Project Number: **215219**

Project Acronym: **SOA4All**

Project Title: **Service Oriented Architectures for All**

Instrument: **Integrated Project**

Thematic Priority: **Information and Communication Technologies**

D12.2.2 First Generation of SOA4All Publicity Material

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Reviewers(s):	Jean-Pierre Lorre EBM WebSourcing Luigi Lavazza CEFRIEL	

Version History

Version	Date	Comments, Changes, Status	Authors, contributors, reviewers
0.1	09/02/2009	First draft	Maurilio Zuccalà (CEFRIEL)
0.2	16/02/2009	Updated screenshots	Maurilio Zuccalà (CEFRIEL)
0.3	24/02/2009	Updated descriptions and conclusion	Maurilio Zuccalà (CEFRIEL)
0.4	04/03/2009	Internal review	Reviewers: Jean-Pierre Lorre (EBM WebSourcing), Luigi Lavazza (CEFRIEL)
1.0	06/03/2009	Final version	Maurilio Zuccalà (CEFRIEL)
Final	10/03/2009	Overall format and quality revision	Malena Donato (ATOS)

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Glossary of Acronyms

Acronym	Definition
D	Deliverable
EC	European Commission
WP	Work Package

Executive summary

This deliverable describes the SOA4All publicity material created during the first year of the project. Such material is mainly targeted to external audience. Examples of publicity material include: poster, flyer, brochure and banner stand.

1. Introduction

1.1 Introductory explanation of the deliverable

The purpose of this deliverable is to describe the publicity material created in the SOA4All project.

1.2 Purpose and scope

The publicity material created in SOA4All is mainly targeted to external audience. Examples of publicity material include: poster, flyer, brochure and banner stand.

This document covers the publicity material produced during the first year of the project.

1.3 Structure of the document

This document is structured as follows. Section 2 illustrates the publicity material currently available in SOA4All. Section 3 draws some conclusions.

2. SOA4All publicity material

Publicity material plays a key role in terms of visibility of a project. In SOA4All different types of publicity material were created during the first year, in order to increase project visibility and support dissemination of project results in different settings and venues.

Final versions of SOA4All publicity material can be downloaded from the SOA4All Website [1], 'Resources' section, 'Publicity Material' folder.

2.1   Flyer

The flyer (see Figure 1) is meant to be let available or handed out at different dissemination venues where SOA4All is represented, such as conferences, symposia, project meetings and other similar events.

Figure 1 – SOA4All flyer

2.2 Banner stand

The banner stand (see Figure 2) can be shown at different dissemination venues where the SOA4All project is represented, such as conferences, symposia, project meetings and other similar events.

Figure 2 – SOA4All banner stand

2.3 Brochure

Also the brochure (see Figure 3 and Figure 4) is intended to be let available or handed out at different dissemination venues where SOA4All is represented, such as conferences, symposia, project meetings and other similar events.

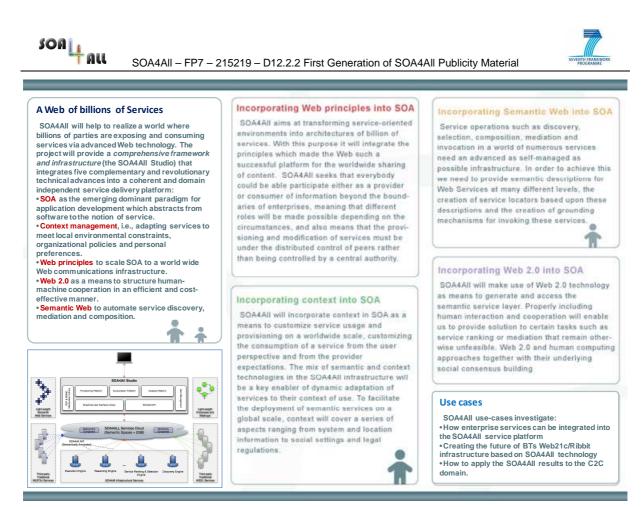*Figure 3 – SOA4All brochure (outer side)*

A Web of billions of Services

SOA4All will help to realize a world where billions of parties are exposing and consuming services via advanced Web technology. The project will provide a *comprehensive framework and infrastructure* (the SOA4All Studio) that integrates five complementary and revolutionary technical advances into a coherent and domain independent service delivery platform:
- **SOA** as the emerging dominant paradigm for application development which abstracts from software to the notion of service.
- **Context management**, i.e., adapting services to meet local environmental constraints, organizational policies and personal preferences.
- **Web principles** to scale SOA to a world wide Web communications infrastructure.
- **Web 2.0** as a means to structure human-machine cooperation in an efficient and cost-effective manner.
- **Semantic Web** to automate service discovery, mediation and composition.

Incorporating Web principles into SOA

SOA4All aims at transforming service-oriented environments into architectures of billion of services. With this purpose it will integrate the principles which made the Web such a successful platform for the worldwide sharing of content. SOA4All seeks that everybody could be able participate either as a provider or consumer of information beyond the boundaries of enterprises, meaning that different roles will be made possible depending on the circumstances, and also means that the provisioning and modification of services must be under the distributed control of peers rather than being controlled by a central authority.

Incorporating context into SOA

SOA4All will incorporate context in SOA as a means to customize service usage and provisioning on a worldwide scale, customizing the consumption of a service from the user perspective and from the provider expectations. The mix of semantic and context technologies in the SOA4All infrastructure will be a key enabler of dynamic adaptation of services to their context of use. To facilitate the deployment of semantic services on a global scale, context will cover a series of aspects ranging from system and location information to social settings and legal regulations.

Incorporating Semantic Web into SOA

Service operations such as discovery, selection, composition, mediation and invocation in a world of numerous services need an advanced as self-managed as possible infrastructure. In order to achieve this we need to provide semantic descriptions for Web Services at many different levels, the creation of service locators based upon these descriptions and the creation of grounding mechanisms for invoking these services.

Incorporating Web 2.0 into SOA

SOA4All will make use of Web 2.0 technology as means to generate and access the semantic service layer. Properly including human interaction and cooperation will enable us to provide solution to certain tasks such as service ranking or mediation that remain otherwise unfeasible. Web 2.0 and human computing approaches together with their underlying social consensus building

Use cases

SOA4All use-cases investigate:
- **How enterprise services can be integrated into the SOA4All service platform**
- **Creating the future of BTs Web21c/Ribbit infrastructure based on SOA4All technology**
- **How to apply the SOA4All results to the C2C domain.**

Figure 4 – SOA4All brochure (inner side)

2.4 Poster

The SOA4All poster (Figure 5) is meant to be shown at dissemination venues where SOA4All is represented, such as conferences, symposia, project meetings and other similar events.
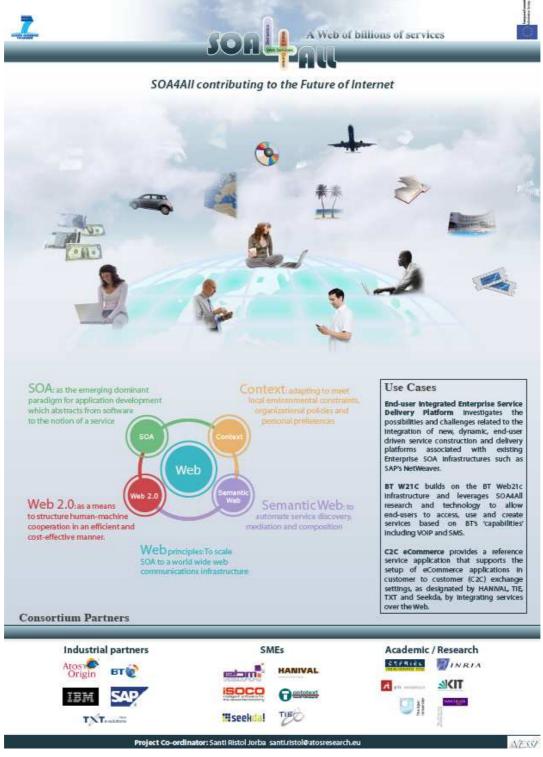
Figure 5 – SOA4All poster

2.5   Other publicity material

Other SOA4All publicity material include:

- Factsheet
- Logo
- Slide template (for MS PowerPoint presentations)

Such material is already described in deliverable D12.2.1 "SOA4All branding" [2].

3. Conclusions

This document presented the first generation of SOA4All publicity material. Most of the project publicity material is available through the project Website [1], in the 'Resources' section, 'Publicity material' folder.

Some publicity material is undergoing some redesign, e.g., in order to achieve a common graphical style.

Moreover, publicity material could be updated or extended in order to reflect and disseminate new project results as they become available.

4. References

1. SOA4All Website: http://www.SOA4All.eu/

2. D12.2.1 SOA4All Branding, public deliverable, May 2008.