



Local4Global

SYSTEM-OF-SYSTEMS THAT ACT LOCALLY FOR
OPTIMIZING GLOBALLY

611538, FP7-ICT-2013.3.4

Deliverable D7.2.1:

Press Release 1

Deliverable Version:	D7.2.1, v.1.0
Document Identifier:	local4global wp7_d7_2_1_ik4_v1.0.docx
Preparation Date:	June 20, 2014
Document Status:	Final
Author(s):	Eduardo Gilabert, Elias Kosmatopoulos
Dissemination Level:	PU - Public

Project funded by the European Community in the 7th Framework Programme



EU FP7 - SMALL/MEDIUM-SCALE FOCUSED
RESEARCH PROJECT (STREP), FP7-ICT-2013.3.4:
ADVANCED COMPUTING, EMBEDDED AND CONTROL
SYSTEMS
D) FROM ANALYZING TO CONTROLLING BEHAVIOUR
OF SYSTEM OF SYSTEMS (SOS)



Deliverable SUMMARY SHEET

Deliverable Details	
Type of Document:	Deliverable
Document Reference #:	D7.2.1
Title:	Press Release 1
Version Number:	1.0
Preparation Date:	June 20, 2014
Delivery Date:	June 30, 2014
Author(s):	Eduardo Gilabert, Elias Kosmatopoulos
Document Identifier:	local4global wp7_d7_2_1_ik4_v1.0.docx
Document Status:	Final
Dissemination Level:	PU - Public

Project Details	
Project Acronym:	Local4Global
Project Title:	SYSTEM-OF-SYSTEMS THAT ACT LOCALLY FOR OPTIMIZING GLOBALLY
Project Number:	611538
Call Identifier:	FP7-ICT-2013.3.4
Call Theme:	ADVANCED COMPUTING, EMBEDDED AND CONTROL SYSTEMS
Project Coordinator:	CERTH – Centre for Research and Technology – Hellas CERTH – Centre for Research and Technology – Hellas; ETHZ – Eidgenössische Technische Hochschule Zürich; RWTH – RWTH Aachen University; IK4 – IK4 TEKNIKER; TRV – TRANSVER GmbH; TUC – Technical University of Crete;
Participating Partners:	TUM – Technische Universität München
Instrument:	STREP
Contract Start Date:	October 1, 2013
Duration:	36 Months

Deliverable D7.2.1: Short Description

Insert here a short description on the contents of this document.

Keywords: Press Release

Deliverable D7.2.1: Revision History

Version:	Date:	Status:	Comments
1.9	20/06/2014	Final	

Copyright notices

© 2014 Local4Global Consortium Partners. All rights reserved. Local4Global is an FP7 Project supported by the European Commission under contract #611538. For more information on the project, its partners, and contributors please see <http://local4global-fp7.eu>. You are permitted to copy and distribute verbatim copies of this document, containing this copyright notice, but modifying this document is not allowed. All contents are reserved by default and may not be disclosed to third parties without the written consent of the Local4Global partners, except as mandated by the European Commission contract, for reviewing and dissemination purposes. All trademarks and other rights on third party products mentioned in this document are acknowledged and owned by the respective holders. The information contained in this document represents the views of Local4Global members as of the date they are published. The Local4Global consortium does not guarantee that any information contained herein is error-free, or up to date, nor makes warranties, express, implied, or statutory, by publishing this document.

Table of Contents

Executive Summary	4
1 Introduction	5
2 Press release content.....	6
3 Distribution channels.....	7

Executive Summary

This document describes the press release carried out during the beginning of Local4Global project as part of dissemination activities to be done during task 7.1

1 Introduction

As part of dissemination activities in Local4Global project, as press release has been scheduled during the first months of the project. IK4-TEKNIKER as exploitation and seller of Local4Global product has prepared a press release to be launched through several national and international channels. This document contains the text for press release, the distribution channels and the schedule of the launch.

2 Press release content

Learning from bees to improve traffic management

IK4-TEKNIKER participates in a European project that will incorporate the properties of natural systems to smart home or intelligent traffic networks

Local4Global aims to reduce more than 20% the energy consumption of households and 70% upgrade in traffic networks

Two pilot projects in Germany, in an urban environment in Munich and headquarters E-ON in Aache, will be developed

(Eibar, July 1, 2014) -. Swarms of bees from ancient times have been under study for their amazing level of collective organization. Even nowadays researchers believe can learn from these insects and other examples from the animal world to improve some advanced technologies, such as intelligent systems.

This is an ambitious objective of Local4Global European project, which involved the Basque technological center IK4-TEKNIKER and which seeks to develop "a system of systems that act locally for optimizing globally". Proposers believe that providing greater intelligence to existing Information Technology and Communication (ICT), it is possible to develop systems which are able to reduce between 20% and 80% energy consumption of households and 70% improvement in traffic networks, which can translate into savings of 3 million Euros in a community of 100,000 people.

In fact the project, which began in late 2013 with a duration of 3 years, includes two pilot projects to test the efficiency of developments, one in urban traffic environment in Munich (Germany) and another at the headquarters of R&D Company E.ON in Aachen (Germany).

Local4Global starts from part of the huge technological advances in recent years that have provided real concepts like smart home or intelligent traffic system. Although these technologies provide real-time information on traffic jams or allow users to control the air conditioning from your mobile phone, in most cases do not include variables such as energy saving and reducing congestion.

To optimize the overall performance of these systems, Local4Global proposes incorporating natural properties of intelligent systems (like swarms of bees) to enhance cooperation and evolution of artificial intelligent systems. This will allow smartphones and other devices can provide not only real-time information and calculate the right business decisions, but also be able to optimally adapt to the continuous changes in the environment. e.g., it automatically calculates the commands that must be send to the air conditioners or the commands that must be sent to the traffic lights and the drivers so as to optimize the overall system performance.

Besides IK4-TEKNIKER, the project has the participation of the Centre for Research and Technology Hellas in Greece, which is leader; Swiss Federal Institute of Technology ETH Zurich; RWTH Aachen University (Germany); Transver GmbH (Germany); Technical University of Crete (Greece); and the Technical University of Munich (Germany).

IK4-TEKNIKER

With experience spanning 30 years in research into applied technology and its transfer to companies, in addition to making advances in the development of Social and Healthcare Technology, the technological centre IK4-TEKNIKER has achieved a high degree of specialisation in four major areas (Precision Engineering and Mechatronics, Surface Engineering, Production and Automation Engineering, and Manufacturing Technologies), which enables it to put its state-of-the-art technology at the service of the business and social base.

3 Distribution channels

An identification of distribution channels with a related schedule has been carried out to disseminate Local4Global project. The press release will be launch in a moment between July and October according to communication policies in IK4-TEKNIKER, and trying to have best impact.

General Media:

Regional

- Diario Vasco
- Correo
- Noticias de Gipuzkoa
- Deia

National

- El País
- El Mundo
- ABC

Agencies:

- Europa Press
- EFE

Financial Media:

- Empresa XXI
- Interempresas
- Estrategia empresarial

Specialized Media:

- Publications specialized in TICs

Online specialized platforms:

- Agencia SINC (<http://www.agenciasinc.es/>)
- CORDIS (http://cordis.europa.eu/news/home_en.html)
- EurekaAlert (<http://www.eurekaalert.org/index.php>)

IK4-TEKNIKER corporative web (www.TEKNIKER.es)

Publication of press release in news section in 3 languages: English, Spanish and Basque.

Newtek (<http://www.newtek-tech.es/>)

Newtek is an informative publication produced by IK4-TEKNIKER, which target is to make public their activities in the fields of technology and knowledge. Next Newtek is scheduled at the end of September 2014. Publication in 3 languages: English, Spanish and Basque.

Social Networks

- Official IK4-TEKNIKER twitter channel (@IK4_TEKNIKER: https://twitter.com/IK4_TEKNIKER)
- LinkedIn: sharing a piece of news through L4G researchers profiles.