



Project Title:

INNOVATIVE DIGITAL PRESERVATION USING SOCIAL SEARCH IN AGENT ENVIRONMENTS

This project has received funding from the European Union's Seventh Framework Programme for research, technological development and demonstration under grant agreement number 605356.



Project Acronym: DURAFILE

Contract Number: 605356

Start date of the project: October 1st, 2013 **Duration:** 24 months

D7.6 – Promotion video animation

Dissemination Level: Public

Submission date: 31/03/2014



Document revision history

Version	Date	Comments
V1	28/05/2014	



Document Information

This deliverable is for the Research for the SMEs project entitled DURAFILE

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Project Acronym:	DURAFILE
Project Title:	Innovative Digital Preservation Using Social Search in Agent Environments
Contract No:	605356
Prepared by:	ATEKNEA
Dissemination level:	Public
Project coordinator:	ATEKNEA



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1. Introduction

Following the list of dissemination activities foreseen in the DURAFILE project, a video animation has been released to explain the concept and represent the Consortium. This document is the contractual deliverable *D7.6 Promotion Video Animation* belonging to *WP7 Facilitating the take-up of results*.

It aims at explaining the concept of DURAFILE in an understandable way for the general public: what DURAFILE platform is, why this technology is needed, which the benefits of using it are, how it works and who the promoters of this development are.

The Consortium has created a two-minute animated video to let all visitors know the innovative solution of DURAFILE which can be downloaded through the project website (Documents and Media tab <http://durafile.eu/durafile-video/> and it is also posted on Youtube (<http://youtu.be/F3RaHrvrRCo>). Moreover, it will be disseminated through partners' social channels such as Facebook, LinkedIn or Twitter.



2. Objectives

One of the objectives of *WP7 Facilitating the take-up of results* is to disseminate the outcomes of this research widely in order to help the participating SMEs in their future exploitation. It is therefore vital to raise the awareness of the existing problem that DURAFILE is going to solve. Even more if the platform has social features and increases its capacities the higher of users has.

The Consortium agrees that the best way to address the potential users is by means of the new technologies as they are largely used worldwide. In this sense, the project website is the main channel of dissemination and all activities will be promoted by the DURAFILE project portal. Furthermore, the Consortium has agreed to release two project related videos to explain in a fast, visual and catchy manner the technology: the first one (*Deliverable 7.6 Promotion video animation*) to be released in the first project period and the second (*Deliverable D7.7 Promotion video clip*) at the end of the second period.

Hence, the general strategy of the Consortium for releasing this first video is to reach a wider audience by:

- Sending the link to partner's contacts
- Posting the video in their own websites
- Sharing it through their own corporate channels (newsletters, social media...)
- Show it with their tablet devices when attending events

The expected benefits are

- To generate more traffic for the website which is the main dissemination channel
- To raise awareness of the existing problem and the proposed solution
- To become viral since can be easily embedded and included in a website with a simple HTML code or shared among the main social networks (Facebook, Twitter, LinkedIn...)



3. Content

All partners were involved in the development of this video. The representation of DURAFILE in a clear and direct way, with a formal tone but understandable for anyone (whether knowing the industry and technology or not) was agreed.

Some minimum specifications were applied when thinking about the design and structure of the video, aligned with the goals of the project and the interests of partners:

- Representing the project, members and funders
- Clearly mentioning the support of the European Commission
- Referring the visitors to the website
- Explaining the project in an easy way
- Addressing to all targets, focusing on the benefits and application
- Illustrating the content with graphics, since in this early stage of the project no tangible results can be shown
- Avoiding any disclosure of confidential information that could jeopardise the future exploitation of DURAFILE
- Time constrictions: 2 minutes as a maximum
- Including voice on it to make it more understandable
- Post it on the website of the project
- Using a free video-based social network for its distribution

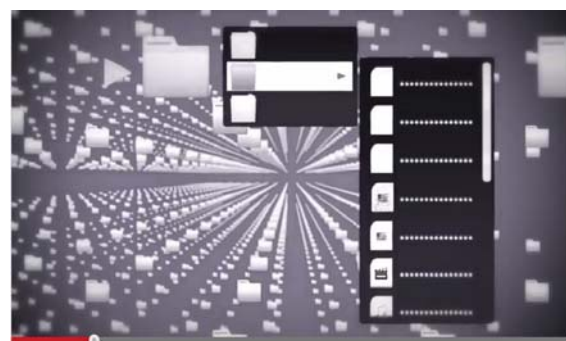
Based on these previous requirements, the Coordinator proposed a script to be improved by all partners. The video animation represented the current problem and the solution proposed by DURAFILE without going into details of the technology to make it simpler to comprehend for those non-technical experts:

Figure 1. - Extract from the video

Technology, however, constantly evolves and goes through regular shifts, quickly rendering various file formats obsolete.

In a digital environment, a reliable preservation plan and the ability to adapt to fast changing technology are essential to maintaining data collections on the long term.

The DURAFILE project aims to offer a novel storage and knowledge-exchange platform that automatically scans, protects and updates entire file archives



The idea was to draw the attention to those people who have experienced the same problem so they would know that a group of European companies are involved in the development of a solution that might match their needs and redirect them to the website for further information.



The graphic format allowed the Consortium to create a simple concept in terms of technical details and money invested which also reduced the time and effort spent creating this animated piece.

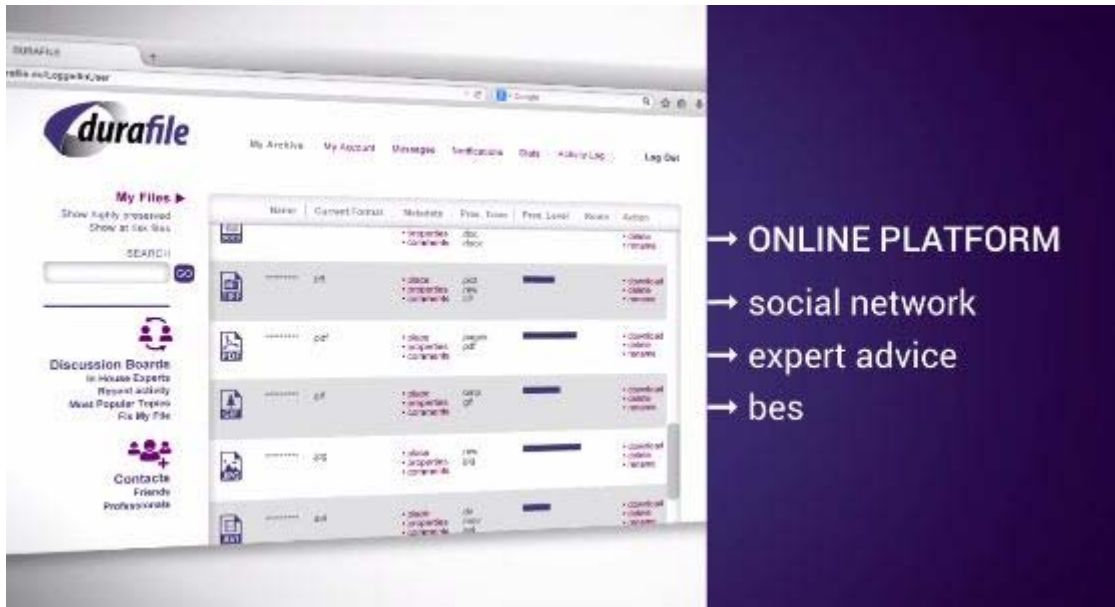


Figure 2.- Screenshot of the DURAFILE video

The video was finally approved by all members and the resulting script can be seen at the Annex of this document. It was produced during the month of May 2014. It is an approximately 2 minutes animation with the aim of introducing the problem of file obsolescence showing how the DURAFILE platform can solve this problem for **home users** (personal multimedia files) and **professional users** (legal documents, scientific data, etc...):

Figure 3. - Extract from the video

Obsolete original files will be preserved, together with a copy converted into updated, standard formats.

As an easy to use tool to expertly manage and preserve valuable data, DURAFILE will provide a long term solution for enterprises, institutions or individual users.





Figure 4.- A second screenshot of the DURAFILE video

At this stage of the project the DURAFILE platform is in phase of development. This promotional video-clip will be used for promoting the DURAFILE project in the next events and conferences which the partners will participate in. It can be seen as a “movie trailer” of the project.

During the forthcoming months Consortium partners might create an updated version of this video animation with a more commercial focus, once the potential target audience and message are clearly identified. Furthermore, a more complete video including screenshots of the platform is foreseen to be submitted as Deliverable7.7 Promotion video clip, at Month 22 of the project.



4. The YouTube platform

YouTube is the platform where more videos are uploaded and where more visits are made. Therefore it is a worthy tool when trying to create viral content or desiring to reach the widest possible audience.

The numbers of shares, views, likes and dislikes, times that has been embedded, location of viewers and other interesting details will be available to the Consortium at any time and reported to the EC in the Deliverable 7.4 Final PUDF. These statistics can be used to measure the impact of this dissemination action and what is more they may be used to help prepare segmented exploitation strategies by countries or genre optimizing efforts and resources.

The link to get access to the DURAFILE video on YouTube:

<https://www.youtube.com/watch?v=F3RaHrvrRCo>

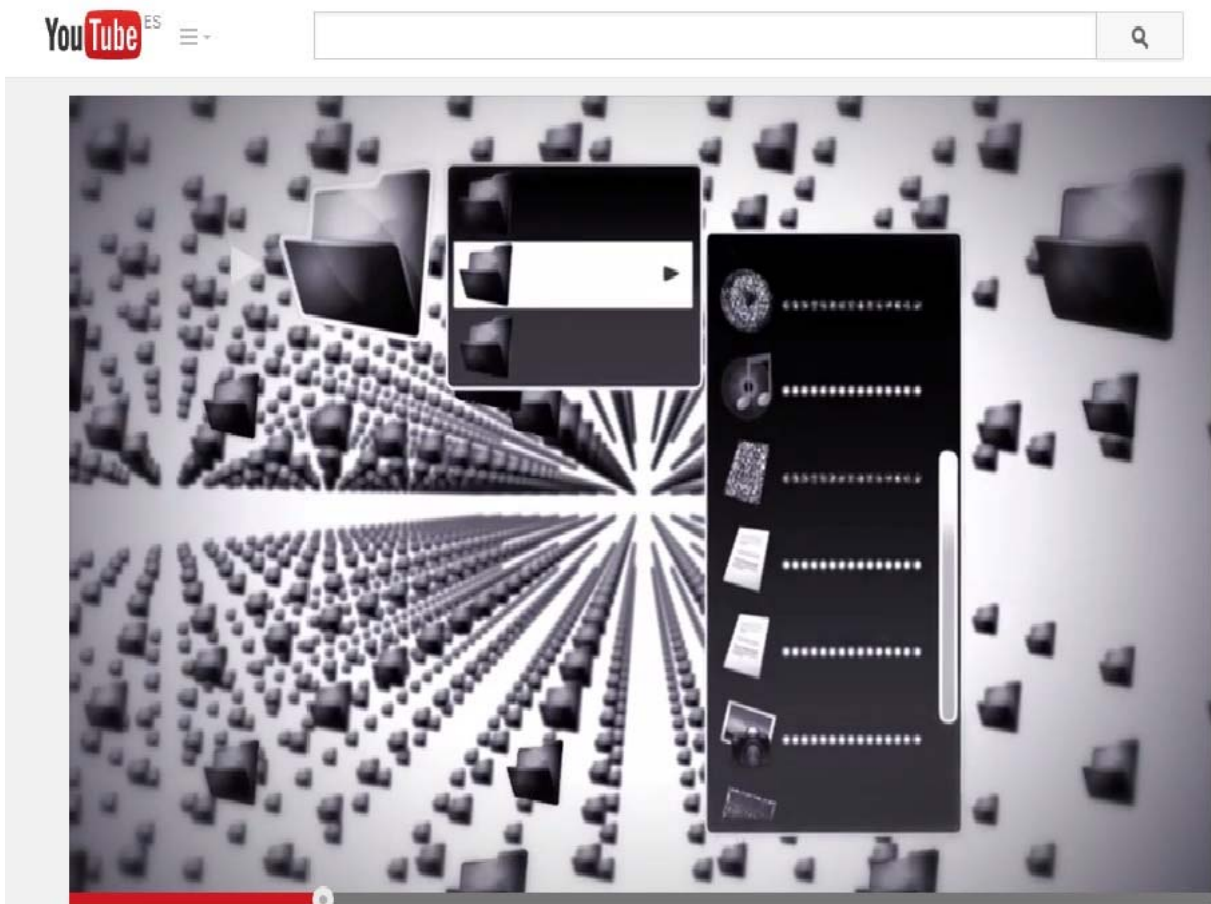


Figure 5.- Screenshot of DURAFILE video in YouTube



5. Facebook

Facebook is the most popular social tool which brings together people with their friends, co-workers or class-mates. Therefore it is also a powerful tool to disseminate DURAFILE among the civil society. Consortium partners agree that it is vital for the future exploitation of DURAFILE to address the general public in order to raise awareness on the problem of obsolescence files as it seems there is no collective consciousness about the situation.

The Partners will use their corporative or personal Facebook account to disseminate the project among their contacts.

Facebook link of DURAFILE:

[https://www.facebook.com/sharer/sharer.php?s=100&p\[url\]=http%3A%2F%2Fdurafile.eu%2Fdurafile-video%2F&p\[title\]=Durafile+%26%238211%3B+Video](https://www.facebook.com/sharer/sharer.php?s=100&p[url]=http%3A%2F%2Fdurafile.eu%2Fdurafile-video%2F&p[title]=Durafile+%26%238211%3B+Video)

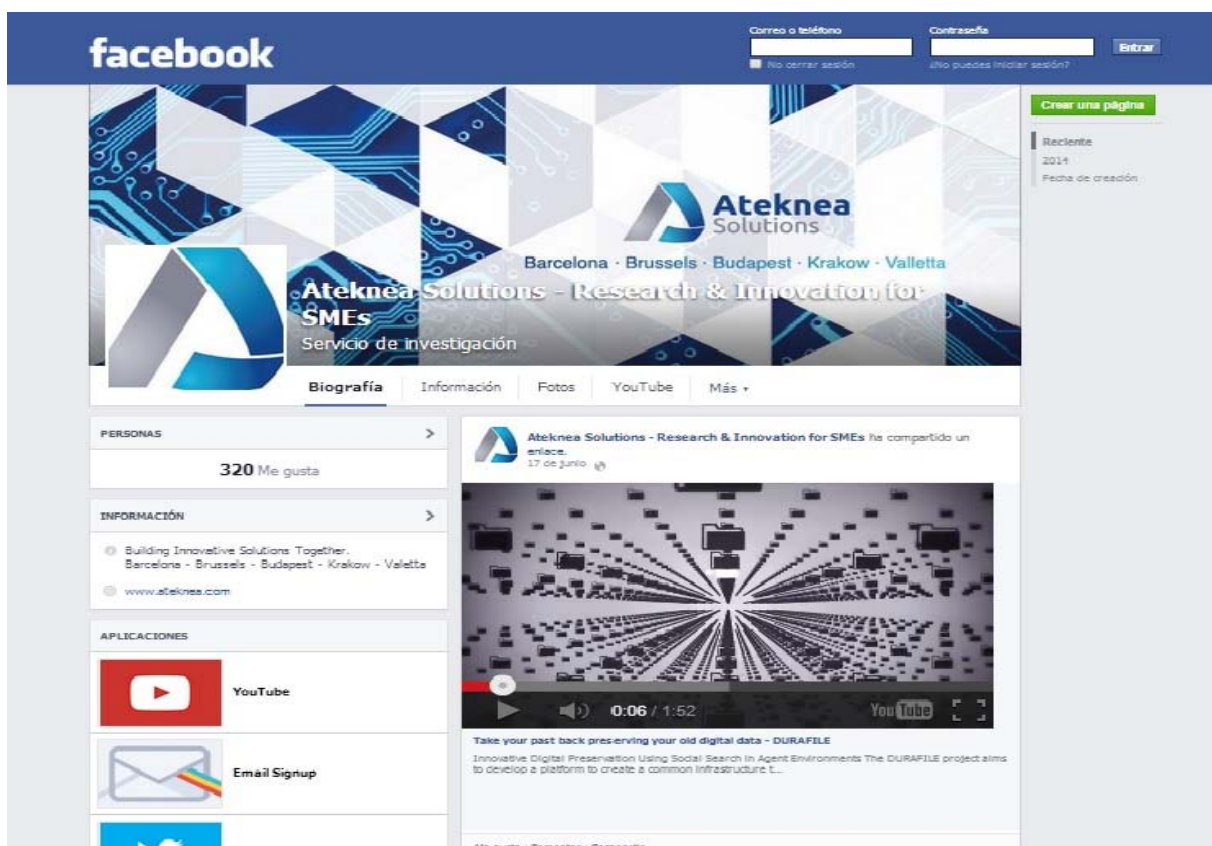


Figure 6.- Screenshot of Ateknea's Facebook account



6. LinkedIn

Whereas Facebook is the most known social network among friendships, LinkedIn is the most popular professional one. Consortium members will use this platform to promote DURAFILE project among their professional network. Doing this, they expect to disseminate this new technology among specialised people and will also address the second potential group of customers: the digital preservation dedicated companies.

<https://www.linkedin.com/company/ateknea-solutions>



Únete a LinkedIn y averigua cómo estás conectado a Ateknea Solutions. Es gratis.

Obtén información detallada sobre tu red en miles de empresas.

Ateknea Solutions

Resumen Empleo



Ateknea aims to assist European SMEs in transforming their innovative ideas into real marketable products and services that are crucial for their success. By offering tailor-made technological services, Ateknea's experts cover a wide range of engineering and scientific areas; with 100+ engineers
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Ateknea Solutions



[Durafile] Take your past back preserving your old digital data
youtube.com • Innovative Digital Preservation Using Social Search in Agent Environments The DURAFILE project aims to develop a platform to create a common infrastructure that will facilitate the interchange of digital preservation plans for multimedia files.

Figure 7.- Screenshot of Ateknea's LinkedIn account



7. Annex

DURAFILE

INNOVATIVE DIGITAL PRESERVATION USING SOCIAL SEARCH IN AGENT ENVIRONMENTS

Voice-over text and plan for a short introductory animation (1 min. 52 sec.)

Voice-over content	Animated sequences (entirely computer generated)
<p>Through the past decades storing information in a digital format has become the primary method of archiving.</p> <p>The purpose of an archive is to preserve the quality and integrity of the information stored, and ensure both accessibility and security.</p>	<p>A grid of folders and files (represented with icons) appear, as if in virtual space.</p>
<p>Technology, however, constantly evolves and goes through regular shifts, quickly rendering various file formats obsolete.</p> <p>In a digital environment, a reliable preservation plan and the ability to adapt to fast changing technology are essential to maintaining data collections on the long term.</p>	<p>Graphic styles and colours change implying change of platforms and software environments, some folder and files dissipate, as if not openable anymore</p>
<p>The DURAFILE project aims to offer a novel storage and knowledge-exchange platform that automatically scans, protects and updates entire file archives.</p>	<p>Logo and project title animation function icons animation (scan, protect, update, social network)</p>
<p>As a standalone application installed on personal computers DURAFILE will regularly scan all files – working in the background – similarly to anti-virus programs.</p> <p>Obsolete original files will be preserved, together with a copy converted into updated, standard formats.</p> <p>Selected directories will be encrypted and copied to a public secure remote server and – with each scan – automatically synchronized.</p>	<p>Scanning and archiving process presented as a working sequence between a desktop and a remote server.</p>
<p>Using dedicated servers to migrate files from workstations on a network, enterprises and institutions – especially those with high security requirements, such as medical, municipal or legal – will be able to preserve the integrity and accessibility of large, catalogued, searchable archives – automatically.</p>	<p>Several desktops (implying organizations) working with a center server</p>
<p>The online platform that provides a social network for its user base will also help both individuals and organizations with expert advice on the best preservation solutions, links to new applications and information on better formats.</p>	<p>Based on mockups included in the technical requirements brief, pages of the website will appear (access, main, profile, cloud storage, files, forum)</p>
<p>As an easy to use tool to expertly manage and preserve valuable data, DURAFILE will provide a long term solution for enterprises, institutions or individual users.</p>	<p>Split screen on the left: Repeat animated sequences to reinforce content on the right: Consortium members grant info website URL</p>