



Project Number: 248294

VICON

Virtual User Concept for Inclusive Design of Consumer Products and User Interfaces

Deliverable Report

D6.5: Plan for Use and Dissemination of Foreground – 1st Draft

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Deliverable abstract	<p>This task deals with the management of specific foreground knowledge and technology, guarantees, etc. It is based upon the procedures defined in section 8 and 9 of the consortium agreement and additionally summed up in Table 17. The hereby defined IPR management scope covers associated partner IPR and IPR issues emerging from FP7 clustering activities. In this task we will conduct the following steps:</p> <ul style="list-style-type: none"> o Creation of IPR Exploitation Initial Roadmap (containing the IPR Repository) o Final IPR Repository Update o IPR Deployment Agreement or template



Project co-funded by the European Commission		
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1 Introduction

With respect to B 3.5 of the DoW this document is a “living” Plan for Use and Dissemination of Foreground delivered as a preliminary version within the first period and thereafter updated/extended at each periodic reporting date.

A plan for use and dissemination of foreground (including socio-economic impact and target groups for the results of the research) has to be established at the end of the project. This is the first draft of this deliverable and has already the final structure. It is an update of the initial plan in B 3.5 of the DoW for use and dissemination of foreground and will be consistent with the report on societal implications on the use and dissemination of foreground.

With this document we report on the management of specific foreground knowledge and technology, guarantees, etc. It is based upon the procedures defined in section 8 and 9 of the **Consortium Agreement**. The hereby defined IPR management scope covers associated partner IPR and IPR issues emerging from FP7 clustering activities.

With this document we explain our IPR Exploitation Initial Roadmap (containing the IPR Repository)

The plan consists of:

1.1 Section A

This section describes the dissemination measures, including any scientific publications relating to foreground. **Its content is available in the public domain** thus demonstrating the added-value and positive impact of the project on the European Union.

1.2 Section B

This specifies the exploitable foreground and provides the plans for exploitation. These data can be public or confidential; the report therefore clearly marks non-publishable (confidential) parts that will be treated as such by the Commission. Information under Section B that is not marked as confidential **is made available in the public domain** thus demonstrating the added-value and positive impact of the project on the European Union.



Section A:

2 Dissemination measures

2.1 Dissemination Strategy

The objectives of the dissemination activities are to:

- Promote the *VICON* objectives in all the Member States, at the European Parliament, the regional Authorities and towards end-users;
- Disseminate the *VICON* results (as far as they were not confidential and for the sole use of the partners) to the academic world and industrial companies;
- Concentrate specific dissemination activities to the core group of *VICON* end users (see chapter 2.1.2)
- Stimulate the awareness for the project results

The dissemination is carried through various means:

- Organization of national workshops (in each participating country) to focus on Human- Computer-Interaction, Ambient Assisted Living (AAL), ICT and Ageing, but more specifically on accessible and inclusive ICT1.
- Participation in workshops and conferences related to *VICON* domains organized by others taking opportunities for face-to-face meetings with stakeholder groups and disseminating *VICON* goals and results and receiving feedback.
- *VICON* web-site to publicize project achievements and future plans, which is frequently updated.
- Articles and press notes in newspapers and sector journals for people with special needs, assistive technologies, smart homes, etc.
- Liaison with related Networks of Excellence, Projects, Specific Support Actions and Coordinating Actions especially in the VUMS cluster.
- Direct contacts with National counterparts of Associations for people with special needs to encourage close collaboration and knowledge exchange with the project.

All partners of the *VICON* are strongly committed to this project and will actively work on dissemination of the result. They will continue applying for contribution to scientific papers and for presentation of results in seminars, conferences and workshops. A list of activities is given in chapter 2.3.

2.1.1 Organizations targeted for dissemination

The *VICON* dissemination activities are directed to the categories listed below:

- End Users
 - Designers, developers and managers of products
 - End-User organisations of product developers
 - Educational organizations

¹ We see *VICON* as an implemented example of the Virtual User Approach for supporting the development process of consumer products and user interfaces.



- Multiplier organisations at international, European, National, and Regional level
 - Organisations of handicapped persons
 - Health care organisations
 - Health care insurances

2.1.2 Web site

The VICON project will enhance its existing web site and ensure it's regularly update. It will provide the following information:

- A home page giving a summary of the main information
- Scientific and technological objectives of the project
- Methodology
- Consortium members
- On-going work (meetings, dissemination actions, announcement and results of presentations in conferences and exhibitions, etc.)
- Downloadable documents (public deliverables or summaries, presentations made in conferences and exhibitions, etc.)
- Useful links to related sites

The VICON website is currently available in English. The website was introduced to several search engines and efforts will be made to reach a maximum of organisations will link their own web sites to the VICON website. The partners have already agreed to link their own websites to the VICON website.

To support the sustainability of the project's results, the website will continue being on-line for at least two years after the end of the project.

2.2 How to reach developers, designers, and managers of products

As we all know it is difficult for mainstream manufacturers to have a detailed understanding of the needs of people with physical or sensory impairments and how to design for them. That is why the VICON project is of great importance for product developers, product managers and designers at consumer manufacturers all around Europe. But how do we reach this target group? At the time being many of our dissemination activities have been aimed at scientists and special industry like different kinds of exhibitions.

From what we understand there is unfortunately not ONE, important and cross-European organization supporting the product managers, product developers and/or designers by keeping track of developments in legislation, education, new media, trends and technology. But we have identified some associations, web sites and LinkedIn (social media) sites that might be interesting for us to target with our VICON project in one way or another:



2.2.1 Swedish associations

Svensk Form (the Swedish Society of Crafts and Design) - a not-for-profit membership association mandated by the Swedish government to promote Swedish design at home and abroad. Members have the opportunity to participate in the latest design developments via FORM Design Magazine, regular newsletters, website and events. <http://www.svenskform.se/en>

Design för alla (Design for All) - EIDD Sweden is behind the project DESIGN FÖR ALLA.SE together with SVID (The Swedish Industrial Design Foundation), Handisam (The Swedish Agency for Disability Policy Coordination) and HSO (The Swedish Disability Federation). EIDD Sweden is a non-profit organisation and functions as a network for designers, industrial designers, architects, planners at all levels, NGOs, schools, companies and authorities that together wish to develop Design for All in both theory and practice.

<http://www.designforalla.se>

SVID - The Swedish Industrial Design Foundation aims to improve the awareness within the private and public sectors of the importance of design as a competitive tool and to encourage the integration of design methodology into their activities. SVID operates across the country from its own regional offices and partner offices with a range of local players. Due to the contacts established with SVID and the advice it provides, businesses gain guidance on how design could be procured and integrated into their development activities. Also have a magazine called Design Research where scientists can publish their papers. <http://www.svid.se/sv/English/>

2.2.2 International associations

Cumulus - International Association of Universities and Colleges of Art, Design and Media. The Cumulus Network was founded in 1990 by The University of Art and Design in Helsinki (UIAH) (currently Aalto University School of Art and Design) and the Royal College of Art in London, in co-operation with Danmarks Designskole, Gerrit Rietvelt Academy, Universität Gesamthochschule Essen and Hochschule für Angewandte Kunst in Wien and now consists of 165 members. Arrange conferences and seminars <http://www.cumulusassociation.org/>

EIDD - Design for All Europe is the joint European platform for social planners, architects, designers and others who believe in the potentials of their professions to play a vital role in the necessary transformation of our societies into more cohesive, innovative and sustainable ones. <http://www.designforalleurope.org/>

AIGA - the professional association for design, stimulates thinking about design, demonstrates the value of design and empowers the success of designers at each stage of their careers. AIGA's mission is to advance designing as a professional craft, strategic tool and vital cultural force. Founded in 1914, AIGA remains the oldest and largest professional membership organization for design, and is a nonprofit educational institution. <http://www.aiga.org>



ED Project – the main objectives are to facilitate European designers to meet, benchmark, be inspired and build networks and to promote and raise standards for communication design throughout Europe. <http://www.europeandesign.org>

2.2.3 Interesting web sites

Core77.com - Since 1995 Core77.com has served a devoted global audience of industrial designers ranging from students through seasoned professionals. Core77 publishes articles, discussion forums, an extensive event calendar, hosts portfolios, job listings, a database of design firms, schools, vendors and services. Core77 provides a gathering point for designers and enthusiasts alike by producing design competitions, lecture series, parties, and exhibits.

Fastcompany.com - a leading progressive business media brand, with a unique editorial focus on innovation in technology, ethnomics (ethical economics), leadership, and design. Written for, by, and about the most progressive business leaders, Fast Company and FastCompany.com inspire readers and users to think beyond traditional boundaries, lead conversations and create the future of business. Special design section.

2.2.4 LinkedIn Groups:

- Creative Product Managers
- Design Research
- Design Thinking
- Industrial Design
- User experience
- Design Thinking
- User Experience Group
- User Experience Professionals Network

2.3 Dissemination activities so far

In the following tables are included to this document

- All scientific (peer reviewed) publications relating to the foreground of the project.
- All dissemination activities (publications, conferences, workshops, web sites/applications, press releases, flyers, articles published in the popular press, videos, media briefings, presentations, exhibitions, thesis, interviews, films, TV clips, posters).

List of Scientific (peer reviewed) publications, starting with the most important ones

No	Title	Main author	Title of the periodical or the series	Number, date or frequency	Publisher	Place of publication	Year of publication	Relevant pages	Permanent identifiers ² (if available)	Is/Will open access ³ provided to this publication?
1	Supporting Inclusive Design of User Interfaces with a Virtual User Model	Pierre Kirisci	HCI International		Springer		2011		www.hcii2011.org	Yes
2	An end user and environment field study for an inclusive design of consumer products	Thomas Fiddian	HCI International		Springer		2011		www.hcii2011.org	Yes
3	Virtual User Concept for Inclusive Design of Consumer Products and User Interfaces (VICON)	Yehya Mohamad	HCI International		Springer		2011		www.hcii2011.org	Yes

² A permanent identifier should be a persistent link to the published version full text if open access or abstract if article is pay per view) or to the final manuscript accepted for publication (link to article in repository).

³ Open Access is defined as free of charge access for anyone via Internet. Please answer "yes" if the open access to the publication is already established and also if the embargo period for open access is not yet over but you intend to establish open access afterwards.

List of Dissemination activities

No	Type of activities ⁴	Main leader	Title	Date	Place	Type of audience ⁵	Size of audience	Countries addressed
1	Press release	Doro	Doro announcement of partnership	01/02/2010		Medias	--	SE, DE, TR, IR, GB
2	Invited Talk	UniHB		07-08/05/2010	eHealth Vienna/Austria	Scientists, Public	>200	A, CZ, H, SL
3	Flyer	UniHB	Project description	06/2010			--	1000 Flyers printed and distributed at different fairs, conferences, workshops
4	Presentation	UniHB	Experiences in proposals for the 7th framework programme	02/06/2010	Bremen	Industry, Public	>50	Bremen/Germany
5	Invited Talk	UniHB	Wenn die Nutzer älter werden: Herausforderungen an die Entwicklung neuer Produkte	26/06/2010	Bremen	Public, Scientists	>50	Bremen/Germany
6	Conference	Doro	M-Health	14-15/09/2010	Dubai	Industry	>200	Global participation, 40% from Europe
7	Exhibition	Doro	HIT-messen	21-22/09/2010	Denmark	Industry	>1.300	Denmark
8	Web	FIT	Liaison with the AAL Alliance of the Fraunhofer Society. www.aal.fraunhofer.de	04/10/2010	Internet	Scientists Public	>30	Germany
9	Exhibition	Doro	Rehacare	6-9/10/2010	Düsseldorf	Civil Society, Industry	>52.000	Germany
10	Exhibition	Doro	EUHA	13-15/10/2010	Hannover	Industry	>10.000	Germany

⁴ A drop down list allows choosing the dissemination activity: publications, conferences, workshops, web, press releases, flyers, articles published in the popular press, videos, media briefings, presentations, exhibitions, thesis, interviews, films, TV clips, posters, Other.

⁵ A drop down list allows choosing the type of public: Civil Society, Policy makers, Medias ('multiple choices' is possible).



List of Dissemination activities								
No	Type of activities ⁴	Main leader	Title	Date	Place	Type of audience ⁵	Size of audience	Countries addressed
11	Exhibition	Doro	Gitex	17-21/10/2010	Dubai	Industry	>133.000	Global participation
12	Conference	RNID	RAate – Recent Advances in Assistive Technology & Engineering	29/11/2010	University of Warwick	Scientific Community (higher education, Research), Industry	>40	UK



Section B

This section contains confidential⁶ or public information. Confidential information is marked clearly.

The applications for patents, trademarks, registered designs, etc. is listed according to the following list. The list specifies at least one unique identifier e.g. European Patent application reference. For patent applications, only if applicable, contributions to standards are specified. This table is cumulative, which means that it always shows all applications from the beginning until the date of this deliverable.

In addition to the tables we provide a text to explain the exploitable foreground, in particular:

- Its purpose
- How the foreground might be exploited, when and by whom
- IPR exploitable measures taken or intended
- Further research necessary, if any
- Potential/expected impact (quantified where possible)

⁶ Note to be confused with the "EU CONFIDENTIAL" classification for some security research projects.



3 Exploitation Strategy

3.1 Introduction

The VICON exploitation vision is a solution that is used as a standard tool when designing consumer products.

The VICON project aims to the development The exploitable products of VICON is based upon the implementation of the Virtual User Model. The Virtual User Model is encapsulated in a software module called Model-Based Interaction Engine - MBINT. The engine includes a Model Repository (Virtual User, Environment and Device Models), a reasoning engine for deducing actions from the current set of active models (e.g. through cased-based reasoning), and the Interactions Engine for simulating the interactions of users with the environment and devices based on the current set of active models.

In this way the needs of impaired persons can be introduced to future products already during the usual development stage.

3.2 Methodological Approach

In order to define a correct exploitation strategy, it is necessary to “position” the product according to three dimensions, usually described as:

- Product, representing the set of functionalities of the product,
- Market, considering the needs and requirements of the potential purchasers,
- Technology, referring to all the functionalities of similar products already on the market partially or completely satisfying the purchasers’ needs.

3.3 Exploitable products

Based on the MBINT Engine the following products are actually foreseen to be configured:

- MBINT – The “Model-Based Interaction Engine” will be available as free Software for download. MBINT is the Kernel of the products below.
 - ConVic – The configuration center supporting product specification for impaired and unimpaired persons
 - VIST – The “VICON Inclusive Design Support Toolset” supporting design of products meeting the requirements of impaired and unimpaired persons
 - VIRTEX – The Virtual test center allowing to virtually evaluate products for impaired and
- This list is still under discussion and will be revised for future versions of this deliverable.

3.4 Initial Strategy

The initial VICON exploitation strategy builds on:

- Work out the advantages of VUM and MBINT when applied by product designers;
- Creating awareness promoting the VICON concept to the designer community, product manufacturers, and beneficiaries’ organizations. Additionally attention of the scientific community will be reached (see Chapter 2);



- Explore promotion of a standard for the VUM and the MBINT to be adopted by CAD producers. VICON will establish a strong link with the VUMS cluster for the standardization activities;
- For the VICON solution a competitive analysis for an emerging business model will be made;
- An offering analysis with benchmarking, USP analysis and possible partnerships;
- A purchase process analysis will give hints where to start the sales process and which roles (initiator, influencer, decider, buyer and user) have to be addressed;
- A demand analysis and forecast will help to get a better impression of the market potential;
- A cost & revenue modeling;

Based on these communication and analysis results the Exploitation strategy will be further developed and described in more detail strategy during the project runtime and documented in deliverables D6.6 and D6.7. This enhanced strategy will cope with IPR analysis, make market assumptions, and perform an economic analysis and partner involvement and include a business plan.

To bring the link with the FUMS cluster forward active participation in related workshops and conferences is planned. The webpages of VICON and the VUMS cluster will be linked to each other, deliverables will be shared. The standardization manager of the VUMS cluster is the technical manager of VICON.

3.5 Role of industrial partners

The project partners agreed the industrial partners DORO and Arçelik to use exclusively VIST to design new products for two years after the project ending.

Based on the results of the dissemination activity (see above) the involvement of the designer user group is strengthened. Doro's responsibility for the dissemination and exploitation plan is strongly supported by their worldwide marketing activities for their products giving access to a target group far beyond the reach of the other partners of the consortium. Here Doro's professional experience will provide a high impact for the whole consortium. Additionally Arçelik is committed to take the role as a multiplier offering the VIST solution to interested Koç Group Companies.

4 Exploitable foreground. patents, trademarks and registered design

List of Applications for patents, trademarks, registered designs, etc					
Type of IP Rights ⁷	Confidential Indicate YES or NO	Foreseen embargo date dd/mm/yyyy	Application reference(s) (e.g. EP123456)	Subject or title of application	Applicant(s) (as on the application)

List of exploitable foreground								
Type of Exploitable Foreground ⁸	Description of exploitable foreground	Confidential indicate YES/NO	Foreseen embargo date dd/mm/yyyy	Exploitable product(s) or measure(s)	Sector(s) of application ⁹	Timetable commercial or any other use	Patents or other IPR exploitation (licenses)	Owner & Other Beneficiary(s) involved
	<i>Example: New super-conductive Nb-Ti alloy</i>			<i>MRI equipment</i>	<i>1. Medical 2. Industrial inspection</i>	<i>2008 2010</i>	<i>A materials patent is planned for 2006</i>	<i>Beneficiary X (owner) Beneficiary Y, Beneficiary Z, Poss. licensing to equipment manuf. ABC</i>

⁷ Type of IP rights: Patents, Trademarks, Registered designs, Utility models, Others

⁸ Types of foreground: General advancement of knowledge, Commercial exploitation of R&D results, Exploitation of R&D results via standards, exploitation of results through EU policies, exploitation of results through (social) innovation.

⁹ A list for choosing the type sector (NACE nomenclature) is here: http://ec.europa.eu/competition/mergers/cases/index/nace_all.html