

# WP9 – Impact

## D9.4.1 – Dissemination Report I

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This first “Dissemination Report” details the project’s industrial and scientific dissemination efforts up to end of the project’s first year (September 2014) and also elaborates on the project’s general dissemination strategy.



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## Note

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## Executive Summary

This document is the ALFRED project's first "Dissemination Report". It details the project consortium's dissemination efforts made within the first twelve project months and also elaborates on the project's general dissemination strategy. Four more of these reports will follow biannually until the end of the project in September 2016.

The document has five chapters. The first chapter ("ALFRED Project Overview") is a general overview of the ALFRED project and how the dissemination activities conducted as part of the project's WP9 relate to the project in general. The second chapter ("Relation to Other Project Deliverables") points out the relation between this document and other documents produced by the ALFRED consortium. The third chapter ("ALFRED Dissemination Strategy") provides general information on how the ALFRED team plans to disseminate the project results to a general, an industrial and a scientific audience. This chapter is equally based on the information provided in the Description-of-Work (DoW) and the considerations jointly made by the partners within the past twelve months. The fourth chapter ("Dissemination Report: Project Months 01 to 12") summarizes the dissemination efforts of the project consortium hitherto made. Finally, the fifth chapter draws a short conclusion.

The subsequent dissemination reports will build upon and extend this document.

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# 1. Introduction

ALFRED – Personal Interactive Assistant for Independent Living and Active Ageing – is a project funded by the Seventh Framework Programme of the European Commission under Grant Agreement No. 611218. It will allow older people to live longer at their own homes with the possibility to act independently and to actively participate in society by providing the technological foundation for an ecosystem consisting of four pillars:

- **User-Driven Interaction Assistant** to allow older people to talk to ALFRED and to ask questions or define commands in order to solve day-to-day problems.
- **Personalized Social Inclusion** by suggesting social events to older people, taking into account their interests and their social environment.
- A more **Effective & Personalized Care** by allowing medical staff and caretakers to access the vital signs of older people monitored by (wearable) sensors.
- **Physical & Cognitive Impairments Prevention** by way of serious games that help the users to maintain and possibly even improve their physical and cognitive capabilities.

In this document the industrial and scientific dissemination activities of the ALFRED project will be described - both those already conducted and those planned for the future.

## 1.1 ALFRED Project Overview

One of the main problems of western societies is the increasing isolation of older people, who do not actively participate in society either because of missing social interactions or because of age-related impairments (physical or cognitive). The outcomes of the ALFRED project will help to overcome this problem with an interactive virtual butler (a mobile device application also called ALFRED) for older people, which is fully voice controlled.

The ALFRED project is wrapped around the following main objectives:

- To empower older people to live independently for longer by delivering a virtual butler with seamless support for tasks in and outside the home. This virtual butler (the ALFRED app) aims for a very high end-user acceptance by using a fully voice controlled and non-technical user interface.
- To prevent age-related physical and cognitive impairments with the help of personalized serious games.
- To foster active participation in society for the ageing population by suggesting and managing events and social contacts.
- And finally, to improve caring by offering direct access to vital signs for carers and other medical staff as well as alerting in case of emergencies. The data is collected by unobtrusive wearable sensors monitoring the vital signs of ALFRED's users.

To achieve its goals, the project ALFRED conducts original research from a user centred perspective and applies technologies from the fields of Ubiquitous Computing, Big Data, Serious Gaming, the Semantic Web, Cyber Physical Systems, the Internet of Things, the Internet of Services, and Human-Computer Interaction. For more information, please refer to the project website at <http://www.alfred.eu>.

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## 1.2 Deliverable Purpose, Scope and Context

The purpose of this deliverable is to sum all the dissemination activities that are planned to be carried out along the ALFRED-project (the overall “dissemination strategy”) and to provide insight on the results of the initial dissemination activities that have been performed during the first year of the project. This “dissemination report” is the first of a total of five such reports. Subsequent dissemination reports will build upon and extent this document.

## 1.3 Document Status and Target Audience

This document is listed as “public” in the Description-of-Work (DoW), as it provides general information about the goals and scope of the dissemination activities in the ALFRED project. While the document mainly aims at the project’s contributing partners, this public deliverable can also be useful for the wider scientific and industrial community. This includes other publicly funded research and development projects, which may be interested in collaboration activities and in joining dissemination efforts.

## 1.4 Abbreviations and Glossary

A definition of common terms and roles related to the realization of the ALFRED project as well as a list of abbreviations is available in the supplementary document “Supplement: Abbreviations and Glossary”, which is provided in addition to this deliverable. Further information can be found at <http://www.alfred.eu>.

## 1.5 Document Structure

This document has five chapters. The first chapter (“ALFRED Project Overview”) is a general overview of the ALFRED project and how the dissemination activities conducted as part of the project’s work package 9 relate to the project in general. The second chapter (“Relation to Other Project Deliverables”) points out the relation between this document and other documents produced by the ALFRED consortium. The third chapter (“ALFRED Dissemination Strategy”) provides general information on how the ALFRED team plans to disseminate the project results to a general, an industrial and a scientific audience. This chapter is equally based on the information provided in the DoW and the considerations jointly made by the partners within the past twelve months. The fourth chapter (“Dissemination Report: Project Months 01 to 12”) summarizes the dissemination efforts of the project consortium hitherto made. Finally, the fifth chapter draws a short conclusion.

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## 2. Relation to Other ALFRED Deliverables

This document (D9.4.1) has close ties to various other deliverables of the ALFRED project, especially to those coming from WP9 - Impact. The following table (see Table 1) points out these relations in detail.

Table 1: Related Project Deliverables

Deliverable Short Name	Deliverable Full Name	Project Month Due	Description of Relation to D9.4.1
D9.3.1 D9.3.2	Workshop Report I Workshop Report II	18 30	In order to intensify awareness of the ALFRED project within the community (and especially among SMEs active in mobile technology development, elderly care and/or health care), the project will conduct at least two public workshops with at least 50 participants each (also see ALFRED DoW page 176). The two workshop reports are meant to summarize the results of these workshops. As workshops are mainly dissemination activities, the workshop results will also be documented by the dissemination reports II and V.
D9.4.2 D9.4.3 D9.4.4 D9.4.5	Dissemination Report II Dissemination Report III Dissemination Report IV Dissemination Report V	18 24 30 36	The ALFRED project will deliver a total of five dissemination reports, starting with a first report at the end of the first project year (September 2014) and then followed by biannual reports until the end of the project (project month 36, September 2016). The document at hand represents the first of these reports. The subsequent dissemination reports will build upon and extend this first report.
D9.7.1 D9.7.2 D9.7.3	Collaboration Report I Collaboration Report II Collaboration Report III	12 24 36	Task 9.7 of the ALFRED project focuses on fostering collaboration with other European and national research projects. To this end, the annual collaboration reports detail the collaboration activities conducted in the past and they also identify new collaboration opportunities for the coming months. Collaboration and dissemination are closely related and indeed, ALFRED follows a joint "Collaboration and Dissemination Strategy", whereby the partners responsible for the collaboration and dissemination activities of ALFRED work together closely in order to maximise the impact of their efforts.

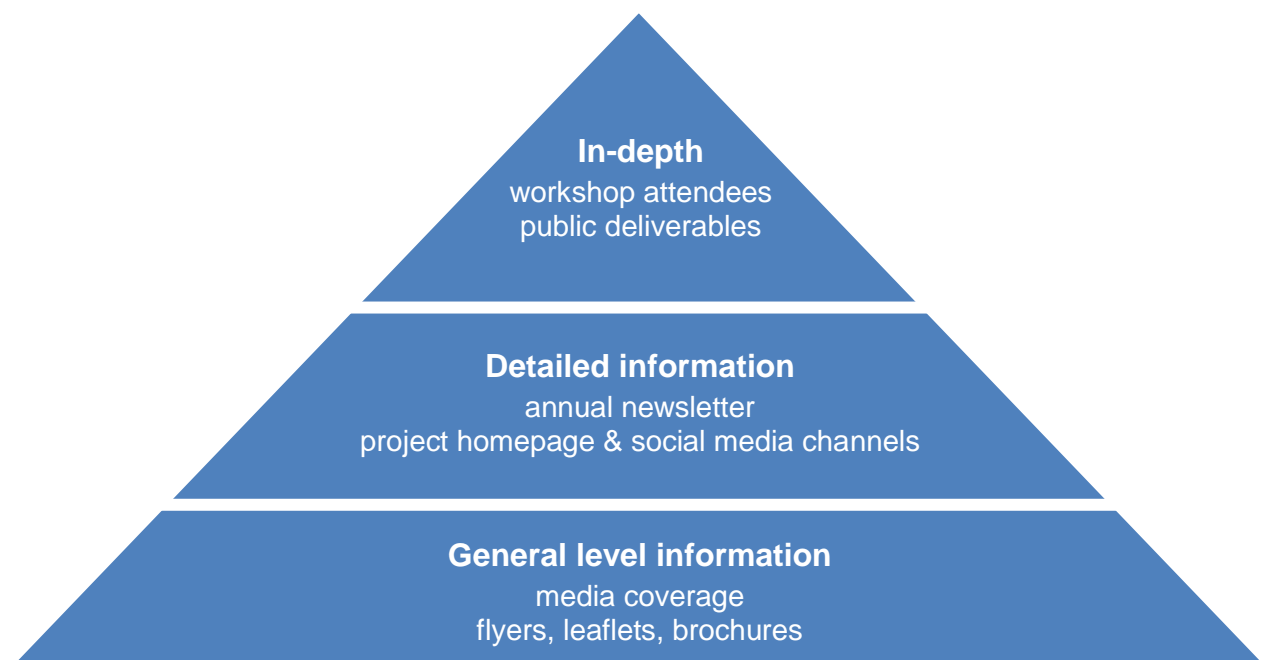
### 3. ALFRED Dissemination Strategy

This chapter elaborates on ALFRED's dissemination strategy, which is equally based on ALFRED's Description-of-Work (DoW) and on the considerations made by the project partners during the project's first year. As the DoW points out, "*the dissemination plan is basically knowledge transfer, facilitating the transfer of information and knowledge gathered in the project activities and results to the different stakeholders mainly in Europe but also in non-EU countries*" (ALFRED DoW, page 178). It then continues with the identification of three types of dissemination activities, namely firstly those directed primarily towards addressees with a scientific background, secondly those directed towards addressees with an industrial background, and thirdly the general, unspecific dissemination activities that are not tailored towards a specific group of persons.

#### 3.1 General Public Dissemination Activities

The challenge posed by the untargeted, general public dissemination is that it is meant to reach and positively influence a highly heterogeneous group of people, from policy makers to potential end users and from press representatives to stakeholders of national healthcare ecosystems. The ALFRED consortium aims to meet this challenge by following a "multi-layered" dissemination strategy that is supposed to satisfy the information needs of different levels of interest. The following figure (see Figure 1) depicts the three different layers of the ALFRED general public dissemination. From the most unspecific to the most specific, these are "general level", "detailed" and "in-depth".

Figure 1: General Public Dissemination Layers



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General level information about the ALFRED project is mainly delivered by triggering media coverage, such as online and print media articles and radio and TV interviews. Another way of reaching a wide audience with general information on the project is the distribution of flyers and brochures on (non-scientific) conferences, summits and exhibitions that are open to a general audience, such as the CeBIT (<http://www.cebit.de/>). The means for this type of dissemination are mainly produced by task 9.3 (“Generic Promotion, Materials and Workshops”).

If a person (e.g., a press representative) is interested in more detailed and/or regularly updated information on the ALFRED project, this information can be acquired from the project’s homepage (provided and maintained by partner NFE and available from <http://www.alfred.eu>) and the project’s various social media channels (Facebook: alfredproject, Google+: alfredproject, Twitter: alfred\_eu). Additionally, the consortium will release a biannual newsletter starting with the beginning of the project’s second year (October 2014) to which all those interested can subscribe via the project’s homepage.

Finally, in-depth information about the project is available from the project’s public deliverables (such as this one) that are made available on the project homepage once released by the consortium. Also, the members of the project plan to attend various national and European-level summits and exhibitions during the next two years. These experts will discuss the scope and vision of the ALFRED project with anyone interested and can provide detailed, in-depth information on the project at first hand.

### 3.2 Industrial Dissemination Activities

The DoW states that “*industrial dissemination will be the most critical part of the dissemination phase because of the relevance to address SMEs directly and to ensure technical take up by competitive players*” (ALFRED DoW, page 178). Part of the ALFRED project’s concept is the provision of the ALFREDO marketplace for ALFRED-ready applications. The consortium envisions that the better part of these so-called apps of the ALFRED core system will be provided by third-party developers (also see ALFRED deliverable D2.5, page 138). To this end, the consortium is highly interested in creating awareness of the ALFRED system in general and of the ALFREDO marketplace in particular, especially among SMEs that are active in mobile technology development, care for the elderly and/or health care. The main dissemination activity targeted at industry members is the organization of at least two public workshops (these workshops are planned and organized in the context of task 9.3). Additionally, the industrial partners of the ALFRED consortium will use their contacts to other software manufacturers and inform them about the ALFRED platform and the business opportunities it creates, especially for innovative and dynamic European SMEs with an expertise in mobile application development. Additionally, the ALFREDO platform will be disseminated towards the open source community through selected open source platforms as a way to reach developers and to demonstrate to them the advantages of using ALFREDO as a basis for developing applications for older people.

### 3.3 Scientific Dissemination Activities

Besides increasing awareness of the project among the general public and fostering collaboration opportunities between the ALFRED project and European SMEs, the ALFRED consortium is also interested in publishing the research results made within the

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project's context at scientific conference and in peer-reviewed scientific journals. Indeed, to ensure the scientific utilization of the project results, the project plans to successfully publish at least ten academic papers (also see DoW, page 176). The following table lists the papers that are currently in progress or planned for submission within the next twelve months (until September 2015).

Table 2: Scientific Publications Planned until 09/15

#	Preliminary Submission Title and Scope	Partners Involved	Possible Conference/Journal
001	<p>"Introducing ALFRED: An Interactive Assistant for Independent Living and Active Ageing"</p> <p>An overview paper that introduces the motivation of the ALFRED project and the system architecture on a general, not-too-technical level.</p>	All	<p>AAL Congress 2015</p> <p><a href="http://conference.vde.com/aal/">http://conference.vde.com/aal/</a></p> <p>(conference page available only in German, publication will be in English)</p>
002	<p>"Report on the Results of a User Study on Tailoring Mobile Applications to the Elderly"</p> <p>This paper informs about the results of the initial user studies that have been conducted by the project's end user partners (mainly NFE, ESE, and CHA) in order to assess the requirements for tailoring the ALFRED system to the needs and wants of its intended end users (people above the age of 60, see ALFRED deliverable D2.1, page 11).</p>	End user	<p>AAL Congress 2015</p> <p><a href="http://conference.vde.com/aal/">http://conference.vde.com/aal/</a></p> <p>(conference page available only in German, publication will be in English)</p>
003	<p>"Content- and Context-Based Serious Game Retrieval"</p> <p>A paper focusing on the game recommendation mechanism of the Game Manager component and its communication with the ALFREDO marketplace.</p>	Technical	<p>International Conference on Serious Games</p> <p><a href="http://www.gamedays2014.de/">http://www.gamedays2014.de/</a></p> <p>(updated conference page for 2015 not yet available)</p>
004	<p>"Introducing a Game Metadata Format for Games for Health"</p> <p>One of the main problems of selecting "appropriate" games to a user and/or a specific situation is to enable for an automatic understanding of what "appropriate" means, i.e., to be able to define the differences between serious games in a way that they are both well-defined and interpretable by a computer. This paper describes the introduction of a (serious) game metadata format which enables the Game Manager component of ALFRED to analyse and compare different games based on their metadata description.</p>	Technical	Games for Health Journal
005	<p>"ALFRED: Developing A Smartphone-based Everyday Assistance System for the Elderly"</p> <p>This overview paper analyses the approach of the</p>	All	<p>Networld2020 event 2015</p> <p><a href="http://www.networld2020.org/">http://www.networld2020.org/</a></p> <p>(updated conference page for 2015</p>

	ALFRED project consortium to address the challenge of developing and distributing an assistance system for elderly users. This includes a description of how end users are involved in the system development, what type of functionalities the system provides and how the project plans to foster collaboration with industrial and scientific partners and how to ensure result uptake.		not yet available)
006	<p>“On Using Mobile Technologies to Foster Self-Reliance”</p> <p>A technical paper that describes the functionalities of the ALFRED system. Primary focus is on how the system handles user interaction via the CADE component (CADE component, see ALFRED deliverable D2.5, chapter 4.5).</p>	Technical	<p>Ambient Intelligence 2015</p> <p><a href="http://www.ami-conferences.org">http://www.ami-conferences.org</a></p> <p>(updated conference page for 2015 not yet available)</p>
007	<p>“Sophisticated User Triggering: the Challenge of Finding the ‘Right Moment’ for Playful Activities”</p> <p>This contribution focuses on the problem of identifying the right moment to activate the user to do something specific, e.g. to play a (serious) game. This feature is core to the Game Manager component of the ALFRED system and expected to help fight physical and cognitive decline by regularly activating the user.</p>	Technical	<p>Human Computer Interaction International 2015</p> <p><a href="http://2015.hci.international/">http://2015.hci.international/</a></p>
008	<p>“The ALFRED Project - The Challenge of Developing Advanced Mobile Assistive Systems”</p> <p>An extensive technical paper (&gt; 20 pages) that lays down the component structure of the ALFRED system in detail. Various research challenges as posed by the different components (and their need to collaborate) are pointed out and discussed.</p>	Technical	<p>JAISE journal</p> <p><a href="http://www.jaise-journal.org/">http://www.jaise-journal.org/</a></p>
009	<p>“Dance With ALFRED: a Multiplayer Dancing Exergame for Smartphones”</p> <p>Within the scope of ALFRED lies not only the development of a Game Manager component to organize and manage ALFRED-ready game extensions, but also the development of at least five serious games for physical and cognitive decline prevention. This paper introduces one such game “Dance with ALFRED” that runs on a user’s ALFRED device and that can be played both alone and jointly with others. The concept for this game was in part derived from the ALFRED use cases as specified by ALFRED deliverable D2.3 (specifically user stories 079, 102 and 112).</p>	Technical	<p>International Conference on Entertainment Computing 2015</p> <p><a href="http://icec2015.idi.ntnu.no/">http://icec2015.idi.ntnu.no/</a></p>

*Note: The this list is neither definite nor exhaustive, meaning that publications listed can be submitted to other conferences or journals or discarded entirely and also that additional*

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*publications currently not listed may be submitted to peer-reviewed journals and conferences within the next year.*

The “possible conference or journals” as specified in the table above are just options that appear to be a good fit for the respective contribution. However, certain combinations of academic papers and conferences/journals may turn out to be not feasible or optimal, for example because a certain submission deadline cannot be met by the project partners or because the scope of a paper has changed during its preparation. To this end, the project partners have assembled a list of potential conferences and journals to which future submissions may be made.

Table 3: A Selection of Relevant Conferences and Journals

#	Title	Type	Focus (as relevant)	URL
001	“AAL Kongress” (German for “AAL congress”)	Summit (annually)	Aml/AAL	<a href="http://conference.vde.com/aal/">http://conference.vde.com/aal/</a>
002	“AAL Forum”	Summit (annually)	Aml/AAL	<a href="http://www.aalforum.eu/">http://www.aalforum.eu/</a>
003	“International Conference on Ambient Intelligence”	Scientific conference (annually)	Aml/AAL	<a href="http://www.ami-conferences.org">http://www.ami-conferences.org</a>
004	“Journal of Ambient Intelligence and Smart Environments”	Journal (irregularly)	Aml/AAL Mobile	<a href="http://www.jaise-journal.org/">http://www.jaise-journal.org/</a>
005	“Pervasive and Mobile Computing”	Journal (irregularly)	Mobile Ami/AAL	<a href="http://www.journals.elsevier.com/pervasive-and-mobile-computing/">http://www.journals.elsevier.com/pervasive-and-mobile-computing/</a>
006	“ACM Multimedia”	Scientific conference (annually)	Mobile Ami/AAL Games	<a href="http://acmmm.org/">http://acmmm.org/</a>
007	“Human Computer Interaction International”	Scientific conference (annually)	HCI	<a href="http://hci.international/">http://hci.international/</a>
008	“International Journal of Mobile Human Computer Interaction”	Journal (quarterly)	HCI Mobile	<a href="http://www.igi-global.com/journal/international-journal-mobile-human-computer/1126">http://www.igi-global.com/journal/international-journal-mobile-human-computer/1126</a>
009	“Multimedia Tools and Applications”	Journal (monthly)	HCI Mobile Games	<a href="http://www.springer.com/computer/information+systems+and+applications/journal/11042">http://www.springer.com/computer/information+systems+and+applications/journal/11042</a>
010	“GameDays – International	Scientific conference	Games	<a href="http://www.gamedays201">http://www.gamedays201</a>

	Conference on Serious Games” (Remark: in 2015, the GameDays will merge with the SGDA conference “International Conference on Serious Games, Development and Applications”)	(annually)		4.de/
011	“Foundation of Digital Games”	Scientific conference (annually)	Games	<a href="http://www.fdg2014.org/">http://www.fdg2014.org/</a>
012	“International Conference on Entertainment Computing”	Scientific conference (annually)	Games HCI	<a href="http://icec2014.info/">http://icec2014.info/</a>
013	“Games for Health”	Journal (bimonthly)	Games Health	<a href="http://www.liebertpub.com/overview/games-for-health-journal/588/">http://www.liebertpub.com/overview/games-for-health-journal/588/</a>
014	“IEEE International Conference on Serious Games and Applications for Health”	Scientific conference (annually)	Games Health	<a href="http://www.ipca.pt/segah2014/">http://www.ipca.pt/segah2014/</a>
015	“Gerontechnology”	Journal (quarterly)	Health Aml/AAL	<a href="http://gerontechnology.info/">http://gerontechnology.info/</a>
016	“Telemedicine and eHealth”	Journal (monthly)	Health Mobile	<a href="http://www.liebertpub.com/overview/telemedicine-and-e-health/54/">http://www.liebertpub.com/overview/telemedicine-and-e-health/54/</a>
017	“International Journal of Medical Informatics”	Journal (monthly)	Health Mobile	<a href="http://www.journals.elsevier.com/international-journal-of-medical-informatics/">http://www.journals.elsevier.com/international-journal-of-medical-informatics/</a>
018	“Journal of Aging and Health”	Journal (8 issues/year)	Health Aml/AAL	<a href="http://jah.sagepub.com/">http://jah.sagepub.com/</a>

*Note: The list is neither definite nor exhaustive and subject to change in the future. Also see chapter 3 of the first collaboration report D9.7.1 for another version of this list with more extensive descriptions for some of the items listed.*

## 4. Dissemination Report: Project Months 01 to 12

This chapter describes the dissemination activities conducted by the ALFRED project within the first project year (October 2013 to September 2014). Following the understanding of dissemination as described in chapter 3, this chapter is separated into the subchapters “General Public Dissemination”, “Industrial Dissemination” and “Scientific Dissemination”.

### 4.1 General Public Dissemination Activities

General public dissemination activities are all activities that are not explicitly targeted to members of industrial companies and/or scientific institutes, but that rather address a more general audience.

#### 4.1.1 Media Coverage

The primary type of general public dissemination activities is the triggering of media (“press”) coverage. Briefly after the start of the project, a press release was made on ALFRED and its objectives (see Annex 1). This press release instantly created a large variety of media coverage in different countries. Based on this, the dissemination activities have been continued throughout the first year. The following table (see Table 4) details the media coverage of the ALFRED project within the first twelve month of the project (until September 2014).

Table 4: Media Coverage

#	Type	Medium and URL (if applicable)	Date	Lang.	Initiated by
001	Online Article	Homepage of TIE KINETIX <a href="http://tiekinetix.com/en-us/news/tie-kinetix-is-technology-provider-in-european-union-project-alfred">http://tiekinetix.com/en-us/news/tie-kinetix-is-technology-provider-in-european-union-project-alfred</a>	13-10-29	EN	TIE
002	Online Article	Emerce.nl <a href="http://www.emerce.nl/wire/ouderenfonds-ontwikkelt-elektronische-butler-alfred">http://www.emerce.nl/wire/ouderenfonds-ontwikkelt-elektronische-butler-alfred</a>	13-11-12	NL	NFE
003	Online Article	MT Management Team <a href="http://www.mt.nl/105/82515/nieuws/ouderen-krijgen-virtuele-butler-alfred.html">http://www.mt.nl/105/82515/nieuws/ouderen-krijgen-virtuele-butler-alfred.html</a>	13-11-12	NL	NFE
004	Online Article	ANP Pers Support <a href="http://www.perssupport.nl/apssite/persberichten/full/2013/11/12/Ouderenfonds+ontwikkelt+elektronische+butler+Alfred">http://www.perssupport.nl/apssite/persberichten/full/2013/11/12/Ouderenfonds+ontwikkelt+elektronische+butler+Alfred</a>	13-11-12	NL	NFE
005	Online Article	Alles Over Utrecht <a href="http://www.allesoverutrecht.nl/nieuwsregio-utrecht/2013/november/Ouderenfonds_Bu">http://www.allesoverutrecht.nl/nieuwsregio-utrecht/2013/november/Ouderenfonds_Bu</a>	13-11-13	NL	NFE

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		<a href="http://www.alfred.eu/282013-11-13%29.php">nnik ontwikkelt virtuele butler Alfred % 282013-11-13%29.php</a>			
006	Online Article	Robots.nu <a href="http://www.robots.nu/gaat-alfred-u-ook-helpen/">http://www.robots.nu/gaat-alfred-u-ook-helpen/</a>	13-11-13	NL	NFE
007	Online Article	Computable <a href="http://www.computable.nl/artikel/nieuws/m aatschappij/4927670/2429449/ouderen-krijgen-virtuele-butler-alfred.html">http://www.computable.nl/artikel/nieuws/m aatschappij/4927670/2429449/ouderen-krijgen-virtuele-butler-alfred.html</a>	13-11-13	NL	NFE
008	Radio Interview	RTV Utrecht <a href="http://www.rtvutrecht.nl/nieuws/1092987/ouderenfonds-bunnik-ontwikkelt-virtuele-butler-alfred.html">http://www.rtvutrecht.nl/nieuws/1092987/ouderenfonds-bunnik-ontwikkelt-virtuele-butler-alfred.html</a>	13-11-13	NL	NFE
009	Online Article	Pressebüro Typemania <a href="http://itpressearbeit.de/2013/11/13/projekt-alfred-personlicher-interaktiver-assistent-fur-ein-unabhangiges-leben-und-aktives-altern/">http://itpressearbeit.de/2013/11/13/projekt-alfred-personlicher-interaktiver-assistent-fur-ein-unabhangiges-leben-und-aktives-altern/</a>	13-11-13	DE	ASC
010	Online Article	De Telegraaf <a href="http://www.telegraaf.nl/digitaal/22056539/Virtuele_butler_voor_ouderen_.html">http://www.telegraaf.nl/digitaal/22056539/Virtuele_butler_voor_ouderen_.html</a>	13-11-14	NL	NFE
011	Print Media Article	De Telegraaf	13-11-14	NL	NFE
012	Radio Interview	Omroep Gelderland	13-11-14	NL	NFE
013	Radio Interview	Radio Noord Holland	13-11-14	NL	NFE
014	Radio Interview	BNR	13-11-14	NL	NFE
015	Online Article	OpenPR <a href="http://www.openpr.com/news/275440/Project-ALFRED-Personal-Interactive-Assistant-for-Independent-Living-and-Active-Ageing.html">http://www.openpr.com/news/275440/Project-ALFRED-Personal-Interactive-Assistant-for-Independent-Living-and-Active-Ageing.html</a>	13-11-14	EN	ASC
016	Online Article	Zorgvisie <a href="http://www.zorgvisie.nl/ICT/Nieuws/2013/1/Ouderenfonds-ontwikkelt-virtuele-butler-1410741W/">http://www.zorgvisie.nl/ICT/Nieuws/2013/1/Ouderenfonds-ontwikkelt-virtuele-butler-1410741W/</a>	13-11-15	NL	NFE
017	Online Article	Itespresso.de <a href="http://www.itespresso.de/2013/11/17/projekt-alfred-entwickelt-virtuellen-butler-fuer-">http://www.itespresso.de/2013/11/17/projekt-alfred-entwickelt-virtuellen-butler-fuer-</a>	13-11-17	DE	ASC

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		<a href="#">senioren/</a>			
018	Online Article	Homepage of Charite Berlin <a href="http://geriatrie.charite.de/aktuelles/meldungen/artikel/detail/projekt_alfred_gestartet/">http://geriatrie.charite.de/aktuelles/meldungen/artikel/detail/projekt_alfred_gestartet/</a>	13-11-18	DE	CHA
019	Online Article	AgeVillagePro <a href="http://www.agevillagepro.com/actualite-10539-1-silver-economie-lancement-projet-alfred-assistant-personnel-interactif.html">http://www.agevillagepro.com/actualite-10539-1-silver-economie-lancement-projet-alfred-assistant-personnel-interactif.html</a>	13-11-24	FR	ESE
020	Online Article	Homepage of TUDA <a href="http://www.kom.tu-darmstadt.de/research-results/projects/eu-alfred/">http://www.kom.tu-darmstadt.de/research-results/projects/eu-alfred/</a>	13-12-02	DE	TUDA
021	Online Article	EHEALTHCOM <a href="http://www.e-health-com.eu/details-news/aal-entwicklung-eines-virtuellen-assistenten-im-projekt-alfred/2402459a809757e56418c7aac28490f0/">http://www.e-health-com.eu/details-news/aal-entwicklung-eines-virtuellen-assistenten-im-projekt-alfred/2402459a809757e56418c7aac28490f0/</a>	13-12-02	DE	ATOS
022	Online Article	AllePersberichten.nl <a href="http://www.allepersberichten.nl/persbericht/22378/1/Atos-en-Worldline-leveren-bijdrage-aan-ontwikkeling-virtuele-butler-voor-senioren/">http://www.allepersberichten.nl/persbericht/22378/1/Atos-en-Worldline-leveren-bijdrage-aan-ontwikkeling-virtuele-butler-voor-senioren/</a>	13-12-02	NL	ATOS
023	Online Article	Homepage of ATOS <a href="http://es.atos.net/es-es/home/quienes-somos/noticias-y-eventos/noticias/2013/pr-2013_11_29_01.html">http://es.atos.net/es-es/home/quienes-somos/noticias-y-eventos/noticias/2013/pr-2013_11_29_01.html</a>	13-12-02	ES	ATOS
024	Online Article	hospitaldigital.com <a href="http://www.hospitaldigital.com/2013/12/02/atos-y-worldline-colaboran-en-el-desarrollo-de-un-mayordomo-virtual-para-personas-mayores/">http://www.hospitaldigital.com/2013/12/02/atos-y-worldline-colaboran-en-el-desarrollo-de-un-mayordomo-virtual-para-personas-mayores/</a>	13-12-02	ES	ATOS
025	Online Article	Presspeople.com <a href="http://www.presspeople.com/nota/atos-worldline-colaboran-desarrollo-mayordomo-virtual">http://www.presspeople.com/nota/atos-worldline-colaboran-desarrollo-mayordomo-virtual</a>	13-12-02	ES	ATOS
026	Online Article	Computerwelt.at <a href="http://www.computerwelt.at/news/wirtschaft-politik/forschung-wissenschaft/detail/artikel/99343-atos-und-worldline-entwickeln-virtuellen-">http://www.computerwelt.at/news/wirtschaft-politik/forschung-wissenschaft/detail/artikel/99343-atos-und-worldline-entwickeln-virtuellen-</a>	13-12-02	DE	ATOS

		<a href="#">assistenten-fuer-senioren/</a>			
027	Online Article	AllePersberichten.nl <a href="http://www.allepersberichten.nl/persbericht/22378/1/Atos-en-Worldline-leveren-bijdrage-aan-ontwikkeling-virtuele-butler-voor-senioren/">http://www.allepersberichten.nl/persbericht/22378/1/Atos-en-Worldline-leveren-bijdrage-aan-ontwikkeling-virtuele-butler-voor-senioren/</a>	13-12-02	NL	ATOS
028	Online Article	Consultoras.org <a href="http://www.consultoras.org/frontend/aec/Atos-Y-Worldline-Colaboran-En-El-Desarrollo-De-Un--mayordomo-Virtual-Para-Personas-Mayores-vn23177-vst755">http://www.consultoras.org/frontend/aec/Atos-Y-Worldline-Colaboran-En-El-Desarrollo-De-Un--mayordomo-Virtual-Para-Personas-Mayores-vn23177-vst755</a>	13-12-02	ES	ATOS
029	Online Article	News Tercera Edad <a href="http://www.news3edad.com/2013/12/02/atos-y-worldline-colaboran-en-el-desarrollo-de-un-mayordomo-virtual-para-personas-mayores/">http://www.news3edad.com/2013/12/02/atos-y-worldline-colaboran-en-el-desarrollo-de-un-mayordomo-virtual-para-personas-mayores/</a>	13-12-02	ES	ATOS
030	Online Article	Telecompaper.com <a href="http://www.telecompaper.com/news/atos-to-participate-in-alfred-project--983301">http://www.telecompaper.com/news/atos-to-participate-in-alfred-project--983301</a>	13-12-03	EN	ATOS
031	Online Article	It-daily.net <a href="http://www.it-daily.net/it-technologie/aktuelles/8146-virtueller-assistent-fuer-senioren">http://www.it-daily.net/it-technologie/aktuelles/8146-virtueller-assistent-fuer-senioren</a>	13-12-03	DE	ATOS
032	Online Article	TICbeat <a href="http://innovacion.ticbeat.com/alfred-mayordomo-virtual-para-personas-mayores/">http://innovacion.ticbeat.com/alfred-mayordomo-virtual-para-personas-mayores/</a>	13-12-04	ES	ATOS
033	Online Article	Telecomkh.com <a href="http://www.telecomkh.com/es/telefoniamovil/productos-y-servicios/atos/ehealth/teleasistencia-movil/5838">http://www.telecomkh.com/es/telefoniamovil/productos-y-servicios/atos/ehealth/teleasistencia-movil/5838</a>	13-12-04	ES	ATOS
034	Video	ALFRED YouTube Video <a href="https://www.youtube.com/watch?v=M_KNJAM3s2k">https://www.youtube.com/watch?v=M_KNJAM3s2k</a>	13-12-09	DE	ASC
035	Online Article	Genial-leben.de <a href="http://geniaal-leben.de/?p=803">http://geniaal-leben.de/?p=803</a>	13-12-12	DE	ASC
036	Print Media Article	Markt & Mittel <a href="http://alfred.eu/wp-content/uploads/2014-06_HaeuslichePflege_ALFREDpage.pdf">http://alfred.eu/wp-content/uploads/2014-06_HaeuslichePflege_ALFREDpage.pdf</a>	14-06-10	DE	WLE

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037	Online Article	<p>EntreMayores.es</p> <p><a href="http://www.entremayores.es/spa/actualidad_empresarial.asp?var2=Entrevistas&amp;var3=%27Alfred%20avisar%C3%A1%20al%20mayor%20de%20cada%20una%20de%20las%20tomas%20de%20su%20mediacaci%C3%B3n%20de%20la%20realizaci%C3%B3n%20de%20los%20ejercicios%20recomendados%27&amp;nar1=6&amp;nar2=46&amp;nar3=16655&amp;nar5=3">http://www.entremayores.es/spa/actualidad_empresarial.asp?var2=Entrevistas&amp;var3=%27Alfred%20avisar%C3%A1%20al%20mayor%20de%20cada%20una%20de%20las%20tomas%20de%20su%20mediacaci%C3%B3n%20de%20la%20realizaci%C3%B3n%20de%20los%20ejercicios%20recomendados%27&amp;nar1=6&amp;nar2=46&amp;nar3=16655&amp;nar5=3</a></p>	14-07-02	ES	WLE
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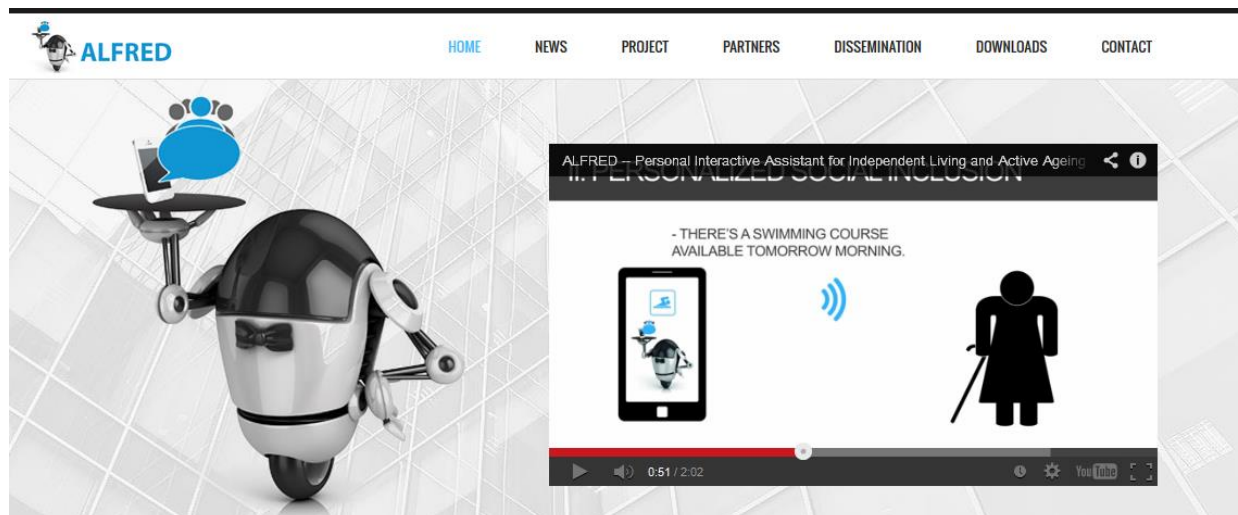
#### 4.1.2 Generic Promotion Material

Besides triggering a broad band of media coverages (see section 4.1.1), the ALFRED consortium has also produced various means to foster general public dissemination, such as a project homepage (<http://www.alfred.eu>), social media channels and brochures. All these resources have mainly been created in the context of task 9.3 (“Generic Promotion, Materials and Workshops”). The following subsections will show the more visible promotion material generated so far.

##### 4.1.2.1 ALFRED Website

Figure 2 gives an impression of the ALFRED website, which can be visited at <http://www.alfred.eu>. The website includes a section for news, which is maintained by partner NFE where important events regarding the ALFRED project are highlighted. The website also includes a dissemination section, where all dissemination activities are published. Finally it includes a download section, where the public deliverables and other material related to ALFRED can be downloaded.

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## Interactive Assistant for Independent Living and Active Ageing

ALFRED – Personal Interactive Assistant for Independent Living and Active Ageing – is a project funded by the Seventh Framework Programme of the European Commission under Grant Agreement No. 611218. It will allow older people to live longer at their own homes with the possibility to act independently and to actively participate in society by providing the technological foundation for an ecosystem consisting out of four pillars:



### User-Driven Interaction Assistant

Empowering people with age related dependencies to live independently for longer by delivering a virtual butler with seamless support for tasks in and outside the home. The virtual butler ALFRED will have a very high end-user acceptance by using a fully voice controlled and non-technical environment.



### Personalized Social Inclusion

Fostering active participation in society for the ageing population by suggesting and managing events and social contacts.



### Effective & Personalized Care

Improved care process through direct access to vital signs for carers and other medical staff as well as alerting in case of emergencies. The data is collected by unobtrusive wearable sensors monitoring the vital signs of older people.



### Physical & Cognitive Impairments Prevention

Prevaling age-related physical and cognitive impairments with the help of personalized, serious games.

Figure 2: Screenshot of the ALFRED Website

### 4.1.2.2 Animated Short Film

The website (see section 4.1.2.1) includes an animated short film (also available on YouTube<sup>1</sup>). At the time of the creation of this document, the YouTube film has been viewed 527 times. The short film summarizes the goals of the ALFRED project.

### 4.1.2.3 Leaflets

The following two figures (see Figure 3 and Figure 4) show the first tri-fold ALFRED leaflet, which is available in several languages (coloured six-page foldable flyer). This leaflet has already been handed out at different European and national events, such as the AAL Forum, the ETP Conference 2014, and at several EIP AHA meetings. This first version of the leaflet is focused on the objectives of the project. In a later stage of the project, a new leaflet will be created that will reflect the results of ALFRED and will be more directed towards end users and potential commercial partners.

<sup>1</sup> <http://www.youtube.com/watch?v=Bvk7JdMYK9c>

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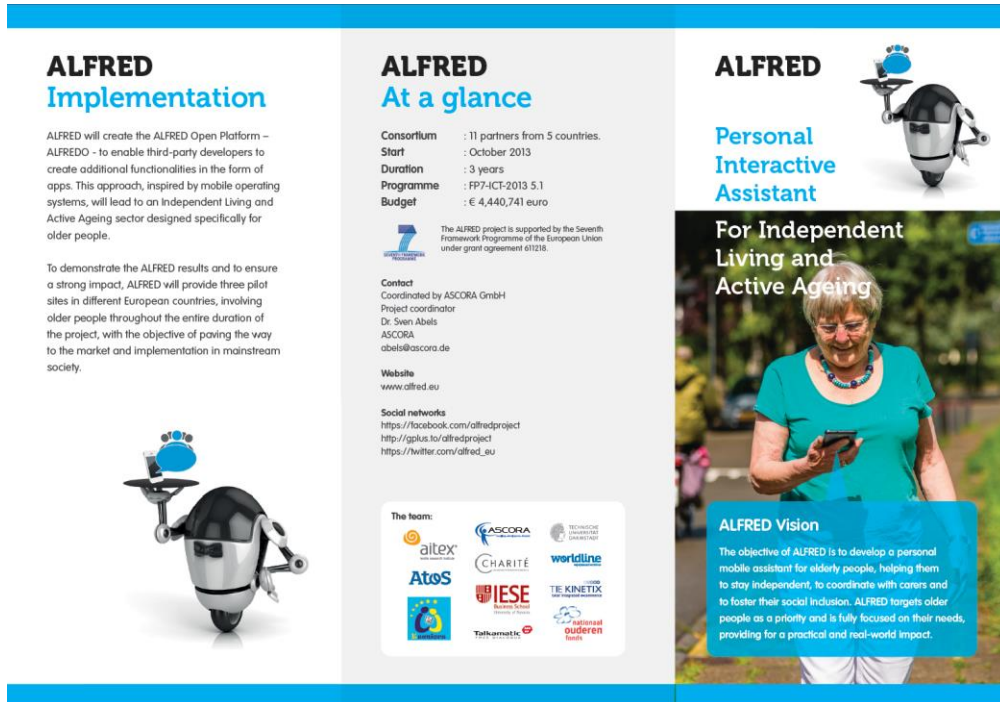


Figure 3: ALFRED Leaflet (First Edition, English Version, Side A)

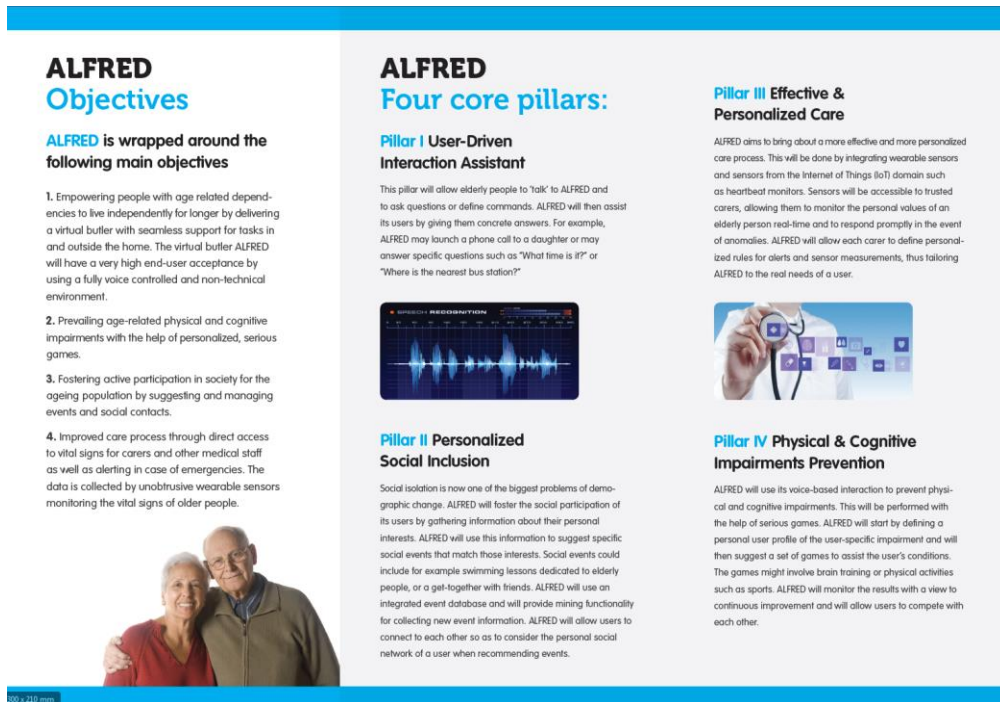


Figure 4: ALFRED Leaflet (First Edition, English Version, Side B)

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## 4.2 Industrial Dissemination Activities

Industrial dissemination specifically targets leaders and employees of industrial companies, mainly of small and medium-sized European enterprises. The purpose of such activities is to raise awareness of the ALFRED project among those persons and thereby to increase the likelihood of:

- Formal and informal collaborations between the project consortium and/or individual partners and thereof the respective company.
- Project result adaption and/or uptake by the respective company (i.e., of the ALFREDO marketplace platform for the distribution of ALFRED-ready games and applications).
- Product innovations by the respective companies that are inspired by or based on the ALFRED system.

The following table (see Table 5) details the industrial dissemination activities that have been conducted during the first twelve project months. Industrial dissemination activities will be significantly intensified during the last year of the project when the project's technical outcomes are matured and ready for demonstration and distribution.

Table 5: Industrial dissemination activities conducted

#	Type	Title	Time & Date	# of attend
001	Workshop	<p>"Mobile Apps for Independent Living" (abbr. MAIL) at the JW Marriott in Bucharest, Romania. This workshop was a side-event of the AAL Forum 2014 and conducted alongside several other workshops. The workshop attendees came from all areas (government, science, industry, general public).</p> <p><a href="http://www.mail-aal-forum.com/">http://www.mail-aal-forum.com/</a></p>	14-09-09, 09:00 to 13:00	70

The workshop was organized within the scope of T9.3. The workshop was very well attended and first feedback results are very positive. Details of the workshop organization, its contents and the evaluation results will be reported by deliverable D9.3.1 (due in project month 18).

## 4.3 Scientific Dissemination Activities

Besides raising awareness for the ALFRED project among the general public and European enterprises, the ALFRED consortium is also interested in ensuring the scientific utilization of the project results. As ALFRED is an ambitious project that aims to utilize scientific findings from various areas (such as Ubiquitous Computing, Big Data, Serious Gaming, the Semantic Web, Cyber Physical Systems, the Internet of Things, the Internet of Services, and Human-Computer Interaction), the project is itself prone to produce new insights on the practical applications of this knowledge. The project partners aim to publish these insights to make them available to the scientific community, mainly as academic papers submitted to peer-reviewed conferences and journals. On occasion, project partners may also conduct scientific talks on ALFRED matters that are not accompanied by

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publications. Scientific dissemination activities will intensify once the “pillar work packages” (WP4 to WP7) will begin with the conceptualization and implementation of “their” respective system components.

Table 6: Scientific Papers Accepted and Scientific Discussions Held

#	Type	Title	Date	Conference or Journal	Partners Involved
001	Talk	ALFRED present the European Perspective on Exergames	14-05-19	ISBNPA 2014, Houston, Texas, USA	TUDA
002	Talk	ALFRED Project Overview	14-06-13	Cuidando el Futuro 2014, Universtat Politecnica el Valencia, Valencia, Spain	AITEX
003	Conf. Paper	User Interfaces of Mobile Exergames	14-06-26	HCII 2014, Crete, Greece	TUDA

The previous table lists all scientific papers accepted and talks held in the context of the ALFRED project up to September 2014.

The first item, “*ALFRED presents the European Perspective on Exergames*”, was a talk held by Dr. Stefan Göbel (partner TUDA) at the expert workshop titled “*Games for Increasing Physical Activity: Mechanisms for Change*”, in Houston, Texas. The workshop was held as pre-conference symposium of the “*International Society of Behavioral Nutrition and Physical Activity*”. The workshop description stated: “*Achieving the public health promise of increased physical activity from active videogames and exergames may require rethinking videogames’ application of behavioral, physiological and related science’s approaches to influencing behavior. No conference has been convened to dissect how videogames, especially exergames, could influence behavior. This conference will bring together videogame designers, epidemiologists, kinesiologists, behavioral and communication scientists to analyze exergaming with an eye toward developing best practices and identifying needed research for increasing physical activity. In-depth discussions will be held on what is known about how exergames influence behavior, what are current exergame best practices for increasing physical activity, and what additional research is needed to move this field forward. The presenters are thought leaders in this area of research.*”

In his talk, Stefan Göbel provided an overview of the current state of art, grand challenges, key players, activities, conferences and journals, projects and research programs related to exergames and games for health in Europe. Hereby, in the core of the presentation, the ALFRED project was introduced as European collaborative project contributing to personalised health of individuals and the society in general. More specific, ALFRED's gaming approach (pillar IV “*Serious Gaming for Physical & Cognitive Impairments Prevention*“ to improve the physical and cognitive condition by offering serious games and quests to the user) has been introduced. Hereby, the central point reflects the conceptualisation of the Game Manager of the ALFRED system. In order to describe respectively to retrieve and suggest appropriate games for a specific user in a dedicated context, a (formalised) model (metadata description) for serious games/games for health,

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e.g. exergames for physical training or cognitive training games is required. For that, TUDA will continue its ongoing research activities towards a metadata format for games for health and serious games in general, building the ground for the development of the Game Manager component (and related activities, e.g. the development of game prototypes) in ALFRED.

Based on this talk and in collaboration with key players of the exergame workshop, a scientific publication is planned for the International Journal on Games for Health (see Table 2, entry 004).

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## 5. Conclusion

This document represents the first “Dissemination Report” of the FP7 project ALFRED, delivered at the end of the project’s first year (September 2014). An updated version of the report will be made available on a biannual basis until the end of the project.

Dissemination activities can be differentiated into activities targeted at an audience coming from the industry, activities for a scientific audience and activities targeted unspecifically towards a general public audience. For all of these different types of addressees, the ALFRED consortium has identified and established channels suited for creating awareness for the project and its results.

In its fourth chapter, this report specifies the dissemination activities that have been conducted during the first year of the project. Alongside the start of the work packages that are focused on the conceptualization and implementation of the technical components of the ALFRED system (WP3 to WP7) in October 2014, the project’s dissemination efforts will be intensified during the coming months and are planned to reach their peak intensity during the project’s third and final year.

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## Annex I - Press Release

### PRESS RELEASE

November 2013, Bremen, Germany

## Project ALFRED: Personal Interactive Assistant for Independent Living and Active Ageing

ALFRED's objective is to develop a mobile, personalized assistant for elderly people, which helps them to stay independent, to coordinate with carers and to foster their social inclusion. ALFRED is specifically dedicated towards older people and is fully focused around their needs. ALFRED will run for three years with a total budget of 4.440.741€, involving eleven partners from five European countries.

ALFRED, a new European Union funded research project, has officially kicked off. Representatives from eleven consortium partners, from five different European countries, met at project coordinator Ascora near Bremen, Germany, to discuss and to coordinate the work to come. The ALFRED project is co-funded by the European Commission under the Seventh Framework programme on ICT. The project will run for three years, as from October 2013.

ALFRED will realize a mobile, personalized Butler, created using cutting edge technologies such as advanced speech interaction, making it possible to talk directly to him. ALFRED will thus be very easy to use and will provide context-sensitive services related to social inclusion, care, physical exercise and cognitive games.

Dr. med. Mehmet Gövercin, deputy head of the Geriatrics Research Group at Charité and head of the aging and technology working group: "ALFRED will provide an innovative approach for improving the life of elderly people with the help of a fully voice controlled, virtual assistant. This will help people to benefit from a range of digital services in their daily life. To reach this goal, the project brings together core experts of different fields from the medical and ICT domain."

The ALFRED research project aims to contribute to a society, where older people will be able to live at their own homes independently and actively participate in economic and social life.

The foundation of ALFRED consists of four core elements:

1. A User-Driven Interaction Assistant to allow elderly people to 'talk' to ALFRED and to ask questions or give commands;
2. A Personalized Social Inclusion unit, to suggest social events to the user by considering his or her personal interests and social environment;

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3. An Effective & Personalized Care unit for better care, by allowing medical staff to access information from the elderly, generated by (wearable) sensors
4. A Physical & Cognitive Impairments Prevention unit, that provides serious gaming (games and quests) to improve the physical and cognitive condition of the user

The results of the project will be tested at three pilot sites at different European countries, with the objective to pave the way to the market and implementation in society. The pilots will take place in three different environments and will count with the participation of more than 100 users. The profile of the participants will include not only elderly users but also formal and informal caregivers.

More information will be published at the project website: [www.alfred.eu](http://www.alfred.eu)

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