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TULIPP

H2020-ICT-O4-2015

Grant Agreement n° 688403

D[6.3]: [Communication, Advisory Board Plan]

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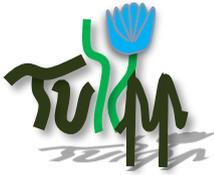
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Version history

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V0.1	29/03/17	Carlota Pons (Efficient)	First Draft
V0.2	11/06/17	Flemming CHRISTENSEN (Sundance)	Second draft
V0.3	13/06/17	Flemming CHRISTENSEN (Sundance)	Third draft – sorted the date for AB meeting and change to “Copyright” rather than “Confidential”
V0.4	17/06/17	Philippe MILLET (Thales) and Carlota PONS (Efficient)	Review third draft
V0.5	02/07/17	Flemming CHRISTENSEN (Sundance)	Fourth draft
V0.6	21/07/17	Philippe MILLET (Thales)and Carlota PONS (Efficient)	Review and contributions
V0.7	25/07/17	Carlota PONS (Efficient)	Quality Check
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Abstract

The present Communication Plan introduces the TULIPP project communication strategy and activities to ensure the high visibility, accessibility and promotion of the project and its results during and beyond the duration of the project. The communication plan is a living document and will be regularly updated and adjusted as the project progresses.

The current document constitutes also the report on the set-up of the Ecosystem and the Advisory Board (AB) of the TULIPP project. The AB consists of stakeholders formally outside the TULIPP project consortium. In particular, the current report provides an overview of the scope and expected contribution of the project's Advisory Board as well as a list of their individual members.



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1. Introduction

This document introduces the communication for TULIPP and in foremost answers the question: “What is communication for TULIPP?”.

Communication promotes the project and its findings to various audiences, including groups beyond the project's own community of stakeholders, allowing for public/societal engagement on issues related to the project. Its temporal extent encompasses the period of the grant.

The communication plan follows the structure recommended by the EC in the communication guide for H2020 projects document (Figure 1), available through the following link: http://ec.europa.eu/research/participants/data/ref/h2020/other/gm/h2020-guide-comm_en.pdf



Communicating EU research and innovation
guidance for project participants

Version 1.0
25 September 2014

Disclaimer:
This document is aimed at assisting applicants and beneficiaries for Horizon 2020 funding. Its purpose is to explain the Horizon 2020 framework programme and the procedures to be followed. Please note that the final version of this document is still under discussion and may still change.



FIGURE 1: FIRST PAGE OF COMMUNICATION GUIDE FOR H2020 PROJECTS



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2. Communication Objectives

In support to target dissemination activities presented in deliverable D6.1 “Data Management and Dissemination Plan”, broad communication actions will be undertaken to promote project objectives, activities and findings in a clear and intelligible way. The TULIPP communication strategy will pursue the following objectives:

- The overall goal of all activities in the duration of the TULIPP project is to leave a lasting technical legacy within the engineer/management teams of partners and to enable partners to do own communication with potential commercial clients and student prospects.
- The communication is then a mean to let people know about the project, the innovations and products issued by the project and the partners involved. It allows partners to find potential new customers and help in building an ecosystem around the concept developed in the project. By building this ecosystem it also allows finding potential new partners for future new projects and follow-up project ideas for TULIPP.
- The demonstration of applications and technologies developed along our use cases and showed at e.g. booths are a good mean to gain visibility.
- Support the dissemination objectives presented in D6.1.

“Outside communication”, meaning outside of the project, is obvious, we need to inform people about what’s going on in the project, but this is not enough. We also need “inside communication”. Partners are well aware of their own part and what they have to do technically is often clear to them, but they must also communicate to each other in order to share the same vision and make the best possible choices. This document also explains how we maintain communication inside the project.

3. Target audiences and relevant messages

In order to effectively communicate information about the project, external communication will involve targeting the peers, end users and other stakeholders of TULIPP.

The TULIPP technology can be used widely and beyond the merits of the Use Case demo applications that focuses on Image Processing.

The impact message is “*Low Power, Reconfigurability, Cost*”, with highest possible computing performance as all embedded and portable applications have limited power budget, due to battery-life (UAV) or heat-dissipation (Medical) and performance/cost (ADAS). Image processing is one kind of application known to be computer intensive. This trend tends to get even higher as the need to analyze and understand the image increases. Computer vision is not only about seeing through a camera but it is now about understand what we see. Which



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increases again the need for high computation embedded and then also the need for more efficiency in the computing platform.

Together with all partners, Sundance have identified the following 5 main groups of stakeholders likely to be interested in the project outputs, and therefore targeted by the consortium for communication activities:

Application Developers	Medical, UAV, ADAS, Vision Guided Robotics, Augmented Reality and Virtual Reality, Surveillance
Hardware Developers	The current “Eco-System” already has a number of hardware vendors and during the project this will grow, as benefits of the Platform becomes more transparent. http://tulipp.eu/advisory-board-members/ A source of vendors can be found on the following sites: http://www.embedded-vision.com/embedded-vision-alliance-members http://www.baslerweb.com/en/company/basler-partner-network/hardware-partners http://www.emva.org/our-members/members/ http://www.visiononline.org/
OS Developers	Real-time operating systems targeted towards multi-core and multi-processor systems, extension for heterogeneous accelerators (GPU and FPGA)
Tool Chain Developers	Industry and academics that are developing development and analysis tools that can be applied in an embedded image processing context.
Standardisation associations	Key standardisation associations in Machine Vision: EMVA (Europe), EVA, JIA (Japan)
Related projects & initiatives	H2020 projects on low-power computing systems (LPGU2, SAFEPOWER, Hercules, Eyes of Things, MANGO)

TABLE 1: TULIPP TARGET AUDIENCES

4. Brand identity

The individual Partners and external companies will promote the developed technology as “TULIPP ECOSYSTEM COMPATIBLE” and an appropriate logo is currently being designed and will be released at a later stage of the project. This will not become a compliance project, nor will any certification or verification process be undertaken by Partners.

Similar, a “TULIPP ECOSYSTEM MEMBER” logo will be developed that is privileged to be used by the “Advisory Board”, if desired.

This logo will be used at the discrepancy of the designer and manufacturer to and will let customers know that the product follows the recommendations and guidelines that have been developed and delivered in the project and give a hint that a particular effort has been spent on reducing the energy footprint of the platform to its minimum.



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The aim of TULIPP is that this logo can be used before the end of the project by the ecosystem which will ignite a better efficiency in platform designs.

5. Communication strategy

TULIPP project partners are encouraged to openly and frequently communicate with each other and with various target groups to facilitate the implementation of the work and ensure developments, achievements and benefits are highlighted to project stakeholders.

All available non-intrusive methods are applied by the Project Members as a whole, whereas individual commercial partners will use direct contact with current prospects and potential customers.

The first communication media we started was the project website with public pages with a reserved domain name “tulipp.eu”.

The website exhibits the communication and dissemination materials and lists the events where communication was given. It also points to other communication media like Twitter, LinkedIn and FaceBook. We also use slideshare to share the public presentations that we’ve given.

We initiate a Youtube channel to display videos of our demos, workshops and tutorials. We plan to film them so that it will stay after the project and share the information outside of the current ecosystem. We hope this will also attract people, make them want to know more and join the ecosystem.

The next step was to issue both a poster and a flyer to explain the goals of the project and start attracting people in the ecosystem and the advisory board. The poster was used during several events and many flyers were distributed. We also wrote a letter to explain potential advisory board and ecosystem members what they would gain in becoming a member sending feedback and let them sign up if they want.

A particular effort was made on a writing a Press Release. We asked for help to shape it and proceed with diffusion. As we had the possibility to do so, we also chose to translate it in German, French and Spanish to gain more visibility. This was really a good choice since we were in many journals.

The next step, before the end of the second year, will be to get more feedbacks from the advisory board by sending the latest results and information from the project integration week, information about the use cases and updated D1.2. We also have to issue a new version of the flyer with updated information and maintain the efforts in forming the ecosystem. To do so, we foresee to go to the EMVA event in September, distribute materials and get more contacts.



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For the last year we want to make a dedicated tutorial for members of the advisory board and ecosystem to learn technics and use our platform instance. At the end of this session, we will distribute platform and let people play with it “at home”. We hope this will help gaining more involvement form the members and let them start using the technology for their own products.

The last year will also be time for a last press release to explain the results we got and what people can gain in using TULIPP technology. This press release must not come too late to let time for people to contact us, which would be more difficult after the end of the project. If we can organise nicely, it would come before the tutorial with the ecosystem and advisory board members so that we could invite more attendees to this tutorial. If it would be organised after, then we would report the event in the press release and give links to the videos and material on the web.

6. Communication and dissemination content

The public website has a “news” section, (see Figure 2; www.TULIPP.eu/news) that displays information in a blog shape about the events we covered. This can be both about converences where we presented the project or journals and magazines speaking about TULIPP.

When available we redirect to the webpage that shows more information about the subject posted on this blog.



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FIGURE 2: THE NEWS SECTION OF THE PUBLIC WEBSITE OF TULIPP

7. Communication and dissemination channels

All the communication and dissemination materials is available on the public pages of the website (see Figure 3; www.TULIPP.eu/dissemination-materials).

As we will write new version of the flyer, poster and press release, we will add them on the website.



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The screenshot shows the top navigation bar with social media icons (Facebook, Twitter, YouTube, LinkedIn, and a chat icon). Below this is the Tulipp logo and the tagline "Towards Ubiquitous Low-power Image Processing Platforms". A navigation menu includes: Home, About Us, The Project, Downloads (highlighted), News, Ecosystem, Careers, Presentations & Publications, Contact, and a search icon. Below the menu is a breadcrumb trail: "Dissemination materials" and "Home / Dissemination materials".

FIGURE 3: COMMUNICATION AND DISSEMINATION SECTION OF THE PUBLIC WEBSITE OF TULIPP

A public forum page is used to post and answer Frequently Asked Questions (see Figure 4 and Figure 5; <http://support.tulipp.eu/>). Although it is mostly used by the project members, it has been setup public to allow advisory board and ecosystem members, and any other fellow that would like to understand more about what we do, to ask questions and interact freely with the project staff.

The screenshot shows the "Support.Tulipp.eu" forum page. It features a search bar, a "Quick links" menu with "FAQ" selected, and a "Login" button. The main content area displays a table of forum topics:

PUBLICLY VIEWABLE	TOPICS	POSTS	LAST POST
FAQ about Tulipp Development Platform Available to be read by all.	20	84	Re: Need single, low-speed, d... by Ananya.Muddukrishna Mon Jun 05, 2017 1:54 pm

Below the table, there is a "LOGIN" section with fields for "Username:" and "Password:", a "Login" button, and a link for "I forgot my password | Remember me".

The "WHO IS ONLINE" section shows: "In total there are 2 users online :: 1 registered, 0 hidden and 1 guest (based on users active over the past 5 minutes). Most users ever online was 7 on Fri Aug 19, 2016 2:54 pm". Registered users listed are "Flemming_Christensen". Legend: "Administrators, Global moderators".

The "STATISTICS" section shows: "Total posts 287 • Total topics 84 • Total members 81 • Our newest member Domenico_Argenziano".

FIGURE 4: PUBLIC FORUM



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TOPICS	REPLIES	VIEWS	LAST POST
Direct connection between accelerated function by Boitumelo_Ruf » Tue Jul 18, 2017 9:37 am	2	29	by Timoteo_Garcia Tue Jul 18, 2017 10:55 am
Streaming image data line by line by Boitumelo_Ruf » Tue Jul 18, 2017 9:23 am	0	27	by Boitumelo_Ruf Tue Jul 18, 2017 9:23 am
Will the upcoming ultra scale version of the tulipp board support the camera link interface? by Matthias_Kollmann » Tue Jul 11, 2017 10:43 am	1	43	by Timoteo_Garcia Thu Jul 13, 2017 5:06 pm
Memory Limit when moving functions to HW by Boitumelo_Ruf » Thu Jul 13, 2017 8:55 am	0	29	by Boitumelo_Ruf Thu Jul 13, 2017 8:55 am
Adjust Boot Image to load multiple .rgba data files by Boitumelo_Ruf » Mon Jul 03, 2017 3:33 pm	4	73	by Boitumelo_Ruf Tue Jul 11, 2017 3:18 pm
Pitch of EMC2 LVTTL IO port connector by Ananya.Muddukrishna » Fri Jul 07, 2017 11:13 am	3	46	by Ananya.Muddukrishna Tue Jul 11, 2017 10:44 am
Need single, low-speed, digital output pin on EMC2 by Ananya.Muddukrishna » Mon Jun 05, 2017 12:52 pm	2	73	by Ananya.Muddukrishna Mon Jun 05, 2017 1:54 pm
SDSoC - Moving Functions into HW by Boitumelo_Ruf » Fri Jun 02, 2017 1:43 pm	1	55	by Boitumelo_Ruf Fri Jun 02, 2017 2:15 pm
SDK 2016.2 and Vivado 2016.2 and SDSoC 2016.2 BSP (standalone/Linux) for the EMC2-DP by Flemming_Christensen » Mon Feb 27, 2017 9:40 am	2	181	by Timoteo_Garcia Tue Feb 28, 2017 10:34 am
EMC2 App note and Eval package SDK2015.4 by Jiri_Kadlec » Fri Feb 24, 2017 12:47 pm	0	89	by Jiri_Kadlec Fri Feb 24, 2017 12:47 pm
Using the USB port by Sebastian_Monka » Tue Feb 14, 2017 1:33 pm	4	190	by Sebastian_Monka Thu Feb 16, 2017 9:44 am
FMC Banks and Voltage by Carl_Ehrenstrahle » Mon Jan 16, 2017 3:42 pm	6	289	by Timoteo_Garcia Wed Feb 01, 2017 10:01 am
UART Connection to UAV by Sebastian_Monka » Sat Jan 14, 2017 7:47 pm	4	175	by Sebastian_Monka Mon Jan 16, 2017 11:08 pm
Power measurement on the EMC2 DP board by Ananya.Muddukrishna » Mon Dec 12, 2016 9:18 am	0	105	by Ananya.Muddukrishna Mon Dec 12, 2016 9:18 am
Bootting from SD by Sebastian_Monka » Tue Dec 06, 2016 1:13 pm	4	221	by Emilie_Wheatley Wed Dec 07, 2016 1:05 pm

FIGURE 5: PUBLIC FAQ

8. Internal communication

Within the consortium

Internal communication is about sharing information and let people get a chance to share their problems, solutions and visions.

To this aim, we use an internal “Private Support Forum Section” that is hosted on private pages of the TULIPP website at the same address as the public forum (see Figure 6; <http://support.tulipp.eu/>), including the exchange of documents and other files. It thus requires a password to get access to. This dedicated online collaboration forum was set up by Sundance and is completely opened to project partners.

Some of the sections of the forum are opened to Advisory Board members so that they get more information about the project than just the public information, e.g. they get direct access



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to some deliverables. To this end, the Advisory Board members received a dedicated login and password.

The screenshot shows the 'Support.Tulipp.eu' forum interface. At the top, there is a search bar and navigation links for 'Quick links' and 'FAQ'. Below this, there are notification and message counts, and a user profile for 'Philippe_Millet'. The main content area displays two tables of forum topics.

MANAGEMENT - INTERNAL ONLY			
	TOPICS	POSTS	LAST POST
Management Meetings/Reports	7	20	Hipperos Management Meeting -... by Carlota_Pons Thu Jun 22, 2017 10:04 am
Project Templates	5	5	Presentation PPT template 16_9 by Carlota_Pons Tue Jul 05, 2016 10:17 pm
Project dissemination materials (posters, flyers, press release...)	2	3	Re: Tulipp Flyer/brochure by Ben_Lovell Mon Jul 24, 2017 2:04 pm
Project presentations & publications	2	2	Hipeac'17-PEPGUM Workshop by Carlota_Pons Thu Feb 02, 2017 1:45 pm
Reference & Administrative Documents	2	2	First Periodic Report by Carlota_Pons Thu Jun 22, 2017 10:07 am
Technical Reporting	15	136	Re: Week 29/2017 - Ending 21t... by Emilia_Wheatley Mon Jul 24, 2017 9:05 am

TULIPP DOCUMENTS			
	TOPICS	POSTS	LAST POST
Reference and Administrative Documents	4	4	GANTT Tulipp by Carlota_Pons Wed Nov 30, 2016 1:40 pm
Project Deliverables	1	1	Deliverables by Carlota_Pons Wed Nov 30, 2016 1:43 pm
Project Presentations and Publications	1	1	WORKSHOP Advanced Computing a... by Carlota_Pons Wed Nov 30, 2016 1:46 pm
Meeting Minutes and Presentations	7	8	Integration Week Hipperos - M... by Carlota_Pons Thu Jun 22, 2017 10:08 am
Project Templates	1	1	Tulipp Templates by Carlota_Pons Wed Nov 30, 2016 2:35 pm

FIGURE 6: PRIVATE FORUM

With the European Commission
A similar private section is setup for the project officer and the reviewers of the project. Through this section they can access the project deliverables and reports and the meeting minutes and presentations.



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9. The Ecosystem and the Advisory Board

Each Partner is encouraged to ask colleagues, commercial partners or suppliers to join the program. To help understand what we ask to members and what they get in joining the effort, we wrote an introduction letter. It is both available as a document that we carry with us when we attend to any event (workshop, conference...) and as a webpage on our public website (see ; <http://tulipp.eu/advisory-board-letter-information/>).



Join our Ecosystem!

 The Project
TULIPP – Towards Ubiquitous Low-power Image Processing Platforms – is a research project that creates reference design rules to guide and facilitate the development of power efficient image processing platforms, where platform means hardware, operating system and toolchain together with standardized interfaces. By joining the **TULIPP** ecosystem, you benefit from the concepts and the components developed by the **TULIPP** partners and the wider ecosystem.



What will be your activities in the Advisory Board?

The **Advisory Board Members** will be involved in the **TULIPP** project on a non-exclusive and volunteering basis with no financial contributions towards cost of time, efforts and travel by any partners. The **Advisory Board Member** has no liabilities and/or obligations towards the **TULIPP** consortium. Confidential information will be exchanged between the **Advisory Board Member** and the **TULIPP** consortium once an appropriate non-disclosure agreement is signed. The **TULIPP** consortium selects the **Advisory Board Member** based on 'Best-Fit-Approach' to support the development of the platform and is limited to 20 participants. The **Advisory Board Member** may leave at any time and the **TULIPP** consortium may ask the **Advisory Board Member** to leave without any financial obligations on any parties.

The **Advisory Board Member** will recommend the **TULIPP** partners on ways to improve and help the **TULIPP** project towards normalization and standardization of its reference platform guideline for the power-efficient image processing domain. The **Advisory Board Member** will be kept informed about progress and consulted at every step of the project to review and evaluate the reference platform guideline in respect to pre-standardization and help in promoting the reference platform as a standard.



What will be your benefits as a member of the Advisory Board?

- Influence the technical directions in the project for your own exploitations
- Use the **TULIPP** eco-system and partners to network with potential suppliers and customers
- Free attendance to any **TULIPP** events, like workshops, tutorials and meetings
- A free **TULIPP** 'SoA' development kit at the end of the project that will be provided after participating in the final workshop. This will include a hardware board with the operating system and a development toolchain together with a sample image processing application
- Access to **TULIPP** Partners for help in using the **TULIPP** platform for your own products/developments
- You get listed, with short profile and logo, on the **TULIPP** web-site – www.TULIPP.eu/abm



Interested? Do not hesitate... Join us!

Please enter your web address and any social media accounts you'd like to be linked in the message box.

Please complete all boxes.

FIGURE 7: INFORMATION LETTER TO EXPLAIN ECOSYSTEM AND ADVISORY BOARD MEMBERS ROLES AND BENEFITS

This letter explains that the Advisory Board members can influence the project and help us achieve better results.

It also states that we will deliver them a free platform by the end of the project if they attend the dedicated tutorial that we plan to have on the third year. But this only comes when they come to this tutorial and to be invited, we must have contact with them, which means they must interact with us and give feedback throughout the project.



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9.1. The composition of the Advisory Board

In order to maximize dissemination and exploitation of the TULIPP results, TULIPP partners have created an Ecosystem. All the members of the TULIPP Consortium are tasked to create this ecosystem with encouraging their own external contacts, either fellow colleagues in R&D Institutes/Universities or commercial contacts, either suppliers, customers or competitors to learn about the initiative and the main goal of TULIPP, i.e. to leave an impression in the field of Low-Power Image Processing and to establish a lasting legacy after the completion of the project.

We currently have about 20 members (see Figure 8; <http://tulipp.eu/advisory-board-members/>) in the ecosystem and advisory board list. We actually consider that any member of the ecosystem can be an Advisory Board member. As we tried to build an Advisory Board and an Ecosystem separately, we figured out that both are interested in the technology and both are willing get more information. The only difficulty to get feedback is time. Most industrials are already very busy on their own projects and have very little time to read information about the project. This time is even littler when it is about giving feedback to the project. It was then very difficult to get people willing to engage in the Advisory Board, as it requires more time.

We then came to the idea that Advisory Board members are Ecosystem members that have, at some point, more time to give feedback. The members of the Advisory Board can then change in time. It means, when a member has more time and can give feedback, and then it is identified as an Advisory Board member. But it can turn out that after some months he has no more time and will no longer answer, which does not necessarily mean that he lost interest in the project, we then consider him as an Ecosystem member.

Thus we deliver the same kind of information to both the Ecosystem members and the Advisory Board members and let chance to any of them to get more involvement in the project when they have enough time for it.



Advisory Board Members



FIGURE 8: ECOSYSTEM & ADVISORY BOARD MEMBERS

Who are the AB members?

TULIPP Advisory Board is currently formed by three members, but we target to involve between 5 and 8 experts in the board.

Actual members are:

	Name	Organisation	Position	Country	Type of organisation	Expertise
1	Luigi POMANTE	University of L'Aquila - DEWS	Professor	Italy	University	Hardware, Systems
2	Paolo GAI	Evidence	CEO	Italy	Company	Systems, RTOS
3	Georgios Keramidas	Think Silicon	CTO	Greece	Company	OpenXX, GPU

Who are the EcoSystem members?

TULIPP EcoSystem is currently formed by 21 members, and we target to involve more than 25 members.

Actual members are:

	Name	Organisation	Email	Country
1	Adam TAYLOR	ADIUVO Engineering	adam@adiuvoengineering.com	UK



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2	Zongbo WANG	Aerotenna	Zongbo.wang@gmail.com	USA
3	Oliver BORNHOLDT	Allied Vision Technologies	Oliver.bornholdt@alliedvision.com	Germany
4	Andrew SLOSS	ARM	asloss@arm.com	USA
5	Paolo GAI	Evidence	pj@evidence.eu.com	Italy
6	Mikel AZKARATE-ASKASUA	IK4-IKERLAN	mazkarateaskasua@ikerlan.es	Spain
7	Jean-François NIVART	Image Matters	jf.nivart@Image.Matters.Pro	France
8	Mansour AHMADIAN	NCTech Ltd	mansour.ahmadian@nctechimaging.com	UK
9	Georgios KERAMIDAS	Think Silicon	g.keramidas@think-silicon.com	Greece
10	Vincent CARRIER	Nex Vision SAS	vincent.carrier@nexvision.fr	France
11	Rafael LOPEZ	Robotnik	rlopez@robotnik.es	Spain
12	Ben JUURLINK	Technische Universität Berlin	b.juurlink@tu-berlin.de	Germany
13	Lukatz ANTTI	Trenz Electronic	antti.lukats@trenz-electronic.de	Germany
14	Sergio A.VELASTIN	Universidad Carlos III de Madrid	sergio.velastin@ieee.org	Spain
15	Dragomir MILOJEVIC	Université Libre de Bruxelles	dmilojev@ulb.ac.be	Belgium
16	Luigi POMANTE	University of L'Aquila - DEWS	luigi.pomante@univaq.it	Italy
17	Oscar DENIZ SUAREZ	Universidad de Castilla – La Mancha	oscar.deniz@uclm.es	Spain
18	Carlos VALDERRAMA	University of Mons	carlos.valderrama@umons.ac.be	Belgium
19	Jiri KADLEC	UTIA	kadlec@utia.cas.cz	Czech Republic
20	Pierre ROBERT	Visio Nerf	probert@visionerf.com	France
21	Aaron BEHMANN	XILINX	aaron.behman@xilinx.com	USA



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9.2. The role of the Advisory Board

The Ecosystem and Advisory Board members has been selected amongst a broad range of companies in the field of Image processing and covers academic, research establishments, SMEs, semiconductors vendors, board suppliers, system integrators and IP vendors.

We are constantly adding more interested parties as we gain momentum and can actually share insights, experiences and results.

Within the ecosystem, all the members are asked to provide external advice and guidance throughout the development and running of the project. In view of the difficulty to obtain answers from them, we consider that Advisory Board members are entities who will assess TULIPP results and provide feedbacks. The AB members assist in reviewing the project's development and progress as a whole, and wherever possible contribute to TULIPP's success, integration, and continuation on an international scale. The TULIPP advisory board meets (by Teleconference) twice a year or as needed.

Their roles are to:

- Formulate recommendations/constructive advice on ways to improve TULIPP reference platform and the guidelines.

TULIPP partners want them to help improving the power efficiency of embedded image processing platform designs thanks to reviewing the material they give them and discussion about standards, methods, technics and technologies that could help the ecosystem achieve this goal.

- Bring their knowledge and experiences to support the elaboration of the TULIPP results and avoid repeating existing research agendas,
- Challenge the project by the identification of potential emerging needs,
- Be project ambassadors by keeping informed their networks of the project's activities and
- Outcomes, thus multiplying the project's dissemination efforts.

To sum up, the ecosystem reflects the entities who showed interest for the TULIPP project results and the AB members the entities who will also assess and give feedbacks.



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10. Conclusions

This communication plan explains our vision and objectives while we communicate on the project. We also described what was already achieved and the main plan for the rest of the project.

We have to get ready for the next main communication efforts:

- The Flyer and Poster Update before end of 2017
- The EMVA Event in Germany in September 2017.
- The PEGPUM Workshop during the HiPeac conference in January 2018
- The technical workshop “the TULIPP Tutorial” in early December 2018 (Month 34) of the project where all active Advisory Members will be invited to participate and will be provided with a release of the TULIPP Platform + 2 days of training.
The goal, hope, and aim is for more than 20x active participants to leave impress, inspired, ready to contribute plus use the technology in own developments, research or education
- The Press Release before or after this final workshop

This report also outlined and justified the role, membership, and work schedule for the TULIPP Advisory Board.