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* The project uses a multi-stage internal review and release process, with defined milestones. Milestone names include abbreviations/terms as follows:

- PCOS = "Planned Content and Structure" (describes planned contents of different sections)
- Intermediate: Document is approximately 50% complete – review checkpoint
- External For release to commission and reviewers;
- proposed: Document authors submit for internal review
- revised: Document authors produce new version in response to internal reviewer comments
- approved: Internal project reviewers accept the document
- released: Project Technical Manager/Coordinator release to Commission Services

universAAL Consortium

universAAL (Contract No. 247950) is an Large Scale Integrating Project *(IP)* within the 7th Framework Programme, Priority 7.1.b (ICT & Ageing). The consortium members are:

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Executive summary

Deliverable D9.1-A in Work Package 9 is the first deliverable related to the dissemination of the universAAL project objectives and results. The development of a project website, leaflet and brochure aims to create social awareness about the benefits of ambient assisted living (AAL) for elderly people as well as for developers and providers of care services.

The first section is the Role of the deliverable that presents the scope and goals of the document the relationships with other work packages and particular deliverables from work packages 8 and 9.

To establish the dissemination activities, identification of universAAL stakeholders was required. To be consequent with the stakeholder classification described in work packages 1 and 8, D9.1-A and thus work package 9, adopted the same classification to target the individuals, team, organization with interest in, or concerns relative to the universAAL platform.

Section 3 describes the universAAL public website, which aim is to disseminate project results, providing information related to the project and the partners and for the communication among all interested partners. The section presents the website layout, development, contents, navigation, evaluation and maintenance. The structure and mainly the content of the website will adapt to project evolution to better satisfy new dissemination requirements.

In addition to the website, a leaflet and brochure have been designed to give a first general picture of the project for a general audience and they are presented in Section 4. They maintain a similar layout to the website and address reader/target users to the website or contact the project coordinator. We also made available a power point presentation to be used and adapted depending on the event where the project is presented.

Finally, section 5 outlines the future steps to periodically update the dissemination material as the project progresses. This material will reflect the changes of the dissemination plan (D9.2), project development, needs and results and aligned with new dissemination opportunities.

1 About this Document

1.1 Role of the deliverable

Deliverable 9.1 is part of work package 9 – Dissemination and Exploitation – which aims at the dissemination of the universAAL project objectives and results. Thereby social awareness about the benefits of ambient assisted living (AAL) for elderly people as well as for developers and providers of care services should be augmented.

The objectives of this work package are:

- Effectively plan and organize exploitation of universAAL results
- Effectively disseminate universAAL achievements

This deliverable presents the achievements of the work on dissemination regarding:

- universAAL website (www.universaal.org)
- universAAL brochure
- universAAL leaflet
- project presentation
- Power Point template

The universAAL *website* is one central element to reach many people interested in the AAL domain all at once. There the project objective, project related news and current advances of the universAAL platform will be presented. Also the building of a universAAL community will be enforced by the website.

Within the universAAL *brochure* and universAAL *leaflet* a general overview of the project is given, which should raise the interest of the reader to have a closer look at the project and finally join the universAAL community.

The common *project presentation* will help to consistently provide official information about the universAAL project. A *Power Point template* should ensure that other presentations of the universAAL partners are graphically consistent.

1.2 Relationship to other universAAL deliverables

This deliverable is related to the following universAAL deliverables:

- **D8.1 – Roadmap and Established Open Source Community** and **D8.2 – Roadmap and Established End User Community:** Both deliverables focus on the establishment of a universAAL community. The leaflet and brochure within this deliverable shall attract developers and end users to join the community. For members of the community the universAAL website will be a central point to gather new information about current advances of the platform and ongoing topics of research.
- **D8.5 – AAL Competition:** This deliverable contains the description of the universAAL competitions that will be held in order to attract developers to join the universAAL community and find new solutions for the AAL domain. A detailed description of the tasks, organization of the competitions, evaluation criteria and results are included in this deliverable. On the universAAL website announcements of these competitions will be placed, as well as an online registration and additional material (e.g. source code) needed for the competition.

- **D9.2 – Dissemination Plan:** This document presents a plan for the awareness and dissemination activities the partners shall undertake. Therein the dissemination goals and channels, target groups, and an individual approach for each partner are described. The universAAL website, brochure, leaflet and the presentation are core strategies for dissemination and therefore have an important role in the dissemination plan.

Beside those individual deliverables, this document is strongly related to the following work packages:

- **WP1 – Consolidate and Standard Reference Architecture for Open AAL Platforms:** The aim of this work package is to develop a reference architecture for open AAL platforms. Reference use cases and scenarios are collected from previous projects, platform requirements are defined and finally the reference architecture will be specified. These results will be provided in the developer depot on the website to widespread the specification of the universAAL platform.
- **WP2 – Open Source AAL Platform and Implementation:** Within this work package the open source AAL platform and application independent platform services will be implemented. This platform can be used by developers as a starting point to implement new AAL services. The source code and platform specifications will be disseminated in the developer depot on the website.
- **WP3 – Tools and Tutorials:** The objective of this work package is to develop tools and tutorials to these tools, which facilitate the use of the universAAL platform, reuse of universAAL components (Developer Depot) and sharing of universAAL services (uStore). These tools and tutorials will be disseminated on the universAAL website.
- **WP4 – Innovative Service Concept Implementations & Industry Cases:** In this work package innovative AAL applications and services will be implemented. A living lab will be set up where the AAL applications and services can be tested. The AAL applications and services will be provided in the uStore on the website, where end users can find and use them. Additionally, the source code will be published in the developer depot for further improvements. The layout of the living lab and results from component test in the lab are going to be integrated into the website and brochures.
- **WP6 – Training: Internal and external training will be provided by this work package:** Internal and external training will be provided by this work package. Especially external training material for the universAAL community will be disseminated on the website.
- **WP7 – Demonstration:** This work package concentrates on the demonstration of universAAL results to the AAL community. The demonstration events (e.g. on workshops or in the living labs) and corresponding results will be announced and presented on the website.

1.3 Relationship to other versions of this deliverable

Until the end of the project, four versions of this deliverable will be available at the end of M3, M24, M36 and M48, which are labeled D9.1-A to D9.1-D.

Within this deliverable D9.1-A, general information about the universAAL project which is provided on the website, in the leaflet and the brochure is documented. Later versions of the deliverable will then update this information and concentrate on the documents and facilities for the universAAL community, which will be presented on the website.

1.4 Structure of this document

The remaining part of this document is structured into four sections:

- **Section 2:** Explanation of the different stakeholders of the project and their grouping. This includes a discussion how those stakeholders are addressed on the website.

- **Section 3:** Description of the structure and content of the website. Additional background information about tools for website development, databases and design techniques are presented along with the plan for website maintenance.
- **Section 4:** Introduction of the leaflet, brochure, the project presentation and the presentation template.
- **Section 5:** Conclusion of deliverable with future work.

2 Stakeholders

This chapter briefly describes the universAAL stakeholder classification which was a necessary step before defining the types of dissemination activities. This task on identifying different classes of universAAL stakeholders was done in collaboration between WP1 and WP8.

The universAAL stakeholders are defined as individuals, team, or organization (or classes thereof) with interests in, or concerns relative to, the universAAL platform. Stakeholders are divided into different roles which they play related to universAAL. As described in IEEE 1471, stakeholders typically possess one of two key roles, namely the acquirer (client) and the architect. In this context, architects are universAAL project members responsible for the development of the universAAL platform. However, the focus of this deliverable is on the client stakeholders.

The classification of the universAAL stakeholders is following the proposals of the AALIANCE project (http://www.aaliance.eu/public/) that distinguishes primary, secondary, tertiary and quaternary stakeholders. However, there are differences in the prioritization and classification of some stakeholder groups; thus, in universAAL slightly different stakeholder list is used, which divides the secondary stakeholders in two groups (see D1.1. for details).

In the scope of universAAL, and with the respect to the definition of stakeholders in the AAL domain from AALIANCE, five different groups of client stakeholders have been identified:

- **universAAL developers** – developers of AAL solutions and technologies in form of both hardware and software who are the primary users of the universAAL platform (the AALIANCE tertiary AAL stakeholder group)
- **universAAL deployers** - deployers of integrated AAL solutions, or technical service providers responsible for installation, configuration, customization, and orchestration of integrated AAL solutions (part of the AALIANCE secondary AAL stakeholders)
- **universAAL end users** - non-technical end users such as assisted persons and their caregivers which use installed AAL applications and services (the AALIANCE primary AAL stakeholders)
- **universAAL legacy service providers** - providers of external services to the end users that may acquire solutions provided by the developers and use services provided by the deployers in order to set up an infrastructure necessary for their business, usually with interoperability needs toward home AAL systems and front-ends for the end users (the remaining part of the the AALIANCE secondary AAL stakeholders); examples are hospitals and providers of shopping or transportation services
- **universAAL authorities** - institutions dealing with the legal and financial aspects of AAL solutions, especially those involved in the national healthcare of each country (the AALIANCE quaternary AAL stakeholders) who are the main entities posing the general boundary conditions to be considered by the universAAL platform

The person who uses an application or novel solution (whether an elderly or disabled individual, or caregiver), as opposed to those who developed or support it, qualifies as **universAAL end user**. The term is used to distinguish the person for whom a hardware or software product is designed from the developers, installers, and 'servicers' of the product. Most information technologies involve a chain of interconnected product components at the end of which is the user. Frequently, complex products require the involvement of other-than-end users such as installers, administrators, and system operators.

universAAL deployers and legacy service providers are linked to universAAL end users through service provision activities. universAAL deployers and legacy service providers, as opposed to universAAL end users, are not individuals but organizations (whether public or private) that offer a set of services required to ensure the wellbeing of the elderly and the disabled, and to provide appropriate tools to their caregivers. The healthcare bodies and also individual caregivers are considered as

universAAL legacy service providers, along with all social institutions working in the well-being of universAAL end-users. universAAL deployers are technical service providers which provide a service to both universAAL end-users and universAAL legacy service providers.

Those organizations that do not deal with AAL service provision, but are involved in creating the solution for universAAL deployers and legacy service providers to service universAAL end-users through the development of novel solutions or the adaptation of existing ones, are considered as **universAAL developers**. Technology developers and research organizations qualify as such.

universAAL authorities are responsible for defining the legal and financial frame for AAL service provision, and comprise public welfare bodies and private or publicly owned financial organizations.

Main universAAL client stakeholders are illustrated in Figure 1. For more detailed description of these groups of stakeholders we refer to D1.1. The needs and requirements of the identified stakeholders are described in section 3.2.

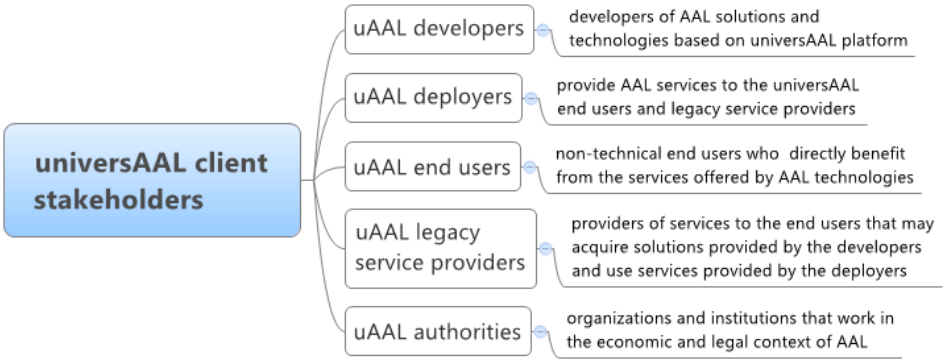


Figure 1: universAAL client stakeholders

In addition, next to these five groups of the core stakeholders, which are relevant for the universAAL project, there are additional stakeholders important for dissemination activities of the project. For example, the needs and requirements of friend projects (e.g. existing EU projects), scientific community, the project officer and reviewers have also been considered. These groups are prioritized together with the core universAAL stakeholders, to ensure that the dissemination material and activities demonstrate the added value that universAAL will offer, as well as the advantages of joining the universAAL community. They are prioritized as follows:

1. universAAL developers: specifically programmers, technology-hardware developers and decision makers.
2. universAAL deployers: social service providers, technology-software and hardware -provider, specifically decision maker authorities and/or carer.
3. universAAL end users (specifically elderly and their family members)
4. Scientific community
5. Friend Projects
6. EU-Project Officer and reviewers

3 Website

3.1 Introduction

An interactive and accessible project web site is being developed by ITACA-UPV. The first version of this web site was published in Month 3, its official website's address is: http://www.universaal.org.

The website will be referred to all universAAL public documents and presentations as a reminder for those who will read these documents.

The aim of this public website is for disseminating project results, for providing information related to the project and the partners and for the communication among all interested parties. The website will serve as a reference point for all those who are interested on universAAL project results and as the contact point for external entities.

The structure of the web site depends on the project specificities; it contains information about the project, its objectives and involved partners. Information is minimized to be easily readable, if some visitor is interested in more details can look into the published deliverables. An acknowledgement to the European Commission's FP7 is visible with the EU flag and FP7 logo.

The structure and the content of the website will be subjected to changes and improvements during the project's life, in order to better satisfy possible new dissemination requirements and new obtained results.

English is the language used in the website, although some parts of the contents (e.g. project presentation) could be presented also in other languages.

3.2 User needs and requirements

In this section, we describe the needs and requirements of the universAAL web site. The dissemination material made by the universAAL project is especially created to target and attract the universAAL stakeholders. The stakeholders are defined in Section 2, while in this section we focus on their particular needs and requirements. It is important to note that the intended users of the results, universAAL will produce, as listed in section 2, are primarily relevant for the universAAL developers and deployers and therefore the focus is on these two groups. Next to these two groups, we are also taking into account the needs of the scientific/research community, press, media as well as of the universAAL end users.

To attract **developers** of AAL applications universAAL needs to exploit the standard dissemination channels and tools which are the web page, brochure and leaflet. universAAL's success depends on this stakeholder group being involved in an active universAAL community. Creation of an open community with the high involvement of the project during its project lifetime will be of utmost importance for sustaining the universAAL platform after the project ends. The major needs of this stakeholder group are open source platform implementation, development tools, reference architectures, and guidelines which simplify and facilitate the development of AAL applications. Also, the developers need facilities for hosting the development of AAL services and for sharing models of the AAL services with the wider community. The open source implementations must be accompanied with version control, development status, and documentation. universAAL will provide this mainly through the **Developers Depot**. The universAAL web site or other universAAL dissemination material needs to address these requirements.

As already mentioned, the universAAL **deployers** are organisations that provide services to the end-users (e.g. elderly people). They include care-service providers, healthcare providers, community services, social services, security service providers, shopping services, transport services, etc.). The needs of the universAAL deployers which the dissemination material must address include the following:

1. list of application supporting services which are available (divided per service groups)
2. use cases, service scenarios, features and requirements for each application offered
3. development status of universAAL applications
4. application downloads
5. support information (version control and bug tracker access, communication channels, documentation, training courses, etc.)

universAAL will provide this through the **uStore** from which the service providers could obtain complete AAL applications to integrate in their own services. Therefore, the dissemination material should also include community support from the very beginning (e.g. allow users to rate and review existing AAL services, provide new requirements, repository of configurations, templates, etc.).

The needs of the other stakeholder groups include:

- Scientific community: the list of scientific publications, workshops, conferences and special sessions organized by universAAL,
- Friend projects, EC, reviewers: deliverables, activities and resources related to community building and standardization as well as dissemination activities.

The common requirements related to the universAAL dissemination material across different stakeholder groups include clear definition of the project mission, brief project description, project objectives, links to related projects, description of universAAL platform, brief description of the project plan, list of deliverables, information related to AAL association and the AAL communities.

3.3 Development platform, database and techniques

To develop the universAAL website, we decided to use Joomla CMS version 1.5, extending its core to match our applications needs. Joomla is a content management system (CMS), which enables you to build Web sites and powerful online applications. Many aspects, including easy to use and extensibility, have made Joomla one of the most popular Web site software available. Joomla is an open source solution that is freely available. For databases, MySQL server is used.

In the home site, we developed a dedicated Joomla module to include a rotation event in News&Events column. Similarly, we will implement it for 'Project results' column. For this kind of events or other animations, we use mootools, a javascript framework included in Joomla. In addition, the ring in the home site and the consortium section in the *About* menu are developed with flash pages.

The site complies with double A (AA) accessibility guidelines and has been tested with Tawdis, an online analysis tool. Based on the approved designs, we created the Joomla template for universAAL. To that, the template was web formatted with 960.gs, a CSS Framework used on web design. Therefore, universAAL webpages share a consistent look and feel. Its design is compatible with most common browsers: Internet Explorer, Mozilla Firefox, Google, Chrome, Safari and Opera.

The website is hosted on ITACA-UPV servers, running IIS with php module on it, whereas the universAAL.org domain name is registered by SINTEF, who made redirected to ITACA-UPV servers.

Concerning upgrading tasks, these are the control of the server status, the monitor and control of the html layout and the file and databases backups. These upgrade tasks are performed with the use of the Search Engine Optimization, Content and Visits Analysis (with google analytics and re-invirogate software) and the regular check and install of Joomla security updated and installed modules.

3.4 Layout and graphics

A common graphic identity in all dissemination tasks allows for better visibility and recognition as well as branding of the project. The project image consists in a use of particular colors the design and use of logos, and the creation of homogeneous layouts for all material and documents.

All dissemination tools and activities must refer to the name of the project, to the project's website URL and to the graphic elements described in this chapter.

The universAAL, the EU, the FP7, the Information Society Technologies and the e-Inclusion logos appear on the universAAL website.

The universAAL logo is formed by the letters in black colour and a kind of red circle over the letters. The red circle in the logo corresponds to the ring that represents the rhyme:

'One way to build them,

One way to bind them,

One Store to save them all

And help the users find them'

The logo was designed to serve as the flag of the project to be used at any public appearance. This logo is intended to be used in the dissemination and exploitation activities derived from the project in order to improve the universAAL project visibility.

Figure 2: universAAL Logo

Figure 3: From left to right: EU, FP7, Information Society Technologies and e-Inclusion logos

The website layout is composed by red, white, orange, light and dark blue colours - with the universAAL logo on the left upper corner. There are 4 areas: **header** (menu entries), **middle area** (eye-catcher), the **4 columns** for other important material and the **footer**.

The EU, FP7, Information Society Technologies and e-inclusion logos are at the bottom.

3.5 Content and Navigation

As presented in the previous section the home site is divided in four areas. The **header** area with the **menu** entries at the right top of the homepage which contains the more general information about the project, the consortium etc…

The **middle area** of the homepage which is the most eye catching area and where we want to navigate and address our different kind of stakeholders. It will guide to a **Developers Depot**, where it is are planned to provide resources and code samples. It will also guide to a section addressing the vendors, deployers and buyers of AAL services - the **uStore**. Through the uStore, built services and applications, ready to use, will be offered to download. The middle area will also guide to an application and scenarios area where uses cases and reference scenarios or experiences are shown –

AAL Showroom. This area will focus more on the end user related stakeholder in the meaning of older people or social institutions planning to use universAAL solutions.

The third area of the **4 columns** at the bottom of the page will contain changing content over the project time which could be any news which are important to be address right on the start page or a new deliverable available, etc. Right from the project start it contains a short statement concerning the community to address and the projects or initiatives related to the project

On the very bottom side of the homepage there is the general **footer** which has the logos and links to the European Organizations and the webpage development standards as well as the imprint.

3.5.1 universAAL ring

The universAAL virtuous ring is a central part of the project home page. The purpose of the ring area is to serve as an eye-catching element which provides quick access to the most important sections of the project webpage. These sections are:

- Developer depot, which will contain all the resources needed by developers such as parts of the platform, tools, adapter components, and other.
- uStore, which will provide a one-stop-shop for universAAL end-user services. It will contain applications for end-users and it will provide a place for contributing new items.
- AAL Showroom, section with examples of universAAL application scenarios to illustrate the practical usefulness of the platform and its services.

Figure 4: universAAL ring

These web page sections are addressing the primary needs of the main universAAL stakeholders. As the name implies, the developer depot is designed primarily for the most important group of the universAAL stakeholders – the developers. The uStore is intended for the deployers of integrated AAL solutions, non-technical end users, and legacy service providers, which are considered as the second, third and fourth most important group of the universAAL stakeholders. The developers have also significant interest in the uStore section. Finally, the section with universAAL application scenarios examples illustrates the practical usefulness and benefits of the platform for the end-users and thus it is important for all involved stakeholders – developers, deployers, end users, and legacy service providers. The links to each section will become active in the next version of this deliverable as particular section becomes available.

The ring with three round images symbolizes one of the main objectives of the universAAL project, which is to provide one central place for mentioned stakeholder groups where all the needs related to

AAL services are addressed. It was important to select images which illustrate each stakeholder group in an intuitive way and which could be easily associated with them. The selected images are shown in Figure 5.

(a) (b) (c)

Figure 5: universAAL ring circle images: developers (a), end users (b), service providers (c)

It was also important to accompany each image with suitable key words summarizing what each section is about. For this purpose following key words were selected:

(a) "Developers Depot - Free resources and code samples to develop innovative AAL services"

(b) "AAL Showroom – Discover what universAAL can do for you and your business"

(c) "uStore – A global marketplace for vendors and one-stop-shop for buyers of AAL services"

Final appearance of the ring area with the images and attached key words is illustrated in Figure 4. In the future work several improvement possibilities, such as to make images change dynamically or rotate around the ring, will be considered.

3.5.2 Menu

In the header area, at the right top, the menu entries are written in a horizontal layout. The menu entries are **Home**, **About** (the project), **Scenarios** and **Press Room** (news / events / media). They are detailed in the next subsections. The menu area gives all the general detailed project descriptions as well as a history of press entries.

Figure 6: universAAL Menu area

3.5.2.1 Home

The home section of the website is the first part most unrelated people will see of the universAAL project. It needs to provide access to any important information, while at the same time spark their interest in universAAL. The home section is the heart of any online presence and should be handled accordingly. It needs to be accessible from all sub-pages and provide quick access to the most important sections. The information displayed needs to be updated according with project development. There should always be editors available that can add information or means provided that enable a select group of project participants to update the home section with current information.

Figure 7: universAAL Home site

The focus is on the virtuous ring that is occupying the upper part of the home section. The purpose of this ring is to serve as eye-catcher and provide quick access to the sections dedicated to the stakeholders most important for universAAL. Further details about the ring, selected pictures and text can be found in section 3.5.1.

The lower part of the home section is dedicated to four columns that provide important information about the project, an overview of the latest project results and the latest news & events regarding universAAL. These four columns are:

- **universAAL community** contains information about the Open AAL association and leads to further information
- **Friend Projects** as universAAL is a consolidation of previous AAL projects this section aims to show these projects and gives link to access them.
- **Project Results** shows status of latest deliverables and leads to a page containing full results
- **News & Events** is taking the most recent items from Press Room and displays those in a shortened and dynamical form

More detailed information about the columns, their content and links to other sections of the universAAL web-page can be found in section 3.5.3.

3.5.2.2 About

The About section of the webpage contains the general information of the project concerning the content and the project goals, based on the project description of work, in detail.

This section links to several subsections describing **the project description**, **objectives**, **consortium**, **background projects**, **platform**, **project plan**, **deliverables** as well as **the universAAL Community**.

Figure 8: universAAL About site

The **project description** is a concise description of the universAAL vision and of its aims. This is the text that we expect people will use when shortly describing what universAAL is. A table is included with essential facts about EU financing and role in the FP7.

The **objectives** page schematically summarises the main objectives of the consortium. Two types of objectives are listed, which detail both the universAAL approach to the development of a platform for AAL and the approach to promote it, so that it can become truly universal.

The **background projects** page pictorially illustrates where universAAL comes from. The picture details several R&D projects related to AAL in which universAAL partners have been involved. For each project, the logos of partners involved are shown. The purpose of the picture is to highlight both that universAAL partners have a significant history in AAL activity and that universAAL itself is building on the work of other AAL projects.

The **platform** is a brief technical description of what universAAL means as *platform*, e.g. the union of *runtime support* (software), *development support* (software, documentation, services), and *community*

support (the uStore, example software, documentation and training, and vision). A picture illustrates the concept in a concise way.

The **project plan** is a detailed breakdown of the universAAL activities. A map is included describing a timeline for development, reporting and project reviews, followed by a table detailing the project's milestones and by a detailed listing of the planned activities by Working Group.

The page about **the universAAL community** showed in Figure 9, links to the page about **universAAL joins AALOA**, which is seen as a flanking initiative to the universAAL project. It will also link to the developer depot and to the newsletter archive, as soon as the first newsletter will have been issued. Lastly, this page contains the form for subscribing to the newsletter, which will be issued with a more or less regular schedule. The newsletter is an important part of the universAAL dissemination strategy, and will be the first link to the community we strive to create. Details about how the newsletter will be organized are given in D9.2-A.

With the first project results it will also be important to have section with the **documentation** of the project results. This will basically be the developer handbook, community guides and service descriptions. Anyway this material could also be placed in certain stakeholder areas addressed in the middle area of the start screen of the homepage.

Thinkable is also a **FAQ** section like on common other software or service homepages which is handling general questions which could be about troubleshooting but could also claim legal effects about licensing, etc...

A universAAL **Roadmap** section could give actual project information like when new services are released or when new services and features can be offered by new community members. This section is also thinkable as a new section inside uStore area, addressing built services ready to use.

Figure 9: universAAL About – universAAL Community

3.5.2.3 Scenarios

The scenarios section of the webpage contains several scenarios describing stories of how the different stakeholders can make use of the universAAL platform. The choice of these scenarios in particular is a result of a solid fieldwork consolidated in PERSONA, AMIGO, MPOWER, OASIS and SOPRANO and builds on previous work done in WP1 and WP8 as well as an identification and consolidation of previous AAL projects use cases and real experiences.

However, some stakeholders might be more prone to look for information about the universal platform and services on the webpage, and it therefore includes more scenarios targeted at developers and deployers. The chosen scenarios therefore represent thought scenarios the main stakeholders would value the most. A deployer would for instance most likely press the “End Users” or the “uStore” sites, since these are areas where the deployer might have the highest interest when visiting the site.

Figure 10: universAAL Scenarios – AAL Showroom

The **ring** on the front page is also linked to the 3 main themes under which the scenarios are included.

The scenarios therefore address all stakeholders also mentioned in section 2 but are specifically structured accordingly:

3.5.2.3.1 End Users

The first page of the scenarios is called the showroom and entails stories of how the end users can gain benefits by services provided through the universAAL platform such as social integration and daily life support.

3.5.2.3.2 uStore

The uStore site is entered via the left panel on the scenario page (as well as through the virtual ring on the front page) and contains stories of how developers and deployers of universal services can gain access to new business opportunities within AAL services, possible clients, tools for creating new services etc. though the use of uStore.

3.5.2.3.3 Developer Depot

Just as the uStore site, this site is entered via the left panel on the scenario page (as well as through the virtual ring on the front page) and it contains stories of how developers and deployers can benefit from using the developers Depot, a service which allows them to download useful tools and instruments to create AAL services for free.

3.5.2.4 Press Room

The “Press Room” section contains an overview about universAAL’s most recent and past achievements and an overview about interesting activities and events in the AAL domain.

“News and Events” is the most prominent subsection accessible via “Press Room”. It contains short descriptions, photos and links referring to recent events and activities relevant to universAAL and the AAL domain in general. Its blog-like nature also makes it possible to announce recent achievements and activities of the project. Since this section is one of the most important features of the universAAL webpage, it is also reachable from the main page via the “News and Events” column link. Input to this subsection is expected from the project partners as well as several AAL news websites that can be referenced (for example the news website http://www.aal-europe.eu/news).

Besides “News and Events” other subsections will contain universAAL’s official publications. Another subsection “Press Release” contains all leaflets, newsletters and official press releases produced by the consortium. Other subsections as “Technical Papers” and ‘training’ are planned to be

integrated in the website. The 'Technical papers' are intended to contain all technical papers to workshops and conferences that are published by project partners and that refer to work done in the universAAL project. The "Training" subsection will cover universAAL's training events and materials. Later on, when more training material specific to universAAL will be available, this subsection may evolve into a main menu item.

After initial evaluation of the behavior of website's visitors it may be desirable to adapt and change sections and subsection. This is easily possible due to the websites easy-to-use content management system. Any changes made to the "Press Room" section will be discussed in future versions of this deliverable.

Figure 11: universAAL Press Room – News&Events

3.5.3 Columns

The columns section on the bottom line of the webpage is subdivided in four column areas. These areas will provide more actual and eye-catching universAAL project content in comparison to the menu are at the top of the page. Some columns will provide scrolling information. The columns should attract the visitor of the webpage to be interested or to join the universAAL community.

The four columns that reflect the current status of the universAAL project are: **Community**, **Supporters**, **Project Results and News&Events** showed in Figure 12.

Figure 12: universAAL Home site Columns

3.5.3.1 universAAL Community

universAAL is committed to create a self-sustained community which takes care of universAAL's software products and is able to survive universAAL itself. Strictly, the community is currently composed from the consortium's partners only. This column is intended to attract further members to the community, by linking to a page where we show off what we have to offer to people and organizations wishing to join it.

3.5.3.2 Friend Projects

We think that it is very attractive for visitors of the webpage to see the contributing as well as supporting projects, companies, organizations or alliances which are grouped under the universAAL community. This will point out that universAAL is not a regular AAL project but rather is cooperating with a lot of other AAL projects, standardization alliances, is getting input from companies providing their services etc. It must be clear for the visitor of the webpage that this is more than the consortium; it is a comprehensive platform and community.

In this column the logos of the cooperation and supporting projects, organizations and alliances will be auto scrolled in a looped order and provide the link to get more information. Of course with the time the project is running also this list will grow. Not least this eye-catching column should also attract visitors to join this community with such a prominent impact.

3.5.3.3 Project Results

The Project Results column aims at the provision of information about recently completed documents and developments within the universAAL project. This way the universAAL community and interested people/organizations can keep themselves up-to-date about the progress within universAAL.

Content presented within this column will be:

- Upcoming and newly released public deliverables
- Results presented at conferences and congresses
- Publications within scientific journals
- Release of media (e.g. presentations, videos, etc.)
- Notes about prototypes and final releases of universAAL Components and Subsystems
- Project documentation (e.g. Handbooks, Tutorials, Guidelines, etc.)

3.5.3.4 News & Events

Here we list any event that is reasonably significant to the AAL community, such as industrial and commercial expos, academic conferences, EC calls, particularly significant universAAL realisations. The list of events in this auto scrolling column will be detailed in the newsletter.

3.5.4 Footer

It shows the EU, FP7, *Information Society Technologies* and *e-inclusion* logos, and the section "Contact us": this section enables people to easily get in touch with relevant contact people of the project consortium, in this case the project coordinator.

Figure 13: universAAL Footer

3.6 Evaluation and Maintenance

The universAAL home page is a major part of the project and consequently needs to be treated with an equal focus on quality assurance and evaluation as created software or written documents. This section provides an overview about the measures taken so far, as well as guidelines on future evaluation of both content and functionality of the universAAL home page.

3.6.1 Initial Evaluation

The initial evaluation of the web-site was carried out in parallel to the creation of the home page itself. Three main evaluation interests have been identified in accordance to the requirements specified in section 3.2.

- Layout Evaluation
- Content Evaluation
- Integration Evaluation

Layout evaluation refers to the look of the homepage. The chosen content has to be placed and grouped in an effective way. The target is to find a layout that is easy to read and visually pleasing – a factor that must not be ignored if a project wants to gather a large community, as is the intention of universAAL. This step was achieved by creating several example layouts that have been reviewed by a group of project participants until a final decision has been reached.

Content evaluation is the testing of all created content. Written texts should be spell-checked; images need to have a sufficient resolution and links need to be pointing to an existing site. Initial errors have been minimized by having several people create small portions of the content and continuous reviews.

Even if layout and content are cleared of all errors, new ones can occur when both are integrated into the web-page. E.g. the image that looked good on white background might not fit to the blue background of the universAAL home page. Consequently, after the integration is completed, there are needs to be a final test if the composition fulfills quality requirements.

After this initial evaluation the layout and content have been integrated into the universAAL home page. After completion of this integration task another group of project participants have evaluated the home page and prepared documents about technical issues, layout problems and content errors. Possible technical issues at this stage are lacking compatibility to certain browsers, dead links or missing features, e.g. proper support for printing through adapted CSS. Potential layout issues include changing sizes of the content, mismatched fonts or unsatisfactory image resolution. The most common

content errors are spelling mistakes, yet images that are difficult to read or belong into another section also belong to this group.

3.6.2 Evaluation throughout project run-time

While the initial evaluation leads to a first version of the web-site that is effective and mostly free of errors this efforts are not enough if the contents of the universAAL home page are updated throughout the run-time of the project.

This first version of the web-site is not feature-complete. Important parts, e.g. uStore, are entirely missing. In general any new content that is added has to be evaluated in a way similar to the initial testing. The least effort has to be given to layout evaluation, as this generally remains static or is overhauled at specific milestones. However, it is possible that new content is "breaking" the layout, e.g. if there are too many menu points. In this case the layout has to be changed, which consequently requires additional integration evaluation.

The efforts required for content evaluation are entirely relying on content complexity and is usually independent of the project development. However, the required efforts for adding new content have to be planned accordingly.

Integration is getting more important with the number of features that are added to the web site. Generally increased complexity leads to an increased chance of failure. Consequently the integration testing also gets more complex. It has to be kept in mind that more effort has to be put into the integration evaluation later in the project.

3.6.3 Maintenance

The maintenance of any web presence can be divided into the technical maintenance and the content maintenance.

Technical maintenance is the responsibility of ITACA, as partner hosting the universAAL web-site. This includes having a server with enough resources dedicated to the expected traffic and number of users, as well as means to backup the content regularly, preferably on a daily basis. Another part is the handling of user and administrator rights. There should always be two administrators, in case one is unavailable. Furthermore the server needs to be set up in a way that allows a selected group of users to edit content in parts of the homepage where content can be dynamically added. This is to ensure that errors can be corrected in a timely manner without consulting web-site administrators.

Various sections of the web-site will contain dynamically added user-generated content. This content maintenance is performed by a group of project participants, which needs to be able to log into the web-site and update content (use of Joomla as content management system). A notable section with dynamic content is the News & Events section. The number of users with edit access needs to be kept small enough, in order to guarantee that only important information is added to these sections. Adding unnecessary, possibly distracting information should be avoided if possible. If required this group of users needs to be trained on the utilities necessary for manipulating the homepage content.

4 Leaflets and Brochures

4.1 Introduction

A series of brochures and leaflets have been developed to convey the project approach and objectives. Its main use is to present the goals of the project, the potential impact, the main (expected) findings and the members of the consortium. The leaflet and brochure give a first general picture of the project for a general audience, which in turn should push the reader/target user to search more information in the website or to directly contact with the project coordinator.

The current contents of the leaflet and brochure will be modified as the project evolves and depending on the event where the project and results will be presented.

4.2 Leaflet

According to European Commission guidelines on dissemination, universAAL project leaflet will be issued to be distributed by partners in their dissemination activities. It will be the first ID card of the project, presenting a general description of the project, the consortium, and the main objective. This leaflet will be also available at universAAL project website.

Figure 14: universAAL Leaflet front page

Figure 15: universAAL Leaflet back page

4.3 Brochure

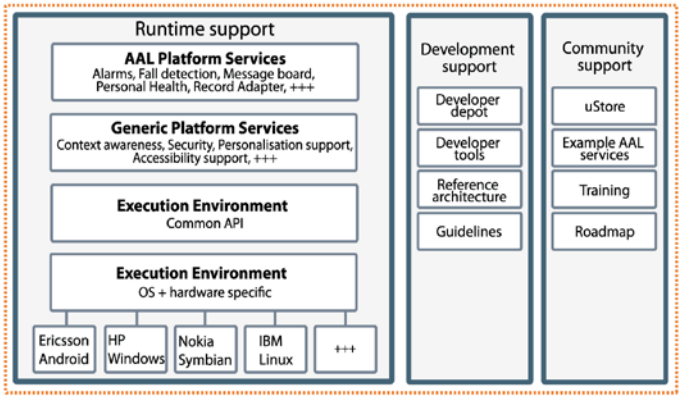
The brochure in universAAL is initially a 2-pages document, giving a general idea about the project. The brochure series will be distributed by each partner in order to provide a common view of the project at any workshop, conference or meeting where they can present universAAL project. The brochure will be reprinted when important updates take place, or for specific events where additional material might be needed.

Figure 16: universAAL Brochure first page

Large-scale integrating project (IP)

universAAL Platform

The universAAL platform consists of three main parts: the **runtime support**, the **development support** and the **community support**. Runtime support is a software environment that provides core AAL services for the execution of AAL applications. Development support includes documentation, tools and an online developer depot of various development resources. Community support includes training and an online uStore providing a one-stop-shop for AAL services and applications.



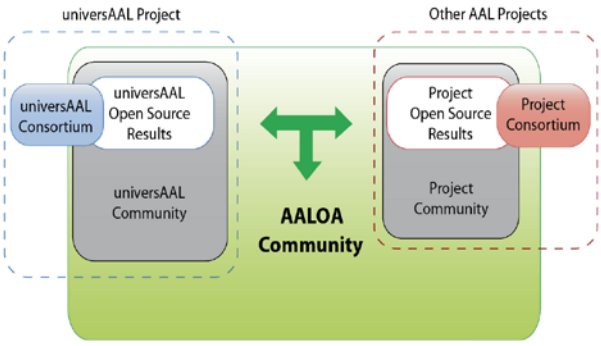
Ensuring Wide, Continuing Impact

universAAL is a project with 17 partners, and a duration of 48 months. But we aim to have an impact that extends well beyond the project partnership, and continues after the project itself has been completed.

As part of our strategy for achieving this, we seek (in co-operation with other projects) to create AALOA - an AAL Open Association. The idea is to create a non-profit AAL organisation open to individuals, institutions and industry. It will provide a meeting point able to catalyse interest and efforts around AAL, promote standardization and identify key areas of research.

AALOA will build on the legacies of a number of EU projects devoted to production of AAL software infrastructures (including PERSONA, MonAMI, OASIS, SOPRANO, and MPOWER), and on universAAL itself.

universAAL will play a key role in the establishment and initial operation of AALOA, but AALOA will continue beyond the lifetime of the projet itself, and involve actors other than universAAL consortium members. It will benefit the project and AAL stakeholders, by raising awareness of AAL and by attracting developers, technology companies and service providers.



Full name: **UNIVERsal open platform and reference Specification for Ambient Assisted Living**

Project reference: 247950

Funded under: FP7-ICT-2009-4

Objective 7.1b-ICT&Ageing

Starting date: 1.02.2010 Duration: 48 Months

Total budget: 13.980.164€ EC funding: 10.500.000€

Figure 17: universAAL Brochure second page

4.4 PowerPoint Template and Project Presentation

4.4.1 Power Point template

A PowerPoint template has been created to be used by the universAAL partners to ensure graphical consistency in external communication on the project.

Common/similar layouts are needed for universAAL dissemination materials (including deliverables, power point presentations, etc…).

This template includes the universAAL project logo and the Seventh Framework Programme logo.

Figure 18: Figure universAAL cover and content slides

4.4.2 A universAAL standard presentation

The set of official material to support the dissemination of the universAAL project also includes a project power point presentation.

The presentation is 22 slides long and has a general scope: it is intended as a basis for more specific presentations to be given in different environments.

The topics in the presentation are:

- The universAAL consortium
- What is AAL, why it is important in Europe, its relationship with ICT
- AAL scenarios and applications
- ICT at the service of AAL: sensors, devices, software
- How universAAL fits into this scenario
- Relationship with background projects
- The framework and objectives
- Standardisation
- Community building and the AAL Open Association

The presentation is not intended as a static document: it will evolve during the project's lifetime, and will be enriched with important objectives reached by the consortium and by extending and detailing issues related to AAL and universAAL.

universAAL

Universal Open Platform and Reference Specification for Ambient Assisted Living

Large Scale Integrated Projects within the 7th Framework Programme

Project Consortium

universAAL is a Large Scale Integrating Project *(IP)* within the 7th Framework Programme (Contract No. 247950) ,

- Priority 7.1.b: **ICT & Aging** -- Open Systems Reference Architectures, Standards and ICT Platforms for Ageing Well
- The consortium members are:

No	Name	Short name	Country
1	STIFTELSEN SINTEF	SINTEF	Norway
2	AIT Austrian Institute of Technology GmbH	AIT	Austria
3	CENTRE FOR RESEARCH AND TECHNOLOGY HELLAS	CERTH	Greece
4	CONSIGLIO NAZIONALE DELLE RICERCHE	CNR-IBTI	Italy
5	ERICSSON NIKOLA TESLA D.D.	ENT	Croatia
6	FRAUNHOFER-GESELLSCHAFT ZUR FOERDERUNG DER ANGEWANDTEN FORSCHUNG E.V	FHGSO	Germany
7	FORSCHUNGSZENTRUM INFORMATIK AN DER UNIVERSITAET KARLSRUHE	FZI	Germany
8	IBM ISRAEL - SCIENCE AND TECHNOLOGY LTD	IBM	Israel
9	INFUSE INFORMATION SYSTEMS SL	I2	Spain
10	UNIVERSIDAD POLITECNICA DE VALENCIA	ITACA-UPV	Spain
11	PHILIPS ELECTRONICS NEDERLAND B.V.	Philips	Netherlands
12	PROSYST SOFTWARE GMBH	Prosyst	Germany
13	REGION SYDDANMARK	RSD	Denmark
14	SOLUCIONES TECNOLOGICAS PARA LA SALUD Y EL BIENESTAR SA	TSB	Spain
15	TECHNISCHE UNIVERSITAET WIEN	TUW	Austria
16	UNIVERSIDAD POLITECNICA DE MADRID	UPM	Spain
17	VDE VERBAND DER ELEKTROTECHNIK ELEKTRONIK INFORMATIONSTECHNIK EV	VDE	Germany

Ambient Assisted Living (AAL)

- AAL refers to ICT solutions that will help elderly individuals to improve their quality of life, stay healthier, live independently for longer. It involves many ICT-related R&D disciplines in an application field that has attracted much attention.
- AAL is now the name for a new European technology and innovation funding programme. The programme is intended to address the needs of the ageing population, to reduce innovation barriers of forthcoming promising markets, but also to lower future social security costs. The AAL programme was prepared as a so-called Article 169 initiative:
  - http://www.aal169.org/Published/aal2103.pdf
- Several other initiatives have emerged in these years:
  - http://www.aal-europe.eu/aal-association,
  - http://www.aaliance.eu/,
  - and http://www.continuaalliance.org/

Attention in Europe – bringing possibilities

COMMISSION OF THE EUROPEAN COMMUNITIES

Brussels, 29.4.2009
COM(2009) 180 final

COMMUNICATION FROM THE COMMISSION TO THE EUROPEAN PARLIAMENT, THE COUNCIL, THE EUROPEAN ECONOMIC AND SOCIAL COMMITTEE AND THE COMMITTEE OF THE REGIONS

Dealing with the impact of an ageing population in the EU (2009 Ageing Report)

- It states: "*For the first time in history, the vast majority of Europe's citizens are able to lead active, healthy and participative lives well into old age. At the same time, **ageing societies bring new opportunities to innovative firms through the demand for new or adapted goods and services**. However, the combination of ageing and low birth rates also poses major economic, budgetary and social challenges."*

ICT is part of the solution

COMMISSION OF THE EUROPEAN COMMUNITIES

Brussels, 29.4.2009
COM(2009) 180 final

COMMUNICATION FROM THE COMMISSION TO THE EUROPEAN PARLIAMENT, THE COUNCIL, THE EUROPEAN ECONOMIC AND SOCIAL COMMITTEE AND THE COMMITTEE OF THE REGIONS

Dealing with the impact of an ageing population in the EU (2009 Ageing Report)

- *"In order to limit the expected increase in public expenditure, policy measures which can either reduce disability, limit the need for formal care amongst elderly citizens with disabilities, favour formal care provision at home rather than in institutions or, more generally, **improve the cost-effectiveness of long-term care provision, e.g. through introduction of eHealth and telecare, must be developed.***

Some AAL Scenarios ...

Media Interaction

Emergency

Intuitive handling of devices

Monitoring of sleep

Sport and Social Interaction

Opportunities and relevance for internet of things, services, media & social networks

To live independently I need :	electronic support can help a lot in the form of:	but there are challenges:
a secure environment, peace of mind	proactive environmental sensors and assistive technology	currently too expensive, reimbursement issues
food and drink I like	monitoring of meals, dietary help, Internet shopping	need for standards for smart labelling and packaging
contacts with friends and family, including giving reassurance	user-friendly communications	
physical, social and mental stimulation	local media, local activities, employment/occupation, voluntary work	little local and personalized content available
healthcare in my home, comfort, peace of mind	tele-health sensors, medication reminders, medication management	presently tele-care and health systems incompatible
certainty that my carers will come	electronic carer monitoring and communication	
appropriate response when things go wrong, peace of mind	appropriate response team, proactive calling	how?, can one team deliver?, cross-organizational issues with respect to business models and responsibilities

Source: Ambient assisted living roadmap (August 2009)

ICT in AAL scenarios

Ambient Intelligence behind the scene

In order to realize reasonable AAL use cases we need ...

- Several **sensors**, actuators, & appliances
  (e.g. pressure sensors, location-aware sensors, alarm functions, ...)
- Several **media devices** like displays, microphones, loudspeakers, & cameras
- Several **software components** for controlling the sensors and devices
- Several **computing devices** hosting them

Figure 19: universAAL Powerpoint Presentation (Part 1)

Vertical vs Open AAL solutions

- We can provide **specific applications** for distinct use cases
  - Falling down application, medical dispenser, adaptive kitchen helper
  - But most elderly needs more than one single AAL solution, and in the worst case :
    - Sensors have to be installed twice, thrice or even more often (same holds for other kinds of AAL components)
    - Software is not interoperable
      - Data from medical dispenser is not aware of personal nutrition
      - Telephone not aware of emergency situation
- The universAAL intent is
  - provide **more general solutions** for enabling an ecosystem of interoperable hardware and software products

universAAL Main Objectives

"To make it technically possible and economically feasible to design and deploy innovative AAL services"

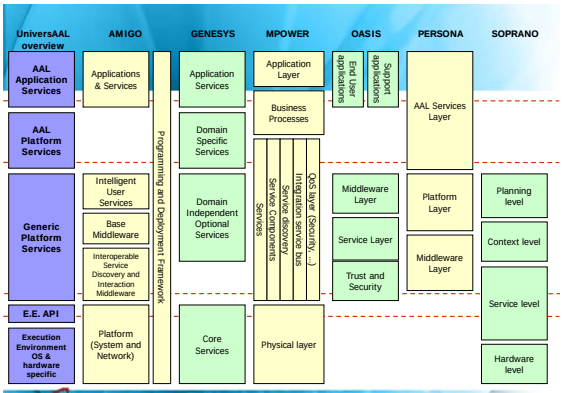
- Providing an **open and scalable technological platform** that facilitates the development and deployment of a broad range of AAL services
- Carrying out support activities promoting **widespread acceptance and adoption** of the platform.

How ?

We will achieve this objective by

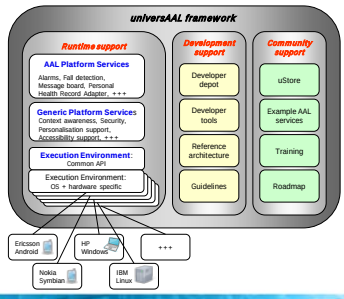
- **consolidating the state-of-the-art results** from existing projects and initiatives and incorporating them into the UNIVERSAAL platform
- establishing and **running a sustainable community** that utilises the consolidated results

The universAAL consolidation process:
Building on existing platforms & partnerships



Comparing architecture layers (example)

Design Objectives



universAAL framework

- **Reference model and architecture**
  - formal model for the design and implementation of AAL platforms and the associated tools
- **Open source platform**, mainly consisting of:
  - **Middleware**: specific software facilitating seamless connectivity and interoperability in such distributed environments as AAL spaces
  - **Service components**: UI framework + Context Awareness + profiling/adaptation + Service composition + HW Abstraction layer + Security mechanisms + AAL Spaces Gateways
- **Tools**: this is the "hammer & nail" that helps software developers (professionals and others) to develop applications using software services and the middleware (e.g. Eclipse based: Open Healthcare Tools).
  - **Developer Depot**: collects resources for developers
  - **uStore:** source of *applications* for *end-users*; target of *contributions* for *developers*

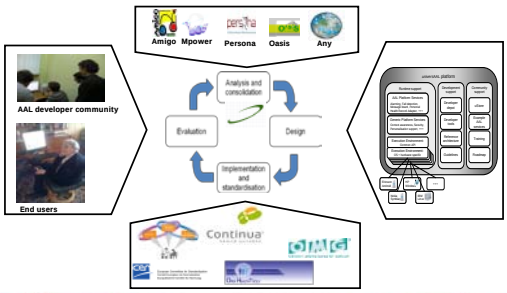
The universAAL consolidation process:
Using standards

Continua Health Alliance	Philips, IBM, DKE, TSB
Healthcare Services Specification Project; HL7, OMG	SINTEF, Ericsson, Philips
IEEE11073	ARC, Philips
ISO TC/215, CEN TC/251	ARC, DKE, Philips
Task Force 352 standardization related to profiles and personalization	DKE

- **These SDOs are expected to be very active in the field of AAL during next 4-5 years**
- **Project members are leading or actively participating in these SDOs**

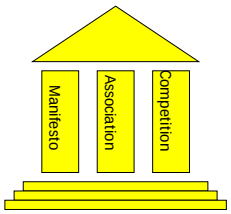
Figure 20: universAAL Powerpoint Presentation (Part 2)

Consolidating State-of-the-Art in one platfom



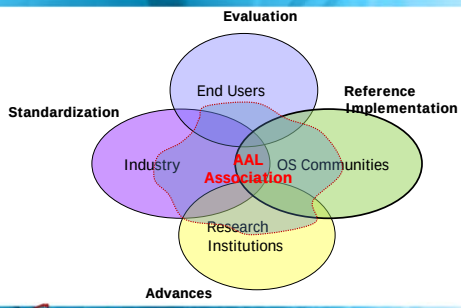
Community Building process
Three-Pillar-Model

- **Manifesto** – encourage industry and academic world to participate in developing and exploitation of AAL platforms
- **Competition** – Analysing and comparing solutions proposed by researchers is paramount for the assessment of the research results in this area.
- **Association** – Open Source Initiative aimed at supporting research and developer communities in the development of AAL platforms



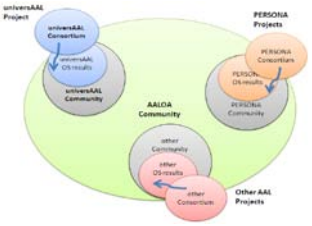
http://www.aaloa.org

Association Composition



Association as federation of AAL projects

- **Involving**
  - Individuals, other Associations and Companies
  - Association as common space to share ideas
- **Diversity**
  - Do not force monoculture (do not filter ideas)
  - Many projects free to organize their governance rules
  - Common rules will emerge by practice



Association Requirements

- ***Technology neutral***
  - ***It means that we search for the best solution***
  - ***Independently from the interest of any technology provider***
- ***Transparent***
  - ***Regarding the technological solutions provided and promoted***
  - ***Regarding the governance rules and strategic choices***
- ***Open***
  - ***No discrimination of person , group of persons, or companies***
  - ***Clear process definition to join the association and to be nominated for the various elective offices***
- ***Non profit***
  - ***Just the interest to create market conditions***
  - ***Costs covered mainly by donation / sponsorship***

Get involved ...

- ... **in EUs initiative for one universal open, available and standardised platform for Ambient Assisted Living**
- Support us with your expertise
- Use the platform to build your services
- Inform us of open and available platforms
- Inform us of your needs
- Contribute to the platform
- Contribute to the standardisation
- Lets create projects together

Figure 21: universAAL Powerpoint Presentation (Part 3)

5 Further Work

The dissemination material will be continuously updated as the project progresses. In this way, it will reflect the changes of the dissemination plan, the project development, needs and results, and will be aligned with new dissemination opportunities. This is especially applicable to the web page that is most dynamic and therefore giving most opportunities in this respect. The content of the web site will be significantly enlarged. The resources on the web site will among the rest include the following material:

- Presentation of project results: software, white papers, tutorials, documentation
- Project public deliverables
- Published scientific papers
- Links to dissemination events such as workshops and special sessions at conferences organized by the project as well as news articles, radio/TV interviews, presenting the project
- An electronic version of brochures, posters and project presentations
- A database for registering people that have pressed the “Join us” button and have given their personal data
- Pages explaining the AAL concept and the related technological challenges
- AAL bibliography pages
- Commented links to cordis.eu pages on eInclusion and AAL

Next to that, the uStore and the Developer Depot will start growing with the first results of the project.

We need to set up and editorial board for quickly adding news regarding the world of AAL and universAAL itself in the various places where the most dynamic content is: the Press room and the News column.

In general, the web site will serve the needs of the universAAL project, so new pages or entire new sections will be added as the need arises.

Note that the rationale for adding new content to the web site is also detailed in D9.2.