Project Number: **215219**

Project Acronym: **SOA4All**

Project Title: **Service Oriented Architectures for All**

Instrument: **Integrated Project**

Thematic
Priority: **Information and Communication
                    Technologies**

D12.2.3 Second Generation of SOA4All Publicity Material

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	Dissemination Level	
PU	Public	**X**
PP	Restricted to other programme participants (including the Commission)	
RE	Restricted to a group specified by the consortium (including the Commission)	
CO	Confidential, only for members of the consortium (including the Commission)	

Version History

Version	Date	Comments, Changes, Status	Authors, contributors, reviewers
0.1	18/01/2010	TOC	Maurilio Zuccalà (CEFRIEL)
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0.4	23/02/2010	Draft updated based on internal reviewers' feedback	Maurilio Zuccalà (CEFRIEL)
1.0	25/02/2010	Final release	Maurilio Zuccalà (CEFRIEL)

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Glossary of Acronyms

Acronym	Definition
D	Deliverable
EC	European Commission
FIA	Future Internet Assembly
FP7	Seventh Framework Programme
NSP	NESSI Strategic Project
WP	Work Package

Executive summary

This deliverable describes the second generation of SOA4All publicity material, created during the second year of the project. Such material is mainly targeted at an external audience. Examples of publicity material include: poster, brochure, flyer and banner.

1. Introduction

1.1 Introductory explanation of the deliverable

The purpose of this deliverable is to describe the second generation of publicity material created in the SOA4All project.

1.2 Purpose and scope

The publicity material created in SOA4All is mainly targeted at an external audience. Examples of publicity material include: poster, flyer, brochure and banner.

This document covers the publicity material produced or updated during the second year of the project.

1.3 Structure of the document

This document is structured as follows. Section 2 illustrates the publicity material currently available in SOA4All. Section 3 draws some conclusions.

2. SOA4All publicity material

Publicity material plays a key role in terms of visibility of a project. In SOA4All different types of publicity material were created during the first two years, in order to increase project visibility and support dissemination of project results in different settings and venues.

Most of the publicity material items created within the project can be downloaded from the SOA4All Website [1], 'Resources' section.

2.1 Brochure

The brochure (Figure 1 and Figure 2) is intended to be made available or handed out at different dissemination venues where SOA4All is represented, such as conferences, symposia, project meetings and other similar events. It was actually handed out, e.g., during the Semantic Week 2009, the Collaboration Meeting 2009, eChallenges 2009, ICSOC-ServiceWave 2009 and ESTC 2009. It adopts an A4 format (unfolded).

The SOA4All brochure includes overall information about the project and adds some detail about the architecture and the use cases. In particular, it conveys the following information.

- Outer side (Figure 1): project logo, slogan, Website, SOA4All Principles, "project facts" (FP7 reference number, duration, funding etc.), consortium members and their logos, "Contributing to NESSI" logo and NESSI Website, EC and FP7 logo.

- Inner side (Figure 2): overview of the SOA4All architecture and related components, description of the SOA4All use cases.

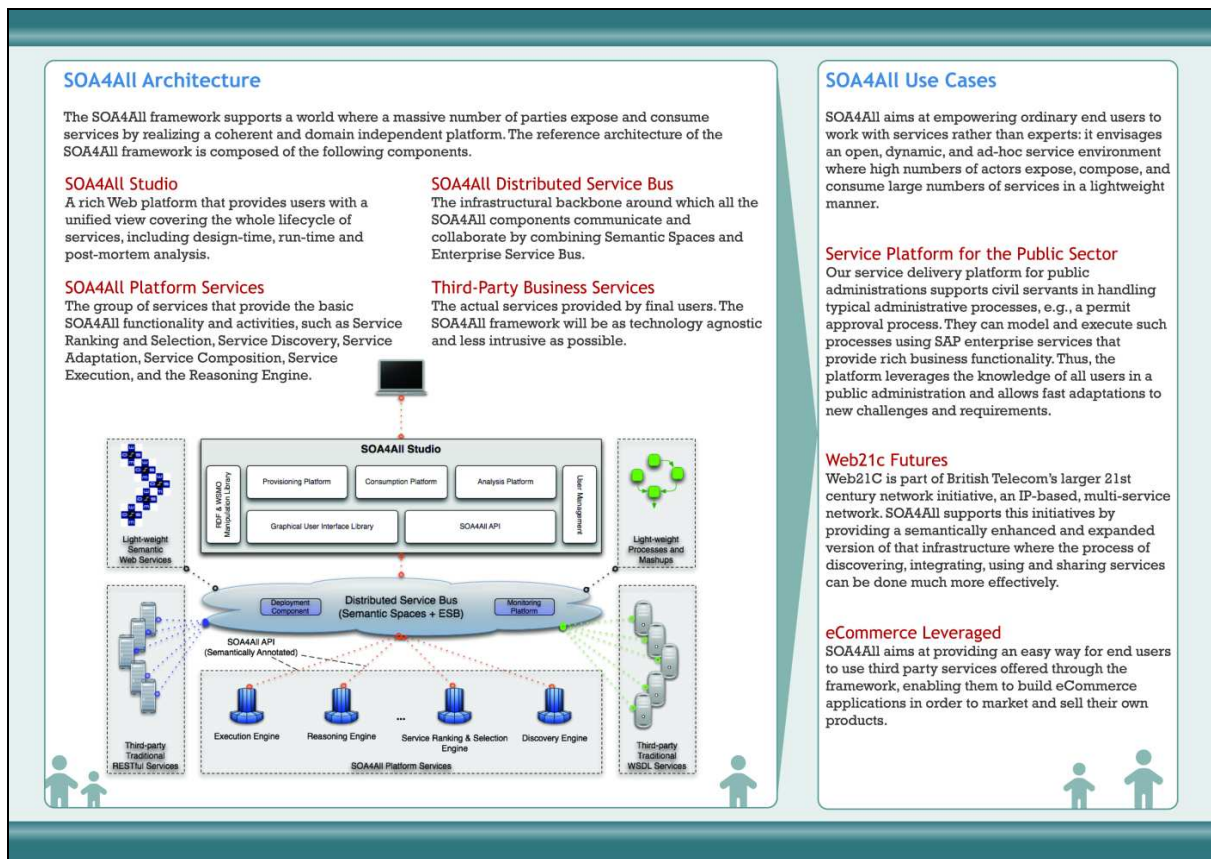
Figure 1 – SOA4All brochure (outer side)

Figure 2 – SOA4All brochure (inner side)

2.2 Poster

The new SOA4All poster (Figure 3) is meant to be shown at dissemination venues where SOA4All is represented, such as conferences, symposia, project meetings and other similar events. It was actually handed out, e.g., the Collaboration Meeting 2009, eChallenges 2009, ICSOC-ServiceWave 2009 and ESTC 2009. It can be printed in different large formats, e.g., 70x100 cm.

This version of the SOA4All poster includes overall information about the project and gives some detail about the architecture and the use cases. In particular, it conveys the following information.

- SOA4All principles and core technologies in a nutshell.

- Overview of SOA4All Architecture and related components.

- Overview of SOA4All use cases.

- Project logo, Website, "project facts", consortium members and their logos, "Contributing to NESSI" logo and NESSI Website, EC and FP7 logo etc.

The previous version of the SOA4All poster (see Figure 8) can be considered still valid since it provides a high-level overview of the project, somehow similar to the goal of the banner (see Section 2.3).

Figure 3 – SOA4All poster

2.2.1 Poster using NESSI template

A SOA4All poster was produced by the NESSI Office adopting the NESSI template (see Figure 4), i.e., the same template used for the other NSPs. This poster is currently shown at the NESSI Office in Bruxelles. This version conveys the following information.

- Project slogan, brief description and Website.

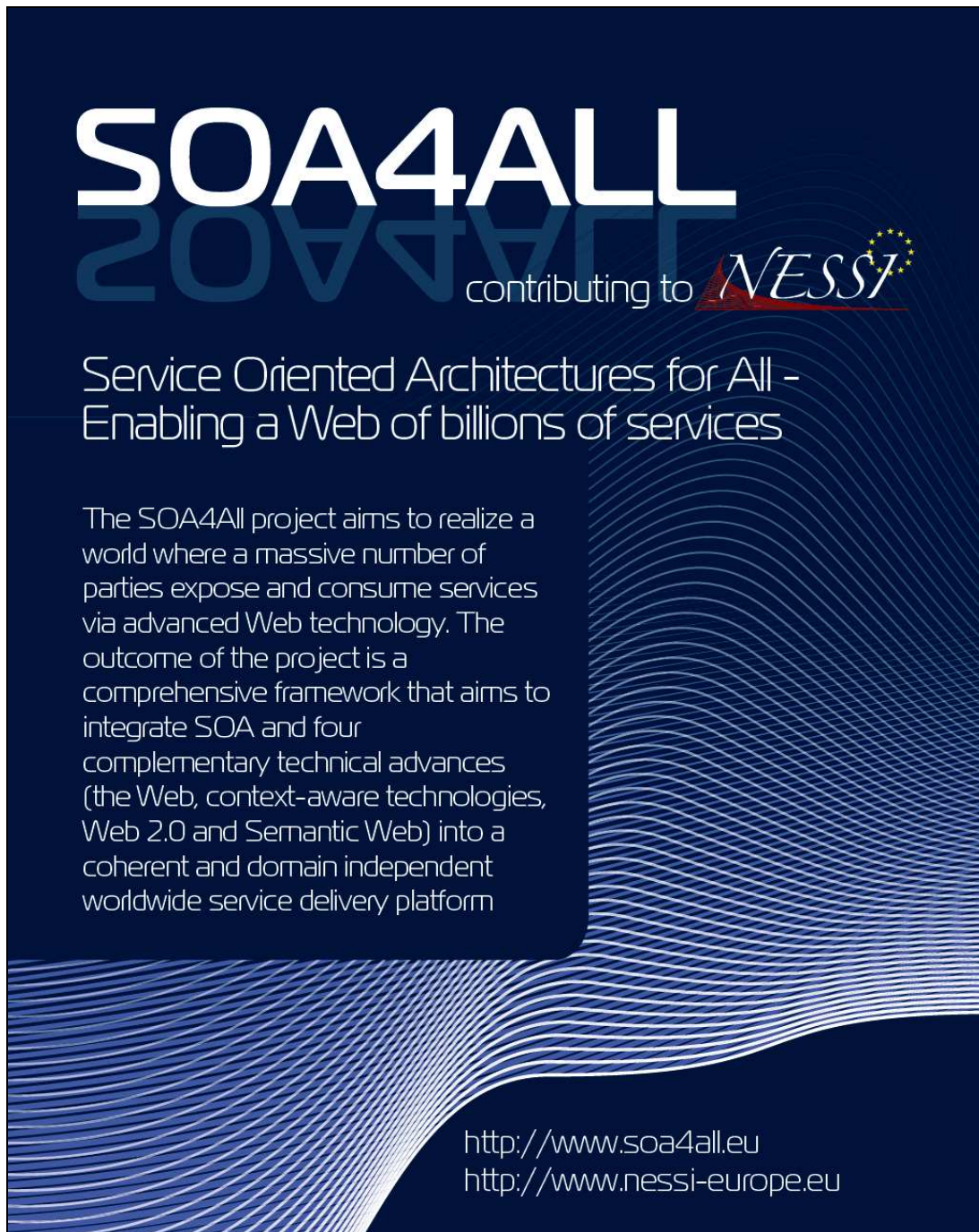- "Contributing to NESSI" logo and NESSI Website.

Figure 4 – SOA4All poster using NESSI template

2.2.2   Poster for FIA 2009

A dedicated version of the SOA4All poster (see Figure 5) was created by STI to be shown at the Future Internet Assembly 2009 (Stockholm).

This version of the poster focuses on semantic aspects of services, as handled through the SOA4All architecture and the SOA4All Studio to realize a global service delivery platform.
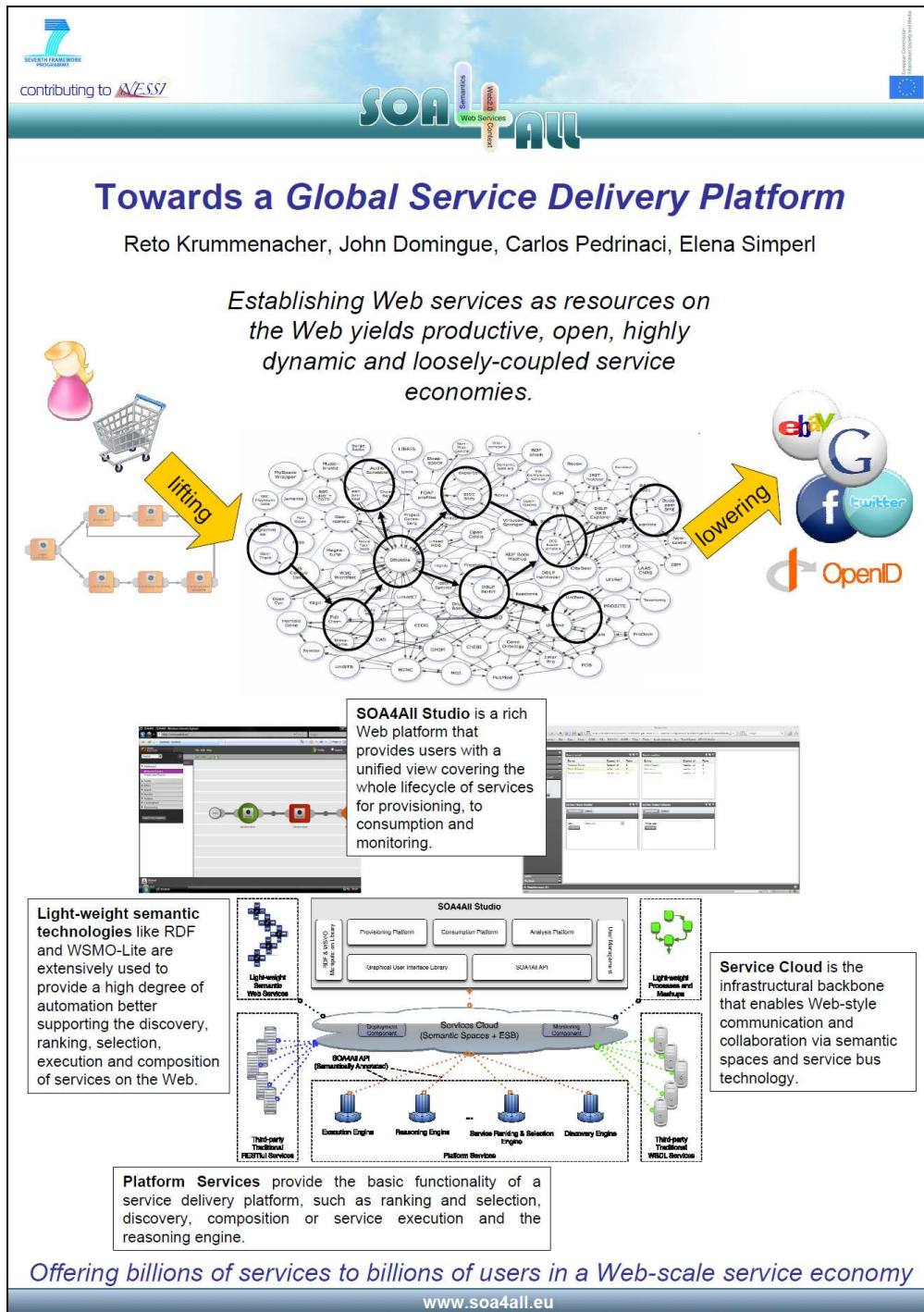

Figure 5 – SOA4All poster for FIA Stockholm 2009

2.3 Banner

The SOA4All banner (Figure 6) can be shown at different dissemination venues where the SOA4All project is represented, such as conferences, symposia, project meetings and other similar events. It was actually shown, e.g., during the Semantic Week 2009, eChallenges 2009. It can be printed in different large formats, e.g., 60x200 cm.

Its goal is to visibly show the presence of the SOA4All project, so it includes brief information about the project without technical details. In particular, the SOA4All banner conveys the following information:

- Project logo, slogan, Website.

- Consortium members and their logos.

- "Contributing to NESSI" logo and NESSI Website, EC and FP7 logo etc.

Figure 6 – SOA4All banner

2.4   Flyer

The SOA4All flyer (Figure 7) is meant to be let available or handed out at different dissemination venues where SOA4All is represented, such as conferences, symposia, project meetings and other similar events. It adopts an A4 format.

The SOA4All flyer conveys the following information:

- Project logo, slogan, Website (with QR Code [4]), project goals and cornerstones.
- "Project facts", consortium members and their logos.
- "Contributing to NESSI" logo and NESSI Website, EC and FP7 logo etc.

Figure 7 – SOA4All flyer

2.5 Former publicity material

Other SOA4All publicity material includes:

- Factsheet.
- Slide template (for MS PowerPoint presentations).

together with the previous versions of some of the publicity material items illustrated in this document: flyer, banner, brochure, poster (see Figure 8).

Figure 8 – Previous version of the SOA4All poster

Such material is already described in deliverables D12.2.1 "SOA4All branding" [2] and "D12.2.2 First Generation of SOA4All Publicity Material" [3].

3. Conclusions

This document presented the second generation of SOA4All publicity material. Most of the project publicity material has undergone some redesign, in order to achieve a common graphical style and to reflect the latest project results. Updated publicity material was shown or made available during various conferences, meeting and events where the SOA4All project was present, e.g., the Semantic Week 2009, the Collaboration Meeting 2009, eChallenges 2009, ICSOC-ServiceWave 2009 and ESTC 2009.

SOA4All publicity material will be further updated or extended during the third project year, in order to help disseminating new project developments and achievements as they become available.

Most of the publicity material produced within the project is available through the SOA4All Website [1] or the project portal [5].

4. References

1. SOA4All Website: http://www.soa4all.eu/

2. SOA4All – D12.2.1 SOA4All Branding, public deliverable, May 2008.

3. SOA4All – D12.2.2 First Generation of SOA4All Publicity Material, public deliverable, February 2009.

4. QR Code article on Wikipedia: http://en.wikipedia.org/wiki/QR_Code

5. SOA4All Project Portal: http://projectportal.atosorigin.es/