



SERVICES ASSOCIATED TO DIGITALISED CONTENTS
OF TISSUES IN BIOBANKS ACROSS EUROPE

Report on Dissemination Activities

Deliverable 7.9.1

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Table of Contents

DOCUMENT HISTORY	3
1 EXECUTIVE SUMMARY	3
2 INTRODUCTION	3
3 PURPOSE OF DISSEMINATION ACTIVITIES AND TARGET GROUPS.....	4
4 OVERVIEW OF DISSEMINATION ACTIVITIES.....	4
4.1 DISSEMINATION MATERIAL	4
4.1.1 Logo	5
4.1.2 Project website	5
4.1.3 Social media.....	7
4.1.4 Templates	7
4.1.5 Deliverables	7
4.1.6 BIOPOOL system handbook	7
4.1.7 Factsheet.....	7
4.1.8 Project brochure	7
4.1.9 Posters and graphical compositions	8
4.2 DISSEMINATION EVENTS	8
4.3 PUBLICATIONS AND MEDIA APPEARANCE	10
4.3.1 Press release	10
5 CONCLUSIONS	10
ANNEX I: DISSEMINATION EVENT REPORTS	11

List of Figures

Figure 1: BIOPOOL logo	5
Figure 2: BIOPOOL homepage	6

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1 Executive Summary

This document reports on the dissemination efforts during the first twelve months of the project. After a brief overview of the overall dissemination plan, its objectives, target audiences, and channels, this deliverable describes the results achieved in each of these channels so far. In particular, it reports on the BIOPOOL website that was set up at a very early stage of the project, on the public dissemination materials created, on the attendance by partners to awareness-raising events, and on dissemination through the media.

2 Introduction

The aim of BIOPOOL is to build a system that enables biobank networking through the interconnection and sharing of histological digital images of biologic material and associated information. The project will develop services for exploitation of this network, such as text and image based search queries, region-of-interest extraction and automated pathology information extraction for specific types of cancers. The project is co-funded by the European Commission under the 7th Framework Program. BIOPOOL consortium comprises the expertise of seven partners from four European countries.

This deliverable consists of reporting on all dissemination activities performed in the first 12 months of the project. BIOPOOL dissemination report will be used by consortium members, but also by the European Community or other third parties, for acquiring a complete picture of the most important activities undertaken to disseminate knowledge on BIOPOOL.

3 Purpose of dissemination activities and target groups

The aim of dissemination activities is to inform different stakeholders about the BIOPOOL scope and results. The aim is to demonstrate the relevant products at different levels, ultimately having a higher penetration and exploitation of the underlying concepts and technologies to these stakeholders. As explained in the dissemination plan, target groups for such dissemination activities are:

1. *Research/academic community*: BIOPOOL research is expected to be of interest for research community and for educational purposes within three main areas: i) medical sciences, ii) computer sciences, iii) health economics. Dissemination activities targeting this group aim at raising awareness regarding the BIOPOOL objectives and results as well as trigger collaborations with other research groups sharing similar objectives
2. *Universities and other higher education institutions*: Dissemination activities targeting higher education institutions aim at bringing to their attention the range of services offered by BIOPOOL that can be exploited for educational purposes
3. *Industrial community*: Industry includes biobanks, industry in biobanking activity, such as providers of products and services for biobanks, and health care providers. Dissemination activities in this case aim at communicating and promoting the project results to potential end-users of BIOPOOL
4. *The wider public*: the aim is to raise overall awareness on the project on its objectives, and to promote its achievements and concrete results.

Dissemination through publications in peer-reviewed journals, conferences, workshops and research seminars will target mainly groups 1, 2 and 3. Group 3 will also be targeted via industry networking events, exhibitions, meetings and live demonstrations. Finally, dissemination through media such as journals, TV, or radio interviews, through the creation of special interest groups in online professional networks (e.g. LinkedIn), social networks (Facebook, twitter, etc.) and publication in the project website will target groups 1, 2 3, and 4.

4 Overview of dissemination activities

There exists a vast array of communication techniques that BIOPOOL can use to get the message across and raise awareness on the project. Successful campaigns develop a strong unifying device that links all the elements together so that each element reinforces the message and enhances the overall impact. The dissemination and communication elements that will be used are detailed below but this list is not exclusive as opportunities often present themselves as time goes by. Each action targets one or several of the audience groups defined above.

This section details dissemination activities developed within the project framework from September 2012 to August 2013 (both included). These activities consist in:

- Production of dissemination material, such as project website, brochures, logo, etc.
- Participation to conferences, workshops, exhibitions, etc.
- Publications and media appearance.

4.1 Dissemination material

Promotion materials such as project logo, various templates, project website, were created in the reporting period in order to support the project dissemination and to build the project identity. These materials are presented in the following.

4.1.1 Logo

The building of the project's image started with the design of a simple and effective logo. This logo has been included in the design and production of BIOPOOL website, factsheet, as well as in all the internal and external communication material produced by the consortium. The logo shows the image of a microscope, to evoke the activities of BIOPOOL project.



Figure 1: BIOPOOL logo

The logo is available on the project document server.

4.1.2 Project website

The project website (www.biopoolproject.eu) is the main dissemination channel to the interested public and a gateway for everyone interested in the project.

A preliminary version was used to provide a temporary source of information during the first weeks of the project. The final version of the website was launched in the 2nd month of the project. Figure 2 shows the homepage of the final website.

In order to have an effective dissemination the website contains several elements that are clearly arranged and can be used intuitively. The website illustrates the main features of the project and introduces the consortium. All public deliverables will be made available on the website, as well as a short "Help guide & demo" which will show how images handled by BIOPOOL look like and can be compared. The website also provides an interactive "News and Events" page, listing relevant events related to the topics of BIOPOOL project.

To enable interested users to get in touch with the project team, contact details of the project coordinator, technical and biobank coordinators are available under the contact "Contacts" page.

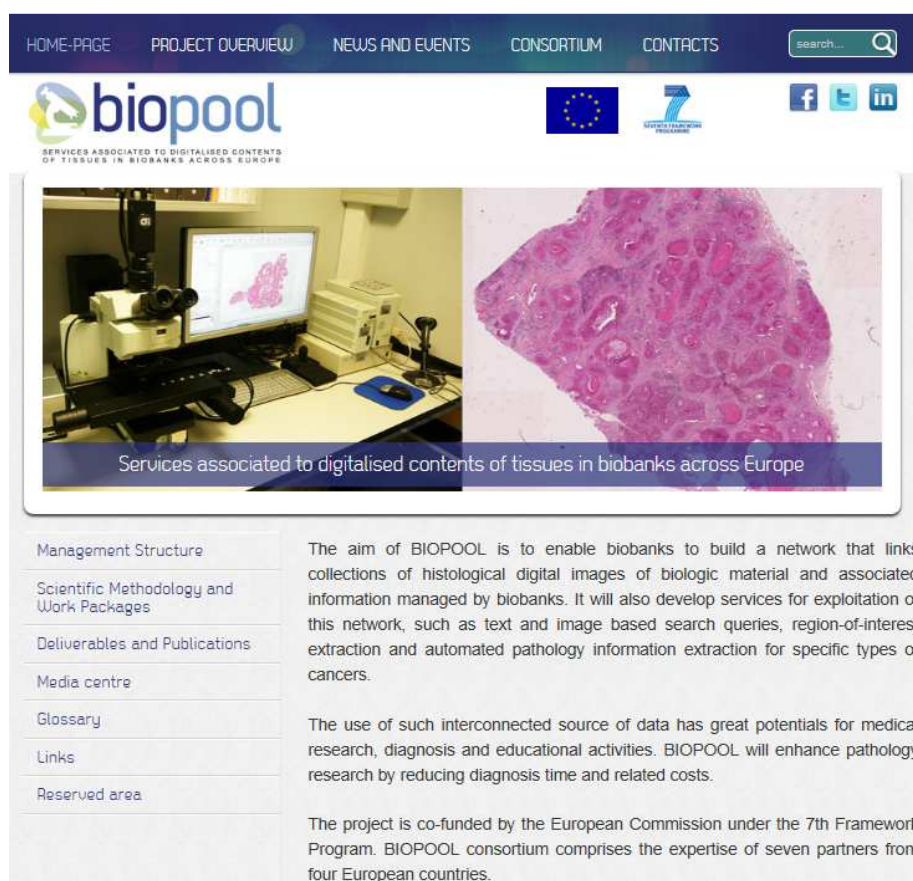


Figure 2: BIOPOOL homepage

Table 1 shows a number of key statistics taken from Google Analytics on the number of visits to BIOPOOL Website since its creation.

Total number of visits	7,089
Pages per visit	3.30
% new visits	70.34%
% of hits from top 10 countries:	
Spain	26.26
United States	16.57
Italy	14.94
United Kingdom	7.08
Germany	5.82
France	5.63
Netherlands	3.54
Japan	2.00
Belgium	1.40
Canada	1.07

Table 1: Statistics on BIOPOOL Website

4.1.3 Social media

Objectives and results from BIOPOOL project have been disseminated also through social media. Facebook, Twitter and LinkedIn accounts have been created and updated regularly with events, news, photos, etc. Discussion groups have been created in LinkedIn and linked to the project website. See, for example, the recently created LinkedIn [discussion group](#).

4.1.4 Templates

A set of templates have been produced in order to maintain a homogeneous look of the materials produced in the project. In particular,

- *Template for reports:* In order to create a corporate identity, WP7 developed a deliverable template which has to be used by the authors of the deliverables
- *PowerPoint template:* A PowerPoint template is provided to be used by all partners of the consortium for all project related presentations
- *Templates for meeting agenda and meeting minutes:* Templates for meeting agenda and meeting minutes have also been created to be used for all Consortium meetings.

All templates are available on the reserved area in the project website.

4.1.5 Deliverables

The project deliverables are used to document the progress of the project. Those deliverables classified as public are published on the public area of the project website to make projects results available to stakeholders and the interested public.

4.1.6 BIOPOOL system handbook

Among the deliverables that have been produced in the first twelve months, a first draft of a handbook on BIOPOOL system has been created (Deliverable 6.2). The handbook explains how to use BIOPOOL system for searching into the biobanks networks' pool of histological images and associated data with text queries or/and image-upload queries. The manual is meant to give assistance to people using BIOPOOL software, and is written in a very clear, concise manner.

4.1.7 Factsheet

A factsheet summarizing the key points of the project has been produced at a very early stage of the project. The design of the factsheet is similar to that of the website, and has a clear reference to the European Commission's Seventh Framework Programme. The factsheet has been made available on the project website at the address:

<http://www.biopoolproject.eu/project-overview>

4.1.8 Project brochure

Towards the end of the first year of the project, a brochure illustrating in a non-technical fashion the main feature of BIOPOOL software has been designed. The brochure also offers a graphical illustration of how the software works, and gives contact details for biobanks interested in joining BIOPOOL. The brochure briefly answers to the following questions:

- What is BIOPOOL?

- Why using BIOPOOL and what for?
- How can I use BIOPOOL?
- How can I get samples from BIOPOOL?

The brochure has already been distributed at one dissemination event attended in July 2013. It can be downloaded through the website at the address:

<http://www.biopool.org/project-overview>

4.1.9 Posters and graphical compositions

One poster and two graphical compositions have been produced and disseminated in conferences and fairs. The poster, presented at the Spanish Congress of Anatomopathology, was awarded the Pathology association award for the best poster presentation.

4.2 Dissemination events

In the first 12 months of the project, partners attended the following events:

EUROPEAN DATA FORUM (6-7/07/2012)

Description: The European Data Forum (EDF) 2012 took place on June 6-7, 2012 in Copenhagen (Denmark) at the Copenhagen Business School (CBS). The range of topics discussed at the European Data Forum ranges from novel data-driven business models (e.g. data clearing houses), and technological innovations (e.g. Linked Data Web) to societal aspects (e.g. open governmental data as well as data privacy and security).

Objectives: To discuss the challenges of large data sets and the emerging data economy and to develop suitable action plans for addressing these challenges.

Target group: It was a meeting place for industry, research, policymakers and community initiatives of special focus for the EDF were Small and Medium-sized Enterprises (SMEs), since they are driving innovation and competition in many data-driven economic sectors.

Activities performed:

1. *Poster presentation:* "Image analysis technologies on large data environments" by Artzai Picon, Arantza Bereciartua, Sergio Rodriguez, Angel Lopez, Elena Muñoz, Fabienne Gandon, Francesco Moscone, Peter H.J. Riegman, Sonsoles García, Roberto Bilbao
2. *Poster presentation:* "Services associated to digitalised contents of tissues in biobanks across Europe – BIOPOOL" by Artzai Picon, Arantza Bereciartua, Elena Muñoz, Fabienne Gandon, Francesco Moscone, Peter H.J. Riegman, Sonsoles García, Roberto Bilbao
3. *Oral presentation:* "BIOPOOL project: services associated to digitalised contents of tissues in biobanks across Europe" by Roberto Bilbao.

ESBB AND THE SPANISH NATIONAL BIOBANK NETWORK (6-9/11/2012)

Description: The Joint Conference of ESBB & the Spanish National Biobank Network (Red Nacional de Biobancos), was held in the Granada Conference and Exhibition Centre from the 7th - 9th November 2012

Objectives: To contribute to papers presentations, poster presentations, poster discussion session, corporate workshops and working group meetings in biobanking

Target group: Biobank stakeholders, basic research investigators, industry in biobanking activity

Oral presentation: "Requirements for Sharing of and Searching on Histo-Morphological Aspects in Digital Pathology Images and Associated Data – BIOPOOL" by Bas de Jong, Roberto Bilbao, and Peter Riegman

Poster presentation: “Services associated to digitalised contents of human tissues in biobanks across Europe: BIOPOOL project”, by Arantza Bereciartua, Elena Muñoz, Fabienne Gandon, Francesco Moscone, Sonsoles García, Peter H.J. Riegman, Bas de Jong, Amaia del Villar, Roberto Bilbao.

18th SPANISH CONGRESS FOR HOSPITALS (20-22/2/2013)

Description: The 18th Spanish Congress for Hospitals was held on the 20-22 February 2013, in Bilbao, Spain.

Objectives: This is a fair seeking to serve as a setting for exchange of ideas, dialogue, using a multidisciplinary approach, to support improvements in health care.

Activities: Our team had a stand at this congress and presented 2 graphical compositions on 42" TV screens, one in Spanish and one in English.

ISBER ANNUAL MEETING AND EXHIBITS (5-9/5/2013)

Description: The International Society for Biological and Environmental Repositories (ISBER) 2013 Annual Meeting took place in May 5-9, 2013 in Sydney, Australia.

Objectives: The meeting features plenary sessions, educational workshops, corporate workshops, contributed papers, poster sessions, and working group discussions. Vendors from around the world demonstrate the latest products, services, and technology in the field of repository and specimen collection.

Target group: Biobank stakeholders, basic research investigators, industry in biobanking activity.

Oral presentation: “BIOPOOL - a Proof of Concept”, by Bas de Jong, Oihana Belar, Arantza Bereciartua, Artzai Picón, Elena Muñoz, David Sevilla, Francesco Moscone, Fabienne Gandon, Elisa Tosetti, Sonsoles García, Peter Riegman, Roberto Bilbao.

SPANISH CONGRESS OF ANATOMOPATHOLOGY (22-24/6/2013)

Description: The Spanish Congress of Anatomopathology (XXVI Congreso de la Sociedad Española de Anatomía Patológica - SEAP) was held in Cádiz (Spain) on the 22-24th of June 2013.

Target group: Biobank stakeholders, basic research investigators, industry in biobanking activity

Poster presentation: “Proyecto BIOPOOL: aplicación de la digitalización de imágenes histológicas a un biobanco en red”, by MA Viguri Díaz, O. Belar Beitia (2), R. Rezola Solaun, E. De Miguel Herran, S. Fernandez Ferrer, A. Gaafar, B. Catón Santaren, J. Javier Aguirre Anda, A. Saiz Lopez, R. Ruiz Onandi, R. Bilbao y consorcio BIOPOOL.

The poster presentation was awarded the Pathology association award for the best poster presentation.

9th WORLD CONGRESS ON HEALTH ECONOMICS (7-10/7/2013)

Description: iHEA congress was held in Sydney, Australia, on the 7-10 July 2013.

Objectives: This is a well-established forum to hear new work in health economics and meet colleagues from around the globe.

Target group: industry, research, policymakers.

Oral presentation: “Benefits of data pooling in biobanks: the BIOPOOL project”.

For each event attended, a dissemination event report has been completed by the partner attending the event. Annex I provides all completed dissemination event reports.

4.3 Publications and media appearance

4.3.1 Press release

Objectives and results of BIOPOOL project have disseminated through press articles, press releases and podcasts, published in international journals, national newspapers, magazines, websites, short films, and blog entries. So far one video lecture has been produced¹ and is available on the project website under the News and Events page. Further, four press releases have been published so far, one in English and three in non-English languages. In particular, one press release has been published in Eurekaalert database, one of the world's leading independent resources for European research news. This press release has been highly cited in news websites, blogs, forums etc. In addition, two press releases in non-English languages, one in Italian and one in Spanish, have been published. Again, these have generated a large number of articles national journals as well as a radio interview about BIOPOOL activities, in Italian and Spanish.

5 Conclusions

This deliverable has given an overview of the most important dissemination activities undertaken by the BIOPOOL consortium in the first twelve months of the period. A follow-up of this deliverable is due M18. Besides summarizing publications, invited talks, and events with BIOPOOL involvement, it will also report on those efforts specifically targeted at the promotion of the BIOPOOL platform, whose first version will be meantime been made publicly available, and on demonstration activities in relation with the use cases.

¹ Please see http://videolectures.net/dataforum2012_bilbao_biopool.

Annex I: Dissemination event reports

EVENT REPORT	
REPORTING PARTNER: BIOEF, Oihana Belar	
DATE AND VENUE: 6-7 of July, 2012; Copenhagen (Denmark) Copenhagen Business School	
TYPE OF ACTIVITY⁽¹⁾: This is a meeting for industry, research, policymakers and community initiatives to discuss the challenges of Big Data and the emerging Data Economy and to develop suitable action plans for addressing these challenges.	
OBJECTIVES: Exchange ideas and amplify knowledge about data management.	
ACTION LEVELS: EUROPEAN	
EXPECTED IMPACT: Make known BIOPOOL Project among Bigdata community. Exchange ideas about data management.	
TARGET AUDIENCE:	
SIZE OF AUDIENCE: >200	
IMPLICATION OF GROUPS: - No further sponsors	PARTNER PARTICIPANTS IN THE ACTION: Roberto Bilbao from BIOEF
DESCRIPTION: Roberto Bilbao gave a speech about the BIOPOOL project. It was the unique presentation related to the medical research area.	
RESULTS: To evaluate: <ul style="list-style-type: none"> • number of assistants / audience reached • Efficiency of the preliminary promotion • Response of the persons to the action 	

EVENT REPORT	
REPORTING PARTNER: BIOEF	
DATE AND VENUE: Wednesday, November 7, 2012 (All day) - Friday, November 9, 2012 (All day); Granada (Spain)	
TYPE OF ACTIVITY⁽¹⁾: Conference: ESBB and the Spanish National Biobank Network,	
OBJECTIVES: Exchange with other biobanks. Know the latest updates of biobanking activities. Raise awareness of BIOPOOL project. Receive the first impressions and start talking with possible future biobanks that will join the network.	
ACTION LEVELS: European	
EXPECTED IMPACT:	
TARGET AUDIENCE: Biobanks	
SIZE OF AUDIENCE: There were 523 attendees from 41 countries.	
IMPLICATION OF GROUPS: - No further sponsors	PARTNER PARTICIPANTS IN THE ACTION: BIOEF
DESCRIPTION: To briefly explain the development of the action, the material that has been turned to the assistants (example: informative pamphlets or any other material), other resources used, etc. The consortium presented two different communications: <ol style="list-style-type: none"> <i>Requirements for Sharing of and Searching on Histo-Morphological Aspects in Digital Pathology Images and Associated Data - BIOPOOL. Oral presentation by Bas de Jong, Roberto Bilbao, Peter Riegman (defended by Bas de Jong)</i> <i>Services Associated to Digitalized Contents of Human Tissues in Biobanks across Europe: BIOPOOL project. Oral presentation + poster by Arantza Bereciartua, Elena Muñoz, Fabienne Gandon, Francesco Moscone, Sonsoles García, Peter H.J. Riegman, Bas de Jong, Amaia del Villar, Roberto Bilbao (defended by Roberto Bilbao)</i> 	
RESULTS: To evaluate: <ul style="list-style-type: none"> number of assistants / audience reached Efficiency of the preliminary promotion Response of the persons to the action 	

EVENT REPORT	
REPORTING PARTNER: eMedica	
DATE AND VENUE: 20-21 and 22 February, Bilbao (Spain)	
TYPE OF ACTIVITY⁽¹⁾: Fair	
OBJECTIVES: Publicize at national level BIOPOOL, the initiative to create a European network of biobanks and share histological samples to be used by pathologists, researchers, pharmaceutical companies, etc.	
ACTION LEVELS: NATIONAL	
EXPECTED IMPACT: Raise awareness of the project and establish the first contact with hospitals interested in joining BIOPOOL and pharmaceutical companies interested in obtaining samples	
TARGET AUDIENCE: Hospital managers, head of medical departments in hospitals, health professionals, pharmacologists, etc.	
SIZE OF AUDIENCE: 1.300 assistants are expected, according to the organization of the fair	
IMPLICATION OF GROUPS: - No further sponsors involved	PARTNER PARTICIPANTS IN THE ACTION: eMedica
DESCRIPTION: eMedica offers its stand in the 18 th Congress for Hospitals for the dissemination of BOPOOL. For this purpose, eMedica has prepared 2 graphical compositions that will be screened in 2 TVs from 42", one of them in Spanish and the other in English. The factsheet of BIOPOOL will be available in a shelf for brochures inside the stand and in pendrives that eMedica will give as a present to the fair visitors. Final cost covered by the consortium.	
RESULTS: To evaluate: <ul style="list-style-type: none"> • number of assistants / audience reached • Efficiency of the preliminary promotion • Response of the persons to the action 	

EVENT REPORT	
REPORTING PARTNER: BIOEF, Oihana Belar	
DATE AND VENUE: 22-24 of May, 2013; Cadiz (Spain)	
TYPE OF ACTIVITY⁽¹⁾: Conference	
OBJECTIVES: As it is a Spanish National Pathologists meeting, it was intended to find	
ACTION LEVELS: National	
EXPECTED IMPACT: Raise interest in BIOPOOL to pathologists as possible end-users of the BIOPOOL system in collaboration with biobanks. Collect their first impression and suggests to be implemented.	
TARGET AUDIENCE: Spanish Pathologists	
SIZE OF AUDIENCE: >100	
IMPLICATION OF GROUPS: - No further sponsors	PARTNER PARTICIPANTS IN THE ACTION: Pathologists involved in the project, and the consortium in general.
DESCRIPTION: Dra. Amparo Viguri, one of the pathologists involved in BIOPOOL project presented a poster with a short explaining of the general aspects of the project; including the objectives and expected results. The project was awarded with the best poster communication of the conference.	
RESULTS: To evaluate: <ul style="list-style-type: none"> • number of assistants / audience reached • Efficiency of the preliminary promotion • Response of the persons to the action 	

EVENT REPORT	
REPORTING PARTNER: BRUNEL	
DATE AND VENUE: 7-12 July, 2013; Sydney (Australia)	
TYPE OF ACTIVITY: 9th World Congress on Health Economics	
OBJECTIVES: This is a well-established forum to hear new work in health economics and meet colleagues from around the globe	
ACTION LEVELS: International	
EXPECTED IMPACT: Publicize BIOPOOL at international level	
TARGET AUDIENCE: academics, researchers, pharmaceutical companies, etc.	
SIZE OF AUDIENCE: >500	
IMPLICATION OF GROUPS: <ul style="list-style-type: none"> - Travel to Australia has been sponsored by Brunel University 	PARTNER PARTICIPANTS IN THE ACTION: Francesco Moscone from Brunel University
DESCRIPTION: Francesco Moscone gave a presentation on BIOPOOL system, entitled "Benefits of data pooling in biobanks: the BIOPOOL project", illustrating how BIOPOOL works, the potential users, and the advantages in using BIOPOOL.	
RESULTS: <ul style="list-style-type: none"> The audience expressed a high interest towards the project; positive feedback came from the audience, with various people approaching for extra information. 	

EVENT REPORT	
REPORTING PARTNER: Erasmus MC, Bas de Jong	
DATE AND VENUE: ISBER Annual Meeting, Sydney, May 5-9 2013	
TYPE OF ACTIVITY⁽¹⁾: Conference, podium presentation	
OBJECTIVES: Presentation of the Proof-of-Concept of the BIOPOOL system and invite biobanks to participate in BIOPOOL	
ACTION LEVELS: EUROPEAN (and Global)	
EXPECTED IMPACT: Raise interest in BIOPOOL to both potential cooperating biobanks as well as expected end-users of the BIOPOOL system. Website clearly shown and after the session two biobank managers immediately showed interest for participation. Lots of encouraging comments from others. Several questions asked after the talk.	
TARGET AUDIENCE: See above: potential cooperating biobanks and expected end-users of the BIOPOOL system	
SIZE OF AUDIENCE: >100	
IMPLICATION OF GROUPS: <ul style="list-style-type: none"> No other authorities, groups or industry was involved in this dissemination event 	PARTNER PARTICIPANTS IN THE ACTION: <ul style="list-style-type: none"> The main organizer of the event was ISBER (International Society for Biological and environmental Repositories), at the time a division of ASIP (American Society for Investigative Pathology) No other authorities, groups or industries were involved in this dissemination event
DESCRIPTION: <p>Underneath is the abstract as submitted to ISBER. After evaluation of all abstracts (170 in total) 24 were selected as a podium presentation (15 minutes talk and 5 minutes for discussion) instead of a poster; this abstract was selected as a podium presentation.</p> <p><i>Background</i> Pathology departments and biobanks are increasingly using Digital Pathology (DP) images for sharing of research results, ring trials, education, fast second opinion diagnostics, pathology panels, digital back-up of slides, image analysis algorithms, and etcetera. To fully exploit the potential of DP, the BIOPOOL project develops software for extracting and gathering DP slides with well-defined associated data from multiple biobanks and pathology archives to create pools of images, as biobanks networks, on which clinicians and researchers can search for reference, score for similarities with their own images using an innovative Content Based Image Retrieval system and perform in-depth image analyses.</p> <p><i>Methods</i> The BIOPOOL Proof-of-Concept (PoC) with minimal, critical functionality serves as the basis on which the system will be further developed. For this PoC we are studying existing DP image formats and systems that could be of use, designed both PoC and end-phase validation plans and end-phase functional requirements.</p> <p><i>Results</i> For the PoC, only colon DP slides with associated data (normal and high grade carcinoma), digitalized on Hamamatsu and Olympus scanners, are used. Pathologists have assigned morphological areas of interest for image searching development and creation of the basic DP-pool, which were both validated. Functional requirements include a user-interface for searching on textual and morphology aspects, multi-scanner format support, storage capacity, computational power for search processing and IT equipment and support.</p> <p><i>Conclusions</i> The PoC model is a template for expanding the BIOPOOL system to full functionality. After final validation BIOPOOL</p>	

EVENT REPORT

may then serve as a leading example for using the full potential of DP imaging.

This abstract has been published in an online special issue journal of *Biobanking and Biopreservation*.

RESULTS:

Approximately 100 people attended the session in where this presentation was held. The talk was sufficiently short and clear, leaving enough room for questions and discussions. A lot of positive feedback came from the audience. After the session ended several people approached me for extra information and exchanging contact details. These contact details have been forwarded to Roberto Bilbao and Oihana Belar. These interested biobanks will then be contacted by Roberto for asking them for participation in the second year of the BIOPOOL project, as soon as the IT infrastructure is ready and tested for delivery of digital slide images and metadata.

ANNEXES:

- ISBER 2013 abstract inserted above
- Powerpoint presentation sent to Francescor Moscone to be placed on the BIOPOOL main webpage
- Contact details of interested biobank managers for participation in BIOPOOL forwarded to Roberto Bilbao