SEVENTH FRAMEWORK PROGRAMME THEME ICT-2013.3.4

Advanced Computing, Embedded and Control Systems



Execution Models for Energy-Efficient Computing Systems (EXCESS)

611183

D6.4

Second Press Release

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Ivan	23-08-2016	Draft of D6.4	0.1
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Philippas	30-08-2016	Incorporated review comments	Final

FP7-611183 EXCESS

ABSTRACT

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Press Releases serve the purpose of introducing and disseminating the results of the project to the public and research community. We expect the Second Press Release to attract attention of the general public and researchers in particular to the results achieved during the EXCESS project.

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1. Introduction

The goal of the second Press Release (PR) is to publicize the achievements of the EXCESS project to the general public. It focuses on explaining the project results and is intended to attract attention from the public and research community. The Press Release appeared at the end of Month 36 (August 2016).

For generating publicity, two components are important: creating the actual press release, and selecting the target audiences and the appropriate channels to deliver the message to the target audience. In this document, we report on steps taken and their results.

2. Second press release: August 2016

2.1 Target audiences

For this press release, we target the general public, more specifically those with an interest in science and technology.

The following topics and tags have been selected for the PR release:

Topics:

- · Data, Telecom, IT
- Engineering,
- Natural science
- Research
- Science, general
- Technology, general

Tags:

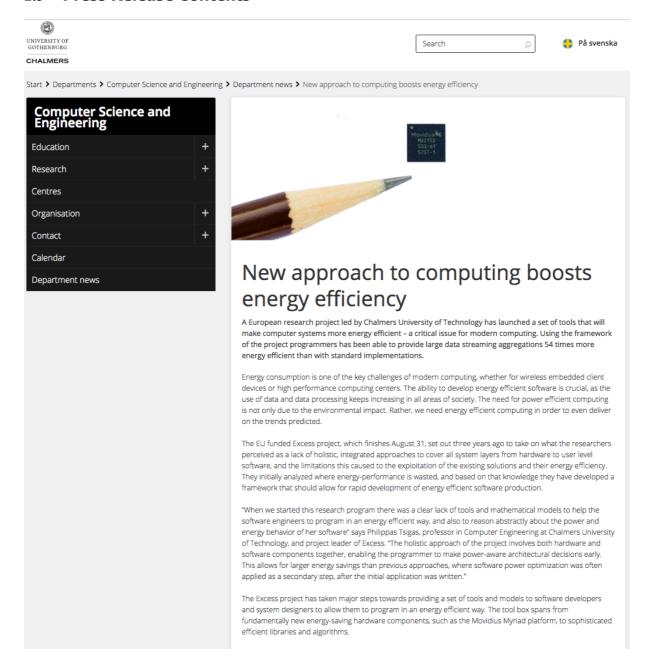
- 1. Embedded systems
- 2. Energy efficiency
- 3. Ict
- 4. Ict energy

2.2 PR channels

To reach the target audience specified above, we asked Chalmers's University Media Relations Unit and the information officer of the Computer Science and Engineering department for their help. The text of the PR was generated in close collaboration with them, in an iterative process that we started at the beginning of June 2016.

Chalmers distributed the PR via their account at the Alphagalileo and mynewsdesk press release services and sent it to a large group (approximately 1000) of computing interested journalists internationally. As the university has a solid reputation, the PR automatically received the qualification 'solid scientific news'

2.3 Press Release Contents



Tests run on large data streaming aggregations, a common operation used in real-time data analytics, has shown impressive results. When using the Excess framework, the programmer can provide a 54 times more energy efficient solution compared to a standard implementation on a high-end PC processor. The holistic Excess approach first presents the hardware benefits, using an embedded processor, and then continues to show the best way to split the computations inside the processor, to even further enhance the performance.

Movidius, a partner in the Excess project and developers of the Myriad platform of vision processors, has integrated both technology and methodology developed in the project into their standard development kit hardware and software offering. In the embedded processor business, there has been a gradual migration of HPC class features getting deployed on embedded platforms. The rapid development in autonomous vehicles such as cars and drones, driving assist systems, and also the general development of home assist robotics (e.g. vacuum cleaners and lawnmowers) has led to the porting of various computer vision algorithms to embedded platforms. Traditionally these algorithms were developed on high performance desktop computers and HPC systems, making them difficult to re-deploy to embedded systems. Another problem was that the algorithms were not developed with energy efficiency in mind. But the Excess project has enabled and directed the development of tools and software development methods to aid the porting of HPC applications to the embedded environment in an energy efficient way.

About EXCESS

EXCESS consortium unites Europes leading experts in both HPC and embedded computing. The consortium consists of world-class research centres and universities (Chalmers, LIU, UiT), a High Performance Computing centre (HLRS at USTUTT), and a European embedded multi-core SME (Movidius).

Chalmers is coordinating the scientific work of the project with Prof. Philippas Tsigas as the Project Coordinator. http://excess-project.eu/

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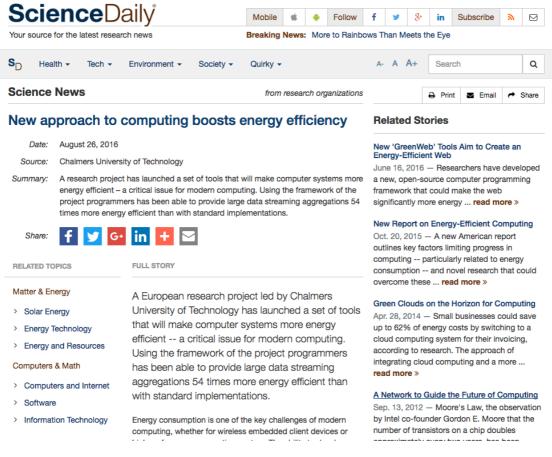
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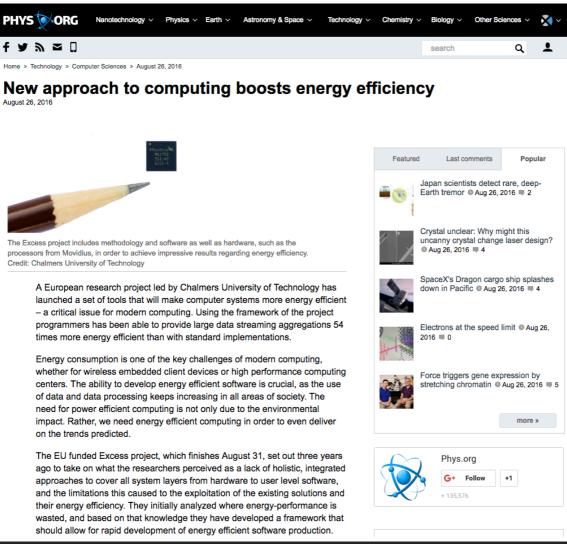
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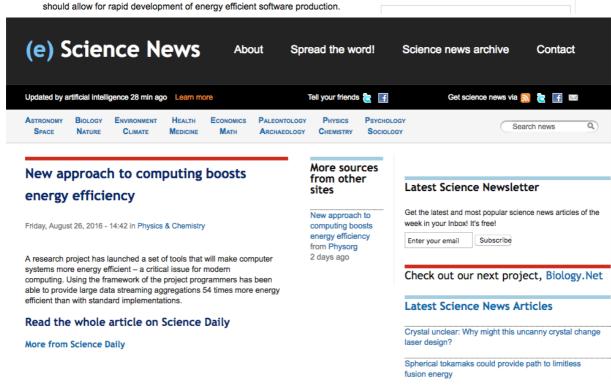
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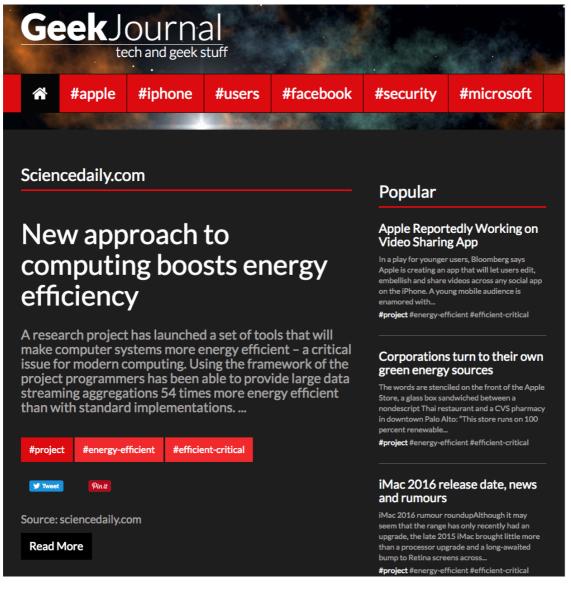
2.4 The Press Release in Communication Channels the First Day of Release



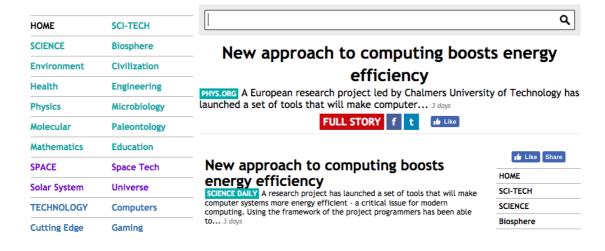












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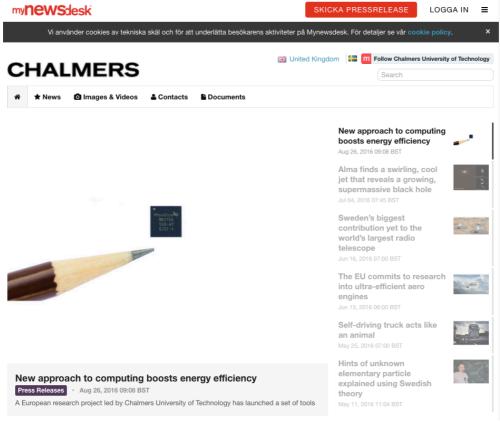
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2.5 Conclusion

The second press release to publicize the results of EXCESS and explain the outcomes of the project was published using Chalmers' official PR mechanisms.

GLOSSARY

EXCESS Execution Models For Energy-Efficient Computing Systems

PR Press Release