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# Executive Summary of Deliverable 16.3

## Demonstration Activity Report

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Work-package: WP16 - Demonstration

Type: Technical Report

Distribution: Public

Status: Final

Date: 31.01.2010

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# 1 Introduction

This deliverable reports on the demonstration activity carried out by the industrial and research partners of the project. Demonstrations have to a large extent been structured around the X-Media use cases, as the scenarios provide real world examples of the issues that confront knowledge management in complex, distributed environments, using very large scale cross-media data. The vision demonstrators developed in the early stages of the project continue to be used, in addition to the prototypes that have been developed and refined throughout the course of the project, to share the vision of the X-Media project and showcase the practical work done to achieve this aim.

The success of the project can be seen in the very positive feedback from target audiences; these range from academic institutions, government agencies, and the general public to commercial enterprises. We have already seen the adoption of our work in the X-Media industrial test beds and in other organisations.

## 2 X-Media Test Beds

The Rolls-Royce aerospace engineering domain provides scenarios for examining “Product Life Cycle Management”, and the FIAT automotive manufacturing domain, scenarios that elicit the requirements for “Knowledge Management (KM) for Product Improvement”. Internal and external demonstration has been done by the use case owners, in (internal) presentations and meetings, (external) workshops and seminars. In conjunction with the academic partners the usability evaluations have also served as an avenue for the demonstration of the work done in the project to target end users at the two organisations.

The Bike Brakes public use case has been more fully developed, allowing non-sensitive, publicly available data to be used to demonstrate more widely the work done in the X-Media project. Ontoprise, Quinary, the University of Sheffield, CERTH, LaBRI, FBK-Irst and the University of Koblenz have led the development and demonstration of the public use case.

## 3 Other Demonstration and Exploitation

Demonstration activities by the other industrial partners, Quinary, Solcara, Ontoprise, CognIT and K-Now, have been targeted at the security services, legal, health, defence, aerospace and utilities sectors, the oil & gas industry and academia, among others.

The power of Semantic Web technologies to enhance business and financial applications, and capture and share strategic and operational intelligence has been demonstrated using the standalone and process support tools developed by the consortium members. The industrial partners continue to identify new markets in which the work of the project may be exploited.

Demonstration by research partners has taken place in public meetings, in consultation with enterprise organisations, in outreach programmes, during workshops and conference poster and demonstration sessions. The Web and print publications have also been used to demonstrate and disseminate the work done in the project. The deliverable reports on non-use case specific demonstration activity by LaBRI, the University of Hildesheim and CERTH. Other academic partners continue to leverage the work done in new research and industrial projects.

## **4 X-Media Consortium Demonstrations**

The annual scientific reviews have provided venues for communicating the work done by the different partners to the scientific and industrial board. A significant advantage in the joint demonstration is the ability to highlight the links across research areas and work packages. The last major demonstration activity of the project was the X-Media Industry Day Workshop, co-located with the 3rd European Semantic Technology Conference (ESTC 2009). A set of talks and demonstrations were centred around the theme "*Our Vision - X-Media: Knowledge Sharing and Reuse across Media*".