

Project IST 026850 SUPER

Semantics Utilized for Process management within and between Enterprises

Deliverable 10.6

Showcase

Leading Partner: CEFRIEL

Contributing Partner: Hanival, SAP, eTel, IBIS, IBM, IDS, Isoco, LFUI, MIP, Nexcom, ONTO, TID, USTUTT, TP

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Project	SUPER	SUPER-Project-No	026850
	Showcase	Work Package 10	
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Project Details

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Versioning and Contribution History

Version	Description	Comments
0.1	Initial Draft	CEFRIEL
0.5	Contributions and Reviews by all WP10 Partners	WP10
1.0	Final Version	CEFRIEL

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1 Executive Summary

1.1 Introduction

This document described the continuation of the showcase activities, which were first summarized in deliverable D10.2. The main outcome of the showcase task for M36 of the project was the creation of a SUPER introductory movie, which summarizes the project and can be used as dissemination material for interested parties.

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2 SUPER Showcase

2.1 Description of the Showcase video

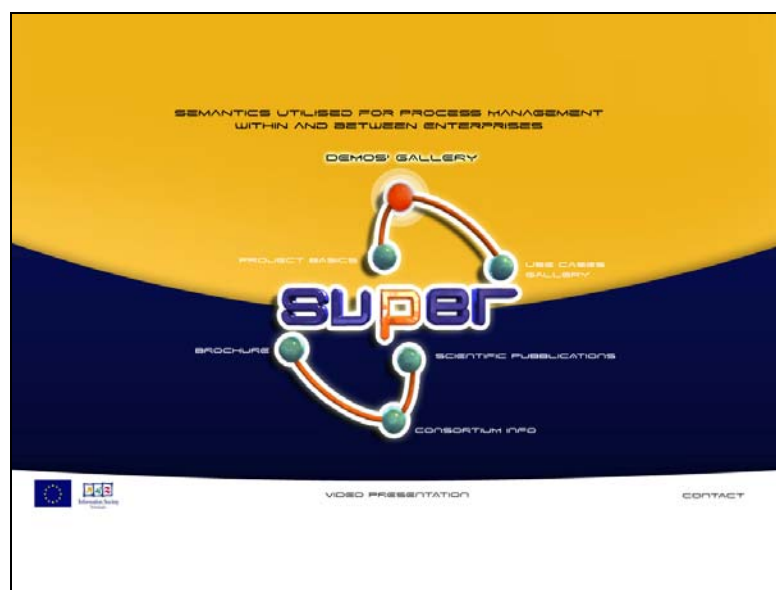
The Showcase was conceived as a tool to be used for the SUPER project promotion on the market even after the project end. It was agreed to implement a video with high level contents able to stimulate curiosity around the topic and therefore stimulate people to look for more info about it in the use cases presentation and in the demonstrators. WP partners provided contents and suggestions for the design and the later implementation of the final product.

It will represent a concrete support to be used as the first marketing tool for the project basic ideas and results promotion.

The final result is an original video, which is made available both as a stand-alone product as well as a part of a more complete product which integrates, in a original combination, general project information together with technical results (use cases, demonstrators and technical and scientific publications) to form a complete package which includes:

1. Project Basics
2. Demo's GalleryUse cases
3. Use Cases Gallery
4. Scientific Publication
5. Consortium info
6. Brochure

hows a first draft of the navigation menu which will provide the access to the entire information package



Information Package navigation menù

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From the design to the realization and delivery, the Showcase realization elapsed almost 8 months and involved all the WP partners as well as the expertise of some projects technical people.

The video includes animation, images, music and speech, edited in a dynamic and appealing way. The video is part of a more also:

The package is shaped in a uniform style, in line with the project logo and coordinated image. It will be presented during the final project meeting, and made available as a project marketing package after the project closure.

The deliverable is represented by a 5 minutes original video aimed at explaining the reasons which originated the SUPER projects and the gaps and problems the SUPER project intends to overcome and solve.

The video was realized by professionals and technicians with the support and contribution, in terms of contents and ideas, of all the partners participating to the WP.

The Showcase as such is intended to be the first insight to the SUPER project from a high level point of view.

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3 Conclusions

The 5 minutes video intends to promote the SUPER main concepts and field of application, and it is aimed to be the Marketing tool to “sell” SUPER project to Business Processes Managers.

The “package” formula composed by video and technical and dissemination information will be the SUPER Marketing Box to advertise the project results value and application.

The Showcase will be made available on hard support (CD or DVD) and published online on SUPER web site.