



IST Integrated Project No 507023 – MAESTRO

D10-4.1

Dissemination Report

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Abstract:

This document lists the action realised in regard to the strategy proposed in the Dissemination plan (D10-3) toward the different communication target identified by MAESTRO :

- **Mobile Operator,**
- **Media Industry,**
- **Public and Political Body,**
- **Scientific Community,**
- **Mass Market**

Keyword list: Dissemination

EXECUTIVE SUMMARY

This document contains deliverable **D10-4.1** of the IST Integrated Project MAESTRO – Mobile Applications & sErVICES based on Satellite and Terrestrial inteRwOrking (IST Integrated Project n° 507023).

MAESTRO project aims at studying technical implementations of innovative mobile satellite systems concepts targeting close integration & interworking with 3G and Beyond 3G mobile terrestrial networks.

MAESTRO aims at specifying & validating the most critical services, features, and functions of satellite system architectures, achieving the highest possible degree of integration with terrestrial infrastructures. It aims not only at assessing the satellite systems' technical and economical feasibility, but also at highlighting their competitive assets on the way they complement terrestrial solutions.

This is the third of 3 tasks in Work Package 10 – “Dissemination”.

The deliverable **D10-4.1** – “**Dissemination Report**” - describes the results of the dissemination activities.

The task is lead by GFIC and is supported actively by UOB as MAESTRO partners.

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1. DISSEMINATION ACTIONS REALISED PER TARGETED COMMUNITY

1.1 Mobile Operator

As agreed in the MAESTRO Dissemination plan, action toward MO are realised directly by partner Business Development team and do not take place (for the time being) into MAESTRO Dissemination Report.

1.2 Media Industry

As agreed in the MAESTRO Dissemination plan, many informal action have been realised toward media Industry, in order to set contact with some potential actor of the content operational chain of the Business Role Model:

- Content Editor and Encoder : WONDERPHONE,
- Streaming players: PACKET VIDEO
- Terminal interface and Java portlets : SURFKITCHEN
- DRM and Channel protection : VIACCESS
- Content Management : MANREO

Moreover, contacts have been established with other IST project:

- IST Broadcast pre-cluster
- Platforms NAVSHP

Those contacts may be useful to extend MAESTRO partnership to actors of the content operational chain.

Meeting with Media Industry attended

Date (Start/End)	Meeting place	Nber of persons per Partner involved	WP/Task/expected results/details
20/01/04	Paris/F	GFIC: 1	WP10: Discussion with WONDERPHONE, a mobile video editor and aggregator having exclusive deals with SFR in France

21/01/04	Paris/F	GFIC: 1	WP10: Discussion with SURFKITCHEN about mobile portlet and terminal interface. Surfkitche technology simplify the way user access to mobile multimedia content by designing embeded portals within the handset.
22/01/04	Paris/F	GFIC: 1	WP10: Discussion with PACKET VIDEO about mobile video encoding and video players. Packet Video is a mobile video player and server editor. Handset client software is key to the success of S-DMB. All the PVR technology would be integrated within the handset.
05/02/04	Paris/F	GFIC: 1	WP10: Discussion with MANREO, a video database software provider, to inform them about S-DMB and to understand the constraint of managing large database of video.
10/03/04	Bruxelles/B	ASP:1	WP01: Participation to IST Broadcast pre-cluster meeting, presentation of SDMB system and MAESTRO project. This cluster seems to be the most relevant among others for MAESTRO project.
25/03/04	Paris	GFIC: 1	WP10: Discussion with Jérôme Perani, head of strategy at VIACCESS on DRM and Conditional Access, Viaccess raised some interest to participate to MAESTRO WP1 brainstorming on role model.
29/4/04	Paris	GFIC: 1	WP10: Discussion with Patrick Parodi, head of PACKET VIDEO Server dept and president of the Mobile Entertainment Forum
5/5/04	Plat-formsNAVS HP	UoB: 1	WP10: Technology platform for FP7, discussion about DRM and Content Distribution

Table 1: Meeting with Media Industry attended

1.3 Public and Political Bodies

2 types of actions have been realised toward Public and Political Bodies:

- Regulatory actions

- Promotions actions

Regulatory actions are already described in other deliverables. However they contribute to MAESTRO dissemination strategy by building knowledge and understanding of the project throughout the Public and Political Bodies.

First promotion actions have been accomplished toward Public Security agency:

- Participation to a conference about civil protection organised by the GIFAS
- Meeting with one representative of the French Sécurité Civile.

Those meeting are preliminary to more formal meeting. They help MAESTRO partners understanding Civil Security agencies needs and requirements.

Meeting with Public and Political bodies attended

Date (Start/End)	Meeting place	Nber of persons per Partner involved	WP/Task/expected results/details
28-29/01/04	Athens/EL	ASP:1 SPH: 2 UOB: 2 UNIS: 2	WP10: Presentation of the MAESTRO project to the ASMS TF conference
04/02/04	Paris/F	ASP: 2	WP10: Presentation of S-DMB to ART (French Telecom Regulator). Initial presentation allowing to raise awareness, and get feed back on selected topics.
20/02/04	Brussels/B	ASP: 1	WP10: SAP REG Meeting and MAESTRO presentation to BIPT (Belgium regulator). Get SAP REG support to new ECC work item on 2GHz MSS. BIPT: Raise awareness on MAESTRO/S-DMB. Belgium has been supportive on new work item.
23/02/04	Paris/F	ASP: 2	WP10: Working meeting with ANFR (French Frequency Agency). S-DMB detailed presentation, allowing to refine regulatory strategy.
09/03/04	Bruxelles/B	ASP:1	WP10: Participation to IST concertation meeting, presentation of the MAESTRO project scope

10/03/04	Bruxelles/B	ASP:1	WP01: Participation to IST Beyond 3G cluster meeting, contribution to the definition of the SDMB use case in harmonisation with the other projects working on mobile and wireless system architecture
10/03/04	Bruxelles/B	ASP:1	WP01: Participation to IST Broadcast pre-cluster meeting, presentation of SDMB system and MAESTRO project. This cluster seems to be the most relevant among others for MAESTRO project.
08/03/04	Madrid/E	ASP: 1	WP10: MAESTRO presentation to Spanish Ministry of Communications. Raise awareness on S-DMB. Spain has been supportive on the new ECC work item on 2 GHz MSS
11-12/03/04	Paris/F	ASP: 2	WP10: Meeting with Digitip (French Ministry of Finance and Industry). Initial presentation allowing to raise awareness, and get feed back on selected topics.
14-19/03/04	Vin- nius/Lithuani a	ASP: 2	WP10: ECC plenary meeting. Decision to open new work item on ECC framework revision.
30-31/03/04	Bruxelles/B	ASP:1	WP00: Participation to the technical committee of the IST summit in Lyon
26-28/04/2004	ESTEC/NL	ASP: 2	WP10: Presentation of the MAESTRO project at ASMS-Task Force
5/5/04	Plat- formsNAVS HP	UoB: 1	WP10: Technology platform for FP7, discussion about DRM and Content Distribution
18/5/04	Paris	GFIC: 1	WP10: Attendance to a conference about Civil protection and Telecom organised by the GIFAS
27/5/04	Paris	GFIC: 1	WP10: Discussion about S-DMB usage for Civil protection with M. Mekacherra from the French SECURITE CIVILE

28/5/04	Brussels	ASP, UoB	WP10: S-DMB regulatory framework discussed with EC representatives from the Information Society Directorate-General, Unit B4 - Radio Spectrum Policy
08/06/04	Athens	SPH: 2 ASP: 2	Meeting with the Greek Ministry of Transport and Communications to seek their support during the FM and ECC meetings.
16-17/6/04	Sophia, Anthipolis	UoB	ETSI-TC-SES-S-UMTS meeting
24.6.04	Biel, Switzerland	ASCOM	Meeting at OFCOM (Swiss Federal Office of Communications) related to WP10: presentation of regulatory issues and request for support

Table 2: Meeting with Public and Political bodies attended

1.4 Scientific Community

As agreed in the Dissemination plan, dissemination effort toward Scientific Community concentrate into:

- Conference Participation
- Tutorial organization
- Scientific publication

First papers have already been published and being presented to conferences.

Published papers and conference participation

1. N. Chuberre, G.E. Corazza, MG Francon, C. Nussli, C. Selier, A. Vanelli-Coralli, P. Vincent, "*Satellite Digital Multimedia Broadcasting for 3G and beyond 3G systems*", submitted to IST Mobile Summit 2004.
2. Paola Salmi, Massimo Neri, and Giovanni E. Corazza, "*Fractional Predistortion Techniques with Robust Modulation Schemes for Fixed and Mobile Broadcasting*", accepted for IST Mobile Summit 2004.
3. Marco Villanti, Paola Salmi, Raffaella Pedone, Giovanni E. Corazza, and A. Vanelli-Coralli "*A Novel Up-Link Code-Acquisition Procedure based on a Structured Preamble Sequence*", accepted for ISSSTA2004
4. R. Pedone, G.E. Corazza, "Generalized and Average Post Detection Integration Methods for Code Acquisition", accepted for ISSSTA2004.

5. G. Albertazzi, S. Cioni, G.E. Corazza, N. De Laurentiis, M. Neri, P. Salmi, A. Vanelli-Coralli, "Adaptive Coding and Modulation Techniques for Advanced Satellite Mobile Systems", accepted for EMPS/ASMS2004.
6. C. Caini, G.E. Corazza, "Satellite Downlink Reception through Intermediate Module Repeaters: Power Delay Profile Analysis", accepted for EMPS/ASMS2004.

1.5 Mass Market/Press

As agreed in the Dissemination Plan, actions toward Mass Market are fairly limited.

However some press releases have been communicated to the press and IST cordis website .

Press Releases

<i>Publication type</i>	<i>Date of release</i>	<i>Partner authors</i>	<i>Destination</i>
MAESTRO Kick-Off press release	02/02/04	ASP + Board members and UoB	To the press
MAESTRO Kick-Off press release	04/03/04	ASP + Board members and UoB	To the IST cordis web site
MAESTRO project summary	30/01/04	ASP	To the IST cordis web site

Table 3: Press releases

2 DISSEMINATION TOOLS REALISATION

As agreed in the Dissemination Plan, communication tools are realised to support MAESTRO dissemination actions.

2.1 Graphical chart

On a simple basis, the graphical chart gives a coherent look & feel to S-DMB/MAESTRO communication tools. The idea is not to create a brand but to create a global coherency of the different production.

The graphical chart is composed of:

- Character font,
- Forms,
- Colors,
- Logo,
- Banners

The graphical chart is declined:

- On paper tools: PowerPoint, posters, etc.
- Video tools: generics, video animation

Approved MAESTRO Logo



Figure 1: MAESTRO logo

After some discussion during the General Assembly and presentation of various proposition, MAESTRO logo presented here before have been approved.

Different elements of the logo could be explained:

- the circular arc represents the satellite orbits, its stylised movement shows energy and determination
- the triangle represents the satellite, the direction of the 2 triangles reinforce the movement of the arc
- the star illustrates space and evokes the European Community

- colors are inspired by IST and Alcatel (the project leader) colors

This logo and chart have been adapted to all MAESTRO template document in Word and in PowerPoint.

It will be adapted to Conference poster and Video presentation

2.2 Key schematic illustration of the system and Video Presentation

A first job has been realised in order to draw some key schematic illustrations of the system.

It was incomplete for the first IST conference, but will be available for next conferences.

These illustrations will be reused on MAESTRO Video presentation.

The illustration will be presented in the next dissemination report.

2.3 Website

The project has set-up a web-site with 2 objectives:

- Internal: all documents are being uploaded for exchange between the partners. It has also set-up some mailing lists which enable to address the participants of all WPs, the PMT members as well as the board members.
- External: presentation of MAESTRO partnership, project and results

The log of the site allows to check which external organisation are interested by the project

MAESTRO website log

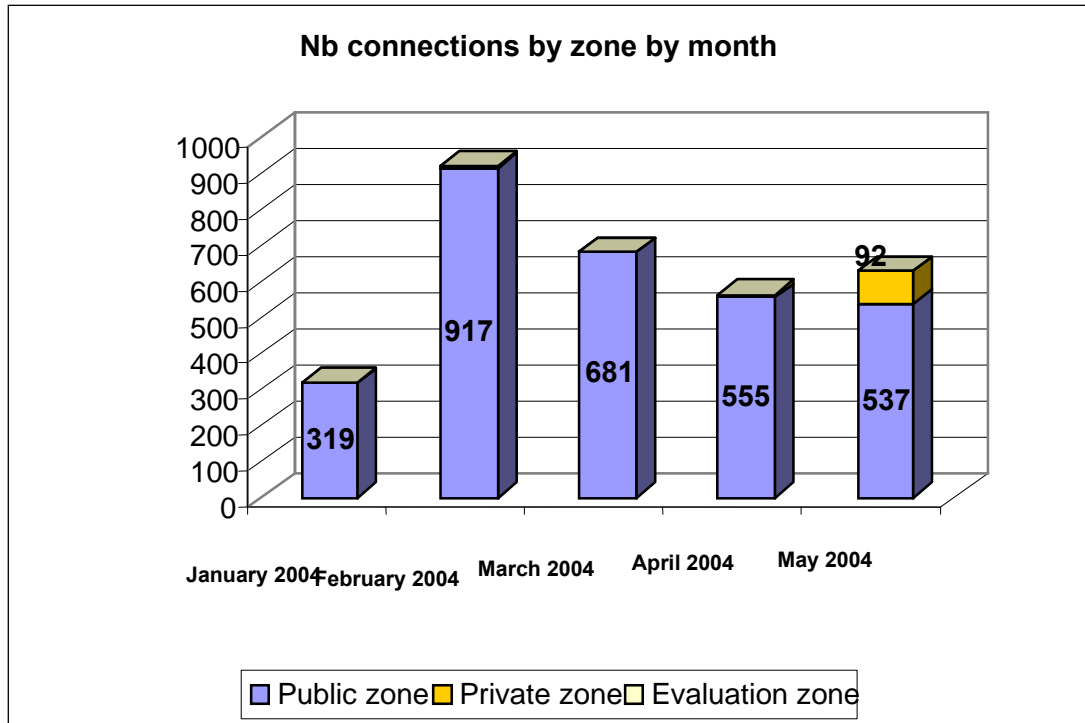


Figure 2: MAESTRO Website connections