# D6.1
# Project External Website, project flyer and social media presence

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# Executive Summary

Among the primary goals of the European Commission funding schemes, aiming at ensuring the European strategic position on target technical fields, there is a need to maximize the impact of projects. The project's dissemination activity is designed to address various societal, economical and scientific challenges. In addition, the dissemination activity is considered as the vehicle for innovation. One of its aims is to develop a publicly visible outcome for the scientific community with flyers, website, and social media presence.

As part of the dissemination activities for public stakeholders, this document presents the currently available version of the ExaNoDe project web-presence.

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# 1 Introduction

In the digital era it is of extreme importance to have a well-designed presence on the web, to maximize the size of the audience which can be reached, and the information which can be shared. Seamlessly, this is true for a research project as the second major factor of success is the creation of awareness and the pervasive dissemination of the results.
The ExaNoDe project is present on the web by means of a dedicated domain which is used to provide a website, providing to public users general information about the project goals and ambitions, the partners involved, the list of the publications, and a main contact to be used in case further information are needed. Such a website takes into account continuous content publication with the intent of maximizing the visibility through search engines.
In addition to the website, dedicated social media (e.g., Twitter, LinkedIn) accounts for the ExaNoDe project will be created, to further improve the amount of information spread across the web.
To enforce the identity of the project a logo univocally identifying the project and a flyer has been designed in order to be used, the former as identification mark in every formal/informal document, the latter in conferences or other venues where the project participates.

# 2 Project identity

The main aim of identity is to make the public aware of the ExaNoDe project. Public stakeholders are the scientific community and industrial entities. At the beginning of the project a logo, a domain name and a website have been created. The logo univocally identifies the project. The website is designed, as the basic infrastructure for publicizing the project. In addition a poster, a technical brochure and flyers describing the goals of the project have been prepared, to be used during international events (as shown in Section 2.3). The vehicles to create awareness for the project will be maintained and updated throughout the duration of the project, ensuring a knowledgeable and continual presentation of ExaNoDe at relevant events.

## *2.1. ExaNoDe Visual Design and style-guide*

A key item within the project identity is the project logo which is presented below.


**Figure 1: Project logo**

While the blue colour and yellow stars suggest Europe, the logo highlights the main objectives of the project through a clear view of the word “Exa” for exascale and the word “NoDe” for compute node. The broken line underneath “NoDe” reflects both interposer integration and scalability.

## 2.2. External web site and social media

The ExaNoDe project is present on the web by means of a website: http://www.exanode.eu, providing to public users general information about the project goals and ambitions, the partners involved, the list of the publications, and a main contact to be used in case further information are needed. It details the project concepts, vision, objectives and expected outcomes as well as public documents, deriving from the project work. These will be regularly updated, offering links to other relevant sites and links to partners' websites.


**Figure 2: ExaNoDe web site front page**

ExaNoDe plans to establish a presence on well-known social networking sites (LinkedIn, Twitter). The social network presence will be regularly updated.

## *2.3. Dissemination Pack*

### 2.3.1. Project flyer

An initial flyer has been designed and distributed during the SC15 conference and exhibition (as described in 2.3.2). That flyer will be mapped into the revised project style guide and made available on the website at the beginning of the 2nd project quarter. It provides information about the project, its objectives and future achievements.

### 2.3.2. Generic poster, brochure and presentation

A generic poster has been initially designed for the SC15 conference for "Emerging Technologies Exhibits". ExaNoDe was selected as one of the research exhibits in the "Emerging Technologies" Technical Program track of the SC15 conference that took place in Austin, Texas (http://sc15.supercomputing.org/program/emerging-technologies).
The Emerging Technologies track showcased innovative technologies considered to have the potential to significantly change and extend the world of HPC in the next five to fifteen years. A particular focal point was emerging System-on-a-Chip (SoC) technologies for HPC. ExaNode presented an overview of the project, the technology targets and an overview of the ongoing architectural design development.

The SC15 poster is represented below:

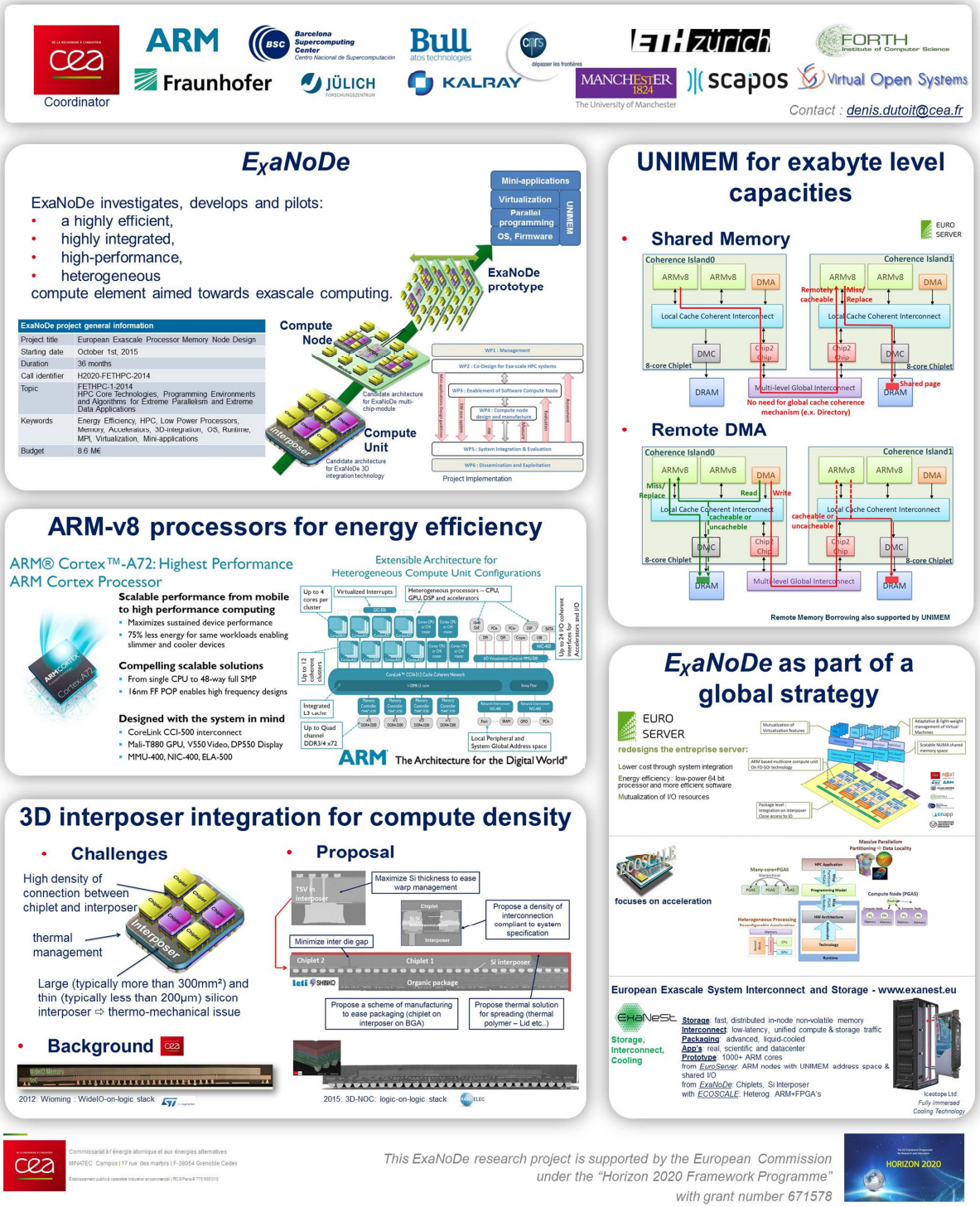


**Figure 3: ExaNoDe generic poster**

In addition, a two page brochure reinforces this poster with technical details.


**Figure 4: ExaNoDe technical brochure**

Finally, a generic and public presentation has been developed to provide each partner with dissemination materials.

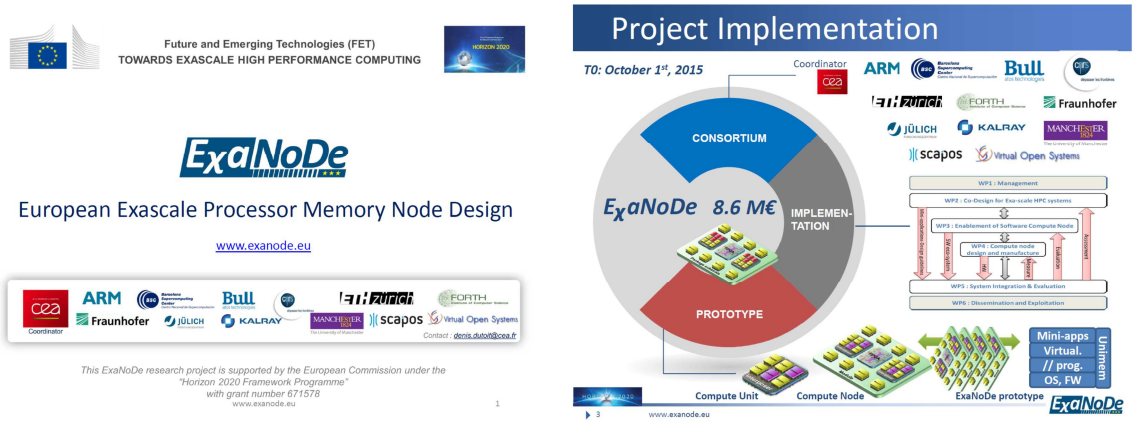


**Figure 5: Extract of ExaNoDe presentation**

All dissemination pack is available from the project repository so that all partners could share the same project identity with their local scientific community and industrial entities. It is also available from the project website for public stakeholders.

# 3 Concluding Remarks

This deliverable presents the public materials for the dissemination of the ExaNoDe project outcomes. The dissemination strategy is divided in several media, identified as the key to ensure a fruitful dissemination of the project outcomes to the public audience, research and industry community.

The ExaNoDe consortium will consider public dissemination activities as important as the technical work carried on in each task, to maximize the impact of the project and get feedback from outside the project environment to drive the work performed in a successful manner.