



Interactive semantic video search with a large thesaurus
of machine-learned audio-visual concepts

Dissemination Plan Deliverable 9.6

Month 12

Project Start:	01/02/2007
Project Duration:	36 Months
Priority area	2.3.6
Contract No.:	FP6-045547
Dissemination Plan:	
Due-Date:	11/03/2008
Delivery:	11/03/2008
Lead Partner:	Fondazione Rinascimento Digitale
Project Leader	Ing. Maurizio Lunghi
Dissemination Level:	Public-PU
Status:	Second version
Approved:	
Version:	4



Dissemination Plan

Deliverable 9.6

Project Acronym VIDI-Video
Project Reference 045547
Start Date 2007-02-01
Duration 36 months
Project Cost 3.57 million euro
Contract Type Specific Targeted Research Project
End Date 2010-01-31
Project Status Execution
Project Funding 2.79 million euro

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Workpackage: 9

Name of Lead Contractor for this Deliverable: Fondazione Rinascimento Digitale; Firenze

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Document Information

Deliverable number:
 Deliverable title: Dissemination Plan
 Contractual date of deliverable: 16 January 2008
 Actual date of deliverable: 25 January 2008
 Author(s): Alessandra Arezzi Boza (Fondazione Rinascimento Digitale)
 Maurizio Lunghi (Fondazione Rinascimento Digitale)
 Workpackage: WP
 Workpackage title: Dissemination
 Workpackage leader: Fondazione Rinascimento Digitale
 Dissemination Level: PU (Public)
 Version: 1.0
 Keywords: Dissemination Plan
 Language: English
 Rights: © Vidi Video Partners

History of Versions

Version	Date	Status	Contributors	Description	Approval Level
0.1	25th January 2008	1 st draft	FRD	initial draft	
0.2	22 nd February	2 nd draft	FDR	Second draft	
0.3	29 th February	3 rd draft	Program leader	Third draft	
0.4	11 th March	4 th draft	FDR	Fourth draft	



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1. Abstract

This document describes the initial dissemination plan; this first document which is presented in its first release will be maintained and updated throughout the entire project period monitoring past and future activities, project achievements and contributions from partners and associates, to reflect possible refocusing of the scientific, technical, user oriented and business work. The dissemination plan will be constantly updated and will report, in Annex 1, on all the activities connected with dissemination. This initial plan identifies the dissemination approaches and methods that the consortium will use to create a general awareness about the project and its technology involving the target user communities in order to study possible applications and business models/strategies for each specific sector and to prepare the exploitation plan feasibility.

2. Executive summary

The preliminary plan for the use and dissemination of knowledge in the VIDI-Video project is described in this deliverable and it will be used as an initial input to the overall VIDI-Video dissemination strategy. All dissemination activities will be continuously reported and updated to reflect on-going research developments and business opportunities. The dissemination plan will be updated with completed activities.

1) Dissemination tools

- A good project-website, scoring high in Google, regularly updated with content such as layman's summaries of public deliverables, web-blogs of participants, announcements where VidiVideo participants will be present at conferences for the public to meet, other publicity material downloadable from the website, and web-based demos.
- Presence at conferences of various types (ranging from science to applied conferences) to disseminate the content of VidiVideo.
- Leaflet to distribute at conferences and other instances.
- Maintaining constructive relationships with potential users in relevant domains with a flexible response to the state of their needs, technology acceptance levels, their ability to formulate technological feasible solutions, and their ability to absorb the tools of VidiVideo.

2) Dissemination target groups

- General dissemination: getting in the press and reaching the general public
- Scientific dissemination: publications, conferences, prizes
- Technical dissemination: software including dissemination via open source
- Target groups in our case divided into: television news suppliers, cultural archives and representatives for the surveillance industry.

3) Dissemination software

- Setting up of selected user groups for the software testing
- Release of demonstrators
- Interaction on user groups on the demonstrators.

4) Dissemination channels

- Web-based dissemination
- Paper-based activities
- Local intermediate focus on workshops and participation to international conferences

As the project is only in its starting phase, this plan will be discussed and overviewed at meetings of the Project Management Board and the dissemination activities will be periodically updated and evaluated with the other partners to ensure that VIDI-Video is on track to reach its dissemination goals and commitments.



3. Introduction

This report describes the dissemination objectives (according to WP 9 *Dissemination*, D.9.5 *Plan of use and disseminating knowledge* partly preparatory of D7.7), plan and strategies adopted and to be adopted by VIDI-Video, a project funded by the 6th Framework Programme. The goal of this Dissemination Plan is:

- to identify and organise the activities to be performed in order to promote VIDI-Video aims and ambitious targets, and to disseminate as far as possible the project outcomes both in terms of know-how and user requirements definition and in terms of technology development.
- to target specific user groups that can help to define user requirements, involve new members and benefit of the results of the project joining the VIDI-Video user community in the partners countries in order to encourage the use of the software and its applications in the three different areas (broadcasting, video-surveillance, cultural heritage documentaries)
- to show the project results and project potentialities to the widest audience
- to disseminate the activities of the current project within our target communities;
- to concertize with other project supported under the Sixth Framework Programme and engaged in complementary activities;
- to ensure collaboration with other projects within and outside Europe conducting similar activities and participate in concertation and coordinating workshops

Project dissemination will include production of promotional material such as the creation of a Project Web site and a web- forum, mailing list, project leaflet, brochures, and posters. This activity has started at the very beginning of the project and will be updated throughout the project's lifetime. Dissemination will also be carried-out by publishing research results of the project in international journals and conferences, and through a Newsletter produced periodically and delivered via e-mail. Also, the collaboration and clustering with related projects will be set up. Workshops will be organized to promote the project results with the VIDI-Video user community.

In this document we will analyse the possible strategies and steps to obtain such result in order to define a sort of model that will be used to approach different user in the different sectors and can be adopted by the other partners in their own countries and communities. In particular it will focus on:

Communication:

- Logo, leaflet and fact sheet
- Supplying publicity material and community building strategy,
- Public Web site launch and maintenance;

Technology:

- Start up of the three prototypes and the making available of the software tools as open-source or licensed products;



Events:

- Local intermediate focus on workshops (in collaboration with WP7);
- End of project showcase (also integrating results from D7.7).

The results of the activities described herein will provide input to:

- Launch of VIDI-Video Web Site (Milestone 9.1);
- Adhesion to Excellence Networks and other initiatives (Milestone 9.2);
- Final publication (Milestone 9.3);
- Final conference (Milestone 9.4).



4. Project presentation

Video is vital to society and economy. It plays a key role in the news, cultural heritage documentaries and surveillance, and it will soon be the natural form of communication for the Internet and mobile phones. Digital video will bring more formats and opportunities and it is certain that the consumer and the professional need advanced storage and search technology for the management of large-scale video assets. This project takes on the challenge of creating a substantially enhanced semantic access to video, implemented in a search engine.

The project will substantially enhance access to video, by developing a semantic search engine. The project will boost the performance of video search by developing a thesaurus for automatically detecting instances of semantic concepts in the audio-visual content.

Video search engines are the product of progress in many technologies: visual analysis, audio processing, machine learning, as well as visualization and interaction technology. A good measure of the overall progress is the TRECVID competition, posing increasingly hard and realistic problems with the obligation to discuss methods openly. In 2005, the best interactive video search came from the coordinating partner of this project, i.e. the University of Amsterdam. VIDI-Video will boost the performance of video search by forming a 1000 element *thesaurus* detecting instances of audio, visual or mixed-media content. In the US, a similar grand challenge has been posed. This project's approach is to let the system learn many, possibly weaker, detectors instead of modeling a few of them carefully. The combination of many detectors describing different aspects of the video content will render a much richer basis for the semantics.

The Consortium presents excellent expertise and resources: the machine learning with active 1class classifiers to minimize the need for annotated examples is lead by the University of Surrey, UK. Video stream processing is lead by CERTH, Greece. Another component is audio event detection, lead by INESC-ID, Portugal. Visual image processing is lead by the University of Amsterdam, the Netherlands. The University of Florence, Italy, leads the efforts in interaction, and CVC, Spain leads software consolidation. Finally, Beeld & Geluid, the Netherlands, and FRD, Italy, as application stakeholders, provide data and perform evaluation and *dissemination*.

Concrete outputs will be a *fully implemented audio-visual search engine*, consisting of two main parts, viz. a *learning system* and a *runtime system*, where the former will feed its results into the latter after each round of training-and-thesaurus-update. The learning system will consist of software to be developed for *overall video processing*; *visual analysis*; *audio analysis*; *integrated feature detector*; and *multimedia query + user interface*. All subsystems will be delivered and available both as stand-alone and integrated into these two final, connected systems. The modularity and contemporary stand-alone status of each system warrant developmental independence, and an efficient exploitation, as commercial opportunities often target components rather than entire systems.



VIDI-Video obviously fosters collaboration and synergies among some existing national initiatives across the European Research Area. It addresses, first of all the need to check and define the state of the art of the existing technologies on semantic video, and furthermore to improve coordination, cooperation and consistency in current activities to secure effective interaction of semantic video.

In order to pave the route for wider dissemination and acceptance of the project, a survey on the market trends and state of the art of this kind of technologies will be undertaken and a project exploitation plan will be defined.

The dissemination plan will evidence who can benefit and who will be interested to its services and technology, and also how these users will be addressed. The dissemination activities will be driven by the exploitation of the results during the second phase of the project (after the release of the first version of the VIDI-Video software).

5. Project Objectives

Software

The major aim of VIDI-Video is to perform and report on science and to create an advanced software that will enhance access to video, by developing a semantic search engine. The project will boost the performance of video search by developing a thesaurus for automatically detecting instances of semantic concepts in the audio-visual content.

The main objectives of the project are:

- To build a large scale thesaurus well-spread over the semantic clues and create a coherent platform for proactive cooperation, collaboration.
- To design, adapt and evaluate methods to learn large thesauri of detectors
- To define and evaluate powerful sets of visual, audio, and cross-modal invariant features
- To deliver effective interaction with users
- To deliver the approach in the three relevant application areas by demonstrator
 - Application area 1: video news;
 - Application area 2: documentaries;
 - Application area 3: surveillance video.

Services

Once the demonstrators will be released, some attention will be paid to software licencing for the period after the project: in fact apart from the software itself we can imagine at least another model that might be suitable: the service provider, with a central broker maintaining the technical server and managing the content database on behalf of customs selling or providing their contents. This kind of solution is particularly interesting especially for the Cultural Heritage sector as the technologies and skills are different respect to the others two fields of application.

5.1 Project keywords

- video
- interactive video
- cultural audio-visual contents
- scientific audio-visual contents
- video search
- audio-visual interaction
- digital representation

5.2 List of project participants/partners

Role	No.	Name	Short name	Country
CO	1	Universiteit van Amsterdam	UvA	NL
CR	2	The Centre for Research and Technology Hellas	CERTH	GR
CR	3	Instituto de Engenharia de Sistemas e Computadores	INESC-ID	PT
CR	4	University of Surrey	UNIS	UK
CR	5	Università degli Studi di Firenze	UNIFI	IT
CR	6	Centro de Vision por Computador	CVC	ES
CR	7	Stichting Nederlands Instituut voor Beeld & Geluid	B&G	NL
CR	8	Fondazione Rinascimento Digitale	FRD	IT



6. Dissemination Strategy

6.1 Approach and community building strategy

To plan a good dissemination activity and strategy it is necessary to focus and define fundamental issues, strictly connected one with the other.

Science dissemination: will be pursued in the standard manner

Public dissemination: will be pursued in the standard manner, e.g. website public lectures etc.

The demonstrator: together with the other partners it is fundamental to clarify what kind of demonstrators we are offering, both in terms of software and technology. As soon as the first demonstrator will be released it will be useful to state which are the basic functionalities and tools, which could be the level of customisation and flexibility of the demonstrator. In fact considering that the areas of application of the software are three, and quite different between them in requirements, contents, needs, skills, use and data processing it is evident that the basic software and tools will have to be tailored as much as possible on the different user requirements and flexible enough to be adapted to different realities.

User communities: On the other side a clear definition of the target user communities is fundamental to know to whom we are addressing the demonstrator, to which potential customers and users in each field of application,. As told VIDIVideo has distinguished the three user communities that will benefit from the outcomes of the project, namely:

- the broadcasting and news
- the tele-surveillance
- the cultural heritage

An overview on each of the three application sectors will be carried out in order to both understand target communities, objectives, trends, scenarios, business and sustainable models and select small user groups that, once the first version of the VIDIVideo

As the three fields of application are different not only in contents and related specific issues, but also in technology standards, knowledge and skills of the operators, needs and applications and especially in commercial perspectives and applicable future business models, it is important for all the partners involved not only in the dissemination, but also in the software development to cooperate in soliciting experts from each sector. To acquire a good knowledge of the state of the art of users FDR has created a detailed form to be used as a base for an inquiry and evaluation of the different realities (annex1). In a simplest way it is important to state the following issues to get to know the targets.



These overviews on the different user communities will help to focus on who could benefit and who might be interested to its services and technology in the three fields of application, and also help to state how these users will be addressed and will follow four different phases.

6.2 Dissemination Phases

Phase 1 State of art of the user sector

As said a good recognition of the state of art and application of advanced searching technologies within audiovisual context in the three fields of application is necessary for a good dissemination activity.

Of the three fields of application, the cultural heritage field as an example seems to be of most complex approach due to an immature situation and state of the art. The other two sectors seem to show a clearer situation in terms of goals, use and knowledge of the technologies, so they represent a easier target of application and use of the project software and foreseen services and results. For this reason a study has been carried out by FRD in particular on the topics of CH. The study is as survey on the on going projects and initiatives and funding opportunities for the audio visual sectors, and on the diffusion of software of content searching and retrieval in the European video and images archives. This recognition aims at understanding current practices, policies, needs, trends and obstacles for the adoption of video and images searching and retrieval tools in digital video archives. The results are not numerous but promising. We can see various applications of the audiovisual content and image retrieval, who is responsible, who is the user and how the technology is used. These results can lead us to expand on the use of the VIDI-Video's final outcome and on the dissemination. Other initiatives and data collections seem to be necessary in particular for the cultural sector in the EU member states.

More in general it is important to state, for each user group but even for each contact or possible user/customer the following issues:

- type of service/mission of the institutes or potential customers
- business models
- level of use of digital imaging or video technologies
- legal aspects
- obstacles

A) Broadcasting and news

Scientific community

- type of service/mission of the targeted institutes or possible customers

The main target is the scientific community at large, and in particular the scientific community that deals with multimedia. These communities are addressed by means of participation and submission of scientific papers to scientific conferences, and submission of papers to scientific journals.

- **business models**

Does not apply: non-profit interaction

- **level of use of digital imaging or video technologies**

The scientific community in the field of multimedia has an extremely high level of use of any digital technology for the storage and processing of multimedia data. The main goal of the community is the development of new technology.

- **legal aspects**

The main legal issues are related to the availability of test material that is free from copyright and use issues, such as the TRECVID data, and all the legal aspects that are related to the intellectual property of the technology that is developed during research (e.g. the property of the software and hardware implementations of the new technology).

- **obstacles**

There are no specific obstacles to reach the communities.

Firms and institutions

- **type of service/mission of the targeted institutes or possible customers**

The mission of the Media Integration and Communication Center (MICC) is to develop qualified research and innovation transfer in cooperation with institutions and companies. Public and private companies or institutions that are related to digital libraries and multimedia, are therefore possible customers. Among the latest MICC cooperation examples, it can be cited Thales, regarding research in the video surveillance field.

- **business models**

The business model usually followed by MICC with these institutions is to develop new systems and algorithms to solve the needs of its customers, or to adapt existing technologies, developed during the research, and providing prototypes systems or demonstrators. In certain cases joint laboratories are established, to perform longer-term studies. The UvA has close connections to Beeld&Geluid. The University of Surrey has similar connections to the BBC.

- **level of use of digital imaging or video technologies**

Usually all the customers have already a high (or even very high) level of use of digital media technologies.

- **legal aspects**

The main legal issues are related to the intellectual property of the technologies that are developed.

- **obstacles**

The main obstacles are related to the difficulties in establishing the contacts with the biggest firms.

B) Video Surveillance Systems Area

Scientific community

- **type of service/mission of the targeted institutes or possible customers**

The scientific community is involved in theoretical studies and experiments on data understanding for surveillance since at least twenty years. All multimedia sources have been deeply explored: speech, video, image mosaics, sensor data, biometric data, handwritten texts. Among them, the most natural and powerful media stream to gather surveillance information is the video. Thus, computer vision and pattern recognition communities are the main target of our research work. These communities are addressed by means of participation and submission of scientific papers to scientific conferences, and submission of papers to scientific journals.

- **business models**

Does not apply: non-profit interaction

- **level of use of digital imaging or video technologies**

The scientific community in the field of multimedia has an extremely high level of use of any digital technology for the storage and processing of multimedia data. The main goal of the community is the development of new technology.

- **legal aspects**

The main legal issues are related to the privacy. The dichotomy safety vs. privacy was and is very debated in USA after September 11th; there is an interesting paper of K. Bowyer discussing pros and cons and analyzing the risks of false claims in privacy violations¹.

- **obstacles**

There are no specific obstacles to reach this communities.

Firms and institutions

- **type of service/mission of the targeted institutes or possible customers**

The mission UoM is to develop qualified research and innovation transfer in cooperation with institutions and companies. Public and private companies or institutions that are related to new technologies for video surveillance systems are therefore possible customers. The concrete applications of video surveillance algorithms are several: burglar and vandal detection at home; safety controls and monitoring of restricted areas at workplaces; airports, stations and public place surveillance, abandoned luggage detection burglar detection, crowd detection, fire or smoke detection, suspicious behaviour (e.g., trajectory analysis) for public places; accident detection, traffic violation (surpass, speed limit violation, cross against red light, etc.), stopped vehicles detection, flow control and estimation in traffic surveillance are only some of the possible applications

- **business models**

The business model usually followed by UoM with these institutions is to develop new systems and algorithms to solve the needs of its customers, or to adapt existing technologies, developed during the research, and providing prototypes systems or

demonstrators. In certain cases joint laboratories are established, to perform longer-term studies.

- **level of use of digital imaging or video technologies**

Only sometimes the customers have already a high level of use of these technologies; usually they work on a completely different topic and they want to acquire or apply video surveillance technologies.

- **legal aspects**

The main legal issues are related to the intellectual property of the technologies that are developed and the privacy issues as for the scientific community.

- **obstacles**

The main obstacles are related to the difficulties in establishing the contacts with the biggest firms.

C) Cultural Heritage Institutions

FRD has reached and contacted to set up a user group some of the most important public video archives in Italy: Istituto LUCE, in Rome, and the Mediateca Regionale Toscana in Florence, AAMOD – Archivio Audiovisivo del Movimento Operaio e Democratico in Rome, Archives of the Biennale di Venezia in Venice, the Gam (Galleria d'Arte Moderna) in Turin, Museo del Cinema in Turin, and Fondazione Archivio Piaggio in Pisa. Some of these partners will participate on scientific and cultural video contents, both documentaries and films. In particular, they, together with B&G, will form the core of the user group on cultural heritage applications.

An important task in this field is to create contacts with different kinds of content holders in order to have a wider range of examples to test (and consequently of user requirements) due to different contents, or issues on contents management. FDR is conducting a survey on AV archives in the Cultural Heritage field of application and has taken contacts and interviewed different kind of cultural institutions and archives in order to analyse the state of the art of the technology standards and skills of each potential user, which are the requirements and expectations on the subject of video research and cataloguing, what obstacles could raise from the cooperation of the partners to the project. At the moment we have contacted a few AV archives and from a first analysis we can observe the following issues.

- **type of service/mission of the institutes or potential customers** : it is evident that AV institutions and archives, at least in Italy, are very inhomogeneous both in terms of contents than in terms of technologies standards. Most of them are medium size collection or archives of AV material, often no profit institutions with low budgets, and basic technological equipment and skills. Their mission is to save and protect different kind of AV materials and to make them available to the public. Only recently these institutions are considering the intrinsic economic value of the AV materials they possess and consequently new ways of exploiting their heritage.
- **business models**: CH institutions are often no-profit institutions, with low budgets and poor human and technological resources aimed to carry on a day by day management, and no business models: They agree to participate to the project as users

- and testers of prototypes and demonstrators, but are not at least for the moment possible customers.
- **level of use of digital imaging or video technologies:** the contents and subject of films, documentaries, and in general of AV material is of various kinds: documentaries on the cultural heritage (art, art events and places; history; landscape; video on art, amateur video) but also video art, films, short films. Except for Istituto Luce and RAI, that have great part of their collections on digital support (RAI has also a cataloguing project ongoing) most of the institutions are just starting up their digitalizing and cataloguing projects and are quite unaware of what the new technologies of video research can offer or how these can be used in their own context. This situation can create some difficulties at the beginning, because advanced technologies as the ones developed by VIDI-Video project may seem even too sophisticated for the basic needs of a first cataloguing; on the other side some of the possible users declare themselves interested to test the software, to experiment the results and give their advice on their own requirements.
 - **legal aspects:** for the moment no important legal matter has merged from the first contacts except for the issues related to copyright. The copyright issues in fact, represent an important criticality factor that has emerged after the first few contacts were taken with cultural heritage institutions: the copyright management and must be considered with great attention and studied case by case in this particular scenario: in fact many content holders (institutions, Archives etc) have different kinds of Rights Agreements with the authors and in respect to the kind of materials they possess and manage and in consequence limited possibilities of exploitation and use. The possibility to have access to videos (for testing, demonstrating or commercial use) in this application area is strictly connected with the kind of agreements or clearances that the institutions have with the authors or copyright holders. In many cases these institutions have no right to use these materials in digital formats, on the Internet, or in public contexts but just *in loco*, for single consultation or for cultural or scientific purposes. Together with our users group we are evaluating these emerging issues and the different cases and we will carry on a survey considering the different scenarios and solutions.
 - **obstacles:** The obstacles we have noted and can foresee is that often cultural institutions suffer the consequences of low budgets, poor human resources and technological skills; as said most of them are starting now their digitalizing and cataloguing projects and great part of their material is hardly in digital formats, has no annotations, no meta-data and are mostly in mother language. Furthermore some problems may result by rights management (see Legal aspects) as not always the institution have full rights of use on the material they possess. Also we must consider that the large spectrum and dishomogeneity of cultural/scientific/documentary archives (and contents) may represent a problem to define general purpose, graphic concepts and elements suitable for all the sub-domain.

Phase 2

Small expert workgroups

To guarantee the concreteness of the project and in order to reach the requirements and opportunities of the market it is important to create a relationship between the research activity and science in the project and the methodological definition through the establishment of User Group. This second phase foresees the following steps.

- **set up of the workgroups** on the basis of their networks, contacts and interviews.
- **provide some contents for the demonstrator:** the user groups will also be able to provide significant contents and dataset, to feed the development and subsequent experimentation of the demonstrator.
- **demonstrators evaluation:** once the demonstrator will be ready, they will be shown to the users: at this point the user will validate the technology development, the interface and searching modalities and provide comments for the user requirements for the future.

Phase 3

Demonstrators

In order to be able to search for specific video-clips without having to watch every single video related to your search, a demonstrator which acts as a search-engine is being developed. VIDI-Video has committed itself in the Description of Work to deliver three demonstrators: one at the end of year project year. VidiVideo has committed itself to evaluating the demonstrators on user groups. Likely it seems crucial to have a very friendly and flexible user interface.

- **Presentation of the results.** Together with the demonstrators it is important to supply a clear presentation of the project, its tools and results, and how a potential user could use and benefit of the results in the future. For this purpose the partners will focus on the creation of informative material in which goals, results and demonstrators are explained and illustrated.
- **Informative material and events:** Informative material will be prepared and distributed during science conferences and other events and workshops.



Phase 4

Final dissemination

Consensus building on the final products of the project The dissemination activity will be held to cluster the activity and merging the efforts done by the research community and other initiatives (other projects, fairs, and conferences), avoiding information overload. In particular, a strong cooperation with the Thematic Networks of excellence, facilitating therefore collaboration amongst their members, increasing the efficiency of each of its partners' activities and extend the scope, reach, and impact of the coordinated actions.

Cooperate with other projects. Some other projects and initiatives have been contacted in order to make them aware about VIDI-Video objectives and to propose some concrete terms of cooperation. All the partners are invited to nominate possible candidates More in general we must produce a table of events where the project partners suggest to be present for promotion and dissemination. FRD as responsible of the dissemination activities has contacted the main EC founded project working in this area, like CASPAR, PLANETS, the PHAROS consortium, the European coordination action CHORUS, the MULTI-Match consortium, which aims at creating the conditions of mutual information and cross fertilisation between the European projects dealing with multimedia content search engines. Some other possible participants have been already contacted and we are making a survey to see who is interested in participating in the user group of the project.

Schedule of events In order to have a constant information and survey on workshops and events in which the project can be presented, each partner will update the following schedule.

Past events.

USER SECTOR	WHEN/WHERE	WHAT	WHO
Video Surveillance	International Conference on Image Processing 10-14 September 2007, Modena (Italy)	International Conference on Image Analysis and Processing. ICIAP is one of the most important events covering image processing and pattern recognition which is organized every two years by the Italian group of researchers on pattern recognition (GIRPR) affiliated with the IAPR (International Association on Pattern Recognition). The topics of ICIAP are organized into main streams, one of which is about Surveillance and Security.	UoM



Video Surveillance	VideoGov Summit <i>Last edition: 27 September 2007, Rome (Italy)</i>	VideoGov is a national summit principally for public administration. The topic of the summit is the future of the Videosurveillance, with particular attention to real implementation issues.	UoM
Video Surveillance	BMVA symposium on "Security and surveillance: performance evaluation" <i>Last edition: 12 December 2007, London (UK)</i>	The BMVA provides a national forum for individuals and organisations involved in machine vision, image processing, and pattern recognition in the United Kingdom. The aim of this meeting is to provide a forum for the discussion of recent algorithms, results, protocols and datasets for the evaluation and validation of computer vision algorithms for security and surveillance.	UoM
Video Surveillance	AVSS-IEEE International Conference on Advanced Video and Signal based Surveillance	AVSS is the IEEE conference series on video and signal based surveillance. AVSS was started in 1998 (Genoa, Italy). Following meetings were held in 2001 (Kingston, UK), in 2003 (Miami, USA), in 2005 (Como, Italy), and in 2006 (Sydney, Australia). AVSS 2007 will be held in London on 5-7 September 2007. AVSS is a forum of reference for the field and offers the opportunity to meet and foster collaboration. AVSS has a tradition of participation from the worlds of research, industry, and relevant government agencies. AVSS welcomes contributions in traditional disciplines such as signal processing, image and video processing, audio processing, pattern recognition, and computer vision, and it also gives unique emphasis to cross-disciplinary and visionary papers.	UoM
Video Surveillance	VSSN - ACM International Workshop on Video Surveillance & Sensor Networks <i>Last edition: October 27, 2006, Santa Barbara, CA, USA in conjunction with ACM Multimedia 2006</i>	The workshop includes papers with fundamental advances on both theoretical aspects and practical implementations of new generations of video surveillance and sensor networks and novel multimedia applications in the field. The workshop topics include Video Surveillance and sensor network architecture, Multi-Camera, multi-sensor calibration, Distribute surveillance systems, and so on.	UoM

Video Surveillance	CVPR - IEEE Conference on Computer Vision and Pattern Recognition. June 18-23 2007, Minneapolis, Minnesota	One of the most important conference on Computer Vision. Topics of interest include all aspects of computer vision and pattern recognition including, but not limited to, Video Surveillance and Monitoring	UoM
Video annotation	ICCV – International Conference on Computer Vision, October 2007, Rio de Janeiro, Brazil,	The main conference in the area of computer vision and pattern recognition.	Surrey
Video Search	Computational Color Imaging Workshop (CCIW'07), in conjunction with ICIAP Modena, Italy, September 10-14, 2007,	Paper “Color Constancy by Local Averaging”	A. Gijssenij and Th. Gevers, UvA
Video Search	International Conference ICIAP Modena, Italy, September 10-14, 2007,	Tutorial, “Content-based image and video retrieval”,	Theo Gevers and Nicu Sebe, UvA
Video Search	International Conference on Computer Vision and Pattern Recognition 2007 (CVPR'07), p. 1-8, Minneapolis, Minnesota, June 18-23, 2007,	Paper “Color Constancy using Natural Image Statistics”,	A. Gijssenij and Th. Gevers, UvA
Video Search	Volume 41:331-341, January 2008,	Article “Quadratic boosting. Pattern Recognition”,	Thang V. Pham and Arnold W. M. Smeulders, UvA
Video Search	IEEE Transactions on Multimedia, 9(2):280-292, 2007.	Article: “A learned lexicon-driven paradigm for interactive video retrieval”,	Cees G.M. Snoek, Marcel Worring, Dennis C. Koelma, and Arnold W.M. Smeulders, UvA
Video Search.	International Conference on Computer Vision (ICCV), Rio de Janeiro, Brazil, October, 2007.	Tutorial, “Content-based image and video retrieval”,	Theo Gevers, Nicu Sebe and Arnold W.M. Smeulders, UvA
Video Search.	IEEE transactions Pattern Analysis Machine Intelligence, 29(1):52 - 64, 2007.	Article” Multiple target tracking by incremental probabilistic PCA”.	Hieu Tat Nguyen, Qang Ji, and Arnold W. M. Smeulders, UvA

Video Search	Int. Journ. Computer Science in Sports, Volume 6:4-17, 2007.	Article "Video-based training registration for swimmers".	Erik Pogalin, Andy Thean, Jan Baan, Nellie W. Schipper, and Arnold W. M. Smeulders. UvA
Video Search	ACM Conference MIR on Multimedia Information Retrieval in Augsburg, 2007.	A keynote presentation "semantic video search".	Arnold Smeulders. UvA
Video Search	CAIP conference in Vienna, 2007.	A keynote presentation "the notion of an object in computer vision".	Arnold Smeulders. UvA
Video Search	PICNIC festival, 2007.	A keynote presentation "on four search engines"	Arnold Smeulders. UvA
Video Search	ICIAP conference in Modena, Italy, 2007.	A invited presentation "on four search engines"	Arnold Smeulders. UvA
Video Search	Algemeen Dagblad, November, 2007.	Newspaper (national - Dutch) article	Theo Gevers, UvA
Video Search	2007.	Competition - TRECVID 2007,.	Cees G. M. Snoek, I. Everts, Jan C. van Gemert, Jan- Mark Geusebroek, Bouke Huurnink, Dennis C. Koelma, Michiel van Liempt, Ork de Rooij, Koen E. A. van de Sande, Arnold W. M. Smeulders, Jasper R. R. Uijlings, and Marcel Worring, UvA
Video Search		Competition - VOC PASCAL Visual Object Classification Challenge. WHEN: 2007,	K. van de Sande, Theo Gevers et. al. , UvA



<p>Video Search</p>		<p>Competition - VideOlympics showcase event held during the CIVR2007.</p>	<p>Cees G. M. Snoek, I. Everts, Jan C. van Gemert, Jan-Mark Geusebroek, Bouke Huurnink, Dennis C. Koelma, Michiel van Liempt, Ork de Rooij, Koen E. A. van de Sande, Arnold W. M. Smeulders, Jasper R. R. Uijlings, and Marcel Worrying, UvA</p>
<p>Video Search.</p>	<p>5th TRECVID Workshop. Gaithersburg, USA, November 2007.</p>	<p>Paper "The MediaMill TRECVID 2007 semantic video search engine".</p>	<p>Cees G. M. Snoek, I. Everts, Jan C. van Gemert, Jan-Mark Geusebroek, Bouke Huurnink, Dennis C. Koelma, Michiel van Liempt, Ork de Rooij, Koen E. A. van de Sande, Arnold W. M. Smeulders, Jasper R. R. Uijlings, and Marcel Worrying, UvA</p>

Video Search.	International Conference on Image Analysis and Processing, September 2007.	Paper "Semantic Video Search",	Arnold W. M. Smeulders, Jan C. van Gemert, Bouke Huurnink, Dennis C. Koelma, Ork de Rooij, Koen E. A. van de Sande, Cees G. M. Snoek, Cor J. Veenman and Marcel Worring,
Video Search.	30th Annual German Conference on Artificial Intelligence (KI'2007), Osnabrück, Germany, September, 2007.	Paper "Natural Language Descriptions of Human Behavior from Video Sequences",	Carles Fernández, Pau Baiget, F. Xavier Roca, Jordi González, CVC
Video Search.	Computer Vision: Advances in Research & Development (CVCRD'2007), Bellaterra, Spain, October, 2007.	paper "High-level Integration for Cognitive Vision Surveillance",	Carles Fernández, Pau Baiget, F. Xavier Roca, Jordi González, CVC
Video Search.	Photometric Analysis for Computer Vision (PACV'07), in conjunction with ICCV, Rio de Janeiro, Brazil, October 14-20, 2007.	Paper "Color Constancy by Derivative-based Gamut Mapping",	A. Gijsenij, Th. Gevers and J. van de Weijer, UvA
Video Search.	International Conference on Computer Vision, Rio de Janeiro, 2007.	Tutorial "Content-based image and video retrieval",	Theo Gevers, Nicu Sebe and Arnold Smeulders. UvA
Video Search.	University of East Anglia, Norwich, GB, November, 2007.	Invited presentation "Color constancy".	Theo Gevers, UvA
Video Search	October 2007.	Radio (national - Dutch) interview for Radio Online.	Theo Gevers. UvA
Video Search	December 2007.	Radio (national - Dutch) interview for Hoe?Zo!.	Theo Gevers. UvA
Video Search.	BeamLab, Amsterdam, September, 2007.	Invited presentation	Theo Gevers, UvA

Video Search.	IEEE Transactions on Image Processing, vol. 16(9): 2207-2214, September 2007.	Article "Edge-based Color Constancy"	J. van de Weijer, Th. Gevers and A. Gijsenij, UvA
Video Search.	IEEE International Conference on Image Processing (ICIP'07), San Antonio, Texas, September 16-19, 2007.	Paper "Color Constancy using Image Regions"	A. Gijsenij and Th. Gevers, UvA
	5th International Conference on Computer Recognition Systems (CORES'2007), Wroclaw, Poland, October, 2007.	Face Detection in Color Images using Primitive Shape Features ",	Murad Al Haj, Ariel Amato, F. Xavier Roca, Jordi González
	5th International Conference on Computer Recognition Systems (CORES'2007), Wroclaw, Poland, October, 2007	Enhancing Real-time Human Detection based on Histograms of Oriented Gradients	Marco Pedersoli, Jordi González, Bhaskar Chakraborty, Juan Jose Villanueva
	3rd Iberian Conference on Pattern Recognition and Image Analysis (ibPRIA'2007), Girona, Spain, June, 2007	Automatic Learning of Conceptual Knowledge for the Interpretation of Human Behavior in Video Sequences	Pau Baiget, Carles Fernández, Ariel Amato, F. Xavier Roca, Jordi González
	15th Scandinavian Conference on Image Analysis (SCIA'2007), Aalborg, Denmark, June, 2007.	On Reasoning over Tracking Events	Daniel Rowe, Jordi González, Ivan Huerta, Juan José Villanueva,
	Computer Vision: Advances in Research & Development (CVCRD'2007), Bellaterra, Spain, October, 2007.	Constructing a Path Database for Scene Categorization	Pau Baiget, Carles Fernández, Ariel Amato, F. Xavier Roca, Jordi González,

Upcoming events

USER SECTOR	WHEN/WHERE	WHAT	WHO
Video annotation	CVPR - IEEE Conference on Computer Vision and Pattern Recognition, June 2008, Anchorage, USA	One of the most important conferences on Computer Vision. Topics of interest include all aspects of computer vision and pattern recognition including, but not limited to, Video Surveillance and Monitoring	Surrey
Video annotation	ECCV – European Conference on Computer Vision, 2008, 2009	One of the most important conferences on Computer Vision and related areas.	Surrey
Video annotation	BMVC- British Machine Vision Conference, 2008, 2009 ..	International conference in the area of computer vision and machine learning with high citation index..	Surrey
Video annotation	VISSAP - International Conference on Computer Vision Theory and Applications, February 2008, Madeira, Spain	Large conference in the area of Image Formation and Processing, Image Analysis, Image Understanding, Motion, Tracking and Stereo Vision	Surrey
Video annotation	IEEE Transactions on Pattern Analysis and Machine Learning, 2008	The journal with highest impact factor in the area of computer science.	Surrey
Video annotation	A display at BBC festival of research, Feb 2008, 2009 ...	Open day at BBC Research London, large attendance of industry from the area of video analysis as well as the general public.	Surrey
Video annotation	Rockwell Collins, 2008 Reliance, 2007 BBC, 2007,2008, 2009, Swarn Systems Ltd.	Dissemination to industrial collaborators of Surrey, internationally recognized companies in the area of visual surveillance, video annotation, broadcasting.	Surrey
Video Annotation	CMP, Technical University of Prague, Czech Republic, 2007 Imperial College, London, UK UoL, Lappeenranta, Finland, 2007 SPRC, University of Linkoping, Sweden, 2007 CVC, Autonomous University of Barcelona, Spain, 2008 1.	Invited talks in leading computer vision laboratories and universities.	Surrey

Video Processing	WIAMIS 2008 - International Workshop on Image Analysis for Multimedia Interactive Services (WIAMIS), Klagenfurt University, Austria, May 7-9, 2008.	The International Workshop on Image Analysis for Multimedia Interactive Services (WIAMIS) is one of the main international fora for the presentation and discussion of the latest technological advances in interactive multimedia services. The objective of the workshop is to bring together researchers and developers from academia and industry working in all areas of image, video and audio applications, with a special focus on analysis. WIAMIS 2008 is held at Klagenfurt University, Austria.	CERTH-ITI
Video Processing	CBMI 2008 - Sixth International Workshop on Content-Based Multimedia Indexing, 18-20th June, 2008, London, UK.	Following the five successful previous events of CBMI (Toulouse 1999, Brescia 2001, Rennes 2003, Riga 2005 and Bordeaux 2007), the next CBMI event will be organised by the MMV group at Queen Mary, University of London, in London, UK. CBMI'08 aims at bringing together the various communities involved in the different aspects of Content-Based Multimedia Indexing. The scientific program of CBMI'08 will include the presentation of invited plenary talks, special sessions as well as regular sessions with contributed research papers.	CERTH-ITI
Video Processing	CIVR 2008 - ACM International Conference on Image and Video Retrieval, July 7-9, 2008, Sheraton Fallsview Hotel, Niagara Falls, Canada.	The International Conference on Image and Video Retrieval (CIVR) series of conferences was originally set up to illuminate the state of the art in image and video retrieval between researchers and practitioners throughout the world. This conference aims to provide an international forum for the discussion of challenges in the fields of image and video retrieval.	CERTH-ITI

Video Processing	ICIP 2008 - 2008 IEEE International Conference on Image Processing, October 12-15, 2008, San Diego, California, U.S.A.	The International Conference on Image Processing (ICIP), sponsored by the IEEE Signal Processing Society, is the premier forum for the presentation of technological advances and research results in the fields of theoretical, experimental, and applied image and video processing. ICIP-2008, the 15th in the series that has been held annually since 1994, will bring together leading engineers and scientists in image and video processing from around the world. Research frontiers in fields ranging from traditional image processing applications to evolving multimedia and video technologies are regularly advanced by results first reported in ICIP technical sessions.	CERTH-ITI
Video Processing	SAMT 2008 - 3rd International Conference on Semantic and Digital Media Technologies, Koblenz, Germany, 3 - 5 December 2008.	The conference series SAMT, the international conference on semantic and digital media technologies, has been installed in 2006 in order to tackle this problem by recurring to the semantics and pragmatics of multimedia generation, management and access. The conference targets to attract authors of and audience for scientifically valuable research work tackling the semantic gap between the low-level signal data representation of multimedia material and the high-level meaning that providers, consumers and prosumers associate with multimedia content.	CERTH-ITI
Broadcasting and news	"Exploring the Structure of Broadcast News for Topic Segmentation", 3rd Language & Technology Conference, Oct. 2007, Poznań, Poland.		Rui Pedro Batoreo Amaral and Isabel Trancoso
Broadcasting	RAI R&D	Meeting and Demo following previous meeting	UNIFI, FRD
Cultural Heritage	Istituto Luce, Roma, To be determined	Meeting and Demo following previous meeting	UNIFI, FRD
Scientific Community	IEEE TCSVT ,19th Feb 2008	Submission of paper	UNIFI, FRD
Video Search	NRC Handelsblad. January 2008.	Newspaper (national - Dutch) article	Theo Gevers. UvA
Video Search	Trouw, January 2008.	Newspaper (national - Dutch) article	Theo Gevers. UvA
Video Search	Parool, January, 2008.	Newspaper (national - Dutch) article	Theo Gevers. UvA
Video Search	De Pers, January 2008.	Newspaper (national - Dutch) article	Theo Gevers. UvA
Video Search	Asta, February, 2008.	Newspaper (national - Dutch) article	Theo Gevers. UvA
Video Search	Metro, September 2007.	Newspaper (national) article	Theo Gevers. UvA
Video Search	January 2008.	TV (national - Dutch) interview	Theo Gevers. UvA
Video Search	February 2008.	TV (national - Spanish) interview	Theo Gevers. UvA

Video Search	January 2008.	Radio (national - Dutch) interview for BNN.	Theo Gevers. UvA
Video Search	January 2008.	Radio (national - Dutch) interview for BNN.	Theo Gevers. UvA
Video Search.	Glazen Lichaam, Rotterdam, January, 2008.	Invited presentation	Theo Gevers, UvA
Scientific community	ACM MULTIMEDIA 2008, Vancouver, October 27 – November 1, 2008	Prof. Del Bimbo: program co-chair	UNIFI
Scientific community	Multimedia Information Retrieval (MIR) 2008 Vancouver, October 30-31, 2008	Prof. Del Bimbo: program co-chair	UNIFI
Scientific community	IEEE International Conference on Multimedia & Expo (ICME) 2008 Hannover, June 23-26, 2008	Prof. Del Bimbo: tutorial chair	UNIFI
Scientific community	10th International Conference on Visual Information Systems (VISUAL) 2008 Salerno, September 11-12, 2008	Prof. Del Bimbo: PC member	UNIFI
Scientific community	ACM International Conference on Image and Video Retrieval (CIVR) 2008 Niagara Falls, July 7-9, 2008	Prof. Del Bimbo: PC member / invited speaker	UNIFI
Scientific community	IEEE International Conference on Multimedia & Expo (ICME) 2008 Hannover, June 23-26, 2008	Prof. Del Bimbo: tutorial chair	UNIFI
Scientific community	10th International Conference on Visual Information Systems (VISUAL) 2008 Salerno, September 11-12, 2008	Prof. Del Bimbo: PC member	UNIFI
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Scientific community	10th International Conference on Visual Information Systems (VISUAL) 2008 Salerno, September 11-12, 2008	Prof. Del Bimbo: PC member	UNIFI
Scientific community	ACM International Conference on Image and Video Retrieval (CIVR) 2008 Niagara Falls, July 7-9, 2008	Prof. Del Bimbo: PC member / invited speaker	UNIFI
Scientific community	13th Iberoamerican Congress on Pattern Recognition (CIARP) 2008 Havana, September 9-12, 2008	Prof. Del Bimbo: PC Member / invited speaker	UNIFI

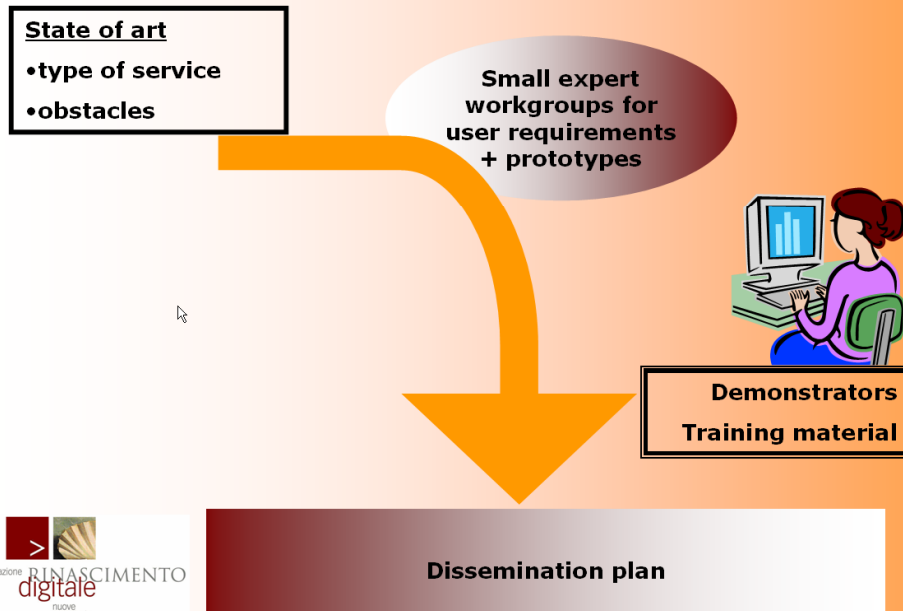


Scientific community	International Workshop on Content-Based Multimedia Indexing (CBMI) 2008 London, June 18-20, 2008	Prof. Del Bimbo: PC member	UNIFI
Scientific community	International Conference on Communication Systems and Networks (CSN) 2008 Palma de Mallorca, September 1-3, 2008	Prof. Del Bimbo: invited speaker	UNIFI
Scientific community	International Conference on Computer-Human Interaction CHI 2008 Florence, April 5-10, 2008	Prof. Del Bimbo: engineering track chair	UNIFI
Scientific community	International Conference on pattern Recognition (ICPR) 2008 Tampa, December 8-11, 2008	Prof. Del Bimbo: PC Member	UNIFI
Scientific community	International Symposium on Multiemdia (ISM) 2008 Berkeley, December 15-17, 2008	Prof. Del Bimbo: general co-chair	UNIFI



DISSEMINATION ACTIVITIES

Dissemination phases diagram



7 Dissemination Activities

As stated in the introduction the dissemination activities will be organized on both the short and long term basis, this dissemination plan will be periodically updated and periodical reporting will help to check the on going of the project.

In this section we first briefly describe the main VIDI-Video dissemination activities, identifying the instruments we are going to use:

7.1 Web based dissemination

The availability of an updated flow of information is essential in order to ensure the success of the entire project. An official project website has been set up in April 2007, and will be continuously updated by the consortium members. Through this site, the public documents produced within the VIDI-Video project will be made accessible together with links to specific sites and documentation about the project technological issues.

The web site serves two main purposes. In the first place, it acts as an information source and provides a tool for collaborative activity for the project partners. This means that the partners will be enabled to use it as they would use a paper brochure with the advantage of interactivity. This will be useful during public presentations and will be of much more of help to the general public that will access the site. Secondly, it provides publicly available and accessible, continuously updated, information on the project activities together with an important and a comprehensive review of related activities via sets of links to other information of interest. The public website of VIDI-Video Project, has been designed from June to September 2007.

The prototype of the public Website has been presented to the partners of the project during the VIDI-Video meeting held in Modena on September 13, 2007.

In the following two months the partners examined the website and made their remarks. In December 2007 the website has been modified following partners indications and has been published on the Internet at the address: www.VIDI-Video.eu and www.VIDI-Video.info.

The Website is actually composed by a Home page and 10 sections:

- Participants
- AV search engine
- Results
- Future directions
- Publications
- PR material
- Conferences & Workshops
- Showcase
- Project details
- Contacts



7.1.2 Web-based news publishing methods

We foresee several methods for publishing our news on VIDI-Video dissemination: the user can read the news from the site directly or can subscribe to a periodic electronic newsletter. The difference between these methods is considerable as in fact, the site news can be viewed only if the user accesses the site frequently (very rare in general). An electronically mailed newsletter is a good solution but sometimes such mails are ignored or even lost due to automatic SPAM filters.

A good solution to this problem could be the creation of a mailing list for direct e-mailing. The mailing list will be created with the contribution of each partner for its country and network.

7.2 Paper-based dissemination

The paper dissemination approach goes from the immediately ready brochures to long term posters, articles, papers and possibly a finally publication to present the VIDI-Video idea and results consisting of a collection of articles.

7.2.1 Logos

VIDI-Video has project logo for all documents generated by the partners. The design was accepted by the partners before the start of the project and with the aim of best representing the project scope and technology in the simplest way. The logo is shown in Figure 2; it is to be used in all official and non-official documents and the web site.



VIDI-Video logo

The logo will be used inside all documents generated by partners and in particular, in the following objects:

- in all documents delivered to the EU Commission,
- on PowerPoint presentations
- on the project web site (bookmarks)
- on partners' web sites referring to VIDI-Video
- on the brochures
- in the public documents (such as public reports)
- on business cards
- on project posters
- on the interview forms

7.2.2 Papers in journals, newsletters, books

VIDI-Video partners will submit papers and articles, acknowledging the project and the EU Commission for the financial support, to scientific workshops and events that are related to the project activities. Each VIDI-Video partner has clearly in mind the necessity to disseminate the project aims and results as much as possible. It is of great interest for the project to be able to have feedback from outside specialists in order to collect suggestions and to create debates. The publication of articles and participation in conferences is thus a high priority for VIDI-Video partners. However, at this early stage in the project lifetime, it is not yet possible to define a clear and definitive list of publications where to submit such contributions.

7.3 Workshops, conferences and networking with other EC projects.

For the dissemination and awareness of the VIDI-Video project, its aims and results, and important channel is obviously

- the participation to international workshops the on audiovisuals researches and similar projects, and to concert and connect with similar EU projects. Once the software and its tools will be ready for demonstration, the partners board will suggest and define a list of events to which take part.
- the concertation with similar European projects like CASPAR, PLANETS, the PHAROS consortium, the European coordination action CHORUS, the MULTI-Match consortium, which aims at creating the conditions of mutual information and cross fertilisation between the European projects dealing with Multimedia Content Search Engines.



8 Conclusions

This dissemination plan identifies all the instruments and approaches to best disseminate VIDI-Video in the different communities to which we are going to provide the project results. We have considered short and long term dissemination activities: some have already been set up (web site) some others have just been started and some others will be implemented after the evaluation of the possible channels (paper submissions, articles, newsletters, book).