



D7.3 - Initial project advertising materials and results

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1.0	2018-07-27	GAPES	Consolidated version

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1. Introduction

Initial project advertising materials: Flyer; Poster; Roll-up

1.1. Scope

Scope of this document is to present the project initial advertising material through images and eventual evolution plan.

1.2. Related documents

ID	Title	Reference	Version	Date
[RD.1]	D7.1 - Communication and Dissemination Strategy		1.1	2018-03-27

2. Initial Advertising Material

As initial advertising material, we decided on the following formats: Flyer, Poster and Roll-up. Here below please find images of the material prepared.

2.1. Flyer

This Flyer has the purpose to catch the attention of the audience for a new project, still in the initial phase of implementation.

It has already been printed (in A5 format) and disseminated in International events, even before the due date of this Deliverable (European Navigation Conference ENC 2018 in Gothenburg; IoT Week in Bilbao).

Text of the Flyer:

Have you heard about GOEASY?

-- Project Logo --

The GOEASY project provides a new generation of trusted and dependable mass-market Location Based Services and Applications to engage, stimulate and reward citizens for more sustainable behaviours and healthier choices.

-- Black & White Project Logo --

Are you interested in innovative solutions for Location Based Services and privacy-friendly approaches for LBS and IoT services?

Reach us at info@goeasyproject.eu

-- Partners Logo & brief description --

-- EU & GSA Logo --

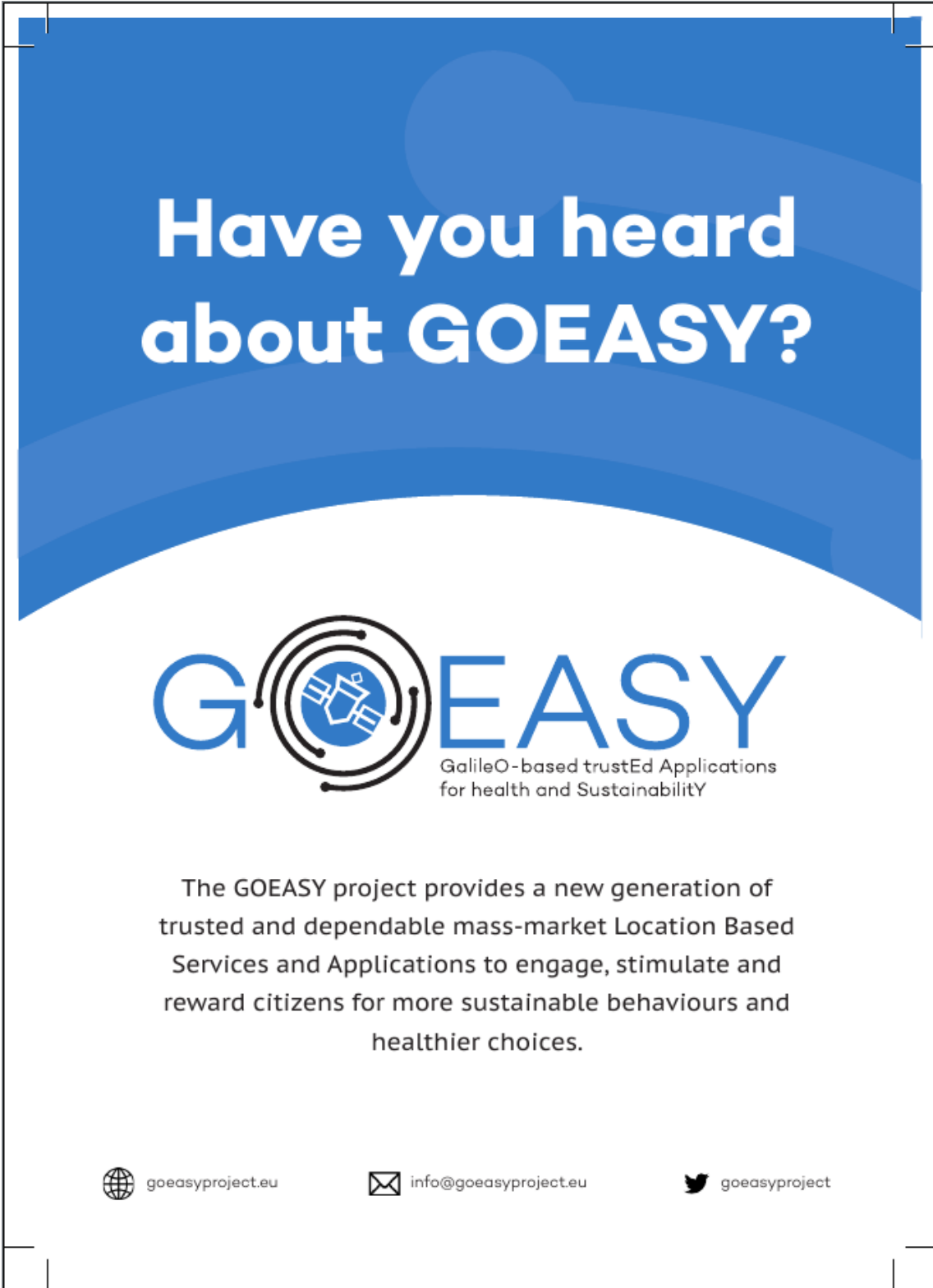


Figure 1 - Flyer Front Page



Are you interested in innovative solutions for Location Based Services
and privacy-friendly approaches for LBS and IoT services?
Reach us at info@goeasyproject.eu



Istituto Superiore Mario Boella
Information and Communication Technologies
(ICT) Research and innovation centre - Turin
(Italy)



Fraunhofer Institute for Applied Information Technology
R&D institute with a special focus on user-centered
development of smart systems - Sankt Augustin
(Germany)



CNet Svenska AB
ICT company developing products and services for
business and consumer applications - Stockholm
(Sweden)



BQ
Spanish tech company dedicated to designing and
developing consumer electronics - Madrid
(Spain)



greenApes srl Benefit Corporation
Digital platform promoting sustainable behaviours
of citizens, customers and employees - Florence
(Italy)



City of Torino
Torino, Italy, is a leading European smart city
dedicating major efforts to the promotion of
sustainable mobility
(Italy)



Horizon 2020
European Union funding
for Research & Innovation



Figure 2 - Flyer Back side

2.2. Poster

This Poster recalls the graphical style of the flyer, still focusing on catching the attention of the audience for a new project, even in the initial phase of implementation; with respect to the flyer, it adds general information on the project targets, highlighting benefits of the platform for different categories of audience and stakeholders (industries, users, developers). It will be printed in A3 format and showed during events as well as at partners' premises.

Text of the Poster:

Learn more about

-- Project Logo --

For Industry

The GOEASY platform provides an enabling infrastructure for the development of downstream applications, helping to maximize adoption of Galileo and EGNOS.

For Users

The GOEASY platform will provide users with a more accurate, trustworthy and always available position information, relying on Galileo features and multi-constellation availability.

For Developers

The GOEASY platform will provide open APIs and SDKs to enable the rapid development of mass-market applications.

Would you like to know more?

Reach us at info@goeasyproject.eu

-- ref. to website; email; twitter --

-- Partners Logo --

-- EU & GSA Logo --

The poster will be updated and re-printed during the course of the project for reporting major results and to summarize the GOEASY features at the very end (as scheduled for D7.4 Updated Project Advertising materials and Results M20 and D7.5 Final Project Advertising materials and Results M31).

Learn more about GOEASY

✓ FOR INDUSTRIES

The GOEASY platform provides an enabling infrastructure for the development of downstream applications, helping to maximize adoption of Galileo and EGNOS

✓ FOR USERS

The GOEASY platform will provide users with a more accurate, trustworthy and always available position information, relying on Galileo features and multi-constellation availability.

✓ FOR DEVELOPERS

The GOEASY platform will provide open APIs and SDKs to enable the rapid development of mass-market applications.

Would you like to know more? Reach us at

goeasyproject.eu
info@goeasyproject.eu
[goeasyproject](https://twitter.com/goeasyproject)

Horizon 2020
European Union funding
for Research & Innovation

Figure 3 - Poster

2.2. Roll-Up

This Roll-up maintains the usual graphical style, and has the purpose of providing a more comprehensive information about the impact that GOEASY will have for the same target groups already addressed in the poster. It will be printed in format 85x200 cm. It is meant to be used for exhibitions/fairs and at the partner premises, and has the purpose to catch the attention about a new project, rather than providing technical details.

A roll-up with the technical details about the implementation of the GOEASY solution will be prepared towards the end of the project (D7.5 Final Project Advertising materials and Results M31).

Text of the Roll-up:

Learn more about

-- Project Logo --

For Industry

The GOEASY platform will benefit the GNSS eco-system, by promoting a more widespread adoption of Galileo-enabled devices, also for mass-market applications.

GOEASY tackles interoperability between location-based systems and IoT platforms, directly generating new opportunities for providers of connected devices based on Machine-to-Machine communication capabilities and transceivers for IoT applications.

GOEASY provides an enabling infrastructure for the development of downstream applications, helping to maximize adoption of Galileo and EGNOS, stimulating the EU GNSS downstream industry competitiveness, while capturing public benefits.

For Users

GOEASY will increase the trust that users have for mobile applications, dealing with position and data transfer.

GOEASY will provide users with a more accurate, trustworthy and always available position information, relying on Galileo features and multi-constellation availability.

GOEASY will involve users in demonstrating its features, by means of two GOEASY-trusted applications: the ApesMobility, promoting sustainable behaviours with a gamification approach, and the AsthmaWatch, using sensor networks for pollution-driven navigation information.

For Developers

The platform will provide open APIs and SDKs to enable the rapid development of mass-market applications based on the GOEASY platform.

GOEASY APIs will cover interactions between devices towards and from the GOEASY cloud services while the SDK will be composed by a set of tools, useful during the development phase to support the implementation of services provided by the platform.

APIs will be designed adopting open standards and technologies: REST APIs for demand-response services, suitable to retrieve the data collected; and open protocols such as Websockets, MQTT or XMPP events for notifications, used to update in real-time user application and devices.

Would you like to know more?

Reach us at info@goeasyproject.eu

-- ref. to website; email; twitter --

-- Partners Logo --

-- EU & GSA Logo --

Learn more about

GOEASY

✓ FOR INDUSTRIES

The GOEASY platform will benefit the GNSS ecosystem, by promoting a more widespread adoption of Galileo-enabled devices, also for mass-market applications.

GOEASY tackles interoperability between location-based systems and IoT platforms, directly generating new opportunities for providers of connected devices based on Machine-to-Machine communication capabilities and transceivers for IoT applications.

GOEASY provides an enabling infrastructure for the development of downstream applications, helping to maximize adoption of Galileo and GNSS, stimulating the EU GNSS downstream industry competitiveness, while capturing public benefits.

✓ FOR DEVELOPERS

The platform will provide open APIs and SDKs to enable the rapid development of mass-market applications based on the GOEASY platform.

GOEASY APIs will cover interactions between devices towards and from the GOEASY cloud services while the SDK will be composed by a set of tools, useful during the development phase to support the implementation of services provided by the platform.

APIs will be designed adopting open standards and technologies: REST APIs for demand-response services, suitable to retrieve the data collected; and open protocols such as Websockets, MQTT or XMPP events for notifications, used to update in real-time user application and devices.

✓ FOR USERS

GOEASY will increase the trust that users have for mobile applications, dealing with position and data transfer.

GOEASY will provide users with more accurate, trustworthy and always available position information, relying on Galileo features and multi-constellation availability.

GOEASY will involve users in demonstrating its features, by means of two GOEASY-trusted applications: the *OpenMobility*, promoting sustainable behaviours with a gamification approach, and the *Asthma Watch*, using sensor networks for pollution-driven navigation information.

Would you like to know more? Reach us at

[goseasyproject.eu](#) |
 info@goseasyproject.eu |
 [goseasyproject](#)

ISMB
Italian Space Based

Fraunhofer

CNet

bq

GREENAPES
GREEN APPLICATIONS

Città di Torino

European Commission

Horizon 2020
European Union funding
for Research & Innovation

European
Global Navigation
Satellite Systems
Agency

Figure 4 - Roll-up

3. Conclusions

At the current stage of the project, the advertising material has been prepared with the intention to drive the curiosity of potential stakeholders and users, rather than providing technical details (that might anyway be modified during the course of the activities), since this is a mass-market oriented innovation project. The same material is being made available for download.

Part of this material will evolve with the achievements of the project, providing more details on the implementation and/or features, depending on the events where this material will be shown/distributes (a scientific conference needs different material with respect to a public fair, a GNSS related event needs different material than a IoT event, etc.).

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