D6.12
Professional communication kits – Version 4

Project number	101014977
Project acronym	REALHOLO
Project title	Phase modulating micro mirror array for real holographic mixed-reality displays
Start date of the project	1st January, 2021
Duration	60 months
Call	H2020-ICT-36-2020

Deliverable type	Report
Deliverable reference number	ICT-36-2020 / D6.12 / 1.0
Work package contributing to the deliverable	WP6
Due date	December 2025 – M60
Actual submission date	22nd December 2025

Responsible organisation	TEC
Editor	Marion Habernig
Dissemination level	PU
Revision	1.0

Abstract	This deliverable contains the fourth and last version of the REALHOLO professional communication kit, including several materials to raise awareness of the project, but also tools to continuously inform the stakeholders about ongoing activities.
Keywords	communication kit, infrastructure, website, homepage, newsletter, internal communication

Editor

Marion Habernig (TEC)

Contributors (ordered according to beneficiary numbers)

All partners

Disclaimer

The information in this document is provided "as is", and no guarantee or warranty is given that the information is fit for any particular purpose. The content of this document reflects only the author`s view – the European Commission is not responsible for any use that may be made of the information it contains. The users use the information at their sole risk and liability.

Executive Summary

This deliverable is an update to D6.11 "Professional communication kits – Version 3", which included communication and dissemination materials created in the first thirty months and used within the project.

Activities aiming at creating project awareness will first be summarised. This includes not only the corporate visual identity, but also initial project information materials, such as parts of the project website, as well as the REALHOLO announcement letter, an overall presentation, a leaflet, a poster and a project animated presentation. In comparison to material described in the 'continuity of information flow' phase, the mentioned material will not be updated continuously but remains the same until the end of the project. The implemented tools were already described in more detail in the second and third versions of the dissemination and communication kit. In this deliverable, we will also provide an overview about the activities related to Phase 3 "Results orientation".

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. The REALHOLO communication kit provides an essential benefit for all project partners, as all stakeholders are able to access all project relevant information and documents.

Table of Content

List of Figures

Chapter 1   Introduction

This deliverable is an update to D6.11 "Professional communication kits – Version 3", which included communication and dissemination materials created in the first thirty months and are used within the project. The mentioned activities are updated in the present D6.12 "Professional communication kits – Version 4" prepared for M60.

Dissemination activities ensure the visibility and awareness of the project and support the widest adoption of its results among potential users. Our dissemination & communication plan prepares the way for successful exploitation by facilitating internal communication within the project from the outset. Dissemination & communication activities were 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:

Figure 1: Dissemination & Communication phases

As the awareness creation phase and the 2nd phase "Continuity of Information flow" has passed, the REALHOLO project is in the 3rd phase "Result orientation". More details can be found in D6.7 "Final business plan and exploitation report" and D6.8 "Final dissemination report".

This deliverable constitutes the updated communication kit about the REALHOLO project, including a narrative text, photographs, slides and any other suitable communication material, complemented with copyright licences for the European Commission and for Photonics21.

Chapter 2 Dissemination and communication strategy

2.1 Awareness creation (Phase 1)

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. It expresses the values and ambitions of our project and its characteristics. The corporate visual identity provides the project with visibility and "recognisability". The following subchapters present the actions, which were taken in order to create a visual identity of the project and the initial project materials, such as the project website, announcement letter, an overall presentation, as well as a project leaflet.

2.1.1 Corporate Visual Identity

As already described in D6.9, a project logo, as well as project templates for different formats (MS-Word, MS-Excel, PS-Power Point) have been established. The project identity is reflected in all documents created by the consortium for internal as well as for external use. This consistent graphical identity will support effective communication and recognizable dissemination activities. All templates include the following disclaimer:

"The REALHOLO project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement No. 101014977. This project is an initiative of the Photonics Public Private Partnership."

2.1.2 Initial Project Information Material

This section provides an overview of the used project information material. The mentioned material will not be updated continuously but remains the same until the end of the project.

Project Website

For the visibility of the project the project website was launched in the first month of the project. It constitutes the main communication tool, which will be used to spread all kinds of project information and dissemination materials. The design of the website is based on the colours of the REALHOLO logo. The website has been designed to provide a user-friendly and informative environment. It is based on the WordPress Content Management System, which has been configured as to allow the site to be accessed by the main public.

The homepage provides an overview of the project, including information about the project's mission and motivation, about the objectives, a blog, the results and the technical approach (work packages) of REALHOLO. Furthermore, the consortium is presented and each partner website is linked.

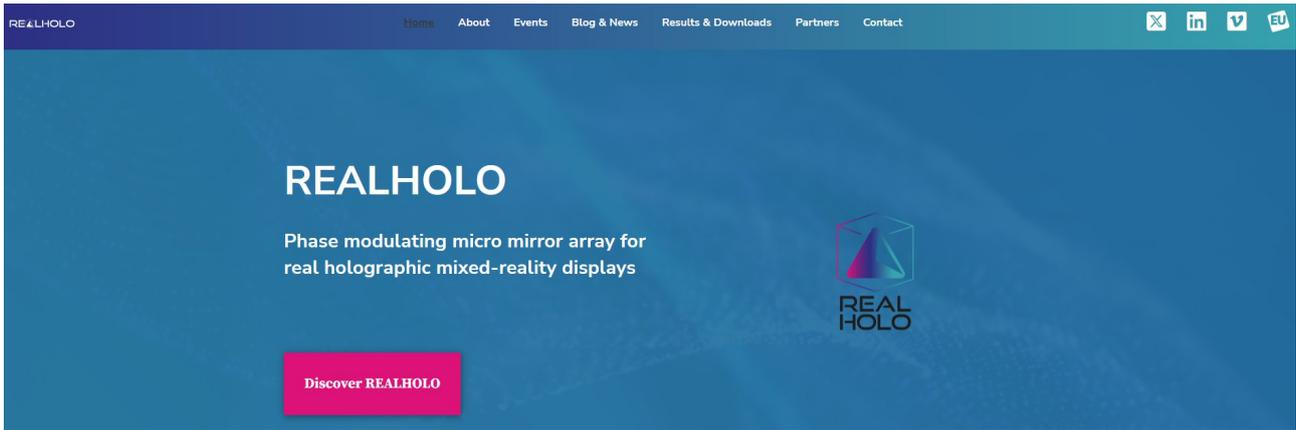The REALHOLO project website is available on the following link: http://www.realholo.eu

Figure 2: Project website

REALHOLO leaflet

The official REALHOLO leaflet is a six page informative and graphically appealing A4 flyer, highlighting the objectives and the work programme of REALHOLO. It was used for distribution at conferences or certain other events in order to provide further visibility to the REALHOLO project. TEC was mainly responsible for the content and design of the leaflet and created an updated version in 2024 due to some changes in the project. An electronic version of the leaflet is available on the REALHOLO website following this link:

https://realholo.eu/wp-content/uploads/2021/02/REALHOLO_Leaflet_Web.pdf
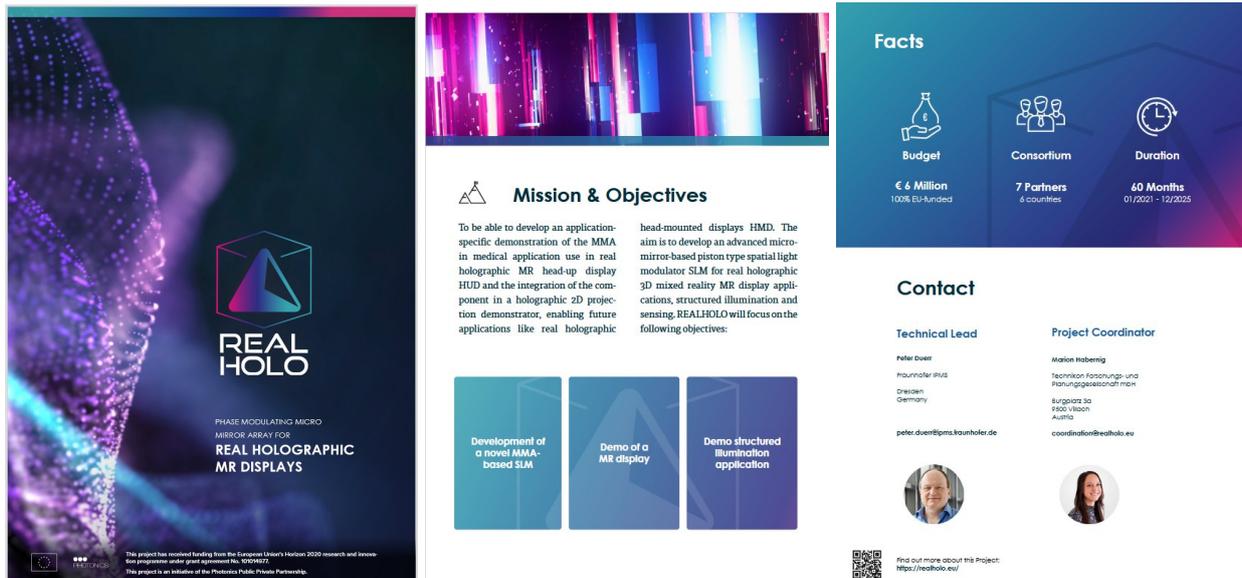

Figure 3: Leaflet

The mentioned website and additional activities of the awareness creation phase of the project are summarized in the table below.

Table 1: Dissemination activities in awareness phase

No	Type of activities	Main Leader	Title	Date	Type and goal of the event / website
1	Website	Technikon	REALHOLO Project website	1/1/2021	Official project website: https://realholo.eu/
2	Social Media	Technikon	REALHOLO X (former Twitter) Account	1/1/2021	https://x.com/RealholoH
3	Social Media	Technikon	REALHOLO LinkedIn Account	1/1/2021	https://www.linkedin.com/company/realholo-h2020/
4	Flyer	Technikon	Project Leaflet	1/1/2021	https://realholo.eu/wp-content/uploads/2021/02/REALHOLO_Leaflet_Web.pdf
5	Press release	Technikon	Announcement Letter	1/1/2021	https://realholo.eu/wp-content/uploads/2021/01/REALHOLO_Announcement_Letter2.pdf
6	Video/Film	Technikon	Project Teaser	1/1/2021	https://realholo.eu/realholo-overview/
7	Other	Technikon	Kick off Meeting	19/1/2021 – 20/1/2021	https://realholo.eu/realholo-kicked-off/
8	Website	Technikon	Blog: Today in talk with Hagen Stolle	8/2/2021	https://realholo.eu/today-in-a-talk-with-hagen-stolle/
9	Website	Technikon	Blog: Today in talk with the team from Sencio	23/2/2021	https://realholo.eu/today-in-a-talk-with-the-team-from-sencio/
10	Website	Technikon	Blog: Today in talk with Christophe Sabatier	4/3/2021	https://realholo.eu/today-in-a-talk-with-christophe-sabatier/
11	Other	Fraunhofer	Annual Report	2021	https://www.ipms.fraunhofer.de/content/dam/ipms/de/documents/2020/Fraunhofer%20IPMS%20-%20Jahresbericht%202020.pdf
12	Website	X-FAB	Link to project on innovation page of X-FAB website	1/9/2021	https://www.xfab.com/innovation
13	Participation to other events	Technikon	Technikon's financial webinar for H2020 projects	24/3/2021	https://vimeo.com/528387638/1ea8161b84
14	Press release	Technikon	Newsletter Issue 1	1/9/2021	https://realholo.eu/wp-content/uploads/2021/09/REALHOLO_Newsletter_issue_01.pdf
15	Participation to other events	Technikon	Technical Meeting	15/6/2021	https://realholo.eu/technical-meeting-virtual/
16	Participation to other events	Technikon	1st Interim Review Meeting	13/7/2021	https://realholo.eu/review-meeting/
17	Participation to a	Fraunhofer	MEMS World Summit, Europe	9/7/2021	https://www.memsworldsummit.com/#mws-events-eu

No	Type of activities	Main Leader	Title	Date	Type and goal of the event / website
	Conference				
18	Participation to a Conference	Fraunhofer	SPIE Webinar: Spatial Light Modulators – Status and Potential for Holography	10/7/2021	https://spie.org/
19	Participation to a Conference	Fraunhofer, SeeReal	MikroSystemTechnik Kongress 2021; Paper: MEMS Spatial Light Modulators for Real Holographic 3D Displays	8/11/2021-10/11/2021	https://www.mikrosystemtechnik-kongress.de/
20	Participation to a Conference	Fraunhofer	SPIE Opto 2021; Paper: Challenges of monolithic MEMS-on-CMOS integration for spatial light modulators	3/5/2021	https://www.spiedigitallibrary.org/conference-proceedings-of-spie/11697/116970V/Challenges-of-monolithic-MEMS-on-CMOS-integration-for-spatial-light/10.1117/12.2583036.short?SSO=1

2.2 Continuity of information flow (Phase 2) and results orientation (Phase 3)

The following chapter will describe the dissemination and communication materials that are continuously updated on a regular basis. All mentioned materials are accessible and free for download on the project website (www.realholo.eu).

2.2.1 Dissemination and communication through project website

As mentioned in the previous chapter, the website does not only offer general information about the projects mission, motivation and technical approach, but also presents its results and dissemination activities. The subsections events, blog and news, results and downloads are updated regularly and serve the visitor with current information of the REALHOLO project.

- *Events*

  This category shows upcoming events related to the REALHOLO project.

- *Blog & News*

  The consortium members can post relevant information on this blog. The blog will also feature an image gallery by which pictures of events can be presented.

- *Results & Downloads*

  Here, visitors can see and download project publications, papers and public technical deliverables.

- *Related Projects*

  REALHOLO started cooperation activities with related projects and by connecting our teams, we create a valuable network of professionals who support each other, exchange ideas, and potentially collaborate on future initiatives.

2.2.2 Dissemination and communication through open access publications

The REALHOLO project provides open access to all project-related publications via the project website. Further details and the list of publications can be found in D6.8.

2.2.3 Dissemination and communication through REALHOLO social media

Making use of the advantages of social media helps spreading project information to a large audience. As a consequence, they are valuable means to disseminate project ideas and results and have been actively used throughout the project.

2.2.4 X (former Twitter)

X is an online social networking and micro blogging service that enables its users to send and read text-based messages. The REALHOLO project is available on https://x.com/RealholoH.

Since the beginning of the project, REALHOLO published 71 posts, including the announcement of the project website, press releases, newsletter publications, different meetings and blog entries and announcements of events the REALHOLO consortium plans to attend. At the end of the project we had 57 followers.
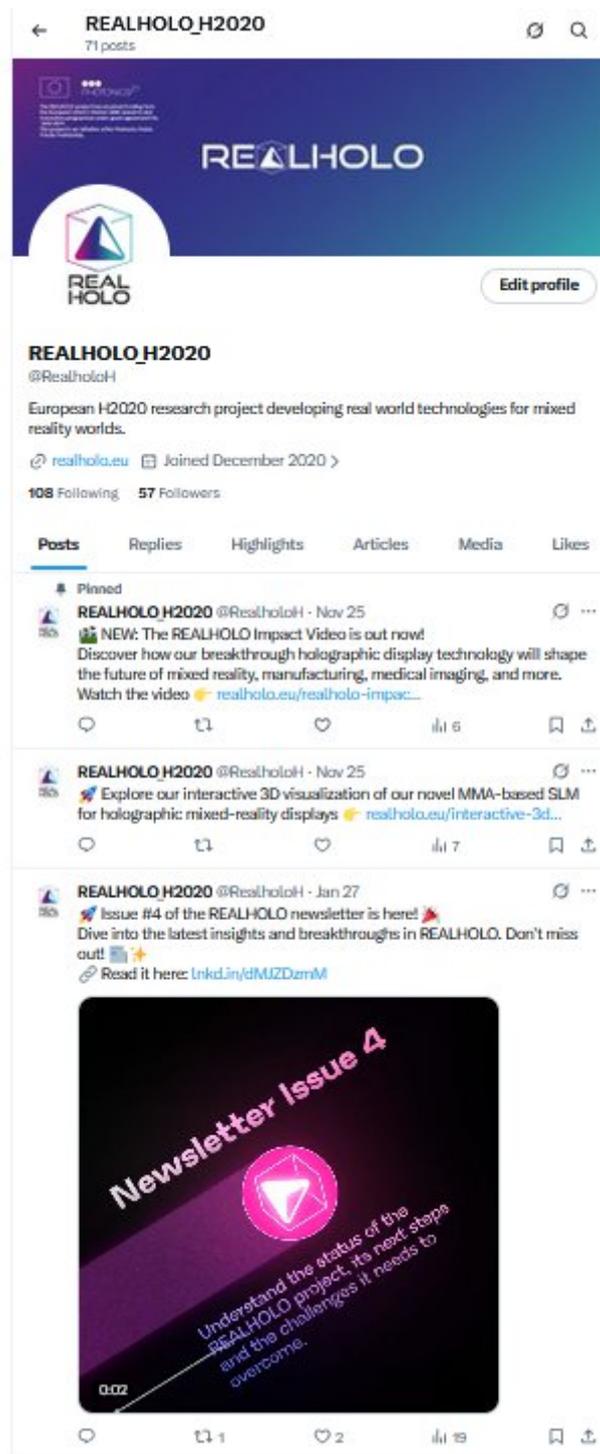
Figure 4: Social media X account

2.2.5 LinkedIn

LinkedIn is a social networking site for people in professional occupations or simply a social network for business. The REALHOLO group has a public account, which can be accessed via: https://www.linkedin.com/company/realholo-h2020/. Until the end of the project, the REALHOLO project has gathered 101 contacts on LinkedIn. Although the main goal of the linkedIn account is to reach the research community and industry, it is also open to the civic society and could also to a smaller extend reach general citizens. LinkedIn posts are performed regularly, with updates on latest project results, planned dissemination events and material.
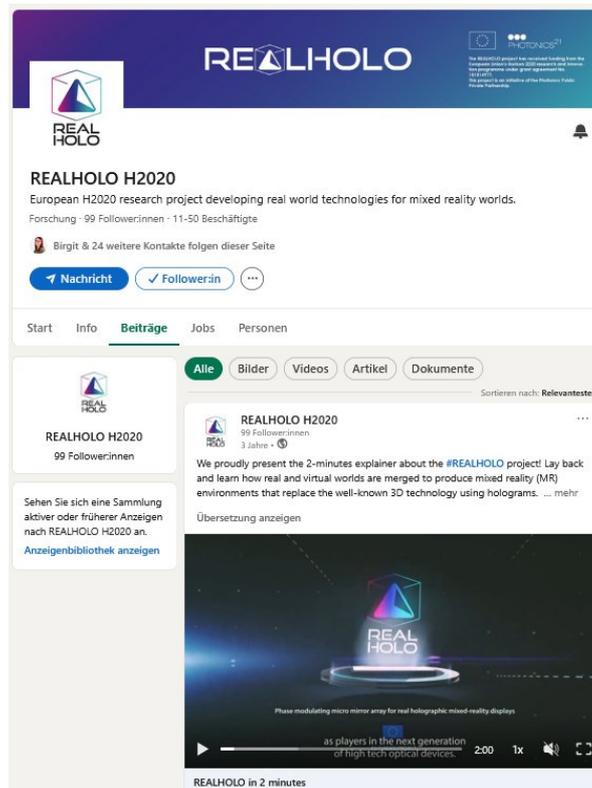
Figure 5: Social media LinkedIn account

Direct links to the REALHOLO X account and the LinkedIn page can also be found on the REALHOLO project website.

2.3 REALHOLO newsletter

Newsletters are an efficient communication channel in order 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.

The newsletters have been uploaded in the corresponding section of the REALHOLO website and was also posted via the project's X and LinkedIn account to catch further public awareness:

REALHOLO Newsletter Issue 2: https://realholo.eu/wp-content/uploads/2022/06/REALHOLO_Newsletter_issue_02.pdf

REALHOLO Newsletter Issue 3: https://realholo.eu/wp-content/uploads/2023/02/REALHOLO_Newsletter_issue_03.pdf

REALHOLO Newsletter Issue 4: https://realholo.eu/wp-content/uploads/2025/01/REALHOLO_Newsletter_issue_04.pdf
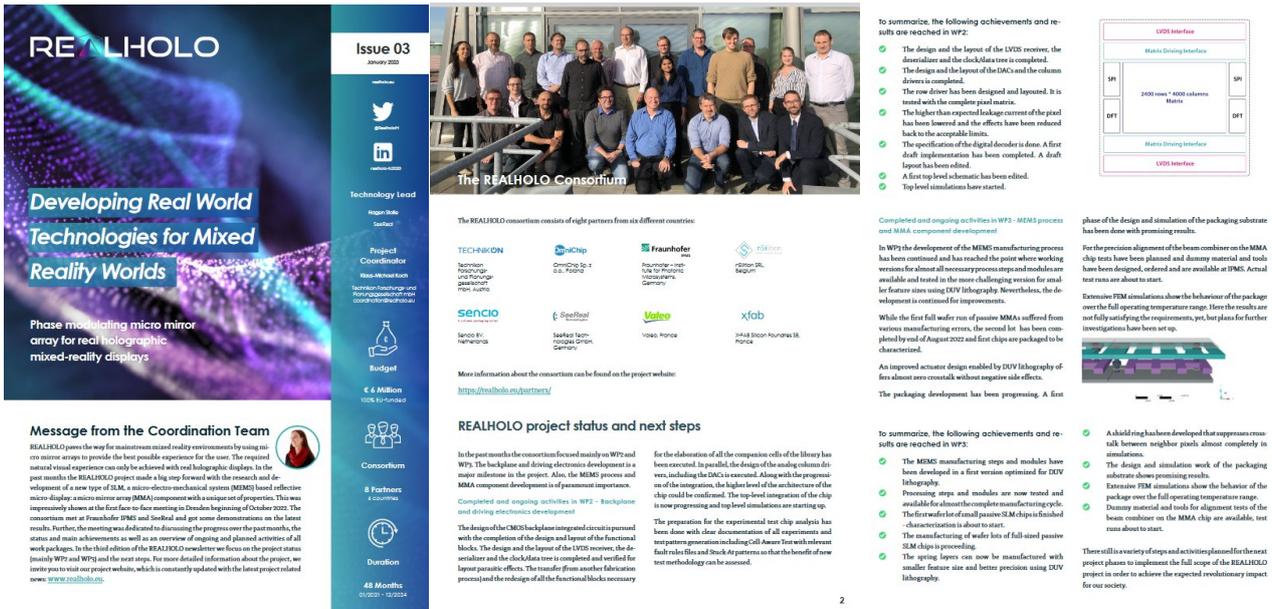
Figure 6: REALHOLO Newsletter

2.4   REALHOLO interviews

To raise further awareness among stakeholders the consortium recorded some interview videos highlighting the latest results and topics. These interviews serve as a medium to disseminate information, engage our audience, and foster a sense of collaboration and knowledge-sharing. By showcasing the latest developments, breakthroughs, and innovations, we aim to inspire enthusiasm and support for our project's mission and goals. Through strategic dissemination of these video interviews via various channels such as our project website and social media platforms, we aim to reach a broad and diverse audience.

Figure 7: Interview with the Technical and WP3 lead of the REALHOLO project

Interview with the WP1 lead of the REALHOLO project: https://realholo.eu/interview-with-technical-lead/

Interview with the WP2 lead of the REALHOLO project: https://realholo.eu/interview-with-the-wp2-lead-of-the-realholo-project/

Interview with the Technical and WP3 lead of the REALHOLO project: https://realholo.eu/interview-with-the-wp3-lead-of-the-realholo-project/

Interview with X-FAB France: https://realholo.eu/interview-with-x-fab-france/

2.5   REALHOLO videos and animations

Another way to create awareness for the topic is making and publishing a video. TEC produced one project teaser summarizing the general idea of REALHOLO, one video explaining what REALHOLO will enable and how society can benefit, insights to meetings as well as an video about the project objectives. The videos are hosted on the platform "vimeo":

- REALHOLO overview: https://vimeo.com/497188901/f87b160b81
- Explainer Video: https://vimeo.com/665544362
- Insights to Consortium Meeting in Dresden: https://vimeo.com/776515380
- Insights to Technical and Advisory Board Meeting in France: https://vimeo.com/816443469/a645259cbb
- REALHOLO Objectives: https://vimeo.com/1047427074
- REALHOLO Impact: https://vimeo.com/1136001638/52ddc08b0c
- REALHOLO 3D interactive graphic:

  https://cdn.soft8soft.com/AROAJSY2GOEHMOFUVPIOE:a46e5dbbd6/REALHOLO-Demo_app/REALHOLO-Demo_app.html

- REALHOLO Demo Structured Illumination: https://vimeo.com/1140747900/8969a0b034
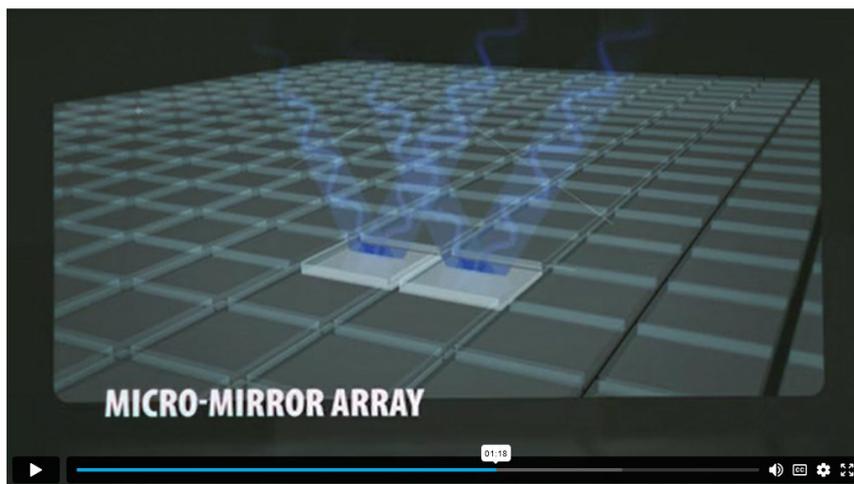- REALHOLO Demo HUD: https://vimeo.com/1145918481/0c651d6aee

Figure 8: REALHOLO video

2.6 REALHOLO cooperation with related projects

REALHOLO started cooperation activities with related projects and by connecting our teams, we create a valuable network of professionals who support each other, exchange ideas, and potentially collaborate on future initiatives. A more detailed overview of these projects is given below:

SPOTLIGHT: A correlation call took place on 23rd May 2023 between REALHOLO and SPOTLIGHT, another Horizon Europe project funded under the same call. Although the topics of the both projects are not completely in the same field, we found a synergy and potential for future collaborations.

PHABULOuS: REALHOLO and PHABULOuS got in contact to establish a partnership. REALHOLO partners join the PHABULOuS workshop on "Free-form Micro-Optics for consumer electronics" to discuss further collaborations.

CRIMSON: The coordinator of the CRIMSON project contacted us to find possible collaborations or joint actions. Together with the projects CoCID, DEEPER, FAIR CHARM, NanoVIB, PhotonicLEAP, REAP, REVEAL, SPOTLIGHT and TinyBrains we joint an online meeting that took place in autumn 2023. REALHOLO was represented and introduced the project.

Chapter 3   Summary and conclusion

This document provides an update of the REALHOLO professional communication kits and is an update of "D6.11 Professional communication kits – Version 3".

First, the actions, which were taken to create a visual identity of the project and the initial project materials, such as the project website, announcement letter, an overall presentation, as well as a project leaflet, video, are presented and described. Afterwards, the continuous information materials are presented, including certain sections of the project website, social media platforms, and the project newsletters. Since the 3rd version of the dissemination and communication kit (D6.11), various updates took place:

- The REALHOLO website was kept up-to-date with all current activities
- Ongoing care of the Social Media accounts and regular posts
- Establishment of further REALHOLO Newsletters
- Participation to conferences and workshops
- Creation of new dissemination, communication & exploitation material

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. The final business plan and exploitation report is summarized in D6.7.