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## DA0.8 – Report on Raising Public Awareness of MUSE

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With inputs from partner representatives

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<i>Abstract (for dissemination)</i>	The present deliverable gives a survey of the actions taken by the partners to create public awareness of MUSE and Broadband Access. In most cases, specialised people are addressed, but some actions are also for a broader audience.

## DOCUMENT HISTORY

Version	Date	Comments and actions	Status
01	30.01.2008	Compilation of partner inputs and previous working documents on exploitation and dissemination into one deliverable.	Draft
02	20.02.2008	Feedback from partners accommodated.	Final release

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## 1 MUSE ON THE WEB

MUSE advertised its results in a public Website: [www.ist-muse.org](http://www.ist-muse.org) or in Phase II, also reachable via [www.ist-muse.eu](http://www.ist-muse.eu).

The website gives a survey of the MUSE objectives, partners, achieved publications, and announcements of public events. It allows for requesting public white papers deliverables of MUSE. The public website will remain available for one year after the project.

MUSE has reached a wide coverage on the web. E.g. a search for the string “MUSE+Broadband+Access” on Google yields about 35400 hits on Google.

In Wikipedia, MUSE is referenced under QoS solution.

There are on average 800-1000 visits per month to the public website of MUSE and there have been more than 700 requests for public deliverables.

## 2 PUBLIC NEWSLETTER

MUSE issued 8 quarterly public newsletters per e-mail, which are also posted in the News Archive on the public website.

There are 925 addressees registered to the mailing list. They include not only technical engineers outside of MUSE, but also marketing people and decision makers.

The newsletter briefs the reader about highlights of the project. It invites the reader to consult the MUSE public website for more information and documents that became available.

## 3 PRESS

MUSE made an important press release at the start of the project in Phase I (cf. DA0.2). In Phase II, MUSE had various interviews, appearances on the web, and local press releases.

**Table 1: Press coverage of MUSE Phase II**

Date	Place	Title	Link (if any)
Oct. 2006	GARA, Estrategia Empresarial (Bask Country Spain)	Press release on MUSE meeting hosted by Robotiker in Bilbao	Covered by at least two local newspapers
02.11.2006	Madrimasd (Spain)	Press release by UC3 Madrid: “La telefonía del futuro a la vuelta de la esquina”.	<a href="http://madrimasd.org/informacionidi/analisis/default.asp">http://madrimasd.org/informacionidi/analisis/default.asp</a>
19.02.2007	Siemens	Press release XLPON	<a href="http://www.siemens.com/index.jsp?sdc_p=11o1434947u0mcns7pCPE">http://www.siemens.com/index.jsp?sdc_p=11o1434947u0mcns7pCPE</a>
27.02.2007	Arabnews (Saudi Arabia)	MUSE Project mentioned as key speaker in KACST – Alcatel-Lucent Seminar in Riyadh	<a href="http://www.arabnews.com">www.arabnews.com</a> and local news papers
23.04.2007	Telecom report (Ericsson)	11 min video film about broadband access and MUSE. Interview with Rainer Zimmerman (EC) and Peter Vetter (ALU).	<a href="http://www.ericsson.com/ericsson/corpinfo/publications/telecomreport/archive/2007/april/broadband_sub.shtml">http://www.ericsson.com/ericsson/corpinfo/publications/telecomreport/archive/2007/april/broadband_sub.shtml</a>
April 2007	Freenovation Online Magazine (NL)	Interview with Peter Vetter (ALU) on MUSE Access and Residential Gateway solutions	<a href="http://www.freeband.nl/uploadedFiles/FreeNovation/Magazine_Nr9/Articles/Article_1447_nl.pdf">http://www.freeband.nl/uploadedFiles/FreeNovation/Magazine_Nr9/Articles/Article_1447_nl.pdf</a>
14.01.2008	Fibre Systems	BT tackles next generation PON with mentioning of MUSE and	<a href="http://fibresystems.org">fibresystems.org</a> , 14 jan 2008

		PIEMAN achievements.	
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## 4 PUBLIC DEMONSTRATIONS OF MUSE LAB TRIAL

Figure 1 until Figure 9 show photographs of the many public demos that MUSE organised at various conferences (INFOCOM 2006, NOC 2006+2007, BB Europe 2006 + 2007). Table 1 lists the main demo events and the size of the audience reached. They were of course mostly targeted at a technical audience, but also included events for a wider audience. In addition to that lab trials and MUSE posters of MUSE were also shown to the public at the premises of partners e.g. open door days for the families, student recruitment campaigns, or company events for increasing public awareness.

**Table 2: Public demonstrators in MUSE Phase II**

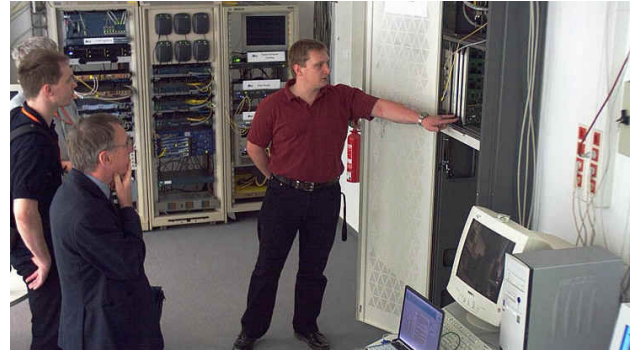
Planned/actual	Type	Type of audience	Countries addressed	Size of audience	Partner responsible/involved
	<b>Public Demos</b>				
23-29.04.2006	Public demo of residential gateway of SPD at IEEE INFOCOM in Barcelona	Research, Engineers	Global	1000	UC3M, PTI, LU
11-13.07.2006	2 public demonstrations of SPB lab trial at T-System and CWDM system of SPD/E at HHI during NOC 2006 in Berlin	Research Decision makers	EU	50	HHI, DT, ALC, THO
16-17.09.2006	Alcatel Open-door day for families and public audience – MUSE posters and set-up in lab visible	Families, local public at large	B	1000	ALU
11-14.12.2006	2 public demonstrations of SPC LQ&M system and of SPB TR-069/UPnP interworking on RGW in MUSE booth at BB Europe 2006 in Geneva.	Research, developers, decision makers, Telecom sector	EU	200	EAB, LTH, NTUA, ALC
18-21.06.2007	Public demonstration of SPC at NOC at Kista (near Stockholm): lab trial with nomadic services and QoS on an Ethernet Multi-Service Access platform.	Research, developers	EU	70	ACR, EAB

03-06-12.2007	Several demos in MUSE exhibition booth at BB Europe 2007, Antwerp: - SPB: Service plane with D-SBC and Knowledge Plane, Advanced RGW, MSER with Session Continuity, TVoIP video gateway. - SPC: Topology discovery and configuration - SPD: AsPON with distributed control architecture – RGW – e-Health use case - SPE: XLPON system demo with video service	Research, developers, decision makers, Public authorities	EU	200	ALU, THO, IBBT, BUTE, EAB, UC3, PTI, NSN
Oct. + Feb. 2006, Oct + Feb. 2007	Open door day for UC3 students with MUSE presentation and demo of RGW SPD)	Researchers , students, public audience	Spain	400	UC3M
4.09.2007	Private BT demonstration of the XL-PON prototype carrying a number of services	BT Stakeholders , Senior Managers, Network Strategists	UK	15	BT
17.10.2007	The MS-ER prototype was demonstrated during the Telefónica I+D “Open Innovation Day in Madrid	Managers, Decision makers	EU	150	TID, ALCS
Continuous since June 2007	Lab trial set-up of SPB in Alcatel-Lucent Bell Labs Antwerp: regular demos to internal managers and engineers from business units, as well as external visitors (operators, public authorities)	Engineers, managers, decision makers, public authorities	EU	100	ALU
Continuous	Demonstration at Bell Labs Germany in Stuttgart: lab trial with MS-ER prototype showing the seamless session mobility service	Research, developers, Managers, Customers	Worldwide	100+	ALU
Continuous since April 2006	Demo of SPC platform in Ericsson Research Labs in Stockholm: regular demos to internal managers and engineers from business units, as well as external visitors (operators, public authorities)	Engineers, managers, decision makers, public authorities	EU	200	EABS

Continuous for Phase I results, Phase II since June 2007	Lab trial set-up of SPB labs of T-Systems (Berlin) and Telefonica I+D (Huesca): regular demos to internal managers and engineers from business units, as well as external visitors, and at public events.	Engineers, managers, decision makers, public authorities	EU	200	TID, DT,ALU, THO,IBBT
Continuous	TNO demonstrated the SPC demo in about 20-30 events to people from inside and outside MUSE (e.g. to customers KPN, SOO, Regulator).	Engineers, managers, decision makers, public authorities	EU, NL	200-300	TNO, EAB
Continuous	University Carlos III Madrid demonstrated the SPD lab trial of the residential gateway at more than 10 events	Mainly students, but also enterprise people outside of MUSE	Spain	200	UC3M
2008/Q2 In preparation	Various demo events on showing the “access network of the future”, using the SPC network solution	Research, developers, consultants, decision makers	The Netherlands, inside and outside TNO	> 200 expected in total	TNO + EAB



**Figure 1: Residential gateway demo by SPD at INFOCOM 2006.**



**Figure 2: SPB demonstrator at T-Systems (Berlin) during NOC 2006. The set-up was connected with the SPC/E demo at HHI (Berlin).**



**Figure 3: SPD/E demo of CWDM access at HHI during NOC 2006 (Berlin)**

**Set-up was connected with SPB lab trial at T-Systems (Berlin)**



**Figure 4: SPC demo of nomadic service access in Ethernet access platform at ACREO (Kista) during NOC 2007.**



Figure 5: SPB demo of UPnP/TR69 proxy (left) and SPC demo of LQ&M tool (right) at BBEurope 2006 (Geneva).



Figure 6: BB Europe 2007 (Antwerp): SPB demo of multimedia in access and session continuity.



Figure 7: BB Europe 2007 (Antwerp): SPC topology discovery demo.



Figure 8: BB Europe 2007 (Antwerp): SPD demo of self-organising node and residential gateways.



Figure 9: BB Europe 2007 (Antwerp): SPE demo of XL PON.

## 5 PUBLIC AWARENESS ACTIONS TARGETED TO TECHNICAL PEOPLE

The objective of the present deliverable is mainly to report on actions to create awareness among a broader non-technical audience. For completeness however, a short summary of dissemination actions to a more specialised audience is listed in Table 3. More details are described in the deliverable DA0.6 “Plan for use and dissemination of knowledge”, which is released as project confidential companion document to this deliverable.

**Table 3: List of dissemination actions  
(for more details see also deliverable DA0.6)**

Planned/actual	Type	Type of audience	Countries addressed	Size of audience	Partner responsible/involved
	<b>Publications and Conferences</b>				
Continuously	More 200 papers or presentations at international conferences in Phase II	Research	Global	-	All
11-13.07.2006	NOC 2006, Berlin: two MUSE sessions on “BB Access for All” 10 MUSE papers.	Research	EU	100	HHI, BT/All

11-14.12.2006	BB Europe 2006 in Geneva: 14 oral papers in the programme and MUSE booth, leaflets	Research, developers, decision makers, Telecom sector	EU	200	All (IBBT through IST BREAD)
18-21.06.2007	NOC 2007, Kista: two MUSE sessions - 12 MUSE papers in total programme. Public demo.	Research	EU	100	ACR, BT (Papers from many partners)
3-6.12.2007	BB Europe 2007 hosted by Alcatel-Lucent in Antwerp and organized by IBBT. Closing event for MUSE and other projects of BB4All in FP6. 23 papers, MUSE booth, MUSE Winter School.	Research, Engineers, Decision makers	EU	200	ALU, IBBT (Papers from many partners)
<b>MUSE Season Schools and training events</b>					
14.07.2006	MUSE Summer School on QoS (co-located with NOC 2006 in Berlin)	Research, Engineers, students	EU	30	NTUA, ALC, LU, HHI
19-20.10.2006	MUSE Autumn School on Access Architecture and DSL First Mile in Bilbao	Research, Engineers, students	EU	40	Robotiker (with many MUSE partners as presenters)
11.12.2006	MUSE Winter School on Access Architecture, Geneva	Research, Engineers, students	EU	25	ALC, BUTE, NTUA
5.07.2007	MUSE Summer School on FMC - collocated with the IST Mobile Summit in Budapest	Researchers , students	EU	25	BUT, TP, EAB, ALU, ROB
6.12.2007	MUSE Winter School on Access Architecture, Antwerp (Collocated with BB Europe)	Research, Engineers, students	EU	30	ALU, THOB, INR
6-7.09.2007	Summer School: OSGi Users Group France (with Technical Sponsorship of MUSE)	Researchers , developers, decision makers	France	50	INR
29.10.2007	Invited talk at Karlsruhe University SDQ laboratory (Software Design & Quality). MUSE was presented through WPB3 activities on security for residential gateways.	Research, Engineers, students	DE	50	INR
06.11.2007	Oral presentation of results from MUSE work on opt. access in the course of weekly HHI tutorials open to the public	Research, developers, students	DE	~30	HHI
October – November 2007	Guest lecture at Leiden University, Institute of Information Engineering	Research, developers, students	NL	40+40	TNO

Continuous	Alcatel-Lucent University MUSE results included in various training courses on BB Access technology	Developers, operators	B	~100	ALU
Continuous	Integration of MUSE results in Master Courses and postgraduate training programmes – Student projects in frame of MUSE.	Students, Researchers	EU	~200	University partners
<b>Miscellaneous</b>					
Continuously	Public web site of MUSE www.ist-muse.eu	Research, developers, decision makers	Global (800-1000 visits per month)	35400 hits on Google search of "muse+bro adband +access"	ALU/All
Quarterly	Public Newsletter distributed per e-mail with highlights from the project	Engineers, managers, decision makers, public authorities	Global	900	ALU
Q4 2007	Wikipedia: Referenced under QoS solution (Other entries in preparation)	Research, developers, students	Global	??	IFX, TID
October 2006	Press release in Bask region about MUSE.	Research, developers, decision makers, Telecom sector	EU	-	Robotiker/All
Continuous	Internal seminars about MUSE results	Research, developers, managers, marketing	Global	1000	All vendors, operators and their affiliates
23.04.2007	Telecom report, 11 min video film about broadband access and MUSE. Interview with Rainer Zimmerman and Peter Vetter. Public accessible. <a href="http://www.ericsson.com/ericsson/corpinfo/publications/telecomreport/archive/2007/april/broadband_sub.shtml">http://www.ericsson.com/ericsson/corpinfo/publications/telecomreport/archive/2007/april/broadband_sub.shtml</a>	Researchers , decision makers	Global	>500	EAB
7-11.05.2007	MUSE as technical sponsor for ETSI PlugTest in Lannion Use of the TF4.4 triple-play test suites. Set up of a booth with MUSE leaflets.	Manufacturers (CPE, DSLAM, Chipset, test tools)	Worldwide	150	FT, IBBT
3-6.12.2007	Printed leaflets about MUSE subprojects lab trials and task forces – Distributed at BB Europe and available on website	Research, developers, decision makers	EU	200 (at BB Europe) – more via website	TF/SP leaders

28.02.2008	Public presentation and demonstration at “Plano de Inovação 2007 workshop”, PTI premises, Aveiro, Portugal, (SPD RGW results).	Research companies, Universities, PT decision makers.	PT, Brazil	120	PTI
Continuous	Various interviews and releases in press or Web, e.g.: Press release in Bask region about MUSE.	Public awareness	Global (via Web) Regional (via Local press)	1000+	All