

# DAIS: Distributed Artificial Intelligence Systems



## D6.1 Public website and social media presence at the project start

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## DOCUMENT HISTORY

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0.1	2021-07-30	Daniella Magnusson/RISE	First draft created and sent for internal review
0.2	2021-07-30	Eveliina Juntunen/RISE	Removed sections from the document and added them to upcoming deliverables instead.
0.3	2021-08-01	Ali Balador/RISE	Added additional information about the difference in content and frequency of posts between the different social media channels. Added number of followers, likes and posts to the social media channels. Clarified the description of responsibilities. Added that the dissemination activities will not only target EU but also US and Asia. Made smaller linguistic changes.
1.0	2021-08-04	Daniella Magnusson/RISE	Final version created after internal review.

# TABLE OF CONTENTS

<b>1.</b>	<b>INTRODUCTION</b>	<b>5</b>
<b>2.</b>	<b>DAIS WEBSITE</b>	<b>6</b>
2.1	Website objective	6
2.2	Responsibilities and Updates	6
2.3	Target Audience	6
2.4	Partner Websites	7
2.5	Project Logo and Corporate Identity	7
2.6	Website pages	8
2.6.1	Home page	8
2.6.2	Project page	9
2.6.3	Technology lines page	10
2.6.4	Demonstrators page	11
2.6.5	Partners page	11
2.6.6	Results and Media page	12
2.6.7	Contact page	13
<b>3.</b>	<b>DAIS SOCIAL MEDIA</b>	<b>13</b>
3.1	Linkedin	13
3.2	Twitter	14
3.3	Facebook	15
3.4	Youtube	15
3.5	Newsletter	15
<b>4.</b>	<b>CONCLUSIONS AND NEXT STEPS</b>	<b>16</b>
4.1	Further Material planned	16

# LIST OF FIGURES

Figure 1 DAIS Logo Blue .....7

Figure 2 DAIS Logo White .....7

Figure 3 DAIS Website home page .....9

Figure 4 Project page (subheading) .....10

Figure 5 Technology lines page (subheading) .....10

Figure 6 Demonstrators page (subheading).....11

Figure 7 The first part of the partner list (Partner page).....12

Figure 8 Press page (subheading) .....12

Figure 9 DAIS Contact page.....13

Figure 10 DAIS LinkedIn.....14

Figure 11 DAIS Twitter.....14

Figure 12 DAIS Facebook .....15

Figure 13 DAIS Youtube.....15

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## 1. Introduction

The DAIS project has developed a website and ensured social media presence according to deliverable D6.1 'Public website and social media presence at the project start'. The website went public in May 2021 and shortly after that, the LinkedIn, Twitter and Facebook accounts were created, and lastly the Youtube account. The website and the social media accounts were designed in a homogenous way to make sure that the project is recognized by the readers and that it looks professional. By having a strong presence online, DAIS can market the project outside the project consortium and ensure that the target audience, interested parties and the general public are reached with information about the project and can learn more about the project and the field. The website and social media goal for DAIS is to post 450 posts on the different channels. By being present in multiple different medias, the project can also target different audiences. The idea is to start by targeting EU with the dissemination of project outcomes and then target US and Asia.

This document intends to report deliverable D6.1 by providing a description of the DAIS website and social media channels and thereby demonstrate that DAIS has an active online presence through the website and social media. This document do not intend to describe the general dissemination or communication activities or present the working processes or upcoming activities regarding the website and social media but instead those aspects will be presented in upcoming deliverables, such as D6.2 'Initial plan for project exploitation, dissemination, standardization, and communication' and D7.1 'Project Handbook'.

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## 2. DAIS WEBSITE

The DAIS website (<https://dais-project.eu/>) was created in early stages of the project and went public in May 2021. The website is an essential part of DAIS dissemination activities and, combined with social media, the most important tool for marketing the project outcomes. The website also acts as a contact point for interested parties. The website is regularly updated and is managed by a team, including the project coordination team, graphic designer and a communication officer.

The website was designed to be useful for an external audience but also for internal partners in the project. It was designed to be easy to read and understand for people that have no previous experience or understanding of the project or the field and the reader should also quickly be able to find the content they are looking for. The website provides an overview of the project, the key objectives and key innovations as well as partner presentations and a contact form to get in touch with DAIS coordination team. It informs about ongoing activities and hosts public project deliverables and publications, newsletters and news from the project.

### 2.1 Website objective

The main objective with the website was to provide an informative space about DAIS for both external and internal partners. The aim of the website is to spread information about the project and to provide information on status and progress of the project as well as provide information about activities and events, present important achievements within the project and give insight into the research work.

### 2.2 Responsibilities and Updates

The leader for WP6 (Dissemination, exploitation and standardization) together with the coordination team at RISE are responsible for building project awareness, ensuring effective dissemination of project results and communicating project results and achievements to external parties. The WP6 leader and RISE are also responsible for collecting material from partners and uploading the material to the website and social media regularly. This includes coordinating communication activities and includes ensuring that the information on the website is relevant, add new information and upload project results, published papers, public deliverables and news.

### 2.3 Target Audience

As previously mentioned, the target audience is both an external audience but also internal partners in the project. The website aims at reaching a wide audience, including:

- DAIS project partners
- Research and education organizations
- Experts from industry and academia
- Governmental organizations
- Wide external audience such as press, media, broad public.
- Public authorities (National, ECSEL, EC)
- Decision makers, NGOs, policy networks, standardization bodies.

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## 2.4 Partner Websites

The DAIS project partners are encouraged to use their own company websites to link and promote the DAIS project and the DAIS website and social media.

## 2.5 Project Logo and Corporate Identity

The DAIS logo was created for communication both internally and externally and the main purpose of the logo is to ensure a uniform appearance and to establish a joint image of the project. The logo is intended to be used in all external communication and dissemination in the project and used in every document, both internally and externally, and on the website and social media. The project partners have access to the logos via Sharepoint.

When developing the logo, all partners in DAIS were asked to provide opinions and feedback on multiple proposals that were provided by RISE. RISE then improved the logo to meet these comments and designed a final logo that was considered best suitable for all partners and for the project. It was decided to keep the logo clean and easy to recognize and it was not considered necessary to include any text (except for project acronym) in the logo. The font in the logo was decided to be clear and easy to read and was designed in two different versions, one version that can be used on a light background with blue font and one that can be used on a dark background with white font.

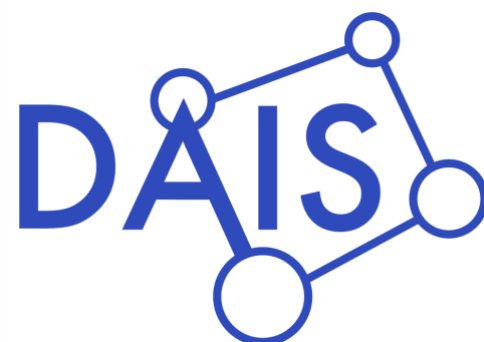


Figure 1 DAIS Logo Blue

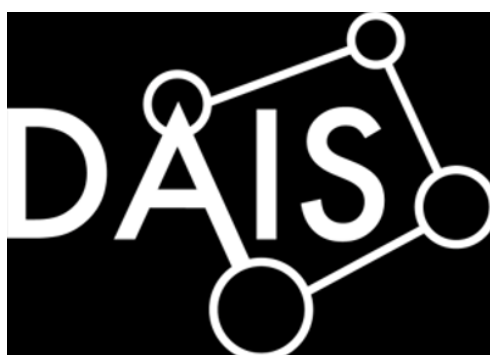


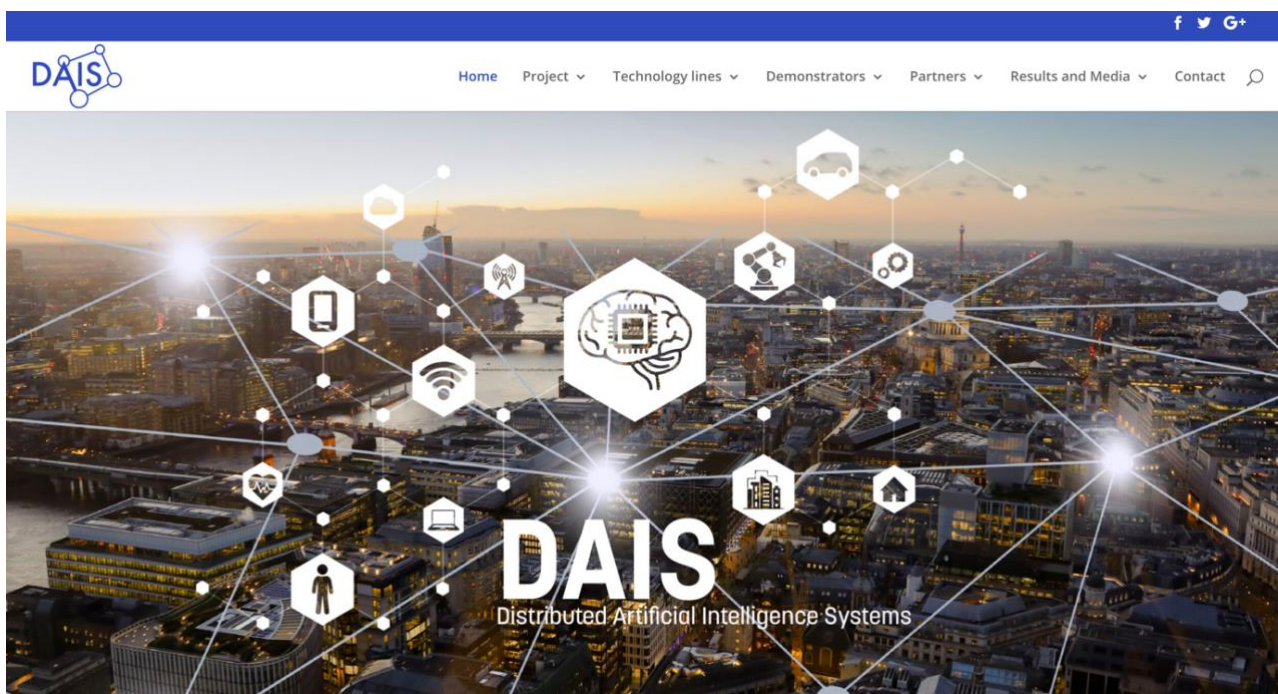
Figure 2 DAIS Logo White

## 2.6 Website pages

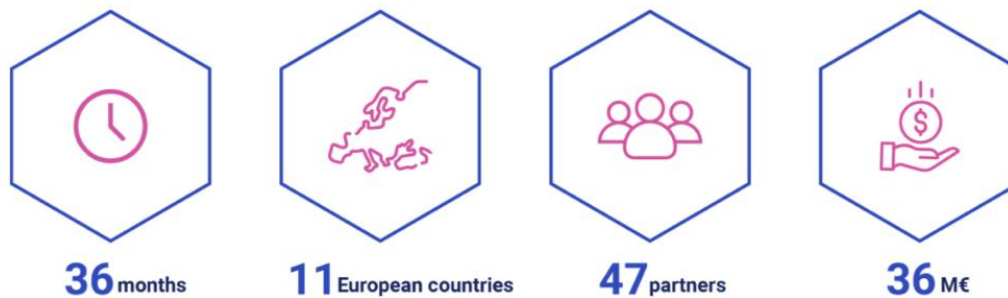
The website is currently composed of a home page, project page, technology lines page, demonstrator page, partner presentation page, page for results and media, page with contact information and a search bar.

### 2.6.1 Home page

The home page of the website was designed to provide a easy to understand first overview of the project and includes a menu bar in the heading with the different pages of the website. The home page also includes basic information about the project in a short summary and key numbers of the project are also lifted to demonstrate the size of the project. The first page also includes two columns that present the most recent news in the project and the DAIS Twitter feed. The link to DAIS Twitter feed, together with links to Linkedin and Facebook, are also available on the top right corner of the project first page. Below you find screenshots showing the website home page.

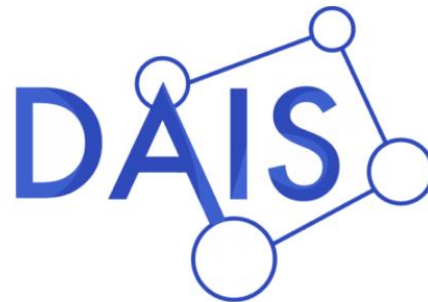






## ABOUT DAIS

DAIS – Distributed Artificial Intelligent System, a pan-European effort with 48 partners from 11 countries, aims at creating an intelligence centred heterogeneous distributed edge computing systems and solutions. DAIS approach is to develop intelligent, secure and trustworthy systems for industrial applications to provide comprehensive cost and energy-efficient solutions of intelligent, end-to-end secure, trustworthy connectivity and interoperability to bring the Internet of Things and Artificial Intelligence together.



Digital Industry



Digital Life



Transport & smart mobility

### NEWS

#### Project kickoff meeting

maj 2, 2021

DAIS project started officially on May 1st 2021 and now it is time to start for real! Next week, during 3 days (10th-12th May), all the 47 DAIS consortium partners all over Europe will join together for the first time in a Kick-Off Meeting held remotely this year. This will be the start for the next 36 months we will work together...

[læs mer](#)

### TWEETS

**DAIS ECSEL Project** [Follow](#)

DAIS ECSEL Project Retweeted

**TST / IoT solutions** @TSTsistemas · 7 jul

!! Con el proyecto @DaisEcsel, TST afianza su posicionamiento internacional gracias al desarrollo de tecnologías para la creación de dispositivos #IoT con inteligencia artificial integrada | Más información >> <http://tst-sistemas.com/con-el-proyecto-dais-tst-afianza-su-...>

1 3 Twitter

**DAIS ECSEL Project** @DaisEcsel · 14 jun

#DAIS will be presented at AIAI 2021 conference during the special session "New Frontiers in #EdgeComputing & #DistributedAI" that will be held by Anna Hristoskova.

No fee or registration is required. You can simply follow <https://bit.ly/3gickk2> at 12:15 CET on 25 June.

2 4 Twitter

[Load More...](#)

Figure 3 DAIS Website home page

## 2.6.2 Project page

The project page provides a more in-depth understanding of the project and in the subheadings, the abstract and general overview and concept is presented. The project page also presents the workplan in one of the subheadings.

## General Overview and Concept

In recent years, technological developments in consumer electronics and industrial applications have been advancing rapidly. More and more, small, networked devices are able to collect and process data anywhere. This **Internet of Things (IoT)** is a revolutionary change for many sectors like building, automotive, digital industry, energy, etc. As a result, the amount of data being generated at the Edge level has and will increase dramatically, resulting in higher network bandwidth requirements. In the meantime, with the emergence of novel applications, lower latency of the network is required. The new paradigm of edge computing (EC) provides new solutions by bringing resources closer to the user, keeps sensitive & private data on device, and provides low latency, energy efficiency, and scalability compared to cloud services while reducing the network bandwidth.

At the same time, there is an increasing need to use **Artificial Intelligence (AI)** at the edge. Today, AI applications based on machine learning (especially deep learning algorithms) are being fuelled by advances in models, processing power, and big data. The developments of AI applications mostly require processing of data in centralized cloud locations and hence cannot be used for applications where milliseconds matter in safety-critical applications, such as in autonomous vehicles, for example. Similarly, for face recognition and speech translation applications, there is high temporal requirements for processing either online or offline. In addition to speed, edge computing offers security benefits due to wider data distribution at the edge level. Reducing the distance data has to travel for processing means decreasing the opportunities for trackers and hackers to intercept it during transmission and preserves its privacy. With more data remaining at the edges of the network, central servers are also less likely to become targets for cyberattacks.

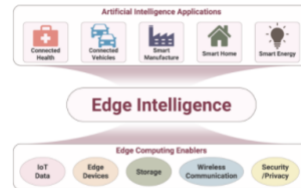


Figure 1: Edge Intelligence

Migrating the AI functions from the cloud to the edge is highly regarded by industry and academy. In the **Edge Intelligence (EI)** scenario, advanced AI and machine

Figure 4 Project page (subheading)

## 2.6.3 Technology lines page

The technology lines page presents the different technology lines under separate subheadings (Edge hardware, Enabling Software, Coordination and orchestration of distributed AI, Security and privacy, Communication technologies), including which Supply Chain (SC) is working on each technology line, what their objectives are, their planned results and involved partners.

### Edge hardware

Computing at the Edge requires low-power computational nodes integrated with sensory and actuation systems. These nodes also require a secure and reliable communication methodology to connect to the rest of the world, typically Cloud based systems undertake further data analysis and processing. Historically, the Edge has primarily been a data acquisition node for the centralised processors. While simple, communication between the Edge and Cloud has provided a significant bottleneck, particularly in light of expansion of low-cost sensory nodes and large scale Internet of Things. The large redundant data being transmitted from the Edges can be converted into small packets of information by suitably utilising machine learning and AI tools at the Edge itself. This requires development of an entire chain of new hardware as well as integration of this with the existing ones. At one hand, new neuromorphic sensors need to be built and integrated. On the other hand, AI embedded systems designed on programmable hardware needs to be integrated with existing sensory nodes. Finally, there is a need to build a secure communication. The DAIS project aims to build the supply chain for this Edge hardware in Europe. The ambition is to build platforms and components which can be generic and hence find application in a large variety of environments. In addition, we also aim to demonstrate these AI at the Edge through a number of hardware as well as system demonstrators.



#### Objectives

- 1) Define the hardware requirements and architectures for Edge AI, both in terms of trainable systems as well as previously trained systems and define component level specifications for these
- 2) Data processing partitioning between AI hardware and software for optimal Edge applications
- 3) Design, build and test neuromorphic AI systems, through ASIC chips and FPGA
- 4) Integrate these with a number of sensory systems
- 5) Reduce data output to produce meaningful information and enhance quality, security and integrity of this information being transferred to backend systems
- 6) Adapt and build hardware for applications of demonstrator use-cases, both for the hardware supply chain as well as system level applications

#### Results:

We target for two pronged results. One would be standalone AI systems in both analogue and digital hardware which can be integrated with a range of Edge systems. The second would be dedicated hardware for application specific demonstrators supporting digital life, industry and mobility.

#### Partners:

FHG (Leader), NXPGE, NXPNL, TUD, Akim, KT, TST, UZL, ALM, Imec, Cosylab, INBV, JSI, UCAN, PDM, BEV

Figure 5 Technology lines page (subheading)

## 2.6.4 Demonstrators page

The demonstrator page presents the different demonstrators under separate subheadings (Digital industry, Digital life, Transport and smart mobility), including the general objectives and involved partners.

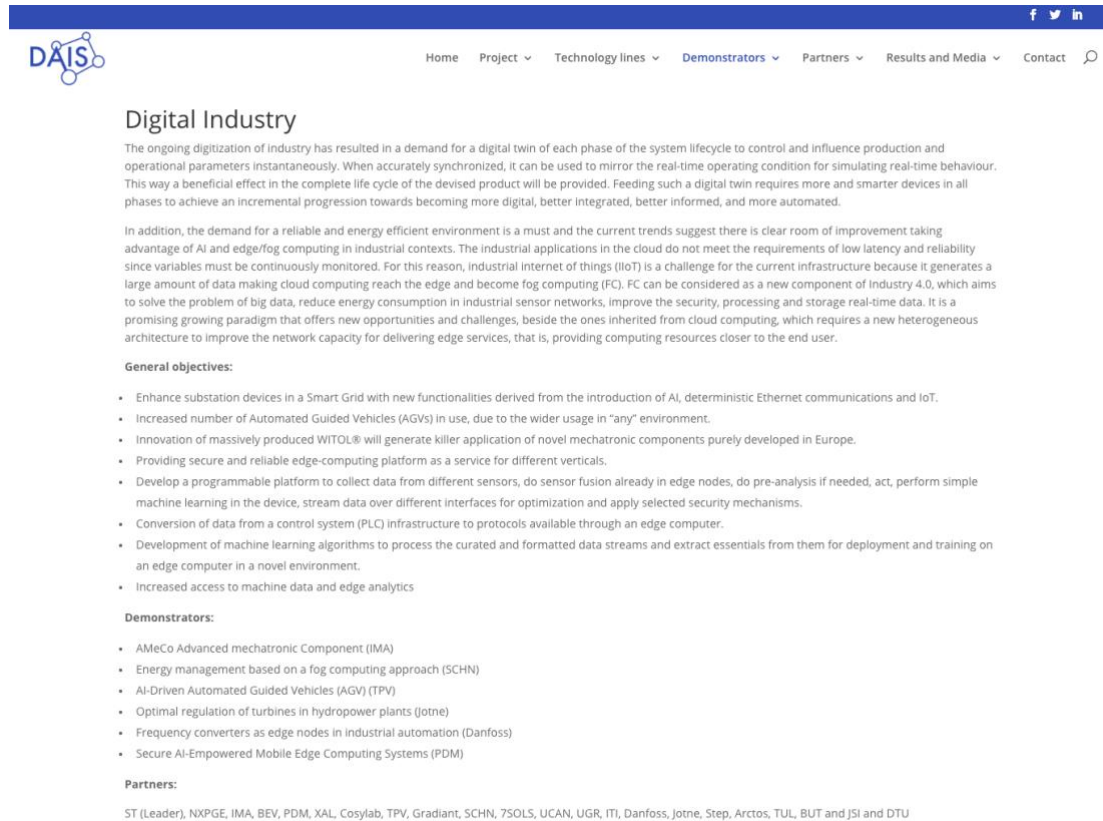


Figure 6 Demonstrators page (subheading)

## 2.6.5 Partners page

The partner page lists all partners and each partner are presented briefly in the lists. The partners are all currently listed in one list but they will also be grouped by national clusters.

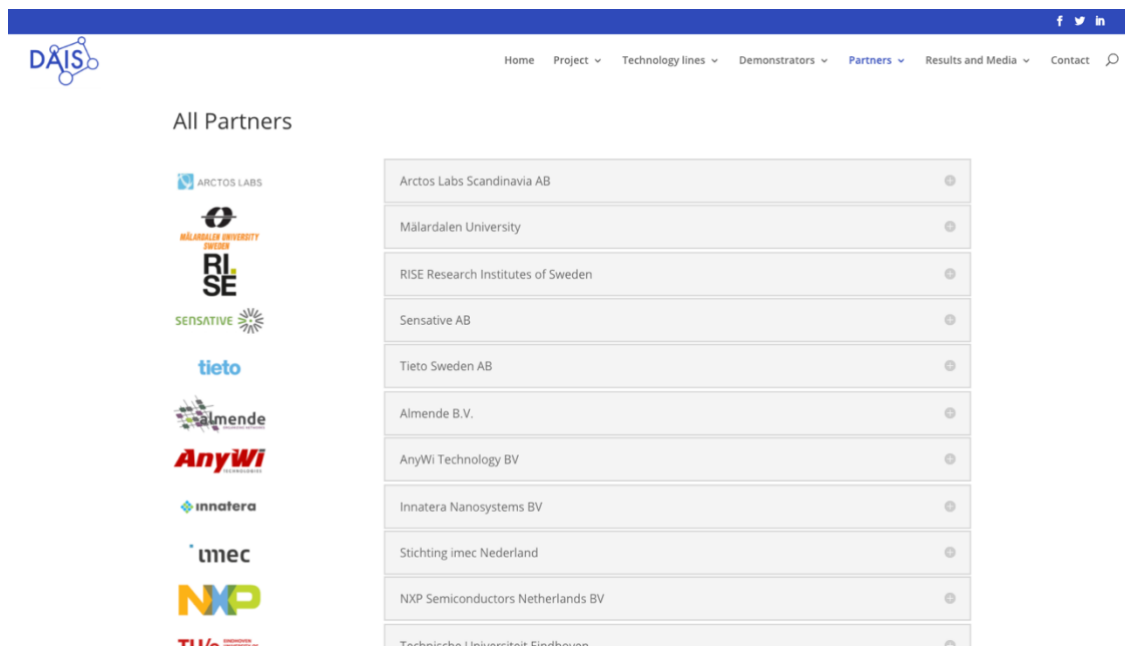


Figure 7 The first part of the partner list (Partner page)

## 2.6.6 Results and Media page

It is in the under this page that all results and media will be uploaded under separate subheadings. The subheadings are currently press, publications, deliverables, presentations and seminar/webinars. Each subheading have the same appearance but will be filled with different material that the reader can download.

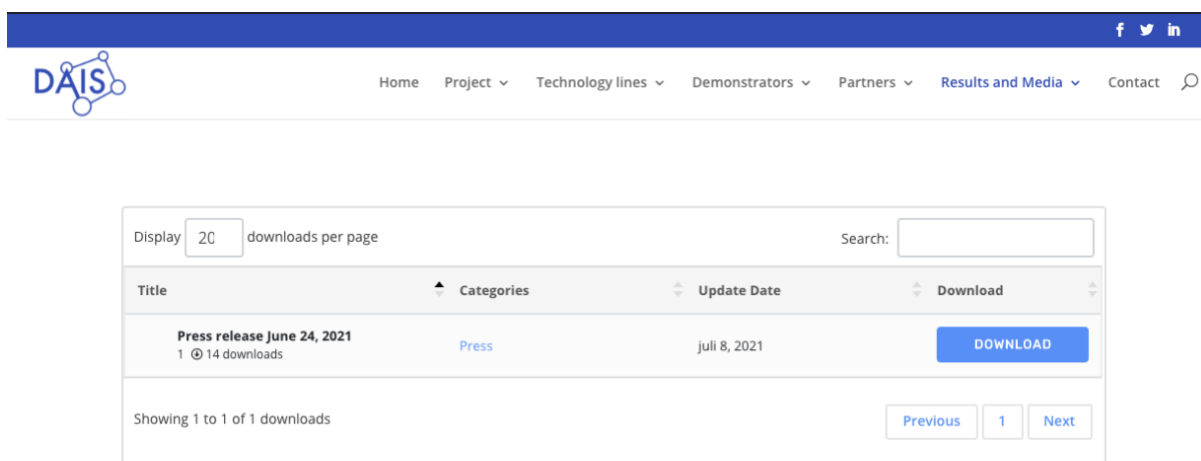


Figure 8 Press page (subheading)

## 2.6.7 Contact page

The website have a dedicated page for contacting the project coordinators. The reader can choose between contacting one person in the coordination team directly by copying their email address or pressing their social media or they can choose to use the contact form.

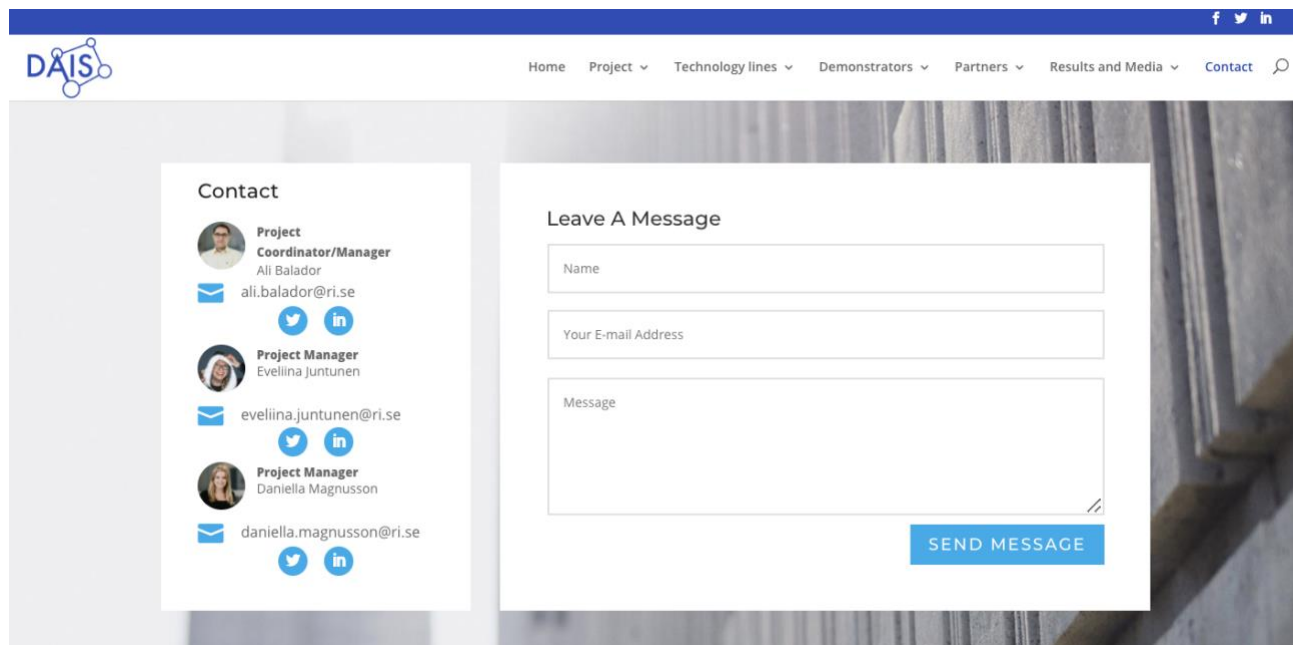


Figure 9 DAIS Contact page

## 3. DAIS Social Media

The DAIS project social media channels are important tools for marketing the project and consist of LinkedIn, Twitter, Facebook and Youtube. The social media channels are regularly updated with news, recent activities, publications and results. All channels are however not always updated with the same content but the content and number of posts vary depending on the type of social media. We will for example focus more on posting often on Twitter (for example posting partner activities) and more on posting less frequently but more qualitative posts on LinkedIn (for example project news and project events) due to their different environments and audiences. The different DAIS social media channels are briefly described in this section.

### 3.1 LinkedIn

To reach experts and professionals via social media, the DAIS project established a LinkedIn profile. LinkedIn is mostly seen as a professional social media and mostly used for more professional communication between businesses and between individuals in their professional roles and was therefore considered to be a suitable social media to reach experts and professionals. We currently have 108 members, 3 posts and 70 likes on LinkedIn. The DAIS LinkedIn page can be found here: <https://www.linkedin.com/groups/12504665/>

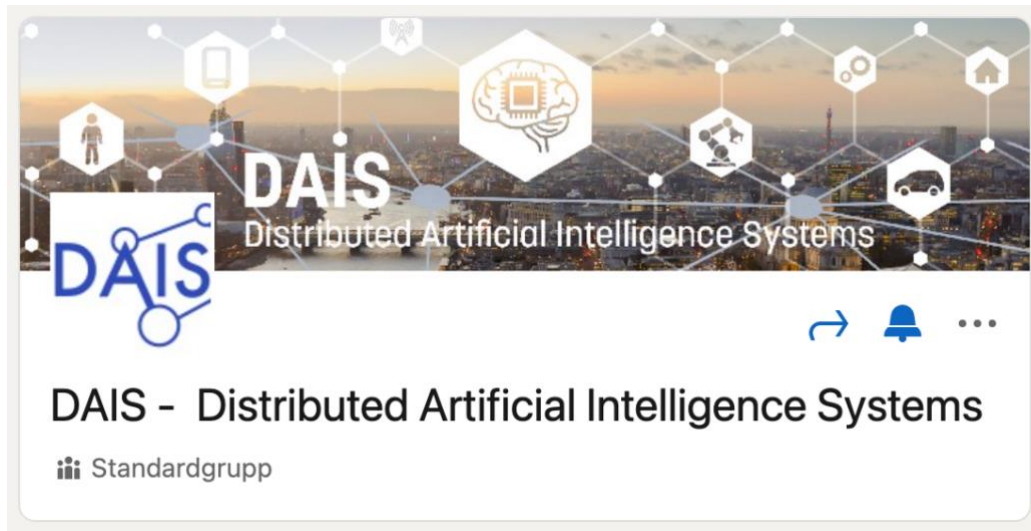


Figure 10 DAIS LinkedIn

### 3.2 Twitter

To reach both the general public and professionals, a Twitter account was developed. We currently have 44 followers, 12 tweets and replies and are following 51. The twitter feed is a quick and easy way to update about what is ongoing in the project and share news and activities. The updates in the Twitter feed are also visible on the website homepage. The Twitter feed can be found here: <https://twitter.com/DaisEcsel?s=20>



Figure 11 DAIS Twitter



### 3.3 Facebook

To reach the general public, a Facebook page was developed. We currently have 17 followers, 14 likes and one post. The Facebook page can be found here: <https://www.facebook.com/DAISProject>



Figure 12 DAIS Facebook

### 3.4 Youtube

A Youtube page was created to allow for video communication. Videos regarding the project will be uploaded to Youtube and then spread in the other social media. We currently have no videos uploaded and no followers. The Youtube page can be found here: <https://www.youtube.com/channel/UCqz1eSUetWT3LztZAY96D9w>

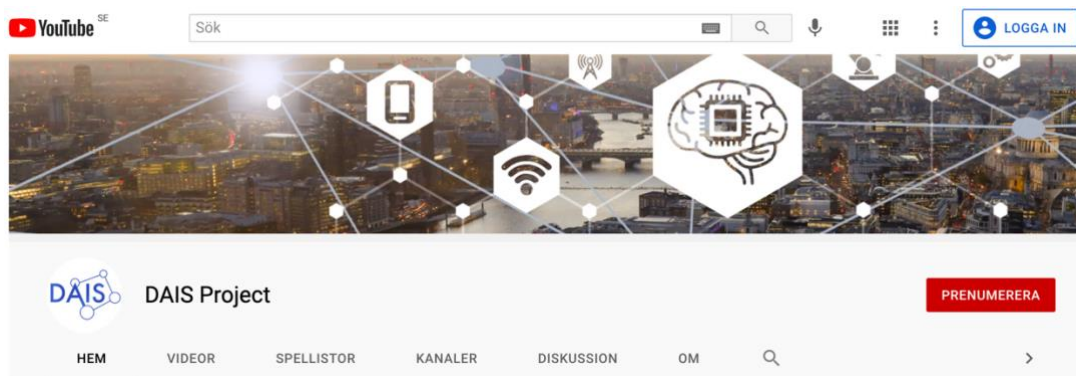


Figure 13 DAIS Youtube

### 3.5 Newsletter

DAIS newsletters will be published on the website and on the social media (Twitter, LinkedIn and Facebook). The newsletter will spread information about what is ongoing in the project, what has been achieved so far and results.

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## 4. Conclusions and next steps

The above mentioned website and social media was designed and developed to market the project and ensure that the target audience, interested parties and the general public are reached with information about the project and can learn more about the project. A key factor in these marketing activities and channels are that DAIS have a professional corporate identity and joint image which allows for the project to be recognized as the same project when communicating in different places early in the project which creates a base to build on.

### 4.1 Further Material planned

Upcoming activities planned are:

- Create a booklet presenting the project and partners that can be used to present DAIS.
- Update the website after additional feedback to make it even more user friendly and easy to understand.
- Add project partners under their respective country page on the website.
- Upload partner presentations to Youtube.
- Plan for upcoming deliverables that further develops the working processes of the website and social media (D6.2 Initial plan for project exploitation, dissemination, standardization, and communication, D7.1 Project Handbook and D7.2 Quality plan).