in the field of dissemination to SMEs.

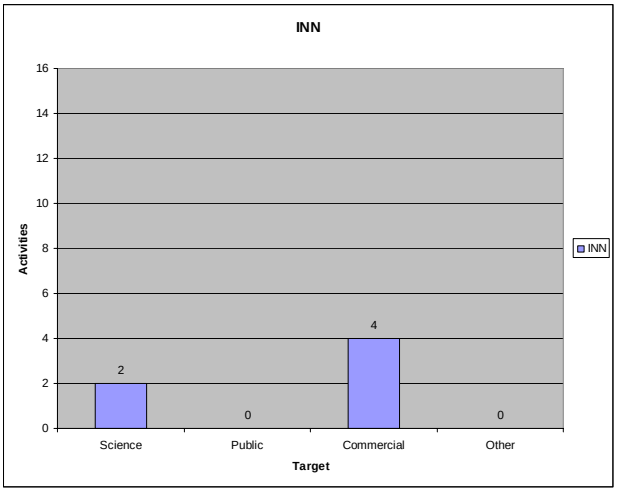

Figure 16 - Activities of partner INN

Report: Innova has conducted two scientific as well as four commercial dissemination activities. They are participating in the modelling of scenarios and are in charge of the agriculture scenario. This enables dissemination activities in this area. Therefore they have participated in some workshops on this issue. Feedback is also not available yet.

4.11 University of Reading (UR)

Assigned Role: Supporting CNet in technical dissemination activities to the technical business community, particularly in the security domain. Furthermore UR leads the training activities to support dissemination.

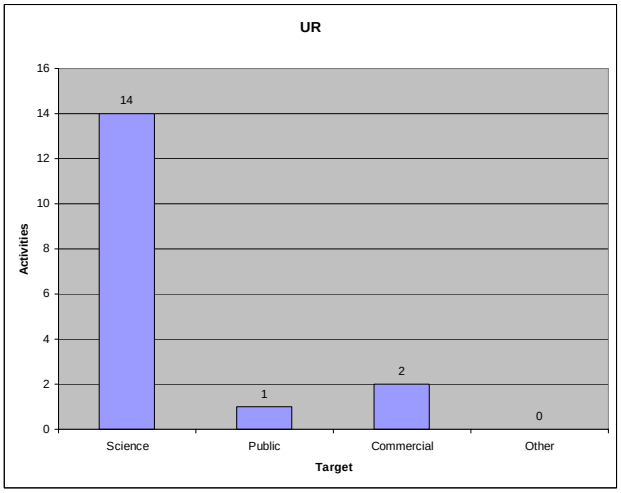

Figure 17 - Activities of partner UR

Report: While participation in only one public and two commercial dissemination activities, UR has had as many as 14 science activities. Due to the dissemination roadmap and their scientific mission, they are in line with their strategy. They have participated in several security related conferences and workshops as considered in their assigned role. UR has not provided any feedback to their dissemination activities so far. Training activities are already under preparation.

4.12 MESH-Technologies (MESH)

Assigned Role: Supporting CNet in technical dissemination activities to the technical business community, particularly in the Grid and network addressing domains.

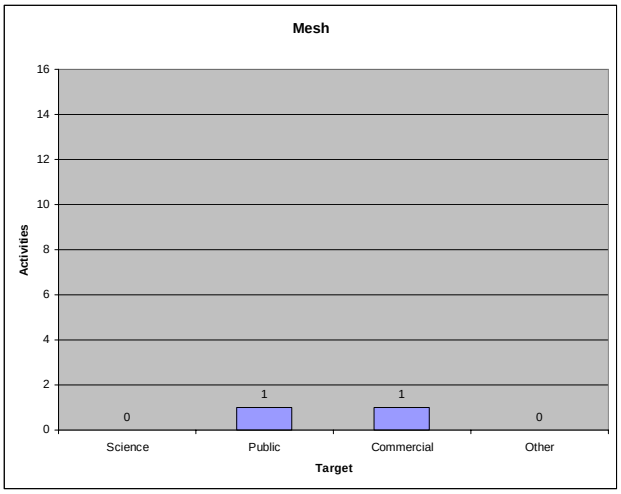

Figure 18 - Activities of partner MESH

Report: Mesh has done one public as well as one commercial dissemination activity. Feedback is not available yet.

4.13 C-LAB: Siemens AG (SAG) and University of Paderborn (UPB)

Assigned Role: Lead in all dissemination activities.

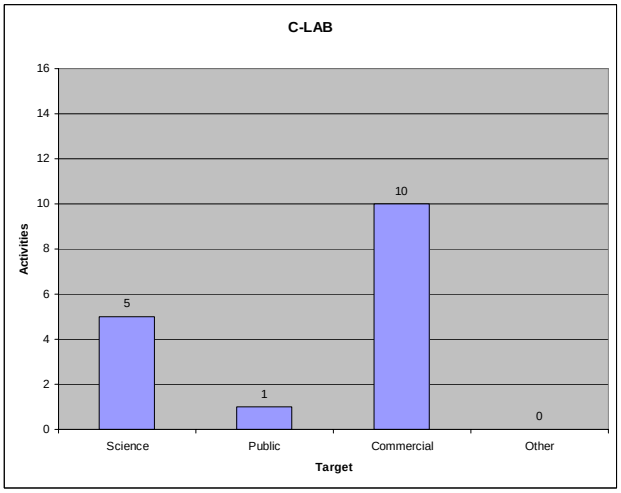

Figure 19 - Activities of partner C-LAB

Report: C-LAB – including Siemens and UPB – had its major focus on commercial dissemination activities (10) but also managed to have five activities in science and one public. With respect to their commercial focus they have initiated several workshops and presentations within Siemens. They are also responsible for the building automation scenario and have thus participated in several workshops around this scenario. Feedback is available for almost all of their dissemination activities. They have to strengthen their commercial orientation in 2008 with regard to the commercial focus in the second half of the project.

4.14 Technical University of Kosice (TUK)

Assigned Role: Supporting UR in dissemination activities to the technical scientific community, particularly in the knowledge modelling and management domains.

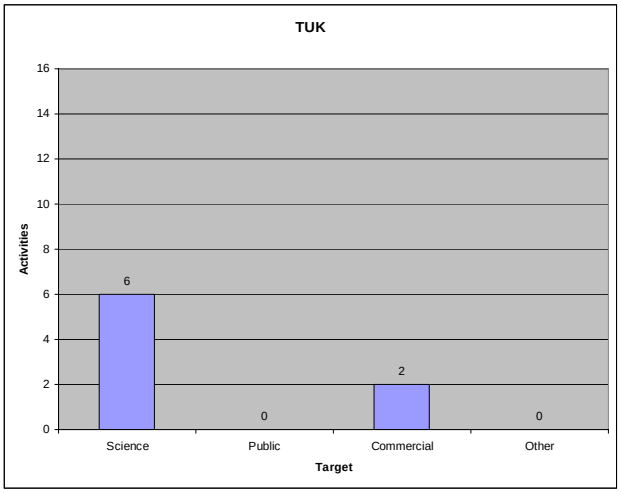

Figure 20 - Activities of partner TUK

Report: TUK participated in six scientific and two commercial dissemination activities. According to their scientific mission and the dissemination roadmap they are in line with their strategy. Due to their focus on the knowledge modelling and management domains, TUK has participated in scientific dissemination activities with focus on this issue. For some of their dissemination activities feedback is available.

5 Feedback from the audience

Feedback is required in order to be able to perform qualified assessments of each dissemination activity. It is also the aim to gather new ideas and constructive criticism from the audience's comments and external reviews of Hydra and to possibly loop back the assessments to the developers of Hydra. Furthermore the partners get an impression of how Hydra is seen from an external point of view. Last but not least partners will get conscious about the success and quality of their performed dissemination activities and their project results

The request for feedback was initially communicated to the partners at a dissemination poll on July 15th, 2007. Initially there was only minor response from the partners. C-LAB reminded the consortium partners several times to report feedback from their performed dissemination activities. More and more feedback is now being reported and partners seem to pay a higher attention to it in the meantime. Thus, feedback from the audiences of various dissemination activities should be collected and reported more often and more extensively by all partners in order achieve a better understanding of the Hydra image perceived from external parties.

The following table reports the feedback that has been collected so far:

Description of Dissemination Activity	Partner Involved	Countries addressed	Type of Audience	Size of Audience	Feedback
Article about Hydra project start in Siemens' internal newsletter	C-LAB	Germany	Siemens employees	30000	Contact to Siemens' account manager for a big German Telco provider established.
Company-Internal Presentation	C-LAB	Germany	Employees of Siemens C-LAB and University of Paderborn	60	Contacts to further projects at C-LAB.
Jesper Thestrup had a 10 minutes presentation of Hydra. In-JeT also shared a stand with Priway the displaying Hydra project at the Danish Federation of Industries area.	IN-JET	Denmark	1200 attendees including the Danish Minister for Science and Education Mr. Helge Sander and commissioner for DG Research Mr. José Manuel Silva Rodríguez.	1200	Very well attended conference. General awareness of Hydra promoted.
Presentation of Hydra to Siemens' key account manager for a big German Telco provider.	C-LAB	Germany	Siemens employees	3	Request to prepare sales workshop in the future, but at the moment no further activities.
International smart home workshop	C-LAB	Denmark, Italy, Germany	International experts of smart home domain	14	Input for user scenarios.
International Workshop Agriculture	C-LAB	Denmark, Italy, Germany	International experts of agriculture domain	15	Input for user scenarios.

Description of Dissemination Activity	Partner Involved	Countries addressed	Type of Audience	Size of Audience	Feedback
International R&D projects on Faculty of Economics ... and experiences on management of international projects (European week of science and technology)	TUK	Slovakia	University Researches and Management	35	Hydra was only the part of the presentation. The presentation was mainly focused on managing the EC project participation. Audience was mainly management from other international project participants from the university.
1st Workshop on Intelligent and Knowledge oriented Technologies (WIKT 2006) SABOL, Tomas – KOSTELNIK, Peter – SARNOVSKY, Martin: " Hydra project – use of semantic technologies for networked embedded system middleware". In: 1st Workshop on Intelligent and Knowledge Oriented Technologies: Proceedings: November 28 - 29, 2006, Bratislava, Slovakia. Bratislava : Institute of Informatics SAS, 2007. p. 16-18. ISBN 978-80-969202-5-9. (published in 2007)	TUK	Slovakia	Researches, PhD. students	40	There was mainly Slovak audience from the universities. TUK cooperates with in other projects. They were interested in our experiences within project and especially in project visions and used technologies (due to this presentation was held during the beginning phase of the project) and how the results can be used after the project finishes.
FP7 and Perspectives of participation of Slovak subjects (FP6 experience and information on running projects)	TUK	Slovakia	Academia, Industry, Government	200	Interest expressed by one of the participants from industry in the outcomes of the project.
Exchange with other scientists about Hydra project idea at SMS-workshop	C-LAB	Different European countries	Members of the SMS-research project	30	mutual interest
EU research agenda, Danish Ministry of Research and Innovation	IN-JET	Denmark	Course with 36 participants from mainly academia and institutions and some industry	36	General awareness of Hydra promoted.
Participation to the event organised in Rome within the EPISTEP EU project	INN	Italy (National event)	EU 6th Framework Programme - IST	~50	Overview of other EU funded project. APRE link

Description of Dissemination Activity	Partner Involved	Countries addressed	Type of Audience	Size of Audience	Feedback
1st International Workshop on System Support for the Internet of Things (WoSSIoT'07): paper presentation (organised around EuroSys conference)	C-LAB	EU	Researchers working in the different fields related to the IoT	12	Invitation to contribute to position paper to be submitted at Internet of Things conference.
Short presentation of Hydra at the project Kick-off of national funded project “r2b”	C-LAB	Germany	Scientists	30	mutual interest, companies of the agricultural domain participate in r2b
Conference – International Carpathian Control Conference (ICCC'2007) SARNOVSKY, Martin – BUTKA, Peter – KOSTELNIK, Peter – LACKOVA, Dasa: " Hydra – network embedded system middleware for ambient intelligent devices".	TUK	International	Academia, Industry	40	Main discussion after this presentation was aimed at intelligent house scenario, namely to compare existing solutions with Hydra one.
Presentation at Second Workshop on Requirements and Solutions for Pervasive Software Infrastructures (RSPSI)	UAAR	Open	Researchers	20	Concrete suggestions for survey on service composition
National Conference - Znalostny manazment 2007 (Knowledge Management)	TUK	Slovakia, Czech Republic	Academia, Industry	30	Interest from research community in the ontology-based knowledge modelling.
IST2006 event Helsinki	IN-JET	EU	App 4000 researchers from Europe and abroad	4000	Very well attended conference. General awareness of Hydra promoted.
Focus group (Vikingegaarden)	UAAR	Denmark	Company	1	Hydra is interesting. Intelligence in middleware is not too interesting
Discussion within C-LAB project leaders of Hydra and R2B regarding synergy potential	C-LAB	Germany	C-LAB personnel involved in Hydra and R2B projects.	5	Matthias Niemeyer, C-LAB project leader of R2B project, a national co-funded project by German authorities, and Heinz-Josef Eikerling, C-LAB project leader of Hydra, agreed to cooperate on dissemination and exploitation activities spanning both projects, with focus to leverage synergy effects. Plan to present R2B project on WP10 Hydra workshop in October 2007 at C-LAB Paderborn.

Description of Dissemination Activity	Partner Involved	Countries addressed	Type of Audience	Size of Audience	Feedback
AmI.d 2007 - Ambiant Intelligence developments conference & demos -- Conference paper titled "Towards Semantic Resolution of Security in Ambient Environments"	FhG-SIT	EU	smart security professionals & researchers	30	After the presentation there was existing demand but less criticism. The Kosice scenario is however not seen as the optimum sample for our purposes. The topic seems to be interesting in general, the discussion dealt especially about the usage of ontologies and security-policies based on it.
FP6 Experience	IN-JET	Denmark	Course with 18 participants from mainly academia and institutions	18	Well received
WP10 workshop at C-LAB Paderborn, Presentation of synergy potentials among Hydra and R2B projects. (Presentation of a German Research Project (Robot to Business))	C-LAB	EU	C-LAB project leader of R2B project among WP10 Hydra partners	about 10	Two Siemens representatives (Matthias Niemeyer and Chris Loeser) presented the project R2B (Robot To Business). Several opportunities for exchange between both projects have been identified. Special attention is given to a potential cooperation in the case of the Hydra demonstration in the agricultural domain. Collected data from pre-defined use case can be used for a demonstration activity. Hydra will provide the process model for setting up the use case.
Healthcare Embedded Systems, Dissemination of Hydra opportunities for self management in Healthcare -- Meeting with regional knowledge network "Øresund Sundheds IT"	IN-JET	Denmark	Local IT companies and network organisers	5	Planning for a workshop or similar to increase awareness in the region.

Table 2 - Completed dissemination activities including feedback

6 Choosing a suitable licensing model for Hydra

Discussions on the licensing objectives were mainly guided by two aspects. (1) Technical aspects are important because some partners are in favour of using existing open source libraries in their implementation. This requires publishing the results under certain licenses as well. (2) Dissemination and exploitation aspects are considered to be important as well. This does not only comprise the right to use the Hydra results in a commercial context but also the chance to get an open source community started that uses the Hydra results.

First discussions in Aarhus in September 2007 were followed by a period of intensive discussions within the consortium. The final discussion about the licensing model was part of the Technical Board meeting in Rome in December 2007.

To collect the necessary information for a the required licensing decision a poll was initiated, asking all partners about their licensing objectives and their opinion regarding this issue. Therefore, a questionnaire was prepared by SAG and UPB and sent to each partner in order to gather their individual statements on this topic. The results were summarized and sent around to all partners as well as presented to the partners during the Technical Board meeting in Rome. Following table summarizes the most important results. The complete summary of the licensing poll is attached to this deliverable (see second Annex).

1) CIL	No decision yet, no contribution of software.
2) CENT	Application Device Manager, Application Service Manager, Device Device Manager, Device Service Manager
3) FIT	No decision on software modules on behalf of FIT taken yet
4) SIT	Application Security Manager, Device Security Manager.
5) IN-JET	Middleware components (libraries) IDE tools
6) PRIWAY	No decision yet, selective work might be published under the Hydra license, no general decision for open source
7) T-CON	No software development
8) TID	Application Network Manager, Application Session Manager, Device Network Manager
9) UAAR	Limbo, Flamenco, Device Resource Manager, Application Event Manager
10) INN	No software development
10) UR	Application Context Manager, Device Context Manager, Application Policy Manager, Device Policy Manager, Eclipse-Plug-ins
11) MESH	No response
12) SAG (Siemens AG, C-LAB)	No intention to publish a component under an open source license.
13) TUK	Ontology manager
14) UPB (University Paderborn, C-LAB)	No software development

Table 3 – Results of licensing poll

On the basis of this poll the final discussion started. A lengthy discussion on the scope of the open source licence evolved. Special focus was put on interfaces between Hydra and non-Hydra devices. It is important that all users can use and communicate with Hydra devices without violating any licence. An important question remained unanswered. What is a derivative product of the Hydra? This needs to be defined.

The consortium reached the following decision:

- The marked software managers (see red crosses in the following architecture of the Hydra middleware) will be included in the open source core reference implementation.

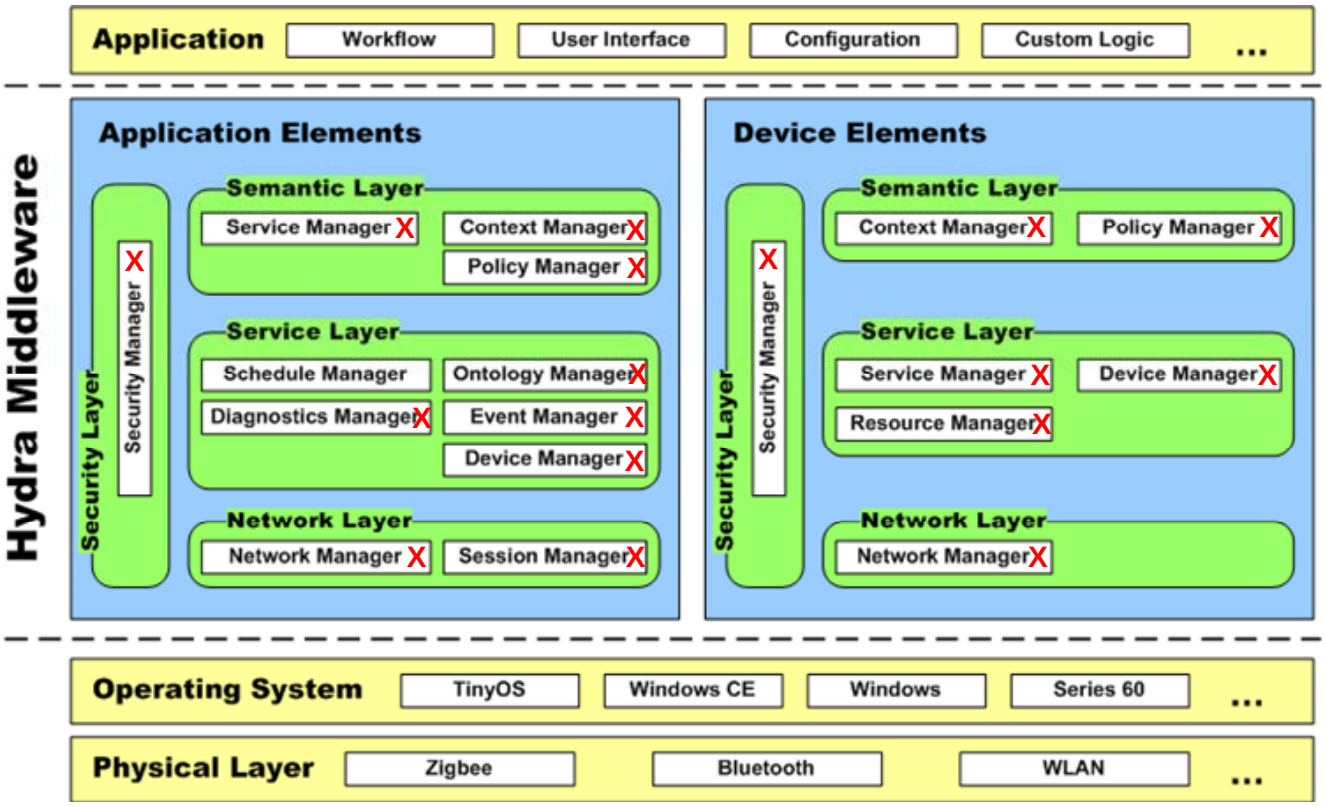

Figure 21 – Hydra architecture
(Managers marked are part of the core reference implementation)

- The partner, who owns a specific manager, will be responsible for publishing this manager under the open source licence. Because every partner is responsible to publish the owned manager each manager will be published under a separate license.
- The project partners agreed to chose LGPL as open source licences to publish their managers.
- Prior to publication, the partner shall draft a statement of external terms of use and inform the Technical Board. The Technical Board will discuss and decide if future managers should be part of the open source reference implementation or not. Only the middleware will be published in an open source reference implementation.
- The partners must be careful to exclude as much as possible of product liabilities and warranties as allowed by national law and make sure that there is no joint liability for the entire Hydra middleware.
- By choosing LGPL licence, the usage of LGPL libraries is possible, as requested by some technical partners. The discussion of impact on exploitation is referred to further deliberation in WP13.

A decision has been reached but additional issues have emerged and needs to be coordinated by the dissemination management. This more strategic consideration is again part of D13.6.

7 Outlook

Dissemination of the Hydra results will be enhanced in quantity and quality in the forthcoming period, as stated in the dissemination strategy. Due to the shift from scientific to commercial objectives, there will be a stronger focus on issues with respect to the commercial utilisation of results. Nevertheless, scientific dissemination will remain important, as research continues and results become more mature. Dissemination is meant to validate the research results among the science community and to gain proactive feedback. The latter will lead to new ideas for the Hydra development.

An updated dissemination strategy has been developed for the next period of the project, which contains detailed dissemination objectives for 2008. These constitute the basis for the next dissemination and feedback report at the end of 2008. Furthermore, a lot of effort has been spent on establishing management methods to the dissemination programme including measurement and reporting processes. A dissemination and feedback survey is conducted monthly, so that information on the partners' activities and feedback is collected.

Results from the survey will be sent to the project management for attachment to the quarterly management reports.

A lot of activities have already been planned for the year 2008.

A second project brochure will be created to disseminate the project's objectives and the already achieved results. The brochure will be reviewed and updated as the project progresses to ensure it provides the most effective possible dissemination mechanism. Every six months a newsletter will describe the obtained results and ongoing activities. The website, for which an improved website strategy has already been worked out, will be further improved and enriched.

Some of the consortium partners intend to join the CeBIT in March 2008, where they will present first Hydra results. Siemens C-LAB plans to establish a commercial contact to the Siemens Building Automation division, thereby focusing on future possible utilizations of the Hydra results. Additionally, several further activities have already been planned for 2008. In D13.6 a table gives a comprehensive overview over all activities planned for 2008.

8 Annex

8.1 A) Completed Dissemination activities

The following table gives a raw overview of all dissemination activities reported so far.

Date	Description of Dissemination Activity	Dissemination Channel	Partner Involved	Second Partner	Third Partner	Countries addressed	Type of Audience	Size of Audience	Feedback
21.09.2006	Presentation of Hydra to Siemens' key account manager for a big German Telco provider.	Customer presentations and workshops	C-LAB			Germany	Siemens employees	3	Request to prepare sales workshop in the future, but at the moment no further activities.
01.10.2006	HiCo - Hi tech integrated Co-operation for cross border economic growth and SME competitiveness increase Description of project vision, outcomes and future benefits of the technologies developed	Customer presentations and workshops	TCON			Slovenia	IT managers of a Slovenian company working with ZigBee technologies	2	
17.10.2006	International smart home workshop	Customer presentations and workshops	C-LAB	In-Jet	Innova	Denmark, Italy, Germany	International experts of smart home domain	14	Input for user scenarios.
21.10.2006	Meeting Danish Electricity Saving Trust	Customer presentations and workshops	Mesh			Denmark		3	
26.10.2006	Meeting with Swedish Terminology Centre. Presentation and discussion regarding ontologies for devices.	Customer presentations and workshops	CNET			Sweden	Terminology experts	1	
01.11.2006	External workshop (KomIalt)	Customer presentations and workshops	UAAR			Denmark	Danish industry Danish researchers	25	

Date	Description of Dissemination Activity	Dissemination Channel	Partner Involved	Second Partner	Third Partner	Countries addressed	Type of Audience	Size of Audience	Feedback
16.11.2006	International Workshop Agriculture	Customer presentations and workshops	C-LAB	In-Jet	Innova	Denmark, Italy, Germany	International experts of agriculture domain	15	Input for user scenarios.
01.01.2007	Presentation to ZigBee Alliance member Develco	Customer presentations and workshops	UAAR			Denmark	Wireless Developers	3	
10.01.2007	Meeting with Swedish Computer Society. Pre-sentation Hydra concept and discussion regarding arrangements of future seminar focusing on semantic technologies.	Customer presentations and workshops	CNET			Sweden	IT project leaders, system architects	1	
24.01.2007	FP7 and Perspectives of participation of Slovak subjects (FP6 experience and information on running projects)	Customer presentations and workshops	TUK			Slovakia	Academia, Industry, Government	200	Interest expressed by one of the participants from industry in the outcomes of the project.
10.02.2007	Consultant Meeting - Description of the project innovative outcomes and user scenarios	Customer presentations and workshops	TCON			Italy	Consultant Engineer working for a multi-utility	1	
15.02.2007	Phone meeting with Ericsson. Presentation of Hydra concept and discussion regarding potential cooperation	Customer presentations and workshops	CNET	In-Jet		Global		3	
15.02.2007	InnovAction 2007 – Udine (Italy)- Innovation Fair Presentation of the project	Customer presentations and workshops	TCON			EU	R&D experts, managers, people without technical skills	40000	
19.2.2007	EU research agenda, Danish Ministry of Research and Innovation	Customer presentations and workshops	IN-JET			Denmark	Course with 36 participants from mainly academia and institutions and some industry	36	General awareness of Hydra promoted.

Date	Description of Dissemination Activity	Dissemination Channel	Partner Involved	Second Partner	Third Partner	Countries addressed	Type of Audience	Size of Audience	Feedback
19.03.2007	Meeting with AREA Science Park staff involved in technology transfer and valorisation	Customer presentations and workshops	TCON			Italy	IT experts, managers	5	
01.05.2007	ARTEMIS in Denmark	Customer presentations and workshops	IN-JET	UAAR	UR	Denmark	Industry in ES design		
31.05.2007	Transnational ICT and Security Technology Opportunities – Ljubljana	Customer presentations and workshops	TCON			Slovenia	IT managers of Slovenian and Italian company	15	
01.06.2007	Presentation at Second Workshop on Requirements and Solutions for Pervasive Software Infrastructures (RSPSI)	Customer presentations and workshops	UAAR			Open	Researchers	20	Concrete suggestions for survey on service composition
07.06.2007	Healthcare Embedded Systems, Dissemination of Hydra opportunities for self management in Healthcare	Customer presentations and workshops	IN-JET	CNet		Denmark Sweden	Politicians, clinicians; Federation of Danish Industries, Ericsson, Courseware A/S, Microsoft Denmark, TDC	200-300	
19.06.2007	Mobile business- Rome One to one meetings with mobile companies and brief project presentation	Customer presentations and workshops	TCON			Italy	IT experts	3	
01.07.2007	Updated T-Connect website in AREA Science Park	Customer presentations and workshops	TCON			Global	IT experts, managers		
12.07.2007	Description of the project innovative outcomes and user scenarios	Customer presentations and workshops	TCON			Italy	Consultant Engineer	3	

Date	Description of Dissemination Activity	Dissemination Channel	Partner Involved	Second Partner	Third Partner	Countries addressed	Type of Audience	Size of Audience	Feedback
09.08.2007	Focus group (Vikingegaarden)	Customer presentations and workshops	UAAR			Denmark	Company	1	Hydra is interesting. Intelligence in middleware is not too interesting
03.09.2007	Description of the project innovative outcomes and user scenarios	Customer presentations and workshops	TCON			Italy	Consultant Engineer	2	
27.09.2007	Innova+ convention	Customer presentations and workshops	INN			EU	Private Companies	~ 50	
30.09.2007	Launch of possible cooperation project with industry	Customer presentations and workshops	CNET	In-Jet		Global	Engineers	200-300	
20.10.2007	Hi-Tech SMEs meeting event Presentation of the project activities and outcomes	Customer presentations and workshops	TCON			Italy	IT experts, managers		
November 2007	Healthcare Embedded Systems, Dissemination of Hydra opportunities for self management in Healthcare -- Meeting with regional knowledge network "Øresund Sundheds IT"	Customer presentations and workshops	IN-JET			Denmark	Local IT companies and network organisers	5	Planning for a workshop or similar to increase awareness in the region.

8.2 B) Summary of the licensing poll

Purpose of this document

The purpose of this document is to give a summary of the results gained from the licensing questionnaire, sent out to all Hydra consortium partners. Not all partners answered the poll so far. Only 13 out of 14 questionnaires have been returned.

Question 1

Do you plan to exploit the Hydra results in the sense of commercial business (exploitation strategy)?

Summary:

Yes	7
Maybe	4
No	2

Table 4: Summary question 1

Question 2

Name the software module(s) that you intend to publish under an open source license.

Summary:

1) CIL	No decision yet, no contribution of software.
2) CENT	Application Device Manager, Application Service Manager, Device Device Manager, Device Service Manager
3) FIT	No decision on software modules on behalf of FIT taken yet
4) SIT	Application Security Manager, Device Security Manager.
5) IN-JET	Middleware components (libraries) IDE tools
6) PRIWAY	No decision yet, selective work might be published under the Hydra license, no general decision for open source
7) T-CON	No software development
8) TID	Application Network Manager, Application Session Manager, Device Network Manager
9) UAAR	Limbo, Flamenco, Device Resource Manager, Application Event Manager
10) INN	No software development
10) UR	Application Context Manager, Device Context Manager, Application Policy Manager, Device Policy Manager, Eclipse-Plug-ins
11) MESH	No response
12) SAG (Siemens AG, C-LAB)	No intention to publish a component under an open source license.
13) TUK	Ontology manager
14) UPB (University Paderborn, C-LAB)	No software development

Table 5: Summary question 2

Question 3

What license do you prefer?

Summary:

LGPL	FIT, CNET, IN-JET, T-CON, TID, TUK, UR, UAAR
Apache 2.0	SAG, but only if a particular customer demands the source code of a solution that SAG is selling.
Undecided	INN, UPB, CIL
New License Model for Hydra	PRIWAY: The ideal would be a new Hydra community license with a time-restricted copyright – e.g. 2-5 years running - on core modules. i.e. 2-5 year old code versions should revert to BSD-style to ensure a continuous pressure on innovation and competition. This should be combined with all Hydra partners having a non-restricted license in case Hydra end up in a dead-lock – too much additional development necessary but no business case to finance it and thus all the work. All replaceable modules could be published under BSD as reference implementations only.

Table 6: Summary question 3

Question 4

What are the reasons for choosing this license?

Summary:

LGPL	• Wide applicability in other OS projects as well as commercial projects • It will allow us both to build a community of OS developers, but at the same time develop/deliver tools that are sold under a commercial license that utilises the Hydra middleware. • It gives us the opportunity to sell part of the software with respect to its development • A good balance between permissiveness and integration capabilities • Knowledge sharing, continuous development • LGPL allows the use of the module in proprietary programs. • Wider penetration (“de facto” standard)"
Undecided	• We wish to be able to make commercial versions based on the components developed in Hydra
Proprietary	• There are sustained legal conflicts with virtually all existing OS license templates (GPL, LGPL, Mozilla, MIT, BSD,..) concerning general exclusion of liabilities and warranties, because this term sustained legal conflict with national (German) and international law. • More risky, but greater economic potential
New License Model (PRIWAY)	Innovation facilitation. GPL/LGPL/MPL has the problem of exclusive community ownership of code, it require additional work to be given to the exclusive ownership and dictating terms – this is making them useless. BSD has the problem that it does not support the community effect. Interoperability We cannot choose license and setup that assume everything is open source. It simply won’t work as it will not get supported. We have to be open to support Zigbee, Bluetooth and other work. • The conclusion is to isolate all Hydra-core functionality and ensure it can interface openly with modules including gateways with any other license model. This is also in line with the entire thinking in Hydra of MDA.

Table 7: Summary question 4

Question 5

How does this license support or contradict your exploitation strategy?

Summary:

LGPL	• As we regard Hydra as an Open Source Project this choice supports the goals of the project without contradiction. • It will allow us both to build a community of OS developers, but at the same time develop/deliver tools that are sold under a commercial license that utilises the Hydra middleware. • LGPL establishes the "copyleft" on the single source code file, but not on the entire software (i.e. LGPL source code can be linked to a non-LGPL program, which may be free software or proprietary software and this non-LGPLed program can then be distributed under any chosen terms if it is not a derivative work; derivative work has to be published under LGPL). • Flexible licensing schema when integrating software into custom solutions • We are mostly interested in consulting and occasionally to deliver middleware components and tools to clients. Those will be customised and we want to have them proprietary. • Appropriate due to being inconsequential. • It supports our strategy, as we can use the module in future proprietary solutions
Apache 2.0	• No contradictions for commercial exploitation. Problem of liabilities and warranties remain.
Proprietary	• More risky, but greater economic potential. •
Other	• We wish to be able to make commercial versions based on the components developed in Hydra • If everything was under LGPL we would perhaps not be able to support it

Table 8: Summary question 5

Question 6

If you did not suggest LGPL as first choice would you agree to publish your software module(s) under LGPL as well?

Summary:

Yes	4
Depends	6
No	1 (SAG)
No answer	2

Table 9: Summary question 6

Question 7

Are you prepared to spend the necessary effort to set up the license, to publish the source code, to advertise the project, to motivate and maintain a community?

Summary:

Yes	8
Undecided	2
No	3

Table 10: Summary question 7

Question 8

Do you develop software modules that you are not going to publish under an open source license (e.g. proprietary extensions)? If yes, please name them. What is the reason for doing so?

Summary:

Yes	4
No	5
Maybe	1
No development at all	3

Table 11: Summary question 8

Question 9

Is the open source middleware executable without the proprietary extensions (refers to Q8)?

Summary:

Yes	6
Depends or n/a	5
No	0
No answer	2

Table 12: Summary question 9

Question 10

Further comments

- Economic and technical aspect should be considered in the decision making process. Opinions from software developers may differ from this position, but a sound economical analysis, even if helpful for the purpose, may arrive at a later stage of the project (if not too late for the Hydra licensing issue).
- Even if a product is distributed free of charge, liability cannot be excluded by a statement within the general terms and conditions (which is legally equal to a license text) in terms of person injury or gross negligence according to § 309 Nr. 7 BGB, German civil code. Liability exclusion might only take effect in a special one to one contract, but not in general terms and conditions as stated in a licensing text. One to one contracts will cause too much effort and cannot be handled in mass markets, but could be practicable for “big deals”.
- FIT: The software development in Hydra under an open source licence requires that
  - the Hydra project does NOT account for any proprietary extensions of the Hydra software,
  - for any proprietary extension of the Hydra software an open source version of this extension exists.
- We see a problem with dependency on proprietary GRID software (PRIWAY)
- We see a potential problem of a lock-in to a cartel-controlled community – e.g. OSGi could be a problem (PRIWAY)

9 Figures and Tables