

WP1. Project Management, Exploitation and Dissemination Activities

Workpackage number:	WP1					
Start date or starting event:	M00					
Participant:	ALTEC	ICCS	UM	KCL	ICSTM	
Person-months per participant:	21	0	0	12	0	

T.1.1. *Project Coordination and Quality Control*

This task is devoted to:

- (i) Establishment of an efficient system of communications, mainly by electronic means; organization and administration of Project Meetings; achievement of a common technical direction within the project; production of high quality technical documentation; synchronization and assessment of WPs. Regarding the communication system the following should be completed within the first stages of the project: (a) A mailing list, consists of all involved partners (b) A web site where general information for the project will provided. In a private part of the web site data exchange via file uploading and downloading should be supported. Regarding the technical documentation high quality is assured via common template which will be available to the partners via the web site mentioned above.
- (ii) Establishment of appropriate set of criteria to assess and advise the project on how to achieve best its objectives, providing examples of criteria being relevant to objectives, appropriate applications and reference to relevant external results, coverage of the targeted technological area and harmonization with relevant standardization work.

All deliverables should be ready in a draft form at least two months before the deadline. The coordinator before submitting the deliverable to EC should first send it to an external reviewer (suggested by the partner which is responsible for the particular deliverable). In this way comments and suggestions of the external reviewer will be used in an efficient way so as to accomplish the required objectives. Moreover an internal reviewer (suggested by the coordinator) will be responsible for examining the coherence between the deliverables as well as tracking the progress of the project.

- (iii) Ensuring proper design, set-up and demonstration of the prototypes. All partners will get involved in the project co-ordination Board (PCB) and the Project Technical Committee (PTC). For information about the PCB and PTC please see <http://www.image.ntua.gr/oresteia/commitees.htm>

T.1.2. *Market Survey and Definition of Exploitation Strategy for ORESTEIA*

- (i) Preliminary analysis of the market domains will be performed to exploit the commercial introduction of the ORESTEIA generic and specific artefacts. It will provide an initial estimation of financial conditions of the potential market and will identify the ORESTEIA products market trends. It will also involve the identification and design of promotion activities, and the preparation of the exploitation plan for the project results. It will prepare the marketing material (newsletters, brochures, WWW pages) for supporting the promotion of the project and its results.
- (ii) An Exploitation Board comprising the partners' Exploitation Managers will be responsible for the preparation of the exploitation plan, and the management of all the planned dissemination activities including deeper and more tailored market analysis, capturing the perceived expectations of potential users, identifying

and designing targeted promotion activities. The partners will reach an agreement on product ownership of the various ORESTEIA components, necessary royalties and market segments for each partner and its derivative products. ALTEC will carry out this task using their market channels in the IT Industry.

T.1.3. Dissemination and Standardization Activities

This task will focus on the exploitation and dissemination of the underlying scientific and technological ideas and results, by demonstrations and supporting papers at targeted conferences and at appropriate public events. Another media for dissemination will be presentation on public WWW servers. To gain wide applicability, and to promote ORESTEIA products' market visibility, the project will pay special attention to the evolution of related standards (WAP, Bluetooth, Wireless LAN, etc.) by both monitoring and contributing to their development ALTEC and ST will be responsible for promoting ORESTEIA products to target markets. ICCS, UM, KCL and ICSTM will undertake the dissemination to Scientific/Technical fora.

T.N1.8. Second year project report

Starting Date: 01/11/02

Ending Date: 17/12/02

Partners: ALTEC/KCL

Deliverables:

- D05 First Annual Project Management and Technical Report (Responsible partner: ALTEC/ICCS)
- D06 Market Survey and Preliminary Exploitation Strategy (Responsible partner: ST)
- ND1.4 Second year report (Responsible partner: **ALTEC**, Delivery date: **20/12/02**)
- ND4.2 Dissemination of results (Responsible partner: **ALTEC**, Delivery date: **31/12/03**)