D6.9
Professional communication kits – Version 1

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Abstract	This deliverable contains the REALHOLO professional communication kit, including the project's visual identity as well as communication and dissemination materials, which are used within the project.
Keywords	communication kit, infrastructure, website, homepage, internal communication

Editor

Marion Habernig (TEC)

Contributors (ordered according to beneficiary numbers)

Patrick Leczek (TEC)

Reviewer

Stéphane Gache (Valeo)

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Executive Summary

This deliverable provides an overview of the first version of the REALHOLO professional project communication kits. It consists of three main chapters and a conclusion.

In general, the REALHOLO communication kits (Version 1-4) include all communication and dissemination material which are used within the project. Additional materials, which might be created during the project, such as photos, illustrations, etc., will be presented in presented in D6.4 "Intermediate dissemination report", D6.6 "Updated dissemination report" and D6.8 "Final dissemination report".

Chapter 1 gives an introduction to the topic and overview about the deliverable and the planned dissemination and communication phases in the REALHOLO project.

Chapter 2 presents the communication kit, consisting of the announcement letter, the project leaflet, Social Media channels, the REALHOLO newsletter and the project podcast and videos.

The established environment enables state-of-the art, efficient and user-friendly collaboration and dissemination of information and provides the ideal administrative basis for the project work.

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Chapter 1 Introduction

This deliverable gives an overview about the REALHOLO professional communication kits, which include communication and dissemination materials that are created and used within the project.

Dissemination activities ensure the visibility and awareness of the project and support the widest adoption of its results among potential users. Our dissemination and communication plan prepares the way for successful exploitation by facilitating internal communication within the project from the outset. Dissemination and communication activities will be actively pursued from the beginning to the end of the project – engaging continuously with both internal and external audiences. The activities have been clustered into three main phases.

The first phase is called "awareness creation" and consists of building up the REALHOLO branding and corporate identity, as well as establishing the REALHOLO website and additional project information material, such as standard templates for project documents and presentations.

In the second phase "Continuity of information flow" the consortium partners will work on scientific papers to be submitted to conferences and journals to discuss the scientific results of the project. This will give the consortium the opportunity to make presentations at conferences and workshops as to further raise awareness among the scientific and industrial stakeholders. This will facilitate lively discussions on project's topics at these events by providing new insights and feedback on the project´s progress to project partners. This feedback will contribute to the project´s success and possibly follow-up research activities. Furthermore, scientific publications and a selection of deliverables (those that are public) will be published on the project website to keep interested parties informed about the latest progress. Furthermore, Twitter/LinkedIn and Blog associated with the project will be constantly updated to reach a wider and diverse audience and increase their interest. Besides that, newsletters, press releases, posters, information about workshops and conferences, among others, are an integral part of this dissemination phase to enable a highly interactive communication within and outside the consortium. Finally, we expect to publish additional press releases and newsletters as soon as significant milestones are reached or for specific project events.

In the third phase, "result orientation" dissemination activities will feed in to exploitation, which means using the results for commercial purposes or in public policymaking. The experimental validation will be recorded in video material. There will be further dissemination activities also after the project end in order to promote the project results (e.g. website will remain active for 5 years, social media, cooperation activities with other projects, talks at conferences and follow-up projects) and to exploit them and create an impact.
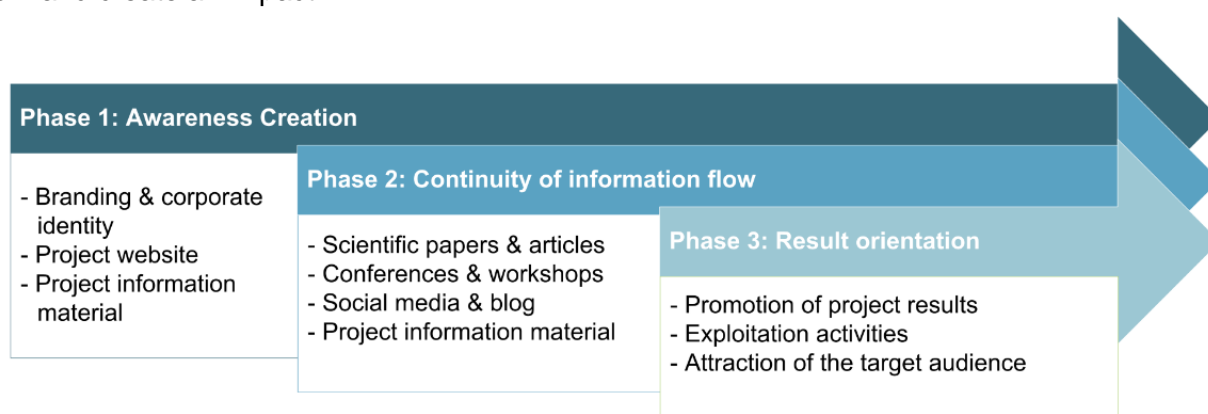

Figure 1: Dissemination & Communication phases

This deliverable constitutes the first essential communication kit regarding the REALHOLO project's activities, including a narrative text, photographs, slides and any other suitable communication material, complemented with copyright licences for the European Commission and for Photonics21. This kit will be updated in D6.10 "Professional communication kits – Version 2".

Chapter 2   Professional communication kits

The creation of a corporate visual identity plays a significant role in the way the REALHOLO project presents itself to both internal and external stakeholders. This has been described in detail in D6.1 "Internal and external IT communication infrastructure and project website".

This chapter gives an overview about the REALHOLO professional communication kits. It includes the project website as the major communication tool, as well as communication and dissemination materials which are used within the project. All mentioned materials are accessible and free for download on the project website on a .eu domain (www.realholo.eu). A more detailed description of the website can be found in D6.1 "Internal and external IT communication infrastructure and project website".

In general, we grant open access to all communication and dissemination materials. If in a certain case, other licence requirements have to be taken into consideration, this will be marked accordingly.

Furthermore, open access to scientific publications will be granted via Zenodo.

2.1   REALHOLO announcement letter

On 29th January 2021 the official REALHOLO announcement letter was published on the coordinator's website. This letter recalls the aims and objectives of the project and gives an overview about the participating partners, and lists the coordinator and the technical lead. The announcement letter can be found also on the project website: https://realholo.eu/wp-content/uploads/2021/01/REALHOLO_Announcement_Letter.pdf
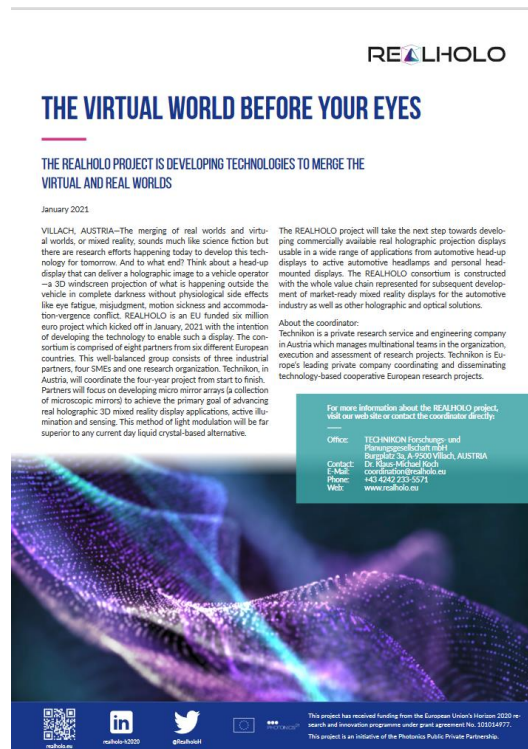

Figure 2: Announcement Letter

2.2 REALHOLO leaflet

The REALHOLO consortium created an official leaflet. TECHNIKON was the mainly responsible for the content and design of it and distributed it to all partners for finalisation. It is an informative and graphically appealing A5 leaflet, highlighting the REALHOLO vision, main goals, key technological aspects as well as background information and can be used for distribution at conferences or certain other dissemination events to provide further visibility to the REALHOLO project. An electronic version of the leaflet is available on the project website: https://realholo.eu/wp-content/uploads/2021/02/REALHOLO_Leaflet_Web.pdf

In particular, the project leaflet is covering the following aspects of the project:

- Project details, such as duration, funding and project number;
- Project vision & motivation;
- Project mission & objectives;
- The consortium members and their country of origin;
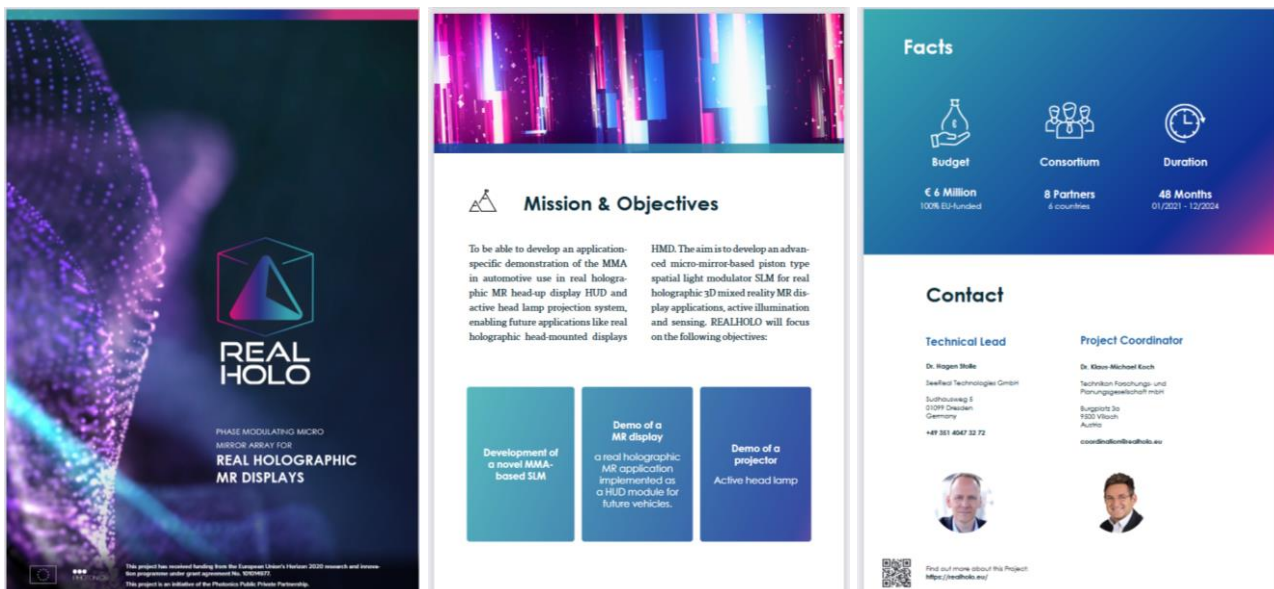- The contact persons for the project.

Figure 3: Leaflet

2.3 REALHOLO social media

The use of social media helps spreading project information to a large audience. Therefore, social media will be actively used during the project to disseminate the project's ideas and results. In particular, the project will use Twitter and LinkedIn.

- *Twitter* is an online social networking service and micro blogging service that enables its users to send and read text-based messages of up to 140 characters, known as "tweets". The REALHOLO project is available on: https://twitter.com/RealholoH

- *LinkedIn* is a social networking site for people in professional occupations or simply a social network for business. The REALHOLO project has a public page. It can be accessed via: https://www.linkedin.com/company/realholo-h2020/

- Direct links to the REALHOLO Twitter Account and the LinkedIn page can be found on the REALHOLO website.
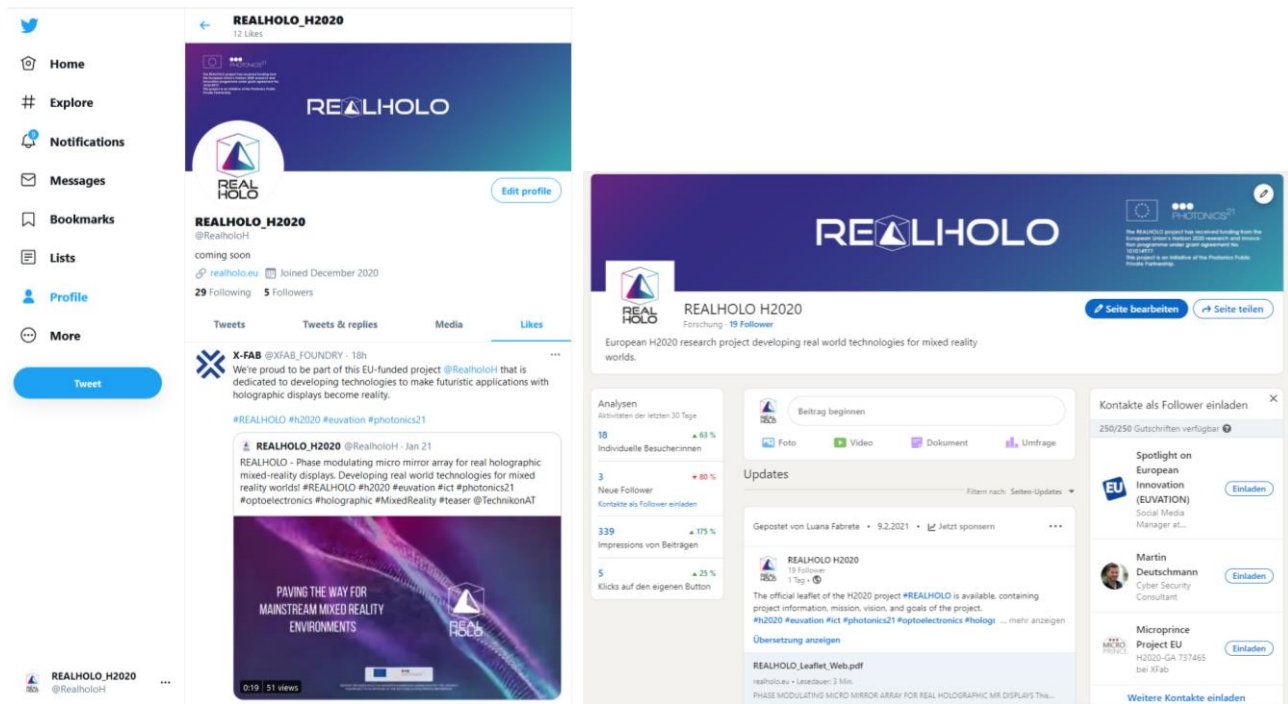
Figure 4: Twitter and LinkedIn Account

2.4 REALHOLO newsletter

The REALHOLO Consortium will regularly publish a newsletter, informing about the main outcome and results of the project. In fact, newsletters are an efficient communication channel to provide news on the project progress, and to discuss ongoing topics relevant to REALHOLO for internal and external project partners, stakeholders and other interested bodies. In addition, publications and participation in conferences will be promoted in the newsletters. The newsletters can be found on the REALHOLO website (https://realholo.eu/) and are posted via the REALHOLO social media accounts to raise further public awareness.

2.5 REALHOLO podcast and videos

The REALHOLO consortium will publish podcasts on a regular basis. Technikon's media department will record these podcasts at the project meetings or remotely and share them on https://euvation.eu/ and via a podcast-hosting platform (OmnyStudio) under the channel "EUVATION" (https://euvation.eu/) on Spotify, iTunes and Google Podcasts. The links to the podcasts will also be published on the different social media channels and the website.

In addition, project videos will be produced and published. Every year video material with durations of up to 2 minutes and animated 2D/3D content will be produced by Technikon and published on Vimeo. These videos will then also be shared on the website and on the REALHOLO social media accounts. The REALHOLO project announcement video can already be found on the website and on vimeo.

Figure 5: REALHOLO video

2.6　REALHOLO narrative text – about REALHOLO

The consortium created a narrative text that targets a general audience which provides a short summary of the technical achievements and objectives. This text is for example used for the website and leaflet:

The merging of real and virtual worlds to produce mixed reality (MR) environments is becoming a realistic component of future society. The effective use of MR demands a natural visual experience without physiological side effects for the user. REALHOLO is a project developed to meet these needs by researching advanced micro-mirror-based piston-type spatial light modulator (SLM) modulating the phase of visible light with optical features far superior to any liquid crystal-based alternative. The SLM will facilitate 3D display applications and active illumination and sensing. REALHOLO will develop dedicated core hardware concepts and modules for integration. The goal is an application-specific demonstration of the MMA in automotive use in real holographic MR head-up display (HUD) and active head lamp projection system and to enable future applications like real holographic head-mounted displays (HMD).

REALHOLO will focus on the following objectives:

- Development of a novel MMA-based SLM
- Demo of a MR display - a real holographic MR application implemented as a head-up display (HUD) module for future vehicles.
- Demo of a projector - Active head lamp.

Chapter 3   Summary and conclusion

This document provides an initial documentation of the REALHOLO professional communication kits.

It gives also an overview about the planned dissemination and communication phases in the REALHOLO project.

The REALHOLO communication kit consists of the REALHOLO announcement letter, the project leaflet, Social Media channels, the REALHOLO newsletter and the project podcast and videos.

The REALHOLO communication kit provides an essential benefit for all project partners. All project partners are able to access all project relevant information and documents. Moreover, the communication environment, including the announcement letter and leaflet, the website, Social Media and the newsletter as well as podcast and videos, but also the instant messaging system, different mailing lists, and conference call systems, help to distribute relevant information and create transparent efficient working conditions.