

Distributed Digital Twins for industrial SMEs: a big-data platform

DELIVERABLE 8.10 – COMMUNICATION TOOLS (III)

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Executive summary

IoTwin “Short Video Interviews” are a series of short videos aimed to highlight a specific aspect of the project with a colloquial language, targeting a general audience. They are suited for online communication through social media and web and can also be used to introduce a specific topic during online/live events.

1 Introduction

IoTwinS project foresees the creation of several videos during the project lifetime, each one with specific communication and dissemination purposes and targets, taking also into consideration the stage of development of the project and the achievement of results.

2 IoTwinS “Short Video Interviews”

IoTwinS “Short Video Interviews” are a series of short videos, with a duration of about 1 minute and 30 seconds each, aimed to highlight specific aspects of the project with a colloquial and not too technical language, targeting a general audience.

The short duration of the videos makes them suitable for several contexts like promotion on the web and on social media and to be used during events or presentations as an introduction of a specific project activity.

The videos have been developed all with the same script structure and graphic design, while the filming has followed different strategies, depending on the context.

In fact, due to Covid-19 restrictions, it has not been possible to have a “live” shooting for all partners and so two different strategies have been followed:

- For Italian partners a filming set was prepared in Bologna on June 10 and 11, 2021, applying all the foreseen safety measures against Covid-19. A scheduling for partner participation was defined in order to avoid overlapping, providing an interval of one hour between one video shooting and another one in order to sanitize and aerate the room.
- For all the other partners 2 alternative options were offered:
 - Self-recording of an audio speech to be then combined with a set of images or short videos already at the partner disposal
 - Self-registration of a video, respecting a set of specifications provided by ART-ER in order to have it similar to the ones shot in Bologna.

In both cases the partners provided a raw content later edited by ART-ER in order to give the same structure to all the final videos.

2.1 Video Structure

Each video follows the same structure:

1. Animated opening
2. Information on the speaker and its company/institution
3. Introduction of an “issue”, i.e. a specific need in the manufacturing/facility management contexts
4. Explanation on how that specific need is addressed in IoTwinS and how the issue is solved
5. Presentation of numerical data (when available) to quantify the IoTwinS impact
6. Animated ending.

2.2 Video links

The following videos were produced. A link for each video is provided. Specific communication launches will be performed in the next months on the web and social media (including the partners' websites and social media available). After the launch each video will be also published in the IoTwinS website.

Video content	Project reference	Partner	Speaker(s)
The IoTwinS project	Whole project	BRI	Francesco Millo
The IoTwinS platform	WP2	FOKUS	Daniel Nehls
AI services for distributed digital twins	WP3	UNIBO	Andrea Borghesi
Wind turbine predictive maintenance	Testbed 1	BRI	Paolo Cominetti
Machine tool spindle predictive behaviour	Testbed 2	FILL	Stefan Murauer Verena Stanzl Stephanie Haslinger
Predictive maintenance for a crankshaft manufacturing system	Testbed 3	ETXE TAR	Javier Diaz
Predictive maintenance and production optimization for closure manufacturing	Testbed 4	GCL	Edoardo Massano
Camp NOU sport facility management and maintenance	Testbed 5	FCB	Albert Mundet
EXAMON - holistic supercomputer facility management	Testbed 6	CINECA	Eric Pascolo
Standardization/homogenization of manufacturing performance	Testbed 9	GCL	Francesco Giovannini
EXAMON replication to other datacentre facilities	Testbed 10	INFN	Barbara Martelli
Camp NOU replicability towards smaller scale sport facilities	Testbed 11	BSC	Fernando Cucchiatti
Innovative business models for IoTwinS PAAS in manufacturing	Testbed 12	MARP	Alberto Sita