

**SUMAT**

CIP-ICT-PSP-270919



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**Deliverable D9.8 – version 2**

**Leaflets, posters and other dissemination materials**

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

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## Document Description

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### Document Revision History

Version	Date	Modifications Introduced	
		Modification Reason	Modified by
V.1	17.12.2012	Initial document layout	Darinka Verdonik
V.2	19.12.2012	First draft	Anthony Walker
V.3	21.12.2012	Final version	Arantza del Pozo

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## **Part I - Executive Summary**

This document reports about the activities connected to the leaflets, USBs, posters and banners dissemination material. The report covers the time-period from 30.09.2011, when the first version of this report was submitted, to 31.12.2012.

## **Part II - Full description of deliverable content**

The second version of D9.8 reports:

- (Section 1)** where was the dissemination material distributed
- (Section 2)** what activities were carried out to prepare the next version of dissemination material

### **Section 1. Overview of the dissemination material distribution**

In September 2011, the first version of dissemination material (leaflets, USB flash drives, posters, banner) was prepared. This material was distributed at the events in 2012, where the SUMAT partners participated. The events are listed in Table 1.

<b>Event</b>	<b>Where</b>	<b>When</b>	<b>Type of dissemination material</b>
W3C Workshop: The Multilingual Web – the Way Ahead	Luxembourg	March 2012	leaflets, poster
Language Resources and Evaluation Conference 2012	Istanbul	May 2012	leaflets, poster, banner, USB
European Association for Machine Translation (16 <sup>th</sup> annual conference)	Trento (Italy)	May 2012	leaflets, USB
Meta-Forum 2012	Brussels	June 2012	leaflets, poster, banner, USB
The 8 <sup>th</sup> International Conference Formal Approaches to South Slavic and Balkan languages	Dubrovnik (Croatia)	September 2012	leaflets, USB
Information Society IS'12, Jezikovne tehnologije	Ljubljana (Slovenia)	October 2012	leaflets, USB

MIPCOM	Cannes	October 2012	banner
Languages & The Media	Berlin	November 2012	banner, leaflets

*Table 1. Distribution of the dissemination material*

## **Section 2. Preparations for new version of dissemination material**

### **Section 2.1 Amended leaflet material: objectives**

To date, the SUMAT project has produced only one leaflet for dissemination and use. This was aimed at a wide audience demographic, and was designed simply to raise awareness and provide basic information about the project at the outset.

As the project has evolved, and the consortium moves closer to the public testing phase of the SUMAT technology, it is important that the dissemination material also evolves and provides up to date information on the project.

The primary objective of this leaflet was to introduce new information on the project, with additional call to actions for readers. The second objective was to introduce a cleaner approach to the design of the dissemination material, an approach which will be central to the WP9 activity in 2013, leading up to the full launch of the technology in 2013.

### **Section 2.2 Description**

The leaflet is sized 29.7 cm x 21 cm. It is folded three times producing 6 separate sections front and back. Figure 1 and 2 below display the leaflet's cover side and inlay, respectively.

### **Section 2.3 Content**

The key idea at the heart of this document is evolution. The idea was not to move too far, too fast from the existing dissemination material, as the technology itself is not ready to be sold as a complete package. The content within the new leaflet is a re-organisation of the existing leaflet material, and a refocus of the content so that information on the oncoming arrival of this technology and how to get in touch for more details is emphasised.

The leaflet is the first step in a review of the existing dissemination material, with the aim of building a solid platform of collateral (brochures, posters, online content) ready for the large promotional push in Q2 and Q3 of 2013.

As a result, the copy on the front page of the leaflet is changed to 'Arriving in 2013...', while the content on the inlay explains more about the aims of the project, and how this will benefit the subtitling community.

We use the leaflet to announce new channels of communication, such as LinkedIn and the promotion of the website and enquiries email.

The document includes:

- Prominent project logos and website links throughout
- Illustration demonstrating how SUMAT will operate
- Additional information on the aims and objectives of the project
- New copy on the proposed benefits for users
- Social media contact information
- Partner logos

## Section 2.4 Leaflet images



Figure 1: Leaflet cover

- The SUMAT project, an EU-backed consortium of language technology developers, language service providers and universities, has been set up to deliver an online platform that will increase the efficiency and productivity of the European subtitle industry, through the use of technology.
- This is driven by the effective introduction of Statistical Machine Translation (SMT) technologies in to the subtitle translation workflow.
- The SUMAT project is developing an online subtitle translation service addressing nine European languages combined into 14 different language pairs. The goal is to provide a tool that can be easily integrated into the current professional subtitle translation processes and help to semi automate them.

**SUMAT: coming to you in 2013...**

Using the SUMAT platform can help subtitle translators effectively reduce costs and turnaround times.

This technology will be available for use and testing in 2013 with the aim of fostering the circulation of European audiovisual media, and promoting cultural and linguistic diversity in Europe.

**For further information:**  
[www.sumat-project.eu](http://www.sumat-project.eu)  
[info@sumat-project.eu](mailto:info@sumat-project.eu)

**How the SUMAT service works**

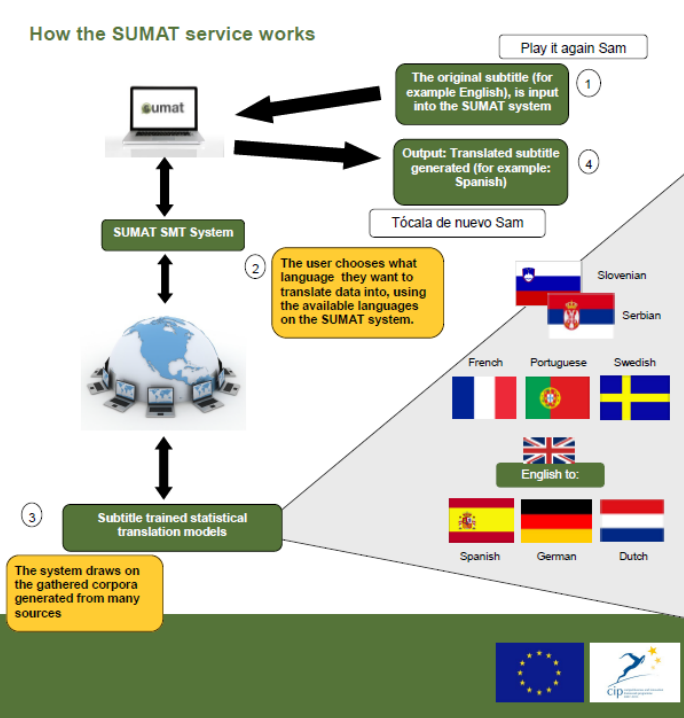


Figure 2: Leaflet inlay

**Section 2.5 Dissemination**

These leaflets were designed and produced for the Languages & The Media conference that took place in November 2012 in Berlin.

They will be distributed at the following events in 2013:

- 4th International Symposium on Live Subtitling, Barcelona, March 2013
- PEVE 2013 London, April 2013

The leaflet is also available to download on the website.