

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

DELIVERABLE 8.15 – PROMOTIONAL VIDEOS (III)

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Executive summary

The IoTwin final video is targeted to SME, focusing on IoTwin Platform and AI services. The video describes a “customer journey”, introducing how a SME can use IoTwin to develop its own digital twin and which are the advantages that the IoTwin solutions can bring to the company.

The video is aimed to create interest around the project, even after its end, developing an engaging storytelling exploiting the “gaming narrative”.

1 Introduction

The IoTwinS project foresees the creation of several videos during its 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 Final Video

The IoTwinS final video is targeted to SME, focusing on IoTwinS Platform and AI services. The video describes a “customer journey”, introducing how a SME can use IoTwinS to develop its own digital twin and which are the advantages that the IoTwinS solutions can bring to the company.

The main objectives of this video are:

- To explain IoTwinS complex concepts in an understandable way, also targeting non-specialists
- To create interest around the project, through an engaging storytelling
- To avoid duplication of the already produced videos, i.e. the interview (see D8.10 and D8.14) and the proximity video (see. D8.6)

We chose the “gaming narrative as a story”, presenting the customer journey as a SME digital avatar facing “enemies” (the difficulties that may arise in its business) and solving them through the IoTwinS enabled digital twin.

Gaming is a positive and engaging world and delivers the idea of “winning”, passing one's company "at the next level“. The videogame is in itself an alter-ego experiment in which the player becomes the protagonist through a software which allows him/her to create his/her own virtual twin that performs heroic deeds thanks to technology.

The user avatar is SMES (Small and Medium Enterprise) with its digital twin (SMES2)

The “customer journey” unfolds over 5 stages:

- INTRODUCTION: empathic approach with entrepreneurs who identify themselves in SMES
- PROBLEM: SMES encounters difficulties which translate into inefficiencies and costs
- SOLUTION: With IoTwinS, SMES2, the twin that overcomes difficulties, is born
- DISCOVERY: SMES & SMES2 discover the features of IoTwinS platform and services
- USE CASES: 3 “Levels” which are case history stories (test beds)

3 Video Structure

The video is available in 2 forms

- A full, 7 minutes long, video
- 6 video pills, each long between one minute and half and two minutes

Each video pills focuses on a specific aspect and include a 20 second introduction which explains the concept, introducing the digital avatar and IoTwinS as the bonus that allows to overcome difficulties.

Pills have been produced in order to better promote the video through social media, in fact short duration makes them better suited for on line promotion, and give the possibility to extend the promotion for several weeks, launching and promoting one video by one.

The Pills in details are focused on

- PILL 1: Introduction of the problems that a SME can face and appearance of IoTwinS that can provide the solutions
- PILL 2: How a Digital Twins works, introducing concepts such as AI, Big data, edge computing
- PILL 3: The IoTwinS platform, along with its main features and advantages
- PILL 4: Example 1, what can IoTwinS do for predictive maintenance.
- PILL 5: Example 2, what can IoTwinS do for optimization of production process
- PILL 6: Example 3, what can IoTwinS do for complex systems management

4 Links

Youtube (IoTwinS playlist on ART-ER channel):

- FULL Video: <https://www.youtube.com/watch?v=4wW4-leZVfU>
- PILL 1: <https://www.youtube.com/watch?v=K9NYIk16EUY>
- PILL 2: <https://www.youtube.com/watch?v=C0xNE4aWgjg>
- PILL 3: <https://www.youtube.com/watch?v=OPolOJ7kzzw>
- PILL 4: <https://www.youtube.com/watch?v=wwhYGV27940>
- PILL 5: <https://www.youtube.com/watch?v=N22Hq0hZfzA>
- PILL 6: <https://www.youtube.com/watch?v=k5z6eCEiOv8>