



I-SEARCH
A UNIFIED FRAMEWORK FOR MULTIMODAL CONTENT SEARCH

I-Search Dissemination Report

D9.1

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The I-SEARCH Project Consortium groups the following organizations:

Partner Name	Short name	Country
Centre for Research and Technology Hellas / Informatics and Telematics Institute	CERTH	GR
JCP-Consult	JCP	FR
Institut National de Recherche en Informatique	INRIA	FR
Athens Technology Center	ATC	GR
Engineering Ingegneria Informatica S.p.A.	ENG	IT
Google Ireland Limited	Google	IR
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Exalead	EXL	FR
HOCHSCHULE FULDA	HSF	DE
Accademia Nazionale di Santa Cecilia	ANSC	IT
EasternGraphics GmbH	EGR	DE

Abstract:

This document is a final update of D9.1 that was first issued in the September 2010 and updated in June 2011 and describes the dissemination activities performed by the I-SEARCH project partners during project duration time. It includes a list of publications, a list of submitted papers as well as associated events organized, attended and planned by I-SEARCH project partners, as well as dissemination tools, methods used in I-SEARCH project.

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1. Introduction

This is concluding report of the dissemination activities undertaken by I-SEARCH project during 3 years of its duration time. This includes the creation of project presentation material, publications in conference proceedings and journals as well as exhibitions and similar events where I-SEARCH participated.

In general I-SEARCH followed established dissemination plan with minor modifications influenced by recommendations of project reviewers and other stakeholders. Various opportunities to present and disseminate the I-SEARCH results as well as to promote the I-SEARCH project were taken and different target auditories (e.g. academia, industry) were approached.

2. Dissemination Responsible

The Dissemination Responsible of I-SEARCH was in charge of coordinating the task activities and was monitoring the publications and project presentations to the public. The I-SEARCH Dissemination Responsible's contact details can be found below:

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The responsibilities of the Dissemination Responsible were:

- Define, with the cooperation of the project coordinator, the dissemination strategy goals and the corresponding dissemination plans in order to achieve them;
- Supervise the realization of the dissemination plan and provide updates when necessary;
- Coordinate the production of the dissemination material (leaflet, poster, newsletter etc);
- Monitor and record the dissemination activities of the project (workshops, participation in events etc);
- Monitor the project's presentations and publications and ensure with the cooperation of the project coordinator and quality assurance manager their compliance with the principles for proper authorship, quality of content, intellectual rights, disclosure permission etc;
- Be the contact point for the dissemination task within the consortium and also for the public;
- Monitor any other activity on dissemination that may arise during the project's duration.

3. Approach to dissemination

I-SEARCH is a standard framework for describing and annotating complex objects in media content like 2D/3D structures in videos or images. This framework includes also multimodal information and real world data (geolocation, temperature, etc.). The project also studied different aspects of indexing and searching such elements in a user-centric efficient way using contextual information. It was expected to achieve significant advances in different fields with

a larger interest scope than individual activities of the consortium partners, and rise interest of different stakeholders, e.g. content providers (like image and video archives), the scientific community, game industry, musicians, retail, etc. to have a real interest in exploiting and using the project output. In this context, the dissemination and communication of the results of the project were considered as critical and important aspects of the success of the project.

The dissemination strategies that were followed in I-SEARCH are briefly listed in the following table:

Time	Objective	Approach
Year 1	1) Create awareness about the I-SEARCH project. 2) Dissemination in scientific networks of the participants	<ul style="list-style-type: none"> • Publication of support material, brochures and the web site. • Attendance in seminars and congresses. • Submitting papers for relevant workshops and seminars. • Web site development.
Year 2	3) Solicit first scientific interest in the project to potential users of the <i>I-SEARCH</i> infrastructure. 4) Establish industrial contacts to facilitate commercial uptake of I-SEARCH concepts	<ul style="list-style-type: none"> • Aligning events with similar EU or national projects. • Preparation of pre-commercial brochures. • Promotion in scientific periodicals. • Collaboration with end-users and end-user trials
Year 3 & Beyond	5) Promote the exploitation of the <i>I-SEARCH</i> infrastructure.	<ul style="list-style-type: none"> • Web site enrichment. • Demonstration activities and showcases • Preparation of a commercial brochure. • Newsletter to potential industrial and scientific users.

Table 1: I-SEARCH dissemination strategies

3.1 POTENTIAL SHAREHOLDERS AND USERS

However shareholders, potential users and respective market segments are precisely defined within Task 9.3 “Market and Exploitation Analysis” and corresponding deliverable D9.3 (refer to section 6.2 of D9.3) of WP9, below is also example of stakeholders, that were involved into disseminational paths of the I-SEARCH:

- end users:
 - Music institutions: music or dance teachers, composers, DJs
 - In the furniture domain: living or office space architects, furniture designers, furniture dealers
 - In the game domain: games developers and gamers
 - Motorcycles dealers and motorcycle amateurs
 - Online shopping industry
- Multimedia search application domains
- content providers
- the scientific community
- standardisation bodies
- other related FP7 projects

For each of the above specified target groups and with the aim to achieve the dissemination strategy goals, the dissemination plan was designed, which includes more details on the dissemination activities and actions that were deployed within the project.

3.2 DESCRIPTION OF POSSIBLE DISSEMINATION MEASURES

3.1.1 Dissemination Activities

I-SEARCH dissemination activities include the production of various types of dissemination material, the presentation of the project in scientific journals, conference proceedings etc. and the organisation of special events for the project presentation. A brief description of the activities is given in the following sections.

a. Printed Material

The dissemination activities included the production of an initial set of dissemination material that presented the project's concept and expected results. At first, general material, such as poster, banner and leaflet were produced, and during evolution of the project material was accomplished by technical details and market oriented material.

All those materials were presented and distributed in several events, such as bigger conferences, workshops, booths, commercial exhibitions, etc.

b. Publications and Conferences

Since scientific community is considered as important stakeholder in dissemination strategy, a lot of efforts were dedicated during 3 years of the project duration for that activity. All together, nearly 40 high-visibility events were attended by I-SEARCH with publications and/or speeches.

c. Projects' presentations

I-SEARCH organized several special sessions, presentations, workshops and booths at international and European high-visibility events in order to increase the project's exposure to the public.

Activities listed in a., b. and c are described in details below.

3.1.2 Dissemination Road Map

In order to schedule in the most efficient way the planned dissemination activities of the project a draft road map was designed and is presented below. The road map provides the outline of the activities for each of the years of the project's duration.

a. I-SEARCH 1st year results

During 1st year of the projects no actual results were expected, and therefore, focus of the dissemination task was mainly to advertise the concept of the project and its expected results. As reported below, this was mainly achieved by producing of the dissemination material such as leaflets, posters and the website. In addition, the project presentations in major European events were undertaken to exhibit the concept of the project and communicate to the public the benefits of using a concept like I-SEARCH.

However, already during 1st year I-SEARCH project was very active in producing scientific publications. As will be shown below, significant efforts were put into this kind of dissemination.

The development of the project's website and its continuous update with news and public documents as well as newsletter issuing were also significant task of the 1st year of the project.

b. I-SEARCH 2nd year

During 2nd year of I-SEARCH, initial results of the project were achieved and published in international or European conferences' proceedings and in specific journals or magazines. Significant emphasis was given to the submission of scientific papers, and involvement of end users into dissemination activities. Particular description of 2nd year dissemination efforts can be found below.

c. I-SEARCH 3rd year

At the final year of the project's activities whole available range of I-SEARCH developments was targeted for both industrial and scientific dissemination. Dedicated events to the different targets groups (end-user trials, demo sessions, booths etc. helped to further increase the awareness of the project to the public.

3.1.3 Impact of the Dissemination activities on the respective target groups

During designing of the dissemination plan, special attention was given to the expected impact of each of the proposed dissemination activities on the target groups. In this way the resources were more efficiently consumed by the most high-impact activities.

Next Table describes the dissemination activities that were implemented for each of the defined target groups. In parallel, the expected magnitude of the impact of the dissemination activity for each target group is estimated. The impact is represented by:

1. High Impact "High"
2. Low Impact "Low"
3. No Impact "No"

Activities Target Groups	Dissemination Material	Publications	Project's presentations	Demonstrations/ Show cases
End users	High	No	Low	High
Content providers	High	Low	High	High
Scientific community	Low	High	High	High
Game industry	High	Low	High	High
Standardisation bodies	No	High	Low	High
Other related FP7 projects	Low	High	High	High

As it can be seen from table, the highest impact was planned to be achieved via demonstration of the I-SEARCH concepts by real show cases.

4. Particular dissemination activities

4.1 LIST OF SCIENTIFIC (PEER REVIEWED) PUBLICATIONS

NO.	Title	Main author	Publisher	Place of publication	Year of publication	Relevant pages	Permanent identifiers	Is/Will open access provided to this publication?
1	Implementing a Content-Based Public-Oriented Audio and Video News Retrieval System	Gregory Grefenstette	MIR'10 Proceedings of the international conference on Multimedia information retrieval	New York, NY, USA	2010	pp. 11-12	http://dl.acm.org/citation.cfm?id=1743384.1743393	no
2	Search and retrieval of audiovisual content by integrating non-verbal multimodal, affective, and social descriptors	Antonio Camurri	EVENTS-2010, Proceedings of the Workshop on Recognising and Tracking Events on the Web and in Real Life	Athens, Greece	2010	pp. 62-71	http://ceur-ws.org/Vol-624/paper6.pdf	yes
3	Utilizing treemaps for multicriterial search of 3D objects	G. Petkos	EuroVAST 2010	Bordeaux, France	2010		http://www.iti.gr/~moustak/EuroVAST2010_VA_3Dsearch.pdf	yes
4	Towards the Creation of a Unified Framework for Multimodal Search and Retrieval	Apostolos Axenopoulos	Springer Berlin Heidelberg	Palma de Mallorca, Spain	2010	pp 26-34	http://link.springer.com/chapter/10.1007/978-3-642-35145-7_4?no-access=true	no
5	On geometric and soft shape content-based search	V. Darlagiannis	Image Processing (ICIP), 2010 17th IEEE International Conference on	Hong Kong, China	2010	Page(s): 3157 - 3160	http://ieeexplore.ieee.org/xpl/login.jsp?tp=&arnumber=5648899&url=http%3A%2F%2Fieeexplore.ieee.org%2Fxppls%2Fabs_all.jsp%3Farnumber%3D5648899	no
6	User-Centric Search over Multimodal and Multimedia Content	Gregory Grefenstette	NEM Summit 2010	Barcelona, Spain	2010	-	http://nem-summit.eu/wp-content/plugins/alcyonis-event-agenda/files/final_ISEARCH_NEM_Summit_2010.pdf	yes
7	Active Experience of Audiovisual Cultural Content:		eHeritage '10 Proceedings of	New York, NY, USA	2010	Pages 37-42	http://dl.acm.org/citation.cfm?id=1877922.1877934	no

	the Virtual Binocular Interface		the second workshop on eHeritage and digital art preservation					
8	Similarity Content Search in Content Centric Networks	P. Daras	MM '10 Proceedings of the international conference on Multimedia	New York, NY, USA	2010	Pages 775-778	http://www.iti.gr/iti/files/document/publications/p775.pdf	ys
9	SemWebVid - Making Video a First Class Semantic Web Citizen and a First Class Web Bourgeois	Thomas Steiner	Proceedings of the ISWC 2010 Posters & Demonstrations Track	Shanghai, China	2010	pp. 97-100	http://ceur-ws.org/Vol-658/paper469.pdf	yes
10	How Google is using Linked Data Today and Vision For Tomorrow	Thomas Steiner	CEUR Workshop Proceedings, ISSN 1613-0073	Ghent, Belgium	2010	-	http://ceur-ws.org/Vol-700/Paper5.pdf	yes
11	Fulfilling the Hypermedia Constraint Via HTTP OPTIONS, The HTTP Vocabulary In RDF, And Link Headers	Thomas Steiner	Proceedings of the Second International Workshop on RESTful Design	New York, NY, USA	2011	Pages 11-14	http://ws-rest.org/2011/proc/a3-steiner.pdf	yes
12	SHREC'11 Track: Generic Shape Retrieval	P. Daras	EG 3DOR'11 Proceedings of the 4th Eurographics conference on 3D Object Retrieval	Aire-la-Ville, Switzerland	2011	Pages 65-69	http://dl.acm.org/citation.cfm?id=2381183	no
13	3D Model Retrieval using Accurate Pose Estimation and View-based Similarity	A. Axenopoulos	ICMR '11 Proceedings of the 1st ACM International Conference on Multimedia Retrieval	New York, NY, USA	2011	Article No. 41	http://dl.acm.org/citation.cfm?id=1992037	yes
14	User-centered evaluation of the Virtual Binocular Interface	D. Glowinski	4th International ICST Conference, INTETAIN	Genova, Italy	2011	pp 63-72	http://link.springer.com/chapter/10.1007%2F978-3-642-30214-5_8	no
15	SemWebVid - An Automatable Approach Towards RDF Video Description Generation	Thomas Steiner	The Semantic Technology Conference 2011	San-Francisco, USA	2011	-	http://semtech2011.semanticweb.com/sessionPop.cfm?confid=62&proposalid=4070	yes
16	Multimodal Search and	A.	Proceedings of the	New York,	2011	Pages 51-	http://dl.acm.org/citation.cfm?id=2010435&dl=	no

	Retrieval using Manifold Learning and Query Formulation	Axenopoulos	16th International Conference on 3D Web Technology	NY, USA		56	ACM&coll=DL&CFID=175458560&CFTOKEN=57107928	
17	Towards a Social Retrieval of Music Content	G. Varni	3rd IEEE International Conference on Social Computing	Boston, MA, USA	2011	Page(s): 1466 - 1473	http://ieeexplore.ieee.org/xpl/articleDetails.jsp?reload=true&arnumber=6113327&contentType=Conference+Publications	no
18	Adding Meaning to Facebook Microposts via a Mash-up API and Tracking Its Data Provenance	Thomas Steiner	Next Generation Web Services Practices (NWeSP), 2011 7th International Conference on	Salamanca, Spain	2011	Page(s): 342 - 345	http://ieeexplore.ieee.org/xpl/login.jsp?tp=&arnumber=6088202&url=http%3A%2F%2Fieeexplore.ieee.org%2Fxppls%2Fabs_all.jsp%3Farnumber%3D6088202	yes
19	Integrating Data and Services through Functional Semantic Service Descriptions	Thomas Steiner	W3C Workshop on Data and Services Integration	Bedford, MA, USA	2011	-	http://www.w3.org/2011/10/integration-workshop/p/integration-ws-mmlab.pdf	yes
20	A System for Mobile Active Music Listening Based on Social Interaction and Embodiment	G. Varni	Journal Mobile Networks and Applications, Vol 16, Issue 3	Hingham, MA, USA	2011	Pages 375-384	http://dl.acm.org/citation.cfm?id=1997799	no
21	Toward a Minimal Representation of Affective Gestures	D. Glowinski	Affective Computing, IEEE Transactions on, Vol 2, iss. 2	-	2011	Page(s): 106 - 118	http://ieeexplore.ieee.org/xpl/login.jsp?tp=&arnumber=5740837&url=http%3A%2F%2Fieeexplore.ieee.org%2Fxppls%2Fabs_all.jsp%3Farnumber%3D5740837	no
22	3D Object Retrieval: Challenges and Research Directions	A. Axenopoulos	IEEE Communications Society MMTC E-letter	-	2011	pp. 17-21	http://committees.comsoc.org/mmc/e-news/E-Letter-November11.pdf	yes
23	Expressive Copying Behavior for Social Agents: A Perceptual Analysis	Castellano, G	Systems, Man and Cybernetics, Part A: Systems and Humans, IEEE Transactions on, vol 42, issue 3	-	2011	Page(s): 776 - 783	http://ieeexplore.ieee.org/xpl/login.jsp?tp=&arnumber=6084854&url=http%3A%2F%2Fieeexplore.ieee.org%2Fxppls%2Fabs_all.jsp%3Farnumber%3D6084854	no
24	Introducing a Unified Framework for Content Object Description	P. Daras	International Journal of Multimedia Intelligence and Security (IJMIS), Vol. 2, No. 3/4	-	2011	pp. 351-375	http://www.iti.gr/iti/files/document/work/IJMIS0203-0409%20DARAS.pdf	yes
25	Crowdsourcing Event Detection in YouTube Videos	Thomas Steiner	DeRiVE 2011	Bonn, Germany	2011	-	http://static.googleusercontent.com/external_content/	yes

							untrusted_dlcp/ research.google.com/en/pubs/archive/37424.p df	
26	Context-aware Querying for Multimodal Search Engines	Jonas Etzold	MMM'12 Proceedings of the 18th international conference on Advances in Multimedia Modeling	Klagenfurt, Austria	2012	Pages 728-739	http://dl.acm.org/citation.cfm?id=2189133	yes
27	Optimizing Multimedia Retrieval using Multimodal Fusion and Relevance Feedback Techniques	A. Axenopoulos	MMM'12 Proceedings of the 18th international conference on Advances in Multimedia Modeling	Klagenfurt, Austria	2012	Pages 716-727	http://dl.acm.org/citation.cfm?id=2189132	yes
28	I-SEARCH – A Multimodal Search Engine based on Rich Unified Content Description (RUCoD)	T. Steiner	WWW2012 proceedings	Lyon, France	2012	pp. 291-294	http://www2012.wwwconference.org/proceedin gs/ companion/p291.pdf	yes
29	Investigating the Effects of Multiple Factors towards more Accurate 3D Object Retrieval	P. Daras	IEEE Transactions on Multimedia, Vol. 14, No. 2	-	2012	Page(s): 374 – 388		
30	Enabling on-the-fly Video Shot Detection on YouTube	T. Steiner	WWW2012 proceedings	Lyon, France	2012	-	http://www2012.wwwconference.org/proceedin gs/ nocompanion/DevTrack_028.pdf	yes
31	Enriching Content Objects for Multimodal Search with Data from the Linking Open Data Cloud	Jonas Etzold	ESWC 2012	Heraklion, Crete, Greece	2012	-	http://www.lsi.upc.edu/~tsteiner/papers/2012/e nriching-content-objects-for-multimodal- search-eswc2012.pdf	yes
32	Search and Retrieval of Rich Media Objects Supporting Multiple Multimodal Queries	P. Daras	IEEE Transactions on Multimedia, Vol. 14, No. 3	-	2012	Page(s): 734 – 746	http://ieeexplore.ieee.org/xpl/login.jsp?tp=&arn umber=6111485&url=http%3A%2F%2Fieeexpl ore.ieee.org%2Fxppls%2Fabs_all.jsp%3Farn umber%3D6111485	no
33	I-SEARCH: a Unified Framework for Multimodal Search and Retrieval	A. Axenopoulos	FIA Book 2012	-	2012	pp. 130-141	http://www.iti.gr/iti/files/document/publications/ FIA_BOOK_2012.pdf	yes
34	Defining Aesthetic Principles for Automatic Media Gallery Layout for Visual and Audial	Thomas Steiner	Quality of Multimedia Experience	Valley, Australia	2012	Page(s): 7 - 28	http://ieeexplore.ieee.org/xpl/articleDetails.jsp? arnumber=6263875	yes

	Event Summarization Based on Social Networks		(QoMEX), 2012 Fourth International Workshop on					
35	The TFC Model: Tensor Factorization and Tag Clustering for Item Recommendation in Social Tagging Systems	D. Rafailidis	IEEE Transactions on Systems, Man and Cybernetics	-	2012	Page(s): 1 - 16	http://ieeexplore.ieee.org/xpl/login.jsp?tp=&arnumber=6301770&url=http%3A%2F%2Fieeexplore.ieee.org%2Fiel5%2F3468%2F4359265%2F06301770.pdf%3Farnumber%3D6301770	yes
36	Multimedia Search and Retrieval using Multimodal Annotation Propagation and Indexing Techniques	M. Lazaridis	Elsevier Journal Signal Processing: Image Communication	-	2012		http://www.iti.gr/iti/files/document/publications/Multimodal_Search_and_Retrieval_V1.pdf	yes
37	One Size Does Not Fit All – Multimodal Search on Mobile and Desktop Devices with the I-SEARCH Search Engine	T. Steiner	ACM International Conference on Multimedia Retrieval (ICMR 2012)	Hong Kong	2012			yes
38	Rich Unified Content Description (RUCoD)	V. Croce	International Workshop on Standards and Technologies in Multimedia Archives and Records (STAR2013)	EPFL Lausanne, Switzerland	2013		http://mmspg.epfl.ch/files/content/sites/mmspl/files/shared/star2013/Presentations/4.8-Vincenzo_Croce.pdf	yes
39	Object-based Visual Query Suggestion	Amel Hamzaoui	Multimedia Tools and Applications, Springer US	-	2012	-	http://link.springer.com/article/10.1007%2Fs11042-012-1340-5	no
40	A novel framework for multimodal retrieval and visualization of multimedia data	I. Kalamaras, A. Mademlis, S. Malassiotis, D. Tzovaras	CGIM 2012, 13th IASTED International Conference on Computer Graphics and Imaging,	Crete, Greece	18-20 June 2012			No
41	Protrusion Fields for 3D Model Search and Retrieval based on Range Image Queries	K. Moustakas, G. Stavropoulos, D. Tzovaras	ISVC'12, 8th International Symposium on Visual Computing	Crete, Greece	July 16-18, 2012			No
42	A novel framework for retrieval and interactive	I. Kalamaras, A. Mademlis,	Electronic Letters on Computer Vision		2013			no

visualization of multimodal data	S. Malassiotis and D. Tzovaras	and Image Analysis, accepted for publication				
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4.2 LIST OF DISSEMINATION ACTIVITIES

NO	Type of activities	Main leader	Title	Date/Period/Place	Type of audience ¹
1	Organization of Session VIII: "Search as an architectural component"	CERTH	Future Internet Assembly	15-17 December, 2010, Ghent, Belgium	Scientific
2	The I-SEARCH demo for multimodal search and retrieval was presented	CERTH	CERTH/ITI Open Day 2011	6 May 2011, Thessaloniki, Greece	Scientific
3	Session and initial demos of I-SEARCH interfaces	HSF	Workshop "Mensch & Computer"	11-14 September, 2011, Erfurt, Germany	Scientific
4	Presentation of I-SEARCH at Exalead booth	EXL	ICCV2011	November 6-13, 2011, Barcelona, Spain	Scientific, Industry
5	Presentation of I-SEARCH and related demo at "The Future of 3D Media" workshop	CERTH	"The Future of 3D Media" workshop	November 14, 2011, Berlin, Germany	Scientific
6	Participation in the Spring concertation meeting	CERTH	Spring concertation meeting	3-4 February 2010, Brussels, Belgium	Other
7	Participation in Media Search Cluster	JCP	Fall concertation meeting 2010	29-30 November 2010, Brussels, Belgium	Scientific, Industry
8	Participation in 7th Concertation meeting	CERTH	7th Concertation meeting	14-15 April 2011, Trento, Italy	Other
9	Participation in 8th Concertation meeting	CERTH	8th Concertation meeting	13-14 December 2011, Brussels, Belgium	Other
10	3 I-SEARCH beneficiaries participated in the 2nd Future Media Internet Task Force (FMIA-TF) meeting. The objective of the meeting was to identify open issues of the current Internet architecture and propose a potential reference model for the Future	CERTH	2nd Future Media Internet Task Force (FMIA-TF)	Nov 30, 2010, Palma de Mallorca, Spain	Scientific, Industry

¹ A drop down list allows choosing the type of public: Scientific Community (higher education, Research), Industry, Civil Society, Policy makers, Medias, Other ('multiple choices' is possible).

	Media Internet. It should be noted that a one-day workshop was held in Palermo (during the 3rd plenary meeting) having the same goals and contributing as a project to the FMIA-TF goals.				
11	Presentation of iSearch project, distribution of iSearch questionnaires at ICT2010	ATC	ICT2010	September 27-29, 2010, Brussels, Belgium	Scientific, Industry
12	A description of I-SEARCH (in Italian) was included in the press folder distributed at the 2011-2012 season press conference of Accademia Nazionale di Santa Cecilia where about 60 members of the press attended.	ANSC	-	January 2011, Rome, Italy	Other
13	I-SEARCH flyers were disseminated at the workshop "Tecnologie per la Musica" at the University La Sapienza of Rome	ANSC	Workshop "Tecnologie per la Musica"	June 2011, Rome, Italy	Industry
14	Interview of Thomas Steiner: "The Future of Video on the Web: A Discussion with Googler Thomas Steiner About the "Semantic Web Video (SemWebVid)" Project".	Google	Semantic Web Video (SemWebVid) 2011	July 2011, San-Francisco, USA	Scientific, Industry
15	Master thesis: "A Study Of User Interfaces And Technology Stacks For Mobile And Desktop Web Applications"	Google	-	-	Scientific
16	DC proposal at ISWC2011 doctoral consortium "Enriching Unstructured Media Content About Events to Enable Semi-Automated Summaries, Compilations, and Improved Search by Leveraging Social Networks"	Google	ISWC2011	October 2011, Bonn, Germany	Scientific
17	Attendance to SMILA Hackatlon workshop in Keiserslautern, Germany, where I-SEARCH project, especially the RUCoD multimedia description framework was presented and the opportunities to integrate RUCoD as a description scheme for SMILA and CUBRIK were discussed.	CERTH	SMILA Hackatlon workshop	November 2011, Keiserslautern, Germany	Scientific
18	Presentation about I-SEARCH "Multimodal web search" was given to ~30 key game developers from Nordic countries at Riga Meetings Transmedia 2011 workshop	JCP	Riga Meetings Transmedia 2011 workshop	November 2011, Riga, Latvia	Industry
19	Special session on Multi-modal and Cross-modal Search	CERTH	MMM2012	4-6 of January, 2012, Klagenfurt, Austria	Scientific
20	Demo session: "Realtime expressive movement detection using the EyesWeb XMI platform"	UNIGE	INTETAIN Conference	May 2011, Genova, Italy	Scientific, Industry
21	Demo session "One Size Does Not Fit All – Multimodal Search on Mobile"	Google	ICMR2012	June 5-8, 2012, Hong Kong	Scientific, Industry
22	Demo session on music search use case	ANSC	IMS2012 – 19th International Musicological Society congress.	July 1-7, 2012, Rome, Italy	Scientific, Industry

23	General multimodal search demo session	CERTH	International workshop on search computing	25-26 September, 2012, Brussels, Belgium	Scientific, Industry
24	Demo session on music search use case	ANSC	EMUFest 2012	7-14 October 2012, Rome, Italy	Scientific, Industry
25	Demo session on furniture search	EGR	Orgatec 2012	21-25 October 2012, Cologne, Germany	Industry
26	Demo session on music search	UNIGE	Festival della Scianzan	29-31 October 2012, Genoa, Italy	Industry
27	I-SEARCH presentation at NEM Summit booth	JCP	NEM Summit	16-18 October, 2012, Istanbul, Turkey	Scientific, Industry
28	Initial discussions with Pagemill partners on January 2012, on the potentials of RTD work in EU projects in which ATC is involved (incl. I-SEARCH) to be communicated to the media domain and establish contacts with big media players worldwide.	ATC	USA	January 2012	Industry
29	I-SEARCH was presented and discussed with media and publishing stakeholders at Publishing Conference 2012 in Athens, Greece	ATC	Publishing Conference 2012	February 2012, , Athens, Greece	Other
30	The I-SEARCH project was featured on the official Google Research Google+ Page.	Google	-	May 2012	Other
31	I-SEARCH mentioned in the Wikipedia article "Multimodal search"	-	-	-	Other
32	RUCoD was presented in 2 nd International Workshop on Standards and Technologies in Multimedia Archives and Records (STAR2013)	ENG	STAR2013	18th - 19th January 2013, EPFL Lausanne, Switzerland	Scientific, Industry

4.3 NEWSLETTER

Six newsletters were issued within time frame of I-SEARCH project; newsletters are available at project website and also distributed via CHORUS+ network.

4.4 CONNECTIONS WITH TECHNOLOGY PLATFORMS AND COORDINATION AND SUPPORT ACTIONS (CSA)

I-SEARCH project was continuously involved in CHORUS+ CSA via distribution of it's dissemination material through related channels of CHORUS+ (mailing lists, publication on the website)

4.5 OTHER

- In the scope of updated use cases, HONDA motorcycle dealer in Tallinn, Estonia was contacted with motorcycle use case user interface mock up. Purpose of the contact was gather end-user opinion about possible I-SEARCH based B2B search engine. Involved partner is JCP
- GazoPa similar image search (<http://www.gazopa.com/>) was contacted in June 2011 with the purpose of exploring possible joint activities (by JCP).

5. Dissemination material and tools

The dissemination material described here is/will be used by the consortium partners to disseminate the I-SEARCH results at conferences and other events. The content of the leaflet and the poster will be updated in line with new content and outcomes stemming from the project's latest research work. Other tools like the newsletter and the project Web site are bound to continuous updates.

Partners submitting papers, presentations or articles with project results to events, newspapers or magazines should include (where appropriate) a the project name and logo, as well as the EC and the European 7th Framework Programme as main sponsor of the work.

All partners disseminating information in the name of the project need to inform Dissemination Responsible (EXL), the QAM (JCP) and the coordinator (ITI) on the following details: type of dissemination activity, authors, name of the conference, date, etc. EXD, being dissemination responsible checks details, and request additional information in case of need. This concerns especially papers submitted, presentations held or articles published.

Dissemination Responsible, QAM and Coordinator have responsibility to list all dissemination activities in shared spreadsheet, available for updating in the collaborative website (ProjectPlace).

5.1 LOGO



Figure 1: I-SEARCH logo

Among several layouts, this logo was chosen by the consortium to represent the I-SEARCH project. This logo has been included in the design and production of the leaflet, as well as in all the internal and external communication material produced by the consortium.

5.2 LEAFLET

A first basic leaflet was produced at the beginning of the project and was distributed during the 5th D2 concertation meeting in February 2010. The leaflet contained general information about the project and the activities planned. After, flyer was updated in 2011 and 2012 to reflect most recent project developments.



Figure 2: I-SEARCH leaflet

5.3 POSTER AND BANNER

The following screenshot shows I-SEARCH poster and banner. The poster was created at 2010 and updated in 2011 and 2012, and banner was created in 2012.



Figure 3: I-SEARCH poster and banner

5.4 PRE-COMMERCIAL BROCHURES

Alltogether 4 technical brochures were produced, describing:

- The I-SEARCH platform
- The Content Analytics Components

- The User Interaction Framework
- The Visual Analytics Components

Additionally, five commercial brochures were produced:

- I-SEARCH for music domain
- I-SEARCH for search of customized products
- I-SEARCH for online shopping
- I-SEARCH for 3D search
- I-SEARCH for furniture search

Below is example of one technical and one commercial brochure (other examples can be found in D9.3):



Figure 4: I-SEARCH technical brochure example



Figure 5: I-SEARCH pre-commercial brochure example

6. Synergies with other projects

Below table shows projects, that were approached by I-SEARCH for exchange of information in the relevant domains:

Project	About
CUBRIK	CUBRIK will provide programmable pipelines implementing workflow for search-based processes coordinated across machine, human and crowd-sourced tasks for the three typical processes of multimedia search: <ul style="list-style-type: none"> • content • query • relevance feedback processing
CHORUS+	Support the integration and strengthening of European research by stimulating interaction and co-ordination at EU level in the area of audio-visual search engines; Extend cooperation to Asian countries and (if-relevant) USA; Support creation of a multidisciplinary approach; Support dissemination results and strategies developed in ICT program
SocialSensor	SocialSensor will develop a new framework for enabling real-time multimedia indexing and search in the Social Web. The project will move beyond conventional text-based indexing and retrieval models by mining and aggregating user inputs and content over multiple social networking sites. Social Indexing will incorporate information about the structure and activity of the users' social network directly into the multimedia analysis and search process.
GameArch	The GameArch project intends to create the base for the requirements of the new generation of mobile game architectures and development. Project aims at facilitating of the European content to flourish globally and narrow the digital gap in Europe in addition to reinforcing the positioning of SME's working in the European ICT and digital media industry and increasing the accessibility of digital media/service platforms aggregators.

Table 2: I-SEARCH potential partner projects

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