



dalia

Assistant for
DAily Life Activities
at Home

Deliverable 4.6

Dissemination and Exploitation Report

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Abstract

This document is Deliverable D4.6 "Dissemination and Exploitation Report" of the DALIA (Assistant for DAily Life Activities at Home) project within Call 5 of the Ambient Assisted Living Joint Programme. Deliverable D4.6 lists up the dissemination (for scientific partners) respectively exploitation (for industry partners) activities within the first year of the DALIA project.

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Content:

1	Executive Summary	3
2	Introduction.....	3
3	Dissemination and Exploitation Activities	3
3.1	Project Corporate Identity / Logo	3
3.2	Project Website	3
3.3	Consortium Partners Websites	4
3.4	DALIA Press Kit	4
3.5	Social Media.....	7
3.6	Press and Media Coverage	8
3.7	Scientific Papers	9
3.8	Workshops / Promoting Sessions	10
3.9	Commercialisation activities	11
3.10	Strategic Partnerships	11
4	Definitions, Acronyms and Abbreviations	12

1 Executive Summary

This document is Deliverable D4.6 “Dissemination and Exploitation Report” of the DALIA (Assistant for DAily Life Activities at Home) project within Call 5 of the Ambient Assisted Living Joint Programme. Deliverable D4.6 lists up the dissemination (in particular for scientific partners) respectively exploitation (in particular for industry partners) activities within the second year of the DALIA project.

2 Introduction

The dissemination and exploitation of DALIA project results is based on the publication and presentation of the various milestones and results achieved within the project. Partners will continually disseminate results of the project to academic and professional communities on various media and events throughout the project lifetime.

3 Dissemination and Exploitation Activities

DALIA dissemination and exploitation activities are targeted towards spreading the project results towards potentially interested parties across stakeholders including policy makers, industry groups, geographical markets and the academic community for the technology/product/services and potential applications.

3.1 Project Corporate Identity / Logo

For a common appearance of the project, an initial Corporate Identity (CI) including Lettering/Logo and Templates (for internal, external documents and presentations) has been created.



Figure 1: DALIA Lettering and Logo

3.2 Project Website

The DALIA project Web page has been created in June 2013 at <http://www.dalia-aal.eu> and serves as main information hub for spreading news regarding project progress and outcomes. As the development of DALIA advances, new sections will be added where the DALIA consortium will present a glimpse on the features which are currently being developed.

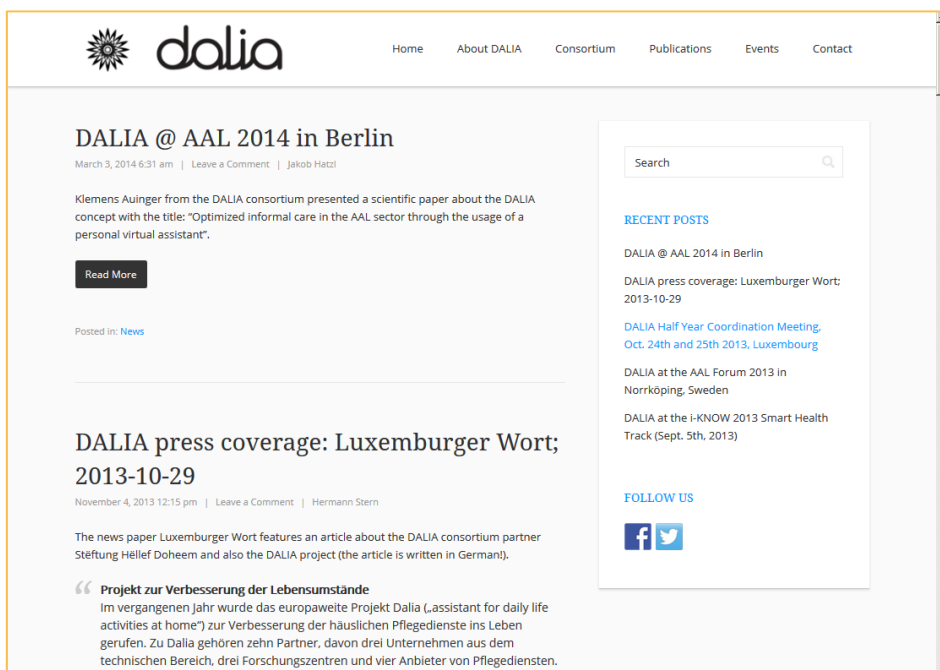


Figure 2: DALIA Project Website

3.3 Consortium Partners Websites

General Information regarding the DALIA approach, as well as the individual role(s) within the project are presented on the individual partners company Web pages.

3.4 DALIA Press Kit

A DALIA press kit has been compiled containing images and textual project abstracts to be handed out to for instance newspapers, conferences or interested companies. In addition a flyer summing up the main unique selling propositions has been created.



Figure 3: DALIA Press Kit – Images



Assistant for DAily Life Activities at Home

DALIA aims to provide an integrated home system supporting older adults as primary end-users, in formal carers, services of formal care and medical services.

A human-looking avatar endowed with speech recognition and speech capabilities allows intuitive and easy user interaction.

The System will assist you mastering their daily life tasks, for instance to help in finding lost objects such as keys, glasses, or remind them to take their medication.

The Avatar will be there for you 24 hours a day, 7 days a week. And all you need for DALIA is a Smart-TV.

Key Features:

- ✔ Voice and face recognition.
- ✔ Check health functionalities.
- ✔ Chat with friends, family and doctors.
- ✔ When care and surveillance are needed, DALIA can act as an intermediary between those who need and those who provide care.
- ✔ Complicated interfaces are no longer necessary, because the Avatar will be the interface.
- ✔ Very patient and never grows wary of your demands.
- ✔ Can easily be coupled to house automation and subsequently switch on the central heating or turn it off, or open or draw the curtains.
- ✔ DALIA can be "charged" with your own personal demands and will draw your attention to your daily tasks.
- ✔ Supports you in the use of new appliances and technologies, because it is familiar with the user manuals.
- ✔ Search the internet, read you the newspaper or a book and discuss it with the Avatar.



<http://www.dalia-aal.eu>

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AAL
AMBIENT ASSISTED LIVING

AAL Joint Programme Cal5:
ICT-based Solutions for (Self-) Management of Daily Life Activities of Older Adults at Home





Figure 4: DALIA Press Kit – Flyer

As development of DALIA goes further and things get more concrete, the DALIA consortium aims at releasing high-level information regarding the progress to the press on a regular basis.

In addition DALIA Flyers have been created for individual organizations (and thus in specific languages), for instance for ZONMW (the Dutch organization that is the Dutch financier within AAL).



DALIA

Assistant voor DAily Life Activities

DALIA heeft tot doel een geïntegreerd thuiszorgsysteem te ontwikkelen ter ondersteuning van ouderen als primaire eindgebruikers, en mantelzorgers, thuiszorg en medische diensten als secundaire gebruikers. Het thuiszorgsysteem zal vooral oudere eindgebruikers helpen bij dagelijkse bezigheden. Bijvoorbeeld door te helpen bij het vinden van verloren voorwerpen zoals sleutels of hen te helpen herinneren aan hun afspraken en inname van hun medicijnen.

DALIA is een menselijke uitzijnde avatar uitgerust met spraakherkenning en spraakmogelijkheden maakt intuïtieve en gebruikersvriendelijke interacties mogelijk. De avatar is 24 uur per dag, 7 dagen per week beschikbaar. Alles wat nodig is voor DALIA is een computer, tablet of een Smart-TV. Dus geen gebruikshandleiding, ingewikkelde interfaces, afstandbediening met veel knoppen of vele handelingen. De spraakgestuurde virtuele persoonlijk assistente neemt deze ongemakken weg en brengt een plezierige en levendige manier om ouderen aan hun dagritme te houden.

Doelgroep
In Nederland bestaat de doelgroep in de eerste plaats uit ouderen met weinig of geen PC ervaring, wonend in de plattelandsgebieden waar beperkte ADSL-aansluitingen zijn.

Gebruikersbetrokkenheid
Vanaf de start van het project worden per deelnemend land tenminste 10 potentiële gebruikers intensief betrokken bij DALIA. Zij zullen ook de prototypes gaan testen in hun eigen woonomgeving. Dit jaar gaan we al een start maken met 10 ouderen uit Bathmen en wonend in 't Dijkhuis. Zij zullen een basis DALIA in huis krijgen en zij gaan de gebruikersinterface testen op laptop/pc of tablet.

2013

Ambient Assisted Living (AAL)
ICT kan bijdragen aan het oplossen van maatschappelijke vraagstukken die samenhangen met de vergrijzing, zoals eenzaamheid onder ouderen, stijgende zorgvraag en -kosten en personeelstekorten. Om deze ICT oplossingen te stimuleren, is het Ambient Assisted Living Joint Programme (AAL JP) opgezet. AAL is een samenwerkingsprogramma van 23 Europese landen en de Europese Commissie. ZonMw voert het programma in opdracht van VWS in Nederland uit. www.zonmw.nl/aal

ZonMw stimuleert gezondheidsonderzoek en zorginnovatie

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Vooruitgang vraagt om onderzoek en ontwikkeling. ZonMw financiert gezondheidsonderzoek en stimuleert het gebruik van de ontwikkelde kennis – om daarmee de zorg en gezondheid te verbeteren.

ZonMw heeft als hoofdplichtgevers het ministerie van VWS en NWO.





Figure 5: Dutch DALIA Flyer

To spread the word about DALIA the consortium in particular aims at visiting local conferences and events and be present there with information material about DALIA (the existing Press Kit, current Screenshots, Demo Videos, PowerPoint Slides, etc.).

3.5 Social Media

Since June 2013 content from the DALIA Webpage is also automatically transferred to social media platforms like Facebook or Twitter, offering the possibility to discuss individual entries or news.



Figure 6: DALIA Facebook Page

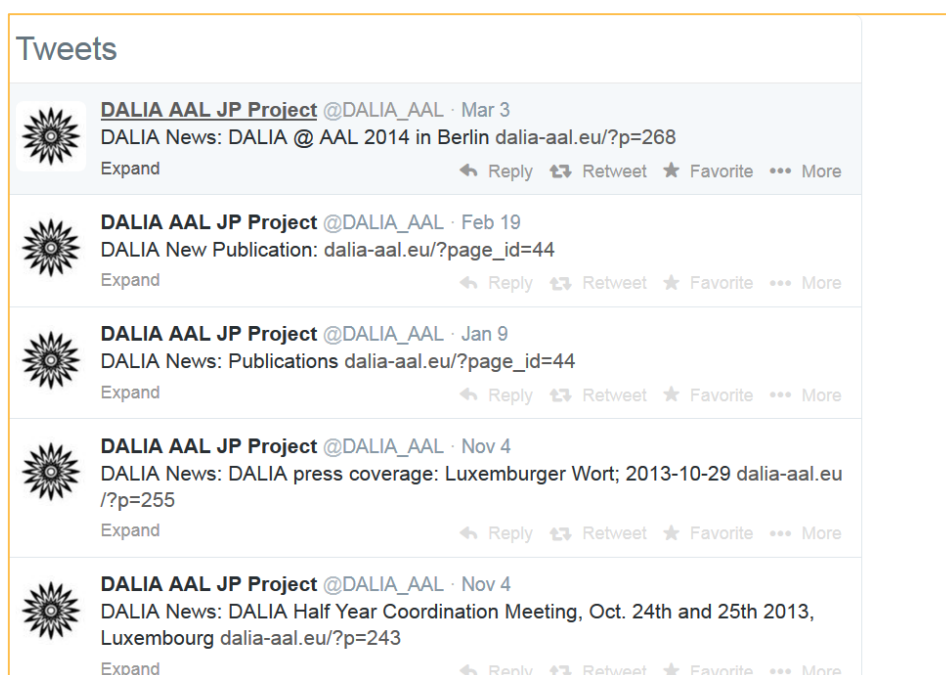


Figure 7: DALIA Twitter Page

3.6 Press and Media Coverage

Date	Article	Medium	Partner	Coverage
2014-03	"terzExperten im Einsatz der Wissenschaft" about the focus group in Luzern in the March Newsletter	terzNewsletter terzOnlinemagazin	TER (CH)	Newsletter WWW
2014-04-14	DALIA at the MKWI 2014 in Paderborn, Blog News	DALIA Web Page	EXT (AT)	WWW
2014-05-14	DALIA at the uDay XII: AAL-Test region Western Austria, Blog News	DALIA Web Page	TUG (AT)	WWW
2014-09-15	DALIA Business Modeling Workshop, Blog News	DALIA Web Page	EXT (AT)	WWW
2014-10-13	DALIA at AAL Forum 2014 in Bucharest, Blog News	DALIA Web Page	EXT (AT)	WWW
2014-12-15	"Das AAL-Projekt Dalia legt Rechenschaft ab" Article about the "midterm review" in the December newsletter	terzNewsletter terzOnlinemagazin	TER (CH)	Newsletter WWW
2015-02-16	"Testpersonen für zwei AAL-Projekte gesucht" searching for test persons	terzNewsletter terzBulletin	TER (CH)	Newsletter WWW
2015-03-20	"Technologie helpt bij zorg" article about a self-determined life for older people including DALIA/Anne in a Dutch newspaper	De Telegraaf	VIR (NL)	Daily newspaper in the Netherlands with the widest circulation

3.7 Scientific Papers

Date	Type and Title	Conference	Partner
2014-04-24	Presentation & Paper: K. Auinger, J. Kriegel – Anforderungen eines avatarbasierten Unterstützungssystems für die Selbst- und Laienpflege	Tagungsband des 8. Forschungsforum der österreichischen Fachhochschulen, Kufstein	FHO (AT)
2014-05-16	Publication & Talk: Virtual Assistance in Informal Care; a (critical) Technical and Social case study of the DALIA project	U Day XII Dornbirn http://www.fhv.at/forschung/uct/uday/uday-12	IHL (CH) TUG (AT) FHO (AT)
2014-09-09	Publication: Fostering Medication Adherence among Older Adults by a Personal Virtual Assistant	MoCOMed at GMDS 2014, Göttingen Workshop (not participated) http://www.imi.med.uni-erlangen.de/ais/?p=317	EXT (AT)
2014-10-28	Publication: K. Auinger, J. Kriegel – Potenzial und Nutzungsszenarien eines AAL-Avatars in der Laienpflege in e-Health 2015 – Informations- und Kommunikationstechnologien im Gesundheitswesen (Editor: F. Duesberg), 2014, pp. 175-180	Book Chapter: www.e-health-2015.de	FHO (AT)

3.8 Workshops / Promoting Sessions

Date	Title		Partner
2014-03-26- 2014-03-27	iHomeLab booth presentation about DALIA	At Trendtage Gesundheit Luzern	IHL (CH)
22-05-2014	Presentation to Local Gov- ernment	Presentation to 2 aldermen of munici- pality of Deventer (Netherlands) about DALIA/Anne	VIR (NL)
2014-09-09- 2014-09-12	DALIA booth	At AAL Forum Bucharest	IHL (CH)
2014-09-16	Presentation	Presentation to the insurance compa- ny Salland Verzekeringen about a demo of the prototype of DALIA	VIR (NL)
2014-10-16	Presentation about AAL and DALIA	At "Haus der Gesundheit" Workshop about Ambient Assisted Living "Mög- lichkeiten – Risiken – Erfahrungen"	EXT (AT)
2014-10-24	Presentation on end user organization	Presentation of the prototype at Con- sumer Fair Liever Thuis http://www.lieverthuis.nl/	VIR (NL) DIJ (NL)
2014-10-30	DALIA Booth	At AAL Forum Styria with the topic "Leben – Pflegen – Älter werden"	TUG (AT) EXT (AT)
2014-11-27- 2014-11-29	Promotion	At Eindhoven Consumer Fair	VIR (NL)
2014-12-18	Presentation for Government	Presentation about DALIA/Anne to the Ministry of Health, Welfare and Sport of the Netherlands	VIR (NL) DIJ (NL)
2015-03-03	Presentation about AAL in connection with DALIA	At the Schule für Gesundheits- und Krankenpflege Leoben (school for health and nursing)	EXT (AT)

3.9 Commercialisation activities

Date	Title		Partner
2014-09-03	DALIA Business Modeling Workshop	Establishing of an initial sketch of the DALIA business model, which should provide a solid basis regarding the placing on the market of DALIA	EXT (AT) TUG (AT) VIR (NL) DIJ (NL) FHO (AT) VHS (AT)
2015-03	MedTech Investing Europe Conference	Application for the 20 th MedTech Investing Europe Conference The application is accepted and EXT (AT) is invited to present a pitch of DALIA to the audience of the MedTech conference in Lausanne, Switzerland at 21 st to 22 nd April 2015. The audience is composed of institutional investors, investment fund managers, private investors, family offices, angle investors and individuals from major healthcare corporations	EXT (AT)
2015-03-25	Finance coaching workshop	Workshop on 25.03.2015 to prepare EXT (AT) for the MedTech Investing Europe Conference Business coach: Joahn Groop	EXT (AT)

3.10 Strategic Partnerships

During development of the Business Model the DALIA consortium aims at initiating strategic partnerships with different institutions of our network to detect and use synergies where they exist (e.g. hardware supply, mobile service contracts, etc.).

- Exthex applied for the West AAL field test with DALIA. The West AAL field test will incorporate about 80 households in western Austria and was searching for F&E projects as well as finished solutions which can be put on a catalogue for further selection of the West AAL consortium.
- Know-Center GmbH (www.know-center.at) has become Associative Partner of the DALIA project.

4 Definitions, Acronyms and Abbreviations

AAL	Ambient Assisted Living
DALIA	Assistant for DA ily LI fe ACT ivities at Home
EXT	exthex GmbH
FHO	Upper Austria University of Applied Sciences / Institute of Applied Health and Social Sciences
IHL	Lucerne University of Applied Sciences and Arts / iHomeLab
SHD	Stiftung Hëllef Doheem
TER	terzStiftung
TUG	Graz University of Technology
VIR	Virtual Assistant bv