



D9.1 PROJECT WEBSITE v1



Grant Agreement nr	856879
Project acronym	PRESENT
Project start date (duration)	September 1st 2019 (36 months)
Document due:	29/02/2020
Actual delivery date	28/02/2020
Leader	UPF
Reply to	vanesa.daza@upf.edu
Document status	Submission Version

Project funded by H2020 from the European Commission

Project ref. no.	856879
Project acronym	PRESENT
Project full title	Photoreal RE altime SENT ient ENT ity
Document name	D9.1 Project Website v.1
Security (distribution level)	PU
Contractual date of delivery	29/02/2020
Actual date of delivery	28/02/2020
Deliverable name	Project Website
Type	Other
Status & version	Submission Version
Number of pages	8
WP / Task responsible	UPF
Other contributors	All partners
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Abstract	This document provides the rationale of the project website implementation https://www.upf.edu/web/present , (in the next future also at present-project.eu), Key concepts, design and actual implementation are briefly discussed.
Keywords	Website, design, content, targets
Sent to peer reviewer	Yes
Peer review completed	Yes
Circulated to partners	No
Read by partners	No
Mgt. Board approval	No

Document History

Version and date	Reason for Change
1.0 13.02.2020	Document created by Vanesa Daza
1.1 21.02.2020	Version for internal peer review
1.2 28.02.2020	Submission version including responses to reviewer's suggestions

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1. Executive Summary

The principal Objectives of WP9 Business Exploitation Planning and Dissemination are to demonstrate and promote the PRESENT concepts and prototypes to the media, entertainment and creative industries, and communicate results to a wider public, as well as planning for an effective exploitation by PRESENT Partners.

This document accompanies the first Deliverable of WP9 at M6, D9.1 Project Website, which consists of a high quality multimedia website where public deliverables and information about Project activities will be housed.

2. Background

D9.1 Project Website¹ is the first Deliverable for WP9 Business Exploitation Planning and Dissemination. Lead by UPF with the collaboration of all Partners, WP9T1 and WP9T2 run through the whole duration of the Project and focus respectively on Industry Exploitation (WP9T1) and Dissemination and Communication (WP9T2).

The Project website hosts all official information regarding the Project description, objectives and Partners, in addition to periodic updates. From the Consortium section, links to Partners' main websites can be found. An interactive icon placed in the Contact section will redirect to the Project social media Twitter account -- this will be a venue for more informal, but frequent engagement with the Media Industry and will offer additional opportunities to reach new users for dissemination, exploitation planning and feedback.

3. Introduction

The purpose of this document is to provide the rationale of the project website implementation, together with the actual delivery of the initial version of the site at <https://www.upf.edu/web/present>.

The key concepts of the site are outlined; the design concepts illustrated through the template used, the wireframe, and an actual screenshot of the site; and other aspects briefly discussed.

4. Key concepts of Present website

4.1 Design

The design will be mainly picture based, both on the front page, and in the different pages, with text accompanying images being concise, and clear. The different posts will have a visual representation, the most important or recent ones appearing on the front page as (large) thumbnails; the key aspects will have a moving image presentation to provide dynamism (which is also a key message of the site).

4.2 Rich and frequently updated content

Besides being attractive because of design, a rich content is key for the site visitors.

One of the elements is the basic project related material, such as: brief description of the project, information about partners, contact details, etc.

Another of the elements is that constituted by news, events and achievements (both of the project and of the partners themselves).

All this content should be visually appealing, including image and video content from the partners, and taking advantage of project events (such as technical meetings) to generate such content from the project itself.

The site should have a blog strategy, to stimulate recurrent visitors to the site: the content should be dynamic and regularly updated. It should not appear as a static, informational web.

After each meeting organised by the consortium, a piece of news will be uploaded to the website, containing some photos and a summary of the minutes (previously approved by the consortium). Apart from these updates, the partners will be able to provide news that they consider interesting and relevant for the project and these will be uploaded to the "News" subpage.

In addition to these regular updates, the section "Documents" will contain all public deliverables the Project has submitted thus far, and the executive summary of those labelled as confidential.

4.3 Social Media Integration

In order to capitalise on the social media ecosystem, the project has set up a Twitter account. @H2020Present will be periodically updated with news about events, public demonstrations, publications and papers, and especially soft media content like pictures and videos, with the aim of obtaining as many followers as possible, engaging a wider audience and redirect interested users to the Project website.

The home page of @H2020Present has a link to the Project website in a visible position, and vice versa, so that visitors to either site can easily access both the webpage and the Twitter account.

5. PRESENT website design

5.1 Design implementation

The site is based on a *Liferay* implementation provided by the computing services of the UPF. Liferay is a widespread open source enterprise portal software product, which was declared "Best Open Source Portal" by the InfoWorld magazine in 2007¹.

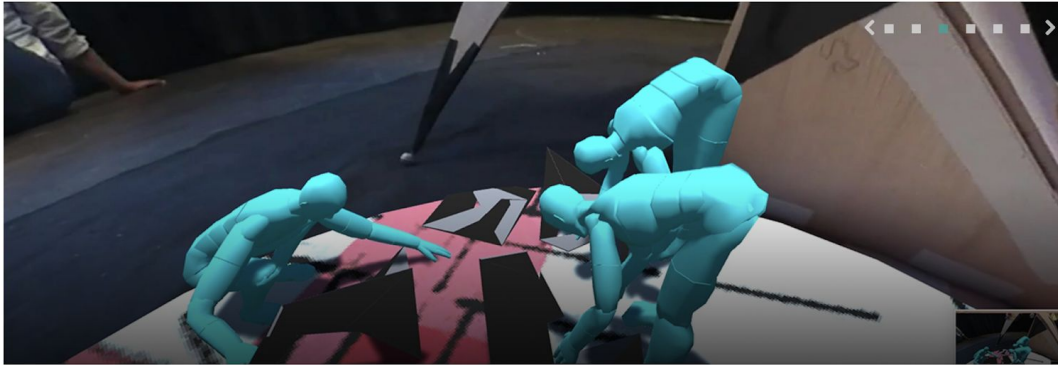
The support of the UPF towards this product guarantees that the site will be easy to update and maintain.

The design implementation is similar to the UPF standard site. This implementation is consistent with the concepts indicated earlier: it highlights visuals instead of text and it provides easy access to the most recent posts, giving the feeling of dynamicity of the content.

5.2 Current website

The website has a main page and four subpages. The screenshot provided as Figure 2 contains the current implementation of the frontpage of the webpage. It contains a summary description of the project and the contact information. It also contains a set of different pictures provided by the partners where the users can get a quick idea of the work being done in this project. From this initial page, the users can access the subpages "Objectives", "The Consortium", "News" and "Docs".

¹ Source: *Wikipedia* (<https://en.wikipedia.org/wiki/Liferay>)



PRESENT is a three-year EU Research and Innovation project between 8 companies and research institutions to create virtual digital humans -sentient agents- hat look entirely naturalistic, demonstrate emotional sensitivity, establish an engaging dialogue, add sense to the experience, and act as trustworthy guardians and guides in the interfaces for AR, VR, and more traditional forms of media.

This project has received funding from the European Union's Horizon 2020 Research and Innovation Programme under Grant Agreement No 856879.

[Read more >](#)

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Figure 1. Screenshot of the initial implementation of the frontpage of the PRESENT website

The screenshot provided as Figure 2 shows the "Objectives" section as it can be currently seen.

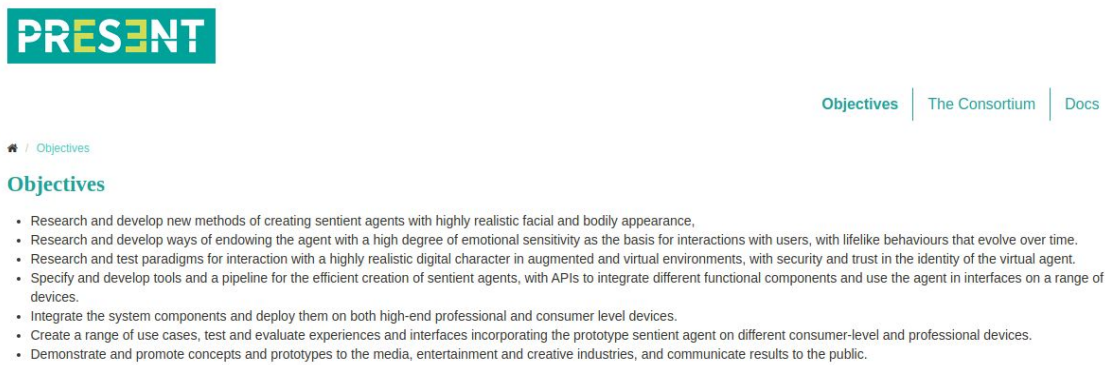


Figure 2. Screenshot of the "Objectives" section of PRESENT website

The screenshot provided as Figure 3 shows the "News" section as it can be currently seen. This section will be updated on a regular basis.

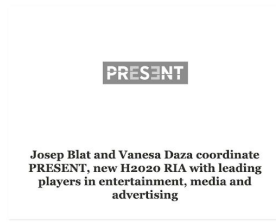


Figure 3. Screenshot of the “News” section of PRESENT website

All partners participating in PRESENT appear in the section The Consortium, where the webpage of each of them is reachable through their logo as can be seen in Figure 4.

The Consortium



Figure 4. Screenshot of the “The Consortium” section in the PRESENT website

On the web, it is also clearly stated in the home page of the project relevant information to contact us. Not only in charge of managing the project (project manager and principal investigators) but also our offices or social media, as it is shown in Figure 5.



Figure 5. Screenshot of the “Contact” section in the main page of PRESENT website

6. Other aspects

6.1 Domain name

At the time of this writing, the domain present-project.eu is in process of being purchased. This domain will be kept at least until the project funding lasts. Their content will be directed to UPF website that currently hosts the project <https://www.upf.edu/web/present>, and that will last also once the project ends.

6.2 Analytics

The UPF computing services provide analytics of the different sites visits and these analytics will be requested, and periodically analysed to define better strategies for the site of the project. A more detailed discussion of the dissemination strategies and its evaluation is the object of a different deliverable.

7. Terminology

URL Uniform Resource Locator, colloquially termed a web address, is a reference to a web resource that specifies its location on a computer network and a mechanism for retrieving it.

Social Media computer-mediated technologies that facilitate the creation and sharing of information, ideas, career interests and other forms of expression via virtual communities and networks.

Webpage is a document that is suitable for the World Wide Web and web browsers. A web browser displays a web page on a monitor or mobile device.²

Sub-page (or subpage) refers to a lower level web page in a website or wiki with the same main name as the starting level page plus a slash and text identifying the location of the subpage. More precisely, it refers to a part of the path in the hierarchical part of the Uniform Resource Identifier (also known as URI or URL).³

² https://en.wikipedia.org/wiki/Web_page

³ <https://en.wikipedia.org/wiki/Subpage>