

IROS On-Demand – Partner Levels (10/14/20)

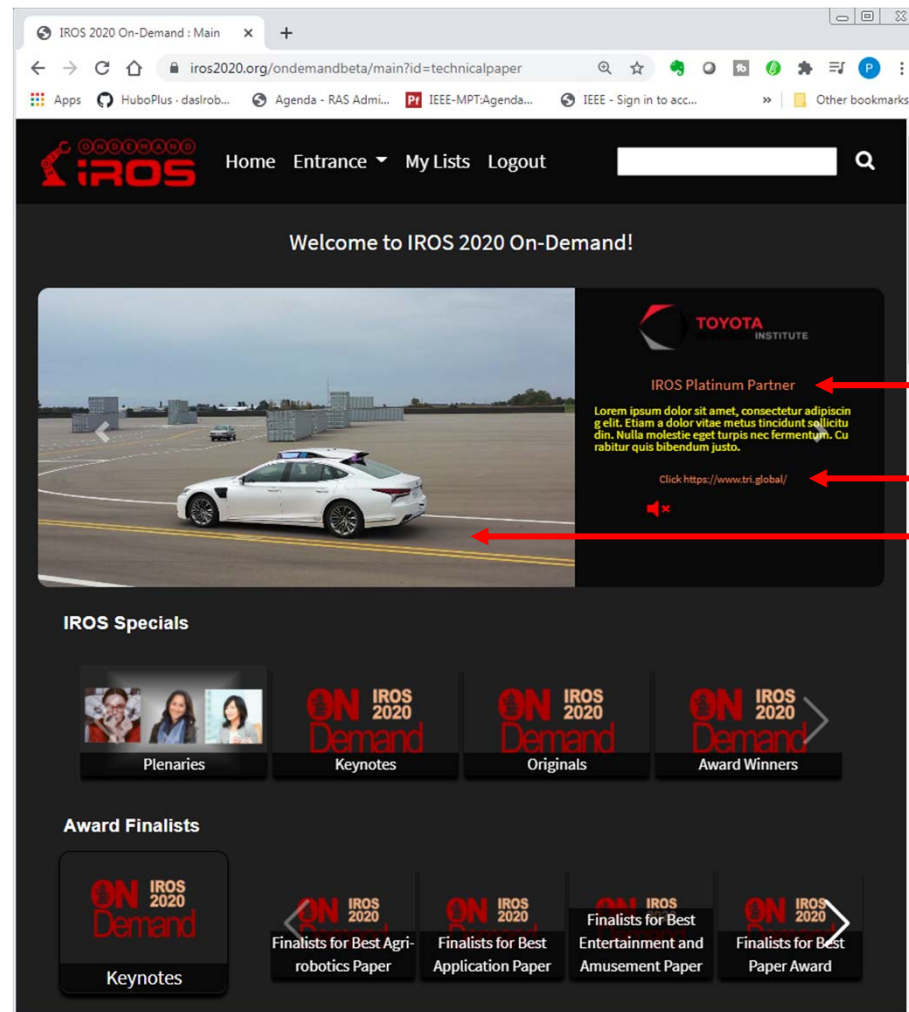
Partner Level	Landing Page	Carousel	My Watchlist	Portal Entrance	Cost
Platinum	X	X		X	\$8,000
Gold		X		X	\$6,000
Silver			X	X	\$4,000
Bronze				X	\$2,000

Landing Page (In-person Conference analog: 20x20 SQF Booth in middle of Ballroom)

Description: After user logs in, one immediately sees a dynamically scrolling window. This window plays a series of videos; a video plays about 10-seconds and then automatically scrolls to the next one.

Dynamically
Scrolling Window

Carousels:
vertically scroll to
see different
genres; horizontal
scroll to view
different sessions



Partner's logo and 25-word ad

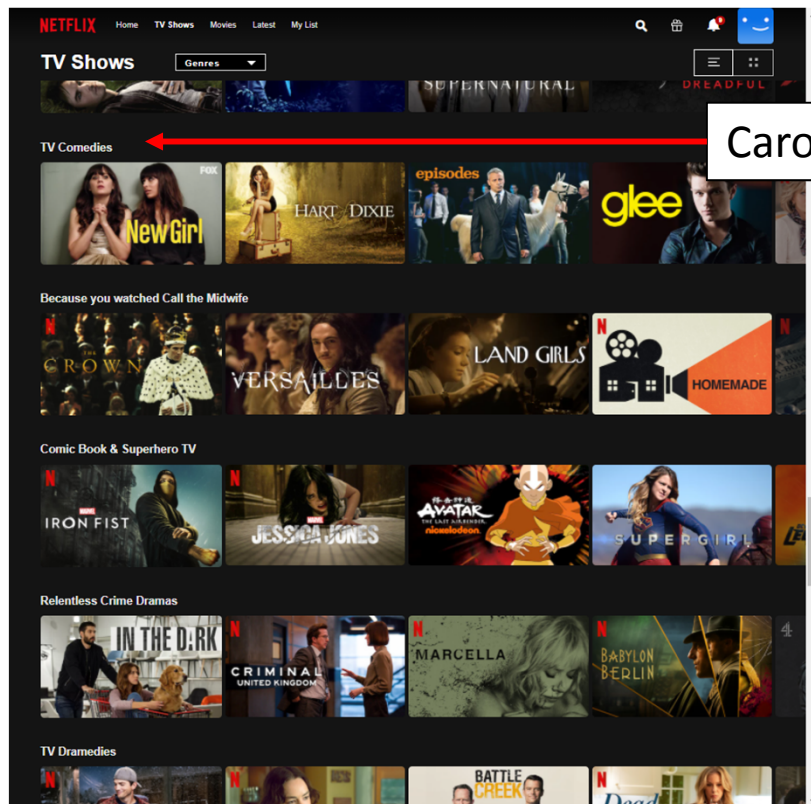
Partner's website

Partner's video plays

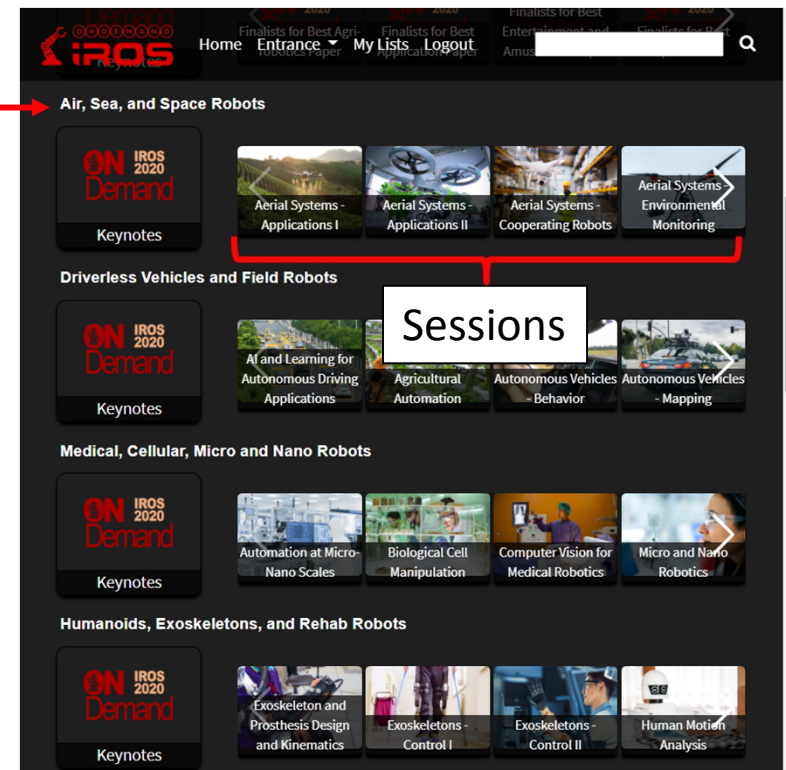
Carousel (In-person Conference analog: 20x20 SQF at a Pavilion e.g. Aerial, Sea and Space Robots)

Description: Netflix labels Carousels by genres (e.g. TV Comedies); one scrolls *vertically* to see different **genres** (e.g. TV Dramas, TV Sci-Fi, etc). Each carousel hosts individual **shows** and one scrolls *horizontally* to see different show options (e.g. The Office, Parks and Rec, etc). One clicks on a show to see the list of **episodes**.

On-Demand's analog is genres are **robotic pavilions** (e.g. Air, Sea and Space Robots) and shows are **Sessions** (e.g. Aerial Systems 1, Aerials Systems 2, etc). Episodes are the individual **Technical Talks** (6 to 8 fifteen-min talks).



Carousels



Sessions

Carousel (continued)

IROS On-Demand has 12 Carousels that capture the 1400+ technical talk videos:

Carousel Name	# of Sessions
Air, Sea, and Space Robots	20
Driverless Vehicles and Field Robots	19
Medical, Cellular, Micro and Nano Robots	15
Humanoids, Exoskeletons, and Rehab Robots	21
Localization, Mapping and Navigation	42
Dynamics, Control and Learning	27
Design, Mechanisms, Actuators, Soft and Bio-Inspired Robots	21
Perception, Action, and Cognition	38
Grasping, Haptics and End-effectors	20
Human-Robot Interaction, Teleoperation and Virtual Reality	17
Swarms and Multi-Robots	11
Industry 4.0	8

Carousels with 8 to 27 sessions: Partner's video plays in every session

Carousels with more than 28 sessions: Partner's video plays in 50% of the sessions.

Sessions

Technical Talks

The screenshot shows the IROS On-Demand website interface. At the top, there's a navigation bar with 'Home', 'Entrance', 'My List', and 'Logout'. Below this, the main heading is 'Localization, Mapping and Navigation'. A welcome message says 'Welcome to the Session : "Collision Avoidance I"'. The main content area features a large video player with a Naver Labs logo and a 'Watch Now' button. Below the video player, there's a section titled 'Roadmap Subsampling for Changing Environments' with a 'Watch Now' button. At the bottom, there's a section titled 'Robot Navigation in Crowded Environments Using Deep Reinforcement Learning' with a 'Watch Now' button and an 'Open PDF files' link. A red arrow points from the 'Sessions' label to the carousel, and another red arrow points from the 'Technical Talks' label to the carousel. A third red arrow points from the 'Partner video's plays, logo, ad, and website' label to the Naver Labs logo.

Platinum and Gold Partners get a Carousel (up to 27 sessions) exclusively (subject to availability and agreement date)

Carousel (continued)

Previous table showed the 12 Carousels and number of Sessions in each one. On-Demand developers would work with Partner to choose carousel. This helps Partner identify and align with the attendees they most want to showcase to.

Example Sessions in Carousel: “Air, Marine and Space Robots”

- ☐ Aerial Systems - Applications I
- ☐ Aerial Systems - Applications II
- ☐ Aerial Systems - Cooperating Robots
- ☐ Aerial Systems - Environmental Monitoring
- ☐ Aerial Systems - Mechanics and Control I
- ☐ Aerial Systems - Mechanics and Control II
- ☐ Aerial Systems - Mechanics and Control III
- ☐ Aerial Systems - Path Planning
- ☐ Aerial Systems - Perception
- ☐ Marine Robotics
- ☐ Marine Robotics - Mechanisms
- ☐ Marine Robotics - Perception
- ☐ Marine Robotics - Planning and Control
- ☐ Perception for Aerial Systems
- ☐ Planning for Aerial Systems
- ☐ Sensor Fusion for Aerial, Autonomous, and Marine Robotics
- ☐ Space Robotics - Control
- ☐ Space Robotics - Perception
- ☐ Space Robotics - Systems
- ☐ UAV Planning

Platinum and Gold Partners choosing this Carousel would have their video, ad, and webpage displayed exclusively in all 20 sessions (subject to availability and agreement date). There are about $6 * 20 = 120$ Technical talk videos in this Carousel

Partners can ask On-Demand developers for a list of all sessions in a particular Carousel

My Watchlist (In-person Conference analog: 10x10 SQF Booth near Ballroom Entrance)

Description: On-Demand allows users to tag videos to add to their personal watchlist. This is a popular feature and will likely be viewed many times by users.

The screenshot shows the IROS website's 'Watchlist Page'. At the top, there's a navigation bar with 'Home', 'Entrance', 'My Lists', and 'Logout'. The main content area features a large video player. On the left side of the video player, the 'da Vinci' logo is displayed with 'SURGICAL SYSTEM' underneath. On the right side, there's a section for 'INTUITIVE' with the text 'IROS Silver Partner' and a 25-word ad. Below the ad, there's a link to 'Click https://www.intuitive.com/en-us/'. A red arrow points from the 'Partner's website' label to this link. Another red arrow points from the 'Partner's video plays' label to the video player. Below the video player, there's a section titled 'My Lists : Technical Talks' which contains three video thumbnails. A red bracket on the left side of the video player is labeled 'Dynamically Scrolling Window'. A red bracket on the left side of the 'My Lists' section is labeled 'Tagged Videos added to user's Watchlist'. A yellow box at the bottom contains the text: 'Silver Partners share this Dynamically Scrolling Window. A Partner's video/ad/URL plays for 10-seconds before scrolling to the next Partner's video.'

Watchlist Page

da Vinci[®] HD
SURGICAL SYSTEM

INTUITIVE

IROS Silver Partner

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Etiam a dolor vitae metus tincidunt sollicitudin. Nulla molestie eget turpis nec fermentum. Curabitur quis bibendum justo.

Click <https://www.intuitive.com/en-us/>

Partner's logo and 25-word ad

Partner's website

Partner's video plays

My Lists : Technical Talks

UAV-Aided, Unsupervised Anomaly Detection Using Deep Neural Networks for Aerial Surveillance

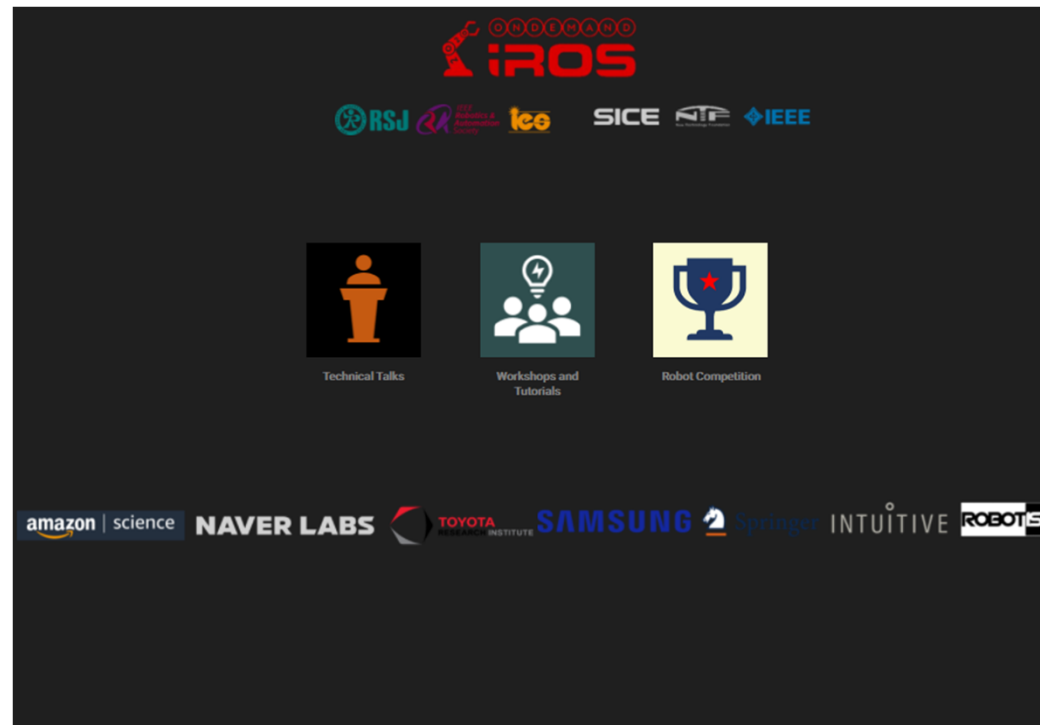
Staging energy sources to extend flight time of a multibody UAV

Accurate, Low-Latency Visual Perception for Autonomous Racing: Challenges, Mechanisms, and Practical Solutions

Silver Partners share this Dynamically Scrolling Window. A Partner's video/ad/URL plays for 10-seconds before scrolling to the next Partner's video.

Portal Entrance (In-person Conference analog: 10x10 SQF Booth in Ballroom Rear)

Description: Upon logging into On-Demand, the user is confronted with the Portal page below. This allows the user to select (1) Technical Talks (where all Sessions are); (2) Workshops/Tutorials; and (3) Robot Competitions. One sees Partner logos on the bottom of this Portal entrance.



} Platinum, Gold, Silver, and Bronze Partner logos

Bronze Partner's logo is added to Platinum, Gold and Silver logos. Bronze Partners have no videos or ads

Summary

On-Demand's prime "real estate" is the Landing Page and Carousels. This is best for maximizing a partner's visibility and to reach target audience.

Platinum (\$8K) essentially get the same features as Gold (\$6K) **plus** their video/ad/URL on the Landing Page

Silver (\$4K) partners share a dynamically scrolling window on the "My Watchlist" page. A Silver partner gets visibility from a wide range of users whenever they access their watchlist.

Bronze (\$2K) partners are recognized at the Portal Entrance; their logo is grouped with all Partners (Platinum, Gold, Silver and Bronze).

Partner Level	Landing Page	Carousel	My Watchlist	Portal Entrance	Cost
Platinum	X	X		X	\$8,000
Gold		X		X	\$6,000
Silver			X	X	\$4,000
Bronze				X	\$2,000