ARGUS

Assisting personal guidance system for people with visual impairment

ICT-2011.5.5 ICT for smart and personalised inclusion

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D6.8 Marketing Material

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Acronyms and Definitions

Table 1. Acronyms

Acronym	Description
EC	European Commissions
EU	European Union
FP7	Seventh Framework Program
PAC	PDF Accessibility Checker

1 INTRODUCTION

1.1 Scope of the document

This document and the accompanying flyer constitute the deliverable D6.8, corresponding to the Task 6.1 of workpackage 6 of project ARGUS.

The project ARGUS (Assisting personal guidance system for people with visual impairment) is funded by the European Seventh Framework Program with the Grant Agreement number 288841.

1.2 General purpose of this document

This document describes the production of some initial marketing material for project ARGUS. It also tries to propose some guidelines that could help the production and maintenance of new marketing material during the life of the project.

1.3 Structure of this document

The document begins with the definition of the **objectives** of the Marketing activities.

It continues with the proposal of a general strategy and methodology that could guide the marketing activities during the rest of the project.

Finally, it includes the **description of the flyer** that has been produce as a first and basic material document that can be distributed in printed or electronic (PDF) formats.

2 OBJECTIVES

The general objective of the Marketing Material is to spread information about the project goals, activities, status and results, to the general public or to professionals or organizations interested in the project.

The specific objective of the initial marketing material (deliverable D6.8) is to produce a simple brochure (a double sided page or “flyer”) that can be distributed by the consortium members to organizations or visually impaired people, or to any other party that would like to know more about the project goals.

3 STRATEGY

During the lifespan of the project (30 months) it will be necessary to produce public documents explaining the goals, activities and status of the project.

The **format** of the marketing documents will be adapted to the means that may be more efficient to disseminate information depending on which is the target audience, which is the information that needs to be disseminated and the way how it can be distributed.

The **contents** of the marketing documents will depend primarily on the status of the project, and secondly on the level of detail or the specific perspective that may be most appropriate depending on the target audience and the specific goals of each marketing activity.

The production and distribution of **marketing material** may be related with specific **marketing activities**, but in some cases it can be just made available at any time when there is a request or chance to hand it out to relevant parties or interested persons. The marketing activities shall be coordinated in the context of the Dissemination Plan, which shall evaluate the needs of material and allocate the resources necessary to produce and distribute the necessary material.

4 DESCRIPTION OF THE FLYER

4.1 Format

The Flyer is a leaflet designed to be printed in a **double sided A4** paper or distributed as a PDF file ready to be displayed at any device able to render PDF files or to print in paper format using a standard inkjet or laser printer (color or black & white).

The first version has been designed with **PowerPoint**, so that it could be possible for any partner to edit the file in case that they would need to make changes (for instance, translating its contexts to languages other than English) using a generic software that can be expected to be available and known by most people.

The **quality** of the PowerPoint file, or the resolution of the PDF generated from it, should be good enough to be printed using standard inkjet or laser printers, but may be to low quality to be printed in higher quality brochures. In a next step, a new version will be produce optimized to be printed by professional printing companies.

4.2 Accessibility

Special care has been taken to improve the accessibility of the PDF files containing the Flyer. Using the tool "PDF Accessibility Checker" (FAC), it has been minimized the amount of issues that could make the document not accessible to users with visual impairment.

4.3 Contents

The flyer integrates the following elements:

- First page:
    - **Header**: Besides showing the project's logo, it maintains a common style with respect to the project's public Website (www.projectargus.eu)
    - **Abstract**: textual description of the project objectives.
- Second page:
    - **Summary**: Following the abstract in the first page, it provides additional information.
    - **Features**: A simple list of the main features of the Argus system, giving a general idea about how the final product may be, but not compromising any confidential information or conflicting with future changes in the design.
    - **Collaborators**: A list of the organizations that have agreed to collaborate with the project, mostly associations of blind or visually impaired people.

- **Contact details**: Includes the name of the person acting as leader of the consortium, the name of the company leading the consortium, it's postal address and phone, a generic e-mail (contact@projectargus.eu) and the address (URL) of the project's public website.

- **Participants**: The logos of all the companies participating in the consortium developing the Argus system.

It also included two illustrations, composed using pictures of landscapes with paths over which a graphic designer added some elements to illustrate some key ideas of the project.

argus

Assisting personal guidance system for people with visual impairment

The main goal of the **ARGUS** project is to develop innovative tools which could help blind and visually impaired people to move around autonomously and confidently. They could be used also by people working in low-visibility and hazardous conditions.

The ARGUS system will consist primarily of a user-friendly portable satellite-based navigation device with acoustic and haptic user interfaces enabling users to obtain a 3D spatial insight of their surrounding environment, and providing continuous assistance to follow a predefined path in urban, rural or natural areas.

ARGUS will act like a "leading climber", providing users with a virtual safety rope guiding them along a track, based on the usage of non-visual interfaces to let the users build and maintain a mental map of the path to be followed.

The system will allow uploading into the device pre-recorded tracks, paths, and points of interest. Once on-route, all what the user has to do is follow the continuous acoustic guidance and instructions provided by the device.

SEVENTH FRAMEWORK PROGRAMME

This research is funded by the EU 7th Framework Program under grant FP7-288841(ARGUS)

www.projectargus.eu

Figure 1 ARGUS Flyer - Page 1

ARGUS is being designed especially for:

- Blind and visually impaired people performing non-critical outdoor activities.
- Emergency and Rescue Teams and Health Professionals.
- People practicing scientific or sport activities in reduced visibility or hazardous conditions.

Satellite navigation systems provide information mostly through graphical displays or verbal output, which are not convenient for people who cannot see or have to operate in environments where verbal instructions could interfere with other external sounds.

The challenge that ARGUS aims to meet is the integration of advanced user interfaces based on generated acoustic and haptic signals, with minimal interference on the user's perception and operation so that he/she can move around autonomously based on a three-dimensional mental map of the path to follow and the key features of the surrounding environment.

ARGUS will lead users along a secure path, warning on the risks that may find along the path and ensuring that the user doesn't deviate from the safe route.

Users will be able to download pre-recorded tracks from an accessible Website where they will find additional services, such as a social network that will enable them to share data and experiences, and will facilitate integration and collaboration.

ARGUS Flyer v.1 (Dec-2011)

Key Features:

- PDA size. Weight: approximately 300 gr.
- Battery autonomy: minimum of 8 hours.
- Multimodal interfaces (acoustic & haptic).
- Satellite-based user position and orientation.
- Itinerary management in real-time.
- Open earphone allowing users to receive verbal and holophonic mapping information, without overriding ambient sound.
- Permanent assistance from a call centre.
- Web-based social network allowing users to download tracks, points of interest and alerts, to upload collected data, to share experiences and get support from other users.

Collaborators:

RNIB ONCE Hilfsgemeinschaft

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