



Europeana Space – Spaces of possibility for the creative reuse of Europeana’s content  
 CIP Best practice network - project number 621037

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This deliverable contains original unpublished work except where clearly indicated otherwise. Acknowledgement of previously published material and of the work of others has been made through appropriate citation, quotation or both.

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## 1 EXECUTIVE SUMMARY

This document is the third deliverable of WP4 of the Europeana Space (E-Space) project. WP4 encompasses the development of the 6 thematic pilots. This deliverable is a continuation of D4.1 and D4.2. These documents focused on general aspects such as assessment criteria, coordination and evaluation criteria as well as pilot specific planning and progress, including information on content sources, technical and promotional planning, pilot-specific evaluation and demonstration etc. This deliverable further complements the information provided in these prior documents and in addition provides an overview of the development status at M12 and presents application prototypes.

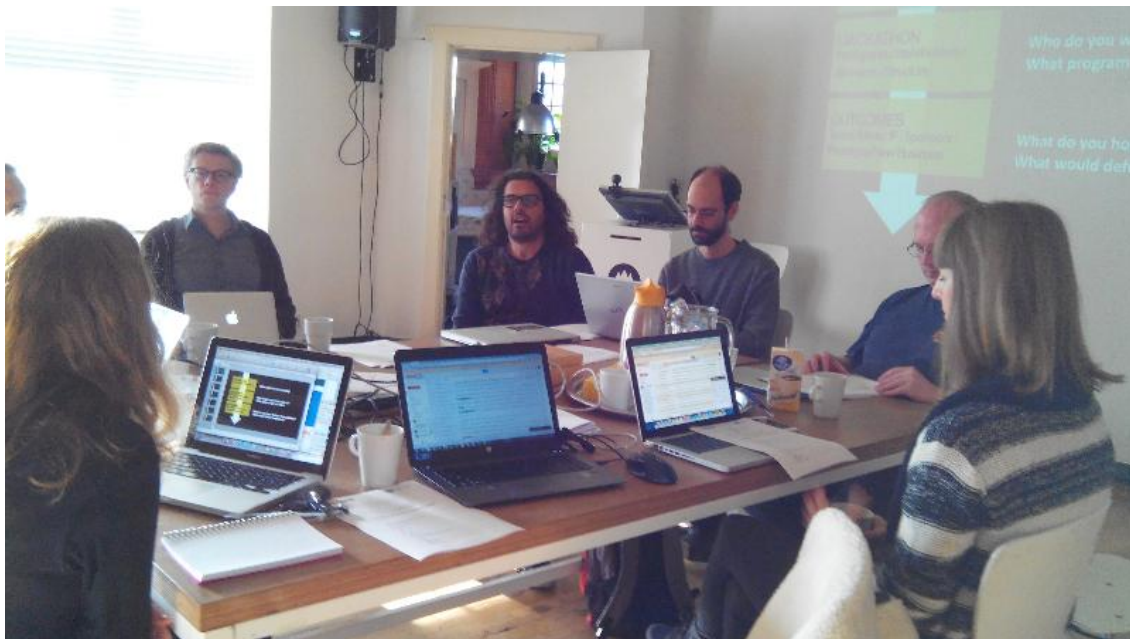
The Venice plenary meeting and Opening conference held on 15-16-17 October was a very important milestone in the progress of the WP4 and the pilots. The plenary was the occasion to illustrate to the whole consortium coordination, monitoring and evaluation methodology put in place by WP4 leaders, while the public event offered important inputs for the project as a whole and the pilots individually, next to being an occasion for public dissemination and presentation of the pilots (through a poster session and individual speeches of the 6 pilots).

Now that the pilots have progressed and most prototypes are nearly completed, next step is to organize the evaluation and demonstration phase, and to start preparing the hackathons. The pilots are not aligned in the timeframe, with some more advanced than others. However the planning phase has started for everybody.

### 1.1 PILOTS STATUS AND PROTOTYPES

#### Europeana TV

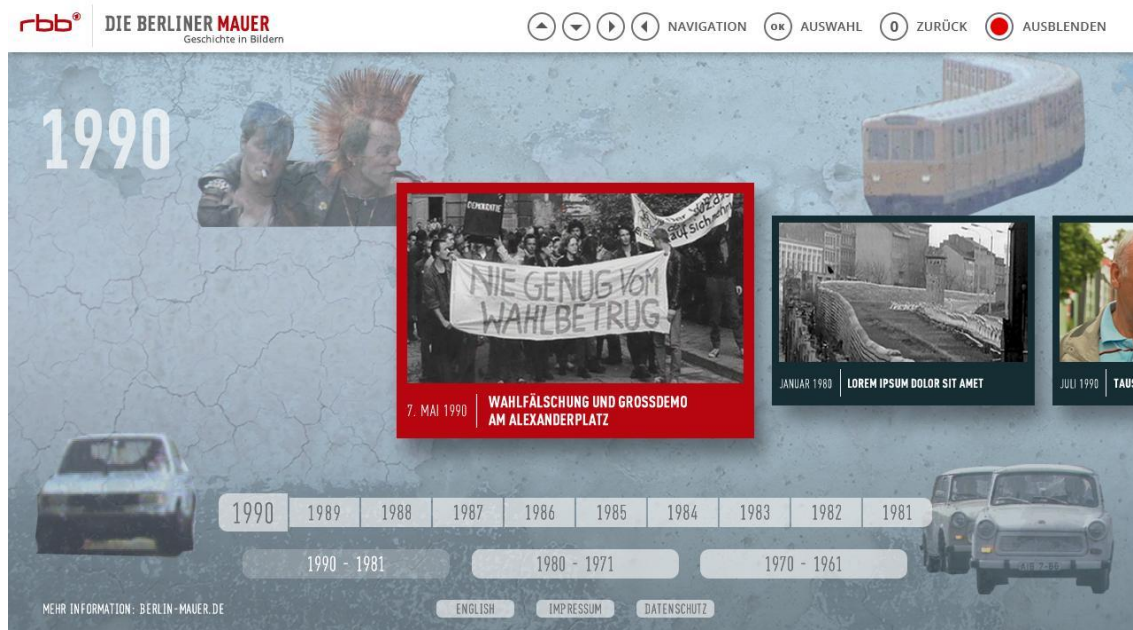
This pilot is the most advanced of all, being the hackathon moved forward to 8-9-10 May 2015. Both applications, the **Rewind App (local scenario)** and the **Fall of Berlin Wall HTTBTV (broadcast scenario)** are nearly finalized.



*Partners of the Europeana TV pilot discussing the ReWind App during a workshop held at partner Noterik's premises in November 2014*



*The ReWind app of the Europeana TV pilot*



*The start screen of the Fall of Berlin Wall App*

## Photography

For this pilot, the Blinkster app is the more advanced of the 3 prototypes, being almost ready to be utilized during the photographic exhibition “All Our Yesterdays” organized by Pilot Coordinator KU Leuven in the framework of Europeana Photography project (1 February – 15 March 2015). This exhibition represents experimentation on the **Museums scenario** of the pilot.



The second scenario is the **Storytelling**, in a very advanced phase as well with an Omeka website almost ready. The third scenario for **Augmented Reality** has not entered the development phase yet. It will serve as a demonstrator and an input for the Photography hackathon, which will take place in February 2016.



*During the exhibition, the Blinkster app will be tested and evaluated by the visitors*

## Dance

This pilot is rapidly progressing towards the release of the first version of the two applications **DanceSpace** and **DancePro**, to start testing and evaluation. At the same time, the pilot is starting planning the hackathon which will take place in Autumn 2015 during an important festival in Prague.

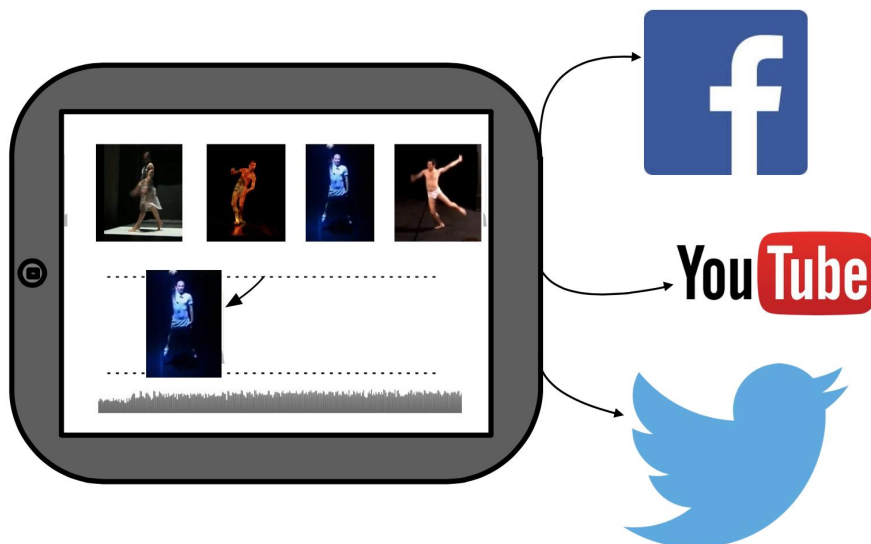
	<ul style="list-style-type: none"><li>• Leisure, teaching and learning scenario</li><li>• For the general public, dance enthusiasts and pre-professionals (e.g. hobby dance learners)</li><li>• Share and explore digitised dance content</li></ul>	
	<ul style="list-style-type: none"><li>• Professional education scenario</li><li>• For dance researchers and professionals (e.g. dance artists, choreographers)</li><li>• Multi-modal annotation of dance in real time</li></ul>	

*Dance pilot: two applications with different target audience*

## Games

Out of three prototypes, the **Casual Game** is now reaching completion, the **Social Game** is now moving into development while the **Education Game** is in advanced planning stages. Testing activities and evaluation are planned soon, and the hackathon will take place in early 2016.

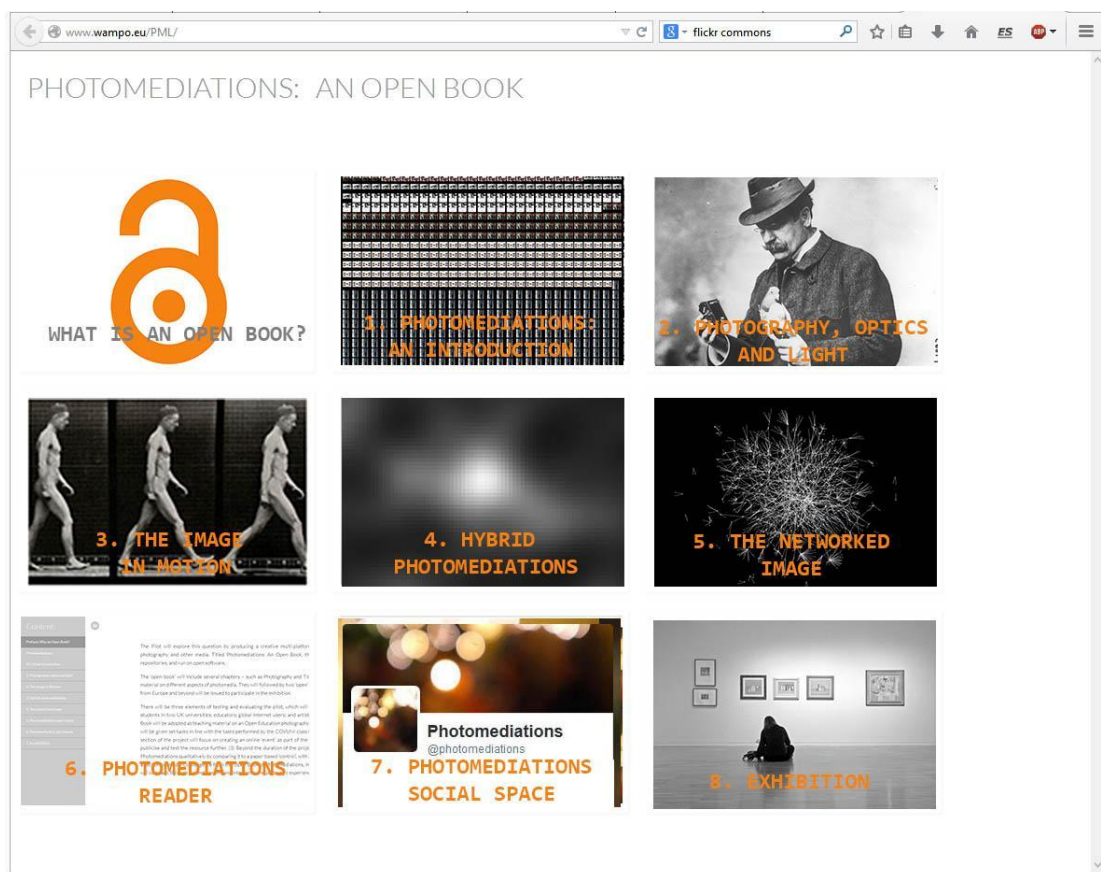




*The Social game*

### Open & Hybrid Publishing

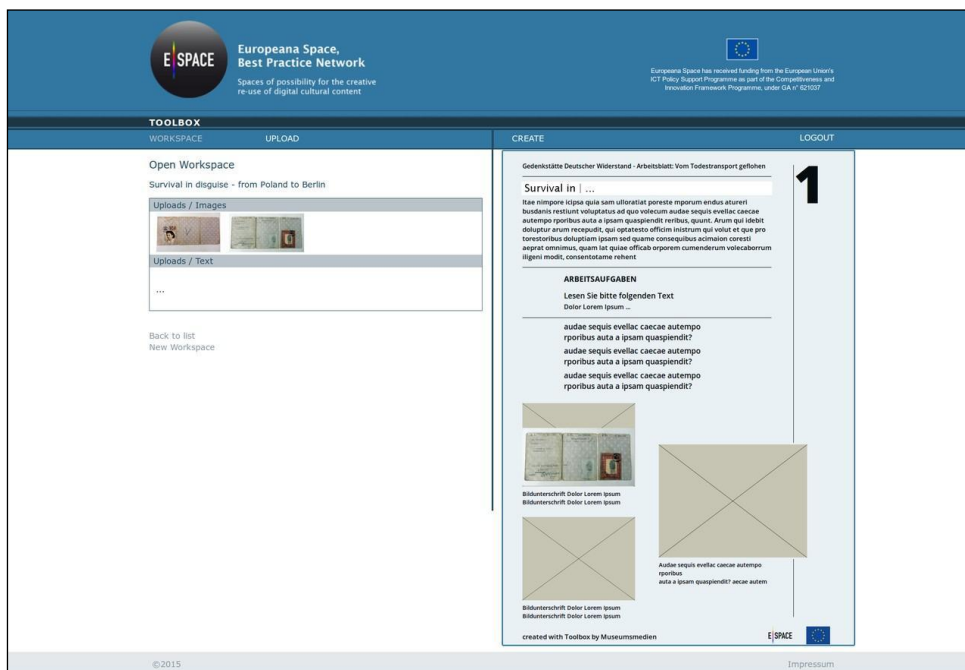
The work on the *Photomediations: An Open Book* is well advanced as for content and as for graphic design of the website. An online prototype is almost finalized in a test site, to be launched soon, and a Tumblr blog names “The book is alive” is also being developed. Hackathon is foreseen in January 2016 as planned, during the Athens demonstration public event of Europeana Space project.



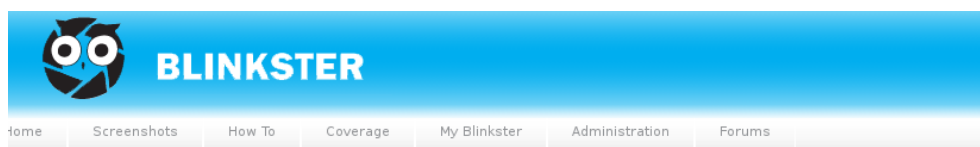
*Prototype of Photomediations: An Open Book*

**Museums**

This pilot is composed of 2 sub-pilots, one that is developing a **Toolbox** for educational staff and curators in museums and memorials, and the other that is utilizing the **Blinkster app** for increasing the value of the experience by the visitors in museums. Moreover, a smaller Storytelling scenario for museums is also being developed by partner EVK as a further development of the Blinkster-based sub-pilot.



*Museums pilot /1: prototype of the Toolbox*



**Points of Interest for Region "ETDM"**

Full Text... New Point... Delete Point... Load XML... Search:

Load Zip... Export...

Points of Interest				
<input type="checkbox"/>	#	Image	Name	Description
<input type="checkbox"/>	2106		Handbag. 1923-1930. Eduard Taska's Workshop (1923	Vegetable tanned leather, cut, wheel stamped, weaving
<input type="checkbox"/>	2116		Pitcher and glasses with strawberry motif. 1957-1962	The factory Tarbeklaas was founded right after the Sec
<input type="checkbox"/>	2115		Drinking set "Inna". 1969-1975. Designer Mirjam Maa	The factory Tarbeklaas was founded right after the Sec

*Museums pilot /2: work progressing for the Blinkster app*

## 1.2 DISSEMINATION, PROMOTION, ENDORSEMENT

A Communication Group was set up and is led by Promoter (dissemination WP6 Leader together with COVUNI) in order to implement the best communication strategy and tools for each pilot (and related hackathon). Both general and pilot-specific dissemination tools are put in place, as described in further detail in D6.2 (also submitted in M12).

The screenshot shows the website for 'Europeana Space, Best Practice Network'. The header includes the E|SPACE logo, the network name, and a tagline: 'Spaces of possibility for the creative re-use of digital cultural content'. A European Union flag and a funding notice are also present. A navigation menu lists: HOME, PROJECT, PARTNERS, PILOTS & DEMONSTRATORS, ACTIVITIES, OUTCOMES, NETWORK, CONTACTS.

The main content area features an announcement for a '3-day Hackathon' in Amsterdam (8-9-10 May 2015). The text describes the event as a 3-day hackathon for creatives, entrepreneurs, and developers to experiment with Smart Audio/Video formats. Below the text is a large image showing a mobile app interface and a video player with the title 'Europeana TV' and the tagline 'Open up culture, enrich television.'.

On the right side, there is a search bar and a comment form. The form includes fields for 'Your Name (required)', 'Your Email (required)', and 'Your Message', along with a 'Send' button. A CAPTCHA challenge is also visible, showing the characters 'AS7C' and a prompt to 'Enter the code'.

*Preliminary announcing page for the Europeana TV hackathon*

## 2 INTRODUCTION

### 2.1 WP4 ACTIVITY AT THE VENICE EVENT

The major event of Europeana Space during 2014 was certainly the Venice Opening Conference held on 16-17 October and preceded by a plenary meeting of the project on the 15th.

The event had a multi-sided impact:

- Organization of WP4, during the plenary meeting
- Lessons learnt from Europeana
- Dissemination of the pilots during the public conference

Minutes of the plenary meeting are available for the project's partners in the repository as well as the presentations from every WP.

A wide range of information on the public conference is available in the project's website, including the presentations delivered by the different speakers. A video recording of the whole event is under production.

#### 2.1.1 Organization of WP4, monitoring methodology, evaluation criteria

The slot allocated at the plenary to WP4 was organized in 4 parts:

- Presenting D4.1 and D4.2 (by Antonella Fresa, Promoter)
- Detailed description of monitoring methodology and tools (by Frederik Temmermans, iMinds)
- Structure and preparation work for D4.3 (by Frederik Temmermans, iMinds)
- A discussion involving all project partners

Concerning the presentation of D4.1 and D4.2, the 2 documents in facts served to trace a roadmap for the development of the 6 pilots:

- D4.1 set the terms of reference
- D4.2 is the concrete planning and implementation of the pilot's activities

The 6 pilots are actually sub-projects in the project, and maximum freedom is allowed to the pilot coordinator and participants to shape their activity. At the same time, it is fundamental that the pilots are harmoniously integrated in the overall project's activities and between themselves.

iMinds and Promoter are responsible for overall coordination of the progress of the pilots and of monitoring this process. For this reason, a monitoring methodology was established in D4.2 and was further illustrated in detail during the Venice plenary and in following Skype calls.

This was very useful to organize the different activities either related to the monitoring process and to the relationships between the pilots and other functions and tasks in the project (belonging to WP2, WP3, WP5 and WP6, please see D4.2 for details).

Next to this, during the Venice WP4 presentation, the general evaluation criteria indicated in D4.2 that will drive the evaluation and demonstration phase of the pilots, were illustrated and

discussed with the pilots. These general criteria will complement pilot-specific evaluation criteria defined by the pilots.

Finally, the Venice WP4 presentation introduced deliverable D4.3, paving the way to its drafting and writing.

### **2.1.2 Lessons learnt from Europeana**

The Venice public conference was a true success in terms of dissemination for Europeana Space project. With about 120 attendees (mainly academics, students and professionals), organized by Ca' Foscari University of Venice, the conference was the occasion for the public and for the pilots to learn about Europeana best practice and lessons learnt in creative projects, with a speech by Harry Verwayen including information about Europeana Creative Challenge.

This was an inspiring speech for the pilots, and the 5 lessons learnt illustrated by Harry Verwayen were:

- Lesson #1, about the content: “Gimme great, hi-res, re-usable content”. Open content of good quality enhances creativity.
- Lesson #2, about technology: “We need a great, easy-to use interface”. Harry illustrated about Europeana Labs, which will be also utilized within Europeana Space to promote the pilots results.
- Lesson #3, about the hack events or contests: “Make your challenge worthwhile”. The hackathons should provide specific indications about the desired result and offer as a prize something really worth the participant to join.
- Lesson #4, about incubation: “Incubation is about hatching the egg”. The business potential of the service/product developed is strictly linked to market evidence that is necessary to attract investments.
- Lesson #5, about the results of the prototyping and hacking phase: “Don’t kill your darlings, spoil them”. The applications and ideas that would arise should be evaluated critically in order to invest on the best of them as for design, business modelling and promotion.

### **2.1.3 Dissemination of the pilots during the public conference**

Moreover, the pilots had a 5 minute slot each (for a total of over 30 minute) during the conference, to present a pitch-style talk about their activities and prototypes.

Although the pilots, at that time, were still in an early stage of development and might not be able to provide full demonstration of their expected outcomes, the speech was an occasion to organize ideas for a dissemination action towards a general public. It was a sort of general rehearsal anticipating the impact to be provided to the public, in the light of future involvement of user groups to evaluate and appreciate the pilots.

In addition, the conference included a poster session where the pilots displayed their respective dissemination poster. Each pilot had designed their own poster based upon the objectives of their work and together (as seen in section 9.1.1) they provided a clear overview of what the project aims to produce. These posters were the first pilot-specific dissemination tool developed within the project.

The pilot posters are also intended to be re-used for further dissemination. the first opportunity to do this has been the international conference of the sister project RICHES (Renewal, Innovation And Change: Heritage And European Society, [www.riches-project.eu](http://www.riches-project.eu)), held in Pisa on 4-5 December 2014<sup>1</sup>.

## 2.2 COORDINATION AND MONITORING METHODOLOGY

The coordination and monitoring methodology was introduced in Deliverable 4.2 and presented to all partners at the Venice plenary meeting in October 2014. The methodology consists of several aspects aimed to guarantee a consistent development of the different pilots and to support collaboration among the pilots. More specifically, the following procedures were introduced:

- A document sharing repository for draft documents
- Internal conference calls announced via reports and mailing lists
- Monthly progress calls
- Continuously updating progress reports with detailed activities
- Creation of pilot specific mailing lists
- Software design and architecture recommendation
- Early demonstrators

All procedures have been implemented between the submission of D4.2 and the Venice plenary meeting in October.

WP4 members were granted access to the Google Drive based document repository. Access problems that occurred initially for some participants have been sorted out. The document register is mainly used for drafting documents collaborated by multiple people. It follows the directory structure presented in D4.2. Among others, the repository includes pilot specific progress reports. Since these are accessible to all WP members we achieve maximum transparency. From now on, these reports serve as a basis for the WP4 reporting, eliminating separate input from Pilot Coordinators for the quarterly WP report that is submitted to the Coordinator.

Since the initiation of the formal monthly progress calls, four calls were organized on 07/10/2014, 12/11/2014, 11/12/2014 and 08/01/2015. Each call is announced beforehand in the “progress calls” document in the document repository. In addition, the document contains the list of participants and agenda points for past and upcoming calls. Typically, these calls take 1 hour to discuss per pilot the progress during the last and upcoming month. In addition, collaboration actions with other work packages are discussed. The last calls also focused on the progress of the contributions to this deliverable.

## 2.3 PILOTS EVALUATION AND DEMONSTRATION PHASE

After the first development phase, the pilots will go through a demonstration and evaluation phase. This phase is planned from project month 18 till 24, although some pilots will have earlier public demonstration events. The evaluation phase will be followed with an improvement phase, planned from month 21 till 30.

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<sup>1</sup> [1] Europeana Space and RICHES signed a Memorandum of Understanding for collaboration and cross-dissemination.

Each pilot has a budget available to organize their evaluation and demonstration events. These pilot and application specific events are highlighted in the pilot specific sections further in this deliverable. During these events, an external audience will be addressed to evaluate the developed applications. The survey will focus on the evaluation criteria presented in D4.2. To this end, a questionnaire will be prepared for each pilot. The final questionnaires will be included in the pilot outcome deliverables (D4.4 - D4.9). A generic basis for the questionnaire will be provided by iMinds by March 2014 to ensure each pilot is evaluated consistently. This questionnaire will be integrated to an updated version of D4.2.

## **2.4 APPROACH AND STRUCTURE OF THE DOCUMENT**

The realization of this deliverable was again a collective work. All the pilots were invited to provide wide input on the status of their prototypes, on the basis of a common skeleton in order to provide the information in a consistent way for all the pilots, and a Google doc was used to collect all the information in a single document.

The progression of D4.3 draft was discussed in the monthly Skype calls and individual support was provided by WP4 leaders to pilot teams when they needed it. The Google doc was formally closed on 14<sup>th</sup> January and transformed into a deliverable. Further implementation and improvement was done to finalize the document as it now is.

The document is composed as follows:

- Chapter 1 is the Executive summary
- Chapter 2 is the present Introduction
- Chapters from 3 to 8 are the individual chapters, one for each pilot, describing the status of prototypes
- Chapter 9 is about Pilots' promotion and dissemination
- Chapter 10 is the brief conclusion of the document.

### **3 EUROPEANA TV PILOT**

#### **3.1 INTRODUCTION**

The interactive television (Europeana TV) pilot has made significant progress on the further realization of the two scenarios described in D4.2:

1. The local scenario for the smaller scale media outreach;
2. The broadcast scenario for the larger scale media outreach.

##### **Local scenario**

The work on the local scenario is in full progress. In August 2014 the first workshop took place based on the Europeana TV game use case (see D4.2, Annex III). In November the second workshop took place based on the Elderly in living room use case (see D4.2, Annex III). All pilot members worked out the details of the scenario, the needed features, the wireframes for the interface, and a design document detailing all user requirements. This workshop benefitted greatly, as one of the developer had already started developing three core features of the envisioned app. By the end of the workshop, we had the outcomes of the wireframes and design document but also a very early functional SmartTV application. We also then created an elevator pitch, which urged us to frame our app in the sense of target audience and market applications.

##### **Broadcast scenario**

Work on the broadcast scenario is also progressing according to plan. At the first workshop in August the “Chance discovery of rich cultural content” use case was discussed with the partners. A version of the Smart TV app “The Berlin Wall” as described in the use case was created and has been publically available since the 3rd October 2014 on rbb fernsehen, RBB TV channel. The application was designed and created by external agencies. The idea was to create and test a model app, to provide certain requirements and to serve as the basis for further work on the broadcast scenario, and use this input for workshops.

The next workshop is planned for February 2015. The plan is to re-create an app similar to “The Berlin Wall” app using tools provided by the partners to curate content from European and create a broadcast standard application for Smart TV (HbbTV).



### 3.1.1 Content list

There are no updates to the content list provided in D4.2.

Name of the content provider	Name of the selected collections	Type of content	Approximate amount of the sourced content	Copyright status	Status of the copyright agreement
NISV	Open Beelden (Open Images)	Video	3500	Public Domain, CC-BY, CC-BY-SA, CC0	N/A
NISV	Geluid van Nederland (Sound of the Netherlands)	Audio	2500	CC-BY, CC-BY-SA	N/A
RBB	Berlin Mauer	Video	500	Free access/rights reserved	RBB copyright
LUCE	EUscreen	Video	2400	Free access/rights reserved	Copyright LUCE
LUCE	LUCE YouTube channel	Video	1000	Free access/rights reserved	Copyright LUCE

### 3.1.2 Link with other activities of the project

#### WP5: Hackathon

On the 21st of November a meeting took place with WP5 partners WAAG (Task Leader 5.2 Hackathons) and REMIX (formerly Culture Label, Task Leader 5.3 Monetising Content and 5.5 Enterprise Development/Incubation). The most important outcome of this meeting was the determination of the date of the hackathon itself and several other events surrounding the hackathon:

- February 27th: deadline for registration of interested participants
- March 3rd: selection of participants by NISV, WAAG, REMIX
- March 3rd: online wiki ready with access to all resources of the EuropeanaTV toolkit
- March 4th: invitation to participants

- March 10th: pre-event I with showcase of pilots and assembling of the hackathon teams
- April 8th: pre-event II informal event sharing of ideas, and technical questions with NOTERIK
- May 8, 9th and 10th: Hackathon at WAAG Society in Amsterdam

In M12 most preparation for the hackathon will take place in corporation with WAAG. These preparation activities include defining a lists of potential participants (SMEs in TV, education), readable technical information about the toolkit, a list of alternative software and platforms, statement of the exact conditions of the use of the content, definition of prize money and incentives, inventory of all hardware that is available (TV screens, HBBTV boxes, tablets, smart phones) and the creation of a promo text with images of the pilots.

### 3.1.3 Technical integration and testing activities

So far for the EuropeanaTV pilot two workshops have taken place that were specifically planned to evaluate the technical modules in the toolkit and where necessary add to them or adjust them.

Module name	Application or back end	Function
<b>Login system</b>	Both	Being able to log in and allow people to be added to a 'product' in different roles
<b>Gateway to Europeana API</b>	Both	Being able to select, find and display both the core content and related content and information
<b>Maps display</b>	Application	Display a set of locations on a map and allow it to act as a selection system
<b>Collection viewer/selector</b>	Both	Able to select video or part of a video from a database into a collection for use.
<b>Share/Control</b>	Both	Allow screens to share, send, and assign other screens tasks. For example sending a item from a collection to a main screen
<b>Question engine</b>	Both	Being able to send a question to multiple screens and collect the results and display them

<b>Timebase viewer for selected collections</b>	Both	Take a selection and display them as a timeline
<b>Shared Pointers/Highlight tools</b>	Both	Allow screens to point/select on other screens like the main screen
<b>Distributed remote control</b>	Both	Allow multiple screens to control video. Mostly in a assigned role (example teacher gives the 'remote' to a one student)
<b>Semantic representation, enrichment and access of video descriptions</b>	Backend	<p>Takes a video script text file and/or a set of descriptive video metadata, and generates a formal ontological video description (called ScriptLink) that represents video hotspots in terms of entities of the Linked Data cloud.</p> <p>Generate links of a video to entities of the Linked Data cloud (mainly locations) by analysing the video content. Finds similar videos or video scenes. Provides video scenes retrieval services that are relevant to specific queries, based on semantic query answering services.</p>
<b>Multi-function registration and login</b>	Back-end and front-end features	Assignment of video management rights - viewing, publishing, ingestion/submission, sharing, player creation, syndication - by administrator to contributors, publishers, viewers
<b>Ingestion feature</b>	Back-end feature	Fast intelligent ingestion feature creating video interfaces and players on the fly. Ingestion can occur from NTUA, Noterik, and Europeana systems or else directly from E-Space content providers
<b>Curation Interface</b>	Back-end and front-end features	Secure curation interface where video assets can be annotated/tagged and form the basis of automated video menus that can be embedded in video interfaces - smart tvs, smart phone/tablet apps, web browsers.

<b>Html5 video Interfaces</b>	back-end feature and front-end application	responsive video interfaces that can be pre-set (templates-based) by curators and assigned users. These interfaces will also have built-in features such as push to TV, share to social networks, video comment, and watch later.
<b>Mobile video recorder</b>	back-end feature and front-end application	iOS and Android mobile video recorder apps customised/branded for content providers. Such app will be used to gather user generated videos to enhance video use cases in both learning and entertainment. Such apps have been designed to retain control of videos for rights management, data protection and reporting purposes after curation has been completed.
<b>Native applications</b>	front-end applications	Smartphone and tablet applications with synchronization to TV features. These applications can be designed, configured, updated and hosted via Proton Labs cms technology

### 3.1.4 Planning, timeplan and milestones

January 2015 - Milestone 7: Pilot prototypes – Release no.1 reached - Prototype versions of the local scenario app and broadcast scenario app delivered + inventory of Europeana TV Toolkit modules

Jan 2015 - Third workshop for the EuropeanaTV local scenario (NISV)

Feb 2015 - First workshop for the EuropeanaTV broadcast scenario (RBB) & Fourth workshop for the EuropeanaTV local scenario (NISV)

Mar 2015 - Inventory of all software modules of the EuropeanaTV toolkit & inventory of all available and re-usable content for the pilot with terms and conditions statement

May 2015 - Europeana TV hackathon organised in Amsterdam. This hackathon will be the first one to take place in the Europeana Space project, and has been pulled forward to M16 (with the approval of the EC Project Officer.)

### 3.2 EVALUATION CRITERIA AND DEMONSTRATION PLAN

For the Europeana TV pilot evaluation is possible on 3 levels for both scenarios:

1. Evaluation of the pilot workshops
2. Evaluation of the use of the Multiscreen toolkit (possibly in collaboration with WP5)
3. Evaluation of the prototypes (user testing)

#### Evaluation of the pilot workshops

The workshop evaluation criteria for the Europeana TV pilot were described in D4.2:

- Did the workshop result in usable prototypes?
- Could it be performed within the timeframe and budget?
- How did the participants review/score the workshop?
- Is the client who paid for the workshop happy with the results?
- Review the components created for each workshop iteration on reusability and commercial value.
- Review of the usage of Europeana meta-data
- Review the re-use of content providers material

#### Evaluation of the use of the Multiscreen toolkit

We will start to promote the toolkit by creating a wiki to accompany the hackathon promotional website together with the Waag. We will then further explore the toolkit's features and possibilities during two pre-events at Waag Society in Amsterdam with the hackathon participants. These pre-events will take place on the 10th March and 8th April 2015. We propose to evaluate the use of the EuropeanaTV toolkit by issuing a survey after the hackathon. The toolkit should be evaluated in terms of usability, availability of software documentation, availability of datasets, and general support during the hackathon. This should be undertaken in collaboration with WP5.

#### Evaluation of the prototypes (user testing)

A panel of 10-15 target group users will be involved in the evaluation process for the broadcast and local scenario prototypes. For the local scenario, The SmartTV app has a different target group than the Smartphone app (see prototype chapter). We will be using the following indicators to evaluate the usability of the apps<sup>2</sup>:

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<sup>2</sup> Based on Nielsen Norman Group 10 Heuristics for UI Design (<http://www.nngroup.com/articles/ten-usability-heuristics/>) and Userium Usability checklist (<https://userium.com/>)

Criteria	Explanation
Start-up	The user has a positive first impression and it is clear how to initiate use of the application. The start-up actions are clearly indicated. The screen shows the possibilities of the app and entices the user to use it.
Accessibility	Content is easily accessible to the user. The language used matches real world language and is not too technical or abstract.
User control and freedom	The user can easily navigate through different screens. It is easy to navigate to a desired screen, and navigate away from unwanted screens. It is easy to navigate back to the home screen. Search bar is visible on every screen and wide enough so users can see what they typed.
Design and layout	The look of the application is aesthetically pleasing and is consistent throughout both apps. It should display consistently on different hardware models and screen resolutions.
Efficiency	There should be a minimal amount of errors and hang-ups. If an error occurs it is communicated to the user in plain language.
Help options	There should be documentation available to support the user experience in case of problems.

**Demonstration activities for the TV pilot:**

In order to inspire the re-use of Europeana content within the interactive/multi-screen sector we are looking to invite a diverse range of professionals from museums, AV-archives and the television broadcast industry. To show them the potential of the EuropeanaTV toolkit we will demonstrate the available modules we will organize two pre-events prior to the hackathon and more pilot demonstration will follow at the hackathon itself.

- Pre-event I: assembling of teams and sharing initial plans (March 2015)
- Pre-event II: sharing inspiration and technical information (April 2015)
- Hackathon: development of prototypes and business concepts (May 2015)

During all events, as many partners as possible (travel budget allowing) will be present – most likely WAAG, NISV, NOTERIK, LUCE and REMIX will attend.

Concerning the budget, so far we have allocated 1500 EUR for a promotional video to be made of the hackathon, and 500 EUR for professional event photography. This will provide us with communication material usable for further dissemination of the pilot, on which we will spend the remaining 2500 Euros.

### **3.3 PROTOTYPES /1: LOCAL SCENARIO - REWIND SMARTTV APP**

As described earlier there are two distinct scenarios, the local and broadcast scenario, for which applications are developed. The following provides an overview of what has been developed so far Local Scenario (the ReWIND SmartTV App).

#### **3.3.1 ReWIND SmartTV App: Statement of goals**

Software to support different scenarios in which the SmartTV experience is fed by a playlist curated through the smart phone.

Part A: SmartTV application; interface which shows a video payout with suggested content. This is fed by different algorithms.

Part B: Smartphone application; this is the playlist builder and has different options for selections of videos.

#### **3.3.2 Functional description of the SmartTV application**

1. First run: welcome screen with explanation of the app. Input: age in decades, location and themes.  
*Welcome to ReWind. Let's make a journey through your past!* User can create a user account or enter the app by choosing Go!
2. User end up on the homepage with a main video window (top left) with beneath metadata (bottom right). On the right side there is a minimized strip that can slide out. In the minimized strip the upper section shows the first videos in strips taken from a set of video chosen by initial preferences (age, theme, location) coming from EUscreen and Europeana. And there is a stream of related content related to the main video on the screen. On the lower part of the minimised strip is the social section. There is an option to enter a code, to access a shared playlist. But if you are already logged in you already have access to the playlist. There is a possibility to love a video next to the metadata.
3. User is already logged in, there is cycle of metadata and comments below the main video.
4. Navigation: two section are highlightable the main top left video section, or the strip. Navigate with arrow buttons, click OK will play video (top left) or slide out the strip (right side)
5. When the slider is open there are 2 areas: suggested content and social content.
  - a. Suggested content: 3 strips. Top strip combination of theme, location and year (algorithm decides videos with highest score will be shown left).  
Second strip is intelligent enrichment strip (NTUA):

- i. What will the Europeana enrichment look like? PL will provide the video collection, NTUA will provide the semantic enrichment.

Selected video will create overlay with title). Bottom strip will feature watched videos that will disappear from the first strip. The first one on the left size is the one you watched last.

- b. Social content: two strips by default, but you can scroll down. Two users are shown with name and profile picture.

### 3.3.3 Functional description of the Smartphone application

1. First run: Open app with welcome text on smart phone (Welcome to ReWinder playlist builder!), click away the welcome text by pressing on it.
2. User registration (mandatory) by filling in a form: username, name, password, upload existing photo. Text: 'Successful registration! Start building your first playlist'
3. Create a playlist as a landing page. Create a new playlist. Create title for a new playlist on the top of the screen. If you already have a playlist then you see the playlists with their title and date of creation. Button adds a new playlist brings you to the query page without search functionality, only with theme selection, decade and location selection. Lower bar is the send query button, the amount of videos for the new playlist and a button for the playlist page.
4. Following the query button you end up at the results page, also showing the title of the playlist on the top of the screen. The top screen shows the wording of the query (decade, theme, location) and the number of videos retrieved. And below there is the results list of videos in a listview (scroll up and down) with titles and description, date of the videos. There is a player option for the videos in the list. The back button is always available on the top bar. Select video option and comment on the selected video before adding it to the playlist. There is a Send button at the bottom which pushes the selected to the main screen. Text: playlist sent! Connect code shows on screen.

### 3.3.4 'ReWIND' Application Prototype Functional Description

The elderly TV Pilot scenario will be based on a 'ReWIND' concept allowing smart phone and tablet users to access European themes via Europeana videos and other 3rd party video databases. ReWIND apps on both smart phones and tablets will make available videos formatted for controlled syndication and tracking to social networks such as twitter, Facebook, YouTube and Pinterest. Such control of copyrighted videos also enables reporting and analytics useful to further engage with elderly audiences via related content. The REWIND apps will have push to TV feature compliant with both Google Chromecast and Apple TV hardware compliant with HDMI TVs.

The REWIND apps will have the following features:

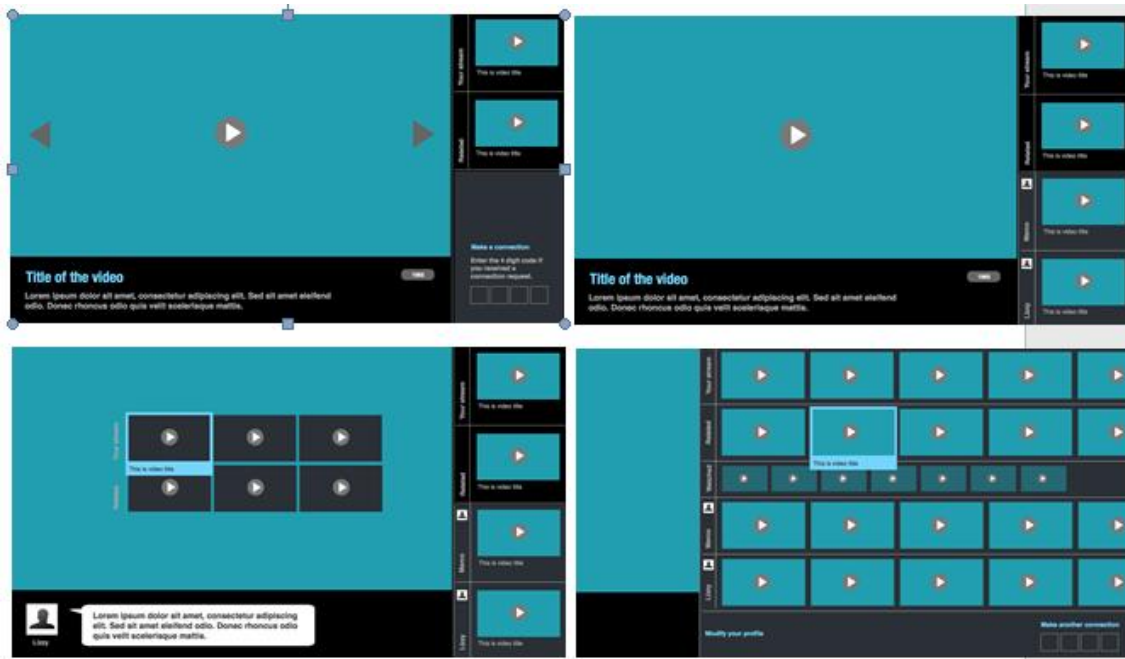
1. Login based on Short Codes
2. 'Save as favourite' video feature
3. Video categories in one app

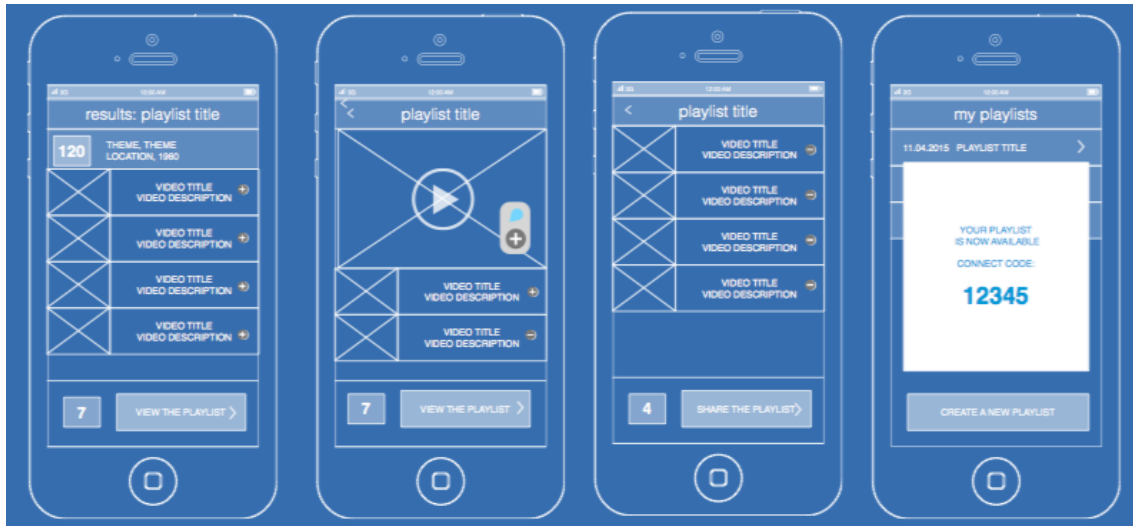


4. Social sharing feature tracking video views
5. Hyperlinked video descriptions
6. Push to TV videos
7. Streaming videos
8. Equivalent web video portal with curated comment feature
9. Advertising/Copyright Insertion
10. Web video embeds (single video, video menus, whole player) to partner sites

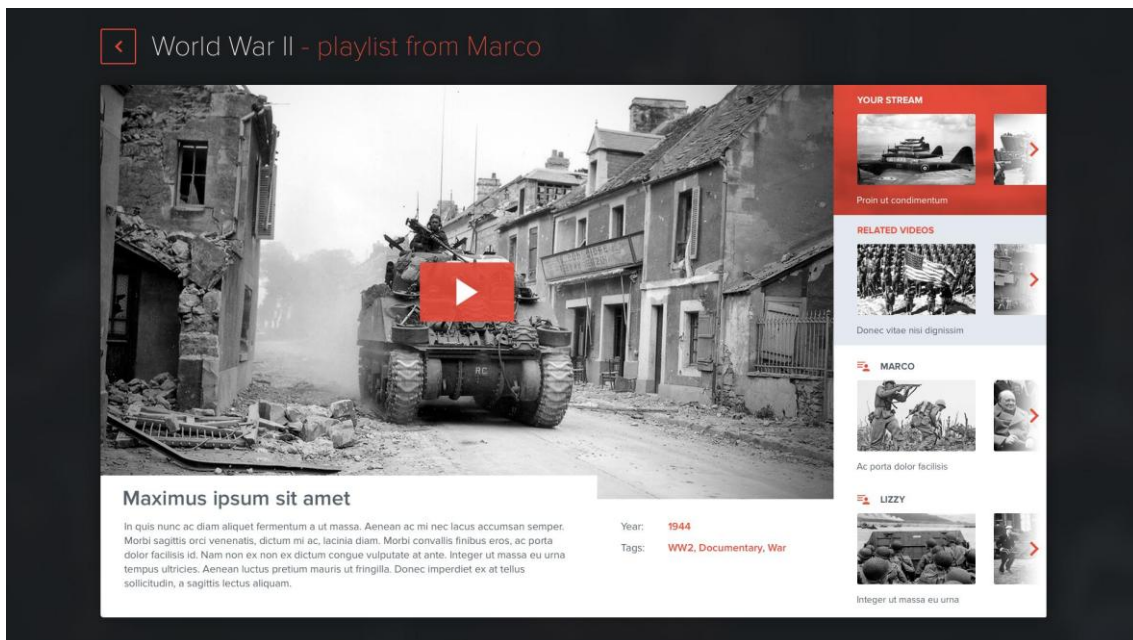
The REWIND thematic apps will be populated using a secure web-based intuitive Content Management System that has automated ingestion capabilities, frame extraction, and multi-user publishing rights management features. The CMS can also broker the connection, ingestion, and curation of user-generated mobile videos to REWIND apps.

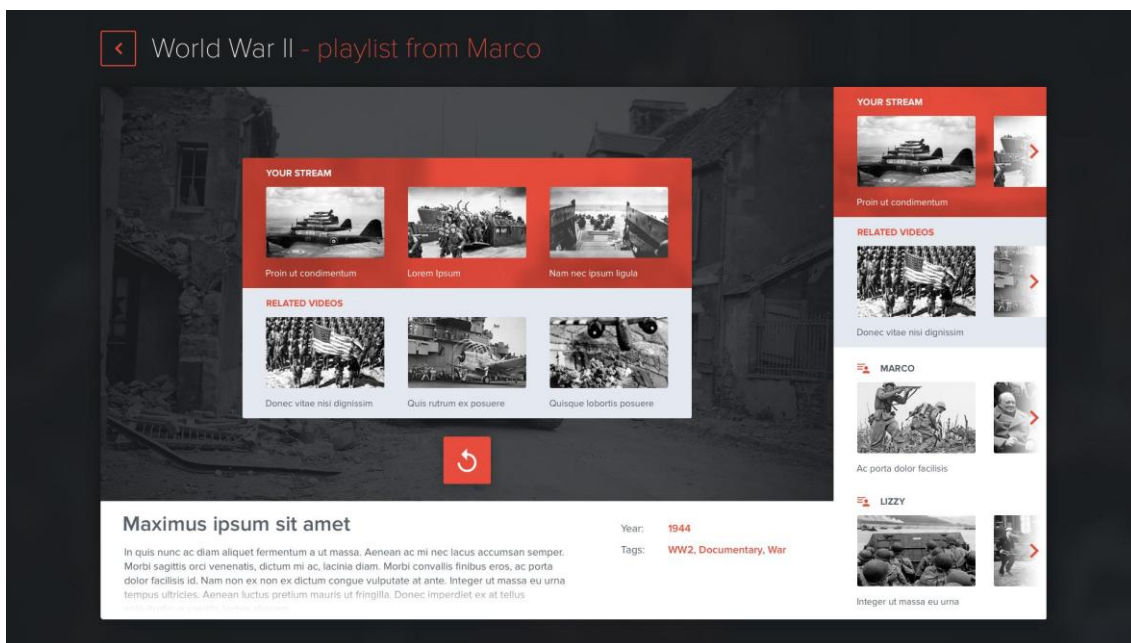
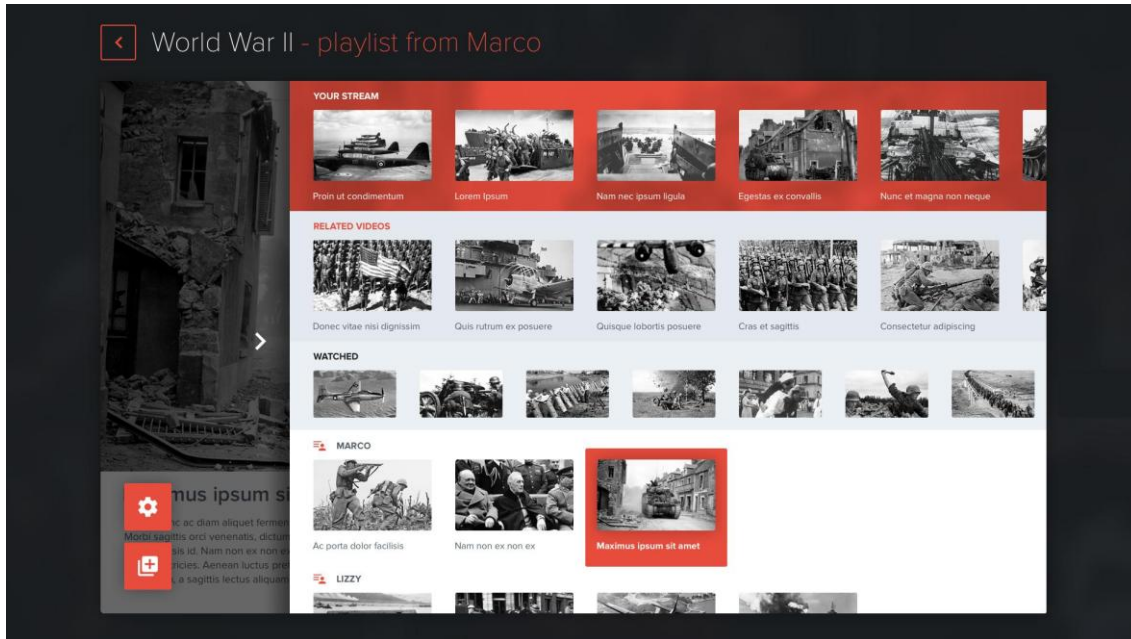
### 3.3.5 ReWIND Concept Wireframes



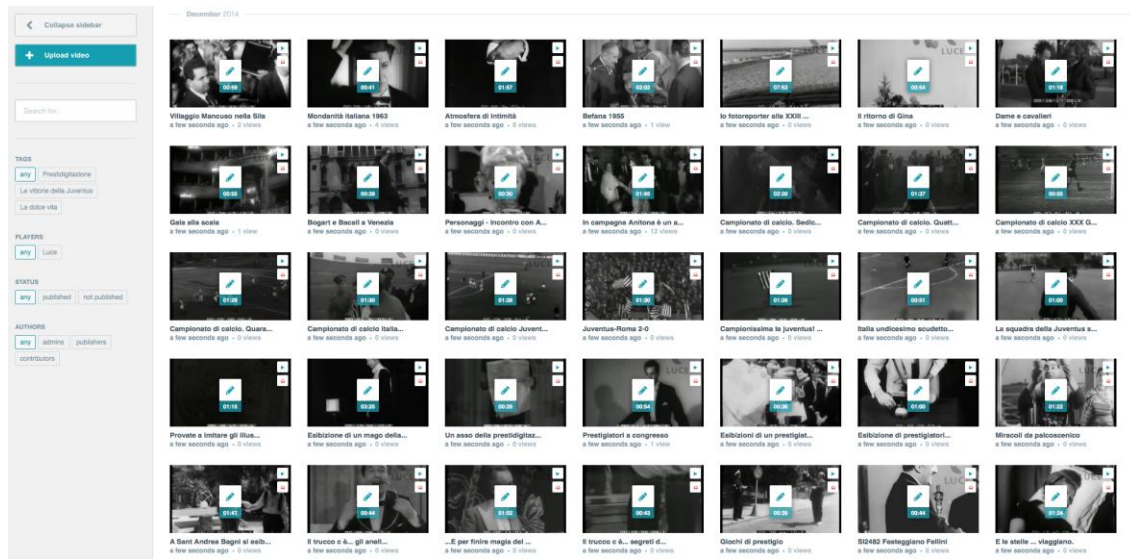


### 3.3.6 ReWIND Concept Visual Designs





### 3.3.7 Content Management Interface for ReWIND Concept



## 3.4 PROTOTYPES /2: BROADCAST SCENARIO - FALL OF THE BERLIN WALL HBBTV APP

### 3.4.1 Fall of the Berlin Wall HBBTV app: Statement of goals

Develop an HbbTV video dossier for the 25th Anniversary of the „Fall of the Berlin Wall” following a two-step approach.

Step 1: First version of HbbTV application on-air in October 2014 with more than 250 videos based on existing rbb web/mobile video special „berlin-mauer.de”, designed and developed externally.

Step 2: Create similar app using tools provided by partner to curate European content

### 3.4.2 Functional description

The “Fall of the Wall” dossier includes 500 videos from the “berlin-mauer.de” website covering the years from 1961 to 1990. For each year there are several videos.

#### Starting the app

To the start the app the viewer will tune into rbb TV and press the red button on the remote control. This will start the RBB launcher bar which will contain a widget for the “Berlin Wall” application. By navigating to the widget and pressing enter the user will start the “Berlin Wall” application.

#### Start Screen

On starting the app, the user is presented with screen which contains

- a horizontal list of thumbnails of videos from the year 1990
- beneath this a horizontal timeline of years starting in 1990 and running back to 1981
- beneath this a timeline of three decades 1990 – 1981, 1980 – 1971, 1970 - 1961

The user can navigate backwards and forwards in the video list, choose video from another year in the timeline, or choose another decade in the second timeline. The year chosen by the user will be highlighted.

#### *Video Page*

By clicking the thumbnail in the video page will open and the video will begin to play automatically.

Each video entry will contain a date, a title and short description. If there are more than two entries per page, then a scroll function will allow the user access further entries.

The video player offer pause/play, fast forward, rewind and full screen options.

#### *German/English*

The application and videos are available in both German and English. A button at the bottom of the screen allows the user switch between versions

#### *Data Protection/Imprint*

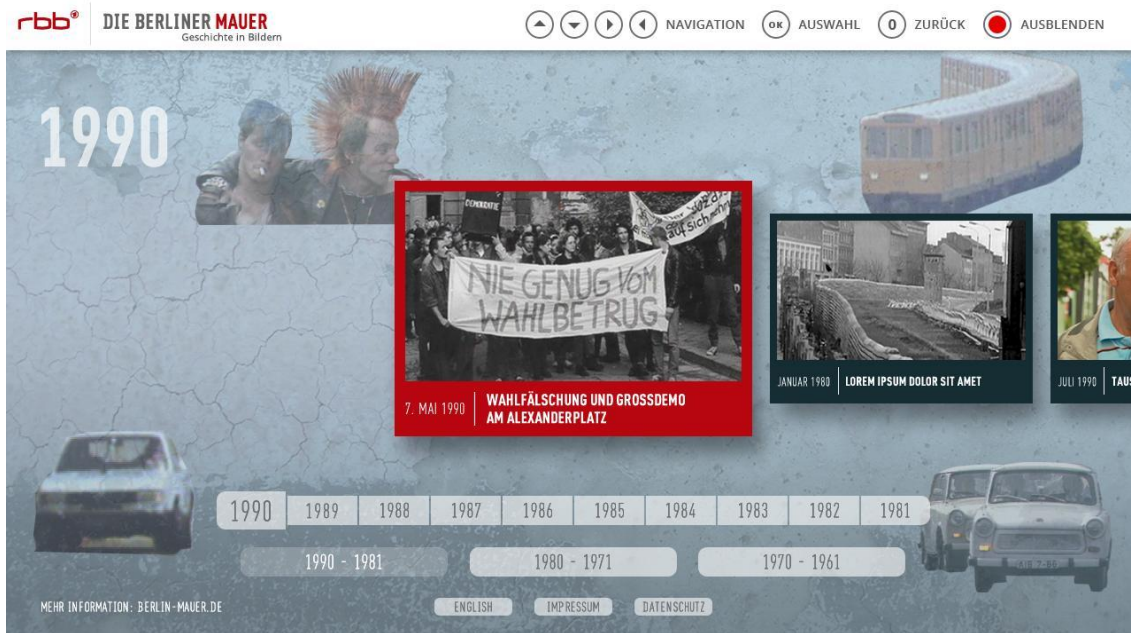
The application has pages with information on data protection and also an Imprint page

#### *Content/Metadata*

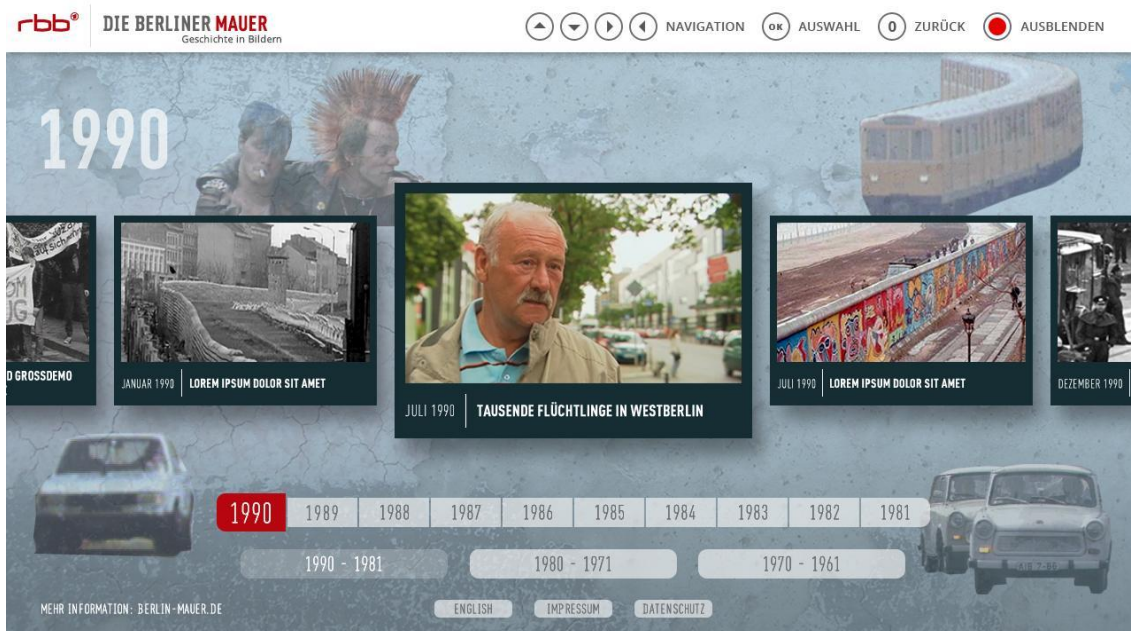
The videos have the following metadata:

- Title (GE/EN)
- Description (GE/EN))
- Categories (1 to n)
- Duration in Seconds
- Locations of the video (one of the is flagged as „main location“ of the video)
- Title of Location
- GEO position
- Timestamp of a location within the video (e.g. if Second 50 shows Alexanderplatz the timestamp for Alexanderplatz is 50)

### 3.4.3 Wireframes and designs



Start screen "Berlin Wall" app, focus on video



Start screen "Berlin Wall" app, focus on year 1990

Video page “Berlin Wall” app

Imprint page “Berlin Wall” app

## 4 PHOTOGRAPHY PILOT

### 4.1 INTRODUCTION

The Photography pilot has made progress on the further defining and concretization of the 3 scenarios as defined in D4.2, being:

1. Eureva Blinkster app
2. user-generated storyboards with photographic Europeana content
3. augmented reality with photographic heritage images

#### **Eureva Blinkster App**

Work on the 1st scenario “Eureva Blinkster app” is in full progress with the preparation of the Europeana Photography exhibition “All our yesterdays” taking place in Leuven from 1 February - 15 March 2015. During this exhibition the Eureva app will be used to build an interactive exhibit tour for schools.



The collection builds on the original selection for the “All Our Yesterdays” exhibition, which took place in Pisa in April 2014, comprising 121 pictures from 18 providers. Many of these images are copyright protected, part is Public Domain or is licensed with a CC-BY license. All providers granted usage rights for the Eureva app. There is a new set of additional images from the Leuven City Archive. Also those will be added to the Eureva app.





At this moment the images have been gathered in high resolution. 1024 pixel wide master images will be produced for upload in the Eureka database.

The English and Dutch captions were ready by 5th January 2015, with upload to the Eureka database completed by January 15th. The exhibition was setup between 19th and 27th January with the next set being to upload the five low-res reference images to Eureka.



The Blinkster app is an existing technology put at the disposal of the project by the Eureka company. No redevelopment of this app is planned within the project by Eureka and the technology as such will not be made available at the Hackathon.

The museum scenario is therefore not the core focus in this pilot. Nevertheless the scenario can serve as a source of inspiration for the Hackathon participants for the use case where the content rights are uncertain. The Eureka app is focused on the use inside a museum, to make visits more interactive and attractive for different audiences. No digital content has to be available beforehand. When the exhibition is set up, one simply goes around and takes a minimum of 5 photographs per object exhibited. When visitors point their camera at the object during the exhibition, the Eureka app will recognize the object based on those 5 photographs. The app cannot be used outside of the museum walls.

Especially for those museums with little experience or budget for digitisation and rights clearance, such apps for in-house use can help them increase visitor satisfaction without having the worry about potential risks attached in putting content on the web.

### **User Generated Storyboards Scenario**

Work on the user generated storyboards scenario has kicked-off with the construction of a photography pilot website using the open source Omeka software. Currently the website has been set up with a simple design and basic functionalities in order to host the virtual exhibition of the physical Europeana photography exhibition “All Our Yesterdays”. During the next phase the pilot website will be redeveloped to serve as a platform for dissemination purposes to interested audiences (developers, cultural heritage institutions, researchers, students...). It will become the single access point for communicating the activities of the pilot and will include:

- news items,
- relevant documentation for content providers and end-users on the use of the pilot website and the storytelling application,
- relevant documentation for developers interested in reusing the photographic content and participating in the hackathon,
- information and links to the demonstrators, available content, tools and technical spaces.

Information will be added gradually according to the progress of the pilot developments and hackathon preparation.

Omeka will also serve as the platform for further development of the storytelling application. This decision had been taken after several brainstorming sessions have taken place between the pilot leader and technical people from LIBIS to define the requirements of the storytelling scenario. As an open source software for web publishing of cultural heritage items and virtual exhibitions it already provides a strong basis for further development. Omeka has a strong development and user community which implies that a vast number of CH partners will be able to enjoy the developments, including a number of European projects such as Europeana and LoCloud currently already using the Omeka software for virtual exhibitions and aggregation of cultural heritage items.

In this deliverable it is shown a demonstration website with a very plain interface since the design is still a work in progress. In the coming months the interface the interface will be redesigned, based on user requirements in order to make it aesthetically appealing, easy and fun to use. This design will be shared and evaluated by potential end-users so to make any adjustments and improve the developments according to the end-users’ needs in an iterative way.

### **Augmented Reality Application**

The augmented reality application challenges it’s users to retake historical pictures and to match the original as good as possible. As such, it aims to create an interaction between the present and the past. The test case will focus on a set of historical images from the city centre of Leuven. First, a careful selection will be made of historical images which are still identifiable and recognizable at the present time. Students will be asked to create new images that match these images as well as possible. Thereafter, these images will be assigned a manual ranking

based upon how well they match the original. An algorithm will then be developed by iMinds that tries to assign a score to the images to match the manual ranking. Based upon this algorithm, a mobile application (iOS) will be developed that can provide the score in real time to the user. The best matching user can then be rewarded. The image interaction will make use of the JPSearch API. This access API will also be provided as an input to the hackathon, where this augmented reality application will serve as a demonstrator. In addition, some examples of real time overlay will be provided as well. For example, while pointing the camera to a black and white image, the application could overlay the picture with an inpainted version. The gathered new images of the historical images of Leuven can be used in this context as well to bring old images back to life thanks to augmented reality technology.

#### 4.1.1 Content list

For the storytelling and augmented reality pilots some additional material related to the City of Leuven will be selected. Possible sources are photos from KU Leuven and the Leuven City archive. Students from KU Leuven will also take some new photos of certain locations in Leuven which will serve as modern reference material for the overlaying of old photographs on modern day city views as part of the augmented reality experiment. The specific selection still has to take place.

Name of the content provider	Name of the selected collection/s	Type of content	Approximate amount of the sourced content	Status of the copyright agreement (if needed)*
City archive of Leuven	Selection of photographs of locations and buildings in the city of Leuven (about 70 pictures)	Images	Selection of material still to take place. Probably around 10 photos will be collected for the experiment	Granted for use in the pilot. Negotiation ongoing which license will be used by the City Archive
KU Leuven (students + professional photographer)		Images	Every location or building represented in an old photographic view will have to be photographed several times by the students	We will ask participating students to dedicate the work with a CC-BY license. The photos taken by the professional photographer will NOT be available for commercial reuse.

#### 4.1.2 Link with other activities of the project

##### Technical space (WP2)

There has been contact between the Photography pilot members and the WP2 Leader concerning the planned developments:

- WP2 will develop a new API providing access to Europeana content, but also other repositories holding cultural content such as YouTube and Flickr-The Commons. This is of specific interest to the Photography pilot work on the storytelling app. In this environment users will be able to upload their own items to their repository, but also search external repositories and select items to be added to their repository. One of the developments planned for the storytelling app is a plug-in that allows users to search and retrieve content from the Europeana repository using the API service (<http://pro.europeana.eu/api>). Access to other repositories is currently not planned. If WP2 provides access to multiple repositories with their API, this would be of interest to us and we could connect to their API in time to provide users a bigger set of repositories to query and select content from for building their own story.
- To ensure interoperability with the Technical space, the photography pilot will develop an EDM profile for the storytelling application. If new items (or perhaps in time even stories) are added by users to the repository that are of value to Europeana, WP2 technical people have assured us that they can harvest the datasets using our OAI or API services.
- The augmented reality application will make use of the JPSearch tools elaborated as part of WP2. The JPSearch tools handle interoperable access to image data.

##### Hackathon (WP5)

On 19/11/2014 a meeting took place between KU Leuven and iMinds to discuss the details of Photography pilot and the Hackathon in Leuven. During this meeting the general strategy of the hackathon was agreed on.

- The Photography pilot outcomes will be used as inspiration for the hackathon participants.
- Pilot outcomes will be made available for hackathon developers where possible (depended on the reuse of licensed or open source solutions). The Omeka developments will be freely shared for reuse. The pilot participants will also have access to the JPSearch API.
- There will be a strong focus on the engagement of students from cultural heritage studies and computing sciences. They will be asked to team up and prepare a hackathon idea together. This could become part of their master paper.
- Because of the strong involvement of students and the time needed to prepare and communicate the hackathons purpose, the pilot team has decided to organise the hackathon on either the 18th-19th or 25th-26th February of 2016.
- The Photography pilot website will be used to communicate not only on the progress of the pilot, but also on the purpose of the hackathon, information on how to team up, where to find relevant documentation on the scenarios and the hard- and software that will be made available.

The pilot will prepare a selection of historic photographs of the city of Leuven to be shared with the hackathon participants. The pilots scenarios itself will serve as a showcase of the material, the requirements and expectations of cultural organisations and public, and of the different technologies used such as image recognition, Europeana API and Europeana enrichments for multilingual access to data, Google glasses, authentication services, etc. The challenge for the hackathon participants will be to reuse this collection in combination with online datasets to develop thematic apps for tourism, education or leisure. The pilot participants (cultural actors, students, tourists, photography lovers) will be brought together with developers to challenge and discuss ideas and requirements. The city of Leuven with its rich history and active student life will be their playground. Yet the outcomes, whether creative ideas or technological, will have to be usable in any city or historical site.

Further discussions will also take place with the WP5 partners from WAAG and REMIX to further develop this model in line with the project's existing planning.

#### **4.1.3 Technical integration and testing activities**

##### **1/ Museum scenario (Blinkster app)**

Blinkster is an application originally developed by partner Eureva that provides a new way to visit museums. It was first created for the museum Le Louvre, in Paris, and was designed so that it could be adapted to any museum content. Its main advantage is that a user can get additional content via image recognition. Therefore, a simple photography taken with the mobile gives the user all the information he needs about the element he is watching.

For the Europeana Space project, Eureva provided a back-office web site for every content manager. Following a simple tutorial, it is very quick to create, fill and manage a database that will be ready to use for the mobile application. New features have been added recently, especially the possibility to load an archive containing xml files and pictures in order to create the database more rapidly. An administration application was also provided, so that content managers can create the items and take pictures being on the same condition as the main application users.

The Blinkster app will be used in the Photography pilot to build a quest for visitors visiting the "All Our Yesterdays" photography exhibition organised in Leuven (February/March 2015). The idea is that visitors will visit the exhibition and use their smart phone to explore the exhibited photographs. The Eureva App records the images taken by the visitors in a HTML storyline that is saved on the phone.

The setup of the Eureva Blinkster database for KU Leuven exhibition is completed.

Data entry of data for Leuven exhibition (ca 160 photographs) into the Eureva database, in English and Dutch (captions and quest) are being prepared.

Once the exhibition material (photographic prints) arrives in Leuven, 5 pictures of smart phone quality have to be taken and uploaded in the Eureva database for each of the 160 reference images.

##### **2/ Storytelling app**

**Europeana API integration:** A new Omeka plug-in will be developed to allow users to search and select content from the Europeana repository directly from the Photography pilot website. The selected items can then be added to the local repository for later integration into the

user's story album. Users will also be able to update the Europeana content. A queuing server will be used to have a smooth user experience even when lots of items need to be updated. With the queuing server we will also be able to control the load on the server and to and from Europeana. The plug-in will make use of the Europeana API services (<http://pro.europeana.eu/api>) to retrieve data from the Europeana platform.

**EDM export (API & OAI-PMH):** In order to transfer content and metadata from the pilot environment to the technical space (NTUA) and Europeana, an EDM API output format will be created for Omeka. NTUA has indicated that they will be able to harvest the datasets using the REST API. Europeana on the other hand is only capable of harvesting datasets using the OAI protocol. Both services will therefore be provided. A queuing server will be used to prevent server overload in case of large API or OAI requests.

Two types of content can be identified:

- New content from cultural heritage institutions made available for the Photography pilot that is not yet published on Europeana. If there is an agreement with the content provider, the new content will be provided to Europeana.
- User generated content and media. If users agree to publish this content on Europeana (e.g. old family photo albums, postcards...), they can assign the publication on Europeana status to the item.

### 3/ Augmented reality app

The augmented reality application will make use of the JPSearch tools for interaction with images. The JPSearch tools are elaborated as part of WP2. The matching of new and historical images will be based on recognition and matching of feature points in both images. Pre knowledge of the specific case can be taken into account to improve the reliability of the matching. For example, a mask can be used to exclude feature points in areas which do not exist anymore or are hidden by new objects such as buildings or trees. The demonstrator applications will be developed for iOS.

#### 4.1.4 Planning, timeplan and milestones

Due to the need of re-organizing and adding sub-milestones, the following table replaces and updates the one of D4.2:

Pilot number	Milestone	Milestone Name	Delivery date	Comments
MS1		Requirements defined	July 2014	Completed
MS2		Content sourcing (sources already defined)	January 2015	Completed

MS3	Exhibition texts ready	December 2014	Completed
MS4.1	Blinkster database setup	December 2014	Completed
MS4.2	Blinkster database filled	15 January 2015	Completed
MS4.3	Blinkster photos taken at exhibition	26 January 2015	Completed
MS4.4	Blinkster app ready in exhibition	First week February 2015	In progress
MS5	Scenario 3 technical meeting	End of August 2014 Leuven	Completed
MS6	Start student groups on user scenarios (scenario 2)	October 2014	Completed
MS7	Prototypes ready for contributing to D4.3	January 2015 – Project Milestone7	Completed for Museum scenario and Storytelling scenario
MS8	Website environment with demo storyboards ready	February 2015	Demo website completed, demo story still to be added
MS9	Scenario 3 (augmented reality) demonstrator and components ready for hackathon	January 2016	In progress
M9.1	Gathering reference database of matching images by students	June 2015	On schedule

<b>M9.2</b>	<b>Matching algorithm</b>	<b>September 2015</b>	<b>On schedule</b>
<b>M9.3</b>	<b>Mobile app</b>	<b>January 2016</b>	<b>On schedule</b>
<b>MS10.1</b>	<b>Europeana API plug-in for storytelling website</b>	<b>July 2015</b>	
<b>MS10.2</b>	<b>User authentication service</b>	<b>September 2015</b>	
<b>MS10.3</b>	<b>Storytelling plugin improved version</b>	<b>September 2015</b>	
<b>MS10.4</b>	<b>EDM export (API &amp; OAI-PMH)</b>	<b>November 2015</b>	
<b>MS10.5</b>	<b>Mobile export for sharing stories</b>	<b>December 2015</b>	
<b>MS11</b>	<b>Photography pilot Hackathon</b>	<b>February 2016</b>	<b>On schedule</b>

## 4.2 EVALUATION CRITERIA AND DEMONSTRATION PLAN

In D4.2, the following evaluation criteria were identified:

*“There is a clear evaluation criterion: can we find developers who are willing and capable, with the materials we provide in the hackathon, to implement the 3 scenarios? Depending on this recruitment result we will determine which scenario is the most promising to develop further and to go to incubation.*

*In this sense our scenarios have different levels of risk: starting from low technical and business risk (scenario 1) to medium risk (scenario 2) to high risk (scenario 3). In this way, the pilot is also important for the EuropeanaPhotography consortium, since many are eager to venture in new business models, and are assessing which way to go. By having a good spread in anticipated risk we can make a thorough evaluation afterwards.*

*Evaluation criteria will be:*

- *Network assessment: what kind of content provider network needs to be in place? Who is needed in the distribution channels?*
- *Technical assessment: how mature is the technology? What needs to be further developed?*



- *Business assessment: what is the cost structure? How will the revenue stream be generated? To whom is the money going to flow? What kinds of investments are needed?"*

For the storytelling scenario, the following success criteria can be added:

- The reuse of the developments by the Europeana community and related projects such as LoCloud. We think that for both Europeana and the other projects already using Omeka, can benefit from our developments as a useful extension to their current services. Interest has already been shown and a first discussion meeting with Europeana is planned on the 14th of January 2015.
- Reuse by the Omeka community. Plug-ins and extensions will be developed as open source and shared with the Omeka community for reuse. The Omeka development community exists of a large number of cultural heritage institutions, but also some private players using the software and providing services such as set-up, design and configuration, redevelopment and especially hosting. The pilots' developments could thus trigger new developments and the reuse of European cultural content.

The "All Our Yesterdays" exhibition (1 February – 15 March 2015) offers a golden opportunity to organize evaluation on the experiences the users have in using the Blinkster app, most probably with a short survey handed to them together with the app when they visit the exhibition. Alternatively, for the school groups the evaluation questionnaire can be sent later to collect feedback.

As for demonstration activities, and in order to attract a diverse audience of developers, creative businesses, students from the cultural studies and computer sciences, cultural & tourism sector, the Pilot will organize:

- **A targeted communication campaign** distributing posters, leaflets and mailings
- **An information day announcing the photography pilot hackathon**, with a focus on the content and tools to be reused, the planning, where to find information, how to prepare. This information day will mainly focus on students from the computing science, web development and cultural studies. The idea is to have them team up so they can share ideas and prepare a project.
- **A one day event to kick-off** the photography hackathon (February 2016):

Keynote speakers will have to attract the attention of a diverse audience. While we don't see so much challenge of attracting an audience from the cultural heritage or even tourism sector, the creative industries - specifically developers - will be more challenging. We spoke with developers that had previous hackathon experience, and they mentioned that you need to trigger the attention by inviting a keynote speaker from their domain to come and talk about the latest trends. This keynote could even set the challenge for the hackathon.

**When:**

- Communication: preparation May/August 2015, campaign September 2015/February 2016, in cooperation with WP6 leaders
- Information day: October/November 2015
- Kick-off: shortly before the hackathon, giving time to the participants to prepare their ideas, study the challenge material and explore the photography pilot's tools.

**Where:**

- Communication: Belgium (Europe)
- Information day: in Leuven
- Kick-off: in Leuven

**Whom:**

- Organisers: KU Leuven, iMinds. Presenting the scope of the hackathon, pilot developments, tools and content available for reuse.
- Key note speakers: should be top level in IT, a big name if possible to attract the maximum attention
- Participants:
  - o Professional developers, but also students from the computer science or web developers
  - o Cultural and tourism sector, but also students from cultural studies. To provide ideas and share information on the content and the mission with the developers

**How:**

- Bring together a network of cultural heritage professionals, creative industries, students
- Provide ideas, tools, meeting opportunities
- Have a mix of CH players, students and professionals from the creative industries team up for a project
- Provide input and assistance to this teams

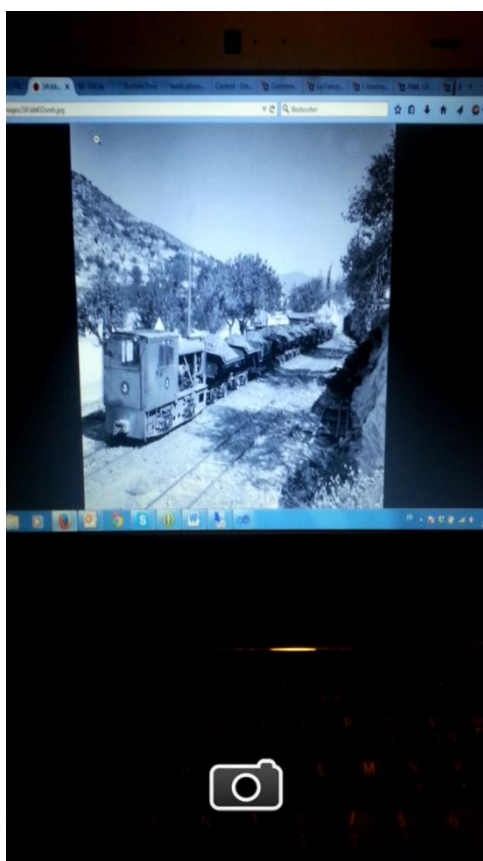
### **4.3 PROTOTYPES /1: MUSEUM-BLINKSTER APP**

For the museum scenario, the existing Blinkster app of Eureva is being reused.

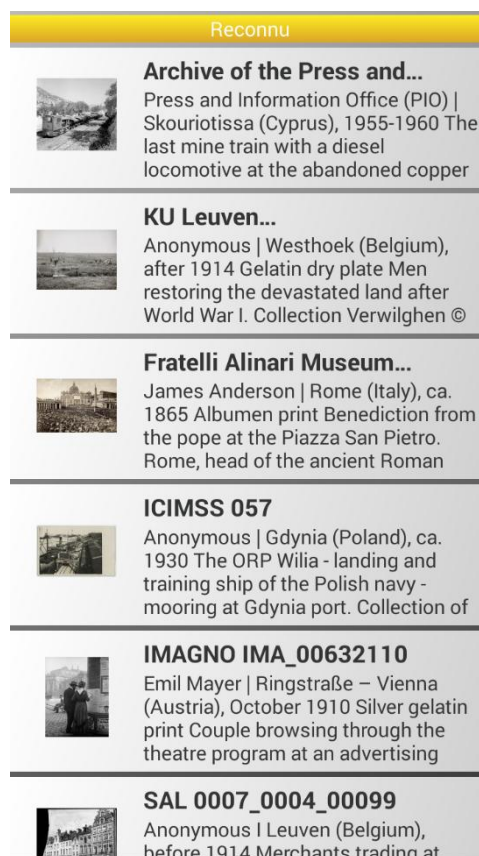
As explained in detail in the introduction section above (cfr. par. 4.1), work on the text material is in full progress and will be added to the Eureva database start of January. The low resolution images to be uploaded in the Eureva database can only take place at the end of January since the exhibition needs to be in place. The exhibition was set up between 19th and 27th of January, at which time 5 low-res reference images were taken from each work (160 photographic works of art in total) to be added to the database.

Both the administration application and the back office web site have been delivered by Eureva to Europeana Space partners of Photography and Museums pilots with a detailed tutorial, explaining how to use them in order to create and manage a database for each museum. The back office offers a convenient way to load a full database using the archive file system, and helps the content manager to have a global vision of the items currently loaded. The mobile administration application can be used to take pictures, in order to add them to the database for enhancing the image recognition process, including 3D objects. The same application can also be used to test the image recognition system, as within the final application.

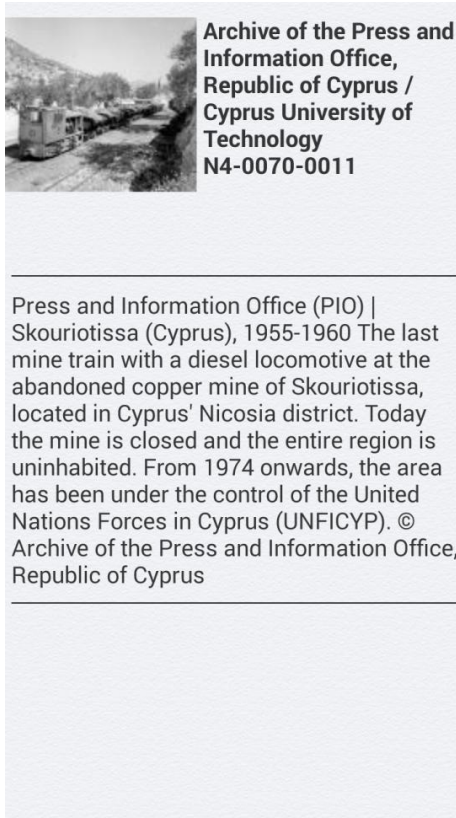
For the Photography Pilot - Europeana Photography exhibition “All Our Yesterdays” in Leuven, a first version of the Blinkster app will be provided for testing; the design of the final application will depend on the feedbacks given by users after this testing phase.



*Blinkster prototype 1: Camera page*



*Blinkster prototype 1: List of results*



*Blinkster prototype 1: Detail of an item*

#### **4.4 PROTOTYPES /2: STORYTELLING APP**

The open source Omeka web publishing software will be used as the basis for the further development of the storytelling app. Work has commenced on the set-up and basic configuration of the Omeka environment. This first version will be used to communicate about the pilots' objectives and planned developments and will host the virtual exhibition of the photo exhibit "All Our Yesterdays"<sup>3</sup>.

The website is ready for content to be added.

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<sup>3</sup> The virtual exhibition was realized in the framework of associated project Europeana Photography



- > About the Photography pilot
  - > Browse Items
  - > Browse Collections
  - > Browse Exhibits
- 
- 

Home > About the Photography pilot

## About the Photography pilot

The pilots' objective is to demonstrate a range of possibilities offered by apps, Europeana API, and a multitude of tools developed by the open source community, to come up with innovative models involving historical and present-day photography, with monetizing potential and investment appeal.

The pilot will develop 3 ideas:

- Museum applications
- Storytelling web applications
- Augmented reality applications

A new look through the lens of historical and present-day photography



### Europeana Space - Photography Pilot

Museum apps providing new ways of accessing photographic material

Storytelling web apps enabling users to create their own stories

Augmented reality apps allowing for historical images to be layered with actual experiences



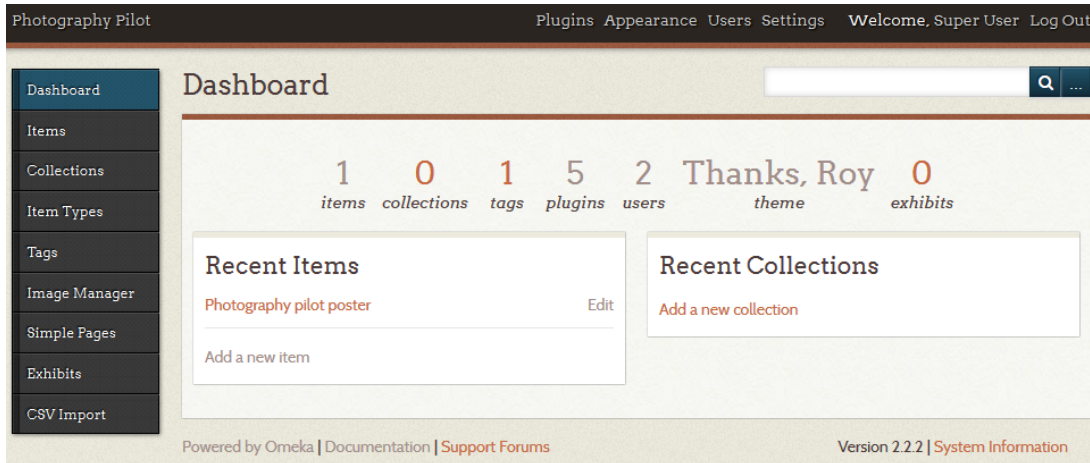
©Kretingiamuziejus / KretingaMuseum  
Lietuvos dailininkų / Lithuanian  
Artistųmokykla 1984

Coming soon! Photography Hackathon

Home page currently hosted at: [heron-net.be/espace/about](http://heron-net.be/espace/about)

The webserver and MySQL database has been set-up. All configurations and development will be managed using a Github repository with Capistrano staging and production deployment for monitoring and sharing all further developments.

Omeka allows users to easily upload, create and manage items, virtual exhibitions or stories, information pages, tags, etc. After you log-in with your user account, a dashboard appears that provides access to the different management options of the software such as users and organisations, an overview of new items, collections, tags, installed plug-ins and themes (design), and a navigation pane on the left to create new items, information pages, items types etc.

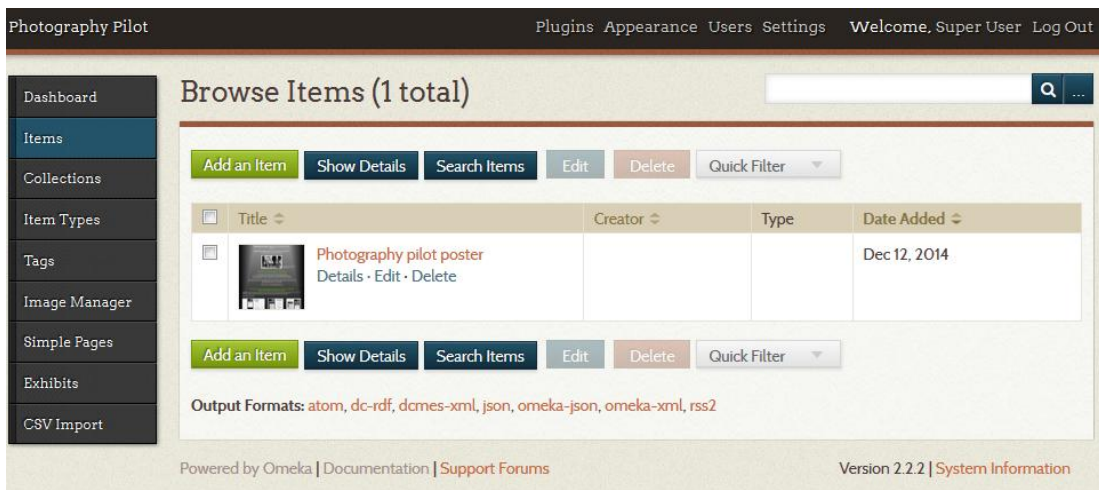


#### 4.4.1 Creating an own image repository

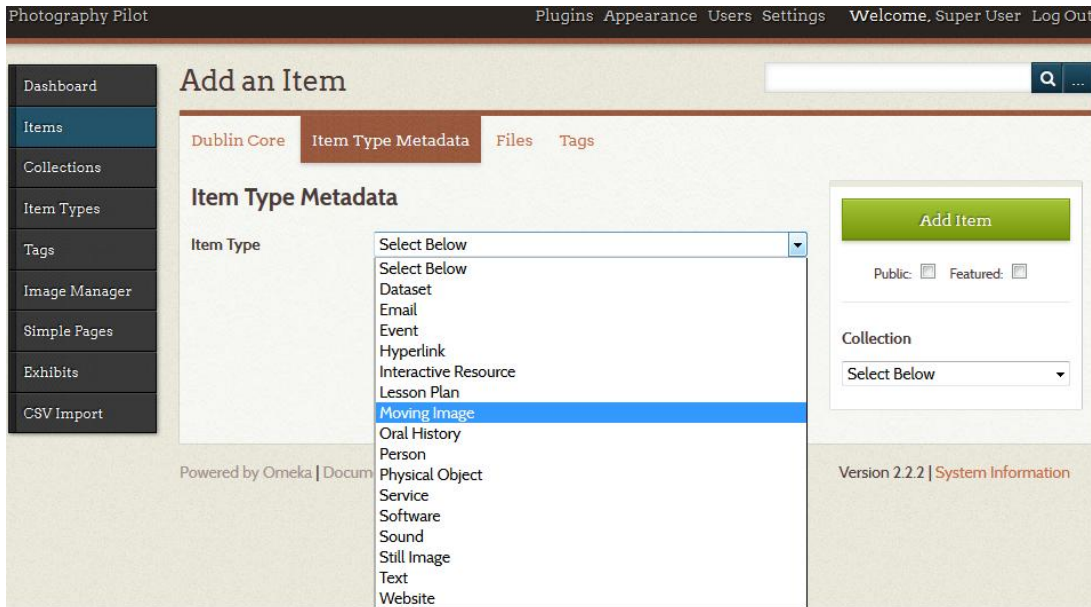
Users are able to create an own image repository, collection or virtual story by uploading items. For the photography pilot, 3 ways of adding items will be offered:

##### 1. *Manual upload of items (implemented)*

By clicking on “Items” in the navigation pane, a new screen opens presenting an overview of your existing items and the possibility to add new items.

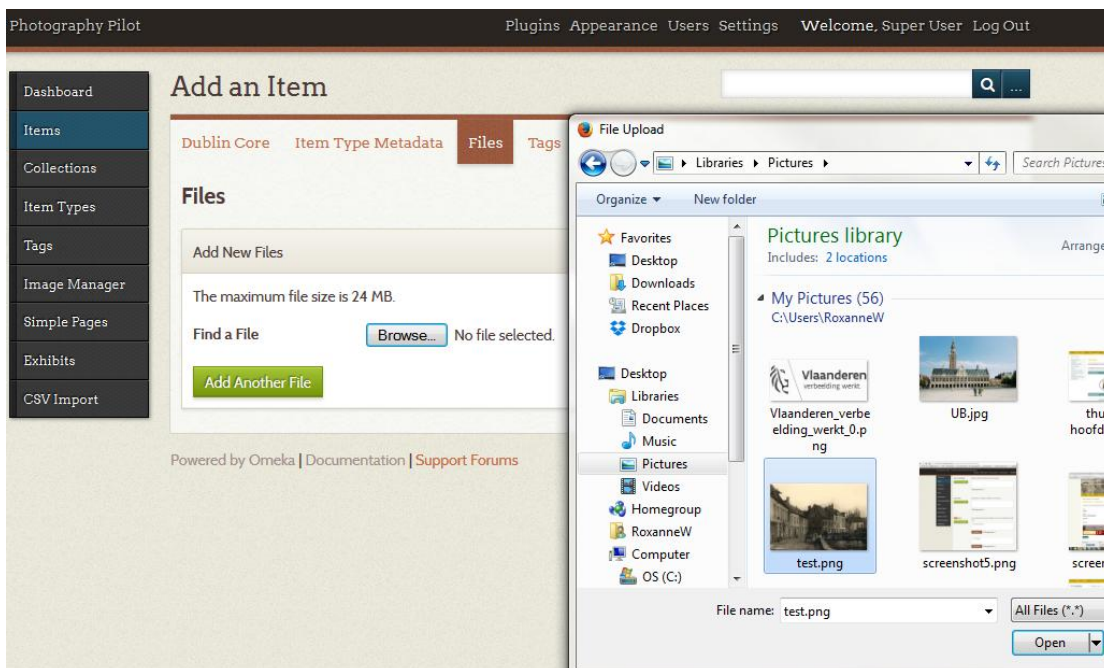


Items are the basis of an Omeka site. It can represent images, videos, sound, text files etc. While for the Photography pilot there will be a specific focus on old and modern photographs, users could also add sound fragments, text or video material to complement their story.

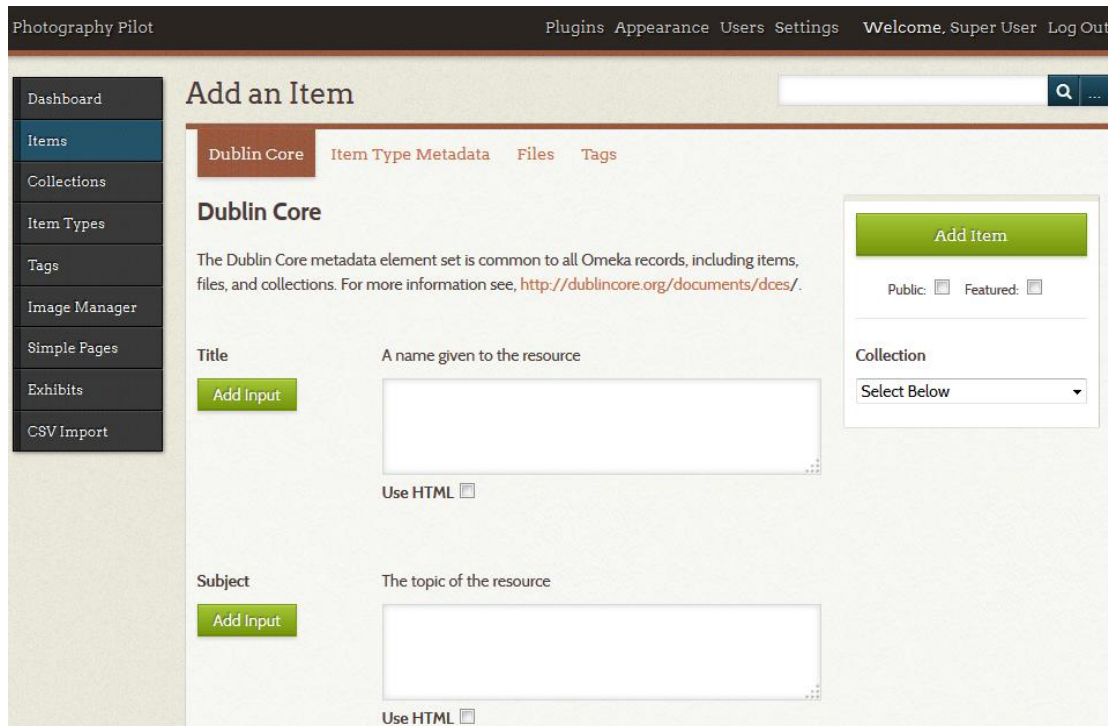


It's also possible to add multiple digital representations to each item.

Users can easily browse their local folders and upload them on the Photography pilot server.



Currently the Photography pilot website is based on the Dublin Core profile (CD and DC terms). It is possible to add specific metadata of your own by creating a new item type. For each field, a definition on its meaning is added so users know what information to add in the field.

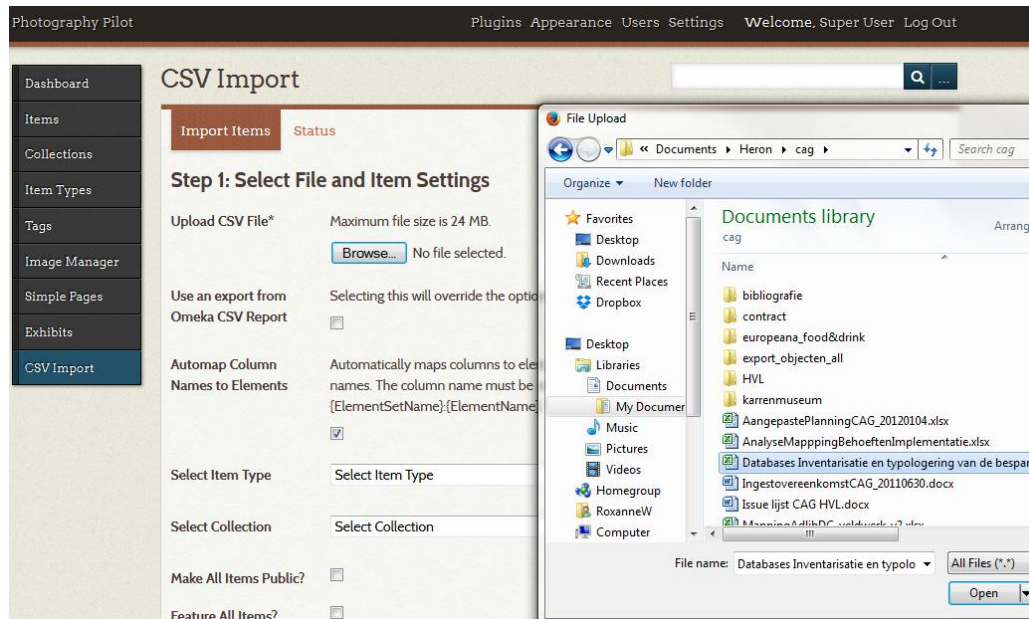


For the Europeana Space project we will add EDM to Omeka (in the API, OAI-PMH export and maybe go further and add an element set for Europeana as is the case for the Dublin Core Extended). This EDM compatibility is of specific interest to Europeana and a number of Europeana partners such as LoCloud who currently already use Omeka for building virtual exhibitions and image databases. In these cases items are exported as DC using the OAI protocol. Other tools are used to transform the DC export into EDM. A direct EDM export would benefit the quality of the metadata since nothing is lost in the transformation process as well as it would minimize the workload and cost of transferring new collections to Europeana.

## 2. CSV upload of items (implemented)

For batch ingest of new items, users can upload a CSV file and use a build in mapping tool to align the metadata elements to the DC profile. You can also import records using the API or OAI, but since this pilot application is targeting every day users, CSV is by far the easiest way.





### 3. Selection of items from Europeana (not yet implemented, planned for 2015)

Users wanting to tell a story on the Photography pilot website will be able to combine own uploaded items with items they have selected from the Europeana portal. To provide this possibility of selecting items from Europeana in an automated and easy to use fashion, we will develop a new plug-in that will allow users to search and select items found on the Europeana portal using the Europeana API services (<http://pro.europeana.eu/api> ; <http://www.europeana.eu/portal/api-introduction.html>) to retrieve data from the Europeana platform.

#### 4.4.2 Storytelling app

The Photography pilot website allows you to build online stories that showcase a combination of digital objects available in your repository in combination with narrative text. Using pre-built themes and layouts, users can build complex pages without any programming knowledge. For this pilot users will be able to use own photographic content in combination with photographic content selected from Europeana. For now only uploading own material is possible since the development of the Europeana API is planned for 2015. Later on it will also become possible to export the story to a mobile device (in HTML5) to be shared with friends and family.

Photography Pilot Plugins Appearance Users Settings Welcome, Super User Log Out

- Dashboard
- Items
- Collections
- Item Types
- Tags
- Image Manager
- Simple Pages
- Exhibits**
- CSV Import

### Description

**B I U** | Paragraph HTML

(1839-1939) LIFE THROUGH THE LENS OF EUROPE'S FIRST PHOTOGRAPHERS

Museums, archives, universities, private enterprises and public administrations from all over Europe joined forces in the EuropeanaPhotography project to digitize the best of their photographic collections (1839-1939); now they are proud to present an edited selection of the finest, rarely seen images, documenting the past as captured by the pioneers of photography.

All Our Yesterdays is a great opportunity to discover how people lived in a Europe very different from the one we know today, undergoing great and rapid changes. In this period, a life of horses and agriculture briefly co-existed with a new, modern reality of machines and industry. Among this era's many innovations: photography, a new medium able to capture everyday life at the pace of its evolutions. The skills of these early photographers were not fully appreciated at the time, but they recorded life in a precise and hidden detail that we can only really appreciate now that we have lost the life we used to live.

Tags:

Theme:

### Pages

There are no pages.

[Add Page](#)

[Save Changes](#)

[View Public Page](#)

[Delete](#)

Public:  Featured:

Photography Pilot Plugins Appearance Users Settings Welcome, Super User Log Out

- Dashboard
- Items
- Collections
- Item Types
- Tags
- Image Manager
- Simple Pages
- Exhibits**
- CSV Import

## Add Page

Exhibits > All our yesterdays > Add Page

Page Title:

Page Slug:  No spaces or special characters allowed

[Save Changes](#)

[Save and Add Another Page](#)

### Content

[Expand All](#) | [Collapse All](#)

To reorder blocks and items, click and drag them to the preferred location.

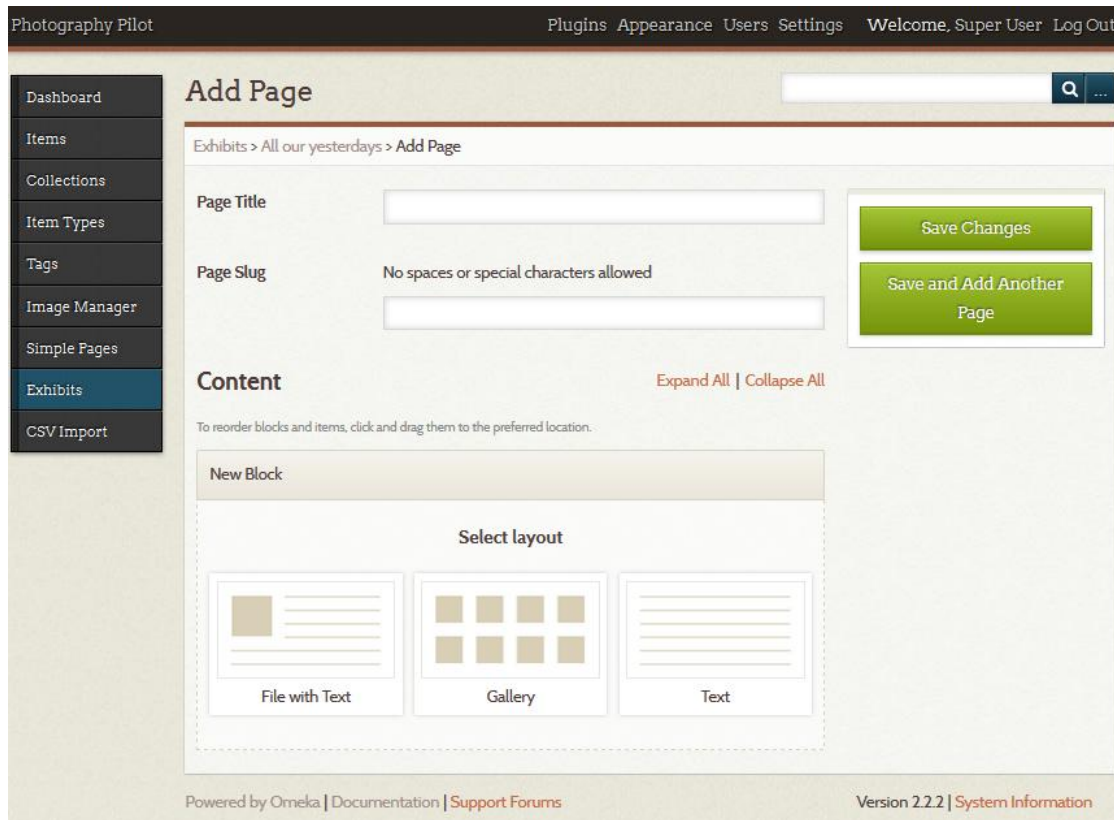
New Block

Select layout

File with Text

Gallery

Text



In the coming months the storytelling plug-in will be redeveloped to become more user friendly with the possibility to create a personal account (now this still has to be created by the administrator), manage the items in your own repository etc.

#### 4.5 AUGMENTED REALITY SCENARIO

This third element of the Photography pilot has not entered the development phase yet. It will serve as a demonstrator and an input for the Photography hackathon. The development relies on data that is planned to be gathered in the coming months, as indicated in the table above in Section 4.1.4 (MS9 and following).

## 5 DANCE PILOT

### 5.1 INTRODUCTION

Since D4.2, the Dance Pilot has been continuing to develop the pilot's goals and aims and all three partners COVUNI, IN2 and FCSH-UNL have remained on task with the development of the prototypes, the uploading of content to the pilot's repository, the advancement of hackathons, while also holding monthly meetings to report and discuss progress within the pilot. In addition to having internal meetings, one member has been present at every monthly Progress Call Skype meeting within the project.

The Pilot has begun discussing and entered the pre-planning stage of the Hackathon. COVUNI has taken the lead on this matter and worked closely with Waag and CIANT to ensure that the planning of the hackathon moves according to the time schedule. Waag has uploaded various links and documents to the projects Basecamp, which we have gone through and are starting to integrate into our preparations for the hackathons.

#### 5.1.1 Content list

There are no major changes to report to the content list. COVUNI has worked closely with UNEXE, the WP3 Content Space Leaders in regards to IPR Issues and License agreements. COVUNI has been looking at IPR issues around Europeana content and non-Europeana content and has drafted a License of Agreement with the artists contributing to the Pilot. In addition to securing IPR issues around content, a combination of Europeana Content and non-Europeana content has been downloaded and uploaded to the online repository (built by IN2).

#### 5.1.2 Link with other activities of the project

Collaboration with the Games Pilot (COVUNI) has continued and Rosamaria Cisneros has continued to have discussions with Alex Woolner from Games (COVUNI). Alex has requested dance films to begin his work, as well as offered dance films to our Pilot. This is an ongoing collaboration. At the moment it is agreed that the Dance Pilot and Games Pilot will work together to build a "static" library of dance videos, which will be used within the game being developed by Alex Woolner.

A further discussion has taken place between IN2 and OCC who leads the Cavafy Poems Demonstrator. Tool reuse possibilities have been discussed especially with regard to use of the Annotator Tool of DancePro in the context of poetry reading. Another further possibility discussed was the mymeedia tool (that is being used in DanceSpace) for complementing the other tools they will use for creating stories about Cavafy. Further discussion is needed in order to elaborate on the practicalities and feasibility of the foreseen collaboration.

### 5.2 EVALUATION CRITERIA AND DEMONSTRATION

During the meeting in Venice the pilot partners have discussed at length the upcoming evaluation and demonstration period of the pilot. At the moment a pilot-specific methodology and criteria for evaluation is being prepared.

The timeline is as follows:

M12 (01/2015) - M18 (06/2015): Alpha version, internal testing and refinement

M19 (07/2015) - M24 (01/2016): Beta version, demonstration phase and evaluation with external users (at least 10-20 end-users)

The hackathon was originally planned for M24 (January 2016). However, after ongoing discussions with CIANT, who will be hosting the event, we are investigating the possibility of moving the hackathon to M21 (October 2015) such that it can be co-located with a large bi-annual creative festival organised by CIANT: ENTER festival<sup>4</sup>. In this way we expect synergies to be created, especially in ensuring a vibrant and diverse creative industry audience.

Some dissemination material to be distributed during the hackathon (e.g. stickers) will be developed, as well as a nice looking video for the pilot's dissemination.

### 5.3 PROTOTYPES /1: DANCESPACE

IN2, under the direction of Alexandru Stan, is in charge of building the DanceSpace prototype for the Dance Pilot, which is an adaptation of mymeedia for use in the dance content scenario of DanceSpace.

The Back-end work includes data-model customisation, thematic story support, among other technical information and the Front-end work includes new UI templates, drag-and-drop collection curation, etc. IN2 has been working hard at developing the backend of the DanceSpace prototype and has shown the Dance Pilot leader mock-ups of the application. During the conference in Venice (Oct 2014), IN2 showed how the thematic collection was prepared, edited and published online and gathered feedback from other pilot partners. The final task IN2 has to report is the interface with Europeana in the DanceSpace webapp and integrate Europeana into the workflow of creating thematic collections/stories. IN2 also reports that at this point, the integration of Europeana content has been inserted manually with outgoing links to Europeana resources. IN2's demonstrator will mainly focus on the functionality rather than a flashy user interface and will require a modern browser (with javascript enabled), for proper usage.

Below we present some initial screenshots from the alpha version of the application. Of course the UI will evolve and change as more user feedback is gathered.

---

<sup>4</sup> <http://festival-enter.cz/>

E|SPACE Your dance stories

REMNANT DANCE

DECODA

PRIVATE

The highlights of the festival

SUMMER DANCING FESTIVAL

GROUP PERFORMANCES

◀▶ Summer Dancing Festival +

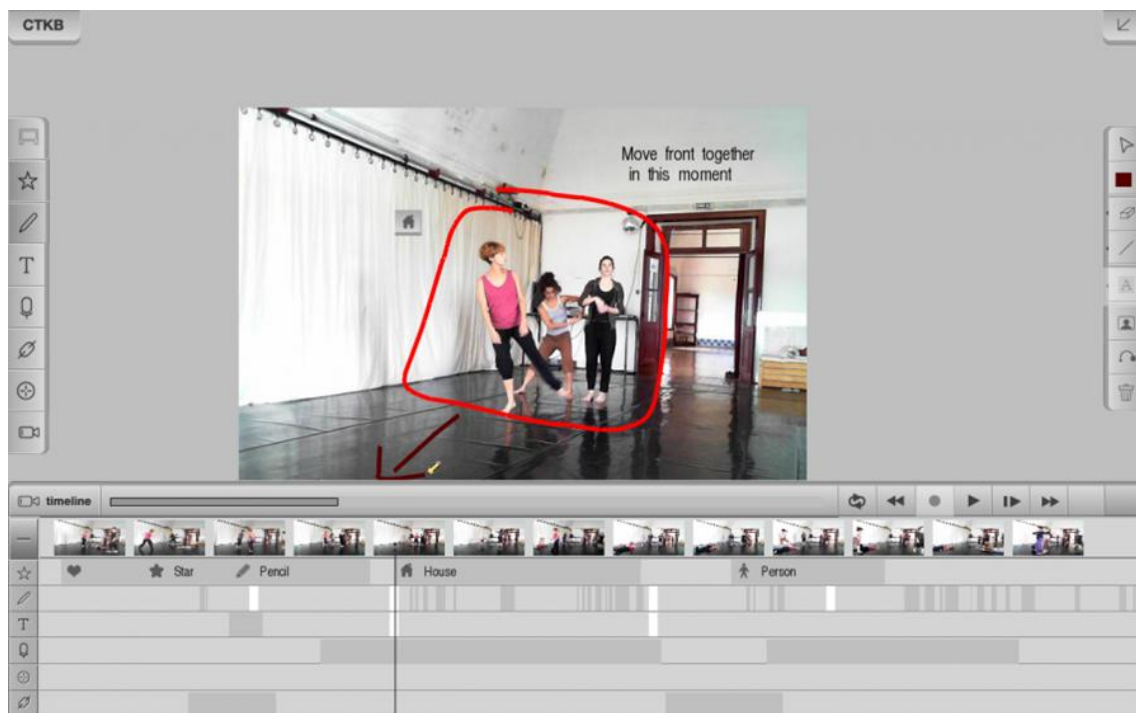
Beginning of the performance

This here is an optional description that could be as long as needed. When this description is longer than the height of the image, a scrollbar for the text appears.

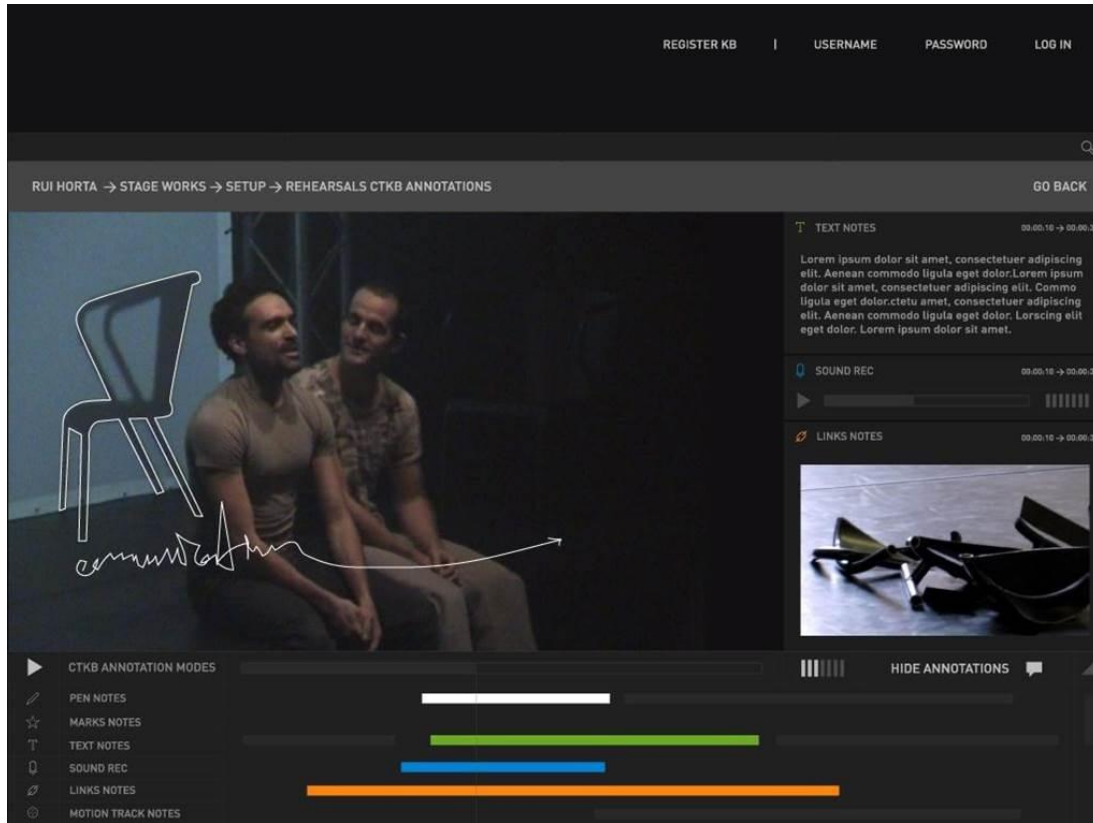
#### 5.4 PROTOTYPES /1: DANCEPRO

FCSH-UNL is actively participating, under the coordination of COVUNI, in the Dance Pilot and has been present in the coordination of all pilot activities. Carla Fernandes and the researcher (software developer) allocated to this pilot João Gouveia, have above all been busy with the technical component of software development. During July/August FCSH-UNL implemented the video module, which helps play videos and record from the camera; partially implemented the drawing module: ink annotations have been implemented. September: Implemented the session manager module. This module concerns the management of the tool. The drawing module now takes full advantage of the session manager; the save module also uses the

session manager. During the month of October, FCSH-UNL has solved bugs with the session manager module; implemented playback of the annotations; implemented the load module connected to the save module; solving bugs on the annotation playback so that annotations can now be drawn correctly. FCSH-UNL has therefore invested in the DancePro scenario to be developed for this pilot. Moreover, FCSH-UNL has also worked on the debugging of a pre-existing “Knowledge-Base”. Such a <sup>3</sup>Knowledge-Base<sup>2</sup> platform can be used for hosting some of the professional contents generated in the future in the framework of the DancePro scenario. FCSH-UNL have therefore invested in the Dance Pro scenario to be developed for this pilot and have described it accordingly in other documents, having made considerable progress in the planning of the pilot activities that will be implemented. At present, there are no issues or corrective actions/risk.



*Artists can use the CT to take notes: Pen / Touch / Text / Marks / Sound*





## 6 GAMES PILOT

### 6.1 INTRODUCTION

Technical development of the Games Pilot has been progressing to schedule, and the first game demonstrator (**Casual**) is now reaching completion, with the second (**Social**) now moving into development and the third (**Educational**) in planning stages. Concepts have altered slightly within the demonstrators in order to improve the underlying gameplay and design concepts task for each, and to operate within the constraints of the archive material available.

Following issues with reliable provision of content, the concept for the Casual Game demonstrator has been altered to allow for a wider selection of available content to be used. During development some technical inconsistencies have been encountered during the pulling of data from Europeana, resulting in the implementation of 'workarounds' in order to provide a consistent experience.

Following discussions with the Dance pilot, the content for the Social Game demonstrator has been altered to create a product relevant to the Dance pilot whilst maintaining the technical specification originally intended.

The Games Pilot has begun work with the IPR team in the development of a storyboard for a 'Scribble' video on the management of IPR.

The Games Pilot has begun to plan its hackathon and is developing a theme and strategy to attract University games development students to a hybrid physical and virtual event.

The Games Pilot was presented alongside the other Pilots at the Europeana Space 2014 Venice conference, both as a poster and as a live presentation.

#### 6.1.1 Content List

The Casual game uses content from Europeana; originally the game was to be based on specific images available through Europeana within the theme of 'games'. These were contributed by a particular provider, who in the last period, while the game was in the development phase, elected to remove them from the Europeana content: this means that the only content left available for using in the game was the low res thumbnails. These were not suitable assets to progress the development of the game, thus it was necessary to change the concept of the game, whilst remaining in the Casual arena.

In fact, the Casual game demonstrator now offers a search front-end so that the user can search the Europeana archive for his/her favourite themes - but if none are returned the system provides a default set of Europeana content composed of a (more generic) collection of images from Europeana under the CC BY-NC-SA license.

We are now acutely aware that the success of these prototypes is reliant on content continuing to be available through Europeana and it was decided that the game should dynamically pull available content from the archives, and that this content could change over time in accordance with the decisions of content providers.

### **6.1.2 Link with other activities of the project**

The Games pilot has begun working with the Dance pilot on the development of a prototype game that will allow players to choreograph and remix archived video recordings of dance and dancers. This idea was progressed in response to a discussion between the pilots regarding the previous social game concept of developing a game that 'mashed up' videos relating to movement of humans across the frame of the recorded image. Synergies were revealed between the two pilots, and the decision was made to work more closely together going forwards with regard to this aspect of development within the Games pilot.

Researchers from the Games and Dance Pilot have started to collaborate in the curation of a library of dance content videos that will be taken forward into the demonstrator. At this stage it is planned for this to be a 'static' library of videos drawn from different archive sources (including Europeana sources), that will be downloaded and inserted into the demonstrator, rather than using a dynamic system of loading videos into the software using search terms at run time. This approach has been selected in order to provide the user with a coherent experience as videos will be selected based on aesthetic content, quality of image and licensing being 'pre loaded' there will be no download times for users and therefore no negative impact on their download service and any tariffs for data. Also the experience of using the demonstrator and having access to content will not be reliant on that content still being available directly from Europeana.

The Games Pilot has begun working with the IPR team with regard to the production of a 'scribble' video that details the key issues raised around IPR within the Europeana Spaces project. The concept of the WP6 Scribble video as a medium to convey information to new audiences has been discussed, and we are now starting to delineate the key information that should go into the video around IPR management.

### **6.1.3 Technical integration and testing activities**

The Casual Game demonstrator has been developed using Unity 3D, and this has involved the creation and integration of various technical, gameplay and aesthetic features including:

- Gameplay design
- User Experience design (UX)
- API integration
- In game GUI's
- In game Icons
- In game scoring system

The backend server API is in the process of being developed using NodeJS. It runs as a service on a server, and can be accessed through HTTP GET requests. The API acts as a service in the middle between an app that implements a client side API and the API provided by Europeana. It takes requests for records, through previously retrieved IDs, or search terms with various criteria and accesses the Europeana API to retrieve the requested data.

The most challenging part of creating our API has been contending with inconsistent data structures returned by the Europeana API. Things like provider names or item descriptions can

be held in several different places within the data returned by that API, so it has been necessary to set up several rules to check the location and existence of such data, in cases where it even exists at all.

For the specific cases of images, video and audio (media data that we're building our apps around) the usable URL of the assets may be conveniently part of the data package returned by the API, but it's also just as likely to be absent altogether. In all instances, the URL of a container page of the providing archive is present, and in the case of the asset URL being missing we must "scrape" this container page to find the asset we're looking for. However, in a number of cases the asset provided at the direct URL has been significantly lower fidelity than the corresponding asset in the container page, necessitating the scraping of these pages in all cases to find the best possible asset for our purposes.

While developing our API we found it necessary to build up a hard coded "blacklist" of providers, by domain name and provider name, that our API must ignore as many of them require authentication of some kind - which the Europeana API does not provide, nor does it communicate that any authentication is required for a given provider or item. Some providers protect their content, so we are unable to retrieve it, and some host their content, particularly video content, on external services such as YouTube, which we can't reliably pull from, so they, too, must be blacklisted for our purposes. Other providers require registration, which we don't have the development time to implement and interface for with this project, and others have domains that simply don't resolve or seemingly contain no content whatsoever.

Client side APIs are being developed in C#, for Unity integration, and Objective-C, for iOS integration. These APIs have been developed to date largely without incident, with the exception of uncovering the above issues while interfacing with our server side API.

#### **6.1.4 Planning, timeplan and milestones**

There have been no alterations to the timeplan for the development of the 3 Game demonstrators within the pilot.

The Games Hackathon is currently scheduled for early 2016, with further meetings required with the Coordinator and the WP5 team in order to specify the exact date.

## **6.2 EVALUATION CRITERIA AND DEMONSTRATION PLAN**

### **6.2.1 Evaluation criteria**

The Games prototypes will be evaluated against the following criteria.

1. Technically sound – no critical bugs
2. Clear purpose – users understand the purpose of each demonstrator
3. Usability – users are able to complete the tasks demanded
4. Links to content – users are aware of the archive content showcased in the demonstrators and are able to link back to the sources and conduct further research around them if wanted
5. Attribution is clear when necessary

A survey will be created to reflect these criteria, allowing players to critically reflect on their experience of the games from technical and user experience perspectives. Each aspect will be

scored on a rating of 1 (low) to 5 (high), with additional questions prompting qualitative commentary and additional information.

### 6.2.2 Demonstration plan

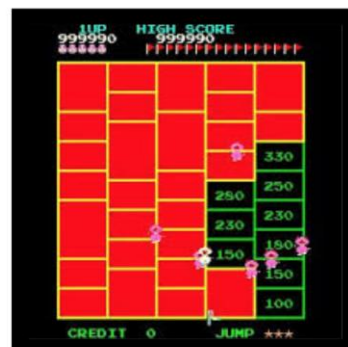
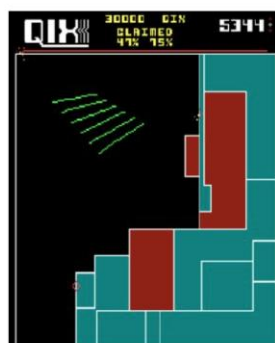
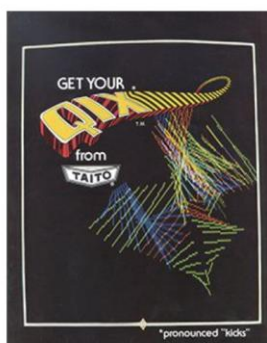
Demonstration of the Games Pilot prototypes will take place during months 18-24 and will target three key groups of potential users:

1. Casual Game - General / casual audience of players: 16 - 60 year olds who enjoy playing casual games. We will make the game available to 20 people from a cross section of the University population - students, mature students, academic and non academic staff and record their responses to the gameplay mechanics and the content coming from Europeana. We are also exploring the possibility of making the casual game available on the Europeana Space website, in order to make it more widely available for feedback.
2. Social Game - Younger audience and dance specialists - We will make this game available to a group of 20 people with an interest either the creation and sharing of social media, and / or the creative choreography of dance. Using the University networks we will primarily target students and staff of the Dance faculty with additional students from Creative Arts and Digital Media also participating.
3. Educational Game - younger art students and those interested in using their smart device as a creative tool - we will make the educational prototype available to art teachers and students between 15-18 years old for assessment as a tool to inspire creativity in the art classroom. We will also make it available to a selection of older students from the University population working in creative digital medias for assessment as a tool.

All three prototypes will be presented to the Herbert Museum and Art Gallery to be assessed as tools for engaging new audiences and as mechanisms for delivering cultural content from archives.

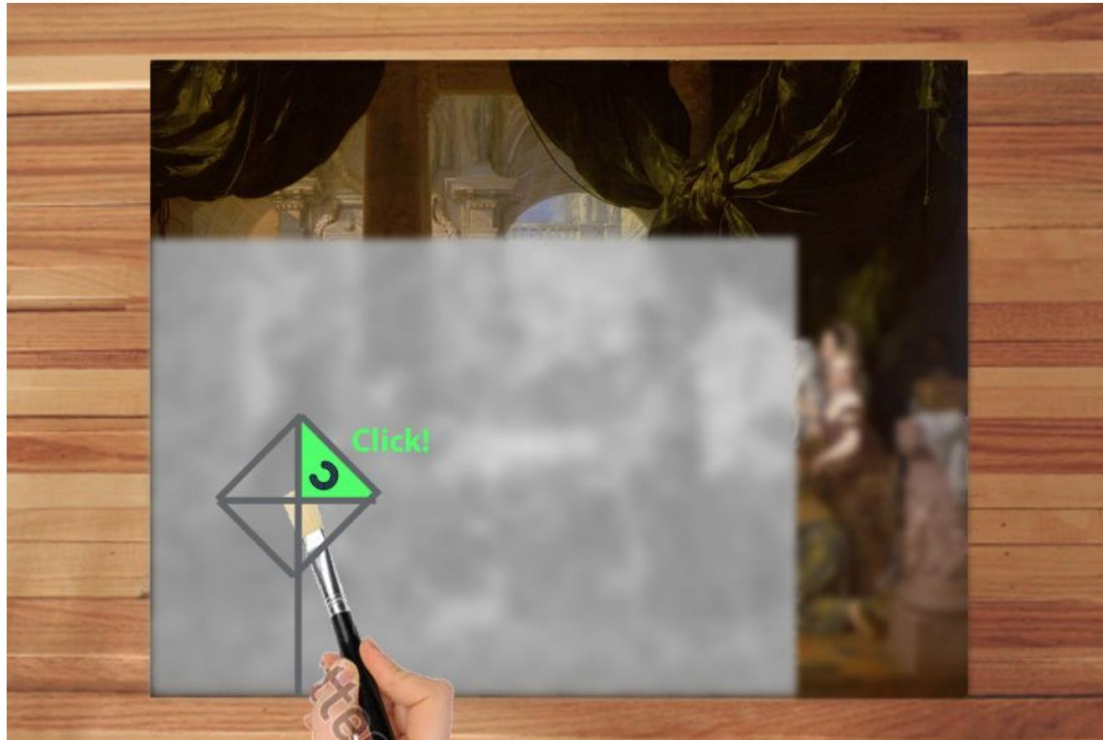
### 6.3 PROTOTYPES /1: CASUAL GAME

The Casual game is based on the arcade game QIX from 1981. The objective of QIX is to claim rectangular shaped areas of territory on the games screen, in order to acquire over 50% of the space available whilst simultaneously avoiding the Qix and Sparks. The Qix is an entity that moves around the screen threatening to collide with the lines the player constructs as they define their territory; the Sparks are smaller entities that travel along these lines threatening to collide with the icon controlled by the player.



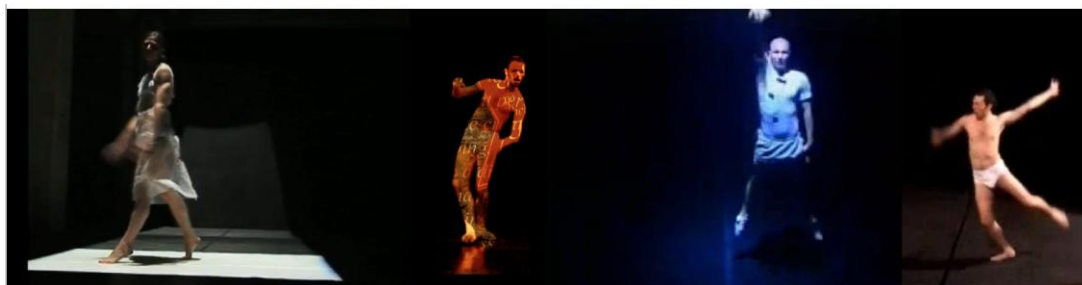
We have adapted this casual and compelling model of gameplay to reveal image content from Europeana as the player claims territory. The game is being created in Unity 3D which is the popular game engine and authoring tool for independent and fast iterating game developers, meaning that it will be useful in providing kick-starting material for the Games Pilot Hackathon.

Development of the Casual Game is nearing completion, and will then go into testing with other Pilot groups.



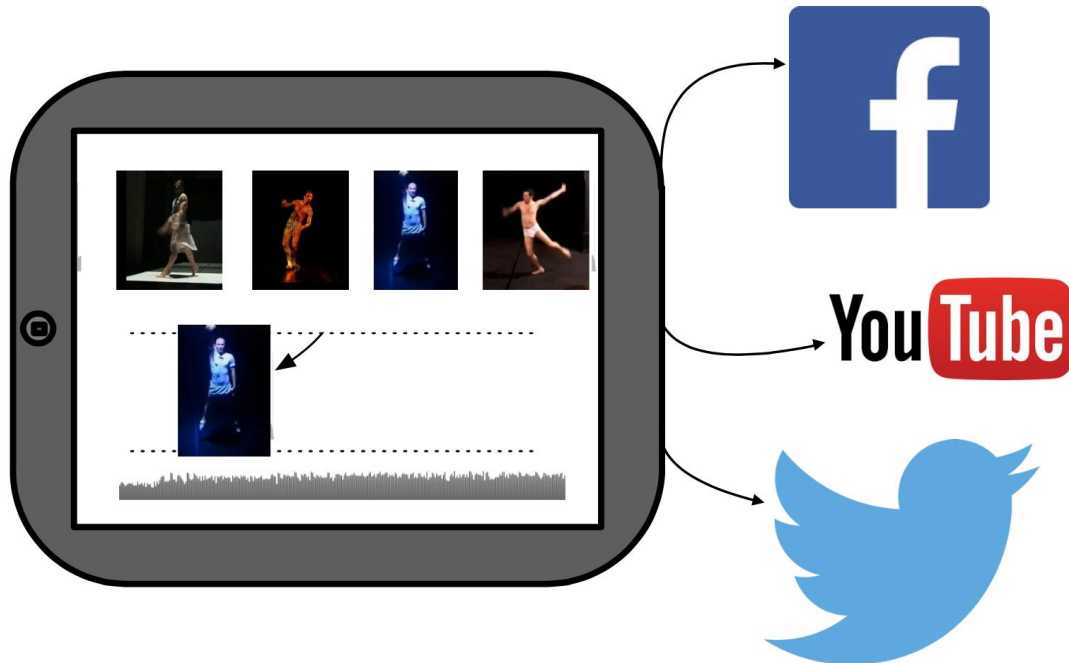
#### 6.4 PROTOTYPES /2: SOCIAL GAME

The Social game is themed around Dance and the playful experience of mixing and matching archived videos of contemporary dance in order to create new 'mashups' and share these with friends over social media.



This is being developed for mobile devices and will take advantage of touch screen technology for a quick and intuitive experience.

Players are presented with a library of dance clips video content that has been curated by the members of the Games and Dance Pilots which they are then able to sequence together on a timeline, add a soundtrack and publish to their social media timelines.

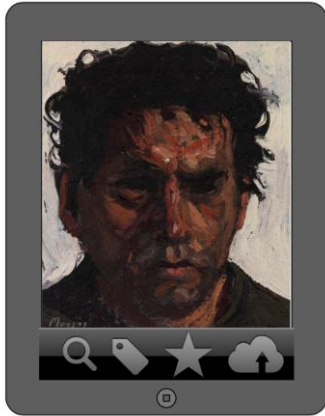


### 6.5 PROTOTYPES /3: EDUCATIONAL GAME

The Educational game is themed around the art of the self-portrait, and pulls images down from Europeana into a mobile app on a camera equipped smart phone.



Using the styles and themes of these images as a starting point, players can then map photographs of themselves or their friends into the image and blend these together using a range of touch screen based tools. The original images link back to their archive sources and also to open content on the artist, arts techniques and historical context for the image. Players can then close to share their images over networks, or to print them as a basis for creating self portraits using more traditional arts material and media.



## 7 OPEN & HYBRID PUBLISHING PILOT

### 7.1 INTRODUCTION

The pilot has made substantial progress between the submission of D4.2 in M6 and M12. On the content side, the Contents list for our *Photomediations: An Open Book* has been revised and finalised (see Contents section below). We have also completed 75% of the image search: all the images are now fully captioned, ordered and ready to be uploaded onto our platform. All of the images bear open licences (CC, Public Domain or similar) and come from open repositories, including Europeana. We have collected a list of open repositories used (and available for future stakeholders) and have also done some preliminary research on licences and IP, to assist us with writing a ‘how to’ guide on open and hybrid publishing at a later stage of the project.

The most exciting development in the recent period has been entering into partnership with Open Humanities Press - a UK-based open access academic press and a Community Interest Company - to publish *Photomediations: A Reader* (one of the chapters of *Photomediations: An Open Book*) as a separate stand-alone book, in different formats (online, pdf, print). This will enhance our first output (online open access book on photography and other media) by turning one of the chapters in this book into a separate, stand-alone Reader that will be available online, as a pdf and in print. This will also allow us to showcase, even better, different possibilities of experimenting with the open and hybrid publishing model.

On the technical side, we have devised an online prototype for *Photomediations: An Open Book*, which includes several embedded modules (social space; book within a book, etc.). We are currently experimenting with various styles for the initial ‘splashpage’ (first page of the project) to ensure it is visually attractive as well as easy to understand. We are evaluating two main prototypes against different groups of users.

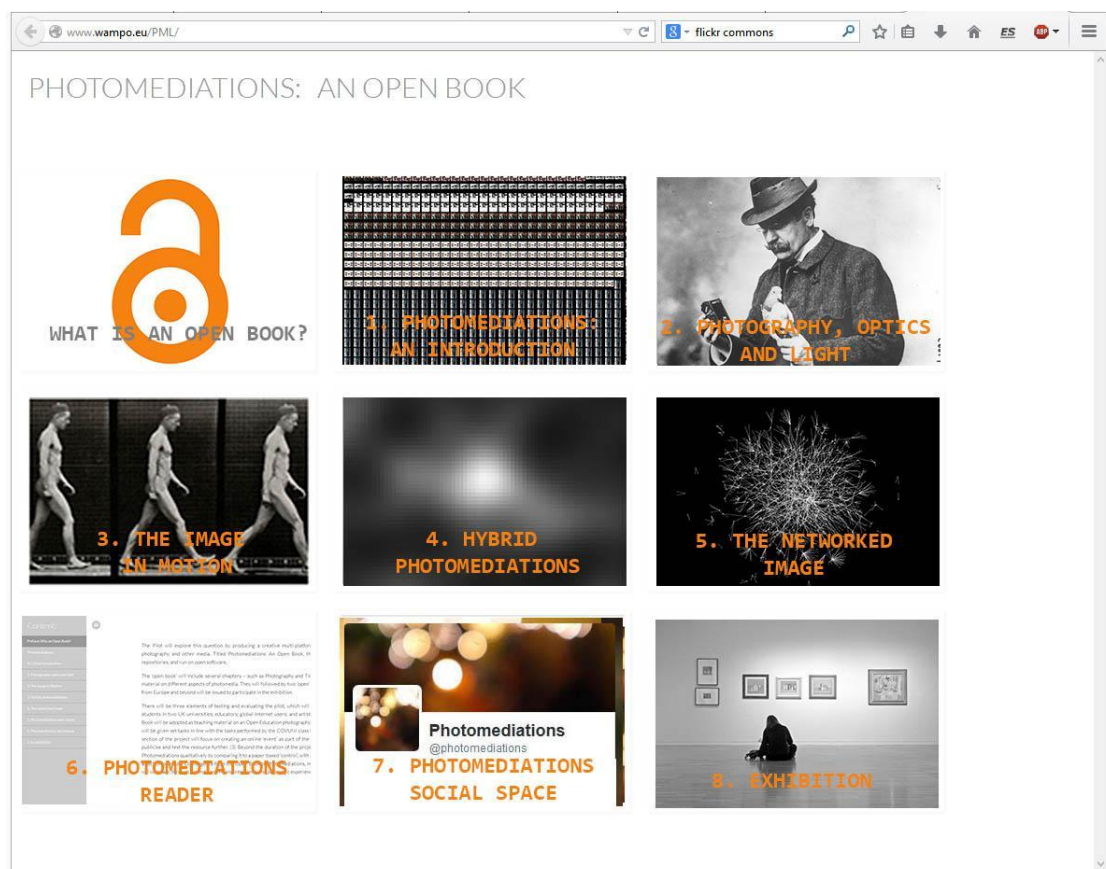
A Tumblr blog has been devised called ‘The Book Is Alive’, exploring the book as a living and dynamic medium via past and present images, as part of the social/open activities of the pilot. Last but not least, we have devised the Photomediations Node / Sketchbook. Part of the Photomediations Social Space open chapter, this Wordpress-powered site is to serve multiple functions: it will be a sketchbook for exploring ideas; an educational platform and a curatorial resource.



### 7.1.1 Content list

We have finalised outline of the Content of *Photomediations: An Open Book*:

1. Photomediations: An Introduction (essay of 1500 words, Joanna Zylinska & Jonathan Shaw, early 2015)
2. Photography, Optics and Light (53 images plus intro; Kamila Kuc, done)
3. The Image in Motion (40 images plus intro; Kamila Kuc, done)
4. Hybrid Photomediations (66 images plus intro; Joanna Zylinska & Ross Varney, done)
5. The Networked Image (up to 65 images plus intro; Michael Wamposzyc, to finish by March 2015)
6. Photomediations: A Reader (downloadable pdf book - looking like an elegant textbook; to showcase both open access publishing and the 'nested book', or 'book-within-a-book' idea; will include a selection of ca. 15-20 open access articles on the topic of photomediations; currently designing - to be ready by late spring 2015)
7. The Social Space (two prototypes in place)
8. The Exhibition (to be explored later in autumn 2015 and held in 2016)



*Mock-up of the Contents page (to be redesigned further)*

## **Result of image search, 16 January 2015**

*Number of overall images used: 162*

Chapter One: Introduction (draft now completed)

Chapter Two: 53

Chapter Three: 44

Chapter Four: 66

Chapter Five: images will be collected as part of the testing activities of the robustness of the book's platform by end of March 2015

Chapters Six-Eight: 'open chapters', with different functions [please see explanation on previous page]

For Chapter Six we are also using up to 20 academic articles on the topic of photomediations - either republishing articles available under various open licences (CC, no restrictions) or receiving copyright-free texts directly from authors. Final selection will be confirmed at the end of January 2015. As well as forming Chapter Six, these articles will also be used to develop Photomediations: An Open Reader - a separate stand-alone book in multiple formats.

### *Names of repositories used and number of images from them:*

Europeana: 10 + 24

Flickr Commons: 2 + 10

Flickr: 48 + 16

Wikimedia Commons: 23 + 12

The Public Domain Review: 7

Open Images: 4

Hubblesite.org: 3

Library of Congress: 1

California Digital Library: 1

Own images: ca. 10

### *Types of image files used:*

Still images (jpeg or png): 149

Animated image (gif): 3

Video (mov): 11

### *Names of licenses and number of images for each:*

CC licences:

CC BY: 13 + 8

CC BY-SA: 17+ 12

CC BY-NC: 5+ 2

CC BY-NC-ND: 11+ 12

CC BY-NC-SA: 1+ 6

CC BY-ND: 1

PD (Public Domain): 31+ 16

No Known Copyright Restrictions: 1 + 10

### 7.1.2 Link with other activities of the project

The pilot has made some use of the Europeana Photography material and has also started conversations with the Photography pilot.

Hackathon discussion with the Cavafy Educational Demonstrators is going well: planning a Hack the Book hackathon festival for end of January 2016.

Liaised has taken place with WP3 Leader Charlotte Waelde from UNEXE about IP and copyright issues for our pilot.

We have started exploring the availability of the Europeana exhibition API for our exhibition. Basic information was received from Europeana; the plan is to investigate options in early 2015 and liaise with the other pilots also holding exhibitions.

### 7.1.3 Technical integration and testing activities

There has been a security issue with our sister project Photomediations Machine (the Wordpress site was hacked in November 2014, as part of the global hacker attack on that day). The issue has now been resolved and the site tested for possible security breaches: no security faults have been identified. However, this was a lesson for us in the relative vulnerability of Wordpress. This is why we have decided to design the architecture of *Photomediations: An Open Book* from scratch in html rather than use a ready-made Wordpress module, to make the site and the project more secure. Wordpress and other open platforms will still be used for some parts of the book though (Photomediations Social Space).

The prototype of the book is currently online on a test site. We are working further on the book design, trying to make the design responsive on all platforms. We are currently still facing some minor problems with image and text resizing in different browsers: we aim to resolve this by March 2015.

### 7.1.4 Planning, timeplan and milestones

The Pilot remains on schedule with all milestones as listed in D4.2.

The following list of additional 'small' milestones is included to aid planning in **2015**

<b>By 5 January</b>	Complete search of open access texts for the reader Complete the introduction on Photomediations
<b>By 15 January</b>	Review of texts for the reader (all)
<b>By 30 January</b>	Complete introduction to ch 5
<b>By 28 February</b>	Complete image search + decide on order of images and captions for ch 5, complete introduction
<b>2-3-4 March</b>	Coventry IP workshop and plenary meeting
<b>By 15 March</b>	Finish short intro/film on 'What is an open book?' Start using (and encourage others to use) the Photomediations

	Social Space in a more experimental way, and incorporate it into Coventry University Disruptive Learning Lab activities
<b>By 30 March</b>	Complete draft of Photomediations: An Open Reader [stand-alone book arising from ch 7]
<b>By November 2015</b>	Complete exhibition planning (both online and physical); draft Call For Works

## 7.2 EVALUATION CRITERIA AND DEMONSTRATION PLAN

### 7.2.1 Evaluation

We are currently undertaking the evaluation of the prototype for *Photomediations: An Open Book*, testing it against various groups of users with regard to the following criteria:

- the success of the overall design, the working of individual buttons, etc.
- colour palette
- ease of use of the platform
- the working of the site on different platforms and devices.

We are also experimenting with various styles for the initial ‘splashpage’ (first page of the project) to ensure it is visually attractive as well as easy to understand. We are evaluating two main prototypes put together by our designer against different groups of users and collecting feedback from them. (So far, older and less experienced users prefer ver.1 - which is more skeumorphic, i.e. which looks like a book, while younger users and those who work regularly with images prefer ver 2. - more poetic, incorporating a harmonica design). In Jan/Feb we will try to find a happy medium between the two.

More extensive evaluation and testing will take place in February and March 2015.

We will also start using, and encourage others to use, The Social Space (which is one of the open chapters in our book - ch 7) in a more experimental way, and incorporate it into Coventry University’s Disruptive Learning Lab activities (led by Jonathan Shaw). The book will be tested in one of the ‘open classes’ at Coventry. The testing itself can go on until mid- 2016, but we will start planning earlier. We also aim to test the book in some media classes at Goldsmiths.

Activities to be developed as part of the evaluation and testing in the educational setting include:

- active and critical use of the online Book
- discussion about what a book is, and what the role of an author, a writer, an editor and a curator today can be
- use of the open repositories to put together similar books
- understanding IP and copyright with regard to texts and images available online.

We will devise a questionnaire which will assess the success of the pilot on the basis of the ease of use, visual integrity, conceptual strength and usefulness of both *Photomediations: An Open Book*, and the open and hybrid publishing model. Findings from the evaluation will be incorporated back into pilot.

Some of these activities will also be used in one of the hackathon workshops, during our Hack the Book festival, where our how-to guide about 'open and hybrid publishing' will be launched and tested, with potential interested parties: small independent publishers, curators and educational officers from various museums, galleries and other cultural institutions; students and teachers; amateurs wanting to work with images and publishing in a more professional way. A book edit spring will be one of the sessions where many of these ideas will be tested in practice.

### 7.2.2 Demonstration activities

Our demonstration activities for the pilot will be multifold:

- There's a possibility of Kamila Kuc attending a Conference of NECS—European Network for Cinema and Media Studies in Lodz in June 2015 to show the pilot's prototype - which by then will be well developed (participation in conference to be confirmed early in 2015).
- The hackathon in Athens, in January 2016, will take the format of the Hack the Book festival, with multiple activities (e.g. a book-editing sprint) to explain and test the idea of open and hybrid publishing with different stakeholders.
- We will hold a virtual and a real-life exhibition in 2016 in the UK; the real-life exhibition will be accompanied by a symposium on open and hybrid publishing
- The educational use of the pilot - and of *Photomediations: An Open Book* produced - will be tested at COVUNI and Goldsmiths, with undergraduate and MA-level students
- Jonathan Shaw's involvement with The Photographer's Gallery as a trustee and Joanna Zylinska's curatorship of the online space Photomediations Machine will provide further platforms for the dissemination and demonstration of the pilot
- Partnership with Open Humanities Press to publish *Photomediations: A Reader* (one of the chapters of *Photomediations: An Open Book*) will provide further testing of the idea of open and hybrid publishing - as well as wide international dissemination.

### **Provision on the spending (budget 5.000 euro), and information about the status of the pilot's exhibition**

The main plan to spend the 5.000 euro dissemination budget is on holding a virtual and a real-life exhibition in 2016 in the UK and by a symposium on open and hybrid publishing. Some part of that budget will also be spent on printing a short-run of paper copies of *Photomediations: A Reader*.

As indicated in D6.2 Communication, dissemination and network enlargement report n. 1

"The exhibition of OHP will have two components: a virtual and a physical one. The virtual exhibition will constitute one of the chapters (chapter 8 - the last one) of the online book called *Photomediations: An Open Book*. Work included in the exhibition will be collected via an open call to contemporary artists / photographers, which will be sent to various mailing lists. Such an open way of soliciting works will also be a great opportunity to publicize and disseminate the pilot.

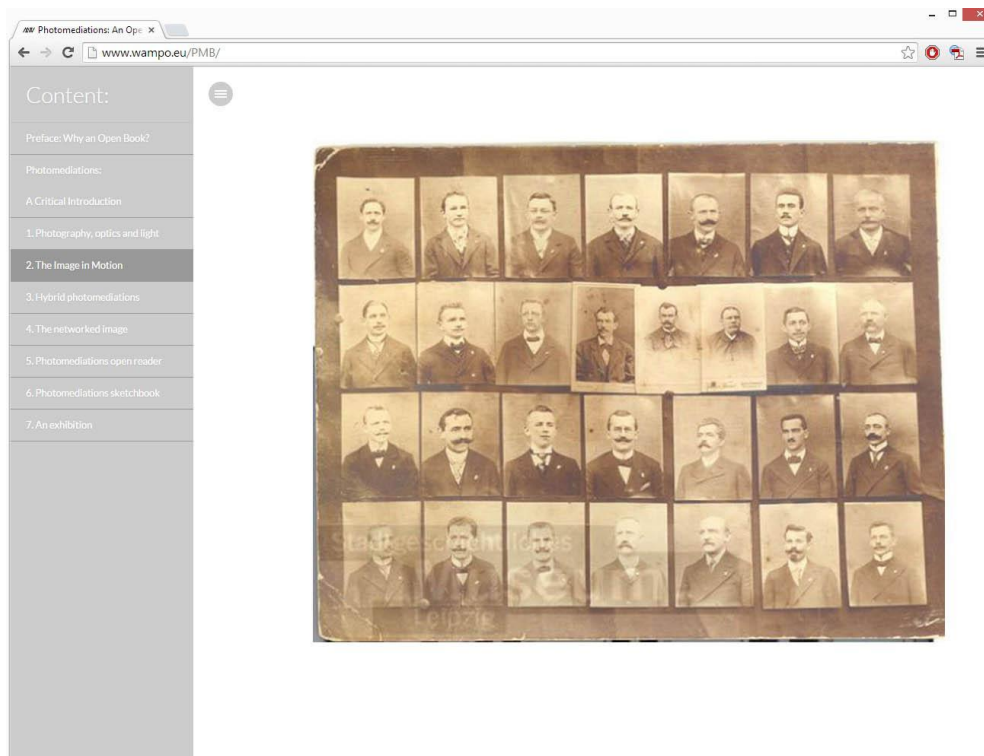
Some provisional research with regards to the technology to be used has been done by the Pilot team, in collaboration with partner NISV, to discuss the availability of the Europeana exhibition module for our project and the possibility of accessing it and embedding it into the book platform. Europeana has used the Omeka platform as a tool and NISV also utilized this open source software for the Europeana 1914-1918 exhibition they curated. Contacts with Europeana team will be activated soon with the support of NISV, to explore the possibilities of use of that tool, if they would be willing to host our exhibition and if it's possible to embed.

Another option in alternative is to use one of the freely available exhibition / grid modules (most probably via Wordpress) to stage an exhibition. Either way, the process envisages to be relatively straightforward technically.

At the moment, the activities of the Pilot team are focused on completing the main parts of the book. The provision is to complete the planning of the exhibition by November 2015 and to stage the exhibition (both in its virtual and actual guises, the latter in a venue in the UK), in 2016.”

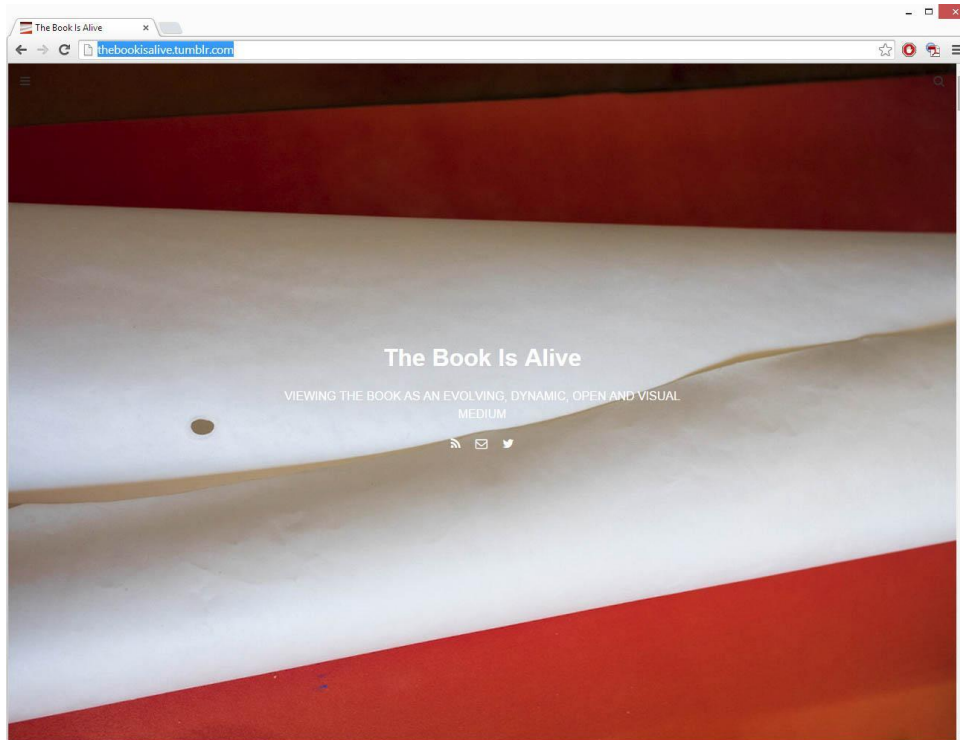
### 7.3 PROTOTYPES

Below, three screenshots from the open pages of *Photomediations: An Open Book* are provided. Focused on minimalism and visual elegance, captions for the images will be available by clicking on a plus sign in the top right hand corner of the screen. The ‘pages’ are flippable and visually bend in the middle - simulating the effect of reading an actual book.

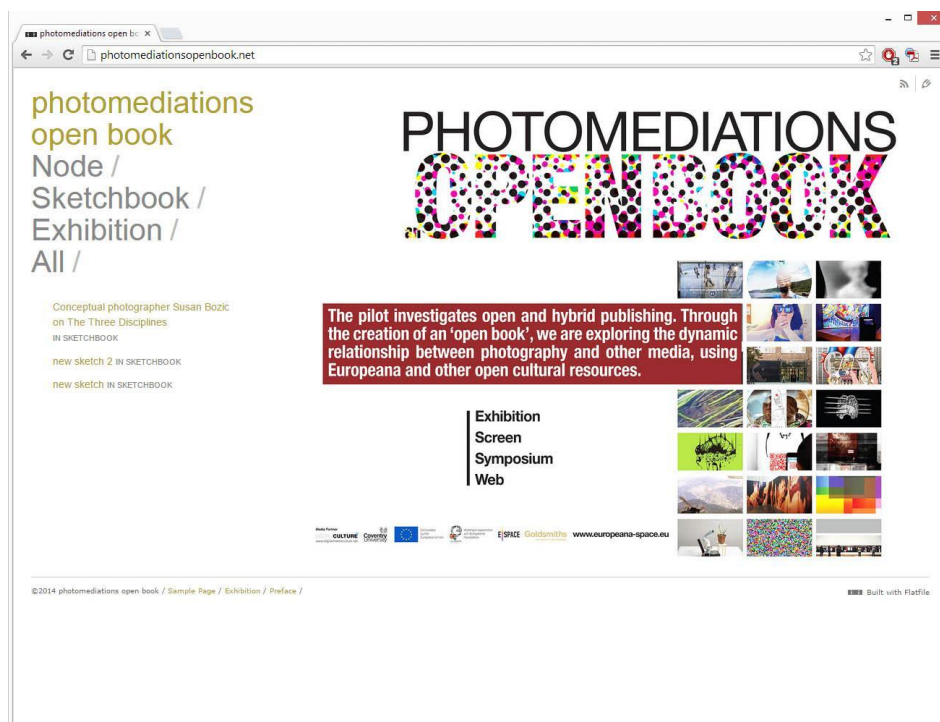




A Tumblr blog called 'The Book Is Alive', exploring the book as a living and dynamic medium via past and present images, as part of the social/open activities of the pilot. This will be linked to the main site/book and the project's website. <http://thebookisalive.tumblr.com/>

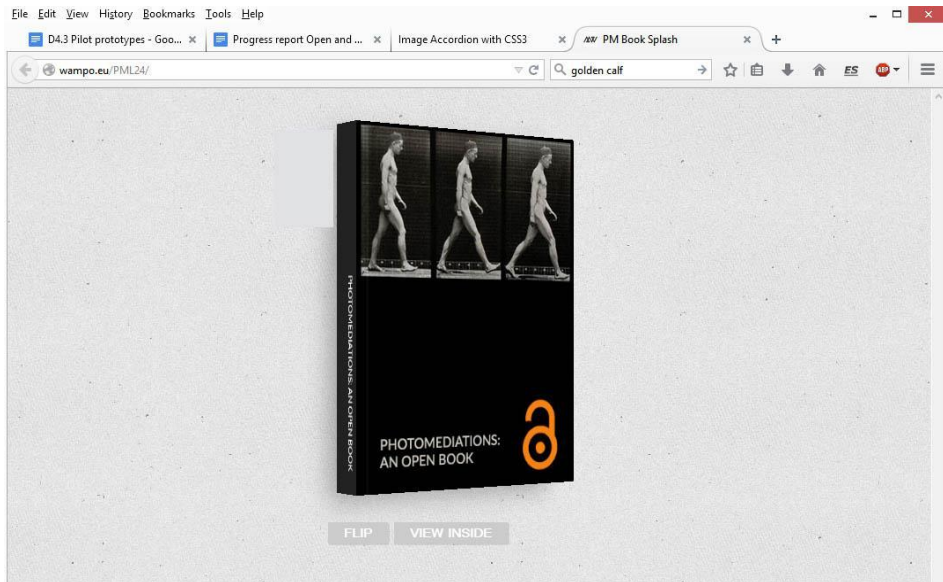


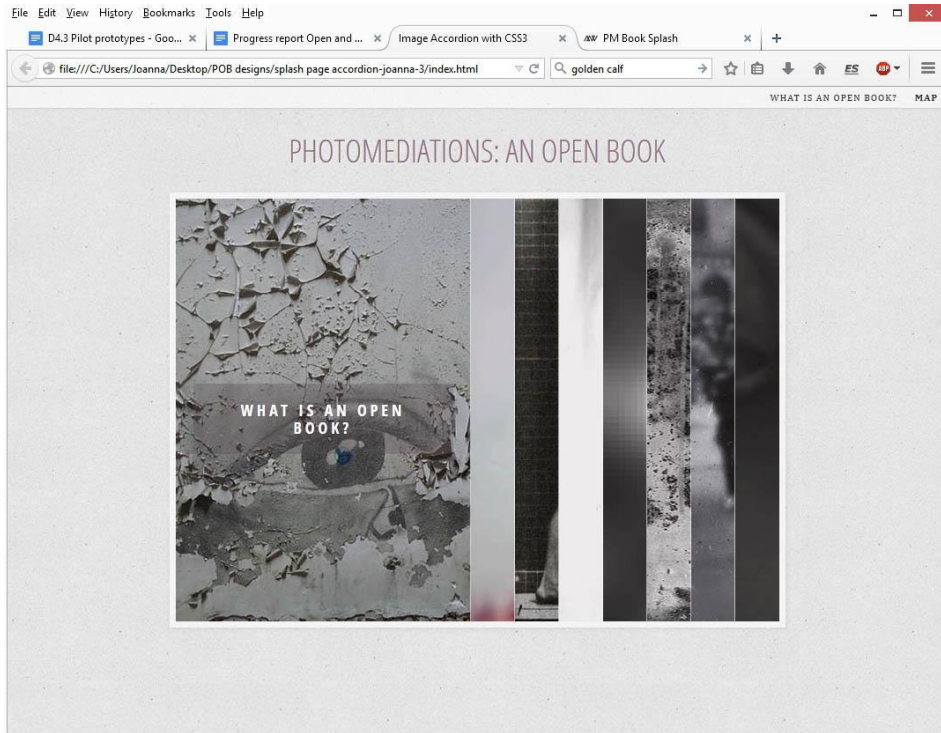
Photomediations Node / Sketchbook. Part of The Social Space open chapter, this Wordpress-powered site is to serve multiple functions: it will be a sketchbook for exploring ideas; an educational platform and a curatorial resource. Various uses of this space will be explored in 2015-2016.





Two prototypes of the 'splashpage' (first page of the project) are also provided below - we are currently evaluating them to ensure the first site users visit is visually attractive as well as easy to understand.





## 8 MUSEUMS

### 8.1 INTRODUCTION

Generally, since the release of D4.2, Museums pilot partners kept on their schedule in developing the technical prototypes and in liaising with their content providers. The pilot includes two different sub-pilots and related applications: the **Toolbox** and the **Blinkster App**, and progress is going on both sides. To enlarge the work done with the Blinkster app, partner EVK is also developing a small Storytelling scenario and tools.

This pilot is not focused on technological innovation; and, on the contrary, innovation is not technology in itself. Differently from other pilots, the Museums pilot makes use of already existing tools developed by Eureva and Museumsmedien, which are SMEs that develop tools for real use (in projects with customers). This difference in respect to the research-based Pilots, located at Universities and Institutes, is not unimportant for the evaluation of the creativity and innovative impact of the pilot.

It is evident and quite logical that, being the Blinkster app in use in the Photography pilot and in the Museums pilot exactly the same tool, its usage in the two pilot is exactly the same. However innovation lies in the added value of creative reuse of available tools and available content in different sectors (an exhibition of vintage photos and a real museum with different kinds of artifacts), showing and demonstrating its potential. Moreover, the work on the Toolbox is intended to develop an applicable Tool for memorials and museums, also bringing unique new content: content provider for the Toolbox is one of biggest Institution in Germany dealing with the resistance against the Hitler Dictatorship: the German Resistance Memorial Centre. This is truly a real use case work; a second world famous institution, the Memorial to the Murdered Jews of Europe, promptly signed the cooperation agreement with Europeana Space after a presentation of the Toolbox in December 2014. This is witnessing that the benefit of the Toolbox for the educational work in both institutions is felt as evident, and they are looking forward to use it in upcoming projects: which proofs the preliminary analysis and the right decision to develop such Toolbox for the this particular target group.

Finally, the pilot as a whole and its sub-pilots individually are progressing according to the DoW and maintaining, as it was evident since the beginning, their peculiarities and diversity, their customer-oriented approaches, their different goals; all of this in comparison to the estimated effort of each partner (bigger and smaller players).

#### 1/ TOOLBOX

In the first development period, between Month 6 and 12, the basic back-and front-end of the Toolbox have been developed. Its basic graphical design is now finished and the first templates for worksheets and storyboard will be available in the next few months. Museumsmedien will train the content providers to upload their local data in a first easy step. Earlier than expected in the work plan, Museumsmedien started to work on the content for the worksheet and introduction video in this period. The decision to do this was based on several meetings that have taken place with the content provider. It seemed to be a useful continuing of an intensive collaboration period: the discussed topics, the selected photos and documents, and in the end the content for the video and one worksheet.

Beside the technical development of the Toolbox, Museumsmedien made substantial progress on the status of rights concerning the content. An agreement with the main content provider German Resistance Memorial Centre was made. The communication with the private content owners is going on.

The list of content for the video and the worksheet has been revised and finalized. Two of the biggest memorials dealing with the historical period between 1933 - 1945, are now involved in the development of the Toolbox. Prototype is expected to finished by January 2015 (month 12).

## **2/ BLINKSTER APP**

The Blinkster App for Museums pilot will be developed first in cooperation with EVK for the Estonian Museums, and in a later stage it will be used also in other locations (in Vilnius, with LAM, and in Germany with SPK).

For this reason, EVK is progressing slightly ahead the other content providers.

At the same time, also partner **LAM** is working on the Blinkster app scenario for their collections. Tasks LAM is currently focused on:

- Elaboration of LAM collections to be delivered - started (80%)
- Delivering detailed list of LAM collections - started (80%),
- Customization of Blinkster (EUREVA) backend and app services for images and metadata initial upload and later refining. Started (90%)
- Customization of MINT (NTUA) tool for metadata bulk transformation of data exported from LIMIS for later publication in Blinkster . Started (30%)
- Uploading LAM collections to Blinkster backend servers - started (5%)
- Making snapshots of exhibits at exhibition locations - started (20%)
- Making the LAM collections appealing for Creative Industry - started (1%)
- Assisting Creative Industry by supplying target audience relevant metadata - under planning

Next to this, focus of LAM's work is currently on addressing challenges of making collection relevant to creative industries needs when creating new products and services

- Attracting Europeana Space partners from creative industries (CI) domain?
- What a co-creation strategy should be followed when refining digital objects and metadata to be used in new services targeting desired audiences?

### **2.1/ STORYTELLING SCENARIO BY EVK**

To enlarge and complement the Eureva Blinkster app, EVK is also developing an extra scenario of Storytelling, using a small selection of museums object. This additional element of the Museums pilot provides an added-value tool to enlarge the basic exhibition functionalities in order to provide for the user further information and better museum experience.

### 8.1.1 Content list

In addition to the contents listed in D4.2, **Museumsmediem** got in touch with the head of the educational program and visitor services at "MEMORIAL TO THE MURDERED JEWS OF EUROPE". A cooperation agreement was signed. Emphasis is on the engagement of testing and participation in workshops and questionnaires, concerning the Toolbox. **SPK** started to liaise with the Museums that will provide contents for the Blinkster application and installed the admin application to start creating its own database.

**EVK** has recently (December 2014) uploaded some museums' content into the Europeana portal, so this content will be available also via Europeana. For the Blinkster app and storytelling scenarios of EVK, museum content is being selected. Possible sources are photos from Estonian Museum of Applied Art and Design and Kadriorg Art Museum of Estonia. The specific selection still has to take place.

**LAM** delivers images and metadata of its painting and graphic collection of 400 exhibits exposed at Vilnius Picture Gallery located in Vilnius Old Town former Chodkevičiai Palace. The location is very suitable for educational events and tourist groups. Along to exhibits exposed at Gallery, LAM delivers images and metadata on more than 5000 museum exhibits not in active exposition. Half of the collection is accessible via Europeana already and half via LAM's website [www.limis.lt](http://www.limis.lt). Exhibits are related to >600 artists, >600 famous persons and historical moments mostly related to Grand Duchy of Lithuania with strong cultural connections to other Europe countries: Poland, Ukraine, Italy, Germany, Sweden, etc.

Name of the content provider	Name of the selected collection	Type of content	Approximate amount	Copyright status	Status of the copyright agreement (if needed)*
Estonian Museum of Applied Art and Design	Permanent exhibition (about 97 objects)	Images, text	Selection of material still to take place. Probably up to 5 objects will be selected for the storytelling scenario	CC-BY-SA, CCO	Granted for use in the pilot.
Kadriorg Art Museum of Estonia	Permanent exhibition (about 55 objects)	Images, text	Selection of material still to take place. Probably up to 5 objects will be selected for the storytelling scenario	CC-BY-SA, CCO	Granted for use in the pilot.
LAM	Vilnius Picture Gallery.	Painting, graphic, sculpture	400	© Lithuanian Art	

	Painting and graphic art collection			Museum	
LAM	XVI–XX century painting	Painting	3.000	© Lithuanian Art Museum	
LAM	XVI–XX century graphic	Graphic	2.200	© Lithuanian Art Museum	

### 8.1.2 Link with other activities of the project

The partners maintained on also the links with the other activities of the project. In particular, during the Venice conference and in the weeks after, the Museums hackathon concept was fine-tuned, though it has not been finalised yet.

It was discussed to organize the Museums-Hackathon as a kind of workshop “Hack-Shop” with participants from the target group: educational and scientific staff from small and medium-sized memorials and museums. During the event the participants can use and work with the Toolbox and Blinkster-App. Content will be available from a special content space.

Museumsmedien will engage in a communication and potential collaboration with SPK, Sarunas Bagdonas (Europeana Space project Lithuanian Art Museum coordinator) and Andres Uueni (Europeana Space project Estonian Ministry of Culture co-specialist, Estonian Academy of Arts) is planned for the Toolbox. This will be deepened in the next month with regard to the Museums-Hackathon in Venice. Further activities will be planned in the second developing period, when Toolbox prototype II is usable. It is imaginable, to get in touch with the photography pilot.

There is a strong link between the Photography and Museums pilot, due to the usage of the same Blinkster app that provides – by image recognition – added content for visitors, as an alternative to audio guides. The app went through many modifications to make sure there is a good back-office provided to facilitate the work of the different museums involved from the Museums and Photography pilot sides. A detailed joint collaboration plan with the Photography pilot will be developed during next plenary meeting in March, in order to establish a roadmap of actions that will reinforce the impact of the two pilots and will reinforce their collaborations especially in the storytelling activity. Possible collaboration and usage of the Toolbox will be also investigated.

### **8.1.3 Technical integration and testing activities**

#### **TOOLBOX**

There is no additional information to report in this section at the moment. Possibly, after the release of the prototypes, there will be some updates or integration to add.

#### **BLINKSTER APP**

The back office was provided for the content providers in order to fill and manage the database. Features have been implemented in order to make the management quicker and easier. All of the development and improvements have been done given suggestions and feedbacks sent by Sarunas Bagdonas from LAM. Moreover, the Blinkster administration application has been improved in order to facilitate the work of the content providers.

The database is currently available to all the content providers, several databases have already been created: Estonian Museum of Applied Art and Design, Lithuanian Art Museum, Vytautas Kasiulis Art Museum, Vilniaus Paveikslų Galerija, Naujas muziejus, Kadriorg Art Museum, Museum Europäischer Kulturen, Ethnologisches Museum, Campusbibliothek Arenberg.

All the testing activities are currently related to the back-office functionalities. Feedback are sent by Sarunas Bagdonas from LAM in order to enhance the platform, improving the features such as archive uploading and content managing, and correcting bugs on these functionalities.

### **8.1.4 Planning, timeplan and milestones**

#### **TOOLBOX**

From what is foreseen in the plan described in D4.2 there are no major changes. In the second development period Toolbox prototype I will be extended with nearly all defined functions. This includes the possibilities to upload data and to create and use workspaces. Users (working group from German Resistance Memorial), will be trained to use the Toolbox. List of content (as described in D4.2) will be integrated.

The production of a worksheet and a storyboard (as the basis for a video) will be finished. Two worksheets will be produced. The template of the worksheets will be adjusted-

In this second period the emphasis is on three important areas: the technical function of the Toolbox, the final design and the usability for the users. In the end of this period in July 2015, Prototype II will be realized. This Prototype II will be used for the museums hackathon in Venice.

The third period is characterised by the evaluation of the toolbox and all final steps with regard to the outcome of the Toolbox in January 2016 (Month 24)

The evaluation is organised by Museumsmedien on the basis of a questionnaire that is given to the working group and selected creative partners.

## **BLINKSTER APP**

From what is foreseen in the plan described in D4.2 there are no major changes. Currently museums can create their data space; several museums have already created, some of them have also been filled by content managers.

The commitment from the Blinkster team is to be ready to deliver the application to museums within 6 weeks after database is completed.

## **8.2 EVALUATION CRITERIA AND DEMONSTRATION PLAN**

### **1/ TOOLBOX**

The evaluation for the Toolbox will be a usability test. The aim is to develop a tool for the use in small and midsize memorials/museums, from staff with low media competencies. Therefore the emphasis is put on a reliable technical back end, an easy usable front end and an adequate design. A usability test will show how far this aim for the Toolbox is reached.

The evaluation process will be divided in two workshops. The first one deals with collecting and managing data to the Toolbox, by scientific and educational staff. Use case group will be staff of the German Resistance Memorial Centre. Furthermore there is a great interest to attend this workshop from the Memorial of the murdered Jews in Europe (head of educational program and visitor services).

The use case group is close to the topic “educational work in small and midsize memorials/museums”, and used to work with content management systems. It is planned to organize a one day workshop in Berlin. The participants will produce real worksheets, storyboards and presentations during the workshop.

The second workshop, will evaluate the work between the memorials/museums and creative partners. Selected German creative partners will be invited to attend a one day workshop in Berlin. The creative partners whom will be involved in this evaluation process, have to work for similar institutions and topics.

The participants will work with the material produced during the staff-workshop: worksheets, storyboards and presentations.

Museumsmedien will invite a suitable group of 2-3 creative partners with experiences in work for comparable memorials/museums, exhibitions and topics.

These are:

- denkraum Berlin, informationsdesign; [www.denkraum-berlin.de](http://www.denkraum-berlin.de)
- a la prima, grafik & webdesign Berlin; [www.a-la-prima.de](http://www.a-la-prima.de)
- iomorph Web-Design und Programmierung; [www.iomorph.de](http://www.iomorph.de)

Data concerning the usability of the toolbox will be collected in a simple questionnaire. The survey will be done following to the workshop directly.

Both workshops will take place in Berlin. The questionnaire will be based on the research and information of:



- Methods of Social Research, Rainer Schnell u.a. 1999, Prof. Dr. Rainer Schnell, Institute of Sociology (IFS) at the University of Duisburg-Essen.
- Prof. Dr. Kai Sassenberg, Leibniz Institute for Psychology Information
- Website: [www.fragebogen.de](http://www.fragebogen.de) (questoinaire.de but only in German; Institute of web-based communication and e-learning – Tübingen
- Dr. Jakob Nielsen (usability expert); [www.nngroup.com](http://www.nngroup.com)

The final timeline for the Toolbox evaluation, including all dates, all participants and final questionnaire, will be finished in the third developing period between Month 18 and Month 24.

## **2/ BLINKSTER APP and 2.1/ STORYTELLING SCENARIO (BY EVK)**

For the Blinkster application and storytelling scenario, the following success criteria can be added:

### **Relevance**

In evaluating the relevance it is useful to consider the following questions:

- to what extent are the objectives of the solution still valid?
- are the activities and outputs of the solution consistent with the overall goal and the attainment of its objectives?
- are the activities and outputs of the solution consistent with the intended impacts and effects?

### **Effectiveness**

A measure of the extent to which an aid activity attains its objectives. In evaluating the effectiveness it is useful to consider the following questions:

- to what extent were the objectives achieved / are likely to be achieved?
- what were the major factors influencing the achievement or non-achievement of the objectives?

### **Efficiency**

Efficiency measures the outputs - qualitative and quantitative - in relation to the inputs. This generally requires comparing alternative approaches to achieving the same outputs, to see whether the most efficient process has been adopted. When evaluating the efficiency it is useful to consider the following questions:

- were activities cost-efficient?
- were objectives achieved on time?
- was the solution implemented in the most efficient way compared to alternatives?

### **Impact**

The positive and negative changes produced by a development intervention, directly or indirectly, intended or unintended. When evaluating the impact of it is useful to consider the following questions:

- what has happened as a result of the solution?
- what real difference has the activity made?
- how many people have been affected?

### **Sustainability**

Sustainability is concerned with measuring whether the benefits of an activity are likely to continue after donor funding has been withdrawn. When evaluating the sustainability it is useful to consider the following questions:

- to what extent did the benefits of a solution continue after donor funding ceased?
- what were the major factors which influenced the achievement or non-achievement of sustainability of the programme or project?

As LAM is also interested in telling stories, the next step is to ask whether they can also become involved in this activity.

As for planning of demonstration activities, EVK is planning to organize an information day in Tallinn, presenting pilot developments, tools and content available for reuse. If possible a well-known keynote speaker in the sector of Information Technology will be invited in order to attract attention for the targeted participants. Participants are likely to be:

- professional software and web developers, and computer science students
- representatives from cultural and tourism sector, and students from cultural studies who will interact with the developers and provide ideas and share information on the content

The event intends to present the pilot to a group composed of cultural heritage professionals, creative industries professionals, and young people (students), and to possibly foster networking and team building among them.

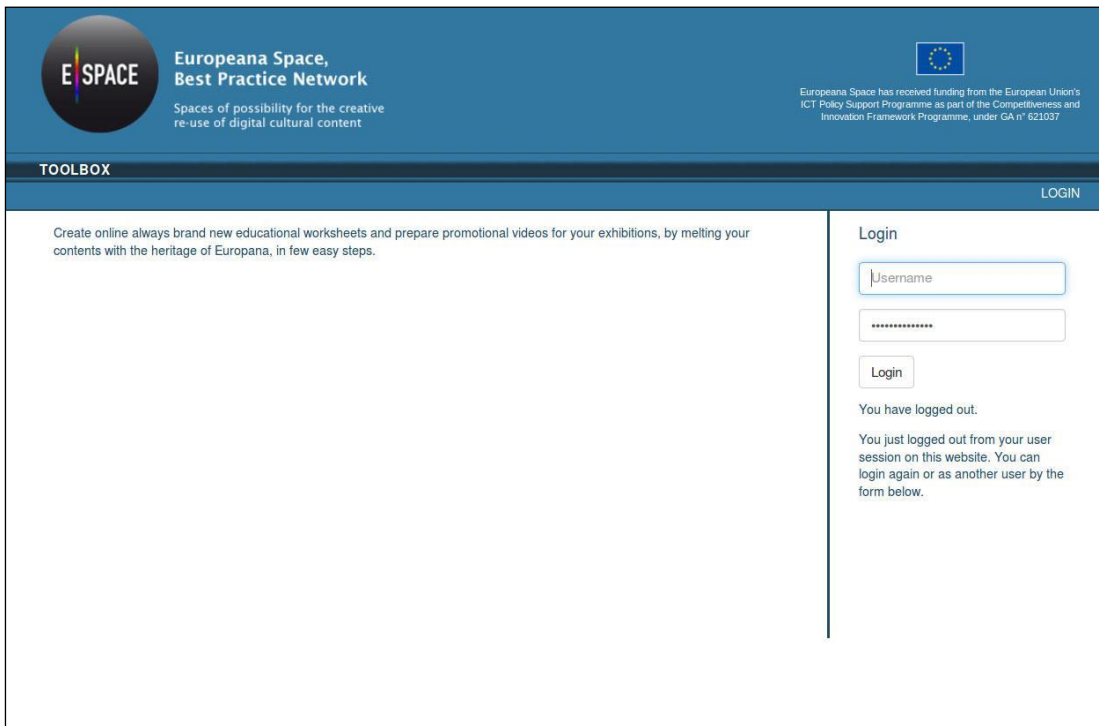
### **Expected costs/Budget**

The budget for the evaluation activities is invested for the two workshops that will take place in Berlin (by Museumsmedien, including: venue, organization, handouts, technical support, catering for participants, certificates) and the information day in Tallinn (by EVK). The other pilot partners can also organize events in their venues.

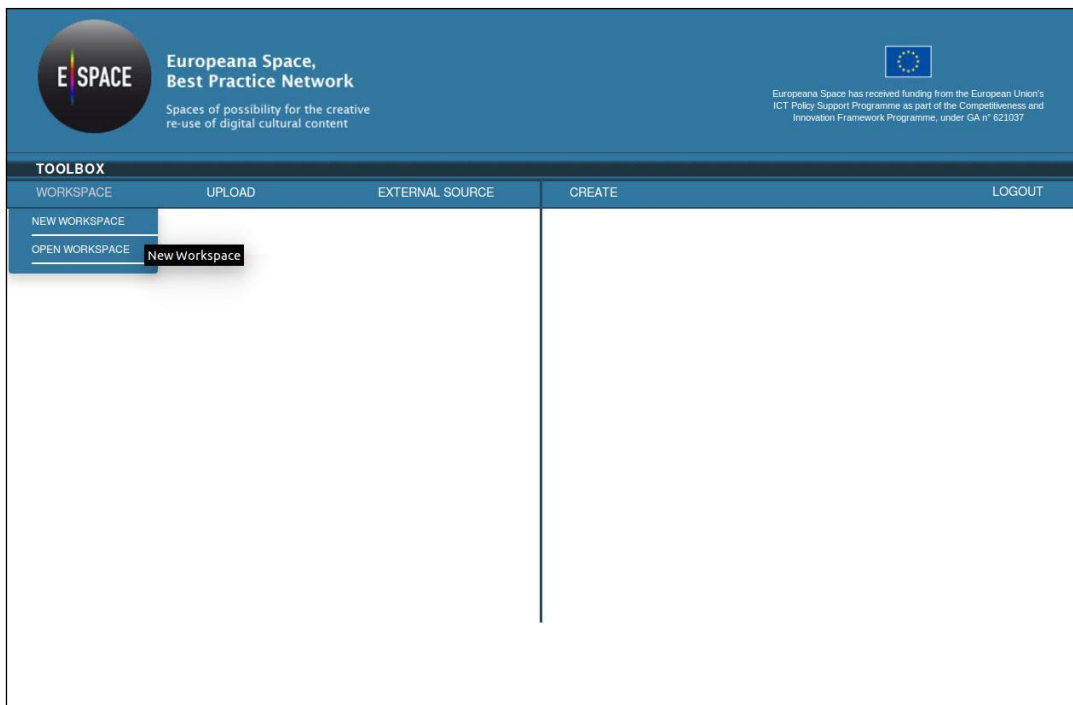
Moreover, the budget for the dissemination/demonstration activities will be partially invested for the creation of teaser videos of the pilot's solutions (multilingual versions will be evaluated). Specific brochure/leaflets will be also produced.

### **8.3 PROTOTYPES 1/ TOOLBOX**

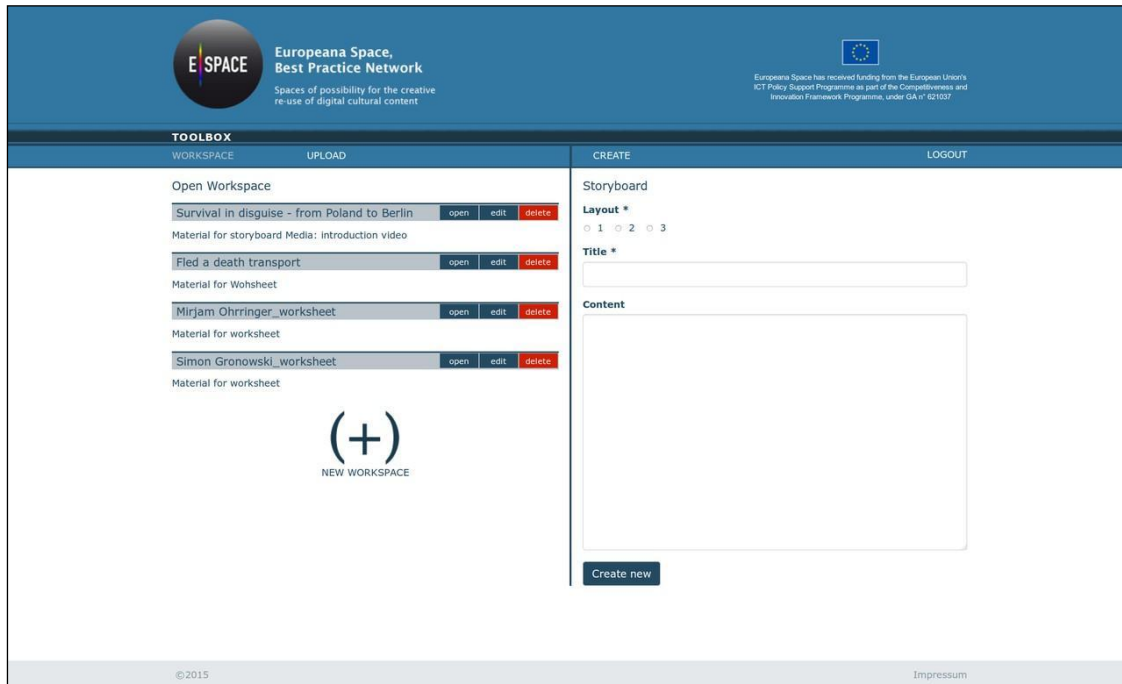
The Toolbox prototype 1 screenshots from the website:  
<http://europeanaspacespace.museumsmedien.de/>



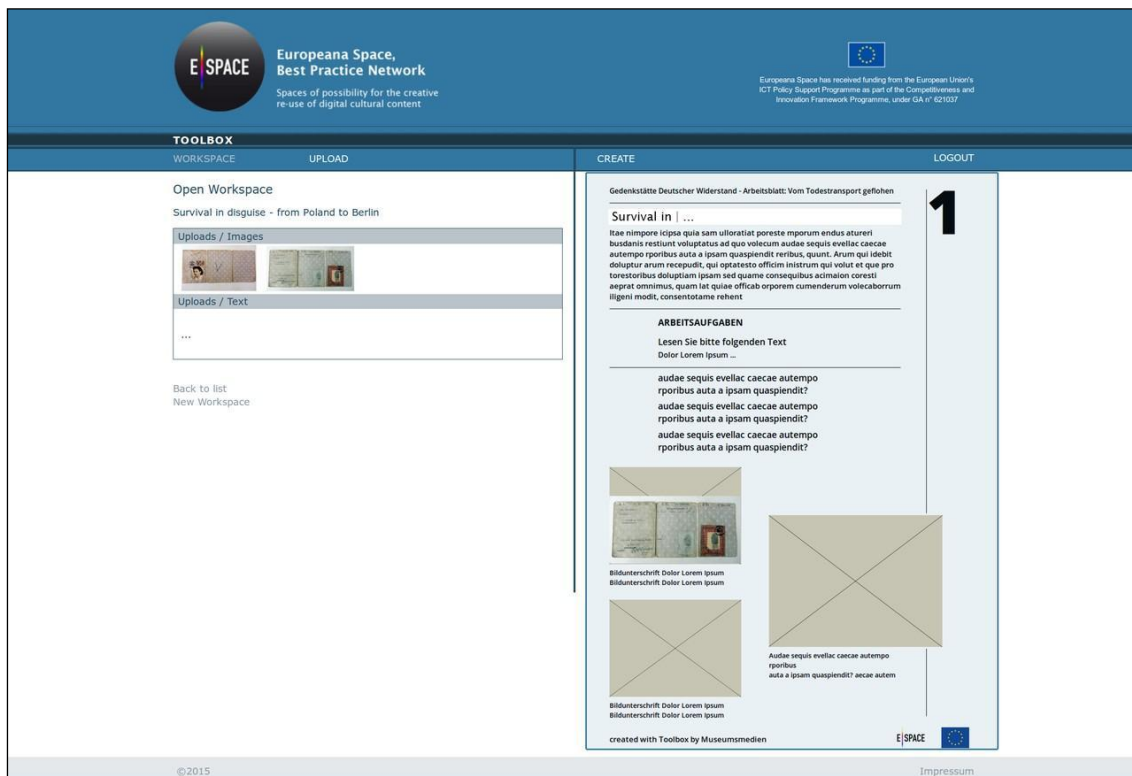
*Toolbox prototype 1: login area*



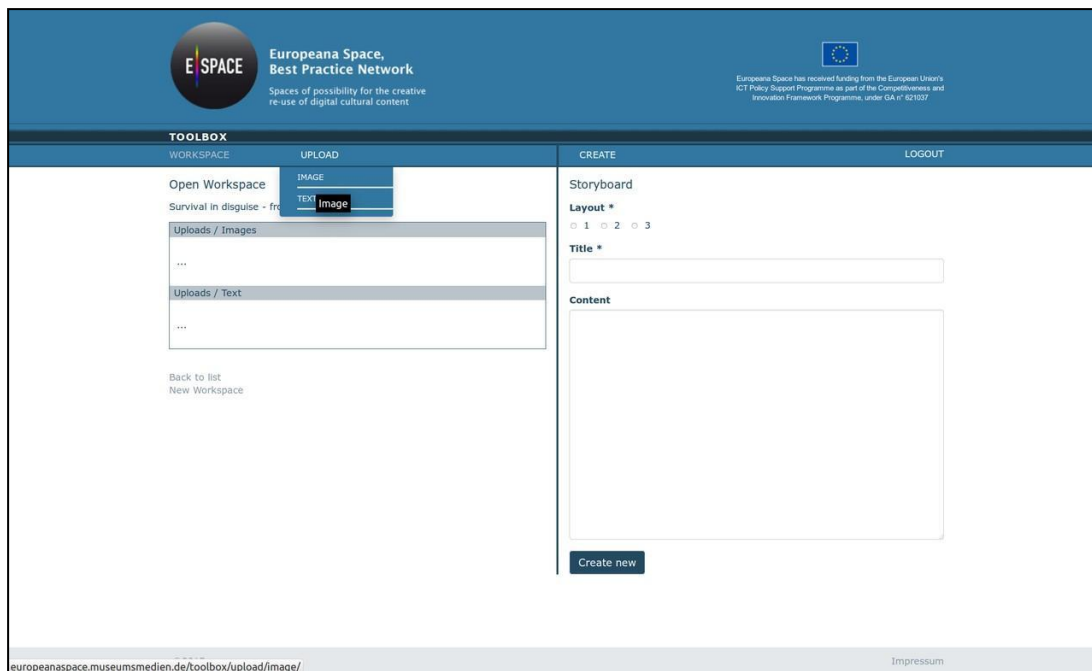
*Toolbox prototype 1: workspace area*



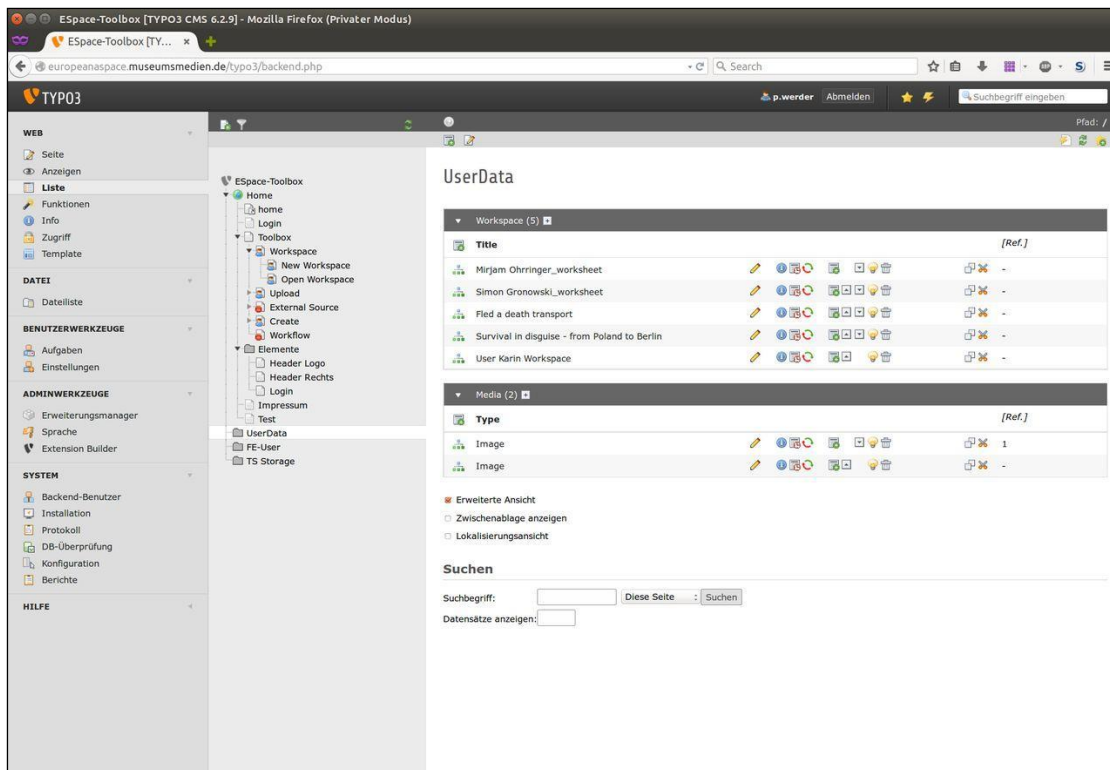
*Toolbox prototype 1: opened workspace storyboard for video "Survival in disguise - from Poland to Berlin"*



*Toolbox prototype 1: opened workspace: storyboard for video "Survival in disguise - from Poland to Berlin"*



*Toolbox prototype 1: upload images for video "Survival in disguise – from Poland to Berlin"*



*Toolbox prototype 1: backend Typo3 CMS version 6.2.9*

## 8.4 PROTOTYPES 2/ BLINKSTER APP

Work on the 1st scenario "Eureva Blinkster app" is in full progress at EVK.

The screenshot shows the Blinkster app interface. At the top, there is a blue header with the Blinkster logo (an owl) and the word "BLINKSTER". Below the header is a navigation menu with links: Home, Screenshots, How To, Coverage, My Blinkster, Administration, and Forums. The main content area is titled "Points of Interest for Region 'ETDM'". It features a search bar and several buttons: Full Text..., New Point..., Delete Point..., Load XML..., Load Zip..., and Export... Below this is a table with the following data:

#	Image	Name	Description
2106		Handbag. 1923-1930. Eduard Taska's Workshop (1923	Vegetable tanned leather, cut, wheel stamped, weaving
2116		Pitcher and glasses with strawberry motif. 1957-1962	The factory Tarbeklaas was founded right after the Sec
2115		Drinking set "Inna". 1969-1975. Designer Mirjam Maa	The factory Tarbeklaas was founded right after the Sec
2114		Glasses "Re". 1960s. Designer Pilvi Ojamaa. Factory	The factory Tarbeklaas was founded right after the Sec
2113		Bowls "Salad". 1971. Factory Tarbeklaas	The factory Tarbeklaas was founded right after the Sec
2112		Goblets "Juta". 1971. Designer Pilvi Ojamaa. Factory	The factory Tarbeklaas was founded right after the Sec

At this moment the images have been gathered and optimised for smart phones and tablets. (1024 pixel wide master images will be produced for upload in the Eureva database). The low-resolution images are already uploaded into the Blinkster environment.

The English texts will be ready in the beginning of March 2015. From that moment upload to the Eureva database is planned, to be completed by March 16th. Once the exhibition setup is done, we will upload the 5 low-res reference images to Eureva.

## 8.5 STORYTELLING (BY EVK)

EVK is developing a small storytelling scenario to complement the Blinkster app. The idea is to create a distinctive, clean, clear, elegant, and easily recognised graphic design that fits in with the visual identity of the subjects involved and meets usability and accessibility criteria.

The museums are preparing up to 5 stories about some certain objects. The English texts will be ready in the end of February. From that moment upload to the Eureva database is planned, to be completed by March. To create a storytelling about object there are several possible freeware and open-source solutions, e.g. OMEKA. Another possible solution is to use Toolbox by Museumsmedien. The optimal solution will be chosen during the February 2015.

## 9 PILOTS PROMOTION AND DISSEMINATION

In D6.1, which is the Dissemination Plan of the project, the main challenge of Europeana Space dissemination action was identified as follows:

Extract from D6.1, par. 2.5:

“E-Space is more than an EU-project dealing with “normal” dissemination needs. E-Space contains 6 separate Pilots that are virtually sub-projects in their own right however, this certainly doesn’t mean that E-Space is just a container, as it will develop an environment where these 6 Pilots (and related activities) grow together, share ideas and resources and produce optimized outputs.

(...)

In order to guarantee success and the visibility of each Pilot and project event, it is crucial to take into account their individual communication needs and objectives: it will not be possible, to expect that a single, central, top-down strategy applies to the dissemination of such a heterogeneous number of activities. On the other hand, as far as the Pilots are concerned, deep understanding of the Pilots’ themes and of the audience(s) to be addressed for each relies on the knowledge and in the networks of the Pilot Coordinators. For this purpose, a specific ‘Pilots Communication Team’ is established including a representative from each Pilot (nominated by each Pilot Coordinator), the task leader of the ‘Educational demonstrators’, the WP6 Leader and the Project Coordinator to study how to adapt and customize the general communication and dissemination strategy of E-Space to the specific needs of each Pilot.”

The dissemination strategy of the project includes the use of common tools, such as the project’s website and social networks, and pilot-specific tools. Together, all the elements will endorse the Pilots’ dissemination activities and events. Of course, any event - either organized by the project or attended by the partners - is the occasion to promote the project as a whole and the pilots individually. The D6.1 and D6.2 include more details about the dissemination strategy and actions in Europeana Space.

In this chapter the main items for Pilots dissemination and promotion are described:

- The Pilots’ section on the project website
- Pilot-specific dissemination tools
- Collaboration with Europeana

### 9.1 PILOT SECTION OF THE EUROPEANA SPACE WEBSITE

Each Pilot has a dedicated section on Europeana Space website. As illustrated in D6.2 Communication, dissemination and network enlargement report n. 1:

“Pilots and demonstrators: <http://www.europeana-space.eu/pilots-and-demonstrations/> and related subpages.

The main page of this section is enriched with a gallery of the project’s posters, and the subpages of each pilot include a cover (the larger picture of the pilot poster) and a link to texts and information. A list of the pilot-related articles appeared on the project blog is also provided here.”

These pages will be enriched and further elaborated as long as the Pilots produce results.

**Europeana Space, Best Practice Network**  
Spaces of possibility for the creative re-use of digital cultural content.

Europeana Space has received funding from the European Union's ICT Policy Support Programme as part of the Competitiveness and Innovation Framework Programme, under GA n° 621037.

HOME PROJECT PARTNERS **PILOTS & DEMONSTRATORS** ACTIVITIES OUTCOMES NETWORK CONTACTS

### Pilots & Demonstrators

this page is available in: [Czech](#) [Lithuanian](#) [Spanish](#) [Estonian](#) [German](#) [Dutch](#) [Italian](#) [Greek](#)

#### THEMED PILOTS

Europeana Space project will develop six Pilots, which will cover the following thematic areas: **Europeana TV, Photography, Dance, Games, Open and Hybrid Publishing, Museums**. The pilots will be a means to explore different scenarios for the re-use of digital cultural content, with a special focus on the re-use of the content accessible via Europeana.

The results of the Pilots will then contribute to the subsequent phase of the project, devoted to the identification of viable and sharable business models for the exploitation of innovative applications and new creative ventures. This work is coordinated in WPS innovation Space: *Valorization and exploitation in the Creative industries*.

Following the Pilots' outcomes, six themed Hackathons, each based on one of the Pilots, will be organized in different venues.

[Show as slideshow](#)

#### BEST PRACTICE DEMONSTRATORS

4 Demonstrators will present innovative models of content use for cultural heritage and identify current best practices for environments/applications intending to facilitate re-use of digital

Search

PILOTS

- [Europeana TV](#)
- [Photography](#)
- [Dance](#)
- [Games](#)
- [Open & Hybrid Publishing](#)
- [Museums](#)

DEMONSTRATORS

- [Archaeology in Cyprus](#)
- [Irish Folk Tales](#)
- [Caveat Proem](#)
- [Photographic investigation of art works](#)

POST YOUR COMMENT:

Your Name (required)

Your Email (required)

Your Message

Enter the code



The main page of the Pilots <http://www.europeana-space.eu/pilots-and-demonstrations/>

The screenshot shows the 'Dance Pilot' page on the Europeana Space website. At the top, there is a navigation menu with links for HOME, PROJECT, PARTNERS, PILOTS & DEMONSTRATORS, ACTIVITIES, OUTCOMES, NETWORK, and CONTACTS. Below the menu, the page title 'Dance' is displayed. A search bar is located on the right side. The main content area features a large banner for the 'Dance Pilot' with the E SPACE logo. Below the banner, there are three bullet points describing the pilot's focus: dance's cultural heritage, its diversity, and limited access to digitised content. The 'General Goals' section lists three objectives: creating a framework for digitised content, producing innovative models for re-use, and enriching users' experience. The 'Two pilot applications' section describes 'DanceSpaces' (for leisure and learning) and 'DancePro' (for professional education). A URL and contact information for Sarah Whalley are provided. At the bottom, there is a list of relevant articles from the blog, including 'E.Space friends: Remnant Dance', 'E.Space friends: Levantes Dance Theatre', 'E.Space friends: Jennifer Essex and | Squared Dance Company', and 'Decoda Summer Dancing Festival'. A footer contains logos for various partners and funding sources.

Example of a Pilot's page (Dance), showing the poster and a list of relevant articles about the pilot. By clicking on the top link, information on the Pilot is accessible.

In the case of Dance pilot, the page features a Digital Stage, a tool that collects in an appealing way all the tweets launched with the hashtag #EspaceDance.

Other pilots normally use a pilot's hashtag and it is planned to realize a digital stage for each of them: #photomediations, #EuropeanaTV, #ESpaceMuseums. As for Photography and Games, it is under discussion if it is relevant to create a dedicated hashtag and if Twitter represents a valid dissemination tool for their target audience.



**Europeana Space, Best Practice Network**  
Spaces of possibility for the creative re-use of digital cultural content



Europeana Space has received funding from the European Union's ICT Policy Support Programme as part of the Competitiveness and Innovation Framework Programme, under GA n° 621037

HOME PROJECT PARTNERS PILOTS & DEMONSTRATORS ACTIVITIES OUTCOMES NETWORK CONTACTS

### Dance Pilot

- Pilot Coordinator: COVUNI
- Participants: UNL-FCSH, INZ

The aim of the Europeana Dance Pilot is to create a general framework for working with dance content and the metadata accessible through Europeana and in so doing enable the production of two innovative models of content re-use, one for research purposes and one for leisure. As such two applications will be developed based on this framework: [DanceSpaces](#) and [DancePro](#).

Dance content of the pilot, both including content drawn from the regional, national and private archival collections of partners and from Europeana, will embrace contemporary dance, classical ballet and other theatrical dance forms as well as social and popular dance, folk, national and indigenous dance forms, and more ancient dance forms including those inscribed on historical artifacts (drawings, objects, paintings, texts and other kinds of inscriptions), notations and other forms of dance scores, books and other textual objects, publicity and marketing materials (posters, programmes, etc.), audio-visual recordings, photographs, and digital visualizations (using motion capture and other tracking devices).

🔍 📧 📱 📄 → show/hide focus

<p><b>Creative Enterprise PIE Conference</b> digitalmeetsculture.net #ESpaceDance #photomediation #EuropeanaSpace</p> <p>@digitalMculture   28 days ago   <a href="#">Source</a>   <a href="#">View</a> Tags: ESspaceDance, photomediation, EuropeanaSpace</p>	<p><b>Dance &amp; Somatic Practices Conference 2015</b> digitalmeetsculture.net #ESpaceDance</p> <p>@digitalMculture   1 month ago   <a href="#">Source</a>   <a href="#">View</a> Tags: ESspaceDance</p>
<p><b>1of 2) @Europeanaeu</b> @EuropeanaSpace Dance Tweet Day: #ESpaceDance Romanian folk dance N Cluj.ded2 @asabiescu @FolkArtMuseum @CraftAndFolk</p>	<p><b>RT @RosaSenCis @Europeanaeu</b> @EuropeanaSpace Dance Tweet of Day: #ESpaceDance 1981Stamp folk dance Cyprus europeana.eu ...</p> <p>@cyprus4tourism   1 month ago   <a href="#">Source</a>   <a href="#">View</a></p>

#### PILOTS

- [Europeana TV](#)
- [Photography](#)
- [Dance](#)
- [Games](#)
- [Open & Hybrid Publishing](#)
- [Museums](#)

#### DEMONSTRATORS

- [Archaeology in Cyprus](#)
- [Irish Folk Tales](#)
- [Crafty Programs](#)
- [Photographic investigation of art works](#)

#### POST YOUR COMMENT!

Your Name (required)

Your Email (required)

Your Message

Y A E X

Enter the code

The internal page of the Dance pilot embedding the Digital Stage:

<http://www.europeana-space.eu/pilots-and-demostrations/dance-2/dance/>

Being the project website the gateway and access point to all the information on the project activities, it is planned to integrate and feature on it the various results of Pilots' work (apps, games, websites, etc.). This is also useful to maximize the clicks on the project's website, and to guarantee the best dissemination.

Depending on the Pilot's item to be integrated, it is either possible to embed the prototype/app/game etc in project's webpages or to buy a third level domain (e.g. nameofthepilot.europeana-space.eu) to be used. This second approach (a mini-website with customized domain) will certainly be used also for hackathon's promotion.

At the moment, the following items are under development and will be integrated/embedded in the project's website in the most appropriate and technically feasible way:

- Photography: the Omeka-based website currently hosted at [heron-net.be/espace/about](http://heron-net.be/espace/about) will be linked or integrated in the project website
- Games: the 3 games are almost ready, and will be available on the website both for on-line play (directly in the project's website) and for download
- Open & Hybrid Publishing: this pilot is developing (of course) the on-line book, currently hosted at <http://wampo.eu/PML/> and a blog <http://thebookisalive.tumblr.com/>. Both will be linked or integrated in the project website.
- Museums: the Toolbox can be integrated in the project website
- Dance: the alpha versions of the 2 applications can be linked/integrated as soon as it is available, and later replaced with the beta version
- Europeana TV: this pilot plans to create a mini-website for dissemination purposes which will be linked to the project's website (this is certainly a candidate for creating a third level domain website)

## 9.2 PILOT-SPECIFIC DISSEMINATION TOOLS

After the Venice plenary, a group was created for the communication and dissemination of the pilots, demonstrators, and hackathons. A mailing list including one representative per pilot and demonstrator plus representatives for hackathons was set up just before Christmas ([euspace-wp6@promoter.it](mailto:euspace-wp6@promoter.it)). As stated already in D6.1 that is the project's dissemination plan, in facts, each pilot, demonstrator and hackathon event has its own identity, target and communication needs, but it is a part of an "unicum": the project overall.

First of all, all the dissemination tools, either web and printed, need to include common elements, such as the project's logo, EU emblem with claim, Europeana Foundation logo, indication of the website, blog, twitter, digitalmeetsculture logo as media partner...

For this reason, although freedom is allowed to the Pilot Coordinators to design the most appropriate tools for the promotion of their pilot, it is extremely important that WP6 leaders are involved in the design of such materials, to grant homogeneity and formal correctness/completeness.

### 9.2.1 Pilots' poster

Extract from D6.2 Dissemination report:

"On the occasion of the Venice conference, Pilots were asked to produce a poster each, also available in the repository, in the website and in the Europeana Space page on Europeana Pro.

Also the Cavafy Demonstrator team produced a poster for the occasion of the Venice conference.

DISSEMINATION OF THE POSTER/S

- Eagle Conference in Paris, 29-30 September and 1 October
- Euromed congress in Cyprus 3 – 8 November 2014
- Riches conference in Pisa, 4-5 December 2014
- EuropeanaPhotography final conference 29-30 January 2015



*An overview of the pilot posters”*

**9.2.2 Pilots’ postcards**

To integrate the posters with other pilot-specific dissemination materials, WP6 is planning to produce a postcard for each pilot, as a general dissemination tool in print for each pilot.

Each will have the common elements that identify Europeana Space but a customized character, look and feel specific of the pilot, to be discussed with the pilot or retrieved through the poster.

These postcards (a set of 6) will be produced and printed with Promoter's budget.

### **9.2.3 Videos and virtual exhibitions**

The Museums pilot will produce a video tutorial about the Toolbox, which will be uploaded in the Europeana Space television channel. Dance is willing to produce a promotional video, as well as Europeana TV (this latter will probably be focused on the hackathon).

Dance and Open & Hybrid Publishing will produce a virtual exhibition each. For Photography, a virtual exhibition (produced in the framework of Europeana Photography project) can be used to enrich information about the pilot.

The planning of these items is ongoing, cfr. D6.2 par 4.3 for details.

### **Any other Pilot-specific dissemination tool**

As stated above, Pilot Coordinators have maximum freedom in choosing the best approach and tool to disseminate the pilot towards their target audience. The role of WP6 Leader is mainly about consultancy, supporting the design phase, and quality checking of the drafts.

## **9.3 COLLABORATION WITH EUROPEANA**

In collaboration with Europeana Foundation, the pilots' results and events will be advertised via different tools:

**Europeana dissemination channels:** Europeana features blog posts, a Press Room, a Facebook channel and other social networks. These all will be used to advertise and promote pilots' results and events by publishing press releases, articles and posts. This activity is carried on in collaboration with the Communication/marketing team of Europeana, particularly with Wiebe de Jager, Marketing Manager.

**The Europeana Pro Blog:** the Pilots' dissemination tools and information currently available are uploaded in the Europeana Space page of Europeana Pro Blog.

The screenshot shows the Europeana Space website interface. The main content area displays a list of folders under the heading 'PROJECTS / EUROPEANA SPACE / DOCUMENTS'. The 'Themed Pilots' folder is highlighted with a red box. Below the folders, there is a 'Documents' section listing several files.

Folder	# of Folders	# of Documents
<b>Deliverables</b> In this folder are collected the public deliverables of the project, which are uploaded here as long as they are produced during the project's lifetime.	0	6
<b>Dissemination Material</b> this folder contains the dissemination materials produced by the project! <u>Subfolders:</u> Europeana Space events, Venice Conference Outcomes	2	13
<b>Join us!</b> here you can find our models for Cooperation Agreement and Memorandum of Understanding	0	2
<b>Themed Pilots</b> Europeana Space is experimenting with Pilots in 6 different areas: Dance, Games, Europeana TV, Museums, Open & Hybrid Publishing, Photography <u>Subfolders:</u> Pilots poster, Pilots presentations (October 2014)	2	13

Name	Size
Europeana Space booklet <i>this is the booklet of the project containing all relevant information about its vision, structure, tools and outcomes</i>	3,448.4k
Europeana Space factsheet <i>General information about Europeana Space project</i>	412.2k
Logo	14.3k

**The Europeana Labs website:** the Pilots content will be featured on Europeana Labs, in the form of blog posts, Apps, Events etc. This activity is carried out in collaboration with the Creative Industry Community team of Europeana, particularly with James Morley. In a second stage, when the Europeana Labs system will be more advance, it would also be possible for WP6 team to upload content in the system autonomously.

#### 9.4 EDUCATIONAL DISSEMINATION

As discussed in the previous WP4 deliverables, all pilots have elements of their work that is designed to benefit the educational sector. As the pilot prototypes continue to take shape, the educational use will be considered, together with demonstration and dissemination opportunities.

## 10 CONCLUSION

This deliverable has presented the status of the pilots' prototypes at M12, and the related progress of the WP4 monitoring methodology and evaluation strategy coordinated by WP4 Leaders iMinds and Promoter. Next to this, information is provided for the pilot dissemination, promotion and endorsement action, to be carried on extensively in the next period.

Of the pilots, most advanced are the Europeana TV with its 2 applications: the Rewind App (local scenario) and the Fall of Berlin Wall HTTBTV (broadcast scenario); and the Photography pilot ready to experiment on of its 3 scenarios, i.e. the Blinkster app, during the photographic exhibition All Our Yesterdays to be held in Leuven in the period 1 February – 15 March 2015.

The other pilots are however swiftly progressing towards their objectives with the prototypes nearly finalized. The Europeana Space consortium is now looking forward for the first hackathon event, to be held in Amsterdam on 8-9-10 May 2015, organized by the Europeana TV pilot.

Also, there are 2 events of the project in the next period: the Coventry IPR workshop and plenary meeting (2 – 3 – 4 March 2015) and the Brussels Technical workshop (23-24 March 2015): in these occasions the activities of the pilots will be further discussed and next steps planned. Of particular importance, it is the Technical workshop, where the Europeana Space infrastructure (i.e. the Technical Space) will be presented and the pilot teams will have the possibility to understand deeply its use and features. A hands-on session is also organized in a dedicated slot of the workshop.

All the pilots will undergo an evaluation phase, mostly to be carried on with a survey - circulated to each of the user groups of the pilots - that will join more general questions (developed by WP4 leaders) and pilot-specific questions (developed by the pilot teams).

Development of the evaluation methodology, and the draft survey, will be provided in an update of the D4.2, while its results for each pilot will be reported in the next deliverables D4.4 – D4.9.

Over the first year of the project, pilots have explored a range of scenarios and content sources and finalised their approaches. Positive progress is being made in all six thematic areas and we look forward to completing prototypes within the coming months and demonstrating them to interested stakeholders.