

SUMAT

CIP-ICT-PSP-270919



Deliverable D9.8

Leaflets, posters and other dissemination materials

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Abstract:	This document describes dissemination material being produced during the project. The material comprises leaflets, posters, etc.
Keyword List:	leaflet, poster, banner, dissemination

Document Description

Document Revision History

Version	Date	Modifications Introduced	
		Modification Reason	Modified by
V.1	02.09.2011	Initial document layout	Damjan Vlaj and Mirjam Sepesy Maučec (Maribor)
V.2	06.09.2011	Changes after comments from VicomTech	Damjan Vlaj and Mirjam Sepesy Maučec (Maribor)
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V.6	29.09.2011	Final review	Arantza del Pozo (VicomTech)

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Part I - Executive Summary

This document describes deliverable D9.8 of Work Package 9, which is related to the dissemination and exploitation of the project results. D9.8 is part of Task 9.2, which concerns the creation of dissemination material for effective project presentation. The document contains detailed descriptions of leaflets and posters accompanied by the full text and figures.

Part II - Full description of deliverable content

Within the dissemination task of the SUMAT project the development and production of dissemination material is foreseen. It will be used for the various dissemination and networking events to be attended throughout the project. The first version of D9.8 describes a set of leaflets and posters.

- (Section 1)** This section describes the designed leaflets.
- (Section 2)** This section describes the designed posters.
- (Section 3)** This section describes the designed banner.
- (Section 4)** This section describes other foreseen dissemination material.
- (Section 5)** This section describes estimation of the quantities which will be needed of each type of dissemination material.
- (Section 6)** This section sets out the time plan for the creation of the various leaflets, posters and materials.

Section 1. Leaflets

One type of leaflet will be produced, which is aimed at the wider public with some knowledge of or interest in machine translation. Leaflets will be taken to all dissemination events, both industrial and scientific, to distribute among the interested audience.

1.1 Description

The leaflet is sized 29.7 cm x 21 cm. It is folded three times producing 6 separate sections front and back. Figures 1 and 2 display the leaflet's outer and inner side respectively. The outside and inside of the leaflet are also shown in Appendix 1.

1.2 Content

The following information is included in the leaflet:

- the front page of the leaflet (see section 3 on Figure 1) presents the project name and logo,
- the back page of the leaflet (section 2 on Figure 1) presents the project details and partners,

- section 1 on Figure 1 presents the SUMAT service concept and the representation of the subtitle translation,
- sections 4 and 5 on Figure 2 presents the project mission and objective, and the project work plan, and
- sections 5 and 6 on Figure 2 present the picture of Europe with all 14 different language pairs for subtitle translation.

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SUMAT PILOT SERVICE

Play it again Sam

Input: Original subtitle (for example: English)

Output: Translated subtitle (for example: Spanish)

Tocata de nuevo Sam

SUMAT SMT system

Subtitle trained abstract models

English to German, English to Spanish, English to Dutch, English to Portuguese, English to Swedish, English to French, English to Spanish

PROJECT DETAILS

Web page: www.sumat-project.eu

Contract with EC: ICT-PSP-270919

Entry into force: April 1, 2011

Duration of the project: 36 months

Overall budget: 3,600,000 EUR

EU contribution: 1,800,000 EUR

Project Coordinator:

- Dr. Arantza del Pozo, Head of the Speech and Language Technology Group, Vicomtech – Visual Interaction and Communication Technologies Center, Donostia-San Sebastian, Spain

PROJECT PARTNERS

vicomtech, ATC, TITEL BILD, Applied Language, deluxo digital studios, inVision, WSI, textshuttle

sumat

An Online Service for Subtitling by Machine Translation

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Figure 1. Leaflet (outside)

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PROJECT MISSION AND OBJECTIVE

The SUMAT project aims to increase the efficiency and productivity of the European subtitling industry whilst enhancing the quality of its results, through the effective introduction of SMT technologies into industry workflows. This will foster the circulation of European audiovisual works and promote cultural and linguistic diversity in Europe.

PROJECT WORK PLAN

- WP1:** to define internal management procedures and ensure coordination of efforts among the partners
- WP2:** to define and specify the amount and type of required corpora, online service functionalities, and the hardware and software infrastructure
- WP3:** to compile parallel subtitle corpora
- WP4:** to develop the baseline SMT systems of subtitles
- WP5:** to process the subtitles and enrich them with linguistic information
- WP6:** to build upon the baseline SMT systems of subtitles
- WP7:** to integrate and develop the software infrastructure
- WP8:** to evaluate all built modules
- WP9:** to disseminate and plan the exploitation of the project results

SUMAT will develop an online subtitle translation service addressing nine European languages in 14 different language pairs.

www.sumat-project.eu

Figure 2. Leaflet (inside)

Section 2. Posters

Two types of posters will be produced. The first one is a generic poster, aimed at capturing the attention of the wider public with some knowledge of and interest in machine translation, which will be brought to industrial and demo events. The second type of poster is a template for future scientific dissemination activities, which will be adapted to the needs of each scientific conference by the corresponding authors.

2.1 Generic poster

The generic poster is aimed at capturing the attention of the wider public with some knowledge of and interest in machine translation and is specifically targeted for big industrial events and demo booths.

2.1.1 Description

The generic poster is sized 84.1 cm × 118.9 cm, divided into three parts and presented in Appendix 2.

2.1.2 Content

The following information is included in the generic poster:

- the upper part of a generic poster presents the project logo,
- the middle part presents the aim of the project and a brief description of the project in bullet points,
- the bottom part of the generic poster presents the list of project partners.

2.2 Poster template for scientific dissemination

This section presents the poster template designed for scientific dissemination. It will be modified by the project partners responsible for a particular scientific dissemination event, to include the relevant results and information.

2.2.1 Description

The poster template for scientific dissemination is sized 59.4 cm × 84.1 cm, divided into three parts and presented in Appendix 3.

2.2.2 Content

The following information is included in the poster template for scientific dissemination:

- the upper part presents the project name and logo,
- the middle part will present the information and results relevant for each scientific dissemination event,
- the bottom part presents project details and the list of project partners.

Section 3. Banner

The banner follows the design of the generic poster and has been especially designed to be used in large venues and events as well as at large conferences.

3.1 Description

The banner is sized 80.0 cm × 200.0 cm. It is also divided into three parts. The banner is presented in Appendix 4.

3.2 Content

The following information is included in the banner:

- the upper part of the banner presents the project logo,
- the middle part presents the aim of the project and a brief description of the project in bullet points,
- the bottom part of the banner presents the list of project partners.

Section 4. Other dissemination material

This section describes the other foreseen dissemination material. Three types of other material will be designed and created:

- pens, to be distributed to everybody at conferences, meetings, EU, etc.,
- t-shirts, to be distributed to partners and limited others (e.g. workshop co-chairs),
- USB flash drives, to be disseminated at selected conferences and meetings to the reviewers, conference organizers and key personnel.

The design of the above material is underway and will be documented in the next version of this deliverable in Month 18.

Section 5. Quantities

Taking into account the dissemination activities planned within the project and detailed in Table 1, Table 2 shows an estimation of the quantities which will be needed of each type of dissemination material throughout the project.

Event	Place	Date	Partners participating in event	Dissemination material
MIPCOM 2011	Cannes	October 3 – 6, 2011	DDS	Leaflets, Poster
AVT 2011	Krakow	October 14 – 15, 2011	Textshuttle	Leaflets, Poster
BROADCAST EXPO 2012	London	February 14 – 16, 2012	TBA	Leaflets, Poster, Banner, Pen, T-shirt, USB flash drive
PEVE 2012	TBA	March, 2012	TBA	Leaflets, Poster, Banner, Pen, T-shirt, USB flash drive
MIPTV 2012	Cannes	April 1 – 4, 2012	inVision	Leaflets, Poster, Banner, Pen, T-shirt,

				USB flash drive
NAB 2012	Las Vegas	April 14 – 19, 2012	DDS	Leaflets, Poster, Banner, Pen, T-shirt, USB flash drive
Language & Media 2012	Berlin	October, 2012	DDS, VSI	Leaflets, Poster, Banner, Pen, T-shirt, USB flash drive
MIPCOM 2012	TBA	October, 2012	DDS	Leaflets, Poster, Banner, Pen, T-shirt, USB flash drive
EACL 2012	Avignon	April 23 – 27, 2012	Academic partners	Leaflets, Poster, Banner, Pen, T-shirt, USB flash drive
LREC 2012	Istanbul	May 21 – 27, 2012	Academic partners	Leaflets, Poster, Banner, Pen, T-shirt, USB flash drive
EAMT 2012	TBA	May, 2012	Academic partners	Leaflets, Poster, Banner, Pen, T-shirt, USB flash drive
COLING 2012	Mumbai	December 8 -15, 2012	Academic partners	Leaflets, Poster, Banner, Pen, T-shirt, USB flash drive
ACL 2012	Jeju	July 8 -15, 2012	Academic partners	Leaflets, Poster, Banner, Pen, T-shirt, USB flash drive
BROADCAST EXPO 2013	London	February, 2013	TBA	Leaflets, Poster, Banner, Pen, T-shirt, USB flash drive
PEVE 2013	TBA	March, 2013	TBA	Leaflets, Poster, Banner, Pen, T-shirt, USB flash drive
NAB 2013	Las Vegas	April, 2013	DDS	Leaflets, Poster, Banner, Pen, T-shirt, USB flash drive
MIPCOM 2013	TBA	October 2013	DDS	Leaflets, Poster, Banner, Pen, T-shirt, USB flash drive
COLING 2013	TBA	December, 2013	Academic partners	Leaflets, Poster, Banner, Pen, T-shirt, USB flash drive
MT-Summit 2013	TBA	TBA	Academic partners	Leaflets, Poster, Banner, Pen, T-shirt, USB flash drive
RANLP 2013	TBA	TBA	Academic partners	Leaflets, Poster, Banner, Pen, T-shirt, USB flash drive
BROADCAST EXPO 2014	London	February, 2014	TBA	Leaflets, Poster, Banner, Pen, T-shirt, USB flash drive
PEVE 2014	TBA	March, 2014	TBA	Leaflets, Poster, Banner, Pen, T-shirt, USB flash drive
NAB 2014	Las Vegas	April, 2014	DDS	Leaflets, Poster, Banner, Pen, T-shirt, USB flash drive
Language & Media 2014	Berlin	October, 2014	DDS, VSI	Leaflets, Poster, Banner, Pen, T-shirt, USB flash drive
MIPCOM 2014	TBA	October, 2014	DDS	Leaflets, Poster, Banner, Pen, T-shirt, USB flash drive
LREC 2014	TBA	May, 2014	Academic partners	Leaflets, Poster, Banner, Pen, T-shirt, USB flash drive
EAMT 2014	TBA	May, 2014	Academic partners	Leaflets, Poster, Banner, Pen, T-shirt, USB flash drive
COLING 2014	TBA	December, 2014	Academic partners	Leaflets, Poster, Banner, Pen, T-shirt, USB flash drive
Translating and the Computer Conference 2014	TBA	TBA	Academic partners	Leaflets, Poster, Banner, Pen, T-shirt, USB flash drive
NAACL HLT 2014	TBA	TBA	Academic partners	Leaflets, Poster, Banner, Pen, T-shirt, USB flash drive
MT-Summit 2014	TBA	TBA	Academic partners	Leaflets, Poster, Banner, Pen, T-shirt, USB flash drive
ACL 2014	TBA	July, 2012	Academic partners	Leaflets, Poster, Banner, Pen, T-shirt, USB flash drive

Table 1. Dissemination activities track in the future

Dissemination material	Quantity
leaflets	800
generic poster	when needed
posters for scientific dissemination	when needed
banner	when needed
pens	500
t-shirts	50
USB flash drives	200

Table 2. Quantity of the dissemination material

These amounts will be produced following the time-plan described in the next section.

Section 6. Time-plan

Taking into account the dates of the dissemination events described in Table 1, the time-plan shown in Table 3 for the design of the different dissemination material types was determined.

Dissemination material	Design confirmed by all project partners	Responsible for design
leaflets	September 14, 2011	Maribor
generic poster	September 30, 2011	ATC
banner	September 30, 2011	ATC
pen	December 20, 2011	Maribor and ATC
t-shirt	December 20, 2011	Maribor and ATC
USB flash drive	December 20, 2011	Maribor and ATC

Table 3. Time-plan for the design of the dissemination material

250 leaflets have already been printed, some of which will be distributed at MIPCOM 2011 and AVT 2011 in early October.

The generic poster will also be presented at MIPCOM, while a version of the poster template for scientific dissemination will be taken to AVT.

The rest of the material will be created and distributed in due time for the forthcoming dissemination activities.

Part III – Appendices

Appendix 1: Leaflets (September 2011)

Outside:

SUMAT PILOT SERVICE

[Play it again Sam](#)

Input: Original subtitle (for example: English)

Output: Translated subtitle (for example: Spanish)

[Tocala de nuevo Sam](#)

PROJECT DETAILS

Web page: www.sumat-project.eu
 Contract with EC: ICT-PSP-270919
 Entry into force: April 1, 2011
 Duration of the project: 36 months
 Overall budget: 3,600,000 EUR
 EU contribution: 1,800,000 EUR
 Project Coordinator:
 • Dr. Arantza del Pozo, Head of the Speech and Language Technology Group, Vicomtech – Visual Interaction and Communication Technologies Center, Donostia-San Sebastian, Spain

PROJECT PARTNERS

vicomtech
 ATC
 TITEL BILD
 Applied Language SOLUTIONS
 deluzo digital studios

SUBCONTRACTED

textshuttle
 language technology for the media industry

An Online Service for Subtitling by Machine Translation

www.sumat-project.eu

Inside:

PROJECT MISSION AND OBJECTIVE

The SUMAT project aims to increase the efficiency and productivity of the European subtitling industry whilst enhancing the quality of its results, through the effective introduction of SMT technologies into industry workflows. This will foster the circulation of European audiovisual works and promote cultural and linguistic diversity in Europe.

PROJECT WORK PLAN

WORK PACKAGE 1: Project Management

WORK PACKAGE 2: Definition of internal management procedures, SMT development and online service infrastructure

WORK PACKAGE 3: Corpus collection and alignment

WORK PACKAGE 4: Baseline SMT systems

WORK PACKAGE 5: Linguistic annotations and features

WORK PACKAGE 6: SMT Systems for Subtitling

WORK PACKAGE 7: Online service development

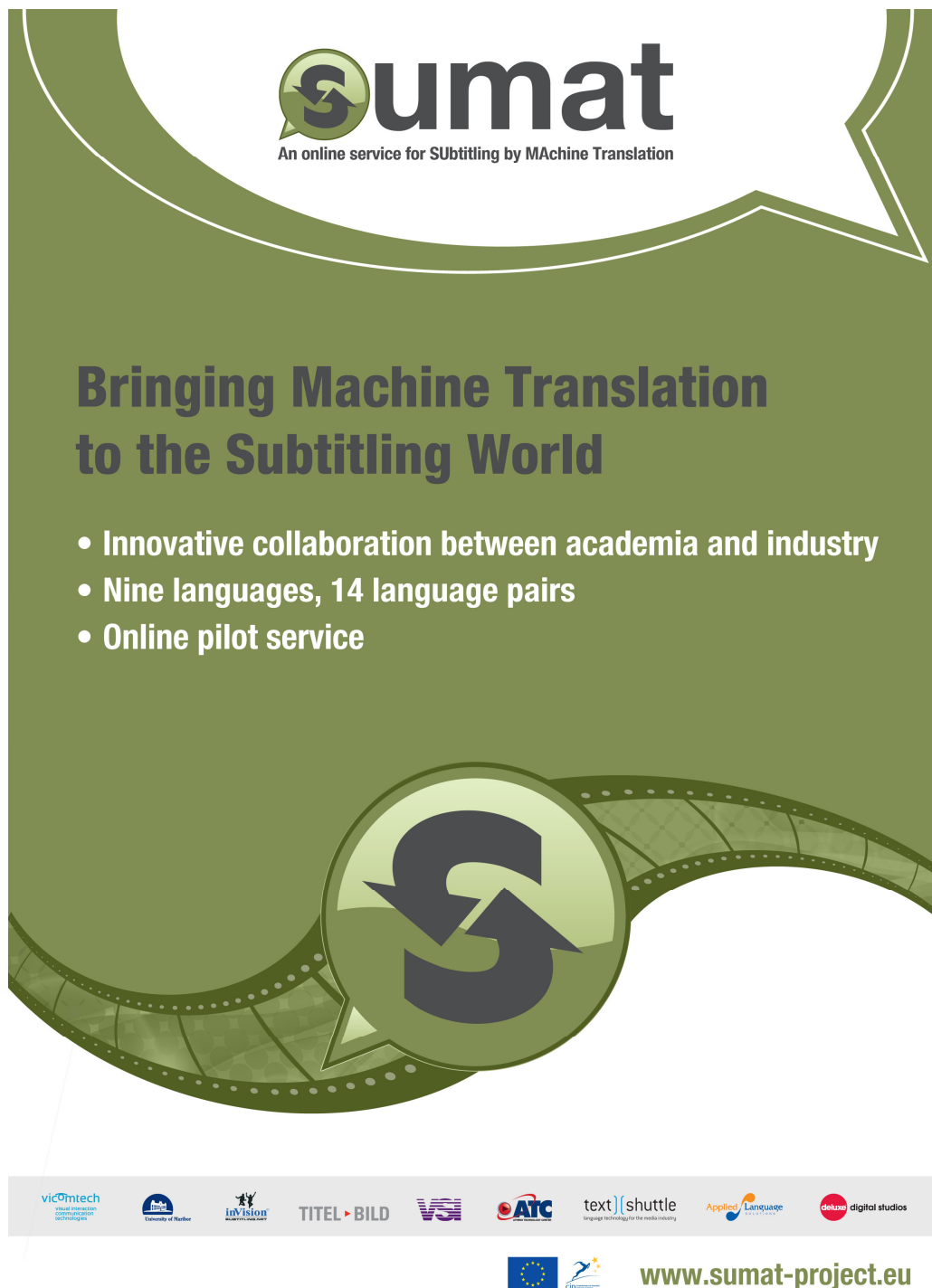
WORK PACKAGE 8: Evaluation of Modules

WORK PACKAGE 9: Dissemination and exploitation

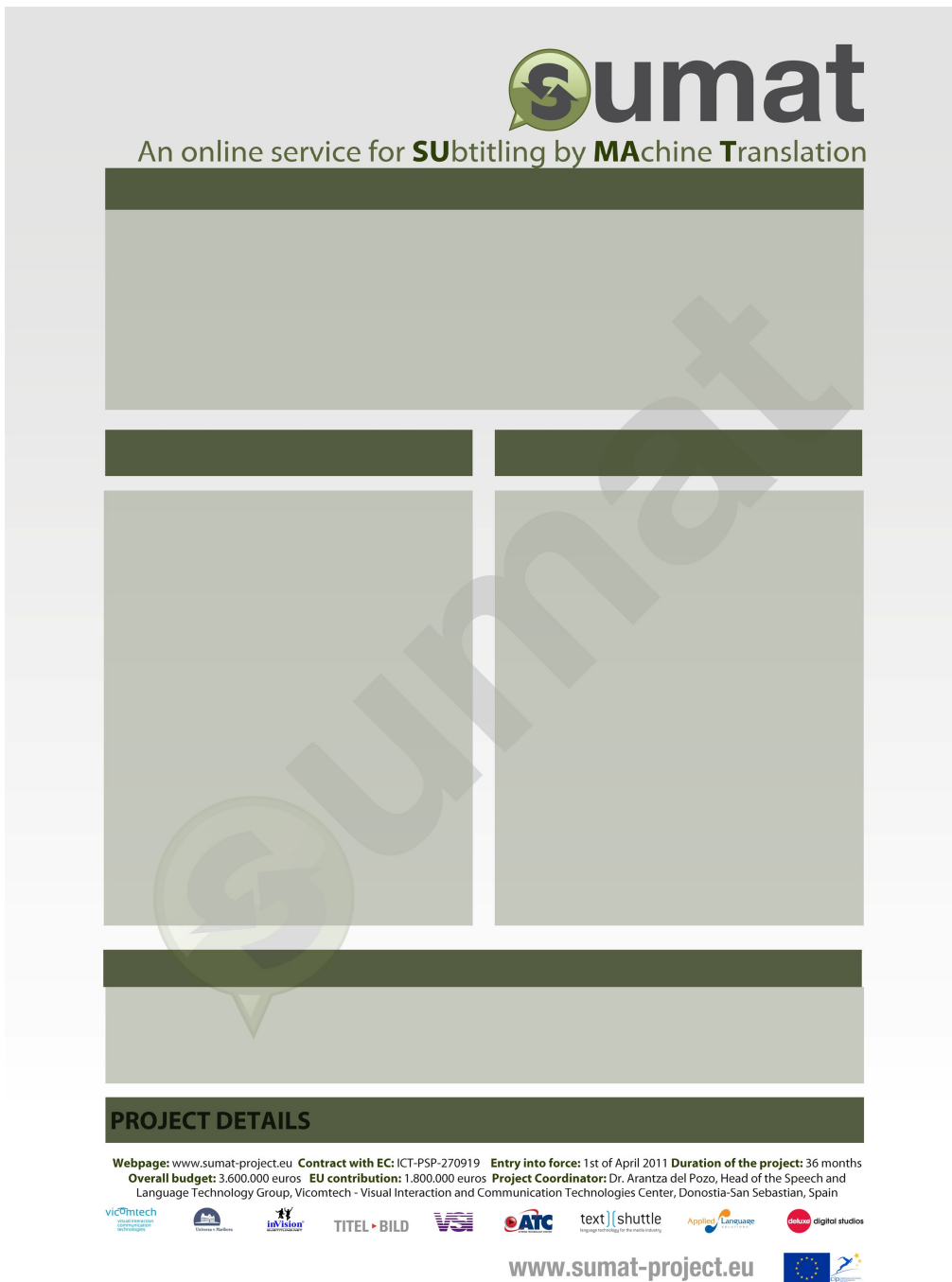
WP1: to define internal management procedures and ensure coordination of efforts among the partners
WP2: to define and specify the amount and type of required corpora, online service functionalities, and the hardware and software infrastructure
WP3: to compile parallel subtitle corpora
WP4: to develop the baseline SMT systems of subtitles
WP5: to process the subtitles and enrich them with linguistic information
WP6: to build upon the baseline SMT systems of subtitles
WP7: to integrate and develop the software infrastructure
WP8: to evaluate all built modules
WP9: to disseminate and plan the exploitation of the project results

SUMAT will develop an online subtitle translation service addressing nine European languages in 14 different language pairs.

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Appendix 3: Poster template for scientific dissemination (September 2011)











The poster template features a light gray background with a large, faint watermark of the 'sumat' logo and text. At the top right, the 'sumat' logo is displayed in a dark green color, with the tagline 'An online service for **SU**bitling by **MA**chine **T**ranslation' below it. The main content area is divided into several rectangular sections by dark green horizontal bars. A large, faint watermark of the 'sumat' logo is overlaid diagonally across the center of the poster. At the bottom, a dark green bar contains the text 'PROJECT DETAILS' in white. Below this bar, project information is listed in a small font, followed by a row of logos for various partners and the European Union flag.

sumat
An online service for **SU**bitling by **MA**chine **T**ranslation

PROJECT DETAILS

Webpage: www.sumat-project.eu Contract with EC: ICT-PSP-270919 Entry into force: 1st of April 2011 Duration of the project: 36 months
Overall budget: 3.600.000 euros EU contribution: 1.800.000 euros Project Coordinator: Dr. Arantza del Pozo, Head of the Speech and Language Technology Group, Vicomtech - Visual Interaction and Communication Technologies Center, Donostia-San Sebastian, Spain

   TITEL > BILD   text|shuttle  

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Appendix 4: Banner (September 2011)




sumat
An online service for SUBtitling by MACHine Translation

Bringing Machine Translation to the Subtitling World

- Innovative collaboration between academia and industry
- Nine languages, 14 language pairs
- Online pilot service

vicomtech |  |  |  |  | text|shuttle |  | 

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