



Deliverable 6.2

CAALYX-MV Website and logo Version 1.0

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1. INTRODUCTION

1.1 Executive Summary

This deliverable belongs to WP6, which shall develop and implement a concrete strategy for the dissemination of results and for sharing experiences and lessons learnt at international level through a Best Practice Exchange network. This deliverable reports the design of the CAALYX-MV logo, which was approved by the consortium at the end of March, and the design and implementation of the project website.

1.2 Outline of this deliverable

First of all, this document presents CAALYX-MV. Then, the logo of the project is presented. Finally, the project website is described, taking into account its structure and its main functionalities.

2. CAALYX-MV

Aging well and independent living are concepts that imply to extend the elder's autonomy, making it easier for the elder to interact with the environment, thus improving his daily life. The related investigations of elderly and their real needs are not new, but they have not obtained the expected impact. Some reasons may be: study fragmentation, lack of critical mass, lack of vision of the relevant industry, and a missing political signal of favourable conditions for implementation and coordination on a large scale. In addition, the situation is not characterized by a lack of technologies, but by a lack of complete solutions –involving medical and social issues, ethics, policies, integrated and interoperable technologies, etc- as well as full exploitation plans, which should be easy to handle, easy to install, reliable, affordable for the targeted people and defined by the social security systems.

The combination of smart and easy technology and services is the key for elderly people to adopt infrastructures and smart devices in their lives. Different smart components with a high information processing capability are available, as well as many “stand-alone” home appliances. Now it is necessary to make an effort to develop standards, protocols and procedures for the easy integration of the components to build up complete solutions. Following this reasoning, the proposed solution “CAALYX-MV” extends already tested and deployed prototype services overcoming the problems described above, combining and integrating several existing partial solutions –resulting from medical, social and technological research- to realize an innovative approach to prolong the time elderly people can live in a decent more independent way at home by increasing their autonomy and self-confidence, by allowing them to discharge normal everyday activities, by improving care and monitoring (covering social & health parameters), and by enhancing their security while ultimately saving resources.

The integrated solution will be wide-validated in 3 real-life pilots (Spain, Italy and The Netherlands) involving the full value chain key actors (elders, familiars, hospitals, social care centers, public administrations, etc) for defining in an harmonic and beneficial way for all of them a set of common specifications assuring that the integrated solution meets social expectations (usability, accessibility, personalization and suitability for each person and his/her specific needs, etc.) and technical challenges (interoperability, integration, reliability, scalability,

etc.) as well as business processes for an effective uptake stimulation and market acceptance of CAALYX-MV.

2.1 Objectives

CAALYX-MV objective is to widely validate an innovative and efficient ICT-based solution focused on improving the elder's quality of life by prolonging the time they can stay safer, autonomous and independently at home, by monitoring and controlling their social and health status and providing them with some tools and services to support their daily home-activities in terms of comfort, security, energy efficiency and communications.

CAALYX-MV pretends a number of main objectives, which can be divided into two categories: technological and socio-economic, as follows:

- Extending and adapting in the aforementioned 3 pilots the innovative service successfully deployed through the CAALYX project, combined with other best practices –as smart homes and smart textiles–, to make the management of social and health care monitoring systems –especially within modern homes– more efficient and to facilitate its wider implementation by:
 - Providing a robust and auto-configurable home health care system that: 1) is efficiently manageable at large scale and suitable for long-term monitoring; 2) is easily expandable, and thus adaptable to the changing condition(s) of elderly people; and 3) integrates currently deployed equipment and standards, and in the end results in a commercially viable solution.
 - Requiring minimal ICT personnel intervention and no technical expertise from the user to be able of interact with the system. The accessibility and usability of the system will be enhanced by self-explanatory handling: all parts of the system will feature intuitive user interfaces specially designed for elders.
- An innovative global system which succeeds in producing new added value by means of attracting and encouraging all actors -elderly and their relatives as well as carers and related public authorities- to use effective health and care monitoring systems by:
 - Covering ethical and privacy requirements to make the system trustable for all;
 - Assessing –through guidelines, educational material, etc– all stakeholders in the health and aging well market about best practices to provide integrated care solutions within modern home infrastructures. Such material will be also shared with relevant EU and national initiatives (i.e. i2010, AAL, etc.)
 - Contributing to reach a world leading position for EU industry in the aging well and health markets.

3. LOGO

The logo of CAALYX-MV project is:



Figure 1 CAALYX-MV logo

Two families of logos were developed from partners UPC and TID. After two voting processes, the chosen Logo for CAALYX-MV project was the shown in figure 1. Voting processes took place in March 2011.

4. PROJECT WEBSITE

A project website has been designed and implemented, following a content-oriented approach to better disseminate the project concept and outputs. It supports the diffusion of newest novelties and results through specific sections: news, events, public deliverables, brochures, presentations, etc.

The website offers a public part and a restricted area where only consortium members have access.

- The public part aims to publicly disseminate news, project results to stakeholders. The domain <http://www.caalyx-mv.eu> has been bought for five years in order to host the website.
- The private part will allow the exchange of information between consortium members. Only the CAALYX-MV participants will have access to this part through a personal username and password. Partner UPC is in charge of administrating both users/passwords and the website.

4.1 Public web

Public part of the website has been organized in 7 parts:

- **Home:** it is the main page which contains general information about CAALYX-MV project. Latest news and events are also shown.
- **Project:** this page contains detailed information about the objectives and the expected results of the project. The content of this page is similar to the project fact sheet.
- **News:** this part consists of information about the project and related novelties. The news are edited by the members of the consortium through the private area.
- **Public documents:** this section offers to any visitor the possibility to download documents of the project. This section offers a submenu where it is distinguished between public deliverables, research articles, the project brochure, press releases and presentations by using a submenu. Any member of the consortium is able to post a public document through the private area.
- **Consortium:** this page lists and links the members of the CAALYX-MV project.
- **Related projects:** this part of the website lists and links other European or National projects related to CAALYX-MV. Any member of the consortium is able to modify this list through the private area.

- **Events:** this section describes oncoming events which may be of interest, such as conferences, workshops or when a public deliverable will be available, etc. The events may be searched by year and month.

A screenshot of the CAALYX-MV website is shown below:

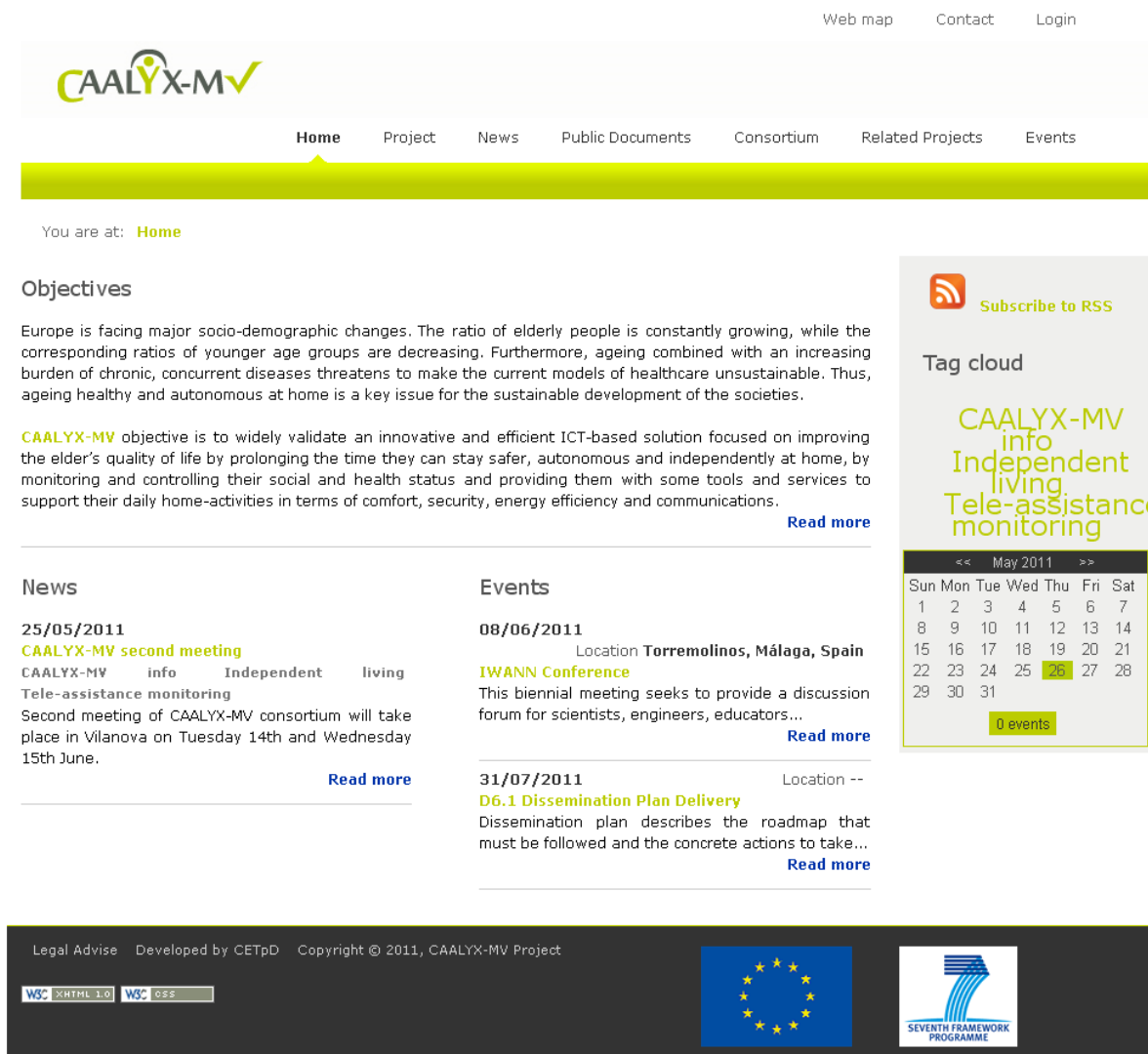


Figure 2 CAALYX-MV website (http://www.caalyx-mv.eu)

There are other parts that do not appear in the main menu:

- **Tag cloud:** this part shown in the right side of every public page describes the most prominent words that are tagged with the news.
- **Calendar:** this section is located below the tag cloud in every public page and shows in a visual way the oncoming events listed in the 'Events' section. The elements shown can be created in the private area by the consortium members.
- **Webmap:** this page lists and links the available pages in the project website. It is available through a link at the top of any public or private page.
- **Contact:** this section provides the project and the webmaster contact.

- **Login:** this link asks for a username and a password and gives access to the **Private area**. This link is available at the top of the page whenever the visitor is not logged. Once the login is correctly performed, the link opens the home page of the private area.
- **Legal advice:** this section specifies the terms of use of the web and its content.

4.2 Private web

Once a member of the consortium has logged in, the private web is available. This part is organized in the following parts:

- **Profile.** This section allows modifying the personal password.
- **Management.** This section is open to all consortium members. It is organized in the following subsections:
 - **News.** This subsection allows members to add, edit or delete news. All news available in this subsection are listed in the public part of the website.
 - **Events.** This part allows adding, modifying and deleting an event. All events listed in this part are shown in the public part of the website, in section ‘Events’ and in the calendar.
 - **Related projects.** The list of projects related to CAALYX-MV that is showed in the public part of the web is edited in this section.
 - **Documents.** This section provides a powerful way to manage project documents, including docs, pdfs, presentations, etc. The main page of this subsection shows different folders: one for general documents/presentations and one for each Work Package. Once a folder is open, files can be added, deleted or modified. When a file is added, it is defined to belong to one of the following types:
 - Private file
 - Private deliverable
 - Public deliverable
 - Public research article
 - Public brochure
 - Public press release
 - Public presentation

If the file is defined as public, it will be **available in the public web** under the corresponding **public documents** subsection. In order to protect CAALYX-MV files, public documents are offered under a **Creative Commons License**, which protects them in the following ways: 1) the source of a document must be cited if any part of it is reproduced, and 2) the part reproduced must not be modified. A warning message is shown whenever a document is going to be created or modified.

- **Admin.** Those options are only available for administrator users.
 - Users
 - Consortium members

- Consortium members entities
- Tags, which are the possible tags to be added in a new.

A screenshot of the private web is shown in Figure 3.

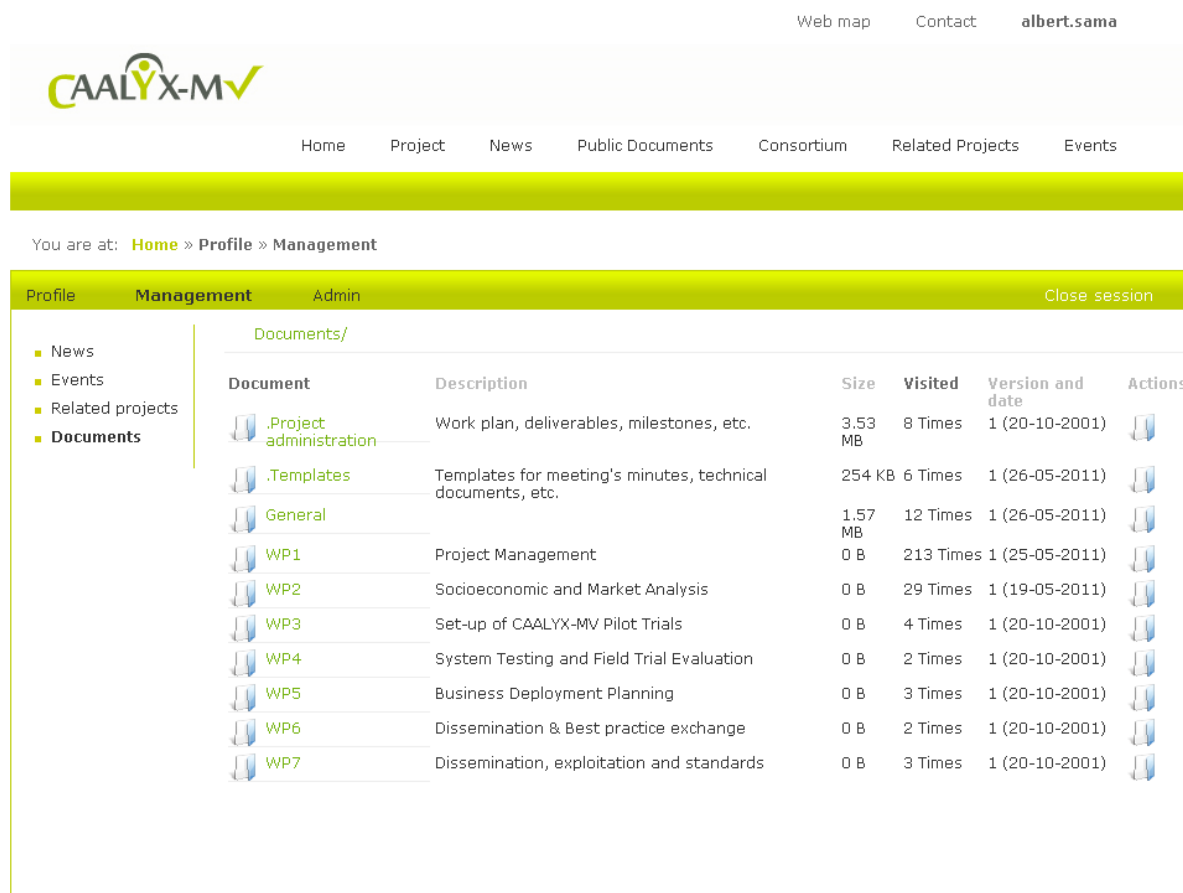


Figure 3 CAALYX-MV private website

4.3 RSS feed

An RSS feed is generated by using 10 last news when the address <http://www.caalyx-mv.edu/subscribe/rss.xml> is opened. CAALYX-MV website also offers subscription to the RSS feed to most used RSS readers.

5. CONCLUSIONS

This document describes the website which has been created to disseminate project results and activities and to manage the interaction between the consortium members. The website is able to inform any interested stakeholders about the advances of the project, and a regularly-updated content will be achieved by creating news and events through all partners.

REFERENCES

- [1] Caalyx-MV Consortium Agreement, “EICTA FP7 CIP_CAALYX-MV PROJECT-V28TH APRIL.pdf” April 27th, 2011
- [2] Caalyx-MV DoW, “PILOTB_CAALYX-MV_DoW_V8.PDF,” December 21th, 2010