



Dissemination and Use Plan

D5.1

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Abstract:

This deliverable describes the implementation of dissemination work within the project. It also provides the plans how the demonstration activities will be carried out by the project consortium and what mechanisms will be used to achieve best possible efficiency.

Document History

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2	Sept. 6 th , 2010	Final version after integration of partners' observations.

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1.Executive Summary

The work primarily concerns the dissemination of project results and the plan for exploitation and technology transfer after the completion of the project. The dissemination strategy involves raising awareness of the project objectives and of the progress in achieving these objectives. Dissemination can thus be considered as analogous to the function of marketing in an industrial environment since it is essential to successful exploitation of the developed technology following the completion of the project.

In the initial phase of the project, the activity mainly focuses on internal and external dissemination (for the European electronic design community) and this implies to present a common understanding of all new concepts and results developed inside the SYNAPTIC research to the wider external audience (both scientifically inclined or not) in a clear and precise way. In addition the plans regarding demonstration activities are defined to achieve best possible efficiency.

For this reason, most of the dissemination activities during the first reporting period of the project have been oriented toward the setting up of tools and structures that mainly help the internal circulation of information and provide the basis for the external circulation.

As a first concrete achievement, all electronic media have been designed and set up by POLIMI and planned project web pages are operational since M2 (see MS501).

The Consortium private website has been set up for the dissemination and exchange of documents, drafts and ideas within the project. Several mailing lists have been set up, specifically: mailing lists organized by technical areas (i.e. WPs), a plenary and a “board committee” mailing list, a list for the weekly “conference call” meetings, and a public mailing list. Some internal meetings and brainstorming sessions have been organized. This high level of internal communication has been felt necessary by the Consortium to ramp-up the project’s research activities.

On the external front, we have set up the public website (www.synaptic-project.eu) as a mechanism for a SYNAPTIC interest group which will allow the general public to gather information about our project and access the first delivered open source tools.

The Consortium will also be present at a number of external workshops and conferences and will present the objectives and early results of the research in various venues. An ad-hoc advertising poster and leaflet have been designed to standardize the interface to the Consortium and to facilitate the dissemination during public events.

2.Introduction

2.1.Scope of this document

Dissemination activities for SYNAPTIC are performed in Task 5.1 which is scheduled to run for the whole duration of the project. The present deliverable is the first product of the project's dissemination actions and plan for the next phases of the project. This document covers all dissemination activities that were completed during the first reporting period (M1-M6) and planned for the next one.

2.2. Status of this document

Approved at the 4th PMC meeting on September 7th.

2.3. Related Documents

None.

3. Dissemination activities

The Synaptic project Consortium distinguishes between internal and external dissemination actions, based on different channels adopted to distribute the knowledge created in the project. Each partner of the consortium will carry out – throughout the duration of the project – both individually and in cooperation with other partners, the dissemination actions for various purposes and different audiences.

3.1. Internal dissemination and use

This includes actions aiming at ensuring a good diffusion of information and documentation among the project partners in order to increase the awareness. The Internal Dissemination has been achieved through the following channels/measures:

- **Private project website:** the private website has been set up and it is used to ensure for all partners the proper information availability and visibility of the correct activities' progression. It is used as database and knowledge management tool, a gathering knowledge base on Synaptic-related scientific topics, reports, state-of-the-art and foreground of the project, and any information on specific resources that is available to all the different partners. Access is restricted to partners of the Consortium and the EC and it is protected by user authentication. The internal website will be regularly updated with all the information developed during the whole project.
- **Internal meetings and workshops:** internal project meetings have been and will be organized face-to-face or as a conference call. A weekly technical coordination call has been planned each Thursday. Internal workshops have been and will be organized face-to-face. The aim of all the meetings and workshops is to share information and to strength the cooperation among the partners in the Consortium.
- **Industrial partners** have stressed and will stress the dissemination and use activities by involving their internal product groups and R&D teams.
- **Academic partners** have stressed and will stress the dissemination activity with joint seminars to train PhD students in their respective locations.

3.2. External dissemination

External dissemination includes all actions aiming at ensuring the visibility and awareness of the results outside the Consortium border, i.e., in the scientific community, in academic institutions, in organizations, or in companies. More precisely, external visibility and public awareness and knowledge of the Synaptic project have been and will be ensured through the following channels/measures:

- **Public project website:** the Synaptic public web site presents general project information, scientific publications done during the project, news about the project, events organized and public deliverables. Public documents, made available through the project public website, can be utilized by third parties to enhance their projects but also give these third parties the possibility to provide feedback and thus to further improve the results of the project.

- **Workshops and training courses:** project participants plan to actively participate in workshops to provide a possibility to disseminate and use the results of the project in the widest research community. Project participants will organize appropriate workshops, conference booths and training courses - at academic and industrial level - to support the transfer of knowledge outside the Consortium.

- **Publication of research results:** project results and innovations have been and will be submitted for publication in scientific journals, books, conferences, and workshops relevant to the topic of the research activity carried out during the project. The submission of papers jointly written by project partners has been encouraged. The first results of this strategy are detailed in Section 7.

- **Press releases and project flyer:** press releases have been foreseen at different significant stages of the project such as start (MS505, M2), intermediate milestones and completion of the project. A project flyer and a poster (MS511) have been set up (M3) and have been and will be presented and distributed at the major conferences and workshops as a way to stimulate interests from the industry and the academia.

4. Dissemination and use strategy

4.1. Target Audience

The Synaptic Consortium dissemination and use policy is targeting both the internal project's audience and the external public. The external public includes the scientific community (either academic or industrial) and the general public at large. The Synaptic project targets the Embedded System Design Community as well as the Computer Architecture Design community and, more in general, the Design Automation Community, where the European partners could enforce their scientific and technological strength, thanks to the synergy that will be established by participating in the project Consortium. Various dissemination media and/or events will be considered according to the various targeted audiences. Versions of the dissemination media will be specifically targeted to a certain type of audience as described in Table 1.

Media	Audience	Status
Public website	Public	Ongoing from January 2010
Private website	Internal: Consortium, EC	Ongoing from January 2010
Mailing lists	Internal: Consortium	Ongoing from November 2009
RSS feed	Public: by subscription	Ongoing from January 2010
Ms/Thesis Project	Public: Academic community	Ongoing from Academic Year 2009/2010
Papers at external conferences/ workshops	Public: Scientific community	Ongoing
Internal Tutorial	Internal: Consortium	Ongoing
Internal Meetings	Internal: Consortium	Ongoing
Project flyer	Public: Scientific community	Done M2
Project poster	Public: Scientific community	Done
Open Source repository	Internal: by subscription	Defined

Table 1: Audience and current status of the various Synaptic dissemination media.

5. Project websites

Internet websites represent one of the primary media for the dissemination of project's activities and the design and set up of the Synaptic websites has been one of the first tasks after kick-off.

Websites are used for both public and internal Consortium dissemination. Both websites have been set up (milestone MS501), released at M2 and will be periodically updated as an ongoing deliverable. The websites have been implemented using the WordPress Technology (<http://www.wordpress.org>).

5.1. Public website

The public website is intended to provide a vision of the project to the general public. It is a part of the WP5 work-package on project dissemination and will be one of the main media for the dissemination of Synaptic public results. The website includes information about the project which is useful to the general public. More specifically, information regarding the project's objectives and the public deliverable reports as well as the papers from conference proceedings, presented by project's partners are included. In addition, the website makes use of the project's characteristic logo, which helps raise the recognition of the project by the public throughout the various dissemination activities.

5.1.1. URL and hosting

The URL of the public website is <http://www.synaptic-project.eu> and it has been online since January 1st, 2010. The website is hosted at POLIMI. The integrity of the project data is ensured by periodic backups, which are maintained on a different storage server.

5.1.2. Main features

A screenshot of the home page of the public website is shown in Figure 1, while Figure 2 shows the sitemap of the Synaptic website.

The website has the following main sections:

- **Main:** the home page of the website shortly introduces the Synaptic project, giving the relevant information, and points out public communication announcements.
- **Partners:** this page reports the company description for each partner.
- **Public Documents:** public deliverables released during the project are listed in this page and can be downloaded. This page will enable interested people to access public deliverables.
- **Scientific Publications:** this page contains the list of the publications produced by the Synaptic partners either on scientific and technical press or in general public press. The publication list is organized by year and direct links to the documents or to where it is possible to download them are indicated.
- **News:** this page shows news and events about the project (i.e. press releases, meetings and the release of public deliverables).

- **Links:** this section lists the links to the partner’s websites and to the EU website of interest.
- **Contacts:** this page reports the contact information for each partner and enables people to send comments or requests.
- **Facilities for search,** access to the **Member’s area** (private website used for partnership internal communication, see Section 5.2), **posts and comments,** and **Registration and Log in** are present in each of the above sections.



Figure 1: Screenshot of the home page of the public website.

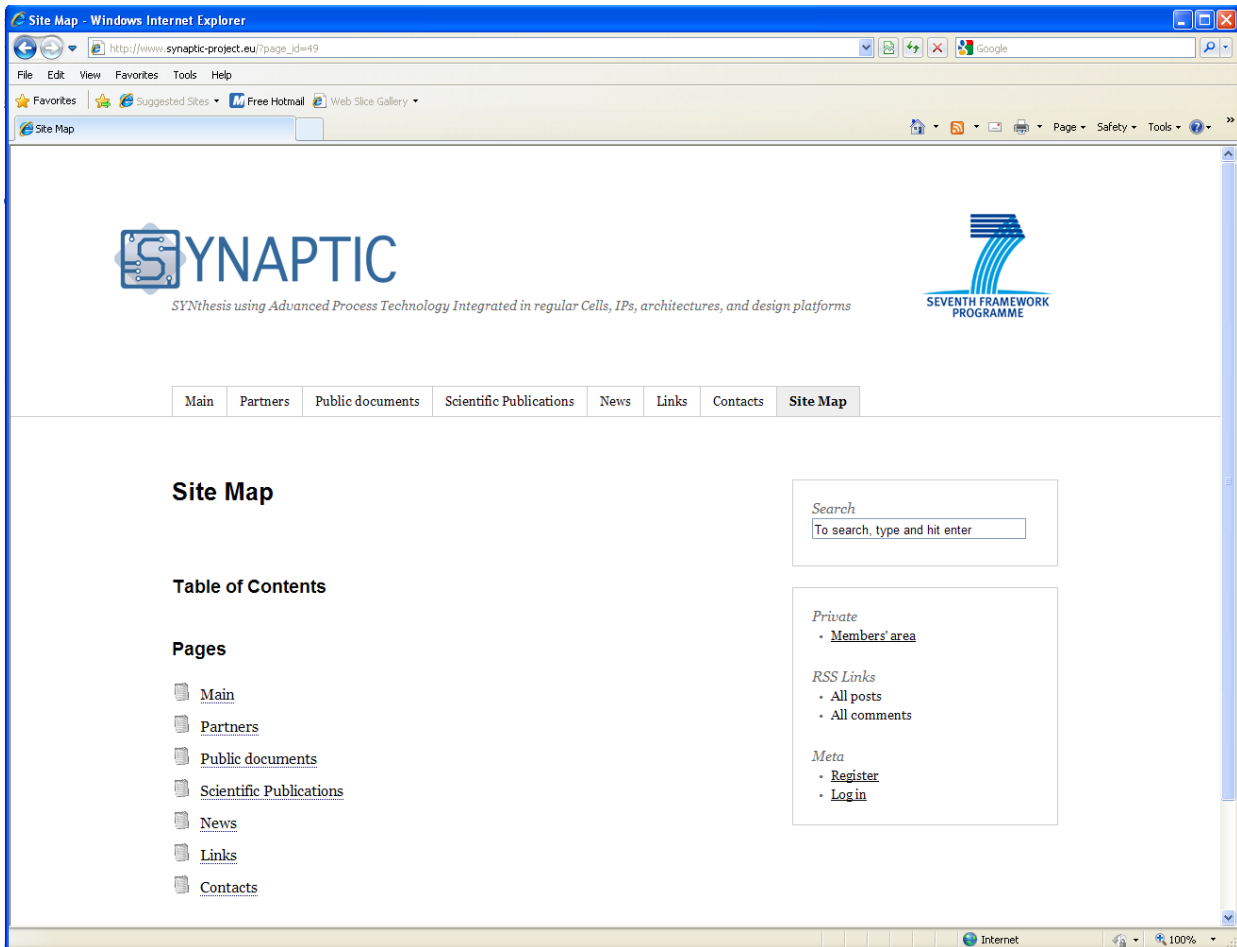


Figure 2: Sitemap of the Synaptic public website.

5.2. Private website

The role of the private website is to have a secure and private place to share documents among partners. The private website is totally private and a password is mandatory to gain access to it.

5.2.1. URL and hosting

The URL of the private website is <http://www.synaptic-project.eu/private/> or by using the link **Members' area** available in the public home page. The website is online since December 16th, 2009 and it is hosted by POLIMI partner. Daily incremental backups and a weekly global backup ensure the integrity of private data.

5.2.2. Main features

A screenshot of the welcome page of the private website is given in Figure 3. The website offers the following features to the project members:

- **Partners:** This page collects the team’s description: their tasks in the project, their experience, and their staff profiles.
- **Basic Literature:** This page collects the publications related to the work done by the partners before the beginning of the project.
- **Project Milestones:** This page lists all the project milestones for each one of the workpackages.
- **Project Deliverables:** This page lists all the project deliverables organized by workpackage.
- **Work in progress:** This page groups the ongoing work and documents organized by workpackage.
- **Meetings:** This page provides information on the schedule of the project meetings.
- **Contract documents:** This page collects all the official documents such as the negotiation documents, the Consortium Agreement and its annexes.
- **Draft documents:** This page collects all the subpages used during the preparation of deliverables and public press release.
- **Website conventions:** This page defines the user classifications and provides a list of mailing lists with the registered users associated with them.



Figure 3: Screenshot of the welcome page of the Synaptic private website.

6. Mailing Lists

An efficient sharing of information is allowed by the presence of several mailing lists. Currently we have:

[synaptic-ML-{WP1, WP2, WP3,WP4,WP5,WP6,WP7}@synaptic-project.eu](mailto:synaptic-ML-{WP1,WP2,WP3,WP4,WP5,WP6,WP7}@synaptic-project.eu): Work Package Mailing List

synaptic-ML-plenary@synaptic-project.eu : Mailing List including all Synaptic partners

synaptic-ML-meetings@synaptic-project.eu : Mailing List for the Thursday meetings

synaptic-ML-pmc@synaptic-project.eu : Project Management Committee Mailing List

synaptic-ML-info@synaptic-project.eu : public mail from which it is possible to have some information from the Synaptic project.

7. Dissemination and use plan activities

Several common activities are scheduled as collaborations to external networks in scientific community, therefore contribution to and co-organization of workshops, seminars and etc. The following initiatives have been scheduled:

The following conferences and journals are envisaged as relevant for submission of articles:

- International conferences:

- Design Automation and Test In Europe DATE
- Design Automation Conference DAC
- International symposium on Microarchitecture MICRO
- Asian-South Pacific Design Automation Conference ASP-DAC
- International conference on High Performance and Embedded Architectures and Compilers HIPEAC
- IEEE International Conference on Computer Design: VLSI in Computers and Processors ICCD
- IEEE/ACM International Conference on Computer Aided Design ICCAD
- IEEE International Symposium on Circuits and Systems ISCAS
- Midwest Symposium on Circuits and Systems MWSCAS
- IEEE Custom Integrated Circuits Conference CICC
- IEEE International Conference on Electronics, Circuits and Systems ICECS
- International Workshop on Power And Timing Modeling, Optimization and Simulation PATMOS
- IEEE International Solid-State Circuits Conference ISSCC
- IEEE Annual symposium on VLSI ISVLSI
- ACM Great Lakes Symposium on VLSI GLSVLSI
- IFIP/IEEE International Conference on Very Large Scale Integration VLSI-SOC
- European Solid-State Circuits Conference ESSCIRC

- International journals:

- IEEE Transactions on VLSI Systems
- IEEE Transaction on Computers
- IEEE Transactions on Computer-Aided Design of Integrated Circuits and Systems
- Integration, The VLSI Journal, ELSEVIER
- Journal of System Architecture (Elsevier)
- Microelectronics Journal (Elsevier)

- International Journal of Electronics (Taylor & Francis)

Nangate, as EDA Vendor, will disseminate and prepare the future exploitation of the project results actively participating in industrial events such as:

- the exhibition associated with relevant conferences (i.e. DAC, DATE, etc.)
- trade shows (e.g., EDS fair in Japan, GSA events, Silicon Integration Initiative events)
- dissemination opportunities in conjunction with the major events arranged by Cadence, Synopsys and Mentor (e.g., SNUG, Cadence Connections or Mentor Graphics Solutions Expo).

Furthermore, the most important dissemination instrument of the Synaptic project, namely the public website will be regularly updated with news and documents. In particular, the first public deliverables (scheduled at M6) made their way to the general public. General presentations and materials will also be regularly published on the public website.

Dissemination will also be enabled by cooperation between the research centers for guidance of PhDs, Post Docs in the context of the Synaptic project.

8. Conclusions

This deliverable provides the basis and the definition of main channels that will be used within the project to ensure the visibility of Synaptic to the European research community as a whole. It also gives an overview of what kind of material will be used for the purpose of dissemination and use.

In order to achieve the best possible impact, the global project dissemination and demonstration actions will be combined with individual specific initiatives undertaken by the consortium partners.

At the time of delivery of this report several dissemination and use actions are already implemented. As examples are the internal and external open web pages at the POLIMI's server, the participation and presentation to open industry exhibition like the ones co-located with DATE 2010 and DAC 2010.

The exploitation of the project results will be carefully prepared by the consortium as a whole and by specific partners.