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CONTENTS

1   Executive Summary

3DLife aims at stimulating joint research and integrating leading European research groups to create a long-term integration of critical mass for innovation of currently fragmented research addressing media Internet. It will foster the creation of sustainable and long-term relationships between existing national research groups and lay the foundations for a Virtual Centre of Excellence (VCE) in media Internet.

This report provides an overview of the work carried out within WP6. The aim of the activities in this WP is to increases 3DLife's visibility and to spread excellence outside the consortium through the channel of exhibitions and EC related activities. WP6 also aims at spreading the Network's excellence in integrative efforts, technology transfer, scientific results, and training. The activities target both academic and industry communities. The mechanisms employed include conventional academic dissemination, training activities, and organising and participating in EU related events addressing the Future Internet. Dissemination actions are focused on the following groups of people:
- Academics
- People from industry/business
- The non-specialist citizen

Participating in relevant exhibitions is designated as one of key approaches for the 3DLife consortium to showcase integrated technical developments and standalone modules. There are one deliverable and one smart indicator specifically related to this report. Both targets have been fulfilled:
- *Deliverables: D6.4 Report on 3DLife presence in exhibitions*
- *SMART Indicators: SI6.3 Participation in at least one exhibitions per year*

During the reporting period, 3DLife partners have participated in 11 exhibitions, 13 EC activities and other related events. The venues were spread across Europe, Asia, America and Africa. The audiences included experts and professionals from both academic and industry. Figure 1 shows the number of events participated in each reporting quarter. Next sections provides details of individual event.
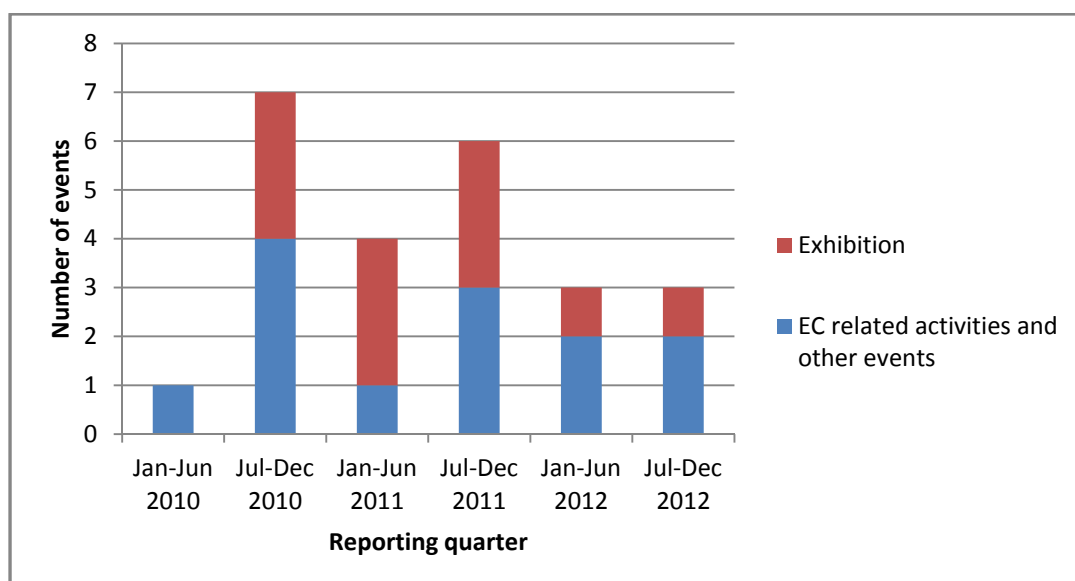

Figure 1 Number of events participated during each reporting quarter.

2 3DLife Presences in Exhibitions

Cutting-edge IT and Electronics Comprehensive Exhibition (CEATEC) 2010 exhibition

Date: 5th – 8th October 2010
Venue: Tokyo, Japan
Attendee: Professional from both academic and industry; general public

On behalf of the 3DLife consortium, HHI presented the "Robust Virtual Mirror" 3DLife Integrated Project at CEATEC, Asia's biggest technology and electronics exhibition. CEATEC is an IT & electronics exhibition that provides a platform for companies and organizations from all over the world to showcase their cutting-edge products, services and technologies. The event also serves as key industry networking and information-gathering opportunity, with numerous seminars and other activities offered during the fair.

CEATEC 2012

NEM Summit 2010

Date: 13th -15th October 2010
Venue: Barcelona, Spain
Attendee: 159 delegates from both academic and industry

A dedicated 3DLife exhibition booth was present at Networked and Electronic Media (NEM) summit 2010. NEM addresses the convergence of media, communications, consumer electronics, and IT in Europe. It aims to support the future growth for the European economy, by taking advantage of generalized broadband access, increased mobility, availability of richer media formats and contents, as well as new home networks and communications platforms.

3DLife participated in the exhibition part of the summit by presenting a series of 3DLife demonstrators. The demonstrations attracted many visitors and received a lot of interest. Comments and suggestions were mostly positive and helpful. Qianni Zhang (QMUL), Krishna Chandramouli (QMUL) and Noel O"Connor (DCU) managed the 3DLife booth for the full three day event.

3DLife booth in NEM Summit 2010

ServiceWave 2010 and the December 2010 Future Internet Assembly
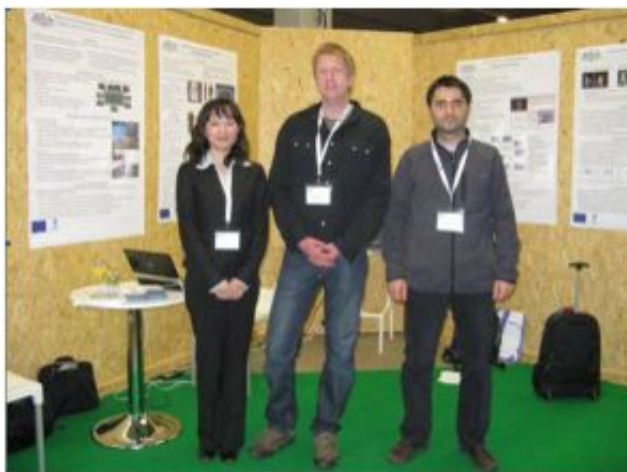
Date: 13th -15th December 2010
Venue: Ghent, Belgium
Attendances: Professional from both academic and industry

3DLife actively participated in ServiceWave 2010 which took place between the 13th and 15th of December 2010 in the city of Ghent, Belgium. The ServiceWave conference series is the premier European forum for practitioners, researchers, and educators to exchange and discuss the most recent innovations, trends, experiences and concerns for the Future Converged Internet of Content (IoC), Services (IoS), Things (IoT) and related underlying network technologies. ServiceWave fosters cross-community excellence by bringing together industrial and academic experts from various disciplines.

The 3DLife project hosted a dedicated demonstration stand in the event. In this stand, a series of demonstrations about latest 3DLife technologies were shown to the audience. More specifically, all five 3DLife Integrated Projects were presented there either as live demos or through a poster. In addition, deputies from the 3DLife consortium participated in various other conference sessions and meetings that took place during the main event.

3DLife delegates in ServiceWave 2010 and December 2010 FIA

Dagstuhl Seminar on Multimodal Music signal processing
Date: 23rd – 28th January 2011
Venue: Dagstuhl, German
Attendee: 35 delegates from both academic and industry

Dagstuhl Seminars are frequently praised by participants as the most productive academic events they have ever experienced. The participants consist of both renowned and junior researchers, who came from various countries around the world including North America (7 participants), Japan (4 participants), New Zealand, Singapore, and Europe (Austria, France, Germany, Netherlands, Portugal, Spain, United Kingdom). As co-organiser of the seminar, S. Dixon from QMUL and Prof. G. Richard from TPT made several presentations and discussed in particular 3Dlife dance use case to stimulate collaboration outside 3DLife. It was also the occasion to discuss issues related to the special journal issue and the joint paper in the IEEE journal of selected topics in Signal Processing.

Participants in Dagstuhl Seminar on Multimodal Music signal processing

Imagina 2011: The European 3D Simulation and Visualisation Event

Date: 1st – 3rd February 2011
Venue: Monaco
Attendee: Professional from both academic and industry

Imagina aims to promote the effective use of 3D, identify market leaders, showcase emerging talent, encourage visionary thinking, reward innovators, share knowledge and experience, encourage collaboration and improve understanding. QMUL has organised a 3DLife booth in the demonstration area and mounted full time by T. Piatrik (QMUL) and Q. Zhang (QMUL). In addition, a speech "Introduction to 3DLife" was given by T. Piatrik at IMAGINA to over 30 audiences.

3DLife demonstration booth in Imagina 2011

Integrated Systems Europe (ISE).

Date: 1st – 3rd February 2011
Venue: Amsterdam, the Netherlands
Attendee: Professional from both academic and industry

ISE was launched in 2004 to fulfil the need for a pan-European forum for the emerging markets of professional AV and electronic systems integration. The show will attract professionals from every link in the systems integration value-chain, including manufacturers, distributors, dealers, contractors and consultants. HHI from as 3DLife partner presented the "Robust Virtual Mirror" Integrated Project at the ISE.

Cutting-edge IT and Electronics Comprehensive Exhibition (CEATEC) 2011 exhibition

Date: 4th – 8th October 2011
Venue: Tokyo, Japan
Attendee: Professional from both academic and industry; general public

HHI"s Virtual Mirror demo was presented at CEATEC Japan 2011 exhibition in Tokyo, Japan during 4-8 October 2011. CEATEC Japan is an IT & electronics exhibition that showcases the world's latest technologies, products, and services, attracting people throughout the industry from both Japan and overseas as well as many visitors from diverse fields.

Virtual mirror Demo was presented in CEATEC 2011

Korea Electronics Shows (KES) 2011

Date: 12th – 15th October 2011
Venue: Korea
Attendances: Professional from both academic and industry; general public

KES is one of the most important events on showcasing electronic products from electronic from companies worldwide. It is also an event that demonstrate the insight of future trends of the advanced technology and the global markets. A 3DLife booth was setup in this event and aspects of 3DLife project were presented to both professional attendees and general public. KU presented its web camera based application for detecting motion vector in the exhibition booth.

3DLife booth at KES 2011

CLARITY open day 2011

Date: 24th November 2011
Venue: Dublin, Ireland
Attendee: 220 delegates from both academic and industry

The CLARITY open day 2011 was entitled "Sensing and its Applications in Sport" and focused on CLARITY's ground-breaking work on sensor web technologies which have applications in the world of sport. The event consisted of presentations and live demonstrations. The 3DLife project was presented by DCU to both academic and industry invitees.

RETAILTECH JAPAN 2012
Date: 6th – 9th March 2012
Venue: Tokyo, Japan
Attendances: Professional from both academic and industry; general public

HHI's Virtual mirror demo was presented at RETAILTECH JAPAN 2012. RETAILTECH JAPAN is Japan's largest and most influential trade show specializing in retail information system. There is a vast collection of cutting-edge retail information technology ranging from store systems (e.g., Point-of-Sale registers) to head-office systems, in-store promotion devices, RFID / IC tags, backyard system and logistics. This show is classified into more specific categories based on their solutions, such as total retail information system, digital

marketing, or warehouse and distribution to enhance the efficiency of business matching between visitors and exhibitors.

HHI Virtual Mirror Demo in RETAILTECH JAPAN 2012

CLARITY open day 2012

Date: 21st November 2012
Venue: Dublin, Ireland
Attendee: 200 delegates from both academic and industry

DCU CLARITY held their annual Open Day on 21st November 2012 in Clontarf Castle in Dublin. There were approximately 200 people in attendance and the event was opened by the Richard Bruton T.D. the Irish Minister for Jobs, Enterprise and Innovation. The day consisted of a number of short introduction talks followed by the main event, which was a poster and demonstration session that lasted for 3 hours. There was a wonderful buzz in the room and a lot of interest at CLARITY's involvement in EU projects, in particular the 3DLife and EMC[2] projects. David Monaghan from DCU manned information posters on these and actively engaged with many company representatives, investors and government members who were keen to learn about 3DLife and EMC[2]. Among these were representatives from; Google, Irish Sports Institute, Science Foundation Ireland, Enterprise Ireland, Trinity Venture Capital holdings PLC, and many others.

3DLife and EMC2 information posters in the poster and demonstration session, the main event of the open day

3   3DLife Presences in EU Related Activities and Other Events

5th FP7 Networked Media Concertation Meeting

Date: 2nd – 3rd February 2010
Venue: Brussels, Belgium
Attendee: EC representative, FP7 project managers

Prof. Ebroul Izquierdo (QMUL) presented on behalf of 3DLife in the 5th FP7 Networked Media Concertation Meeting, which facilitated the communication between the EC and FP7 project managers and between the project managers themselves.

5th FP7 Networked Media Concertation Meeting

ICT event 2010

Date: 27th – 29th September 2010
Venue: Brussels, Belgium
Attendee: Researchers and professionals from both academic and industry

3DLife delegates attended the ICT event 2010. At this event, organized by the European Commission, researchers from all parts of Europe and beyond to presented their latest work in ICT innovation as well as close-to-market projects. More than 200 projects were displayed over 10,000 square meters, with exhibits from research institutes, ICT companies, universities, public authorities and non-profit organizations.

ICT event 2010

6th FP7 Networked Media Concertation Meeting

Date: 18th – 20th October 2010
Venue: Brussels, Belgium
Attendee: EC representative, FP7 project managers

3DLife delegates attended the 6th FP7 Networked Media Concertation meeting which facilitated the communication between the EC and FP7 project managers and between the project managers themselves.

6th FP7 Networked Media Concertation Meeting

3DLife Grand Challenge with ACM Multimedia 2010

Date: 25th – 29th October 2010
Venue: Firenze, Italy
Attendee: Researchers and professionals from both academic and industry

A 3DLife grand challenge titled "Sports Activity Analysis in Camera Networks" within the ACM Multimedia 2010 international conference was co-organized and supported by 3DLife, ACM MM, and Technicolor. This challenge focused on exploring the limits of what is possible in terms of 2D and 3D data extraction from a low-cost camera network for sports. To date, the 2010 Grand Challenge Dataset has been downloaded by 29 groups from research institutes, ICT companies, universities and other organizations worldwide.

ACM Multimedia 2010 website

2nd FMI-TF meeting, 30 November 2010, Brussels, Belgium

Date: 30th November 2010
Venue: Brussels, Belgium
Attendee: EC representative, FP7 project managers

3DLife delegates attended the 2nd FMI-TF meeting. The main objective of the meeting was to identify the relevant research areas with respect to Future Media and Content-Centric networks with particular emphasis on Media.

Dr Tomas Patrick from QMUL and other delegates in 2nd FMI-TF meeting 2010

Future Internet Assembly (FIA) 2011

Date: 17th - 19th May 2011
Venue: Budapest, Hungary
Attendee: EC representative, FP7 project managers

QMUL has organised a 3DLife session titled "Interactive future media experience". There were three keynote talks in this session, of which two were given by 3DLife delegates:
  - "Towards truly User -centric convergence of Multimedia," given by Prof. Nadia M. Thalmann (UNIGE, 3DLife);
  - "3D Video Processing," given by Prof. Peter Eisert (HHI, 3DLife);
  - "Light-field 3DTV Research," given by Dr. Peter Kovacs (Holografika, Hungary).
These talks addressed different topics related to the session and have received a lot of attention from the audience. After the keynote talks, a panel discussion session was held, chaired by Prof. Noel O"Connor (DCU) and joined by Prof. Izquierdo (QMUL), Prof. Thalmann, Prof. Eisert, Dr. P. Kovacs and Dr. G. Fehér. This session attracted over 60 participants and received wide interest and positive feedbacks.

3DLife delegates in Future Internet Assembly 2011

ACM Multimedia 2011

Date: 28th November – 1st December 2011
Venue: Arizona, US
Attendee: Researchers and professionals from both academic and industry

3DLife delegates attended the ACM Multimedia 2011 international conference that took place in ScottsDale Arizona 28th Nov – 1st Dec 2011. A 3DLife challenge within the conference was well attended and several 3DLife talks were presented there.

ACM Multimedia 2011 website

Industry Day "The Future of 3D Media"

 Date: 14th November 2011
Venue: Berlin, Germany
Attendee: 50 plus delegates including EC officer and professionals from both academic and industry

This international industry workshop organised by EMC^2 was held at Heinrich Hertz Institute (HHI) in Berlin. The one-day workshop was hosted in HHI's brand new Theseus Innovation Centre, and featured a full programme of activities to entertain and engage the 50-plus research and industry delegates gathered from countries across Europe and Asia. The programme was specially designed to showcase innovation in the field of 3D media, and also to consider future developments and opportunities, and exchange ideas on entrepreneurship and academia-industry partnership. Both of which are critical ingredients for future European competitiveness in this rapidly evolving field.

Delegates attending in the presentation during the workshop EMC^2 workshop

8th FP7 Concertation Meeting

Date: 13rd – 14th December 2011
Venue: Brussels, Belgium
Attendee: EC representative, FP7 project managers

Prof. E Izquierdo, Dr Q Zhang and Dr T Piatrik (QMUL) attended the Networked Media 8th FP7 Concertation Meeting in Brussels. They represented both the3DLife and EMC^2 projects in the cluster and plenary meetings. Dr Zhang presented the project outcomes of 3DLife in the 3D Immersive Interactive Media cluster meeting. At the concertation meeting, EMC^2 proposed to establish a new cluster around the theme of technology entrepreneurship was provisionally supported by senior Commission officials. A key objective of the cluster will be to identify core knowledge transferable across European contexts.

EC the transversal cluster meeting

Date: 23rd March 2012
Venue: Brussels, Belgium
Attendee: EC representative, FP7 project managers

On 23rd March 2012 in Brussels, 3DLife represented by Professor Ebroul Izquierdo participated in EC the transversal cluster meeting aimed at setting up a new EC Entrepreneurship and innovation cluster focusing on technology entrepreneurship. EMC2 represented by Dr George Whales also participated and contributed in this meeting in order to play a key role in the early stages of entrepreneurship initiatives in the EC. The main objectives of this cluster meeting included: (a) To allow the projects supported by the European Commission in the area of entrepreneurs and innovation to get to know one another and look for synergies; (b) To agree on the main tasks for the cluster; and (c) To define the governance structure of the cluster.

First meeting of European accelerators

Date: 29th June 2012
Venue: London, UK
Attendee: EC representative, professionals from both academic and industry

On Friday 29th June, EMC² hosted the European Commission's first meeting of European accelerators. Chaired by Isidro Laso Ballesteros, representing the Commission, the meeting at Queen Mary, University of London provided a forum for exchanging ideas and experiences on supporting web-based innovation across Europe. The meeting was very well received by participants, who broadly agreed that this could be the basis of a permanent forum for sharing ideas and experiences, for identifying the needs of European accelerators and web entrepreneurs, and for establishing clear channels of communication between accelerators and the Commission.

Mr. Isidro Laso Ballesteros chaired the European accelerators meeting

Campus Party Berlin 2012

Date: 21st October – 26th August 2012
Venue: Berlin, Germany
Attendee: Researchers and professionals from both academic and industry

Key-note talk by Sir Tim Berners-Lee during the event

3Dlife representatives attended Campus Party Berlin, the world-wide biggest electronic and technology festival held in Berlin. The mission of 3Dlife delegates was to learn from the enormous amount of talent gathered in Berlin, to initiate cooperation with other European institutions and to explore possibilities of cooperation and/or participation in the organization of future events. In addition to various events during the campus, the 3Dlife delegates also attended key-note talks by most renowned computer and web scientists of the world.

The 4th Latin American Conference on Networked and Electronic Media -LACNEM12

Date: 17th – 19th October 2012
Venue: Universidad Andres Bello, Santiago, Chile
Attendee: Researchers and professionals from both academic and industry with focus on EU-Latin-American cooperation.

Prof. E. Izquierdo cofounder of LacNEM attended the 4th version of this event from the 17th to the 19th October 2012 in Santiago de Chile. He presented a 3DLife paper and delivered a key-note on the work carried out by the 3DLife project. The conference gathered well over 100 researchers and industry delegates from Latin America and Europe.

Welcome to LACNEM 2012, Welcome to Chile. The 4th Latin American Conference on Networked and Electronic Media (LACNEM-2012) focuses on fostering close links between Latin-American and non Latin-American players from academia and industry and intends to provide an ideal forum for researchers, practitioners and educators to discuss results and advancements in the field of Networked and Electronic Media (NEM), in a high quality and peer reviewed environment.
Organisation: LACNEM 2012 is organised by Universidad Andrés Bello (Chile), supported by the EU commission through the Network of Excellence 3DLife, Kingston University (UK) and Queen Mary University of London (UK).

ACM Multimedia 2012

Date: 29th October – 2nd November 2012
Venue: Nara, Japan
Attendee: Researchers and professionals from both academic and industry

The 3DLife ACM Multimedia Grand Challenge 2012, sponsored by Huawei, was successfully held in Nara, Japan. Despite low acceptance rate of this conference there were two accepted papers for the 3DLife Grand Challenge 2012 including 1 from the 3Dlife consortium.

ACM Multimedia 2012 website

IEEE Latincom

Date: 7th – 9th October 2011
Venue: Cuenca, Ecuador
Attendee: Researchers and professionals from both academic and industry with focus on EU-Latin-American cooperation.

Prof. E. Izquierdo attended the 4th IEEE Latin-American Conference on Communications (IEEE LATINCOM 2012) in Cuenca, Ecuador on 7-9 November 2012. He presented a 3DLie paper and delivered a key-note address.

As the most important conference on communications in Latin America, IEEE LATINCOM 2012 attracted leading researchers from all continents and will provide an outstanding opportunity for the Latin-American academic and industrial community to present their research in all areas of communications and networking.

The theme of IEEE LATINCOM 2012 was SMART COMMUNICATIONS FOR A SMARTER WORLD. Extended versions of best papers were considered also for publication in a Special Issue of the IEEE Latin America Transactions.