



simpli-city

The Road User Information System Of The Future

WP9 – Exploitation, Dissemination, Collaboration and Standardisation

D9.3.1: Scientific Dissemination Report I

Deliverable Lead: FGM

Contributing Partners: TUV, ASC, TIE, TUDA, IBM, TALK, TEMP, CRF, SRM

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This document describes the scientific dissemination activities and the promotional activities that have been carried out within the first 12 months of the project SIMPLI-CITY. The current progress regarding dissemination activities as well as planned forthcoming activities are highlighted in this deliverable.



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Project Partners



TECHNISCHE
UNIVERSITÄT
WIEN
Vienna University of Technology

Vienna University of Technology (Coordinator),
Austria



Ascora GmbH, Germany



TIE Nederland B.V., The Netherlands



Technische Universität Darmstadt, Germany



IBM Research – Ireland
Smarter Cities Technology Centre



Forschungsgesellschaft Mobilität, Austria



Talkamatic AB, Sweden



Tempos 21, Spain



Centro Ricerche FIAT, Italy



SRM – Reti e Mobilità, Italy

Executive Summary

This document describes the scientific dissemination activities as well as the promotional activities that have been carried out within the first 12 months of the project SIMPLI-CITY. It follows closely the themes of the “Dissemination and Communication Strategy” working paper that guides the communication and outreach activities of the SIMPLI-CITY consortium.

This deliverable highlights the current progress regarding dissemination and communication activities, and gives also an overview of the forthcoming planned activities within the tasks T9.2 (Promotion and Promotional Materials) and T9.3 (Dissemination and Workshops) of the project SIMPLI-CITY.

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1 Introduction

SIMPLI-CITY – The Road User Information System of the Future – is a project funded by the Seventh Framework Programme of the European Commission under Grant Agreement No. 318201. It provides the technological foundation for bringing the “App Revolution” to road users by facilitating data integration, service development, and end user interaction.

Within this deliverable, the scientific dissemination activities as well as the promotional activities that have been carried out within the first 12 months of the project SIMPLI-CITY will be described. The current progress regarding dissemination and communication activities will be highlighted, and also an overview of the forthcoming planned activities within the tasks T9.2 (Promotion and Promotional Materials) and T9.3 (Dissemination and Workshops) of the project SIMPLI-CITY will be given.

1.1 SIMPLI-CITY Project Overview

Analogously to the “App Revolution”, SIMPLI-CITY adds a “software layer” to the hardware-driven “product” mobility. SIMPLI-CITY will take advantage of the great success of mobile apps that are currently being provided for systems such as Android, iOS, or Windows Phone. These apps have created new opportunities and even business models by making it possible for developers to produce new applications on top of the mobile device infrastructure. Many of the most advanced and innovative apps have been developed by players formerly not involved in the mobile software market. Hence, SIMPLI-CITY will support third party developers to efficiently realise and sell their mobility-related service and app ideas by a range of methods and tools, including the Mobility Services and App Marketplaces.

In order to foster the wide usage of those services, a holistic framework is needed which structures and bundles potential services that could deliver data from various sources to road user information systems. SIMPLI-CITY will provide such a framework by facilitating the following main project results:

- **Mobility Services Framework:** A next-generation European Wide Service Platform (EWSP) allowing the creation of mobility-related services as well as the creation of corresponding apps. This will enable third party providers to produce a wide range of interoperable, value-added services, and apps for drivers and other road users.
- **Mobility-related Data as a Service:** The integration of various, heterogeneous data sources like sensors, cooperative systems, telematics, open data repositories, people-centric sensing, and media data streams, which can be modeled, accessed, and integrated in a unified way.
- **Personal Mobility Assistant:** An end user assistant that allows road users to make use of the information provided by apps and to interact with them in a non-distracting way – based on a speech recognition approach. New apps can be integrated into the Personal Mobility Assistant in order to extend its functionalities for individual needs.

To achieve its goals, SIMPLI-CITY conducts original research and applies technologies from the fields of Ubiquitous Computing, Big Data, Media Streaming, the Semantic Web, the Internet of Things, the Internet of Services, and Human-Computer Interaction. For more information, please refer to the project website at <http://www.simpli-city.eu>.

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1.2 Deliverable Purpose, Scope and Context

The purpose of this deliverable is to report scientific dissemination as well as promotion and communication activities performed in SIMPLI-CITY during the first year. These activities include publications, presentations and other dissemination events.

This dissemination report is updated every year and provides an overview of the current state regarding the dissemination and communication activities as outlined in the DoW and in the “Dissemination and Communication Strategy” working paper.

1.3 Document Status and Target Audience

This document is listed in the Description of Work (DoW) as “public”, as it provides general information about the dissemination and communication activities of SIMPLI-CITY and can therefore be used by external parties in order to get according insight into the respective project activities. This public deliverable can also be useful for the wider scientific and industrial community as well as other publicly funded projects, which may be interested in collaboration activities.

1.4 Abbreviations and Glossary

A definition of common terms and roles related to the realization of SIMPLI-CITY 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.simpli-city.eu>.

1.5 Document Structure

This deliverable is broken down into the following sections:

Section 1 provides an introduction for this deliverable including a general overview of the project, and outlines the purpose, scope, context, status, and target audience of this deliverable.

Section 2 describes the dissemination methodology including dissemination and communication approach, target groups and communication / dissemination channels

Section 3 outlines the updated dissemination planning, and describes the dissemination actions carried out from month 1 to month 12 of the SIMPLI-CITY project

Section 4 gives a summary of the dissemination and communication efforts described in this deliverable.

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2 Dissemination and Communication Strategy

2.1 Communications Vision and Objectives

The aim of SIMPLI-CITY is to “foster the usage of full-fledged road user information systems – helping drivers to make their journey safer, more comfortable, and more environmentally friendly.” - The communications vision for SIMPLI-CITY is that as many end users (see “Target Groups” of SIMPLI-CITY) as possible are informed about SIMPLI-CITY, and are ready and able to use the knowledge delivered by the project. The following table gives an overview of the objectives and (desired) outcomes of the communication and dissemination efforts within SIMPLI-CITY:

COMMUNICATIONS OBJECTIVE	OUTCOME
On a communications level, what are we trying to accomplish?	What will be achieved when the Communications Objective is met?
Primary Objective(s)	
Raise awareness among non-SIMPLI-CITY partners across Europe of the importance of full-fledged road user information systems ⇒	Awareness about the presence of interoperable, value-added services, and applications, which support drivers and other road users to adopt a sustainable mobility style, become more and more „mainstream“
Build a “brand identity” for SIMPLI-CITY, establishing SIMPLI-CITY as a leading voice and a source for information and experience about full-fledged road user information systems ⇒	An increase in the amount of interest in SIMPLI-CITY in the form of inquiries from external audiences, and web traffic
Facilitate knowledge transfer from results, solutions and recommendations developed by SIMPLI-CITY to other projects, EU clusters, and Future Internet PPP projects and activities ⇒	An increase in the exchange of information with other projects, clusters and other specialists in this field and their peers, especially at conferences and other events
Supporting Objective(s)	
Coordinate and assist SIMPLI-CITY project dissemination teams with their communication activities and delivery of user-friendly information products and results ⇒	Consistency and common messaging throughout SIMPLI-CITY communications; Communications services and products are user-friendly; Result publications are easily accessible and receive high visibility;

2.2 Target Groups

According to the EC's guide for "Communicating EU Research & Innovation"¹ SIMPLI-CITY's dissemination and communication strategy is strongly oriented towards specific target groups, which have been defined according to the following thoughts suggested by the EC's guidance paper:

Who has an interest in SIMPLI-CITY's research?

Who can contribute to SIMPLI-CITY's work?

Who would be interested in learning about the project's findings?

Who could or will be affected directly by the outcomes of the research?

Who are not directly involved, but could have influence elsewhere?

The target groups of SIMPLI-CITY's communication and dissemination activities can be categorised as "end target groups" and "intermediary target groups":

- "End target groups" are defined as those whose attitudes and behaviour ultimately determine the success or failure of SIMPLI-CITY's communication efforts.
- "Intermediary target groups" are defined as those who have the power to influence the attitudes and behaviour of the "end target groups".

The following table lists these stakeholder groups, who have been identified to be relevant for SIMPLI-CITY's dissemination and communication activities:

Table 1: Target Groups of SIMPLI-CITY

Target group	Relevance for SIMPLI-CITY
"End target groups"	
Software Developers	In SIMPLI-CITY independent software vendors will get the chance to develop and sell new mobile end user applications and reusable services on top of the SIMPLI-CITY prototype results and on top of the SIMPLI-CITY use cases.
Lecturers at academic level	The professors in the universities will be targeted in order to promote the inclusion of SIMPLI-CITY results in the practice programmes for computer science and (business) information systems students.
Students at academic level	The software engineering students are primarily a target for channelling the results of SIMPLI-CITY into the companies to which they may find their career route.
Research Units at EU level	SIMPLI-CITY will address R&D Units in different Directorates-General, which could disseminate and promote the usage of SIMPLI-CITY results in internal software projects as well as in funded research projects under their supervision.
Public authorities	Public authorities are a target group for SIMPLI-CITY, as they can make use of SIMPLI-CITY to provide transport related information to

¹ "Communicating EU Research & Innovation – A guide for project participants", doi:10.2777/7985, Luxembourg: Publications Office of the European Union, 2012

Target group	Relevance for SIMPLI-CITY
	citizens, in order to improve the traffic in cities. Furthermore, they can develop apps over SIMPLI-CITY and publish their traffic-related data in an open data format to be used by SIMPLI-CITY's app developers
Automotive companies	On the one hand SIMPLI-CITY provides a specific apps marketplace that automotive companies can use to for enhancing drivers' experience in terms of mobility, comfort, safety, fuel-economy , ... On the other hand SIMPLI-CITY can benefit from the information coming from the sensors of the cars and manage it in order to provide information to users e.g. regarding the real-time traffic
“Intermediary target groups”	
Business Consultants	SIMPLI-CITY will introduce a new view on how to realise road user information systems in a better way. This will allow consultants to introduce the results in real-world businesses.
Project Managers	Liaison with other R&D projects and programmes is relevant for exchange of knowledge and best practices.
Mainstream and specialised media	Media is an important source of information for the “end target groups”, therefore, also this group has to be approached.

Note: the greater public – which could be thought of as an “end target group” – is not directly addressed through SIMPLI-CITY's communication and dissemination activities, since a dedicated campaign with significant resource allocation would be required. Nevertheless, citizen outreach does implicitly take place at the local level through the dissemination activities of the SIMPLI-CITY partners.

2.3 Channels of Dissemination and Communication

In order to ensure that all the target groups described above are informed about SIMPLI-CITY adequately, the consortium will communicate and disseminate information about SIMPLI-CITY and its results through different channels.

The following list gives an overview of the products, services, and tools that will be used within SIMPLI-CITY to facilitate the dissemination of SIMPLI-CITY's results and findings, and to support communication with the target groups:

- Exhibition materials (roll-up display, poster)
- Promotional materials (slide library, printed project information)
- Newsletters
- Website
- Workshops
- Proactive media relations (press information, article contributions)
- Scientific publications and presentations
- Dissemination events

3 Dissemination and Communication Activities

The following table gives an overview of the actual state of the dissemination and communication activities planned within SIMPLI-CITY:

Table 2: SIMPLI-CITY's Dissemination Planning

Task	Activity Name	Actual State	(planned) Date of initial step(s)	(planned) Date of finalisation
9.2	Project Fact Sheet	completed	January 2013	February 2013
9.2	Pop-up card	completed	March 2013	August 2013
9.2	Roll-up display	currently in production	July 2013	September 2013
9.2	Poster	currently in production	July 2013	September 2013
9.2	Slide Library	under construction	August 2013	October 2013
9.2	Newsletter I	completed	June 2013	September 2013
9.2	Newsletter II	not due yet	December 2013	February 2014
9.2	Newsletter III	not due yet	June 2014	August 2014
9.2	Newsletter IV	not due yet	December 2014	February 2015
9.2	Newsletter V	not due yet	June 2015	August 2015
9.2	Website	in operation; updates on-going	October 2012	November 2012, regularly updated
9.2	Media relations	ongoing	June 2013	August 2013, regularly updated
9.2	Dissemination database	initial version completed; updates on-going	June 2013	August 2013, regularly updated
9.3	Workshop I	initial preparation steps	September 2013	March 2014
9.3	Workshop II	not due yet	March 2015	September 2015
9.3	Scientific publications	on-going	March 2013	on-going until end of project
9.3	Presentations at events	on-going	March 2013	on-going until end of project

During the first year of the project SIMPLI-CITY several dissemination and communication activities have been carried out:

- Development and production of exhibition and promotional materials
- Creation and distribution of newsletters
- Creation and update of website
- Development of media relations
- Scientific publications and presentations
- Dissemination events
- Other dissemination activities

Detailed information about each of these activities is presented in the following sections.

3.1 Exhibition and Promotional Materials

3.1.1 Project Logo and Corporate Design



Figure 1: Project Logo

A corporate design manual was created for the SIMPLI-CITY project. It serves as a guideline for the visual appearance of the project's promotion and communication products, and includes:

- The project's logo (with all relevant information such as colours, logo variations, rules for application, positioning, proportions, etc.)
- Templates for Word and Powerpoint documents (including font types, colours, styles, etc.)
- Examples of dissemination products (roll-up, poster,...)

The figure below shows the SIMPLI-CITY logo, which will be used for any kinds of project presentations, the website, brochure, poster, ...etc.

3.1.2 SIMPLI-CITY Project Fact Sheet

In February 2013 a project fact sheet has been developed. It is available for download on the "Project"-page of the SIMPLI-CITY website.

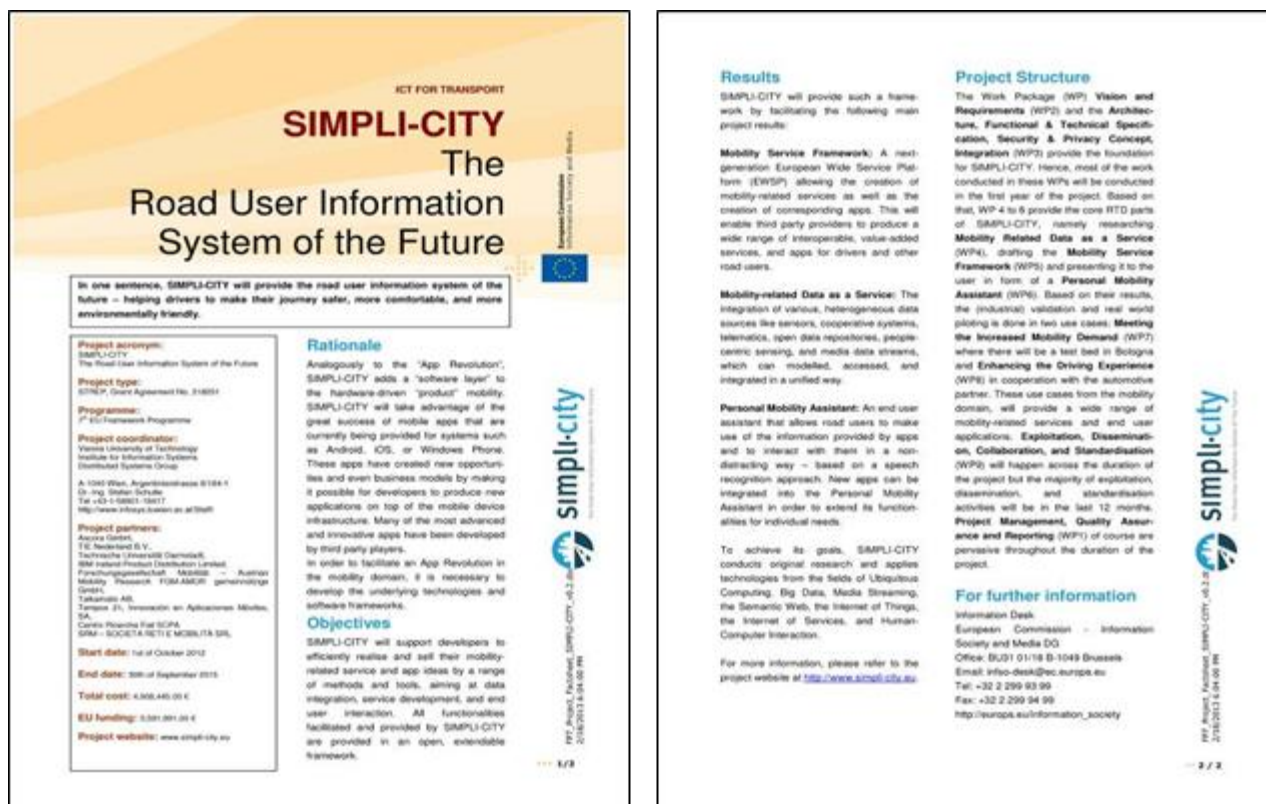


Figure 2: Project Fact Sheet

3.1.3 SIMPLI-CITY Roll-Up

Two versions of the SIMPLI-CITY roll-up have been developed, and the partners could individually choose the one that fits their needs best. For each partner one roll-up (size: approx. 210 x 85 cm) is produced.



Figure 3: The two Layout Versions of the SIMPLI-CITY Roll-Up

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3.1.4 SIMPLI-CITY Poster

Two SIMPLI-CITY posters (format: DIN A1) have been created. One of the two posters sets the focus on the graphical presentation of the SIMPLI-CITY components, while the other poster gives text-based information regarding the SIMPLI-CITY components. The posters are designed such that they complement each other and may be displayed either each of them stand-alone or both of them side by side. For each project partner a set of posters is produced.

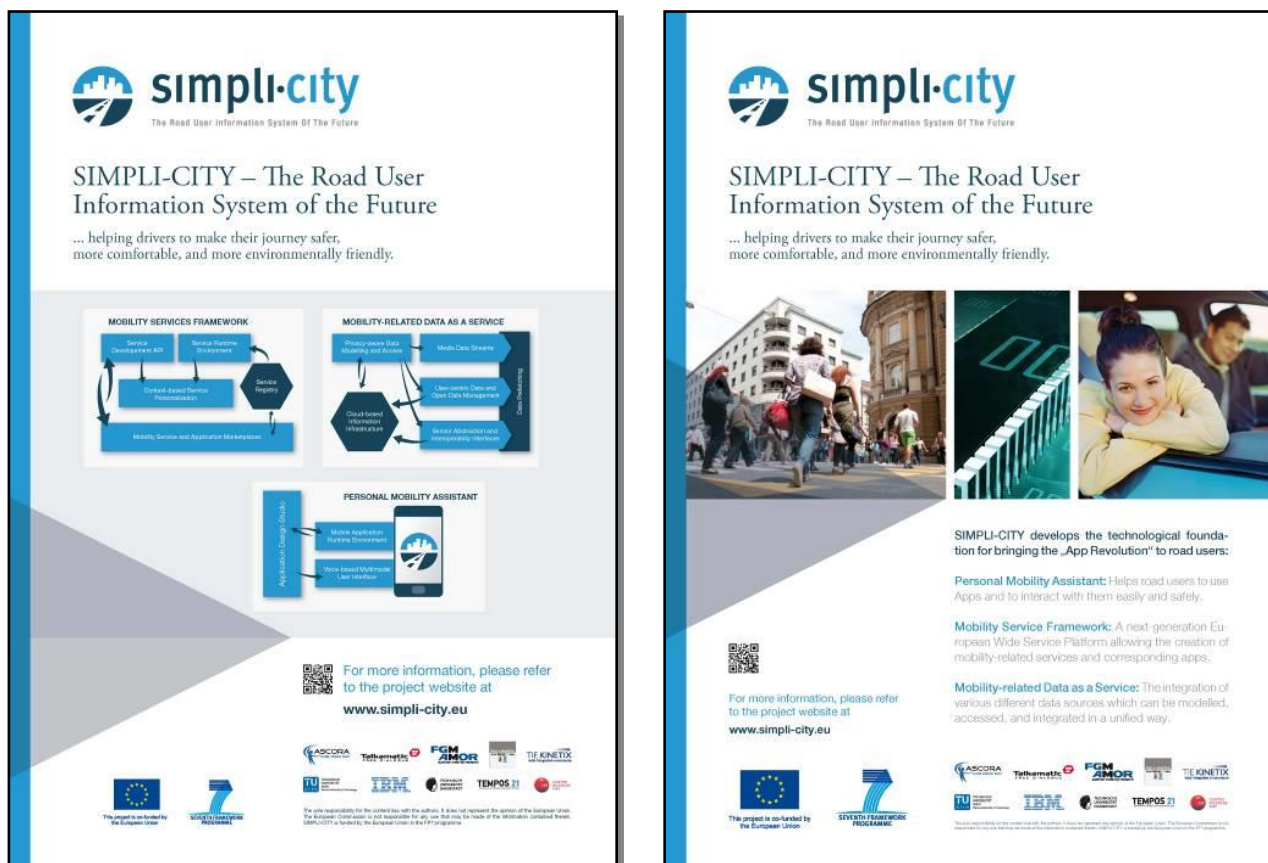


Figure 4: Set of SIMPLI-CITY Posters

3.1.5 SIMPLI-CITY Pop-up Card

The SIMPLI-CITY pop-up card – a card that pops-up a city in 3D - is an eye-catching means to give brief information about the project and promote the project's website.

In August 2013 each project partner has got 200 pop-up cards (format: DIN A4 folded) to be used as support for the partners' promotion activities.



Figure 5: The SIMPLI-CITY Pop-up Card

3.1.6 SIMPLI-CITY Slide Library

In order to support the partners in their dissemination activities, a slide library providing basic information about the project is currently under construction. The initial version of the SIMPLI-CITY slide library is currently under construction. The slide library will be updated throughout the course of the project.

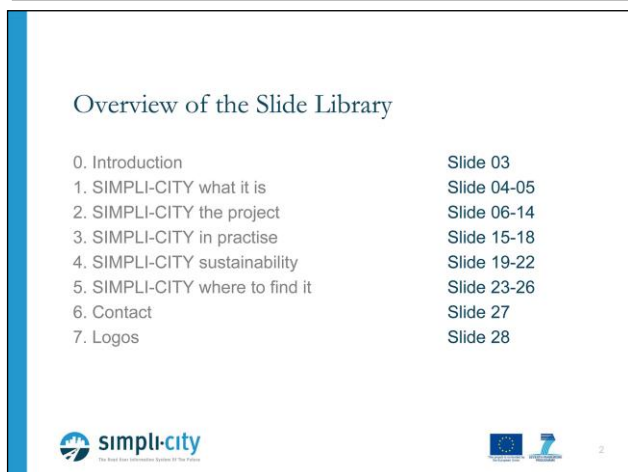
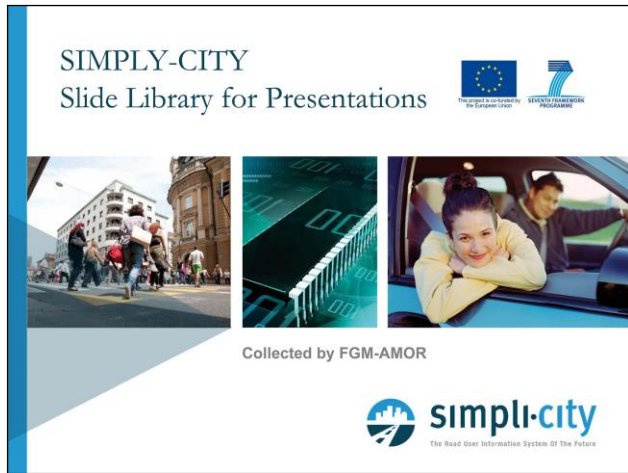




Figure 6: Examples of Slides Included in the SIMPLI-CITY Slide Library

3.1.7 SIMPLI-CITY Newsletters

In total five newsletters are planned to be published within the project duration, the first in project month 12. In the remaining 2 years roughly every six months one newsletter will be circulated.

The first newsletter, which briefly introduces SIMPLI-CITY and gives some basic information about the scope, the objectives, and the envisaged results of the project, has been sent out in September 2013 in electronic version to the mailing list (35 contacts).

Additionally 1000 hard copies will be printed and distributed in different dissemination events such as workshops, conferences, fairs, exhibitions, etc.



Figure 7: SIMPLI-CITY Newsletter No. 1

3.1.8 SIMPLI-CITY Website

The project's public website (<http://www.simpli-city.eu>) is in operation since 18.12.2012. The website is updated regularly.

It contains information about the project and the partners, invites the visitor to subscribe for the SIMPLI-CITY newsletters, includes a section for project related news, and a list of links to thematically related web-resources. Furthermore the website provides the possibility to download the project's deliverables and publications, and to contact the project's coordinator.

The following screenshots from www.simpli-city.eu give an impression of the SIMPLI-CITY website.



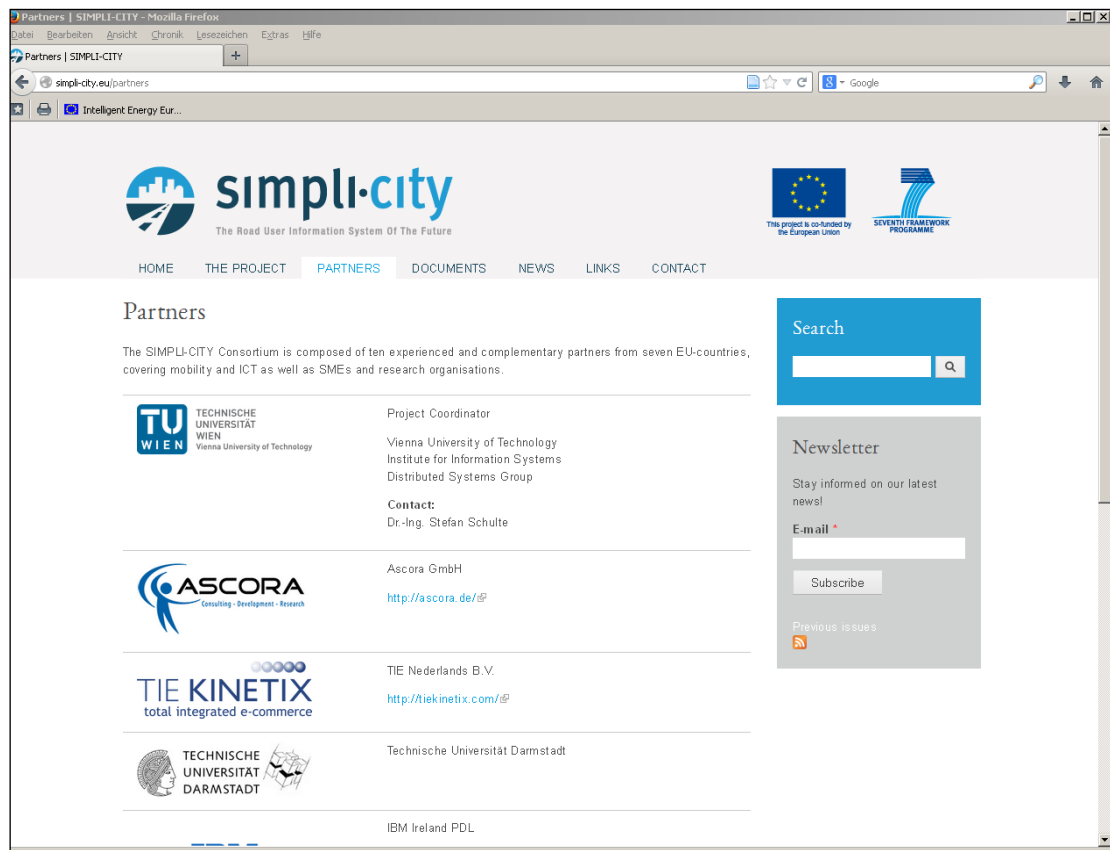






Figure 8: Screenshots from the SIMPLI-CITY Website (www.simpli-city.eu)

The website's traffic is monitored with Piwik, a web analytics application. The table below gives the actual cumulative numbers of visitors and page views for month 6 and month 12 of the project.

Table 3: www.simpli-city.eu - Visitors and Page Views

Metric	Month 6 (until 31.03.2013)	Month 12 (until 27.09.2013)
Visits	524	1349
Unique visitors	271	656
Page views	2542	5457
Unique page views	1517	3326

3.2 Media Relations

SIMPLI-CITY Press Information Package

In order to facilitate contact with the media a Press information Package (containing a brief introduction to the project, the project logos in different formats, and some graphical material) was prepared and provided on the project's website for download.

Press Releases

TIE has issued a *press release* at the beginning of the project, which explains the project and emphasizes the benefits of it. This press release can be reached directly at the following URL addresses:

- TIE Kinetix main web page: <http://tiekinetix.com/node/1203>
- TIE Kinetix Investor Center: <http://investorcenter.tiekinetix.com/news/tie-kinetix-technology-provider-european-union-projects-simpli-city-and-intuitel>
- Noodls: <http://www.noodls.com/view/332B62CAC9BF18C8AE907D1385C337057BE9F590>
- TIE Kinetix's Facebook page: <https://www.facebook.com/TIEKinetix/posts/387885421301578?ustart=1>
- TIE Kinetix's Official Twitter Account

3.3 Scientific Publications and Presentations

The publication of articles in scientific/technical journals and the presentation of SIMPLI-CITY related research findings at scientific conferences help to reach a wide range of scientists. Thus getting a paper published in an international journal or in conference proceedings supports the objective of promoting the project and its results to the international scientific community. In addition, conferences provide also an opportunity to discuss the findings and results with scientists from different research areas.

Within the first 12 months of SIMPLI-CITY, 6 scientific articles have been published by the project partners:

Self-Adaptive Resource Allocation for Elastic Process Execution

Reference: P. Hoenisch, S. Schulte, S. Dustdar and S. Venugopal, "Self-Adaptive Resource Allocation for Elastic Process Execution (accepted for publication)," in IEEE 6th International Conference on Cloud Computing (CLOUD 2013), Santa Clara, CA, USA, 2013, pages 220-227.

Abstract: Especially in large companies, business process landscapes may be made up from thousands of different process definitions and instances. As a result, a Business Process Management System (BPMS) needs to be able to handle the concurrent execution of a very large number of workflow steps. Many of these workflow steps may be resource-intensive, leading to ever-changing requirements regarding the needed computing resources to execute them. Using Cloud technologies, it is possible to allocate workflow steps to resources obtained on demand from Cloud platform providers. However,

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current BPMS do not feature the means to make use of Cloud resources in order to execute workflows. This work presents an approach to automatically lease and release Cloud resources for workflow executions based on knowledge about the current and future process landscape. This approach to self-adaptive resource allocation for elastic process execution is implemented as part of ViePEP, a research BPMS able to handle workflow executions in the Cloud.

Predicting Knowledge in An Ontology Stream

Reference: F. Lecue, J. Z. Pan, "Predicting Knowledge in An Ontology Stream," in Proceedings of the 23rd International Joint Conference on Artificial Intelligence (IJCAI 2013), Beijing, China, 2013.

Abstract: Recently, ontology stream reasoning has been introduced as a multidisciplinary approach, merging synergies from Artificial Intelligence, Database, World-Wide-Web to reason on semantic augmented data streams. Although knowledge evolution and real-time reasoning have been largely addressed in ontology streams, the challenge of predicting its future (or missing) knowledge remains open and yet unexplored. We tackle predictive reasoning as a correlation and interpretation of past semantics augmented data over exogenous ontology streams. Consistent predictions are constructed as Description Logics entailments by selecting and applying relevant cross-streams association rules. The experiments have shown accurate prediction with real and live stream data from Dublin City in Ireland.

Towards Constructive Evidence of Data Flow-Oriented Web Service Composition

Reference: F. Lecue, "Towards Constructive Evidence of Data Flow-Oriented Web Service Composition," in Proceedings of the 12th International Semantic Web Conference (ISWC 2013), Sydney, Australia, 2013.

Abstract: Automation of service composition is one of the most interesting challenges facing the Semantic Web and the Web of services today. Despite approaches, which are able to infer a partial order of services, its data flow remains implicit and difficult to be automatically generated. Enhanced with formal representations, the semantic links between output and input parameters of services can be then exploited to infer their data flow. This work addresses the problem of effectively inferring data flow between services based on their representations. To this end, we introduce the non standard Description Logic reasoning join, aiming to provide a "constructive evidence" of why services can be connected and how non trivial links (many to many parameters) can be inferred in data flow. The preliminary evaluation provides evidence in favour of our approach regarding the completeness of data flow.

Exploiting Platform Heterogeneity in Wireless Sensor Networks by Shifting Resource-Intensive Tasks to Dedicated Processing Nodes

Reference: A. Reinhardt, D. Burgstahler, "Exploiting Platform Heterogeneity in Wireless Sensor Networks by Shifting Resource-Intensive Tasks to Dedicated Processing Nodes," in Proceedings of the 14th International Symposium on a World of Wireless, Mobile and Multimedia Networks (WoWMoM), IEEE Press, June 2013, pages 1-9. ISBN 978-1-4673-5826-2.

Abstract: Platform heterogeneity in wireless sensor networks is often seen as a major challenge for application development. Once embedded systems with different processor architectures, computational power, and memory are part of the same network, algorithms and applications must be adapted to this additional degree of complexity. As a result, current sensor network deployments are (with exception of the sink node) commonly comprised of devices of identical make and model. In this paper, we show how device heterogeneity may be exploited to improve the energy efficiency of the sensor network by shifting resource-intensive processing tasks to other nodes within the network. To this end, we analyse the energy demand for representative processing operations and wireless communications on six heterogeneous state-of-the-art sensor platform types. Based on the created models, we assess the achievable energy savings when tasks are shifted to more powerful processing nodes. Our results show that platform heterogeneity, although often being perceived as a hindrance to the easy deployment of applications, also serves as an enabler for increased energy efficiency of the network.

Introducing the Vienna Platform for Elastic Processes

Reference: S. Schulte, P. Hoenisch, S. Venugopal and S. Dustdar, "Introducing the Vienna Platform for Elastic Processes," in Performance Assessment and Auditing in Service Computing Workshop (PAASC 2012) at 10th International Conference on Service Oriented Computing (ICSOC 2012), Shanghai, China, volume 7759 of Lecture Notes on Computer Science, 2013, pages 179-190.

Abstract: Resource-intensive tasks are playing an increasing role in business processes. The emergence of Cloud computing has enabled the deployment of such tasks onto resources sourced on-demand from Cloud providers. This has enabled so-called elastic processes that are able to dynamically adjust their resource usage to meet varying workloads. Traditional Business Process Management Systems (BPMSs) do not consider the needs of elastic processes such as monitoring facilities, tracking the current and future system landscape, reasoning about optimally utilizing resources given Quality of Service constraints, and executing necessary actions (e.g., start/stop servers, move services). This paper introduces ViePEP, a research BPMS capable of handling the aforementioned requirements of elastic processes.

Realizing Elastic Processes with ViePEP

Reference: S. Schulte, P. Hoenisch, S. Venugopal and S. Dustdar, “Realizing Elastic Processes with ViePEP,” in 10th International Conference on Service Oriented Computing (ICSOC 2012) – Demos, volume 7759 of Lecture Notes on Computer Science, 2013, pages 439-443.

Abstract: Online business processes are faced with varying workloads that require agile deployment of computing resources. Elastic processes leverage the on-demand provisioning ability of Cloud Computing to allocate and de-allocate resources as required to deal with shifting demand. To realize elastic processes, it is necessary to track the current and future system landscape, monitor the process execution, reason about how to utilize resources in an optimal way, and carry out the necessary actions (e.g., start/stop servers, move services).

Traditional Business Process Management Systems (BPMS) do not consider such needs of elastic process. Within this demo, we present ViePEP, a research BPMS able to execute and monitor resource-, cost and QoS-elastic, service-based workflows and optimize the overall system landscape based on a reasoning of the non-functional requirements of current and forthcoming elastic processes.

3.4 Dissemination Events

SIMPLI-CITY presentation at IJCAI 2013

A SIMPLI-CITY related presentation (title: *Diagnosing traffic congestion in Dublin City using the Semantic Web*) has been given at the 2nd International workshop on Semantic Cities during the 23rd International Joint Conference on Artificial Intelligence (IJCAI 2013), Beijing, China, 2013 on August 5th. IBM Research and Microsoft Research have joint-organised the event.

The presentation was related to the first results of the project's technical work package WP4 and described SIMPLI-CITY's approach to reasoning with mobility-related data, i.e. giving explanation of road traffic congestion in Dublin City. The presenter was Freddy Lecue from IBM Research.

Link to the event: <http://research.ihost.com/semanticcities13/>

SIMPLI-CITY presentation at IEEE Cloud 2013

A SIMPLI-CITY related presentation (title: *Self-Adaptive Resource Allocation for Elastic Process Execution*) has been given by Philipp Hoenisch from the Vienna University of Technology at the IEEE 6th International Conference on Cloud Computing (Cloud 2013), Santa Clara, California, USA, 27th June – 2nd July 2013.

The presentation was related to the research topics underlying SIMPLI-CITY's technical work package WP5, and described how a Service Platform for SIMPLI-CITY can look like: It is important that such a Service Platform is able to automatically scale up and down, so that it can meet the required resource demand in order to serve several hundreds of user requests simultaneously.

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http://www.simpli-city.eu/		Copyright © SIMPLI-CITY Project Consortium. All Rights Reserved. Grant Agreement No.: 318201		

Link to the event: <http://www.thecloudcomputing.org/2013/>

SIMPLI-CITY presentation at 2013 RTD Cooperation meeting in Berlin

Ascora has given a 30 Minute presentation of SIMPLI-CITY at the 2013 RTD Cooperaton meeting hosted by sofd GmbH at Berlin, in May 2013. The presentation has outlined the main goals of the project with a focus on the Personal Mobility Assistant (PMA).

SIMPLI-CITY at the Cloudi/o expert meeting in Stuttgart

Ascora has led a 45 Minute discussion for presenting the SIMPLI-CITY Cloud-based Information Infrastructure at the Cloudi/o expert meeting in Stuttgart, Germany, in September 2013. The meeting has included other ICT companies as well as a hospital department from the German Charite hospital and external experts for data management and privacy aspects.

SIMPLI-CITY at Dialogverkstad 2013 in Gothenburg

Talkamatic has given a brief presentation of SIMPLI-CITY at Dialogverkstad in Gothenburg, Sweden, hosted by the Dialogue Technology Lab at the Department of Philosophy, Linguistics and Theory of Science. Dialogverkstad is an annual Swedish one-day workshop devoted to dialogue systems and dialogue technology, bringing together academia and industry.

SIMPLI-CITY at Vienna University of Technology's "Beginners' Day", Vienna

At the TU Vienna's Beginners' Day, on 23rd of September 2013, all new students of the Faculty of Informatics are informed about the research work of the different research groups. Christoph Dorn from SIMPLI-CITY partner TUV has briefly introduced the Distributed System's Group research work, including a 5 minute presentation of the SIMPLI-CITY project's basic ideas.

3.5 Other Dissemination & Communication Activities of the Partners

Tempos 21

- Information of the SIMPLI-CITY project on the web page of the company: <http://www.tempos21.com/web/simpli-city.html>
- Internal newsletter for all the employees of Atos Spain describing the SIMPLI-CITY project, November 2012.
- Presentation of the project in the Tempos 21 stand of the Smart City Expo World Congress, in Barcelona November 2012 (<http://www.smartcityexpo.com>)
- Presentation of the project in the Tempos 21 stand of the Mobile World Congress, in Barcelona February 2013 (<http://www.mobileworldcongress.com>)

SRM

- SRM disseminated the SIMPLI-CITY project providing information by means of the company's website. Beside the section in English (http://www.srmbologna.it/progetti_simpli-city_eng.shtm), a section in Italian is specifically aimed to provide information about the project at local level (http://www.srmbologna.it/progetti_simpli-city_ita.shtm).
- SRM plans to distribute SIMPLI-CITY information material among the participants of the forthcoming CIVITAS Forum in Brest (30.9.-2.10.2013)

TIE

- TIE has developed a microsite specific for SIMPLI-CITY, which is published under TIE's main web page. This microsite contains the administrative information of the project and a friendly description targeted to all the users. The microsite is accessible in the following URL: TIE Kinetix Innovation website: <http://tiekinetix.com/innovation/projects/simpli-city>
- Forthcoming: SIMPLI-CITY in TIE Magazine
TIE Kinetix publishes the TIE Magazine biannually. In this magazine several articles related to the three business pillars of TIE (business integration, content syndication and e-commerce) are published in close collaboration with TIE's customers. The audience of TIE Magazine comprises customers (current and potential) and business partners seeking to learn about the experience of other customers. TIE plans to disseminate the objectives and results of SIMPLI-CITY using this publication.
- Forthcoming: SIMPLI-CITY in TIE Internal Newsletters
In addition to the TIE Magazine, the RDI Department of TIE Nederland publishes an internal newsletter quarterly. This newsletter aims to inform all TIE Kinetix employees about the progresses and top stories of the different projects carried out by the RDI Department. SIMPLI-CITY, like the other RDI EU Projects in which TIE participates has also a slot. SIMPLI-CITY will be the Project of the Quarter in the first issue of the newsletter for next year.

IBM

- IBM Research - Ireland presented the SIMPLI-CITY project to two EU groups (the Council Research Working Party and European Research Area Committee (ERAC) group), in June 2013, as part of Horizon 2020 events.
- The staff working for SIMPLI-CITY at IBM has also included a project summary and updates in the Divisional Executive reviews and has presented very early data model prototype demonstrations to the Lab Director and to other teams within the lab.

TUV

- TUV presented SIMPLI-CITY to about 20 researchers at TU Vienna on 29th of May 2013. The presentation included a general introduction of the SIMPLI-CITY project,

the most important technical aspects, and details of the research activities done by TUV within SIMPLI-CITY.

- On 2nd of September 2013 TUV presented SIMPLI-CITY to the leader of the IP TEAM (Tomorrow's Elastic Adaptive Mobility <http://www.collaborative-team.eu/>), which is a "sister project" of SIMPLI-CITY, i.e., funded by the EC within the same call and objective. The presentation included a general introduction of the SIMPLI-CITY project, the most important technical aspects of the project, as well as the envisioned use cases.
- SIMPLI-CITY is also listed at TUV institute's homepage <http://www.infosys.tuwien.ac.at/projects.html>

ASC

- Partner Ascora GmbH has placed information about SIMPLI-CITY at its website showing the main goals of the project and its participation
- Partner Ascora GmbH has distributed self-printed flyers of SIMPLI-CITY at the OPDIS plenary meeting
- Partner Ascora GmbH has presented SIMPLI-CITY at an internal cooperation meeting with sofd GmbH
- Partner Ascora GmbH has established active cooperations with the Cloudi/o and OPDIS RTD projects

4 Summary

As can be seen from the information given in the previous chapter, most SIMPLI-CITY partners have already started with dissemination and communication activities in order to spread information about the project to stakeholders in Europe.

Within the first 12 months of the SIMPLI-CITY project 7 presentations of SIMPLI-CITY have been given, 6 scientific publications have been made, and several other communication activities have been done by the project partners. This is really a quite promising start, and for sure dissemination and communication activities will be further intensified in the coming two years, when the first tangible results of the project will become available.

The following two tables give an overview of the dissemination and communication activities that have been carried out within SIMPLI-CITY from the beginning of the project until month 12:

- Table 4 lists all dissemination activities performed by the project partners, and
- Table 5 gives details for all scientific publications related to SIMPLI-CITY.

Table 4: List of Dissemination Activities

Type of Activity	Main leader	Title	Date/Period	Place	Type of audience	Size of audience	Countries addressed
Presentation	IBM (Freddy Lecue)	Diagnosing traffic congestion in Dublin City using the Semantic Web	05/08/2013 to 10/08/2013	Beijing, China	Researchers	15	China, USA, India, Australia, UK, Italy, Ireland, Germany,
Presentation	TUV	SIMPLI-CITY: Project Overview	29/05/2013	TU Vienna, Vienna	Scientific Community	20	Austria
Presentation	TUV	SIMPLI-CITY: Project Overview	02/09/2013	Fraunhofer FOKUS, Berlin	Scientific Community	2	Germany
Presentation	ASC	SIMPLI-CITY – The Road User Information System of the Future	05/2013	Berlin	Industry	10	Germany
Presentation	ASC	Cloud based data management in RTD projects	09/2013	Stuttgart	Industry, Policy makers, Other (Hospital)	15	Germany
Presentation	TALK	SIMPLI-CITY, Alfred and Sam	04/09/2013	Gothenburg	Academia and Industry	25	Sweden
Presentation	TUV	SIMPLI-CITY: Project Overview	23/09/2013	TU Vienna, Vienna	Computer science students (first semester)	100	Austria
Web	TIE	SIMPLI-CITY	Since beginning of project	http://tiekinetix.com/innovation/projects/simpli-city	General audience		
Press release	TIE	TIE Kinetix is technology provider in European Union Projects SIMPLI-CITY and INTUITEL	December 10/12/2012	TIE Kinetix web site, TIE Kinetix Investor Relations Other news portals, Facebook. Twitter	General audience		

Table 5: List of Scientific (Peer-Reviewed) Publications

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 (be) provided to this publication? if yes: Where? if no: Why not?
Predicting Knowledge in An Ontology Stream	F. Lecue	Proceedings of the 23rd International Joint Conference on Artificial Intelligence (IJCAI 2013)		AAAI	Beijing	2013	6		No (editor copyright)
Towards Constructive Evidence of Data Flow-Oriented Web Service Composition	F. Lecue	Proceedings of the 12th International Semantic Web Conference (ISWC 2013)		Springer	Sydney	2013	16		No (editor copyright)
Exploiting Platform Heterogeneity in Wireless Sensor Networks by Shifting Resource-Intensive Tasks to Dedicated Processing Nodes	Andreas Reinhardt	Proceedings of the 14th International Symposium on a World of Wireless, Mobile and Multimedia Networks (WoWMoM)		IEEE Press	Madrid	2013	9		No (editor copyright)

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 repository)

³ Open Access is defined as free of charge access for anyone via Internet.

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 (be) provided to this publication? if yes: Where? if no: Why not?
Self-Adaptive Resource Allocation for Elastic Process Execution	Philipp Hoenisch	IEEE 6th International Conference on Cloud Computing (CLOUD 2013)	---	IEEE Computer Society	Washington, DC, USA	2013	220-227	http://dx.doi.org/10.1109/CLOUD.2013.126	Yes, at institute homepage: http://www.infosys.tuwien.ac.at/staff/sd/publications.php
Introducing the Vienna Platform for Elastic Processes	Stefan Schulte	Performance Assessment and Auditing in Service Computing Workshop (PAASC 2012) at 10th International Conference on Service Oriented Computing (ICSOC 2012)	---	Springer	Heidelberg Berlin	2013	179-190	http://dx.doi.org/10.1007/978-3-642-37804-1_19	Yes, at institute homepage: http://www.infosys.tuwien.ac.at/staff/sd/publications.php
Realizing Elastic Processes with ViePEP	Stefan Schulte	10th International Conference on Service Oriented Computing (ICSOC 2012) -- Demos	---	Springer	Heidelberg Berlin	2013	439-443	http://dx.doi.org/10.1007/978-3-642-37804-1_48	Yes, at institute homepage: http://www.infosys.tuwien.ac.at/staff/sd/publications.php