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D12.3 Project Video

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Statement of originality:

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Executive Summary

The deliverable 12.3 presents the project video. **In this document we provide an overview of its structure**, together with some screenshots. **Fondazione Politecnico di Milano (FPM) has taken care of the content, the design and the editing. Fondazione has coordinated the effort of all project partners and their contributions.**

The video provides a powerful visual description of the project, its goals and the partners' roles. The video refers to the same coordinated image and style of the OPENMIND brand book. It has been adapted to the brand book indications and it has a similar "outfit" as the other communication materials – Website, Press kit, PowerPoint Presentation, Leaflet, Newsletter, etc. – making the project instantly recognizable.

The video has been released as part of the dissemination tools.

The Video is available on the project website at: **www.openmind-project.eu**

Texts and subtitles are in **English**.

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Introduction

According to the timeline, the project video has been released at M12, that is **August 2016**.

In 5 minutes, the video provides a simple description of the project, of its goals, ambitions and expectations. It is meant to be an introduction to OPENMIND through **simple contents** and an **easy tone of voice**.

The protagonists of the video are the partners themselves, with their own words. This is meant to personalize the message and let communication establish a feeling of mutual trust and commitment with the audience (see Figure 1).



Figure 1: Video speakers.

Nowadays, video represents one of the most effective media for dissemination. It is an effective tool to communicate, that is to reach a broad audience of non – experts. The Openmind video translates complicated concepts into 5 minute talk. As a matter of fact, shorter videos tend to get more views and comments. All partners have contributed to it by making an important effort: that of simplifying their work as to make it easily understandable.

Dissemination through the video aims at raising:

- **awareness** (making the project's work known) to reach awareness of the Openmind motivation about the relevant results achieved;

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- **understanding** action through the partner's interviews.

In order to let the video be “clear”, subtitles have been added.

The video is **available** on the project website – www.openmind-project.eu

It is **advertised and distributed** via:

- the project social **media accounts**:
Twitter
https://twitter.com/openmind_eu
Linkedin
<https://www.linkedin.com/company/openmind-project>
- the project **newsletter**.

The video can be used as a useful promotional tool to introduce the project:

- at **conferences**, integrating ppt presentations;
- during **exhibitions** (via a monitor projection).

FPM has developed the video with the help of an external consultant.
Credits clearly quote **EU funding**.

The Project Video

As a first step, **interviews** were shot in Bruxelles in March 2016 during the partner meeting by Fondazione Politecnico di Milano. A few basic questions had been shared in advance:

All partners:

- Can you briefly introduce yourself (i.e. your company/institution) and tell us your role in the project?
- From your point of view, what are the innovative aspects and the main goals of the Openmind project?
- Why is it important to receive a funding from EU? The impact of Horizon 2020 Research and Innovation Programme.

Coordinator :

- From a scientific point of view, Fraunhofer IPT has been working on "FRP for MRI-use" for quite a long time now, so the idea/material is not really new in Openmind. However, from an industrial point of view, there are no FRP-based disposables on the market (yet), which makes the approach unique in this perspective. Would you comment on it?

End-user (Nano4imaging):

- What are the advantages of these medical disposables from a clinical point of view? (Will the devices help doctors to make minimally invasive surgeries more effective and efficient?)
- Is the use of the same device in many modern imaging methods, including MRI, revolutionary? From this perspective, how is Openmind innovative?
- Which could be the final utilisation of the Openmind project?

Images, videos and photographic contributions have been asked to all partners as **background sources**. Fraunhofer IPT has provided some dedicated, professional video clips, which have then been inserted into the final product (see *Figure 2*).

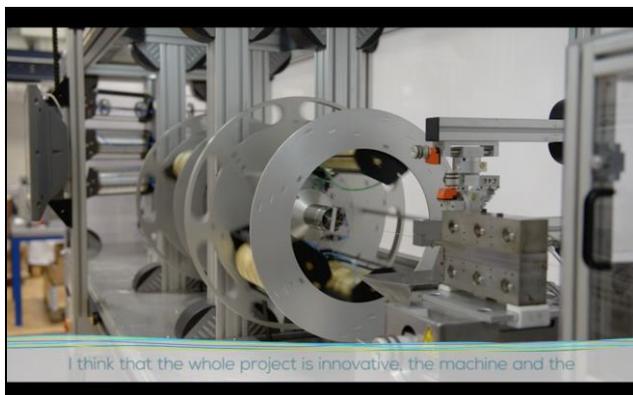


Figure 2: Background images form Fraunhofer IPT.

The **story telling** has then been conceived, according to the material collected and the quality of the material collected. The video is based on the following table of content:

- **Introduction**
The introduction gives the relevant information about OPENMIND (*See figure 4*).
- **The goal**
The main intent of the project, that is the importance of having the first flexible technology for customized medical devices, is described by the coordinator Christian Wasiak, Fraunhofer IPT (*See figure 5*).
- **The product**
The new device is fully and inherently MRI (Magnetic Resonance Imaging) safe as Paul Borm of Nano4Imaging, the end-user, makes clear during his interview (*See figure 6*).
- **The approach**
The innovative approach of the project has been pointed out by Simone Maccagnan, GMAC (*See figure 7*).
- **EU funding**
Thomas Otto of Tamponcolor and Christoph Bay of IN-Core Systèmes illustrate the importance of EU funding to make the project possible and, most of all, to improve research in the field (*See figure 7 and 8*).
- **Horizon 2020 for citizens & for business**
How the Horizon 2020 program addresses the needs of European citizens and business. The final aim of the research is underlined by Eugenio Gatti, Fondazione Politecnico di Milano, and David Nettleton, IRIS, together with some data (*See figure 8, 9, 10*).
- **The team**
Openmind counts on 9 technical and scientific partners from 6 countries, with different but intertwining and complementary competences, as described by Jaroslav Stanek, Diribet (*See figure 11*).

Only one partner is missing. Blueacre Technology unfortunately couldn't reach the rest of the team in Bruxelles and couldn't provide an adjoining video clip.

Graphics have subsequently been implemented and **soundtrack** added.

The video is in **English with subtitles**, as to make it as clear and understandable as possible.

The video has been anticipated via a **social media campaign**. A "making of" campaign has been designed to launch the final product and **create expectation**. Extract from the footage have been selected and anticipated via Twitter account. Funny moments have been selected, in the intent of acquainting the public with the project (*see Figure 3*).

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Figure 3: Social media video campaign

The video will soon be available on the website in a dedicated **Multimedia section** and on a dedicated **YouTube Channel**.

The video will be promoted with tags and advertised on **social media** and through the newsletter (n.2, August 2016).

Here follows the screenshots mentioned above in the table of content.

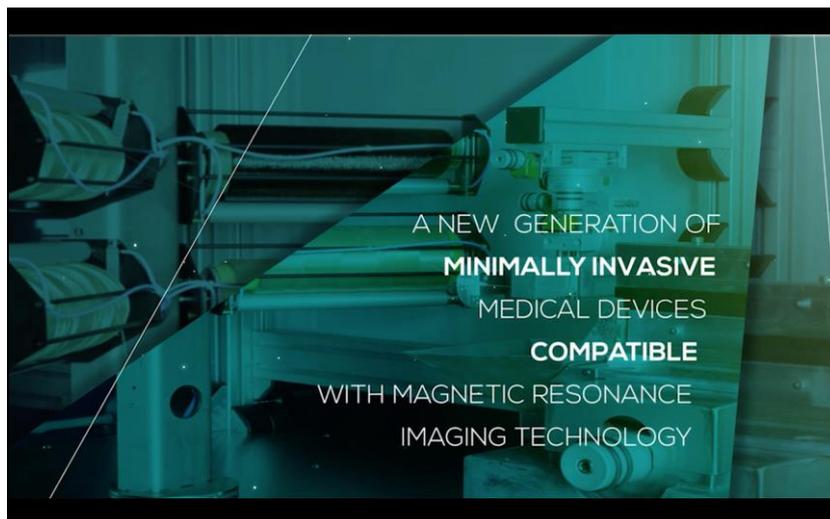


Figure 4: Video introduction.



Figure 5: “The goal”, Christian Wasiak, Fraunhofer IPT.



Figure 6: “The product”, Paul Borm, Nano4Imaging.



Figure 7: “The approach”, Simone Maccagnan, GMAC.

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Figure 8: "The EU funding", Christoph Bay, IN-Core Systèmes; Thomas Otto, Tamponcolor.



Figure 9: "Horizon 2020 for citizens & for business", Eugenio Gatti, Fondazione Politecnico di Milano.



Figure 10: "Horizon 2020 for citizens & for business", David Nettleton, IRIS.

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Figure 11: “Horizon 2020 for citizens & for business”, data.



Figure 12: “The team”, Jaroslav Stanek, Diribet.

All speakers have signed an “use of likeness” agreement, thus authorizing Fondazione Politecnico di Milano the following rights:

- The **right to use my name, photograph, picture, portrait, likeness** in connection with promotional materials such as video clips, on and off line communication (web site, social media, magazines, ecc.) of the **OPENMIND PROJECT** (Horizon 2020 - European Union funding for Research & Innovation - Grant Agreement number 680820)
- The **right to make them available** to the public and the press at the following addresses <http://www.openmind-project.eu/>; https://twitter.com/openmind_eu; www.fondazionepolitecnico.it; <https://www.youtube.com/user/FondazionePolimi> for non-commercial purposes only.

The **EU emblem and the source of funding** have been clearly stated (see Figure 14).

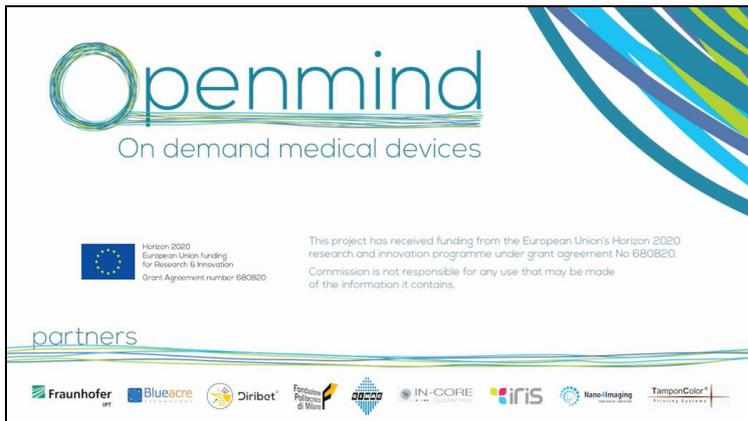


Figure 13: EU emblem and source of funding.