

ECP-2008-DILI-518001

BHL-Europe

BHL-Europe multimedia presentation, final version

Deliverable number	<i>D5.10</i>
Dissemination level	<i>Public</i>
Delivery date	<i>11 May 2012</i>
Status	<i>Final</i>
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eContentplus

This project is funded under the *eContentplus* programme¹,
a multiannual Community programme to make digital content in Europe more accessible, usable and exploitable.

¹ OJ L 79, 24.3.2005, p. 1.



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0 Document History

0.1 Contributors

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0.2 Revision History

Revision Date	Author	Version	Change Reference & Summary
20 April, 2012	NMP,	0.1	First draft of deliverable document
23 April, 2012	NMP,	0.2	Second draft of deliverable document
02 May 2012	RBINS	0.3	Revised version
11 May 2012	NMP	1.0	Final version after approval by CWG and PMG

0.3 Reviewers and Approvals

This document requires the following approvals.

Name	Position	Date	Version
Henning Scholz	BHL-Europe PCO	11 May 2012	1.0

0.4 Distribution

This document has been distributed to:

Group	Date of issue	Version
BHL-Europe consortium	02 May 2012	0.3
BHL-Europe consortium	21 May 2012	1.0

1 Purpose

This document gives an overview of the preparation and end results of multimedia presentations to inform the general public about the project. For the first version of the demonstrator, please refer to D5.1 of BHL-Europe published in July 2008.

2 Background and context

2.1 Introduction

BHL-Europe needs to demonstrate the main goals of the project to the general public. For this purpose we decided to go for two kinds of multimedia demonstrators.

The first is a movie explaining the hobby scientist or naturalist's need for BHL-Europe digitised books. A short film was prepared in cooperation with our colleagues from the Museo Nacional Ciencias Naturales, Madrid.

The second demonstration took on the form of a virtual exhibition, called the Biodiversity Library Exhibition (www.biodiversityexhibition.com). This virtual exhibition informs people on several topics. Two topics are already ready: spices (inspired by gastronomy) and expeditions (inspired by tourism).

3 Movie – BHL-Europe

The first demonstrator originally was a Power Point presentation. The idea was scrapped in favour of a video explaining the major goals of the project in an entertaining and retro way (Fig. 1). It was developed in cooperation with Antonio Valdecasas (who also performs the starring role) from the Museo Nacional Ciencias Naturales, Madrid. The movie is placed on the BHL-Europe YouTube channel¹. It lasts for 3:30 minutes. It was distributed via our social media channels: the blog², Twitter and Facebook.

4 Biodiversity Library Exhibition

The Biodiversity Library Exhibition (BLE) was developed for dissemination purposes. This multimedia tool is which already attracted the general public and specialists during several BHL-Europe presentations and conferences.

The Biodiversity Library Exhibition (BLE) is a virtual exhibition of digital content drawn from the Biodiversity Heritage Library for Europe (BHL-Europe). Currently the BLE has two topical exhibitions in place. The first is focused on 'Spices': over 52 plants used as spices are featured, each with their own illustrations, story and fun trivia, and a sweet or savoury recipe people can try at home. The second exhibition is focused at major historical world explorations, with expedition summaries, diaries of the routes, "did you know"-lists, and of course illustrations. The BLE makes these interesting stories accessible to the general public.

¹ <http://www.youtube.com/user/bhleurope>

² <http://bhleurope.blogspot.de/2012/03/bhl-europe-in-35-minutes.html>

The voyage of the Beagle, the exploration of North and South America, and the conquest of Mexico, are just a few examples of the ‘Expeditions’ covered.



Figure 1. Screenshot of the movie with Antonio Valdecasas in the lab.