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Collaborative Project (Large-scale integrating project)

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D6.3 – Video presentation of NEWLED

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Dissemination Level		
PU	Public	X
PP	Restricted to other programme participants (including the Commission Services)	
RE	Restricted to a group specified by the consortium (including the Commission Services)	
CO	Confidential, only for members of the consortium (including the Commission Services)	



D6.3: Video presentation of NEWLED

Nature: Report

Dissemination Level: Public (PU)

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1 Introduction

A short video presenting the partners, the main goal of NEWLED and how these goals will be reached has been prepared for release on YouTube and on the project website. The video has duration of approximately four minutes, and is built upon video materials provided by the project partners and animations produced at ROMA. For the presentation on YouTube, a YouTube channel named “newled” has been created, which may host more NEWLED related videos or other public dissemination material in future.

Both the video itself and the animations used in the video, where not provided by partners, have been created using freely available, open source software. As little as possible technical details have been included in the video, so that it can be understood by a wide public without technical knowledge.

The video is accessible via the direct link <http://www.youtube.com/watch?v=coGw6OhoRGM> or via the YouTube channel <http://www.youtube.com/channel/UC4blxEYiiljsfWQRglUQgYQ>.

2 Video content and creation

2.1 Video content

The NEWLED presentation video has been created based on video and photographic material presented by the project partners. In particular, OSRAM provided a publicity video on LED applications and processing, and LUX provided images on CRI. Other partners provided videos of optical measurement setups, MBE reactors, animated reactor simulations etc. The material has been sorted by ROMA, and a suitable text has been prepared. The video starts with a presentation of all project partners, showing the logos and their geographic position, to give an impression of the network involved in the project. Then, the amount of electrical energy employed for lighting is visualized. The evolution of luminous efficacy of different light sources, and of white LEDs is shown graphically, and the efficacy goal of NEWLED is introduced. The associated estimated reduction potential regarding energy and CO₂ emissions is given. Then, the goal to increase CRI to values above 90, and the meaning of CRI are introduced. Subsequently, the approaches on how to achieve these goals in NEWLED are listed, including both experimental and theoretical part. Finally, the benefits for the European union and mankind in general of the success of NEWLED is highlighted.

The video is intended to illustrate the ideas of NEWLED to a broad public, and therefore only few technical details are given in the video

2.2 Video creation

The video has been created by ROMA using exclusively free software. For the video itself, the multi-track video editor *kdenlive* [1] has been employed, which provides the main video editing features found in professional software. Fig. 1 shows a screenshot of *kdenlive* in action.

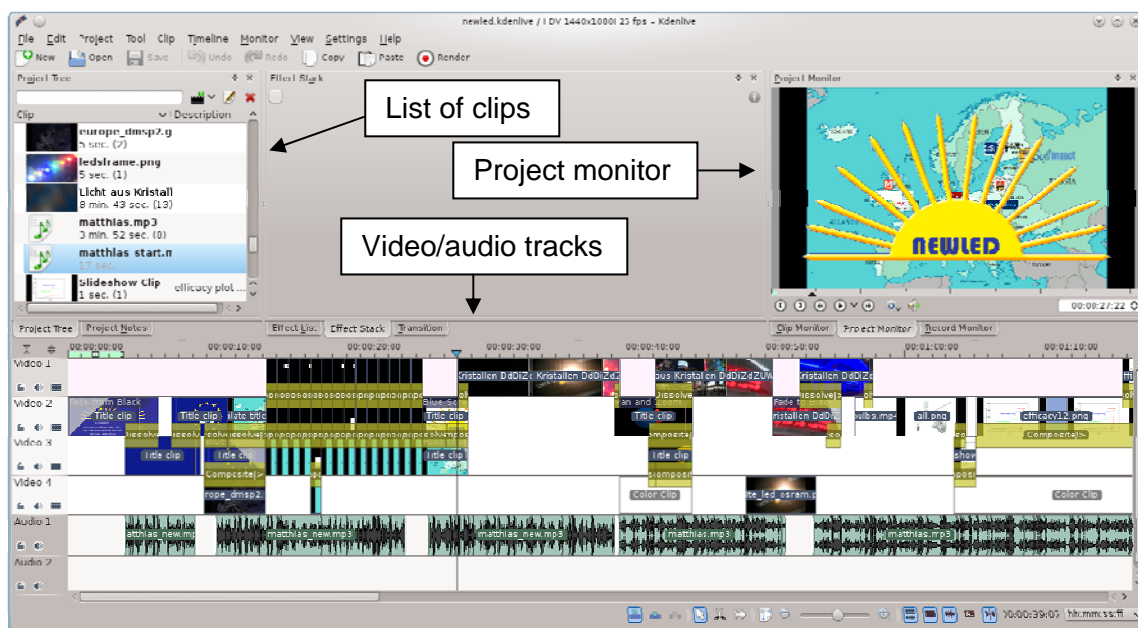


Fig. 1 Graphical user interface of kdenlive.

For the preparation of the animations (e.g. the animation of the recombination channels), the program *synfig studio* has been used [2], an open-source 2D animation software, designed as powerful industrial-strength solution for creating film-quality animation using a vector and bitmap artwork. It allows the creation of 2D animations without the need of creating every single video frame by hand. The learning curve for this software is relatively flat at the beginning; nevertheless it was possible of creating decent animations after a few days following a learning-by-doing approach, and with the help of short online tutorials. Fig. 2 shows a screenshot of *synfig studio*.

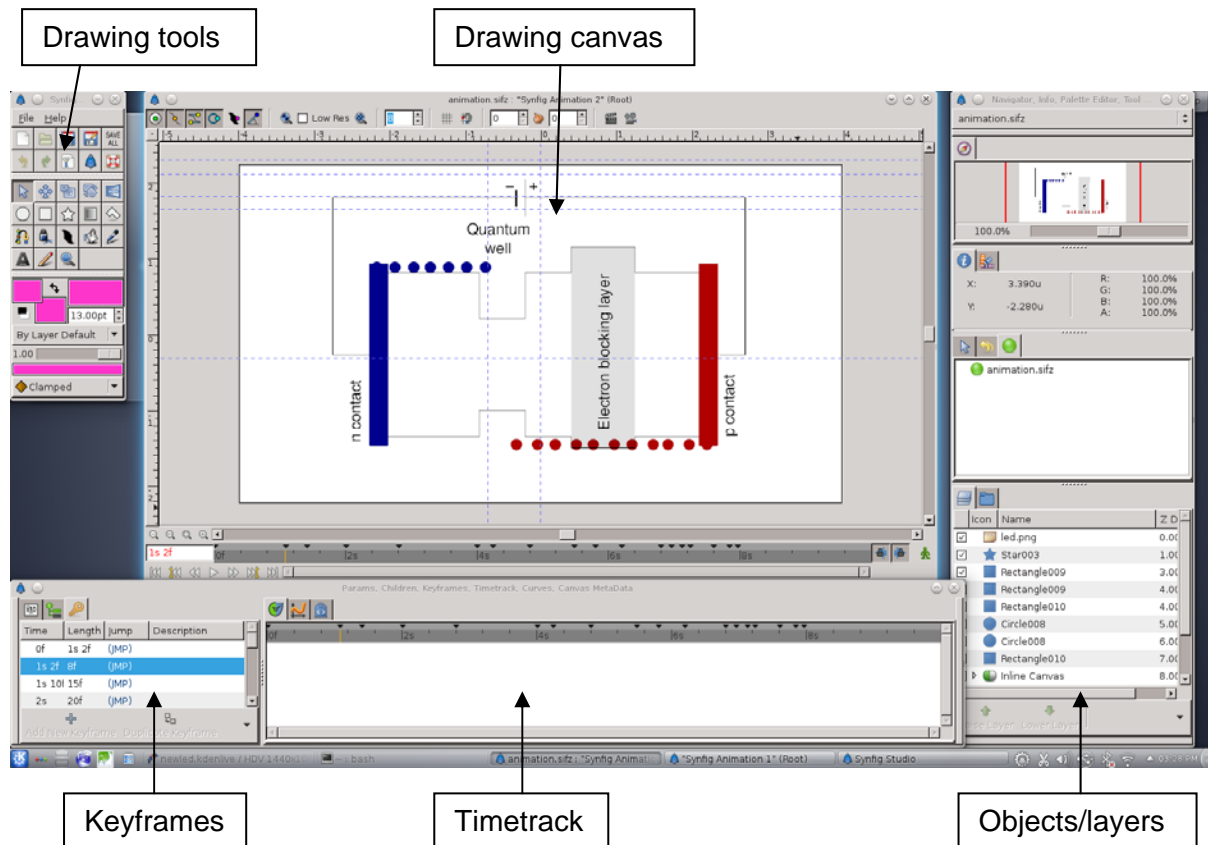


Fig. 2 Grafical user interface of *synfig studio*.

3 References

- [1] kdenlive: <http://www.kdenlive.org>
[2] synfig studio: <http://synfig.org>