



FP6-IST-002020

COGNIRON

The Cognitive Robot Companion

Integrated Project

Information Society Technologies Priority

D10.5.3

Project presentation, press kit

Due date of deliverable: 31/09/2004

Actual submission date: 31/01/2005

Start date of project: January 1st, 2004

Duration : 48 months

Organisation name of lead contractor for this deliverable:

GPS & LAAS-CNRS

Revision: final

Dissemination level: PU

Project Presentation & Press Kit

Dissemination of results is a contractual obligation of participation in research initiatives supported under the European Union's Sixth RTD Framework Programme (FP6). It is crucial for projects to generate an effective flow of information and publicity about the objectives and results of their work, the contributions made to European knowledge and scientific excellence, the value of collaboration on a Europe-wide scale, and the benefits to EU citizens in general.

In COGNIRON, apart from the website (see deliverable D10.5.2) and the project leaflet (see deliverable D10.5.1), two of the key dissemination tools are the project presentation and the press kit.

Project Presentation

Since the project start, a kind of 'standard' slides set has been progressively built and designed which provides an overview of the project objectives and research fields. By nature, the project presentation is an evolving thing, which will move on and be developed through the different stages and phases of the project, to include all the relevant new challenges and results of COGNIRON.

The definition of a 'standard –but still evolving set of slides has two main aims :

- on the one hand it provides the project partners with a central collection of data when they need to present the project as a whole or in part, related or embedded in a presentation about their own involvement : the set of slides is available on the COGNIRON pages and directly available, should any urgent need arise.
- on the other hand, a version of the project presentation is also available to the general public on the external pages. This set of slides allows the visitor to quickly learn about the project components, on a more visual way than by reading all available project documents. The full project plan remains within the consortium and is not directly available to the general public. However, the external pages do provide a good enough insight on the project content and structure.

For example, the project has been presented, using each time an updated and more precisely defined set of slides, at the following events in 2004¹ :

- IAS 8 in Amsterdam, March 13, 2004
- ICRA 2004 in New Orleans/USA, April 27, 2004
- IAV 2004 in Lisbon, July 5-7, 2004
- IROS 2004/JST Workshop, in Sendai/Japan, Oct. 1, 2004
- Japanese Symposium "Living with Robots", Tokyo, Oct. 2004

¹ These are only a few of the dissemination events of COGNIRON for 2004, for more details see Section 5.2 of the Periodic Activity Report on Project Dissemination activities.



Figure 1: One recent version of the COGNIRON project presentation

Project Press Kit

For a more efficient and more professional project communication, and for an easy dissemination of project information, a press kit has been designed. It is now available electronically and as print template. The Press Kit is a folder-type cardboard envelope, which follows the project design and templates spirit. The aim is to use this project folder-like container to enclose project information, such as press releases and/or project presentations, or the project leaflet.

The Press Kit is not to be used in all communications occasions, but disseminated in key occasions like for relations with the press or with experts that the project partners may meet or invite.

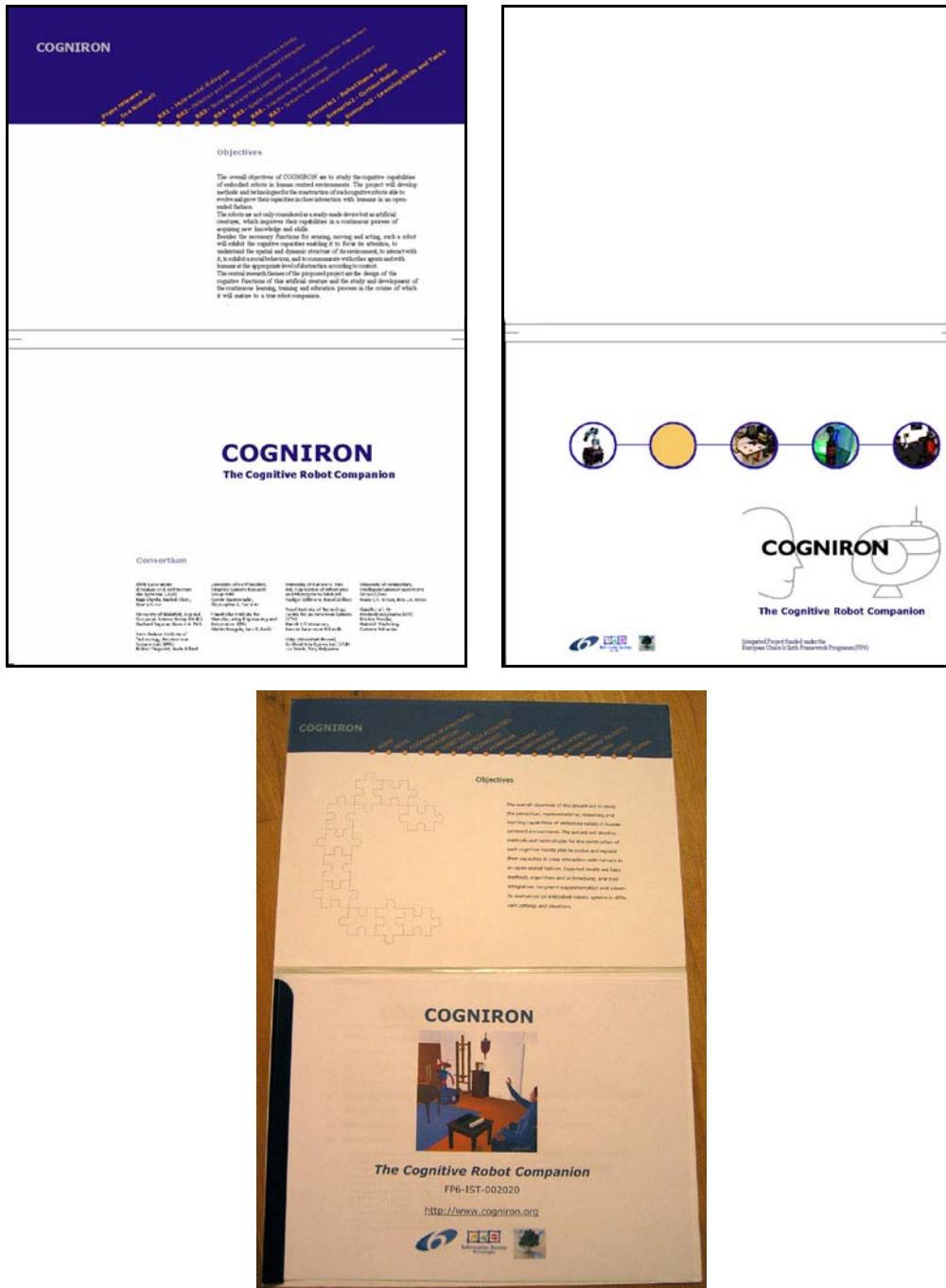


Figure 2: COGNIRON press kit - cover Inside and outside - print template