

PROMISE

Participative Research labOratory for Multimedia and Multilingual Information Systems

FP7 ICT 2009.4.3, Intelligent Information Management www.promise-noe.eu

Deliverable 7.11 Technology Transfer Day

Version 1.1, April 2013









Document Information

Deliverable number: 7.11

Deliverable title: Technology Transfer Day

Delivery date: 30/04/2013

Author(s): Forner Pamela, CELCT

Participant(s): CELCT

Workpackage:

Workpackage title: Dissemination, IPR, and Resources

Workpackage leader: ELDA
Dissemination Level: PU – Public

Version: 1.0

Keywords:

History of Versions

Version	Date	Status	Author (Partner)	Description/Approval Level
1.0	30/04/2013	Draft	CELCT	Circulated to reviewers
1.1	27/05/2013	Final	CELCT	Revised after partners' comments

Abstract

This document reports the PROMISE Technology Transfer Day held CeBIT 2013 from March 5 to March 9, at the Deutsche Messe in Hannover, Germany. The event involved 13 invited speakers from various academic and commercial institutions and presented various aspects and perspectives of Multilingual Information Access. The workshop provided a forum to discuss and share experiences in the field of Multilingual Information Access. This report describes the event, and the presentations given by the invited speakers.





Table of Contents

Document Information	1
Abstract	1
Table of Contents	2
Executive Summary	3
1 Introduction	
2 Venue	5
3 PROMISE @ CeBIT 2013	
3.1 Panel discussion in the CeBIT Global Conference – Power Stage	7
3.2 One day Workshop	
3.2.1 Presentations	8
3.3 Stand	10
4 Dissemination and Advertising	10
4.1 Website	
4.2 Poster	13
5 Conclusions and Reflections	14
Acknowledgements	15
References	15
6 Appendix	16
6.1 Workshop Programme	
6.2 Organization	





Executive Summary

PROMISE goal is to form a virtual institute whose key objective is to organise research on next generation multilingual and multimedia information systems that integrate different technologies and that operate effectively on large volumes of data. PROMISE also aims at creating a network of research groups and institution that get used to work together on the evaluation of multilingual and multimedia information systems. Organization of workshops, tutorials, summer schools are at the core of this activity as well as a researcher exchange program. These activities favour the transfer of the knowledge and innovation produced by the project, the training of young researchers and developers, and the creations of relationships among them.

Another key activity is to make industrial stakeholders aware of the merits of systematic evaluation activities. Since web-based information access is more and more becoming a commodity of predictable quality and transparency, enterprise systems are pressed to provide similar user experiences. However, the quality of systems in terms of target notions such as relevance, enjoyability, or effectiveness is seldom evaluated by industrial stakeholders. To this end, besides the usual dissemination activities, PROMISE has prepared a report on Best Practices [Braschler] and organized a Technology Transfer Day¹ at CeBIT 2013² from March 5 to March 9, at the Deutsche Messe in Hannover, Germany.

The remainder of this deliverable is structured as follows: a description of the venue is provided in Section 2, a summary of the three events which constituted the Technology Transfer Day is given in Section 3, the dissemination and advertising means are listed un Section 4, and to conclude, some reflections are drawn in Section 5.

-

¹ http://www.promise-noe.eu/events/technology-transfer-day

http://www.cebit.de/home





1 Introduction

The aim of the PROMISE Technology Transfer Day is to put researchers, software developers and users together in order to facilitate a two-way communication of research advances and results by researchers, as well as the re-verse flow of requirements and ideas from users and developers. The final goal was (i) to stimulate the discussion on Information Access technologies and provide a forum in which invited speakers could share their experiences, identify common strategies and needs, and detect future challenges in this field; (ii) to facilitate communication of research advances and achievements and (iii) to promote the exploitation of the project results.

The Multilingual Information Access Technology Transfer Day was held at CeBIT 2013, Hannover, Germany, from March 5 to March 9. The event was jointly organized by CELCT, UNIPD, ZHAW, UGOT and ELDA.

The event spanned over the entire week according to the following timetable:

- (i) Tuesday, March 5, 2013 from 02.00 p.m. until 02.45 p.m.: a 45 minute slot in the main program of the CeBIT Global Conference (CGC) Power Stage. The title of this session was: *Is your Search Engine Making you Miss Business Opportunities? How Lessons learned in Research about Information Access Evaluation can Help Industry*. It was focused on the search challenges, the ability of search engines to find relevant information and make it accessible to customers and business partners.
- (ii) Wednesday, March 6, 2013: a whole day event in the middle of CeBIT exhibition grounds at the Convention Center targeting three different kinds of stakeholders in separate sessions: decision makers from consumer companies, decision makers from producer companies, and technology people.
- (iii) For the entire period of the exhibition (5-9 March) we had a booth in Hall 9, Stand D25 titled " EU Language & Big Data Projects". The stand was shared with other projects among which Khresmoi³

The event on the whole involved 13 speakers coming from academic and commercial institutions. By involving representatives from different communities we aimed at stimulating the transfer of knowledge and ideas. By inviting academics we aimed at shedding light on current research in the Information Access filed.

The event was widely publicized in the major mailing lists, and through various other channels. We targeted group of representatives from industry and user communities – industrial entities, public bodies, and related research projects – who may be interested in PROMISE outcomes

Participation in the event was free of charge but subject to prior registration.

The slides of the Presentations are available from the event website (http://www.promise-noe.eu/events/technology-transfer-day).

_

http://www.khresmoi.eu/

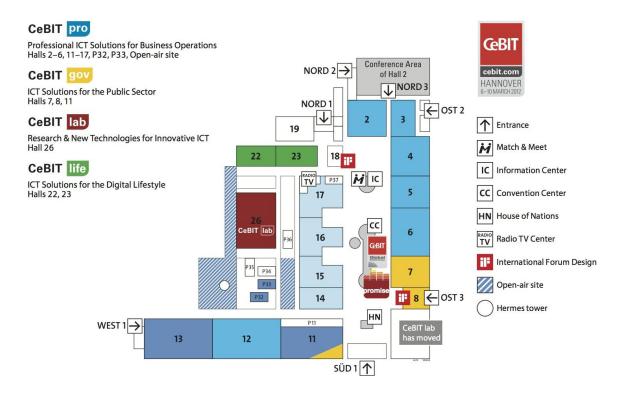




2 Venue

CeBIT is the the world's top computer and IT fair. CeBIT 2013 consisted of four application-oriented platforms - pro, gov, lab, and life - that focussed on information technology, telecommunications, electronics and online media, featured in 17 exhibition halls, at the Hannover Messe.

This year around 4,000 exhibitors from 70 different countries got behind the main themes of cloud computing, big data and sharing in cyberspace. "Shareconomy" was something of a motto at the fair.



As well as being an exhibition - with its Global Conferences (CGC) - CeBIT is also the world's most important and comprehensive congress for the digital industries, featuring lectures, seminars and workshops and an international forum where professionals come to evaluate industry trends, network with peers, and discover the latest technology products and solutions. The CeBIT Global Conferences were staged from 5 to 8 March at the Convention Center on the Hannover show grounds. This year, more than 100 top speakers from the ICT industry appeared on three separate stages as part of a program spanning over 75 hours.

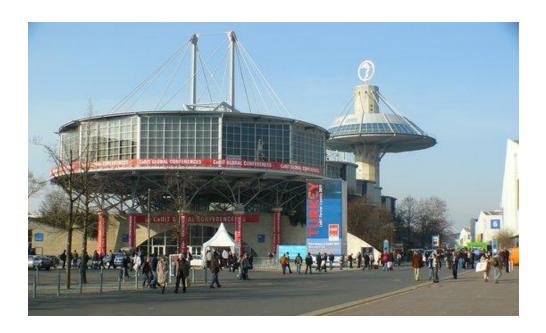
Thanks to its unique combination of exhibition, conferences, keynotes, corporate events and lounges, CeBIT represents an international platform for doing business and for comparing notes on current industry trends, networking, and product presentations.

The key target groups are users from industry, the wholesale/retail sector, skilled trades, banks, the services sector, government agencies, science and all users passionate about technology.

With its fascinating and unique architecture, the Convention Center, provides a first-rate setting for conferences, congresses, company presentations, receptions or press conferences.







The CeBIT Global Conferences – with 75 hours of international programming on three stages, 103 speakers from all over the world, and a unique mix of topics - was the digital world's most important conference event and think tank. More interactive than in previous years, and with new formats, the event occupied three stages simultaneously for the first time.



On the Center Stage in Room 2 – the center piece of CeBIT Global Conferences – speakers included Hamid Akhavan, CEO of Siemens Enterprise Communications, Kevin Turner, Chief Operating Officer of Microsoft, and Arjen Dorland, Executive Vice President, Shell Technical and Competitive IT (TaCIT), Shell International, JP Rangaswami, Chief Scientist, salesforce.com, Ralf Lenninger, Senior Vice President, Interior Electronics Solutions, Continental Automotive.



On the Power Stage in Room 17 the focus was on dialogue, sharing knowledge and discussing experiences. Practical workshops addressed topics such as Security Session, Big Data Reloaded and Digital Lifestyle.







The Open Stage in the Convention Center foyer brought a bit of London atmosphere to Hannover. Like at Speakers' Corner in Hyde Park, experts from the high-tech sector, users and start-ups used the open stage to talk about cutting-edge issues or their current projects.

3 PROMISE @ CeBIT 2013

The PROMISE Technology Transfer Day spanned over the entire week according to the following timetable:

PROMISE @ CeBIT - Events

Event: CeBIT Global Conference (CGC) - Power Stage

Date: Tuesday March 5 **Time:** from 2pm to 2.45pm

Location: CeBIT Convention Center, Room 17

Event: One-Day workshop Date: Wednesday, March 6 Time: from 10am to 6pm

Location: CeBIT Convention Center, Room Leipzig (ground floor)

Event: Stand "EU Language & Big Data Projects"

Date: March 5 - 9
Time: daily 9am to 6pm
Location: Hall 9, Stand D25

3.1 Panel discussion in the CeBIT Global Conference – Power Stage

The web has given us a global information economy in many forms and many languages. Business success depends more and more on the ability to find relevant information and make it accessible to customers and business partners. Finding what is most relevant for a user requires search and access tools for multilingual multimedia, and those tools need to be informed of the many ways in which human beings want to read, use and enjoy information. This is a great market opportunity for new technologies: the future tools are being researched, developed, and built in labs today.





The session was held in the form of a panel involving Stephen E. Arnold (ArnoldIT.com, USA), Nicola Ferro (University of Padua, Italy), Martin Braschler (Zurich University of Applied Sciences, Switzerland), Jussi Karlgren (Gavagai, Sweden). They talked about the challenges of search, namely the problem of working with ads supported software, the analytics and the use of big data, the pressure from cost control, social media, and the need to index videos.

They also addressed the following issues: how do you know whether a search engine is good enough for your business? With search filling a communication and integration role, how do you know whether the search is really delivering the right content?

It emerged during the discussion that new technologies coming from Labs need to be properly benchmarked and validated to make sure they not only achieve technological excellence but also meet known requirements from real world use cases. With search becoming a commodity, we need to understand its effects on an information access process as a whole, to develop measures beyond precision and recall, and to look beyond evaluating systems and components.

The panellists also introduced methodologies for the systematic evaluation of search engines, and examined future trends and requirements for the next generation of information access systems.

This event was published on the CeBIT website⁴, in the printed program, in the social media channels (e.g. facebook, twitter, LinkedIn) as well as in mailshots, newsletters and other marketing publications.

The slot achieved a fairly good participation with many people also outside PROMISE and CLEF networks interested in the topic and in the discussion.

The brief video of Stephen Arnold's talk is available at: http://arnoldit.com/wordpress/2013/03/08/a-60-second-snapshot-cebit-2013-search/

The audio of the talk is at: http://arnoldit.com/wordpress/2013/03/05/arnold-lecture-cebit-2013/

3.2 One day Workshop

Twelve high-quality, interesting and inspiring talks from speakers coming from different European countries and also from Australia, were given. The selected speakers were key representatives both from industry and academia who were asked to share ideas, innovations and insights with their peers in an informal, interactive setting. The event turned out to be an opportunity for brainstorming and discussion for the speakers, who could bring their own perspective in the field about some relevant issues such as: multimedia and multilingual information access, domain specific, e.g. pharmacovigilance, features and issues for information access; user-oriented and usability-oriented evaluation of information access system, lab-style evaluation of information access system, how to evaluate running enterprise applications from the outside, and so on.

3.2.1 Presentations

The first session of the day "Getting out the most from your application" was focused on hearing about the users' experience.

⁴ http://www.cebit.de/en/about-the-trade-show/programme/cebit-global-conferences/program





Opening the day was Emma Bayne who gave an insight into some of the challenges implied in dealing with searching the interface to the 20 million records in The National Archives (UK), and the role that taxonomies, personas and user-centered design play in that process.

This was followed by Célia Boyer, who focused on the main problems in using the Internet for health, and showed how the Health On the Net Foundation is working on providing certifications for health websites. She also presented the user requirements even though at the moment there is no real business model for quality health information.

Problems and challenges were the theme of Ian Kegel's presentation which gave us an insight on how BT, the British multinational telecommunications services company, is trying to use the customer behavior to improve the TV experience. It is often difficult for service providers to justify a strategic approach to collect customer behavior data, with the result that tactical solutions are hard to retro-fit.

The session was completed by Martin Braschler who described a methodology to perform an application-centric evaluation of operational information access systems. The application is treated as a black-box and the methodology can evaluate aspects of functionality which typical users can actually access and experience.

After the break different strategies to make information searchable and findable were presented in the session "Pushing your application to real needs". Henrik Strindberg, Director of Research at Findwise, talked about Search as a Service. They create search-driven solutions for intranets, web, e-commerce and applications and make sure these are implemented to best support the goals and strategies of each organization. Findability is all about meeting the various information access needs and maximizing business value from search technology investments.

This theme was continued by Tony Russell-Rose, UXLABS, who was suggesting that there are four dimensions of search experience: user, task, context, and mode. He also pointed out the differences between site search and enterprise search, i.e. they have common modes, but different patterns.

David Hawking, Funnelback, argued that efficient access to information can increase productivity and quality of work in most organizations, and can reduce frustration in both working and private lives. Access to information can be impeded by many factors, e.g.: poorly designed or inaccessible human-computer interfaces, lack of assistance in formulating appropriate requests, poor matching of requests to information objects, poor ranking of objects retrieved, and poor presentation of the results of searches. An enterprise search company such as Funnelback is constantly striving to remove or reduce these impediments across a broad range of information access scenarios.

Gregory Grefenstette, Chief Technology Officer at Exalead, in his talk Multimedia Applications and Applied Semantics, described a platform to index and process multimedia objects.

Martin Braschler presented the best practice recommendations for information retrieval system developers, application implementers and application maintainers, covering the main aspects of IR systems and applications, as well as recommendations for the user interface and evaluation.

Christoph Goller presented a demo of IntraFind technologies for full-text search, (optionally) enhanced with modules for linguistic, similarity, semantic, thesaurus and taxonomy-based search, entity recognition, text clustering, text classification, and knowledge maps. The products for information access to structured and unstructured data are based on the open-source products Lucene and Solr.

Philipp Daumke, provided an account of Averbis solutions, thanks to which information can be extracted from text collections and databases. Averbis provides software solutions for semantic text





analysis, tailor-made text searches and intelligent knowledge management. They possess particular know-how in the health sector, the pharmaceutical industry, libraries and in publishing.

Closing the session and also the day was Nicola Ferro, who tackled a topic at the very heart of search: evaluation. The need for an evaluation infrastructure is increasing in the community worldwide. He explained the motivations for an evaluation infrastructure and illustrated its architecture and outcomes.

3.3 Stand





The PROMISE booth was located in Hall 9, Stand D25 in the CeBIT lab platform. Hall 9 was devoted to Research & New Technologies: here decision-makers from scientific institutions, industrial companies, universities, start-up and spin-off enterprises – as well as product and business developers from all sectors – come to present their visionary concepts, research findings and prototypes.

A large monitor on the back wall of the stand showed a loop of slides and videos about the projects and four round tables at the front were used to show live project demos.

A great amount of dissemination material was prepared and distributed to visitors, i.e.: the PROMISE leaflet, PROMISE posters, pens, folders, bags, two PROMISE deliverables, the PROMISE Retreat report, USB keys, notebooks, and T-shirts.

It got a good reception with many visitors coming along the week and asking for more in depth details about the outcomes of the project.

4 Dissemination and Advertising

The PROMISE Technology transfer Day was announced and advertised on several mailing lists and newsletters: CLEF (Conference and Labs of Evaluation Forum, Europe), SIG-IRList (ACM Special Interest Group on Information Retrieval (SIGIR) moderate newsletter), other European projects mailing lists (Khresmoi⁵, Cultura⁶, Europeana⁷, Europeana-Tec, Chorus+⁸). A report was submitted to SIGIR Forum⁹ and it will appeared in the issue of June 2013.

Information about the event was published also on the CLEF Initiative website http://www.clef-initiative.eu//

5

⁵ http://www.khresmoi.eu/

⁶ http://www.cultura-strep.eu/

http://www.europeana.eu/

⁸ http://www.avmediasearch.eu/

http://www.sigir.org/forum/





Also, a lot of effort was put promotion through personal and direct email invitations to our happenings. A list of stakeholders was prepared by each of the organizers; in addition the technology take-up group set-up by WP2 was exploited, also the stakeholders interviewed by WP2 for the use cases were contacted as well (i.e. Ericsson, Nokia, France Telecom, f-secure).

Invitations were also sent to people of the NEM Inititives - where companies with EC funding interests and with activities in the information access area could be found.

Last but not least, all the speakers were asked to disseminate the events in all their networks.

4.1 Website

A dedicated Web site¹⁰ was prepared and kept updated in order to disseminate information and news about the event as well as making all the relevant material available. Figure 2 shows a screen shoot of the main page of the Web site. In particular, it provides information about:

- Program
- Speakers
- Venue
- Registration
- Organization
- Poster

¹⁰ http://www.promise-noe.eu/events/technology-transfer-day





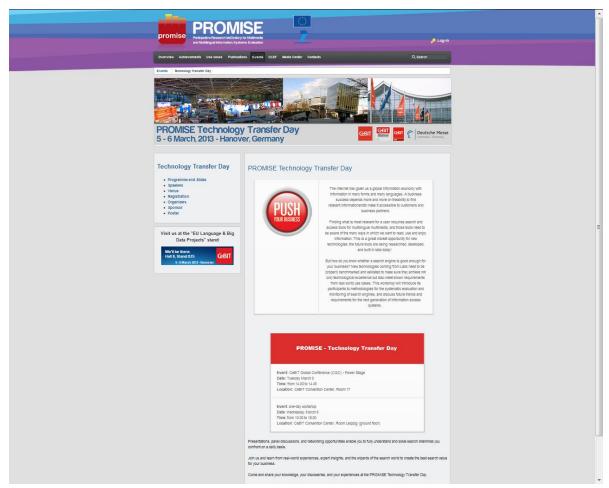


Figure 1: Main page of the PROMISE Technology Transfer Day Web site





4.2 Poster

A poster was prepared and used to advertise and disseminate the program of the Technology Transfer Day during various events (conferences, workshops, and meetings,) in which PROMISE consortium members participated in the months before. It was sent also to all organizers and speakers in order to be displayed at their sites and spread the voice.



Figure 2: PROMISE Technology Transfer Day Web poster





5 Conclusions and Reflections

The Technology Transfer Day featured excellent keynotes and many interesting talks, covering many different aspects in the Information Access field and showed the importance of combining research with inputs from industries.

It could be said that the event was successful on three counts.

First, to be appreciated is the ambition of the event: the fact of having the Technology Transfer Day at the CeBIT was something of an experiment; this is evidently a different formula to the more established search industry conferences, and a world apart from research-driven events. A completely new and different audience (from the one we are used to) was being addressed, in fact there was no impressive critical mass from academia (target group that already know and appreciate us), and most decision makers in companies and organizations attending CeBIT were more attracted by and interested in the "product" itself rather than in a European project about evaluation. It might be that it was not the right type of event to attract sufficient industrial attendees. In fact, participation was not as high as we had expected, despite the massive advertising that had been performed. Dissemination was done using media outlets as the primary venue, such as mailing lists and the CeBIT LinkedIn group. Also most of the CeBIT exhibitors involved with Information Access were informed via email about the event. With hindsight, also Facebook, Twitter and YouTube could have been exploited to further advertise the event.

On the positive side, we have learned a lot about marketing tactics and arranging program for this sort of events and now we have a better idea of how to reach out to this kinds of audiences the next time: for example, some elements of the programme probably needed a little further thought, i.e., the fact of having a workshop lasting an entire day, might have discouraged people from attending the event, in fact most people from industry already had an agenda full of meetings and could not commit for the entire day. Considering this, we should have possibly booked a time slot in their agendas beforehand.

Second, the event delivered a lot of content in a short period of time on issues related to Information Access and was a useful lens for examining the current situation providing the points of view of both academia and industry. The speakers on both days did an admirable job in pointing out the ever changing search technology challenges, the methodology to evaluate them in an attempt to detect future trends and requirements for the next generation of information access systems.

Third, the event did a great job in bringing a group of people coming from different communities together, and offered a highly interactive environment with lively discussions throughout the whole days.

By all accounts, the event on the whole was a success, with quite a good number of people visiting the booth and providing positive feedback to the best practices and the black-box evaluation.

The panel and the workshop were really beneficial with great high-quality presentations from skilled speakers and inspiring debates from across the floor. All in all, a lot has been learned about marketing strategies, best practices have been discovered for event planning and management and best ways have been revealed to reach out new kinds of audiences and stakeholders using new platforms and channels.





Slide presentations are uploaded on the event website¹¹, so those who did not manage to attend can have a gist of what was discussed.

Acknowledgements

We would like to thank the attendees of the PROMISE Technology Transfer day for their presentations and participation in the discussions.

References

[Agosti 2012]	Agosti, M.	., Berendsen,	R.,	Boge	ers, T.,	Braschler,	M.,	Buitelaar, F	Ρ.,
_	Choukri, k	K., Di Nunzio), G	. M.,	Ferro,	N., Forner	r, P.,	, Hanbury, A	١.,

Friberg Heppin, K., Hansen, P., Järvelin, A., Larsen, B., Lupu, M., Masiero, I., Müller, H., Peruzzo, S., Petras, V., Piroi, F., de Rijke, M., Santucci, G., Silvello, G., and Toms, E. (2012). PROMISE Retreat Report - Prospects and Opportunities for Information Access. SIGIR

Forum, 46(2):60-84.

[Agosti 2012] Agosti, M., Berendsen, R., Bogers, T., Braschler, M., Buitelaar, P.,

Choukri, K., Di Nunzio, G. M., Ferro, N., Forner, P., Hanbury, A., Friberg Heppin, K., Hansen, P., Järvelin, A., Larsen, B., Lupu, M., Masiero, I., Müller, H., Peruzzo, S., Petras, V., Piroi, F., de Rijke, M., Santucci, G., Silvello, G., and Toms, E. (2012). PROMISE Retreat Report: Prospects and Opportunities for Information Access Evaluation. PROMISE network of excellence, ISBN 978-88-6321-

039-2, http://www.promise-noe.eu/promise-retreat-report-2012/

[Braschler 2012] Braschler, M., Rietberger, S., Imhof, M., Järvelin, A., Hansen, P., Lupu, M., Gäde, M., Berendsen, R., Seco de Herrera, A.G. Best Practices Report. PROMISE network of excellence,

http://www.promise-noe.eu/documents/10156/086010bb-0d3f-46ef-

946f-f0bbeef305e8

[Rietberger 2011] Rietberger, S., Imhof, M., Braschler, M., Berendsen, R., Järvelin, A.,

noe.eu/documents/10156/3f546a0b-be7c-48df-b228-924cc5e185cb

_

¹¹ http://www<u>.promise-noe.eu/events/technology-transfer-day/programme</u>





6 Appendix

6.1 Workshop Programme



10:00 - 12:00	GETTING OUT THE MOST FROM YOUR APPLICATION
	Emma Bayne, Head of Systems Development, The National Archives, UK Discovering the National Archives collection
	Celia Boyer, Health On the Net Foundation, Switzerland Does Quality and Transparency of Online Health and Medical Information Matter?
	lan Kegel, Head of Future Content Research, BT What's on TV? Using customer behaviour to improve the TV experience
	Martin Braschler, Zurich University of Applied Sciences, Switzerland Evaluation of Operational Information Access and Retrieval Systems
12:00 - 13:30	Lunch
13:30 - 15:30	PUSHING YOUR APPLICATION TO REAL NEEDS
	Henrik Strindberg. Director of Research at Findwise, Sweden Search as a Service
	Tony Russell-Rose, UXLABS, UK Designing the Search Experience
	David Hawking, Chief Scientist of Funnelback, Australia Progress and Opportunity in Information Access - A Funnelback Perspective
	Gregory Grefenstette, Chief Technology Officer at Exalead, France Multimedia Applications and Applied Semantics
15:30 - 16:00	Coffee break
16:00 - 18:00	GETTING YOUR APPLICATION TO WORK PROPERLY
	Martin Braschler, Zurich University of Applied Sciences, Switzerland Best Practice recommendations for IR system developers, IR application implementers and IR application maintainers
	Antonio Gulli, Principal and Development Manager for Bing, UK Suggestion Technologies for Bing
	Christoph Goller, Director Research, IntraFind, Germany How Text Analytics improves Information Retrieval
	Philipp Daumke, Averbis, Germany Secondary Use of Medical Data for Novel Clinical Research and Improved Patient Safety
	Nicola Ferro, University of Padua, Italy Evaluation Infrastructures: a Companion for Developers, Implementers, and Adopters





6.2 Organization



Center for the Evaluation of Language and Communication Technologies, Italy



Zurich University of Applied Sciences, Switzerland



University of Padua, Italy



University of Gothenburg, Sweden

Evaluations and Language resources Distribution Agency, France