

**HOLA! helps European R&D in increasing collaboration, managing joint knowledge and promoting results towards exploitation**

**A Video Contest, run by the HOLA! Project within the Internet of Services area (IoS), has delivered prizes in a form of personalized video clips to three winning R&D projects. These videos are an example of the services projects and entities dealing with R&D can access through HOLA! in order to increase their potential for exploitation and continuity, as well as their networking efforts and sustainability of knowledge generated.**

The three winning projects, PLAY, SRT-15 and STREAM, evaluated to have the greatest potential impact on society and EU economy from currently running IoS FP projects, were granted explanatory animated clips on their activity and R&D results, developed and financed by the HOLA! Project.

*“Short animated clips help explaining complex solutions in an easily understandable way. Therefore they are a great tool for EU ICT projects willing to approach potential end-users, inventors and European public.”* – said Marta Swietlicka, representative of the MOST Foundation, the HOLA! Partner leading the preparation of the videos.

*„Animated clips allow presenting complicated products through appealing stories – enjoyable, brief and to the point. What is more important, this form of message can be easily shared with others: on official website, social network profiles, mobile devices, during conferences and business meetings.”*

The three winners of the contest are:

- the PLAY Project, which develops a platform allowing for more effective day-to-day collaboration between people and for unlimited number of opportunities of doing business.  
[www.holaportal.eu/node/108](http://www.holaportal.eu/node/108)
- the STREAM Project, aiming at providing a cloud computing platform for on-line services, able to process massive amounts of data in real time.  
[www.holaportal.eu/node/106](http://www.holaportal.eu/node/106)
- the STR-15 Project concentrates on filling the gap between cloud infrastructures and enterprise services with their distributed service platform.  
[www.holaportal.eu/node/44](http://www.holaportal.eu/node/44)

The first prize video of the PLAY Project was presented during the ICT Proposers Day 2011 in Budapest on 19<sup>th</sup>-20<sup>th</sup> May, while second and third had their premiere during the Internet of Services 2011: Collaboration Meeting organized on 28<sup>th</sup>-29<sup>th</sup> September in Brussels.

The prize-videos are also promoted via the HOLA! Portal ([www.holaportal.eu/node/12/videos](http://www.holaportal.eu/node/12/videos)).

## **ABOUT THE HOLA! PROJECT AND THE AVAILABLE OFFERING TO R&D PROJECTS AND ENTITIES**

HOLA! Project is an FP7 Coordination Action focused in the area of Internet of Services, aiming at improving collaboration amongst the stakeholders in the area, managing joint knowledge and enhancing visibility of projects' results.

Within this context, **HOLA!** has developed a **portfolio of products** for:

→ Facilitating continuous collaboration within concrete R&D areas or communities across distributed geographic areas, also promoting the creation of synergies with other areas or communities potentially related. These services are mainly offered via the HOLA! Portal ([www.holaportal.eu](http://www.holaportal.eu)).

*“Although at present HOLA! Portal is focused in the IoS Community within the European Framework Programme, we are already negotiating with other R&D areas and communities for somehow replicating this concept with them, also defining the strategy to integrate all of them for the creation of horizontal synergies”,* explains Eva García Muntión, representative of RTDI, the HOLA! Partner leading the offering of services from HOLA!

*“This Portal, offers projects and entities the opportunity for an increased and permanent visibility in the Internet, interconnected with all other projects and stakeholders in the same R&D area and beyond. It also offers collaborative & networking functionalities, and complies with high usability and quality standards. Optional advanced features are coming soon”.*

→ Helping projects and entities in promoting and using their R&D results. Video clips created for the winners of the contest described are an example of the services projects and entities dealing with R&D and innovation can access through HOLA! in order to increase their potential for exploitation and continuity. We also offer services related to the organization of events and defining full business models, strategies and plans for the exploitation of new technologies.

### **PRESS CONTACT DATA**

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