



# REAL HOLO

## D6.8

### Final dissemination report

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Abstract	This final report will inform about the dissemination activities carried out during the project, including the material produced and the events organized.
Keywords	Dissemination, communication, infrastructure, website, homepage, internal communication



## **Editor**

Marion Habernig (TEC)

## **Contributors** (ordered according to beneficiary numbers)

All partners

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## Executive Summary

This final report on dissemination activities for the REALHOLO project provides a comprehensive overview of efforts undertaken from January 2021 (M01) until December 2025 (M60). It demonstrates the project's commitment to effective outreach and engagement, detailing both completed activities and plans for continued engagement beyond the project's lifetime.

The report is structured into six chapters. **Chapter 2** reflects on the overall importance and scope of dissemination activities within the project, emphasizing their role in enhancing visibility and stakeholder engagement. It summarizes the dissemination strategy as outlined in previous deliverables (D6.4 and D6.6). **Chapter 3** outlines the specific dissemination targets set for the project. **Chapter 4** provides a detailed list and descriptions of the executed dissemination activities, highlighting the variety of outreach methods and engagement strategies employed throughout the project. **Chapter 5** is the summary and conclusion.

During the project, 14 papers were published, demonstrating the intense cooperation within the consortium. By surpassing key performance indicators (KPIs) related to dissemination, the REALHOLO project has laid a solid foundation for long-term impact and continued collaboration in the fields of real holography.

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## Chapter 1 Introduction

This deliverable provides a final report, summarizing all dissemination activities carried out since project start and addresses planned activities beyond project lifetime. This provides an update of D6.6, whereby in the final phase of the project several initiatives to publish the final project results have been started and are expected to result in further dissemination beyond the project duration.

Dissemination activities ensure the visibility and awareness of the project and support the widest adoption of its results among potential users. The REALHOLO dissemination plan prepared the way for successful exploitation by facilitating internal communication within the project from the beginning. Dissemination 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

The first phase was called “***Awareness Creation***” and consisted of building up the REALHOLO branding and identity, as well as establishing the REALHOLO website and additional project information material, like templates for documents as well as presentations.

In the second phase called “***Continuity of Information Flow***”, in which the project submitted scientific papers and presentations to conferences, and workshops, presented an opportunity to further raise awareness among the scientific and industrial stakeholders. Furthermore, publications and certain deliverables continued to be published on the project website in order to keep interested parties informed about the latest progress. In addition, engaging posts on X (former Twitter) & LinkedIn and on the Blog constituted an important part of keeping the information flow going and increase the interest of multiple audiences. Besides that, newsletters, press releases, posters, information about workshops and conferences, etc. were an integral part of this dissemination phase.

In the third and final phase “***Result Orientation***”, dissemination intensified to the different communities, fed into **exploitation**, which means using the results for commercial purposes or in public policymaking. The REALHOLO project has successfully passed the three phases.

There will be some ongoing dissemination activities after the project end in order to promote the project results (e.g., project website will stay alive for 5 years, talks at conferences will be held, and follow-up projects are likely). The main focus will be to exploit the project outcomes and attract target audience groups. Deliverable D6.7 focus on the exploitation activities.

## Chapter 2 Dissemination strategy

Establishing a robust dissemination strategy is fundamental to the success of the project's outreach efforts. Building on this foundation, D6.8 reflects the continued execution and refinement of the REALHOLO project's dissemination plan, ensuring alignment with the project's needs and objectives.

The REALHOLO project followed the defined strategy that identifies key target audiences, provides argumentation for engaging these audiences, and specifies the appropriate tools and channels for effective outreach. With this approach the project achieved the project's dissemination goals.

The focus remained on demonstrating the societal benefits of the REALHOLO project, particularly by showcasing its benefits for improving real holography, which today is crucial in many sectors. Through various communication channels, including engagement with the general public, media, and other stakeholders, we aimed to highlight how the project's innovations impact everyday life.

The objective continued to be the transfer of knowledge, ensuring that the project's results and breakthroughs are made available to interested parties. This included stakeholders in research, academia, and industry, who were in a position to apply or build upon the outcomes of the REALHOLO project.

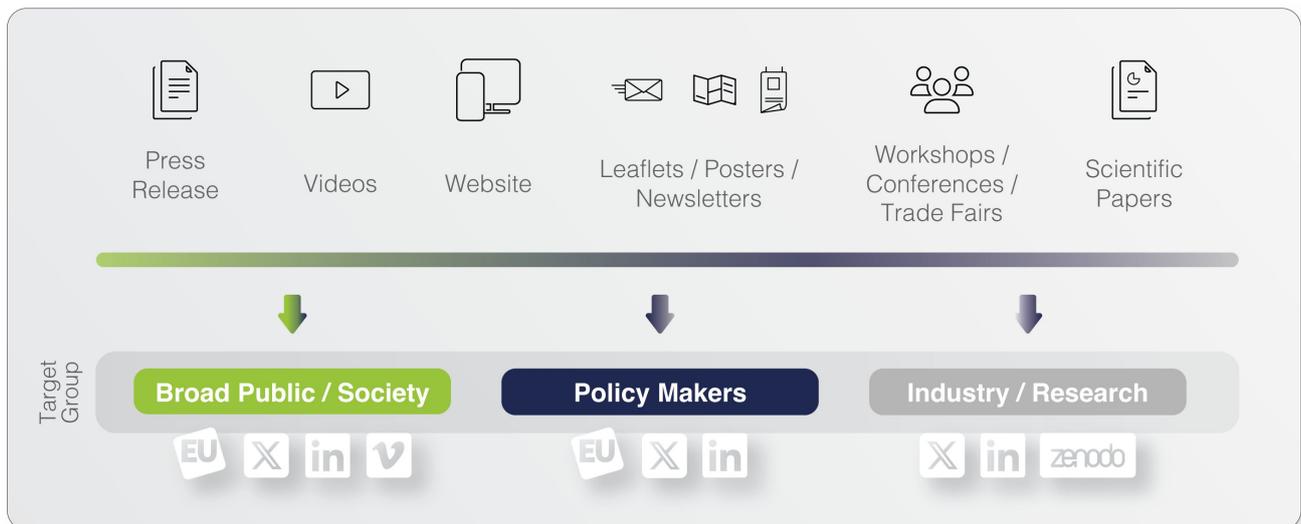


Figure 2: REALHOLO dissemination strategy

To summarise, within the REALHOLO project four main target audience groups were defined:

- **Broad Public Society & Media (A),**
- **Policy Makers (B),**
- **Industry and Innovators (C), and**
- **Academic Research Community (D).**



Figure 3: REALHOLO target audiences and measures

## 2.1 Broad Public Society & Media

The Broad Public Society & Media (A) encompass the general public (civic society or citizens), a wide range of organizations, as well as media outlets. According to the EU's definition, Civil Society Organisations include non-State, non-profit, non-partisan, and non-violent structures through which people organize to pursue common objectives and ideals, spanning political, cultural, social, or economic spheres. These organizations operate at local, national, regional, and international levels, including both formal and informal setups.

In the REALHOLO project, various channels engaged the public. The project website functioned as a central hub, offering easily accessible materials. Additional communication tools were introduced, including a series of introductory video interviews available on the project website, aimed at fostering engagement. The REALHOLO X (former Twitter) and LinkedIn account also provided ongoing updates on EU-funded R&I activities, ensuring the project's visibility in the digital space.

## 2.2 Policy Makers

Engaging policymakers with the REALHOLO project's research and outcomes was a priority to support collaboration, innovation, and the adoption of project results. Effective dissemination to this audience brought multiple benefits: enhancing the visibility of the research, raising the profile of project partners, and securing further understanding and financial support. Moreover, it allowed us to attract potential end-users and demonstrate the broader socio-economic and policy relevance of REALHOLO.

Policymakers (B) include members of government departments, legislative bodies, funding agencies supporting research and innovation (e.g. European Commission).

## 2.3 Industry and Innovators

For the REALHOLO project's innovation to deliver real-world value, it was essential to demonstrate its relevance and applicability to industry stakeholders. Engaging the industry was critical for facilitating the exploitation of project results, which will ultimately contribute to the broader European economy.

Industry and Innovators (C) include companies involved in display manufacturing, AR/VR device production, head-up display (HUD) systems, semiconductor fabrication, MEMS development, and optical system integration. Key stakeholders include electronic component producers, and high-volume micro fabrication facilities. The project's innovations, such as high-speed CMOS backplanes, real holographic HUD optics, MEMS-based micro-mirror arrays, and scalable mass manufacturing processes, offer enhanced performance, energy efficiency, and seamless integration into next-generation display technologies. By providing proven IP solutions, compact packaging, and scalable production methods, REALHOLO ensures industry adoption, accelerates innovation, and strengthens Europe's technological leadership in advanced holographic applications.

## 2.4 Academic Research Community

The Academic Research Community (D) comprises universities, research institutions, and platforms dedicated to generating, sharing, and applying knowledge. This group was vital for both, the dissemination of project results and fostering collaboration on future research initiatives.

REALHOLO ensured that all scientific publications were made openly accessible, with full-text articles available via the project website.

To further engage the research community, REALHOLO maintained an active presence on social media platforms like LinkedIn and X, where partners were encouraged to share results with peers and followers. The project's regular newsletter, which provided updates on progress and key findings, is still available on both the website and social media.

In addition to digital engagement, REALHOLO actively participated in conferences of European significance, where presentations were given and posters and leaflets were distributed. This physical presence helped to raise awareness of the project within the academic community. Furthermore, project partners were encouraged to present their findings at national conferences in their respective languages, further broadening the scope of REALHOLO's impact.

## Chapter 3 Dissemination targets

At the beginning of the REALHOLO project, a comprehensive communication and dissemination plan was developed, identifying key audiences, the objectives for engaging these groups, and the expected impact of reaching them. This plan served as reference for our final dissemination efforts and can be found in Section 2.2 of the Description of Action (DoA). Throughout the project, we continually assessed the effectiveness of our dissemination activities by measuring progress against a set of predefined Key Performance Indicators (KPIs). These KPIs provided measurable insights into how well we reached our target audiences and the success of our outreach initiatives. Over the course of the project, these KPIs were monitored, updated, and referenced across project reports. They were proven invaluable for ensuring that we met the goals outlined in the dissemination plan, and for making any necessary adjustments along the way to optimize engagement with our audiences. The table below outlines the final status of these KPIs, which reflect the overall impact of REALHOLO's dissemination activities:

Dissemination activity/ channel	KPI defined	Numbers reached
REALHOLO website	<ul style="list-style-type: none"> <li>Number of visitors</li> <li>Number of views</li> </ul>	<ul style="list-style-type: none"> <li>2.458 visitors</li> <li>7.519 views</li> </ul>
Social Media	<ul style="list-style-type: none"> <li>Number of postings</li> <li>Number of followers</li> <li>Number of impressions</li> <li>Engagement rate</li> </ul>	<ul style="list-style-type: none"> <li>72 (X), 75 (LinkedIn)</li> <li>58 (X), 103 (LinkedIn)</li> <li>980 total (X), 14.090 (LinkedIn)</li> <li>8,22 total (X), 11,5 (LinkedIn)</li> </ul>
Scientific publications and deliverables	<ul style="list-style-type: none"> <li>Number of publications</li> <li>Number of deliverables</li> </ul>	<ul style="list-style-type: none"> <li>14 publications</li> <li>38 deliverables</li> </ul>
Participation in conferences, workshops	<ul style="list-style-type: none"> <li>Number of events</li> <li>Number of attendees (e.g. during a REALHOLO presentation or workshop; best estimates of persons who heard about REALHOLO)</li> </ul>	<ul style="list-style-type: none"> <li>25</li> <li>See Table 3</li> </ul>
Videos	<ul style="list-style-type: none"> <li>Number of views (website, youtube)</li> <li>Number of impressions (social media)</li> </ul>	<ul style="list-style-type: none"> <li>475 hits</li> <li>2.632 impressions</li> </ul>

Table 1: Final Key Performance Indicators for dissemination activities

Over the lifespan of the REALHOLO project, the dissemination activities successfully reached a wide variety of stakeholders, from policymakers to industry leaders, the academic community, and the broader public. The project website served as a central platform, attracting a consistent flow of visitors, while our social media channels and newsletters ensured regular engagement and updates on the project's progress.

Through participation in scientific conferences, workshops, and presentations, the project's results were disseminated to a global audience, leading to meaningful feedback, citations, and further collaboration. Engagement with the academic community was strengthened by open-access publications, which saw significant visibility and interaction.

By the conclusion of the project, all KPIs were achieved, ensuring that REALHOLO's outcomes were effectively communicated, contributing to its long-term impact on both research and industry.

## Chapter 4 Summary of dissemination activities

### 4.1 Phase 1 “Awareness Creation”

Phase 1 focused on establishing the project's visibility and engaging relevant stakeholders by introducing the project's objectives, mission, and expected outcomes to a broad audience.

Table 2: Summary of Phase 1 activities

Type of activity	Main Leader	Title	Date	Place	Target audience <sup>1</sup>	TOTAL /KPI	Type and goal of the event / website	Countries addressed
Website	TEC	REALHOLO Project website	1/1/2021	online	a, b, c, d	2.458 visitors 7.519 views	The REALHOLO website is the main dissemination platform of the project and all public project information is available here. The website is a tool to disseminate information on the project and its impact to interested parties worldwide (e.g. news such as conference visits, publications & deliverables, involved partners, links, etc.). According to experience we plan to reach about 10.000 people per year. Official project website: <a href="https://realholo.eu/">https://realholo.eu/</a>	International
Social Media	TEC	REALHOLO Account X	1/1/2021	online	a, b, c, d	980 total impressions	Social Media is used to interact with and inform interested parties about latest project outcomes, results, and relevant information. <a href="https://x.com/RealholoH">https://x.com/RealholoH</a>	International
Social Media	TEC	REALHOLO LinkedIn Account	1/1/2021	online	a, b, c, d	14.090 impressions	Social Media is used to interact with and inform interested parties about latest project outcomes, results, and relevant information. <a href="https://www.linkedin.com/company/realholo-h2020/">https://www.linkedin.com/company/realholo-h2020/</a>	International
Flyer	TEC	Project Leaflet	1/1/2021	online	a, b, c, d	137 impressions on X	The REALHOLO project leaflet gives an overview of the project and describes mission, motivation and concept of the project, as well as the included work packages. The aim is to raise awareness on project targets, opportunities and partners which can be distributed via e-mail or directly after meetings or conferences.	International

<sup>1</sup> Broad Public Society & Media (a), Policy Makers (b), Industry and Innovators (c), and Academic Research Community (d).

Type of activity	Main Leader	Title	Date	Place	Target audience <sup>1</sup>	TOTAL /KPI	Type and goal of the event / website	Countries addressed
							<a href="https://realholo.eu/wp-content/uploads/2021/02/REALHOLO_Leaflet_Web.pdf">https://realholo.eu/wp-content/uploads/2021/02/REALHOLO_Leaflet_Web.pdf</a>	
Press release	TEC	Announcement Letter	1/1/2021	online	a, b, c, d	159 impressions on X	Project announcement, to inform the public about the project. <a href="https://realholo.eu/wp-content/uploads/2021/01/REALHOLO_Announcement_Letter2.pdf">https://realholo.eu/wp-content/uploads/2021/01/REALHOLO_Announcement_Letter2.pdf</a>	International
Video/Film	TEC	Project Teaser	1/1/2021	online	a, b, c, d	255 impressions on X; 41 hits on website	The project teaser provides an overview of the project. <a href="https://realholo.eu/realholo-overview/">https://realholo.eu/realholo-overview/</a>	International
Website	TEC	Blog: Today in talk with Hagen Stolle	8/2/2021	online	a, b, c, d	185 impressions on X; 26 hits on website	Introduction to some project partners. <a href="https://realholo.eu/today-in-a-talk-with-hagen-stolle/">https://realholo.eu/today-in-a-talk-with-hagen-stolle/</a>	International
Website	TEC	Blog: Today in talk with the team from Sencio	23/2/2021	online	a, b, c, d	234 impressions on X; 31 hits on website	Introduction to some project partners. <a href="https://realholo.eu/today-in-a-talk-with-the-team-from-sencio/">https://realholo.eu/today-in-a-talk-with-the-team-from-sencio/</a>	International
Website	TEC	Blog: Today in talk with Christophe Sabatier	4/3/2021	online	a, b, c, d	264 impressions on X; 67 hits on website	Introduction to some project partners. <a href="https://realholo.eu/today-in-a-talk-with-christophe-sabatier/">https://realholo.eu/today-in-a-talk-with-christophe-sabatier/</a>	International
Other	Fraunhofer	Annual Report	2021	online	a, b, c, d	N/A	REALHOLO is mentioned in the annual report of Fraunhofer IPMS. <a href="https://www.ipms.fraunhofer.de/content/dam/ipms/de/documents/2020/Fraunhofer%20IPMS%20-%20Jahresbericht%202020.pdf">https://www.ipms.fraunhofer.de/content/dam/ipms/de/documents/2020/Fraunhofer%20IPMS%20-%20Jahresbericht%202020.pdf</a>	International
Website	X-FAB	Link to project on innovation page of X-FAB website	1/9/2021	online	a, b, c, d	N/A	REALHOLO is linked to the website of X-FAB. <a href="https://www.xfab.com/innovation">https://www.xfab.com/innovation</a>	International
Press release	TEC	Newsletter Issue 01	1/9/2021	online	a, b, c, d	98 impressions on X; 36 hits on website	The newsletter provides general information of the project, as well as an update of technical results of the first six months and expected challenges. <a href="https://realholo.eu/wp-content/uploads/2021/09/REALHOLO_Newsletter_i">https://realholo.eu/wp-content/uploads/2021/09/REALHOLO_Newsletter_i</a>	International

Type of activity	Main Leader	Title	Date	Place	Target audience <sup>1</sup>	TOTAL /KPI	Type and goal of the event / website	Countries addressed
							<a href="#">ssue_01.pdf</a>	
Other	TEC, SeeReal	1st Podcast	20/12/2021	online	a, b, c, d	59 impressions on X; 53 hits on website; 20 hits on youtube	In the 1st podcast partners Hagen Stolle and Johannes Pleikies from SeeReal Technologies speak about the goals and challenges in this H2020 project which aims to bring holography to the forefront by prototyping practical applications.	International

## 4.2 Phase 2 “Continuation of Information Flow” and Phase 3 “Result orientation”

The goal of the *Continuity of information flow* phase, which started approximately after the first year of the project, was to raise further awareness among our different target groups. In the third and final phase *Result Orientation*, dissemination intensified to the different communities and was fed into exploitation.

Table 3: Summary of Phase 2 and Phase 3 activities

Type of activity	Main Leader	Title	Date	Place	Target audience <sup>2</sup>	TOTAL /KPI	Type and goal of the event / website	Countries addressed
Presentation	Fraunhofer	MEMS Piston Mirror Arrays for Computer Generated Holography	27/1/2022	San Francisco, United States	a, c, d	N/A	Partner Fraunhofer gave a presentation at 27. <a href="https://realholo.eu/wp-content/uploads/2022/04/REALHOLO-SPIE2022-Photonics-West-paper.pdf">https://realholo.eu/wp-content/uploads/2022/04/REALHOLO-SPIE2022-Photonics-West-paper.pdf</a>	International
Video/Film	TEC	Explainer video	8/2/2022	online	a, b, c, d	941 impressions on X; 195 hits on website; 45 hits on youtube	The video explains how real and virtual worlds are merged to produce mixed reality (MR) environments that replace the well-known 3D technology using holograms. <a href="https://realholo.eu/realholo-in-2-minutes/">https://realholo.eu/realholo-in-2-minutes/</a>	International
Press release	TEC	Newsletter Issue 02	27/6/2022	online	a, b, c, d	35 impressions on X;	The 2nd REALHOLO newsletter is focused on the results of the first project period (M01-M12). <a href="https://realholo.eu/wp-">https://realholo.eu/wp-</a>	International

<sup>2</sup> Broad Public Society & Media (a), Policy Makers (b), Industry and Innovators (c), and Academic Research Community (d).

Type of activity	Main Leader	Title	Date	Place	Target audience <sup>2</sup>	TOTAL /KPI	Type and goal of the event / website	Countries addressed
							<a href="https://realholo.eu/content/uploads/2022/06/REALHOLO_Newsletter_issue_02.pdf">content/uploads/2022/06/REALHOLO_Newsletter_issue_02.pdf</a>	
Presentation	SeeReal	Advantages of Phase Modulating MEMS for Full 3D Hologram Scene Reconstruction	4/8/2022	Cambridge, UK	a, b, c, d	N/A	Partner SeeReal gave a presentation at Digital Holography and Three-Dimensional Imaging 2022. Paper: <a href="https://realholo.eu/wp-content/uploads/2023/06/REALHOLO-Digital-holography-2022-authorsVersion.pdf">https://realholo.eu/wp-content/uploads/2023/06/REALHOLO-Digital-holography-2022-authorsVersion.pdf</a> Presentation: <a href="https://realholo.eu/wp-content/uploads/2023/06/OpticaDigitalHolography2022_presentation_preliminary_20220728.pdf">https://realholo.eu/wp-content/uploads/2023/06/OpticaDigitalHolography2022_presentation_preliminary_20220728.pdf</a>	International
Video/Film	TEC	Insights to Dresden Meeting	22/11/2022	online	a, b, c, d	79 impressions on X; 12 hits on website	<a href="https://realholo.eu/first-face-to-face-technical-meeting-in-dresden/">https://realholo.eu/first-face-to-face-technical-meeting-in-dresden/</a>	International
Video/Film	TEC, SeeReal	Interview with the WP1 lead of the REALHOLO project	15/12/2022	online	a, b, c, d	47 impressions on X; 19 hits on website; 32 hits on youtube	<a href="https://realholo.eu/interview-with-technical-lead/">https://realholo.eu/interview-with-technical-lead/</a>	International
Press release	TEC	Newsletter Issue 03	2/2/2023	online	a, b, c, d	23 impressions on X; 45 hits on website	The 3rd REALHOLO newsletter is focused on WP2 and WP3. <a href="https://realholo.eu/wp-content/uploads/2023/02/REALHOLO_Newsletter_issue_03.pdf">https://realholo.eu/wp-content/uploads/2023/02/REALHOLO_Newsletter_issue_03.pdf</a>	International
Poster	Fraunhofer	FEM Simulations to optimize a micro mirror array package for a wide operating temperature range	2/2/2023	San Francisco, United States	a, c, d	N/A	Partner Fraunhofer presented a poster at SPIE Photonics West 2023. Paper: <a href="https://realholo.eu/wp-content/uploads/2023/04/PhotonicsWest2023_SLMPackaging.pdf">https://realholo.eu/wp-content/uploads/2023/04/PhotonicsWest2023_SLMPackaging.pdf</a> Poster: <a href="https://realholo.eu/wp-content/uploads/2023/06/PhotonicsWest_2023_SLMPackaging_Poster.pdf">https://realholo.eu/wp-content/uploads/2023/06/PhotonicsWest_2023_SLMPackaging_Poster.pdf</a>	International
Poster	Fraunhofer	Improved comb drive design for MEMS piston mirror arrays	2/2/2023	San Francisco, United States	a, c, d	N/A	Partner Fraunhofer presented a poster at SPIE Photonics West 2023. Paper: <a href="https://realholo.eu/wp-content/uploads/2023/04/PhotonicsWest_2023_5Finger.pdf">https://realholo.eu/wp-content/uploads/2023/04/PhotonicsWest_2023_5Finger.pdf</a>	International

Type of activity	Main Leader	Title	Date	Place	Target audience <sup>2</sup>	TOTAL /KPI	Type and goal of the event / website	Countries addressed
							Poster: <a href="https://realholo.eu/wp-content/uploads/2023/06/Poster_PhotoWest2023_5fingers.pdf">https://realholo.eu/wp-content/uploads/2023/06/Poster_PhotoWest2023_5fingers.pdf</a>	
Video/ Film	TEC, nSillion	Interview with the WP2 lead of the REALHOLO project	6/2/2023	online	a, b, c, d	48 impressions on X; 6 hits on website; 34 hits on youtube;	<a href="https://realholo.eu/interview-with-the-wp2-lead-of-the-realholo-project/">https://realholo.eu/interview-with-the-wp2-lead-of-the-realholo-project/</a>	International
Video/ Film	TEC, Fraunhofer	Interview with the Technical and WP3 lead of the REALHOLO project	6/2/2023	online	a, b, c, d	47 impressions on X; 13 hits on website; 14 hits on youtube	<a href="https://realholo.eu/interview-with-the-wp3-lead-of-the-realholo-project/">https://realholo.eu/interview-with-the-wp3-lead-of-the-realholo-project/</a>	International
Video/ Film	TEC	Insights to France Meeting	17/4/2023	online	a, b, c, d	23 impressions on X; 23 hits on website	<a href="https://realholo.eu/realholo-meeting-in-france-with-industry-advisory-board/">https://realholo.eu/realholo-meeting-in-france-with-industry-advisory-board/</a>	International
Video/ Film	TEC, X-FAB	Interview with X-FAB France	9/5/2023	online	a, b, c, d	32 impressions on X; 11 hits on website; 19 hits on youtube	<a href="https://realholo.eu/interview-with-x-fab-france/">https://realholo.eu/interview-with-x-fab-france/</a>	International
Present ation	X-FAB	European CDN live: Presentation zero dppm Digital Library	10/10/2023	Munich	d	~1000 attendees	<a href="https://www.cadence.com/en_US/home/company/events/industry-events/cadencelive-europe-2023-.html">https://www.cadence.com/en_US/home/company/events/industry-events/cadencelive-europe-2023-.html</a>	International
Present ation	Fraunhofer	First Characterization of Comb Drive Based Micro Mirror Arrays	23/10/2023	Dresden	a, c, d	~550 attendees	<a href="https://www.mikrosystemtechnik-kongress.de/de">https://www.mikrosystemtechnik-kongress.de/de</a>	International
Present ation	Fraunhofer	Characterization of MEMS piston mirror arrays with comb drive actuator	27/1/2024	San Francisco	a, c, d	~20.000 attendees	<a href="https://spie.org/conferences-and-exhibitions/photonics-west">https://spie.org/conferences-and-exhibitions/photonics-west</a>	International
Present ation	SeeReal, Fraunhofer	Novel reflective SLM in real holographic 3D HUD displays and	28/1/2024	San Francisco	a, c, d	~20.000 attendees	<a href="https://spie.org/conferences-and-exhibitions/ar-vr-mr">https://spie.org/conferences-and-exhibitions/ar-vr-mr</a>	International

Type of activity	Main Leader	Title	Date	Place	Target audience <sup>2</sup>	TOTAL /KPI	Type and goal of the event / website	Countries addressed
		their impact on quality						
Present ation	Fraunhofer	MEMS-on-CMOS integration of a holographic 8M-Pixel SLM device using KrF-Lithography	26/2/2024	San Jose	a, c, d	~20.000 attendees	<a href="https://spie.org/conferences-and-exhibitions/advanced-lithography-and-patterning">https://spie.org/conferences-and-exhibitions/advanced-lithography-and-patterning</a>	International
Present ation	Holoeye	OPTOGEN 2024 Presentation: Spatial Light Modulators	15/4/2024	Prague	c, d	~50 attendees	<a href="https://www.optogen.eu/optogen-2024">https://www.optogen.eu/optogen-2024</a>	International
Present ation	Holoeye	FiOLS 2024 Presentation: Spatial Light Modulators for applications in holography, AR/VR, microscopy and telecommunication	23/9/2024	Denver	d	N/A	<a href="https://www.frontiersinoptics.com/home/">https://www.frontiersinoptics.com/home/</a>	International
Present ation	Holoeye	SPIE Photonics West 2025	28/1/2025	San Francisco	c, d	~20.000 attendees	<a href="https://spie.org/conferences-and-exhibitions/photonics-west/attend/highlights">https://spie.org/conferences-and-exhibitions/photonics-west/attend/highlights</a>	International
Press release	TEC	Newsletter Issue 4	27/1/2025	online	a, b, c, d	25 impressions on X; 222 impressions on LinkedIn; 12 hits on website	<a href="https://realholo.eu/wp-content/uploads/2025/01/REALHOLO_Newsletter_issue_04.pdf">https://realholo.eu/wp-content/uploads/2025/01/REALHOLO_Newsletter_issue_04.pdf</a>	International
Present ation	Fraunhofer	SID-MEC Spring 2025 Presentation: Developments in spatial light modulator technologies for real holographic applications	14/4/2025	online	c, d	N/A	<a href="https://www.sid.org/Chapters/Europe/Mid-Europe#6501207-past-events">https://www.sid.org/Chapters/Europe/Mid-Europe#6501207-past-events</a>	International
Other	TEC	Interactive 3D graphic	27/10/2025	online	a, b, c, d	15 impressions on X; 121 impressions	<a href="https://realholo.eu/interactive-3d-graphic-of-realholo-novel-mma-based-slm/">https://realholo.eu/interactive-3d-graphic-of-realholo-novel-mma-based-slm/</a>	International

Type of activity	Main Leader	Title	Date	Place	Target audience <sup>2</sup>	TOTAL /KPI	Type and goal of the event / website	Countries addressed
						on LinkedIn; 3 hits on website;		
Video/ Film	TEC	REALHOLO Impact Video	24/11/2025	online	a, b, c, d	14 impressions on X; 254 impressions on LinkedIn; 11 hits on website	<a href="https://realholo.eu/realholo-impact-video/">https://realholo.eu/realholo-impact-video/</a>	International
Video/ Film	TEC	REALHOLO Demonstrator Video: Structured Illumination	15/12/2025	online	a, b, c, d	4 impressions on X; 72 impressions on LinkedIn	<a href="https://realholo.eu/realholo-demonstrator-video-structured-illumination/">https://realholo.eu/realholo-demonstrator-video-structured-illumination/</a>	International
Video/ Film	TEC	REALHOLO Demonstrator Video: HUD Display	22/12/2025	online	a, b, c, d	N/A	<a href="https://vimeo.com/1145918481/0c651d6aee">https://vimeo.com/1145918481/0c651d6aee</a>	International

## 4.3 Highlights of Phase 2 and Phase 3

As listed in the table above, within the second and third phase of the project, several dissemination activities were performed. Several interviews were completed, newsletters and presentations were produced, project outcomes were presented in social media, and the videos of the demonstrator and the impacts of the REALHOLO project were produced.

### Project website statistics

The REALHOLO project website can be accessed by following this link: <https://realholo.eu/>

The website is kept up to date with the latest information on past and upcoming events. Regular blog entries are also posted on the website, making work of different project partners visible to public. In addition to that, submitted public deliverables as well as publications related to the project are available at the website.

To summarize, and according to the website statistics, the REALHOLO website was looked in approximately 7.519 times (visits) from its launch until end of 2025 by 2.458 visitors.

### Interviews

In a series of interviews, people involved in the REALHOLO project shared their perspectives on the initiative, its challenges, and its potential impact on industries and future technologies:

[Interview with the WP1 lead of the REALHOLO project](#)

[Interview with the WP2 lead of the REALHOLO project](#)

[Interview with the Technical and WP3 lead of the REALHOLO project](#)

[Interview with X-FAB France](#)

### Project Videos

The REALHOLO project has produced several key videos that illustrate its groundbreaking research in real holography and their potential impact on various sectors. These videos served as tool for dissemination, highlighting both technical advancements and practical applications:

[REALHOLO Overview](#)

[REALHOLO in 2 Minutes](#)

[REALHOLO Technical Meeting in Dresden 2022](#)

[REALHOLO Technical and IB Meeting in France 2023](#)

[REALHOLO Objectives](#)

[REALHOLO Impact](#)

[REALHOLO 3D interactive graphic](#)

[REALHOLO Demo Structured Illumination](#)

[REALHOLO Demo HUD](#)

### Social Media

Social media is a very powerful tool to communicate and disseminate information and to effectively let people know about the activities we carried out in REALHOLO project, that's why we created at the beginning of the project, a REALHOLO X (former Twitter), as well as a LinkedIn account. Both accounts were updated on a regular basis, to schedule the postings and tweets. We used a posting plan, which helped us to plan and organize upcoming content.

Throughout the project social media hashtags, tagging contacts and emoticons become more important. These elements were integrated stronger as part of the social media posts. The main

REALHOLO hashtags used were #H2020, #REALHOLO, #Research, #holographic, #photonics21, #ICT, #MEMS, #CMOS, ...

Partners and individuals involved in the results, distributed through social media, were tagged to increase the visibility of their work and to expand the dissemination of results beyond followers, providing an opportunity for content to be shared and organic engagement rates with the posts on social media to be increased.

### X (former Twitter)

The REALHOLO project is available on <https://x.com/RealholoH>. Since the beginning of the project, REALHOLO published 72 posts and is mainly used for communication activities, including the announcement of the project website, press releases, newsletter publications and different meetings. The account has 58 followers.

### LinkedIn

The REALHOLO project has a “company” account, which can be accessed via: <https://www.linkedin.com/company/71832928/>.

By the end of the project, the REALHOLO team established a good network on the social media platform and increased followers from 81 followers in M30 to 103 followers by the end of the project. Information (publications, deliverables, conferences, workshops) on the project was posted on a regular basis. The average engagement rate was around 11,5%, which highlights that our followers were interested in the posted content (Engagement measures: the number of likes, shares, and comments our social updates received). In our opinion a good engagement rate is more important than just the number of followers.

### Scientific publications

As soon as a scientific paper submitted to a conference or a journal is published, the consortium is committed to provide open access *via* the project website.

The primary goals included publishing 5-10 papers during the project’s duration. The REALHOLO consortium published between M01 and M60 all together 14 publications. Please find further details in Table 4. The publications which are already on <https://realholo.eu/scientific-publications/> or provided through other open access channels are summarised in table below:

Table 4: Scientific Publications

No	Title	Authors	Conference / Link to publication
1	MEMS Spatial Light Modulators for Real Holographic 3D Displays	Peter Dürr, Andreas Neudert, Christoph Hohle, Hagen Stolle, Johannes Pleikies, Hagen Sahm	MicroSystemTechnic Congress 2021: <a href="https://realholo.eu/wp-content/uploads/2022/02/REALHOL O-MST2021-paper.pdf">https://realholo.eu/wp-content/uploads/2022/02/REALHOL O-MST2021-paper.pdf</a>
2	Challenges of monolithic MEMS-on-CMOS integration for spatial light modulators	Christoph Hohle, Sebastian Döring, Martin Friedrichs, Andreas Gehner, Dirk Rudloff	SPIE Opto 2021, MOEMS and Miniaturized Systems XX: <a href="https://realholo.eu/wp-content/uploads/2022/04/REALHOL O-SPIE2021-Opto-paper.pdf">https://realholo.eu/wp-content/uploads/2022/04/REALHOL O-SPIE2021-Opto-paper.pdf</a>
3	Analog Spatial Light Modulators Based on Micromirror Arrays	Ulrike Dauderstädt, Peter Dürr, Andreas Gehner, Michael Wagner, Harald Schenk	Micromachines Journal 2021: <a href="https://doi.org/10.3390/mi12050483">https://doi.org/10.3390/mi12050483</a>
4	MEMS Piston Mirror Arrays for Computer Generated Holography	Peter Dürr, Andreas Neudert, Mario Nitzsche, Christoph Hohle, Hagen Stolle, Johannes Pleikies	SPIE Photonics West 2022: <a href="https://realholo.eu/wp-content/uploads/2022/04/REALHOL O-SPIE2022-Photonics-West-paper.pdf">https://realholo.eu/wp-content/uploads/2022/04/REALHOL O-SPIE2022-Photonics-West-paper.pdf</a>
5	Advantages of Phase Modulating MEMS for Full 3D Hologram Scene Reconstruction	Tim Wagner, Norbert Leister, Hagen Sahm, Steffen Zozgornik, Martin Teich, Johannes Pleikies, Hagen Stolle	Digital Holography and 3-D Imaging 2022: <a href="https://realholo.eu/wp-content/uploads/2023/06/REALHOL O-Digital-holography-2022-authorsVersion.pdf">https://realholo.eu/wp-content/uploads/2023/06/REALHOL O-Digital-holography-2022-authorsVersion.pdf</a>
6	Developing a Micro Mirror	Nitzsche Mario, Dürr Peter,	ICO / OWLS 2022:

No	Title	Authors	Conference / Link to publication
	Array for Holographic 3D Displays	Neudert Andreas	<a href="https://realholo.eu/wp-content/uploads/2025/01/20220712_NIT_paper_ICO25_OWLS16_Final.pdf">https://realholo.eu/wp-content/uploads/2025/01/20220712_NIT_paper_ICO25_OWLS16_Final.pdf</a>
7	Improved comb drive design for MEMS piston mirror arrays	Mario Nitzsche, Peter Dürr, Andreas Neudert	SPIE Photonics West 2023: <a href="https://realholo.eu/wp-content/uploads/2023/04/PhotonicsWest_2023_5Finger.pdf">https://realholo.eu/wp-content/uploads/2023/04/PhotonicsWest_2023_5Finger.pdf</a>
8	FEM Simulations to optimize a micro mirror array package for a wide operating temperature range	Sreevidya Guru, Peter Dürr, Alexander Mai	SPIE Photonics West 2023: <a href="https://realholo.eu/wp-content/uploads/2023/04/PhotonicsWest2023_SLMPackaging.pdf">https://realholo.eu/wp-content/uploads/2023/04/PhotonicsWest2023_SLMPackaging.pdf</a>
9	First Characterization of Comb Drive Based Micro Mirror Arrays	Peter Dürr, Mario Nitzsche	MicroSystemTechnic Congress 2023: <a href="https://realholo.eu/wp-content/uploads/2025/01/2023_MST_Abstract_Characterization.pdf">https://realholo.eu/wp-content/uploads/2025/01/2023_MST_Abstract_Characterization.pdf</a>
10	MEMS-on-CMOS-Integration of Spatial Light Modulator for Holographic MR/AR Applications	Sebastian Döring, Patrick Recknagel, Marilyn Nagel, Christoph Hohle, Peter Dürr	MicroSystemTechnic Congress 2023: <a href="https://realholo.eu/wp-content/uploads/2025/01/2023_MST_Abstract_MEMS_Technology.pdf">https://realholo.eu/wp-content/uploads/2025/01/2023_MST_Abstract_MEMS_Technology.pdf</a>
11	Novel reflective SLM in real holographic 3D HUD displays and their impact on quality	Norbert Leister, Tim Wagner, Tobias Schuster, Martin Teich, Steffen Zozgornik, Hagen Stolle, Sara Francés González, Peter Dürr	SPIE Photonics West 2024: <a href="https://realholo.eu/wp-content/uploads/2024/05/REALHOL-O-SPIE2024-Photonics-West-paper-Novel-SLM.pdf">https://realholo.eu/wp-content/uploads/2024/05/REALHOL-O-SPIE2024-Photonics-West-paper-Novel-SLM.pdf</a>
12	Characterization of MEMS piston mirror arrays with comb drive actuator	Sara Frances Gonzalez, Mario Nitzsche, Anuroop Bajpai, Anmona Pranti, Peter Dürr	SPIE Photonics West 2024: <a href="https://realholo.eu/wp-content/uploads/2024/05/REALHOL-O-SPIE2024-Photonics-West-paper-Char-MEMS.pdf">https://realholo.eu/wp-content/uploads/2024/05/REALHOL-O-SPIE2024-Photonics-West-paper-Char-MEMS.pdf</a>
13	MEMS-on-CMOS integration of a holographic 8M-Pixel SLM device using KrF-Lithography	Sebastian Döring, Patrick Recknagel, Christoph Hohle, Peter Dürr	SPIE Advanced Lithography 2024: <a href="https://realholo.eu/wp-content/uploads/2024/05/REALHOL-O-SPIE2024-Advanced-Lithography-MEMS-on-CMOS.pdf">https://realholo.eu/wp-content/uploads/2024/05/REALHOL-O-SPIE2024-Advanced-Lithography-MEMS-on-CMOS.pdf</a>
14	An FEM Study on Minimizing Electrostatic Cross Talk in a Comb Drive Micro Mirror Array	Andreas Neudert, Peter Dürr, Mario Nitzsche	Micromachines Journal 2024: <a href="https://doi.org/10.3390/mi15080942">https://doi.org/10.3390/mi15080942</a>

## 4.4 Past presentations, conferences and events

The table below provides an overview on past conferences and events during the projects lifetime.

Type of activity	Main Leader	Title	Date	Place	Target audience <sup>3</sup>	TOTAL /KPI	Type and goal of the event / website	Countries addressed
Participation to a Conference	Fraunhofer	MEMS World Summit, Europe; Presentation given: “Micro Mirror Arrays: Enabling Technology for Holographic Displays”	7/9/2021	Munich	a, d	~50 attendees	<a href="https://www.memsworldsummit.com/#mws-events-eu">https://www.memsworldsummit.com/#mws-events-eu</a>	International
Participation to a Conference	Fraunhofer	SPIE Webinar: Spatial Light Modulators – Status and Potential for Holography; Presentation given: “Micro Mirror Arrays (MMA) Targeting Computer Generated Holography”	7/10/2021	online	a, c, d	~60 attendees	<a href="https://spie.org/">https://spie.org/</a>	International
Participation to a Conference	Fraunhofer, SeeReal	MikroSystemTechnik Kongress 2021; Paper submitted and presentation given: “MEMS Spatial Light Modulators for Real Holographic 3D Displays”	8/11/2021	Ludwigsburg, Germany	a, b, d	~200 attendees	<a href="https://www.mikrosystemtechnik-kongress.de/">https://www.mikrosystemtechnik-kongress.de/</a>	International
Participation to a Conference	Fraunhofer, SeeReal	SPIE Photonics West 2022; Paper: MEMS Piston Mirror Arrays for Computer Generated Holography	21/2/2022 - 27/2/2022	online	a, c, d	~20.000 attendees	<a href="https://spie.org/conferences-and-exhibitions/photonics-west">https://spie.org/conferences-and-exhibitions/photonics-west</a>	International
Participation to a Workshop	Fraunhofer	MEMS Manufacturing 2022: Paper: Manufacturing Process Challenges for MEMS based SLM Holography Devices	2/3/2022 - 2/3/2022	online	a, b, d	~190 attendees	<a href="https://www.memsmanufacturing.com/agenda.html">https://www.memsmanufacturing.com/agenda.html</a>	International
Participation to a Conference	SeeReal	Digital Holography and Three-Dimensional Imaging 2022	1/8/2022-4/8/2022	Cambridge, UK	a, c, d	N/A	<a href="https://opg.optica.org/abstract.cfm?uri=DH-2022-Th1A.7">https://opg.optica.org/abstract.cfm?uri=DH-2022-Th1A.7</a>	International
Participation to a Conference	Fraunhofer	World Congress for Optics and Photonics ICO-25 - OWLS-16; Paper: Developing a Micro Mirror Array for Holographic 3D Displays	5/9/2022 - 9/9/2022	Dresden, Germany	d	N/A	<a href="https://ico25.org/">https://ico25.org/</a>	International
Participation to a Conference	X-FAB	X-FAB technology conference: Presentation zero dppm Digital Library	27/9/2022 - 30/9/2022	Berlin, Germany	d	~200 attendees	<a href="https://www.linkedin.com/posts/x-fab_xfab-xfabtechnologyconference-">https://www.linkedin.com/posts/x-fab_xfab-xfabtechnologyconference-</a>	International

<sup>3</sup> Broad Public Society & Media (a), Policy Makers (b), Industry and Innovators (c), and Academic Research Community (d).

							<a href="https://realholo.eu/berlin-activity-6983103558661341184-UXLO?utm_source=share&amp;utm_medium=member_de_sktop">berlin-activity-6983103558661341184-UXLO?utm_source=share&amp;utm_medium=member_de_sktop</a>	
Participation to other events	TEC, Fraunhofer	First face-to-face Technical Meeting in Dresden	5/10/2022 - 6/10/2022	Dresden, Germany	d	~26 attendees	<a href="https://realholo.eu/first-face-to-face-technical-meeting-in-dresden/">https://realholo.eu/first-face-to-face-technical-meeting-in-dresden/</a>	International
Participation to a Technical Exhibition	Fraunhofer	Photonix 2022 - Int'l Laser & Photonics Expo Makuhari Messe, Japan	7/12/2022 - 9/12/2022	Tokyo, Japan	a, b, c, d	~2.000 attendees	<a href="https://www.material-expo.jp/hub/en-gb/exhibit/photo.html">https://www.material-expo.jp/hub/en-gb/exhibit/photo.html</a>	International
Participation to a Conference	Fraunhofer	SPIE Photonics West 2023; Paper: FEM Simulations to optimize a micro mirror array package for a wide operating temperature range	28/1/2023 - 2/2/2023	San Francisco, USA	a, d	~20.000 attendees	<a href="https://spie.org/conference-s-and-exhibitions/photonics-west">https://spie.org/conference-s-and-exhibitions/photonics-west</a>	International
Participation to a Conference	Fraunhofer	SPIE Photonics West 2023; Paper: Improved comb drive design for MEMS piston mirror arrays	28/1/2023 - 2/2/2023	San Francisco, USA	a, d	~20.000 attendees	<a href="https://spie.org/conference-s-and-exhibitions/photonics-west">https://spie.org/conference-s-and-exhibitions/photonics-west</a>	International
Participation to other events	TEC, X-FAB	REALHOLO Meeting in France with Industry Advisory Board	28/3/2023 – 30/3/2023	Corbeil-Essonnes, France	a, d	~22 attendees	<a href="https://realholo.eu/realholo-meeting-in-france-with-industry-advisory-board/">https://realholo.eu/realholo-meeting-in-france-with-industry-advisory-board/</a>	International
Participation to other events	SeeReal	PHABULOUS workshop “Free-form Micro-Optics for consumer electronics”	21/6/2023	online	a, d	N/A	<a href="https://phabulous.eu/phabulous-online-workshop-on-free-form-micro-optics-for-consumer-electronics/">https://phabulous.eu/phabulous-online-workshop-on-free-form-micro-optics-for-consumer-electronics/</a>	International
Participation to a Conference	X-FAB	CadenceLIVE Europe 2023; Presentation: Zero dppm Digital Library	10/10/2023 – 11/10/2023	Munich	d	~1.000 attendees	<a href="https://www.cadence.com/en_US/home/company/events/industry-events/cadencelive-europe-2023-.html">https://www.cadence.com/en_US/home/company/events/industry-events/cadencelive-europe-2023-.html</a>	International
Participation to a Conference	Fraunhofer	MST congress 2023; Paper: First Characterization of Comb Drive Based Micro Mirror Arrays	23/10/2023-25/10/2023	Dresden, Germany	a, c, d	N/A	<a href="https://www.mikrosystemtechnik-kongress.de/de">https://www.mikrosystemtechnik-kongress.de/de</a>	International
Participation to a Conference	SeeReal, Fraunhofer	SPIE Photonics West 2024 Holography conference; Paper: Characterization of MEMS piston mirror arrays with comb drive actuator; and Novel reflective SLM in real holographic 3D HUD displays and their impact on quality	30/1/2024 - 1/2/2024	San Francisco, USA	a, c, d	~20.000 attendees	<a href="https://spie.org/conference-s-and-exhibitions/photonics-west">https://spie.org/conference-s-and-exhibitions/photonics-west</a>	International

Participation to a Conference	Fraunhofer	SPIE Advanced Lithography + Patterning 2024; Paper: MEMS-on-CMOS integration of a holographic 8M-Pixel SLM device using KrF-Lithography	25/2/2024 – 29/2/2024	San Jose	a, c, d	~20.000 attendees	<a href="https://spie.org/conference-s-and-exhibitions/advanced-lithography-and-patterning">https://spie.org/conference-s-and-exhibitions/advanced-lithography-and-patterning</a>	International
Participation to a Workshop	Holoeye	OPTOGEN 2024; Presentation: Spatial Light Modulators	15/4/2024 – 17/4/2024	Prague	c, d	~50 attendees	<a href="https://www.optogen.eu/optogen-2024">https://www.optogen.eu/optogen-2024</a>	International
Participation to a Conference	Holoeye	FiOLS 2024 Presentation: Spatial Light Modulators for applications in holography, AR/VR, microscopy and telecommunication	23/9/2024 – 26/9/2024	Denver	d	N/A	<a href="https://www.frontiersinoptics.com/home/">https://www.frontiersinoptics.com/home/</a>	International
Participation to a Conference	Holoeye	SPIE Photonics West 2025	28/1/2025 – 30/1/2025	San Francisco	a, c, d	~20.000 attendees	<a href="https://spie.org/conference-s-and-exhibitions/photonics-west">https://spie.org/conference-s-and-exhibitions/photonics-west</a>	International
Participation to a conference	Holoeye	APE 2025: Latest Spatial Light Modulator Developments from HOLOEYE	27/2/2025	Singapore	c, d	~ 5000 attendees	<a href="https://www.asiaphotonicsexpo.com/ape-2025-highlights">https://www.asiaphotonicsexpo.com/ape-2025-highlights</a>	International
Participation to other events	Holoeye, Fraunhofer	SID-ME Chapter Meeting April, 14th 2025	14/4/2025	Online	c, d	N/A	N/A	International

Table 5: Past conferences, events and meetings

## Chapter 5 Summary and Conclusion

Communication activities to promote the project itself and its success, as well as the dissemination of outcomes of the project were key activities of the REALHOLO project. Our goal was to bring research and its outcomes to the attention of non-scientific audiences, scientific community, potential business partners or policymakers. To achieve this, the REALHOLO dissemination strategy was created as described in Chapter 2.

This document provided an overview of dissemination activities that were executed throughout the project lifetime. The activities were assigned to different phases: “awareness creation”, “continuity of information flow” and “result orientation”. As reported, several targeted dissemination activities were performed both jointly and individually by all partners.

Furthermore, the REALHOLO project published 14 scientific publications in M01-M60 via the project website or other compliant repositories. Social Media presence was boosted by visual content interpreting results specifically towards the end of the project.

In addition to that REALHOLO was also boosted via the Euvation innovation platform called “Spotlight on European Innovation”, a platform for videos, podcasts and other dissemination material which work in different innovation domains. Here we can talk with partners from selected European high-tech research and innovation projects and stay in contact also beyond the project end.

During the project many joined papers were published, and multiple other ways of disseminating the project results were used, surpassing all the set KPIs. This was enabled by the intense cooperation of the project consortium.