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Software framework for runtime-Adaptive and secure deep Learning On Heterogeneous Architectures

Project Number 780788

Project Acronym ALOHA

D7.1	Project digital presence		
Work Package:	WP7	**Lead Beneficiary:**	UNISS
Type:	Demonstrator	**Dissemination level:**	**Public**
Due Date :	28/02/2018	**Delivery:**	**27/02/2018**
Version:	1.0		

Brief description:

This document describes the actions undertaken in the first two months of the project to build ALOHA digital presence, going from website to social media channels. It also describes the instruments that will be used to measure the performance of the identified channels.

The ALOHA Consortium is the following:

#	Participant Legal Name	Acronym	Country
1	STMICROELECTRONICS SRL	STM	Italy
2	UNIVERSITA DEGLI STUDI DI CAGLIARI	UNICA	Italy
3	UNIVERSITEIT VAN AMSTERDAM	UVA	Netherlands
4	UNIVERSITEIT LEIDEN	UL	Netherlands
5	EIDGENOESSISCHE TECHNISCHE HOCHSCHULE ZUERICH	ETHZ	Switzerland
6	UNIVERSITA DEGLI STUDI DI SASSARI	UNISS	Italy
7	PKE Electronics AG	PKE	Austria
8	CA TECHNOLOGIES DEVELOPMENT SPAIN SA	CA	Spain
9	SOFTWARE COMPETENCE CENTER HAGENBERG GMBH	SCCH	Austria
10	SANTER REPLY SPA	REPLY	Italy
11	IBM ISRAEL - SCIENCE AND TECHNOLOGY LTD	IBM	Israel
12	SYSTHMATA YPOLOGISTIKIS ORASHS IRIDA LABS AE	IL	Greece
13	PLURIBUS ONE SRL	P-ONE	Italy
14	MedyMatch Technology, Ltd.	MM	Israel

Deliverable Author(s):

Name	Beneficiary
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Francesca Palumbo	UNISS

Deliverable Revision History:

Reviewer Beneficiary	Issue Date	Version	Comments
P-ONE	25/01/2018	0.1	Public website and Twitter profile released
P-ONE	31/01/2018	0.2	Report creation date
P-ONE	10/02/2018	0.3	Minor changes
P-ONE - UNISS	12/02/2018	0.4	Revision
P-ONE	21/02/2018	0.5	Linkedin profile released; Final draft
UNISS	22/02/2018	0.6	Revision
UNICA	22/02/2018	0.7	Revision
P-ONE	27/02/2018	1.0	Final version

Table of Contents

Figures

Tables

1 Introduction

One of the important objectives declared in the ALOHA's Description of Action is to guarantee an appropriate digital presence, useful to disseminate at best the consortium activities. In order to effectively promote the ALOHA activities and its public deliverables and results, a set of communication tools will be used.

This deliverable aims to provide an initial description of both the structure and content of the **ALOHA public website** [1]. The website is designed in line with the overall ALOHA dissemination strategy, and it was published in the first month of project's lifetime (January 2018).

It can be accessed from www.aloha-h2020.eu. Its main goal is to maximize visibility and impact of the project, making all project's activities and results accessible to the research community. To this end, the site has been developed with **social networking features** that aim to reach a wider research community as well as the general public.

In the following Chapter, we shortly describe the project graphical identity used to design the website, in line with the dissemination material.

Next, in Chapter 3, we describe the website in its form at the time of delivery of this document, the tools used to create it and the *web standards* that it adheres to, along with the hardware and network infrastructure we use to run it. We conclude the Chapter by presenting the tools that will be used to monitor the users' views and the website's traffic.

In Chapter 4, before concluding this document, we summarize the social networking features [2][3].

2 Project graphical identity

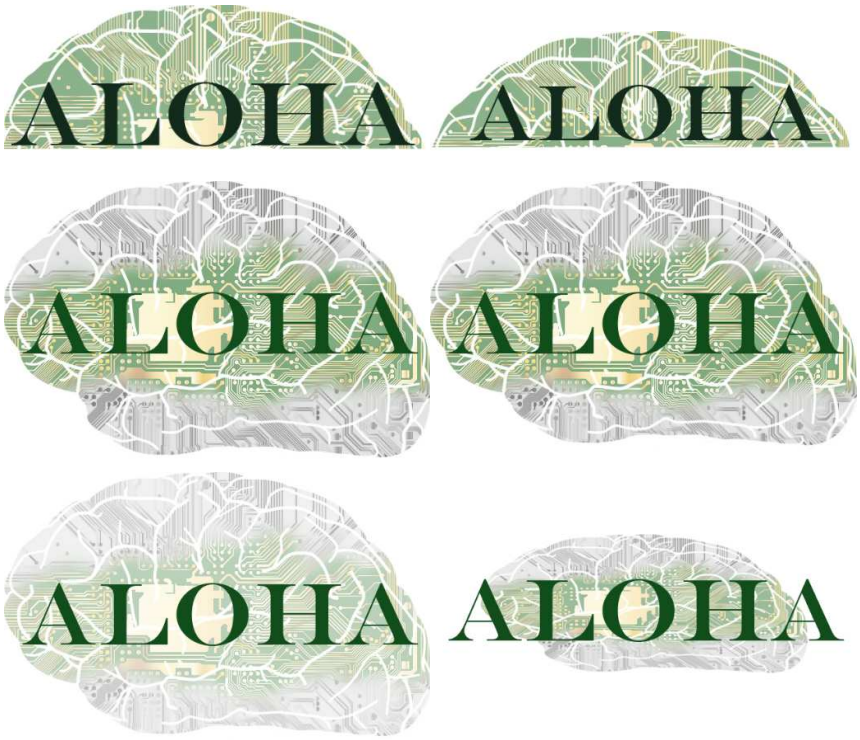
In order to create a project graphical identity for the website, the contents that it will contain and, in general, for all the ALOHA dissemination and communication activities involving presentations, the following material has been produced.

2.1 Project Logo

A project logo has been designed at the University of Cagliari with the purpose of communicating technological feelings, mixing together the concepts of human brain and artificial intelligence. The logo is shown in Figure 1.

Figure 1 – ALOHA logo

Several versions of the logo have been considered before releasing the chosen one. Some of them are reported in Figure 2, to highlight the progress made before reaching the final version.



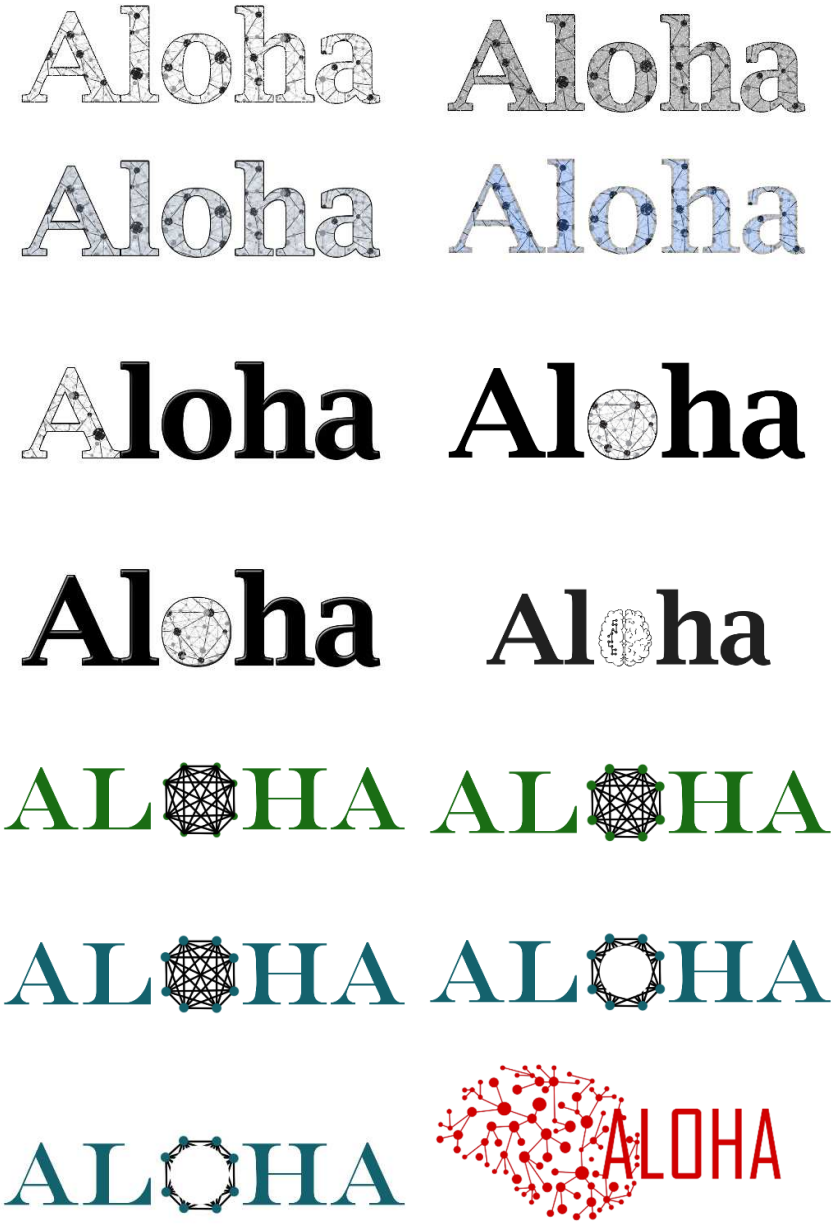
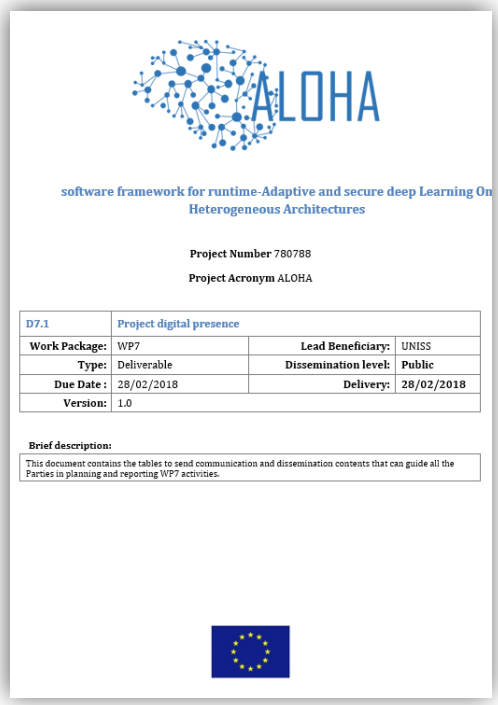


Figure 2 – Evolution of the project logo

2.2 Website header and standard templates for deliverables

The concept behind the logo has been used to create the website's official header (see Figure 3) and the logo has been used to create standard templates for presentations and deliverables (as in the present document, see Figure 4).

Figure 3 – Website header



ALOHA

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Brief description:

This document contains the tables to send communication and dissemination contents that can guide all the Parties in planning and reporting WP7 activities.

Figure 4 – Template for deliverables

3 Website

In the following, we describe the ALOHA website in its form at the time of the delivery of this document. In particular, we describe:

- the tools used to create the website;
- the contents and features of the ALOHA website;
- and the web standards that the site adheres to.

As the goal of the website is to raise awareness about the project activities, its main target is non-specialists people. Hence, the language used is purposely non-technical and accessible to the general public, as well as to the research community at large.

2.3 Location and hosting of the website

The website is visible from the URL www.aloha-h2020.eu.

The domain is managed by Task 7.1 (Communication strategy and planning) Leader, PLURIBUS ONE.

The website is hosted on servers owned and operated by Aruba S.p.A.(https://www.aruba.it), an Italian web hosting service company. More in detail, the website is hosted on a Linux server running Apache as webserver and using MySQL as database backend.

2.4 Technical development and CMS

The website has been developed using the open source Content Management System (CMS) "Joomla!", version 3.7.

Joomla! is written in PHP, and uses object-oriented programming (OOP) techniques and software design patterns, stores data in MySQL, MS SQL, or PostgreSQL databases. It includes features such as page caching, RSS feeds, printable versions of pages, news flashes, blogs, search, and support for language internationalization. It is estimated to be the second most used content management system on the Internet, after WordPress.

People involved in the development of the website:

- Matteo Mauri (P-ONE): design, web editing, content editing, graphic editing;
- Battista Biggio (P-ONE): technical and administrative support; content planning support;
- Giulio Urlini (STM), Paolo Meloni (UNICA), and Francesca Palumbo (UNISS): content planning support;

2.5 Website general structure

The current version of the website is organized as shown in Figure 5.
The final version of the “News & Events” section (that works as a blog displaying News, Events and Media) could contain more categories with respect to the one shown in the figure.

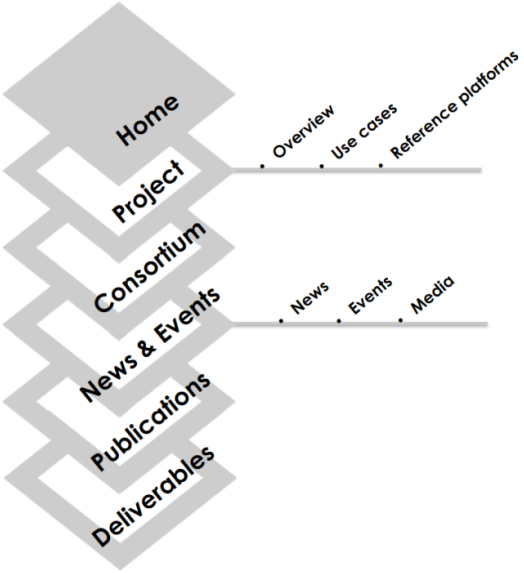


Figure 5 – Website navigation tree

The layout of the website is composed of:

- a header, which displays the ALOHA logo and contains a main slider and a navigation bar, displaying the navigation menu;
- the main body, displaying the actual content (different in every page and often divided in several sub-sections);
- a footer area that contains information and contacts, the official Twitter timeline and Social media channels buttons.

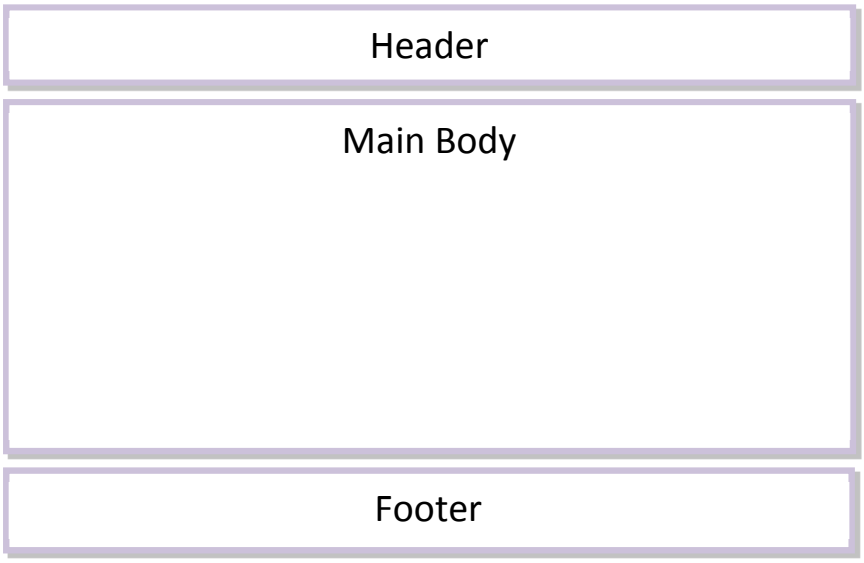


Figure 6 – Website layout

2.6 Contents of each section

In Table 1 to Table 4we briefly present each section of the ALOHA website. The main goal of the website is to provide information on the project and its goals, while facilitating interested parties to know more about the activities and their outcomes as well as to get in touch with the project team. The website will be a work-in-progress throughout the duration of the project. It will be constantly populated with information about events, as well as talks, publications and news.

Table 1 – Homepage

This section contains a slideshow with an introduction to the project.

A block hosts the 3 most recent articles published in the "News & Events" section.

The primary goal of the **Home** section is to provide a quick overview of the project.

A screen capture of the home page is shown on the right.

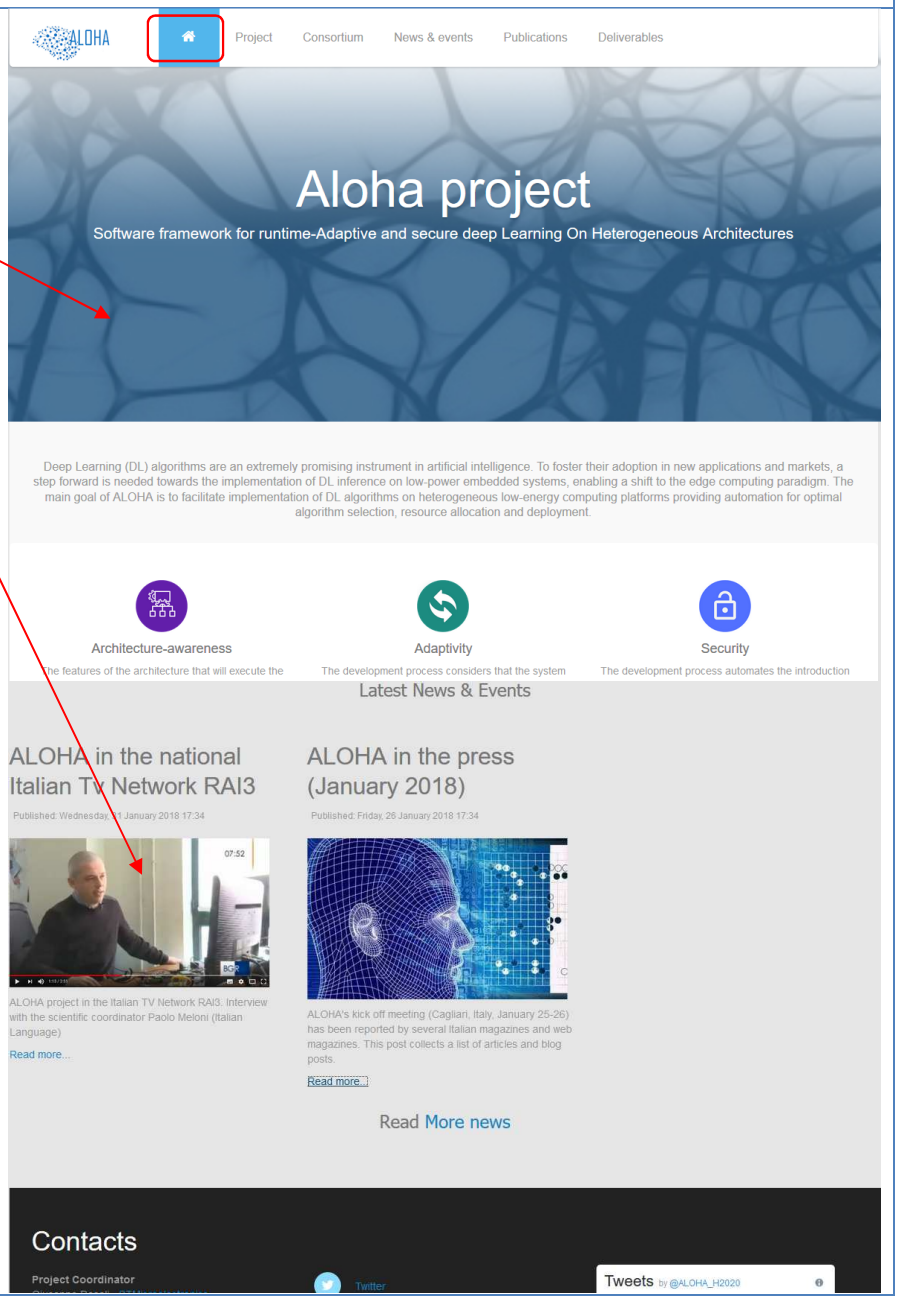


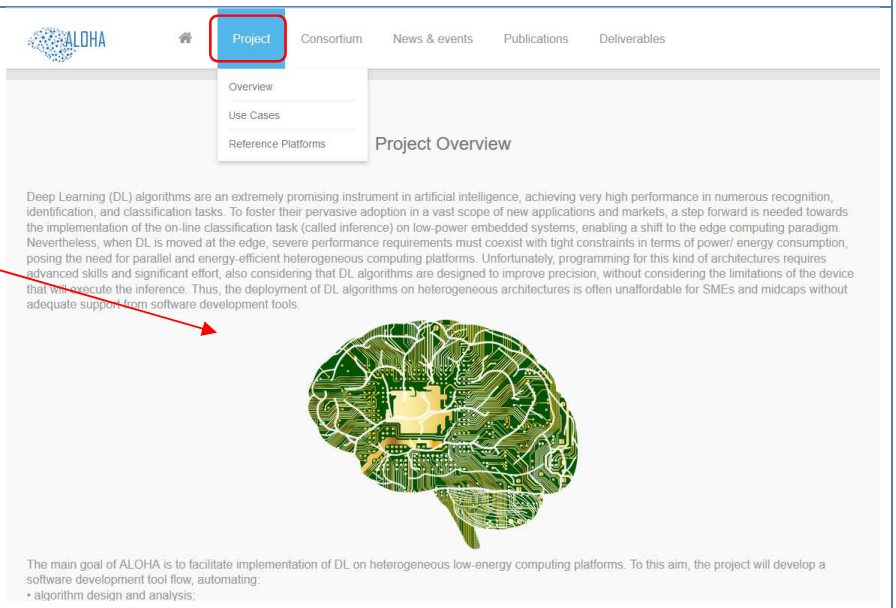
Table 2 – Project

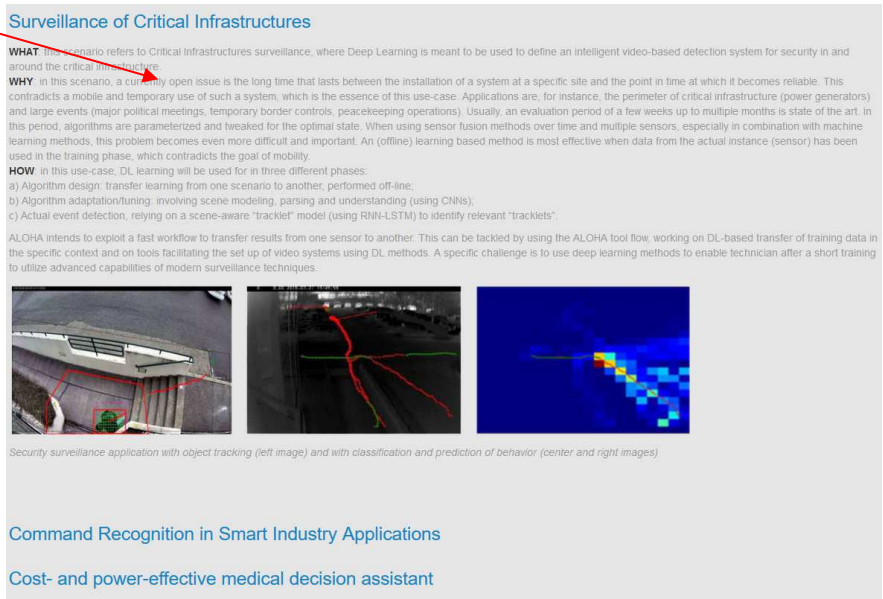
This section is divided into 3 sub-sections:

The first section contains a description of ALOHA objectives and key features.

The second one presents the ALOHA use cases.

A third section shortly introduces the ALOHA reference platforms:
- STMicroelectronics Orlando
- NEURAghe





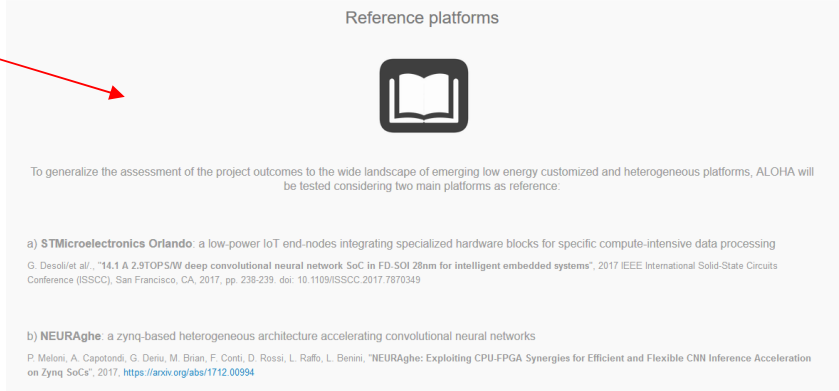


Table 3 – Consortium

This section provides information about the partners of the ALOHA consortium.

A logo, a short description and a link, are provided for each partner.

Partners' descriptions can be filtered by nationality.

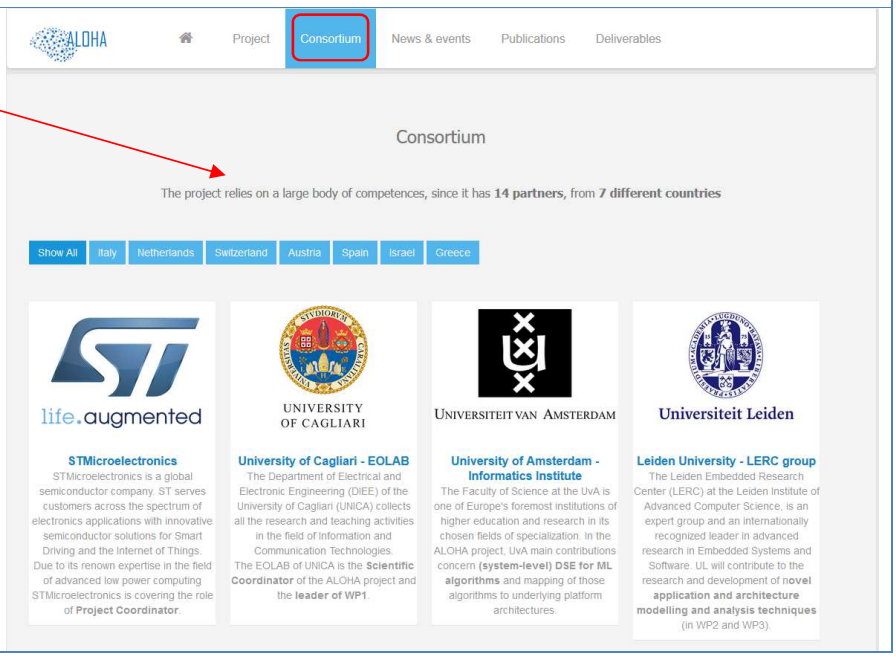
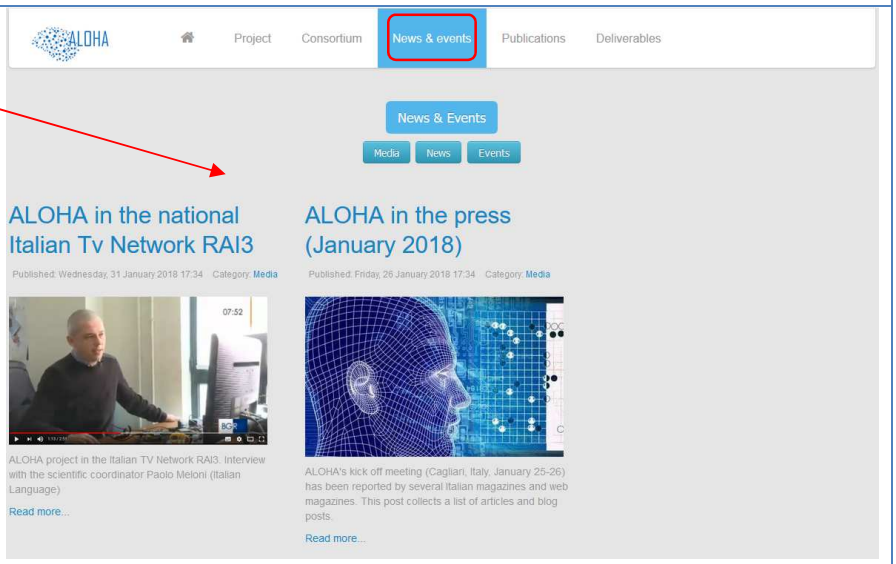


Table 4 – News & Events

This section works as a blog showing news and announcement, events, media and articles written related to ALOHA.

The consortium staff will constantly pursue the publication of articles about the research progress, in order to disseminate the research results to a broad audience of scientists as well as general public.



The publications and deliverables pages are almost empty at the moment of delivering this document. They will host, as soon as available, documents related to the scientific papers and official public deliverables produced within the project.

2.7 Website Analytics and viewers monitoring

The website was registered with Google Analytics by Pluribus One on February 2018 (after the website release), measure its impact and effectiveness. This allows the consortium to record and report information such as the number of visitors and sessions within a selected date range, the geographic distribution of visitors and the popularity of various links and sections. Google Analytics can help to improve the website and learn more about its visitors' experience.

Some data from the traffic monitoring and some screenshot of the ALOHA Google Analytics dashboard are illustrated in Figure 7; date range: 08 – 22 February 2018.

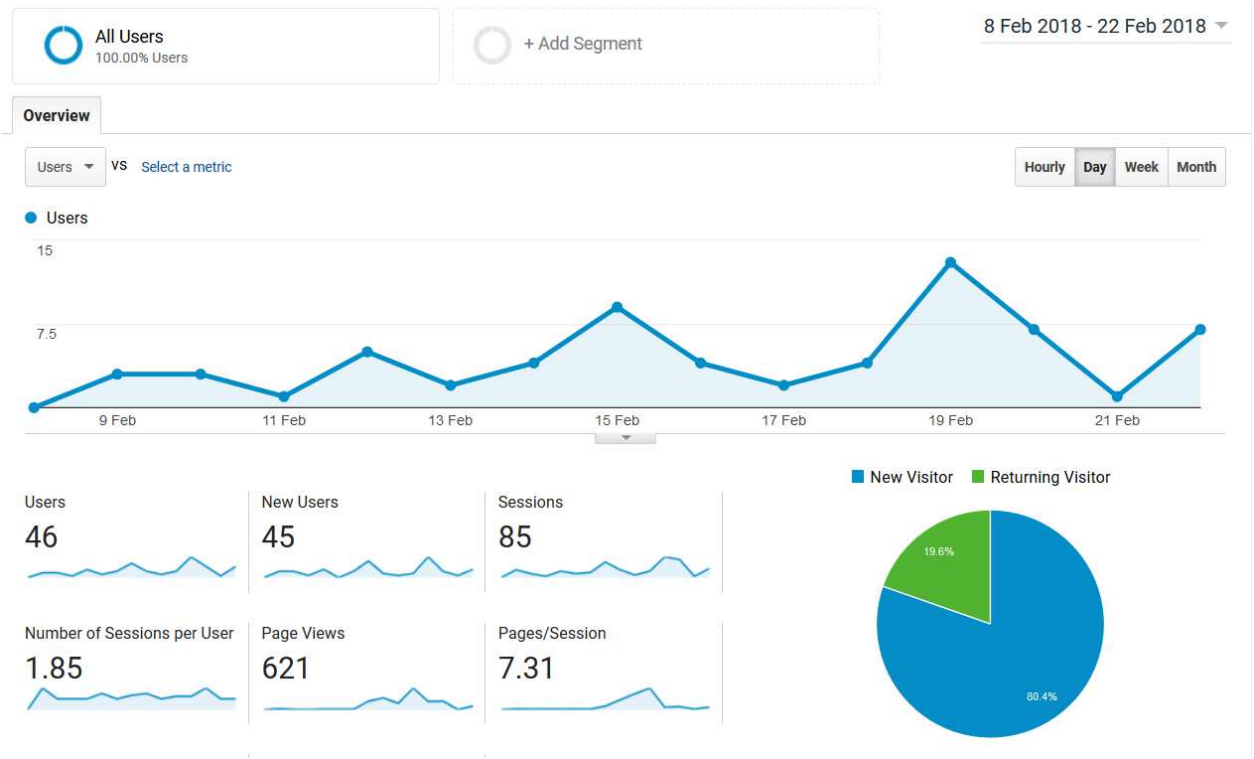


Figure 7 – ALOHA's analytics dashboard

4 Social networking

Social networks are useful to promote contents and products developed within the project, and to disseminate the research results to a broad audience of scientists, stakeholders and the general public. Social networking channels such as Twitter and LinkedIn have been created, and the related social channel buttons are currently displayed on the website (footer area).

2.1 Twitter

Twitter is a social networking microblog that enables users to communicate with short messages called tweets. Users are able to "follow" other users, which results in the tweets of the followed user being displayed in their personal message feed.

The Twitter profile of the ALOHA project is displayed in Figure 8. It has been also integrated into the website in the form of a news feed in the footer part of its layout.

The Twitter channel of the project is available at https://twitter.com/ALOHA_H2020 (or typing the tag @ALOHA_H2020 in the search bar of the Twitter platform).

At the moment this channel has 31 followers and 25 tweets. It will be constantly updated during the project lifetime.

Figure 8 – ALOHA's Twitter profile

2.2 LinkedIn

LinkedIn is a business and employment-oriented social networking service that operates via websites and mobile apps. It is a good platform to share scientific slides and technical presentations in an interactive way, and the ideal network to establish connection with scientists and other stakeholders. The ALOHA's LinkedIn page is available at https://www.linkedin.com/company/aloha-project/

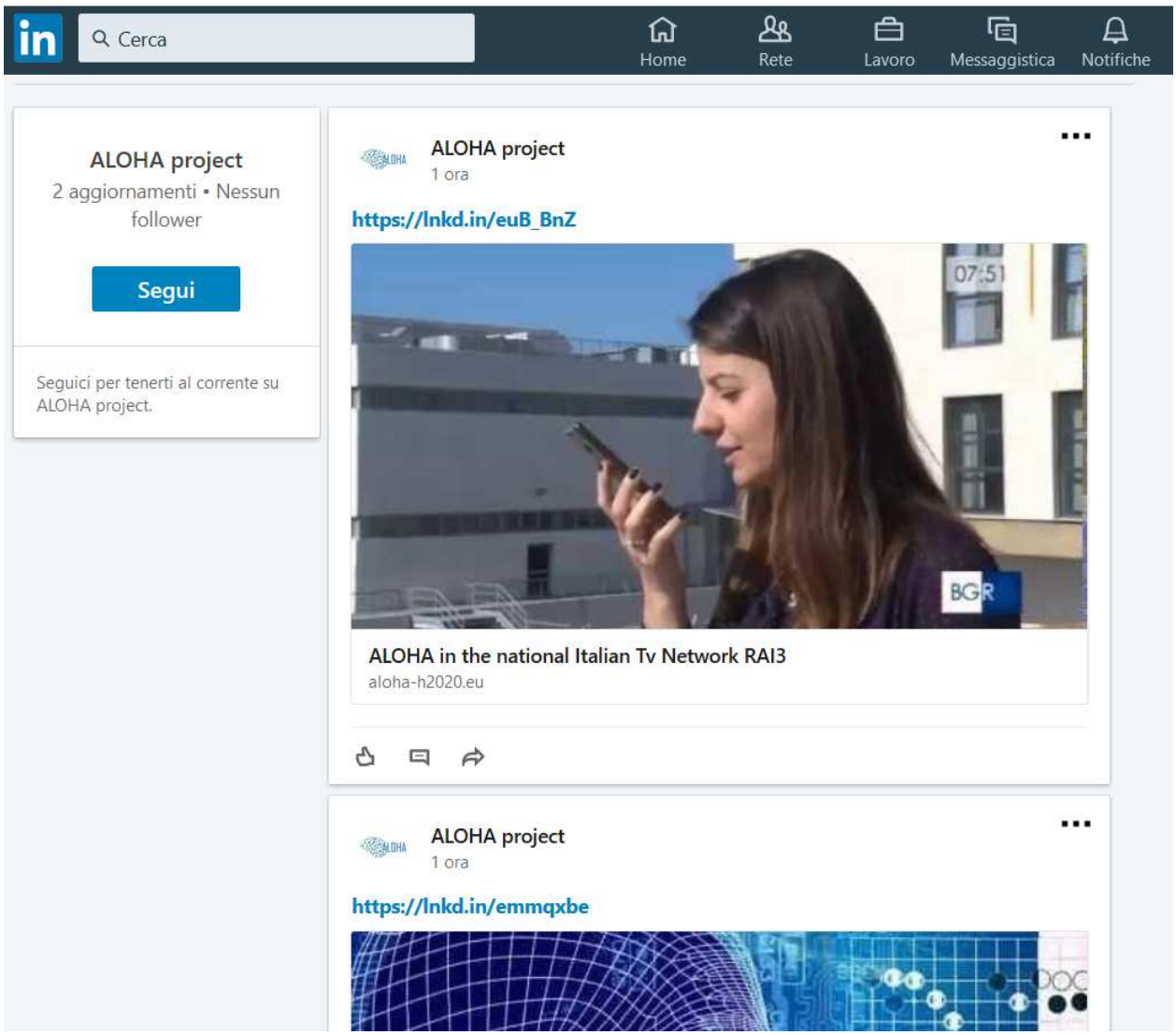


Figure 9 – ALOHA's LinkedIn profile

5 Conclusions

In this document, we presented the instruments we defined to put in place ALOHA digital presence, which include logo, website, and social media channels.

We provided a description of the website sections and contents and outlined the social networking channels (Twitter and LinkedIn) representing integral part of the ALOHA communication and dissemination digital strategy. Furthermore, we provided an overview of the components and methodology we used to deploy the website. We also detailed its software and hardware hosting environment.

Lastly, we should mention that in its current form, the ALOHA website is already capable of providing the functionality requirements that were described in the project's description and proposal. However, in addition to the existing commitment to keeping the ALOHA website running and up to date, the consortium will continue looking through the whole remaining course of the project for features that could be integrated to it, in order to provide an enhanced experience to the visitors.

6 References

[1] www.aloha-h2020.eu
[2] https://twitter.com/ALOHA_H2020
[3] https://www.linkedin.com/company/aloha-project/