



Multi-Dimensional Context-Aware Adaptation of Service Front-Ends

Project no. FP7 – ICT – 258030

Deliverable 7.1.3

Dissemination and Communication - Report & Materials (Update 2)



Due date of deliverable: 30/09/2013

Actual submission to EC date: 30/09/2013

Project co-funded by the European Commission within the Seventh
Framework Programme (2007-2013)

Dissemination level

[PU]

[Public]

Yes

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Document Information	
Lead Contractor	TID
Editor	UCL
Revision	v1.0 (30/09/2013)
Reviewer 1	CTIC
Reviewer 2	
Approved by	
Project Officer	Michel Lacroix

Contributors	
Partner	Contributors
UCL	Vivian Genaro Motti, Nesrine Mezhoudi, Jean Vanderdonckt
CTIC	Cristina González Cachón, Javier Rodríguez Escolar
TID	Francisco Javier Caminero Gil

Changes			
Version	Date	Author	Comments
0.1	05/09/2013	UCL	Updates of the Content
0.2	16/09/2013	CTIC	Update contributions from CTIC
0.3	18/09/2013	UCL	Third review of the document
0.4	20/09/2013	UCL	Include all partners updates
1.0	30/09/2013	TID	Final Version

Executive Summary

This deliverable presents a complete report about the dissemination actions of the Serenoa Project. The dissemination actions include, but are not limited to: digital means, printed documents and events. The digital means of interest include: a website, social networks, discussion groups and digital libraries. The printed means include: proceedings of scientific events (conferences, workshops, tutorials), journals and technical magazines. And as events, we consider: scientific conferences, workshops, tutorials, short-courses and fairs. We list all the events that took place to disseminate the project in order to promote its concepts and contributions.

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1 Introduction

1.1 Objectives

This deliverable describes the dissemination actions for the Serenoa Project. We present the scientific events, communication means and all channels that are used to promote the project and to disseminate its ideas, concepts and contributions concerning the domains of research and development.

1.2 Audience

This document is oriented to a public audience. It is also directed to reviewers, researchers, industry, etc.

1.3 Related documents

- Deliverables regarding the exploitation and the standardization actions of Serenoa.

1.4 Organization of this document

Chapter 1 presents the goal, audience and related documentation with this deliverable. In Chapter 2, the description of work is presented. In Chapter 3, there is a description of the deliverables needed in dissemination actions. In Chapter 4, the dissemination plan is described. Finally, in chapter 5, conclusions are extracted, summarizing all the ideas.

2 Description of Work and Role of Partners

2.1 Dissemination Actions

The dissemination actions include activities that promote the Serenoa project concerning its outcomes and contributions in the domain of interest. Such activities concern scientific and technical aspects, covering both research and development efforts. The main goal is to publish and communicate the results of the project, but still respecting confidentiality and exchanging concepts between different groups of interest, such as companies, practitioners, scientific communities and researchers.

The following subsections contextualize the goals of the dissemination actions according to the efforts lead by Serenoa partners: UCL and CTIC.

2.1.1 T7.1 Dissemination Actions

This task is aimed to perform all the dissemination actions for Serenoa in accordance with the dissemination plan described on section B3.2.2 of the description of work. The Dissemination Plan comprises the following activities:

- To set up and maintain the Web site for Serenoa and to inform about the project latest news and results. The Web site is regularly updated. The Web site aims both to serve for public dissemination of the results to the people and organisations interested in the project, as well as a platform for information exchange for project partners. The Web Site is registered under a .eu domain, and it can be accessed via the URL <http://www.serenoa-fp7.eu/>; it will remain alive at least two years after the completion of the project. The Web Site will also provide RSS feeds to enable syndication by third parties, particularly the European Commission.
- To produce a periodical (at least every six months) research newsletter to inform interested parties about the achieved results and the (scientific) status of the Serenoa project.
- To prepare overview documentation (leaflets, white papers, fact-sheets, etc.) of the project, with focus on technical and scientific goals. These documents are meant to be made public, so that interested parties can identify the working scope of the project in a detailed way.
- To organize the Serenoa workshops
- To coordinate the publishing of scientific papers for international conferences, leading technical/scientific journals and magazines and international workshops. We will participate in conferences, events and manage contacts with stakeholders to promote the project results.

2.1.2 T7.3 Communication Actions

This task deals with all the actions targeted to communicate to both public and authorities about the project status and outcomes. Press releases were created by the consortium in order to communicate the activities carried out in the project to a broad audience. Such press releases presented a general overview of the scientific problems to be addressed by the Serenoa consortium in a comprehensible manner in order to facilitate its understanding by European citizens. They were broadcasted not only to local and regional media, but also to important European platforms, such as Nessi or Future Internet. Note that press releases were used to disseminate other specific dissemination contents, such as newsletters and factsheets (see chapter 4).

An internal draft of the final press release has been created in order to disseminate the final results of the project and its publication is planned for the end of the year, once the project had received the final review results by the European Commission.

3 Description of Deliverables

The Dissemination Results include a set of activities and publications. Different outcomes have been generated successfully achieving the goals of dissemination and communication of Serenoa. These results have been continuously reported by documents, such as reports and deliverables. This Section lists and describes the goals and contents covered by these documents, the deadline months are also presented.

D7.1.1) Up and running Web site, constantly updated: In month 1 the web site of the project was (eu domain) up and running, and it is constantly updated till now.

D7.1.2) Dissemination and Communication Plan: This report details the initial version of the dissemination and communication actions, including overview documentation (leaflets, whitepapers, fact-sheets, etc.), workshop, etc. Note: T7.1 and T7.3 are going to contribute to this deliverable that includes dissemination and communication actions. [month 6]

D7.1.3) Dissemination and Communication - Report & Materials (Update 2): This report details the dissemination and communication actions during the second year of the project, including overview documentation (leaflets, whitepapers, fact-sheets, etc.), workshop, etc. Note: T7.1 and T7.3 contribute to this deliverable that includes dissemination and communication actions. [month 24]

D7.1.4) Dissemination and Communication - Report & Materials (Update 3): This report details the dissemination and communication actions during the third year of the project, including overview documentation (leaflets, whitepapers, fact-sheets, etc.), workshop, etc. Note: T7.1 and T7.3 contribute to this deliverable that includes dissemination and communication actions. [month 36]

D7.2.1) Collaboration Plan: This report details the specific plan for collaboration; including the specific working group this project is participating in. [month 6]

D7.2.2) Collaboration Report (Update 1): This report details the collaboration actions and co-operation activities with other ICT projects under the WP2009/2010 Objective “Internet of Services, Software and Virtualisation” during the second year of the project. [month 24]

D7.2.3) Collaboration Report (Update 2): This report details the collaboration actions and co-operation activities with other ICT projects under the WP2009/2010 Objective “Internet of Services, Software and Virtualisation” during the third year of the project. [month 36]

D7.3) Project Fact-sheet: In month 1, the project factsheet was published. [month 1]

4 Dissemination and Communication Plan

The outcomes of the Serenoa project concerning its dissemination actions, target at a varied range of domains since several services could benefit of the Serenoa technology. Since most services are interactive, the potential is high.

The Serenoa dissemination plan:

- Involves different contents: scientific (for fundamental and applied research results), technological (for applied research, technological transfer, and dissemination of technology), and educational (for training people in educational organizations, including corporate environments).
- Targets multiple potential beneficiaries:
 - *Industry*: the aim is to create awareness on Serenoa developments and promote their particular added value. The success in the long term will depend on the up-take of the Serenoa concepts and technology by a large number of industrial users. This will increase the credibility of this technology thanks to the reference cases in practical applications in various sectors, and ensure that it will be enriched and faster achieve maturity and robustness. The aim is to reach a *de facto* market standard by adoption of the Serenoa technology by an important number of industrial players. This will be beneficial for all, the Serenoa partners and the European industry as a whole.
 - *Technology suppliers*: the aim is to foster the adoption of the Serenoa technology by the industry so that it will in turn encourage technology suppliers to include Serenoa concepts and technology in their products and therewith further enhance the power of SFE development and CAA runtime solutions. In order to anticipate and accelerate this evolution, Serenoa will disseminate information to companies involved in the development of context-aware SFE technologies and to vendors of software development systems. The industrial and technology suppliers that are members of the project will play a significant role for this purpose as initiator.
 - *Government Organizations and Standardisation bodies*: the aim is to create a general awareness and an explicit contribution to standardization actions (in particular, W3C, ISO, NESSI, Cost) so that the outcomes of these efforts will become progressively recommendations and standards that will then be submitted to adoption to large organizations, especially government organizations. By participating to these standardization actions (see task 6.2), Serenoa will create a competitive advantage that will result in ready-to-use technology compliant with the standards that will enable government organizations to take up in an adequate way.
 - *The scientific community*: the aim it to actively search support from and adoption by the scientific community through various channels such as conferences, workshops, research groups, developers and designers associations, users' groups, and scientific working groups. There are a number of R&D activities on SFE technology in European, national and international research programs. Serenoa will disseminate information to these and try to set-up durable collaboration with some of them. The objective is to enhance communication and exchange with other researchers and groups active in the field of SFEs in general and their context-aware adaptation in particular. The scientific results to be produced by the Serenoa project are expected to have a genuine cross-domain multidisciplinary impact. The advance of the state-of-the-art, due to the way it is specifically targeted and planned in the context of the Serenoa project, arguably produces outcomes directly exploitable in various related fields, such as Development of interactive services, service front-ends, human-computer interaction, software engineering, ambient intelligence, mobile applications and communications, and distributed systems.
 - *The general public*: the aim is to inform the public about RTD projects carried out with

support of the EU and the potential impact of projects such as Serenoa on the daily life of the European citizen. The communication form and content will be adapted to the target to make sure that it is understandable to a large audience. The communication will focus on practical impact on applications rather than the scientific and technological contents of Serenoa.

The dissemination plan includes the following dissemination actions:

- **Serenoa general Web site.** The website of the project is hosted at serenoa-fp7.eu. It presents related documents, project goals and partners. It contains all the deliverables and additional contents. The website has been continuously updated with related articles and contents and it is the main dissemination tool of Serenoa including the research achievements, deliverables and further documents. The public website contains public information targeting at the general public and also confidential contents requiring authentication.



Figure 1. Serenoa web site: an overview of the main page.

- **Serenoa-related Web sites.** In addition to Web sites of the partners, some additional Web sites will be updated according to the results provided by Serenoa, such as but not limited to: IDEAL2, MariaXML, UsiXML web site (www.usixml.org/). Web sites related to standardisation actions and bodies will be contributed as well. For instance, the W3C Web site on the Model-based UIs that is closely related with the work of Serenoa, and that has been receiving also contributions from the Serenoa partners (http://www.w3.org/wiki/Model-Based_User_Interfaces).

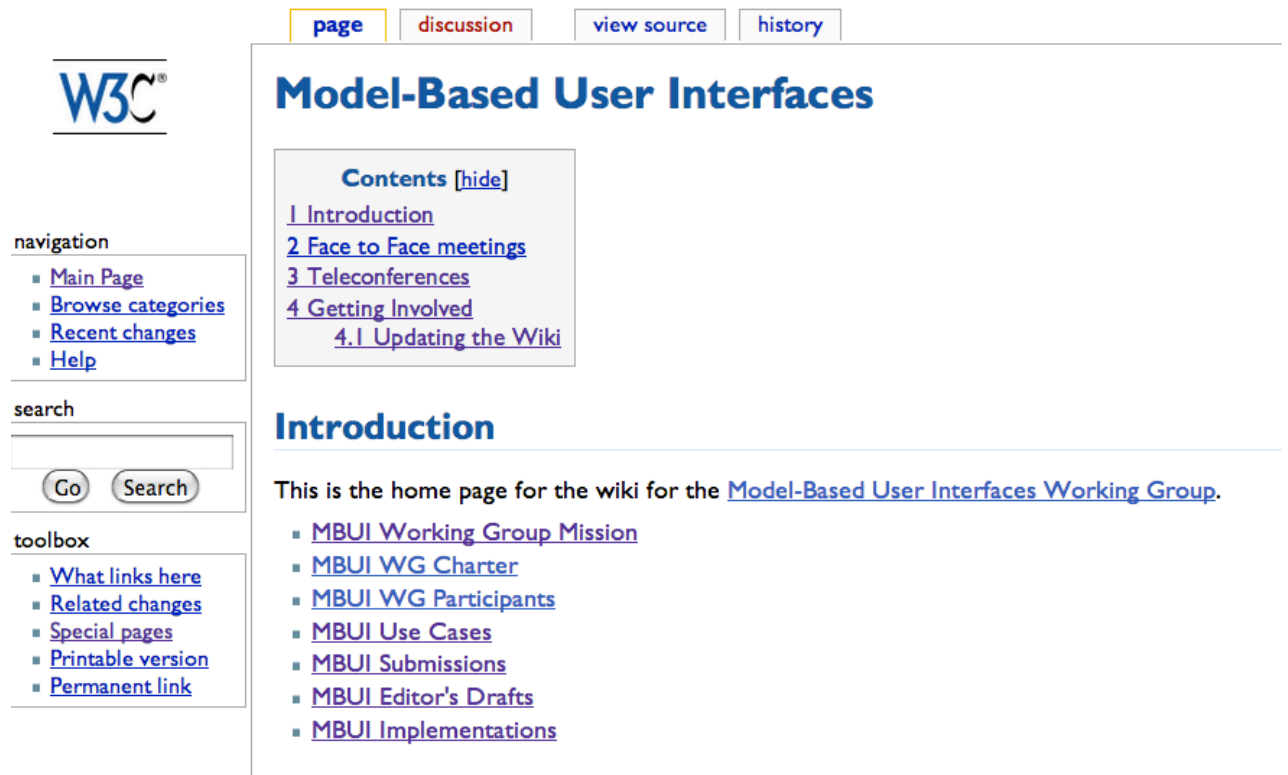


Figure 2. An overview of the W3C Working Group page on Model-based UIs (http://www.w3.org/wiki/Model-Based_User_Interfaces).

- **Serenoa Documentation.** A complete documentation of the Serenoa technology has been written that describes the technologies created within Serenoa and how to benefit from them. This description provides potential users with dedicated information allowing them to judge the applicability of our solution for their search and retrieval problems. This documentation has been published and will be maintained on the Serenoa Web site, as well as on any other relevant source of information.
- **Serenoa Factsheet:** The factsheet describing the goals and achievements of the project. It is targeted at making Serenoa project known among companies, projects or initiatives that may be interested on context-aware adaptation of SFEs, representing an easy-reading description of the project and its achievements. Therefore, the brochures are distributed on commercial and research events of the area, as well as on the Web site to address a wider audience.
- **Serenoa Achievement Sheet:** before the end of the project, and to summarize the scope of the project and its main results, an achievement sheet has been prepared. It concerns information about Serenoa, including its scope, achievements, applications, benefits, and impact. The achievements sheet is part of a report of all FP7 ICT Call 5 projects to be disseminated by the Commission services.
- **Serenoa Newsletters.** 5 newsletters have been periodically published and distributed by the project partners. They include more detailed descriptions of the research performed and the results of the project, such as the latest events or outcomes produced, as well as other activities such as status of the working group and events of interest. At the end of the project, a final newsletter will be published in order to communicate and disseminate the final results of the project.
- **Serenoa Media relations:** Relations with media and publication of press releases in the specialised press (such as technological magazines) aim at reaching a larger audience of technical experts from potential industrial users and technology suppliers. The content is prepared centrally for major outcomes (such as the computational framework, the models, the language, and the methodology for CAA of SFEs) and then localised and relayed by the project partners to the relevant local technical magazines.

European Commission

Serenoa

Serenoa provides support to create user interfaces (UI's) that are aware of the context and that continuously reacts to its changes. Such UI's are adapted according to the devices, tasks, preferences, and abilities of users, improving their satisfaction when compared to traditional or manually designed UI's.

AT A GLANCE

Project title
Multidimensional context-aware adaptation of Service Front-Ends.

Project coordinator
Javier Caminero Gil,
Telefónica I+D, fjcg@tid.es

Partners
Université catholique de Louvain (BE)
CNR-ISTI (IT)
SAP AG (DE)
GEIE ERCIM (FR)
Fundación CTIC (ES)
W4 (FR)

Duration
September 2010 –
September 2013

Total cost/EC contribution
€ 5.1M / €

Programme
FP7-ICT-Call 5

Website
www.serenoa-fp7.eu

Scope
While most of the existing applications still target at a pre-defined context of use, of an able-bodied user, with a Desktop PC interacting in a stable environment, currently, the end users interact with different devices, using multiple modalities and from varied situations (e.g. while cycling, driving, shopping). Although the contexts significantly vary, stakeholders, including developers and designers, are not able to find support that is complete enough to aid the generation of applications that are suitable for end users to interact in their environments. As a result the development process is delayed and complex, and the applications launched often target at a specific context of use. Serenoa aims at extending the state-of-the-art of adaptation, by providing support for stakeholders to develop applications that can successfully adapt their front-ends according to the characteristics and constraints posed by multiple contexts.

Achievements
To provide support for adaptation, Serenoa achievements encompass a series of tools and methods, including: reference models, languages, authoring environments, prototypes, evaluation criteria, frameworks

Digital Agenda

Figure 3. Serenoa achievement sheet (sample page).

- **Communication Channels.** The communication channels of Serenoa aim at a close contact with the public and target audience of the project, and generate content, establish contact, summarize the status updates and progress of the project. The channels include:
 - [Linkedin.com](https://www.linkedin.com): a brief summary of some interesting content, with a thumbnail image;
 - www.slideshare.net: the presentations related to Serenoa events and their respective slides;
 - www.youtube.com: videos presenting the achievements of Serenoa-based applications and tools
 - www.facebook.com: creation of a social group to post pictures of the project;
 - www.twitter.com: creation of quick information reports on related and ongoing work;



Figure 4. Newsletter

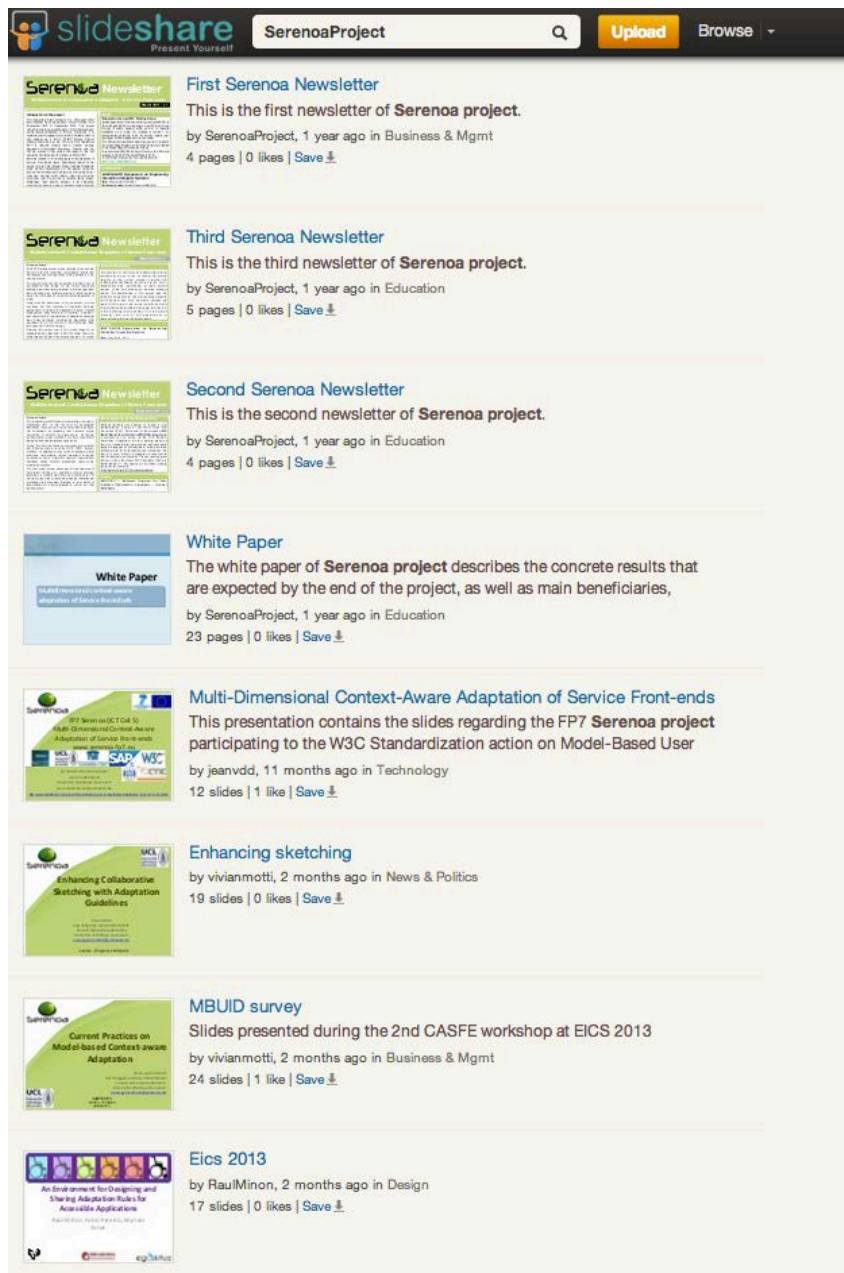


Figure 5. Serenoda in Slideshare: search results return own posts and third party content (e.g. Raul Miñon presentation at EICS’2013).

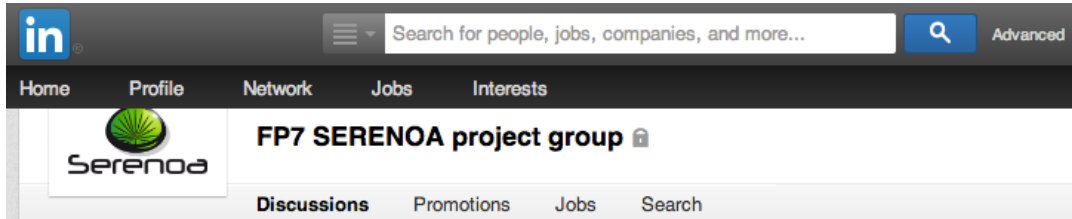


Figure 6. Serenoa project group on LinkedIn.

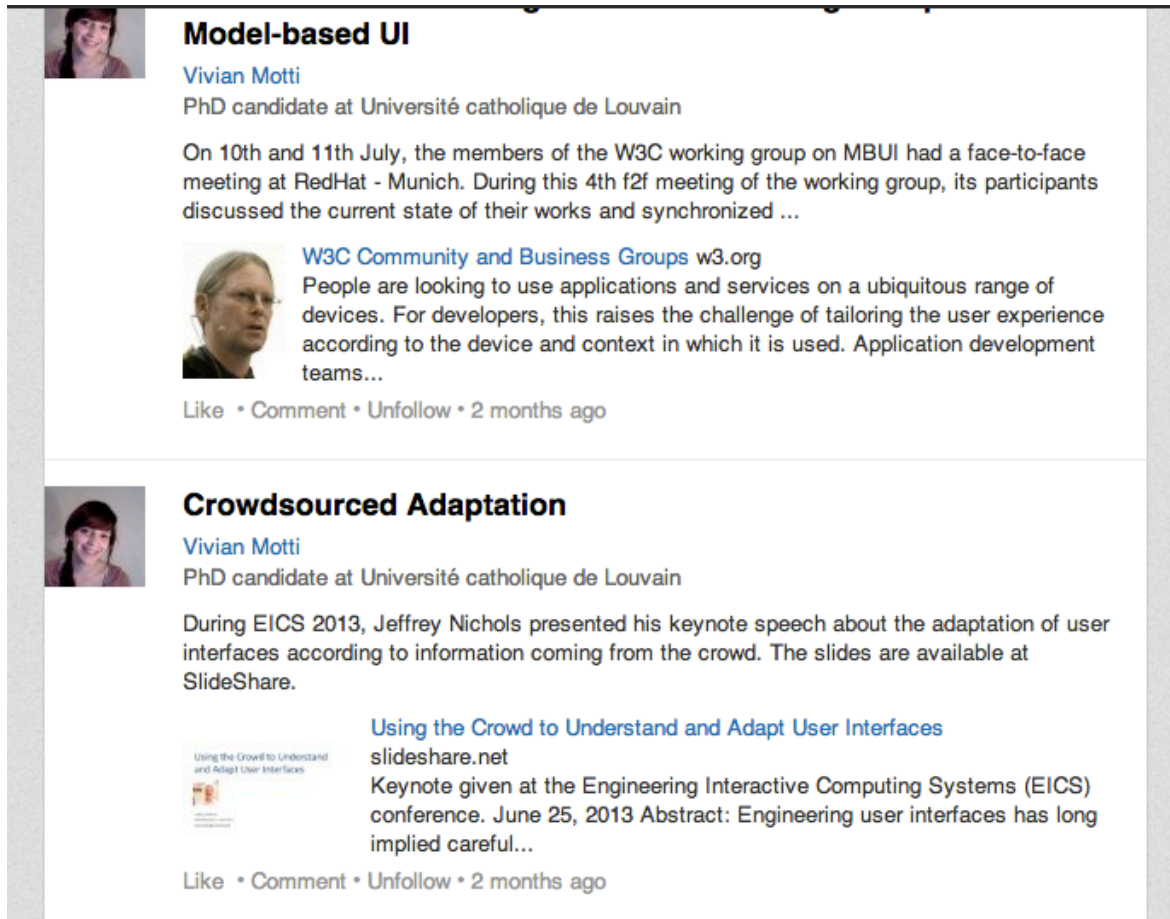


Figure 7. Serenoa in LinkedIn: Discussion page.

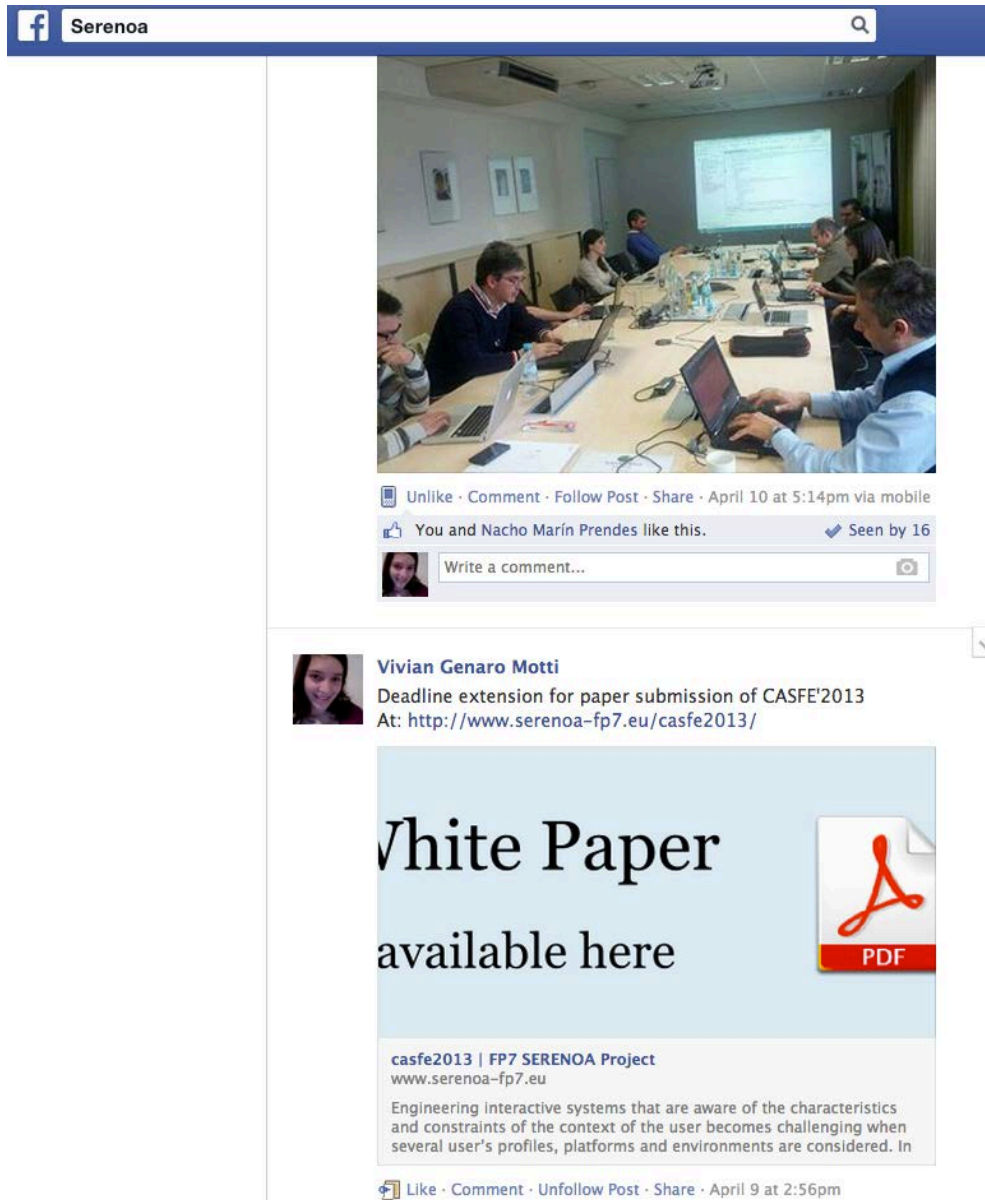


Figure 8. Serenoa on Facebook.



Figure 9. Serenoa on Twitter.

- **Serenoa Workshops (CASFE):** 2 workshops have been organized to present and discuss the state-of-the-art in the domain of context-aware adaptation. These workshops have been co-located with conferences in related domains, i.e. AmI and EICS, and they target at both technical experts from industry and research domains.
- **Serenoa Training material:** Serenoa presented tutorials about adaptation (containing definitions, examples, case studies). These tutorials have been offered with educational purposes to the scientific and industrial community. The activities and contents have been disseminated during workshops, and conferences and have been offered by projects partners. A repository of teaching resources have been established, it contains the course slides, case studies, examples, solutions to the exercises, etc.
- **Serenoa Scientific publications:** Serenoa partners have prepared, published and presented several papers covering related concepts and technologies developed during the project. This activity improves the visibility of Serenoa and also facilitated contacts and exchanges with scientists and technical experts who are interested in this technology or active in the development of related technology. Publications have been presented in selected national and international conferences, workshops and exhibitions, national and international journals. In addition, presentations have been done at industrial events dedicated for instance to Telefónica and SAP staff and customers to address the target users provided by our large project partners. For example, the Salon Documentation (<http://www.documation.fr/>), in which W4 participated representing Serenoa.
- **Participation to conferences and fairs:** Information about the Serenoa project have been disseminated in industrial conferences and fairs which are usually attended by the project partners and conferences, seminars, focus workshops organised by Research Programme authorities. Industrial

events considered include: Mobile World Conference, SAP fair and Documation.

Conferences	Research Area
IEEE WoWMoM (International Symposium on a World of Wireless, Mobile and Multimedia Networks)	Wireless, Mobile and Multimedia Networks
CHI (ACM Int. Conf. on Human Aspects in Computing Systems)	Human-Computer Interaction
INTERACT (IFIP Int. Conf. on Human-Computer Interaction)	Human-Computer Interaction
EICS (ACM Symposium on Engineering Interactive Computer Systems)	Human-Computer Interaction and Software Engineering
ACM SIGDOC (Special Interest Group on the Design of Communication)	Design for Communication
ACM Conference on Intelligent User Interfaces	Human-Computer Interaction and Artificial Intelligence
LREC (International Conference on Language Resources and Evaluation)	Signal Processing
AVI (Advanced Visual Interfaces)	Human-Computer Interaction
AmI International Joint Conference on Ambient Intelligence	Ambient Intelligence
International Conference on Research Challenges in Information Science (RCIS)	Information Science
Mobile HCI	Mobile Computing and Human-Computer Interaction
ICWE (International Conference on Web Engineering)	Software Engineering and Web Engineering
MobiWIS (International Conference on Mobile Web Information Systems)	Mobile Web Information Systems
WWW (World-Wide Web conference)	Web technologies

Table 1. Target conferences and their respective research areas.

To support the dissemination activities, Serenoa has produced the suitable communication material, including brochures, logo, domain name, and a project “visual identity” for presentations and publications. The production of this material was under responsibility of the project coordinator, who has allocated a budget to cover the related cost.

4.1 Dissemination Targets

Series of public and internal events, publications and journals have been targeted in the course of the project. The following list shows a sample of examples that have been explored.

- **Scientific Events**

- **ACM Conference on Human Aspects in Computing Systems (CHI):** CHI is the most competitive conference in Human-Computer Interaction. This conference represents an excellent forum for Serenoa to present demonstrations, late-breaking results, and to submit/participate to workshops related to the project themes.
- **IFIP Conference on Human-Computer Interaction (Interact):** Interact is the premier forum for research/development in human-computer interaction sponsored by Int. Fed. on Information Processing. Since it is the goal of Serenoa to be part of some IFIP Working groups (especially WG 2.7 on Software Engineering aspects of HCI and WG 13.2 of development methodologies), this conference represents a unique opportunity to disseminate

the late-breaking results from Serenoa that are related to HCI aspects.

- **ACM Symposium on Engineering Interactive Computing Systems (EICS):** EICS is the international premier conference devoted to the engineering of usable and effective interactive computing systems. Systems of interest will include traditional workstation-based interactive systems, new and emerging modalities (e.g., gesture), entertaining applications (e.g., mobile and ubiquitous games) and development methods (e.g., extreme programming). EICS focuses on methods and techniques, and the tools that support them, for designing and developing interactive systems. It brings together people who study or practice the engineering of interactive systems, drawing from the HCI, Software Engineering, Requirements Engineering, CSCW, Ubiquitous / Pervasive Systems and Game Development communities. EICS'2010 encompasses the EHCI (Engineering Human Computer Interaction, sponsored by IFIP 2.7/13.4), DSV-IS (International Workshop on the Design, Specification and Verification of Interactive Systems), CADUI (International Conference on Computer-Aided Design of User Interfaces) and TAMODIA (International Workshop on Task Models and Diagrams).
- It is worth to note that Jean Vanderdonckt (UCL) was the conference co-chair of EICS'2010 (held in Berlin, June 21-23, 2010) ,Fabio Paternò (ISTI) was the conference chair of the EICS'2011 edition (held in Pisa, in June 2011), and Fabio Paternò (ISTI) will be the conference chair of the EICS'2014 edition (to be held in Rome, in June 2014).
- **ICWE (International Conference on Web Engineering)** deals with aspects relevant to Web engineering, the discipline concerned with all aspects to cover to develop web-based applications. Since front-ends of web services are of primary interest of Serenoa, this is also a target conference with respect to the agile methodology (WP 3) and the software support of this methodology (WP 4).
- **World Wide Web Conference, WWW (EIC: 0,92)** This is the most relevant conference on any Web-related topic all over the world. The WWW conference comprises a wide range of topics, such as Browsers and User Interfaces, Data Mining, Industrial Practice and Experience, Internet Monetization, Mobility, Performance and Scalability, Rich Media, Search, Security and Privacy, Semantic / Data Web, Social Networks and Web 2.0, Web Engineering, XML and Web Data. The WWW'09, organized in Madrid by UPM, was advertised as follows: “The World Wide Web Conference is the global event that brings together key researchers, innovators, decision-makers, technologists, businesses, and standards bodies working to shape the Web. Organized by IW3C2 since 1994, the WWW conference is the annual opportunity for the International community to discuss and debate the evolution of the Web. The conference will feature a range of presentations on world-class research, as well as stimulating talks, workshops, tutorials, panels, and late-breaking posters.” This conference represents the main opportunity to present Serenoa advances in the provision of new adaptive technologies to provide Web users with innovative entry points to the Web, and the inclusion of mobile users in the full Web.
- **MobileHCI:** this conference deals with all aspects relevant to mobile computing and user interfaces, including the context-aware adaptation for mobile applications.
- **AVI (International Working Conference on Advanced User Interfaces):** the International Working Conference on Advanced Visual Interfaces (AVI) has become a systematic biennial appointment for a wide International community of highly qualified researchers, who share the interest in the conception, design and implementation of innovative interfaces promoting individual and societal life quality improvements.
- **AmI (International Joint Conference on Ambient Intelligence):** this conference brings together researchers and practitioners from industry and academia working in the field of technologies and applications of Ambient Intelligence. Ambient Intelligence represents a vision of the future where we shall be surrounded by invisible technological means, sensitive and responsive to people and their behaviours, deliver advanced functions, services and

experiences. Ambient intelligence combines concepts of ubiquitous technology, intelligent systems and advanced user interfaces putting the humans in the centre of technological developments.

- **Consortium internal events**

- **SAP TechEd:** this is SAP's largest customer event. Here, the latest trends are presented to the open public and to customers, consultants etc. TechEd has been advertised as follows:

"Enterprise service-oriented architecture is ready to work. Are you ready with the knowledge, skills, and professional network needed to take advantage of enterprise SOA? Come to SAP TechEd and learn how to use the power and flexibility of SAP NetWeaver to innovate and transform your business processes. Join SAP tech leaders and experts for instructor-led hands-on workshops, technical lectures, and networking opportunities. Topics include all SAP NetWeaver practice areas with hot topics like Duet, SAP NetWeaver MDM, SAP xApp Analytics, SAP NetWeaver Composition Environment featuring Java EE 5, and ABAP. SAP TechEd enables IT managers, business process experts, software developers, and administrators to focus on innovation and stay ahead of business change."

TechEd also represents a prime opportunity to disseminate Serenoa as relevant enabler of agile, gadget-based business application and process development tool.

- **Telefónica I+D "Research Fair":** this event (attended in 2009 and 2010) focused on the outcomes of the R&D&i projects and fostered internal adoption of novel approaches in the internal innovation process. This event gave the opportunity to allow internal awareness of the project and also to open exploitation opportunities.
- **Technical events.** The list of technical events commented below are described from the existing information for their next (2010) edition. The Serenoa consortium follow the subsequent editions of all these technical events, as those will be the target ones for this project
 - **Feria MovilForum 2010** (<http://www.feria.movilforum.com>). Feria MovilForum is the annual event celebrated by Telefónica Movistar in order to create a space for collaboration, training and technical support for companies to facilitate the development of their own businesses integrating services and applications over both fixed and mobile channels. The fair (feria, in Spanish) is coordinated with the OpenMovilForum community of developers, integrators and consultants maintained in the open.movilforum.com website.
 - **Mobile World Congress** (www.mobileworldcongress.com, Barcelona) is the reference annual worldwide conference on mobile technologies, focused not only on the technical issues related with that technology but also on business strategy and social issues related to mobile technologies. Conferences and exhibition happen at the same time during three days.
 - **SIMO Network 2010** (<http://www.simo.ifema.es>, Madrid) is the main technical event for ICT companies and professionals in Spain.

- **Journals**

- **PsychNology Journal:** a quadrimstral, international, peer-reviewed journal on the relationship between humans and technology. PNJ is currently indexed within major scientific databases including PsycInfo and EBSCO; it is an independent, electronic publication that follows an open-access policy, and relies on the volunteer work of the editorial board and reviewers. Support and share "open access" knowledge by referring to Psychology Journal. It has as mission: to serve science through publication of significant multi-disciplinary advances in the study of human relation with technology. To ensure that studies are rapidly and freely disseminated to the audience by way of an on-line format and an open-access policy.
- **UMUAI (USER MODELING AND USER-ADAPTED INTERACTION - The Journal of Personalization Research):** User Modeling and User-Adapted Interaction (UMUAI)

provides an interdisciplinary forum for the dissemination of new research results on interactive computer systems that can be adapted or adapt themselves to their current users, and on the role of user models in the adaptation process. UMUAI has been published since 1991 by Kluwer Academic Publishers and now Springer Verlag.

- **RRIOC:** The Romanian Journal of Human-Computer Interaction (RRIOC) acts as a national forum where both academic researchers and practitioners are discussing HCI (Human Computer Interaction) issues. RRIOC is publishing high quality peer-reviewed papers describing novel approaches, state-of-the-art reviews, case studies, and tools for the design, implementation and evaluation of interactive systems.

This list of journals is of interest to Serenoa because it welcomes multi-disciplinary contributions that have some impact on Human-Computer Interaction. Therefore, Serenoa contributes with an adaptation perspective in multidisciplinary domains and HCI related fields.

Technological Platforms

Partners followed and contributed to strategic agendas of the different European and national technological platforms in order to identify and specify their convergence with Serenoa.

- **European platforms**

- **NESSI:**

NESSI is the European Technology Platform dedicated to Software and Services. Its name stands for the Networked European Software and Services Initiative. NESSI's aim is to achieve impact in the Internet of Services. NESSI's vision is to achieve this impact through specific activities in research, standards and policies, building contributions through a united community from industry and academia.

NESSI's strategy is a multi-faceted approach identifying key application areas for services deployment and supporting strong coordination to effectively contribute to these key areas through advanced research and open standards.

Web: <http://www.nessi-europe.com>

Contact person: Anne Popplow, NESSI Assistant, e-mail: anne.popplow@nessi-europe.eu

- **Future Internet:**

The European Future Internet Assembly also known as FIA, is a collaboration between projects that have recognised the need to strengthen European activities on the Future Internet to maintain European competitiveness in the global marketplace.

Currently FIA brings together around 150 research projects that are part of Challenge 1 of the ICT programme of FP7.

Web: <http://www.future-internet.eu/>

Contact person: info@future-internet.eu

- **eMobility**

The eMobility Platform stands for bringing together European organisations to address, as a community, the challenges of future networks, building on Europe's success in mobile communications

The eMobility Platform supports action and efficient collaboration, enabling the network community to turn visions into innovations

Web: <http://www.ist-emobility.org/index.html>

Contact person: Ellen Tallàs, eMobility contact for general requests, mailing lists, eMobility meetings and events, e-mail: tallas@eurecom.eu

- **NEM**

Networked and Electronic Media (NEM) is one of the European Industrial Initiatives, also known as Technology Platforms, established by relevant key European stakeholders, which address the convergence of media, communications, consumer electronics, and IT as a wide opportunity for future growth, by taking advantage of generalized broadband access, increased mobility, availability of richer media formats and contents, as well as new home networks and communications platforms.

Web: <http://www.nem-initiative.org/>

Contact person: Julián Seseña, Halid Hrasnica, NEM Initiative Secretariat, e-mail: hrasnica@eurescom.eu

- **Spanish platforms**

- **INES** (Spanish Software and Services Initiative)

INES is the Spanish technological platform in the systems and software services area. It also represents a scientific-technological cooperation network that all relevant agents take part in (companies, universities and technology centers).

INES was born in 2005 with the goal of improving competitiveness in Spanish industry and positioning it among the European leaders in the area of system and software services.

INES is the Spanish equivalent of the European Platform NESSI “Network European Software and Services Initiative”.

Web: <http://www.ines.org.es>

Contact person: Santi Ristol, President of INES Initiative, santi.ristol@atosorigin.com

- **eMov**

eMov is the Spanish Technological Platform for Wireless Communications. It was created in 2005 by the initiative of industry sectors and it is supported by the Ministry of Industry, Tourism and Trade, Ministry of Education and Science and the CDTI. This technological platform has a European reference, eMobility (The Mobile and Wireless Communication Technology Platform). That is an instrument of public-private cooperation, identified by the European Commission Council as necessary to promote a major growth and employment based on the innovation.

Web: <http://www.idi.aetic.es/emov/>

Contact person: eMov secretariat, emov@aetic.es

- **eNEM**

eNEM is the Spanish Technological Platform for Electronic Media Network. It was created in 2005 by the initiative of industry sectors and it is supported by the Ministry of Industry, Tourism and Trade, Ministry of Education and Science and the CDTI. It has a European Technology Platform reference, NEM (Network Electronic Media). This is an audiovisual platform that has great influence on the relevant thematic priorities and to implement much of the budget available for the Seventh Framework Programme (VII PM)

Web: <http://www.idi.aetic.es/enem/>

Contact person: eNEM secretariat, enem@aetic.es

5 List of Publications

The list of publications of the project follows the same template of the periodic report. Further information (such as related links, pictures, and slides) can be retrieved in the website of the project (<http://www.serenoa-fp7.eu/dissemination-activities/>).

Section A (public)

This section includes two templates

- Template A1: List of all scientific (peer reviewed) publications relating to the foreground of the project.
- Template A2: List of all dissemination activities (publications, conferences, workshops, web sites/applications, press releases, flyers, articles published in the popular press, videos, media briefings, presentations, exhibitions, thesis, interviews, films, TV clips, posters).

These tables are cumulative, which means that they should always show all publications and activities from the beginning until after the end of the project. Updates are possible at any time.

TEMPLATE A1: LIST OF SCIENTIFIC (PEER REVIEWED) PUBLICATIONS, STARTING WITH THE MOST IMPORTANT ONES

NO	Title	Main author	Title of the periodical or the series	Number, date or frequency	Publisher	Place of publication	Year of publication	Relevant pages	Permanent identifiers ¹ (if available)	Is/Will open access ² provided to this publication?
1	Model-based User Interface Adaptation in Multi-Device Environments	ISTI	Workshop on Dynamic Accessibility: Accommodating Differences in Ability and	Annual (May 2011)		Vancouver (Canada)	2011			

¹ A permanent identifier should be a persistent link to the published version full text if open access or abstract if article is pay per view) or to the final manuscript accepted for publication (link to article in repository).

² Open Access is defined as free of charge access for anyone via Internet. Please answer "yes" if the open access to the publication is already established and also if the embargo period for open access is not yet over but you intend to establish open access afterwards.

			Situation, in conjunction with the ACM CHI conference							
2	A SOA based Context-Aware Order Picking System for Warehouses using Laser Range Finder and Wearable Computer	SAP	IEEE WoWMoM 2011	June 20-24, 2011	IEEE	Lucca (Italy)	2011	8	http://dx.doi.org/10.1109/WoWMoM.2011.5986185	Via IEEE
3	Showing User Interface Adaptivity by Animated Transitions	UCL	ACM EICS	June 2011	ACM DL	Pisa (Italy)	2011	10	http://doi.acm.org/10.1145/1996461.1996501	Via ACM DL
4	Flippable User Interfaces for Internationalization	UCL	ACM EICS	June 2011	ACM DL	Pisa (Italy)	2011	5	http://doi.acm.org/10.1145/1996461.1996524	Via ACM DL
5	Engineering JavaScript State Persistence of Web Applications Migrating across Multiple Devices	ISTI	ACM EICS	June 2011	LNCS – Springer	Pisa (Italy)	2011	4	http://doi.acm.org/10.1145/1996461.1996502	Via Springer
6	Supporting Transformations Across User Interface	ISTI	IFIP INTERACT 2011	Sep. 5-10, 2011	LNCS - Springer	Lisbon (Portugal)	2011	4	http://doi.acm.org/10.1007/978-3-642-23768-3_94	Via Springer

	Descriptions at Various Abstraction Levels									
7	Adapting Desktop Web Pages for Vocal Browsing	ISTI	IFIP INTERACT 2011	Sep. 5-10, 2011	LNCS - Springer	Lisbon (Portugal)	2011	8	10.1007/978-3-642-23765-2_42	Via Springer
8	Model-Based Customizable Adaptation of Web Applications for Vocal Browsing	ISTI	ACM SIGDOC 2011	Oct. 3-5, 2011	ACM DL	Tirrenia, Italy	2011	7	http://doi.acm.org/10.1145/2038476.2038493	Via ACM DL
9	Past, present, and future of model-based user interface development	ISTI, UCL	i-com Zeitschrift für interaktive und kooperative Medien	November, 2011	Oldenbourg , Verlag		2011	9	http://www.oldenbourg-link.com/doi/abs/10.1524/icom.2011.0026	Via Oldenburg
10	Automatic Reverse Engineering of Interactive Dynamic Web Applications to Support Adaptation across Platforms	ISTI	ACM Conference on Intelligent User Interfaces 2012	February 2012	ACML DL	Lisbon, Portugal	2012	9	10.1145/2166966.2167004	Via ACM DL
11	Making User Interface Adaptation in Multi-Device Environments Understandable to End Users	ISTI	CHI 2012 workshop: End-user interactions with intelligent and autonomous	May 5-10, 2012,	-	Austin (USA)	2012	7	-	-

			systems,							
12	The SERENOA Project: Multidimensional Context-Aware Adaptation of Service Front-Ends	TID, UCL, ISTI, SAP, W3C, W4, CTIC	Proceedings of the 8th LREC International Conference	May 2012	Proceedings of the 8 Int. Conf. on Language Resources and Evaluation (LREC'12)	Istanbul, Turkey,	2012	8	http://www.lrec-conf.org/proceedings/lrec2012/pdf/516_Paper.pdf	
13	Animated Transitions between User Interface Views	UCL	AVI'2012 (Advanced Visual Interfaces)	May 22nd 2012	ACM DL	Capri – Italy	2012	7	http://dx.doi.org/10.1145/2254556.2254623	Via ACM DL
14	A Compositional Model for Gesture Definition	ISTI	HCSE 2012 - Human-Centred Software Engineering	October 29-31, 2012	Springer	Toulouse (France)	2012	19	10.1007/978-3-642-34347-6_3	Via Springer
15	Multidimensional Context-Aware Adaptation of Service Front-Ends	TID	CASFE 2012 workshop collocated with Aml'12 International Joint Conference on Ambient Intelligence	Nov 13, 2012	CEUR	Pisa (Italy)	2012	5	http://ceur-ws.org/Vol-970/paper1.pdf	Via CEUR
16	Opinion Mining Tools for the Analysis and Adaptation of	TID	CASFE 2012 workshop collocated with Aml'12 International	Nov 13, 2012	CEUR	Pisa (Italy)	2012	4	http://ceur-ws.org/Vol-970/paper2.pdf	Via CEUR

	Corporate SFES		Joint Conference on Ambient Intelligence							
17	A Theoretical Framework for Specifying and Analyzing Context-Aware Adaptation	UCL	CASFE 2012 workshop collocated with Aml'12 International Joint Conference on Ambient Intelligence	Nov 13, 2012	CEUR	Pisa (Italy)	2012	4	http://ceur-ws.org/Vol-970/paper4.pdf	Via CEUR
18	User-Centered Evaluation of an Adaptive User Interface in the Context of Warehouse Picking	SAP	CASFE 2012 workshop collocated with Aml'12 International Joint Conference on Ambient Intelligence	Nov 13, 2012	CEUR	Pisa (Italy)	2012	6	http://ceur-ws.org/Vol-970/paper5.pdf	Via CEUR
19	A Manifest for Application Generators: Helping Developers with the Serenoa Framework	CTIC	CASFE 2012 workshop collocated with Aml'12 International Joint Conference on Ambient Intelligence	Nov 13, 2012	CEUR	Pisa (Italy)	2012	4	http://ceur-ws.org/Vol-970/paper7.pdf	Via CEUR
20	How to Exploit Abstract User	ISTI	CASFE 2012 workshop	Nov 13, 2012	CEUR	Pisa (Italy)	2012	5	http://ceur-ws.org/Vol-970/paper8.pdf	Via CEUR

	Interfaces in MARIA		collocated with Aml'12 International Joint Conference on Ambient Intelligence							
21	Machine Learning in the Support of Context-Aware Adaptation	UCL	CASFE 2012 workshop collocated with Aml'12 International Joint Conference on Ambient Intelligence	Nov 13, 2012	CEUR	Pisa (Italy)	2012	4	http://ceur-ws.org/Vol-970/paper9.pdf	Via CEUR
22	A Set of Languages for Context-Aware Adaptation	ISTI	CASFE 2012 workshop collocated with Aml'12 International Joint Conference on Ambient Intelligence	Nov 13, 2012	CEUR	Pisa (Italy)	2012	8	http://ceur-ws.org/Vol-970/paper10.pdf	Via CEUR
23	Adaptive User Interfaces for Smart Environments with the Support of Model-based Language	SAP, ISTI	Aml'12 International Joint Conference on Ambient Intelligence	Nov 13-15, 2012	LNCS - Springer	Pisa (Italy)	2012	16	10.1007/978-3-642-34898-3_3	Via Springer
24	The Design of	ISTI	PsychNology	2012	PsychNolo		2012	15		

	Web Sites Adaptable to Emotion-related Aspects		Journal, 2012, Volume 10, Number 1,		gy					
25	Adaptive Mobile Multimodal User Interfaces for Dynamic Accessibility	ISTI	CHI 2013 Mobile Accessibility Workshop collocated with CHI'13	April 28, 2013		Paris (France)	2013	5	http://mobile-accessibility.di.fc.ul.pt/papers/mobacc2013_submission_29.pdf	
26	Quill: A Collaborative Design Assistant for Cross Platform Web Application User Interfaces	UCL, W3C	22nd International World Wide Web Conference,	May 13th-17th, 2013,	ACM DL	Rio de Janeiro (Brazil)	2013	4	ISBN: 978-1-4503-2038-2	Via ACM DL
27	A Computational Framework for Context aware Adaptation of User Interfaces	UCL	7th International Conference on Research Challenges in Information Science	May 29th-31st, 2013	IEEE	Paris (France)	2013	11	10.1109/RCIS.2013.6577709	Via IEEE
28	MMW-4S: a model-based approach for generating context-aware user interfaces for the mobile Web	CTIC	CASFE 2013 workshop collocated with EICS'13	June 24th, 2013	CEUR	London (U.K.)	2013	4	http://ceur-ws.org/Vol-1013/casfe2013_submission_6.pdf	Via CEUR
29	Current Practices on Model-based Context-aware	UCL, W3C	CASFE 2013 workshop collocated	June 24th, 2013	CEUR	London (U.K.)	2013	7	http://ceur-ws.org/Vol-1013/casfe2013_submission_4.pdf	Via CEUR

	Adaptation		with EICS'13							
30	Collaborative Working Solutions based on Web Technologies powered by the Webinos platform	TID	CASFE 2013 workshop collocated with EICS'13	June 24th, 2013	CEUR	London (U.K.)	2013	4	http://ceur-ws.org/Vol-1013/casfe2013_submission_2.pdf	Via CEUR
31	T-OMT: A Novel Opinion Mining Tool for Improving Global Customer Relationship Management	TID	CASFE 2013 workshop collocated with EICS'13	June 24th, 2013	CEUR	London (U.K.)	2013	4	http://ceur-ws.org/Vol-1013/casfe2013_submission_5.pdf	Via CEUR
32	Towards an Architecture Supporting Social, Adaptive and Persuasive Services for Active Elderly	ISTI	CASFE 2013 workshop collocated with EICS'13	June 24th, 2013	CEUR	London (U.K.)	2013	6	http://ceur-ws.org/Vol-1013/casfe2013_submission_8.pdf	Via CEUR
33	An Eclipse-Based Authoring Tool For Developing Model-Based Adaptive Service Frond-Ends	SAP	CASFE 2013 workshop collocated with EICS'13	June 24th, 2013	CEUR	London (U.K.)	2013	4	http://ceur-ws.org/Vol-1013/casfe2013_submission_7.pdf	Via CEUR
34	Enhancing Collaborative Sketching with Adaptation Guidelines	UCL	CASFE 2013 workshop collocated with EICS'13	June 24th, 2013	CEUR	London (U.K.)	2013	4	http://ceur-ws.org/Vol-1013/casfe2013_submission_1.pdf	Via CEUR
35	A Context-aware	CTIC	Proceedings	June 24–	ACM DL	London	2013	4	10.1145/2480296.2480341	Via ACM

	Dialog Model for Multi-device Web Apps		of the ACM SIGCHI Symposium on Engineering Interactive Computing Systems within EICS'13	27, 2013		(U.K.)					DL
36	An Environment for Designing and Sharing Adaptation Rules for Accessible Applications	ISTI	EICS 2013	June 24–27, 2013	ACM DL	London (UK)	2013	6	10.1145/2480296.2480323		Via ACM DL
37	Framework for the declarative implementation of native mobile applications	CTIC	IET Software	24 July 2013	IET	-	2013	-	doi: 10.1049/iet-sen.2012.0194		No
38	Using Standards to Build the DIMAG Connected Mobile Applications Framework	CTIC	Computer Standards & Interfaces	24 August 2013	Elsevier B.V.	-	2013	-	http://dx.doi.org/10.1016/j.csi.2013.08.007		No
39	Generation of Multi-Device Adaptive MultiModal Web Applications	ISTI	MobiWIS 2013 - International Conference on Mobile Web Information	August 26-29, 2013	LNCS - Springer	Paphos (Cyprus)	2013	15	10.1007/978-3-642-40276-0_17		Via Springer

			Systems							
40	Simplifying the Development of Cross-Platform Web User Interfaces by Collaborative Model-based Design	UCL, W3C	ACM SIGDOC'2013	September 30 th , October 1 st , 2013	ACM DL	Greenville – NC (USA)	2013	10	http://dx.doi.org/10.1145/2507065.2507067	Via ACM DL
41	Enhancing Collaborative Sketching Activities with Context-aware Adaptation Guidelines	UCL	WebMedia' 2013	November 5-8, 2013	ACM DL	Salvador – BA (Brazil)	2013	4	http://dx.doi.org/10.1145/2526188.2526220	Via ACM DL

TEMPLATE A2: LIST OF DISSEMINATION ACTIVITIES

NO	Type of activities ³	Main leader	Title	Date	Place	Type of audience ⁴	Size of audience	Countries addressed
1	Conference Keynote speech: Distributed User Interfaces: How to Distribute User Interface Elements	UCL	CEDI'2010 (Interaccion'2010)	September 7-10, 2010	Valencia (Spain)	Academic	300	Europe

³ A drop down list allows choosing the dissemination activity: publications, conferences, workshops, web, press releases, flyers, articles published in the popular press, videos, media briefings, presentations, exhibitions, thesis, interviews, films, TV clips, posters, Other.

⁴ A drop down list allows choosing the type of public: Scientific Community (higher education, Research), Industry, Civil Society, Policy makers, Medias ('multiple choices' is possible).

	across Users, Platforms, and Environments							
2	Mobile HCI 2010	CNR-ISTI	Course: Adaptation and Continuity in Multidevice Environments	September 7-10, 2010	Lisbon (Portugal)	R&D, Academic	~20	European
3	ICT Event (European Commission Information Society) 2010	UCL	ICT 2010	September 27th-29th, 2010	Brussels (Belgium)	IT Industry		Europe
4	Conference: Towards a toolkit for distributed User Interfaces	UCL	Conference at University of Elche	November 23rd, 2010	Elche (Spain)	Academic		Spain
5	Mobile Forum 2010	UCL	Mobile Forum 2010	December 8th, 2010	Vieux Genappe (Belgium)	Industry, R&D		Belgium
6	ICWE 2011	UCL	Course: Multi-dimensional Context-Aware Adaptation of Web Applications	June 20th, 2011	Paphos (Cyprus)	R&D, Academic	~20	European
7	IFIP INTERACT 2011	UCL	Course: Context-aware Adaptation of User Interfaces	September 5th, 2011	Lisbon (Portugal)	R&D, Academic	~20	European
8	IFIP INTERACT 2011	ISTI	Course: User Interface Design, Adaptation, and Migration for Multi-Device Environments	September 6th, 2011	Lisbon (Portugal)	R&D, Academic	~20	European
9	SFE CWG (Service Front-End Collaboration Working Group)	TID, ISTI	Annual Meeting; "Internet of Services – Technical Collaboration Meeting for FP7 Projects";	September 29th, 2011	Brussels (Belgium)	R&D		Europe
10	Standardisation CWG: "Internet of Services	W3C, TID	Technical Collaboration Meeting for FP7 Projects";	September 29th, 2011	Brussels (Belgium)	R&D		Europe
11	Model Driven Day in Paris (conference, slide shows and product demos on the theme « Model Driven products») www.mdday.fr	W4	Model Driven Day in Paris	November 24th, 2011	Paris (France)	Industry (Architects, developers and project	~200	France

						leads)		
12	Mobile World Congress 2012	W3C	Dissemination and newsletter distribution at W3C stand	February 27th-March 1st, 2012	Barcelona (Spain)	Industry, Research	~1000	Global
13	Model-based User Interfaces Working Group	W3C,UCL, ISTI, CTIC	1st Face2Face Meeting	February 9-10, 2012	Kaiserslautern (Germany)	Industry, Research	~15	Global
14	Documation (Exhibition about digitization technologies and document management systems) www.documation.fr	W4	Posters, brochures	20-21, March, 2012	Paris (France)	Industry (Business users and CTOs)	~5000	European
15	ACM-CHI Conference	ISTI	Course: User Interface Design and Adaptation for Multi-Device Environments;	May 5-10, 2012,	Austin (USA)	R&D, Academic	~20	Global
16	Conference Keynote speech: RCIS'2012 (Sixth International Conference on Research Challenges in Information Science)	UCL	Animated Transitions for Empowering Interactive Information Systems	May 18th, 2012	Valencia (Spain)	Industry, Research	~200	European
17	Mobile Web and HTML5 Workshop	W3C, CTIC	Presentation of MyMobileWeb platform	June 6, 2012	Barcelona (Spain)	R&D, Standardization Bodies		European
18	Model-based User Interfaces Working Group	TID, W3C, UCL, ISTI, CTIC	2nd Face2Face Meeting	June 14-15, 2012	Pisa (Italy)	Industry, Research	~15	European
19	Solutions DEMAT' (Posters, brochures) www.salons-solutions.com	W4	Exhibition about digitization technologies	October, 2012	Paris (France)	Industry (Business users and CTOs)	~20000	European
20	II Congreso Internacional de Ingeniería de Software –	UCL	Keynote: A Review of Animation Techniques for User Interface Design	October 10th, 2012	Quindio (Colombia)	Academic	~300	Latin America
21	Mobility for Business (Posters,	W4	Exhibition about the latest	October 9-10, 2012	Paris (France)	Business,	~3000	Europe

	brochures, Slide show) www.mobility-for-business.com		technologies for mobile devices			Integrators		
22	ERCIM News, vol. 88 pp. 37 – 38.	ISTI	Cross modality adaptation of service front ends	2012	ERCIM EEIG	R&D		
23	Model-based User Interfaces Working Group	W3C,UCL, ISTI, CTIC	3rd Face2Face Meeting	October 29-30rd, 2012	Lyon (France)	Industry, Research	~20	Global
24	Mobile World Congress 2013	W3C, TID	Dissemination and newsletter distribution at W3C stand	25-28 February, 2013	Barcelona (Spain)	Industry, Research	~1000	Global
25	Keynote Speech 'II Conferencia Internacional de Ciencias Computacionales e Informáticas' http://www.informaticahabana.cu/node/3456	UCL	Informática'2013 is the 15th International Convention and Fair	March 18th to 22 nd , 2013	Havana (Cuba)	Academia	~250	Latin America
26	Documation (Exhibition about digitization technologies and document management systems) www.documation.fr	W4	Posters, brochures	20-21, March, 2013	Paris (France)	Industry (Business users and CTOs)	~5000	European
27	ACM-CHI Conference 2013	ISTI	Course: User Interface Design and Adaptation for Multi-Device Environments;	April 29, 2013,	Paris (France)	R&D, Academic	~20	Global
28	FIA Dublin 2013 www.fi-dublin.eu	ISTI, TID	2013 Future Internet Assembly event	May 8-10 th , 2013	Dublin (Ireland)	Academia, Industry	~300	European
29	Model-based User Interfaces Working Group	W3C,UCL, ISTI, CTIC	4th Face2Face Meeting	July 10th, 2013	Munich (Germany)	Industry, Research	~20	Global
30	HCI International 2013	ISTI	Course: User Interface Design and Adaptation for Multi-Device Environments;	July 23, 2013	Las Vegas, (USA)	R&D, Academic	~20	Global
31	MobiWIS 2013 - International Conference on Mobile Web Information Systems	ISTI	Generation of Multi-Device Adaptive MultiModal Web Applications	August 26-29, 2013	Paphos (Cyprus)	R&D, Academic	~80	Global

32	Solutions DEMAT* (Posters, brochures) www.salons-solutions.com	W4	Exhibition about digitization technologies	October, 2013	Paris (France)	Industry (Business users and CTOs)	~20000	European
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6 Conclusion

The dissemination activities of the Serenoa project encompass a series of different events, targets and means. The scientific contributions involved several different conferences and events, and target at both academic and industrial activities. Academic events include scientific conferences, workshops, and keynote speech presentations. The industrial activities include mobile world forums, fairs and technical events.

All the Serenoa partners have been actively involved in the dissemination activities of the project, according to their interests, domains, goals and profiles. Part of the activities has been conducted in collaboration among two or more partners, complementing their strengths and extending their main knowledge.

The digital disseminations involved the periodic publications in the communication channels, providing quick links and short descriptions about the main outcomes of the project. The goal has been to achieve a larger audience, providing references for the progress and achievements of the project in a constant basis.

This deliverable reports all dissemination actions conducted by the different project partners within the scope of Serenoa. It includes 41 scientific publications and 32 technical activities. Complementary information, as full papers, slides, and pictures, can be retrieved in the website of the project (serenoa-fp7.eu).

Acknowledgements

- TELEFÓNICA INVESTIGACIÓN Y DESARROLLO, <http://www.tid.es>
- UNIVERSITE CATHOLIQUE DE LOUVAIN, <http://www.uclouvain.be>
- ISTI, <http://giove.isti.cnr.it>
- SAP AG, <http://www.sap.com>
- GEIE ERCIM, <http://www.ercim.eu>
- W4, <http://w4global.com>
- FUNDACION CTIC <http://www.fundacionctic.org>

Glossary

- <http://www.serenoa-fp7.eu/glossary-of-terms/>