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D1.1 PROJECT PRESENTATION

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Contributors:

Luis López (URJC)
Miguel París (URJC)
Santiago Gala (URJC)
Raul Benítez (URJC)

Internal Reviewer(s):

Fabio Luciano Mondin (TI)
Claudio Venezia (TI)

Version History

Version	Date	Authors	Sections Affected
1.0	11/02/14	Luis López	Creation
1.1	26/02/2014	Luis López	Added slide showing developer can choose elements for creating pipelines (following reviewers comments). Added slide showing exploitation strategy (following reviewers comments)

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1 Executive summary

This document contains a description of the NUBOMEDIA project presentation PPTX file. The presentation itself can be obtained at the NUBOMEDIA web page (<http://www.nubomedia.eu/page/deliverables>) or at the following slideshare link: <http://www.slideshare.net/LuisLopez235/nubomedia-an-elastic-platform-as-a-service-paas-cloud-for-interactive-social-multimedia>

2 Project presentation objectives

The project presentation has been created as a tool for providing a summary of what the NUBOMEDIA project is about so that interested readers can obtain all the relevant information in a fast and efficient manner. The NUBOMEDIA presentation has been created with the 10/10 rule in mind: it contains around 10 slides that can be explained in around 10 minutes. The presentation is intended to be useful in the following scenarios:

- In the NUBOMEDIA project web site, where it should be made available for download and visualization as a mechanism that may be used by stakeholders (including developers, researchers, policy makers and citizens) for understanding what the project is about.
- At dissemination events where NUBOMEDIA team members may need to perform a fast (formal or informal) introduction of the project.
- As initial content for the creation of more in-deep presentations of the project technologies.
- As initial content for the creation of flyers or other marketing material.

For achieving this objective, the presentation has been created with the aim of answering three fundamental questions: Why NUBOMEDIA? What's NUBOMEDIA? And How NUBOMEDIA can be used and exploited?

The presentation has been designed for being more intuitive than exhaustive. For this reason the text content has been minimized and replaced by graphs, diagrams and pictures trying to transmit the relevant information in direct and efficient way.

3 Project presentation structure

The project presentation is structured in 12 slides containing the following information:

3.1 Slide 1: Title

This slides contains the project title, logo and provides information about the EC instruments which are co-founding the execution of the NUBOMEDIA project.

3.2 Slide 2: Problem statement: interactive multimedia development is hard

This slide tries to answer the “why’s” of the project. It presents the main problem developers face when creating multimedia applications: complexity.

3.3 Slide 3: With NUBOMEDIA developing is just a Lego game

This slide partially answers the “why” and the “what” questions. It shows how NUBOMEDIA plans to face the complexity problem.

3.4 Slide 4: NUBOMEDIA provides a rich toolbox of innovative capabilities

This slide is devoted to answer the “what” showing that NUBOMEDIA provides a rich toolbox of capabilities that developers can use for creating their applications and services.

3.5 Slide 5: NUBOMEDIA applications are just pipelines of toolbox elements

This slide is still on the “what” digging on how what the project provides can be used by developers for creating applications.

3.6 Slide 6: NUBOMEDIA really shines as a scalable deployment platform

This slide is still on the “what” showing one of the main characteristics of the platform: scalability.

3.7 Slide 7: NUBOMEDIA: an end-to-end architecture

This slide is still on the “what” showing the architectural components of NUBOMEDIA.

3.8 Slide 8: NUBOMEDIA is open source software

This slide goes to the “how” to exploit the platform, making clear the flexible licensing scheme we are using.

3.9 Slide 9: NUBOMEDIA research challenges

This slide shows the research challenges that may help in the understanding of the societal impact of the project.

3.10 Slide 10: NUBOMEDIA: interactive communications for the long tail

This slide goes again to the “how” and “who” can exploit the platform making evident that long-tail industries are in our target.

3.11 Slide 11: NUBOMEDIA Roadmap

This slide shows the expected roadmap of the project

3.12 Slide 12: NUBOMEDIA: the multimedia cloud

This slide shows NUBOMEDIA Consortium partners