

D9.2 – Project Communication Kit

Project Information

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Project Full Title	Soft Intelligence Epidermal Communication Platform
Project Acronym	SINTEC
Funding scheme	RIA
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Duration	48 months
Project Coordinator	Klas Hjort (UU)
Project Website	http://www.sintec-project.eu

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WP Leader	WG
Contributing Partners	All
Authors	Elisa Alberti (WG)
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Reviewers	WP leaders
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Dissemination Level

PU	Public	
PP	Restricted to other programme participants (incl. Commission Services)	
RE	Restricted to a group specified by the consortium (incl. Commission Services)	
CO	Confidential, only for the members of the consortium (incl. Commission Services)	✓

Document Log

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v1.0	15/04/2019	First draft
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Definitions and acronyms

Acronym	Extended definition
CA	Consortium Agreement
CFS	Certificates on the Financial Statements
DM	Dissemination Manager
DoA	Description of Action
EC	European Commission
EC-GA	EC Grant Agreement
EM	Exploitation and Innovation Manager
KoM	Kick off meeting
IP	Intellectual Property
PC	Project Coordinator
PH	Project Handbook
PM	Project Manager
WP	Work Package

1 Executive Summary

As a foundation of effective communication activities, a sound set of dissemination tools and materials is crucial to be established.

Deliverable 9.2 is a report on the logo, the leaflet, the poster of SINTEC project that have been prepared and made available to the partners in order to support them in the communication of the project contents, so as to make people aware of what SINTEC is pursuing and to assure the project the maximum impact.

Therefore, this document focuses on their description in terms of design, structure and contents

2 Introduction

The main objective of WP9 is the effective communication and dissemination of SINTEC activities across stakeholders and the general public. In order to reach it, a number of tools and materials has been produced as a part of the “project branding”.

WG has been in charge of the development of the logo, the leaflet, press release poster and the introductory video of the project with the assistance and the advice of the other project partners.

Poster and leaflet are available and downloadable from the “download” section of the project website at the following URL: <http://www.sintec-project.eu/>

3 Main Objectives

As stressed in the “Communicating EU research and innovation guidance for project participants” (EC – 2014), European research projects should aim to demonstrate the ways in which research and innovation is contributing to a European 'Innovation Union' and account for public spending by providing tangible proof that collaborative research adds value by:

- showing how European collaboration has achieved more than would have otherwise been possible, notably in achieving scientific excellence, contributing to competitiveness and solving societal challenges;
- showing how the outcomes are relevant to our everyday lives, by creating jobs, introducing novel technologies, or making our lives more comfortable in other ways;
- making better use of the results, by making sure they are taken up by decision-makers to influence policy-making and by industry and the scientific community to ensure follow-up.

SINTEC dissemination material has then been designed keeping these strategic objectives in mind, and in order to properly support project partners in their communication and dissemination activities.

4 Description of work

4.1.1 Project Logo

The project logo is designed to help the external audience to easily identify SINTEC and contributes to the project visibility by providing it a clear identity.

The logo has been designed from the beginning of the project and shared with all the partners. Several versions of SINTEC logo were designed by WG in order to better clearly capture the nature and the aim of SINTEC project. The elaborated proposals have consequently passed on firstly to the Coordinator, UPPSALA team, and then to the broader consortium for online selection, before the final approval.



Figure 1 – SINTEC logotype first version

The logo aim was to communicate that thanks to soft sticky and stretchable sensors patches it is possible to assure a groundbreaking intra body communication technique allowing for multiplex sensory inputs from many nodes on the body. For that reason, we tried to reproduce in C letter the fat channel profile in a human torso that, thanks to SINTEC stretchable sensor, collects data wirelessly and in real time. To emphasize this function, the letter C has been drawn higher and carries light blue circle with graph lines that symbolize sensors' inputs. Under the inscription SINTEC it was decided to explain the meaning of the Acronym by making explicit the title "Soft Intelligence Epidermal Communication Platform" (Figure1).

Finally, it was decided to adopt the C letter as SINTEC project logomark (Figure 2).



Figure 1 – SINTEC adopted logotype with project title



Figure 2 – SINTEC logomark

The adopted logo is included in all the documentation related to the project, such as: deliverables templates, power point presentations, dissemination and communication material.

4.1.2 Project Leaflet

The main objective of SINTEC leaflet is to provide the audience an attractive project overview. The leaflet has been designed for an audience not only of experts, but also of interested non-specialists.

The leaflet presents the main mission and the goals of the project, as well as its approach and its main phases. Furthermore, it includes the website address and provides basic information on SINTEC main contacts and partners. The logotype of the project and the logotype of the EU-H2020 are also included, and the EC financing is properly acknowledged.

Further versions of the leaflet will be prepared taking into account the project progress and will be distributed at topical events. These versions will contain an updated content, with an overview of the results achieved, and a new layout to make them more attractive.

The leaflet can be downloaded from the project website and it can be circulated both in electronic version by email, and in paper version on the occasion of conferences or other events.

Some leaflets may be translated into other languages than English by the partners located in the pilot sites, on the basis of a master template that will be provided them. In any case, the content of the leaflets has to be clear and easily understandable by the target end users.

PARTNERS

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DETAILS

PROJECT TITLE: Soft Intelligence Epidermal Communication Platform
ACRONYM: SINTEC
STARTING DATE: 01 January 2019
ENDING DATE: 31 December 2022
CALL IDENTIFIER: H2020-ICT-2019-2
TOPIC: ICT-02-2018 | Flexible and Wearable Electronics
EU CONTRIBUTION: 3,999,262.50 euro
PROJECT NUMBER: 824984

MORE INFO:

www.sintec-project.eu

SOFT INTELLIGENCE EPIDERMAL COMMUNICATION PLATFORM

This project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement No 824984

Figure 3 – SINTEC Leaflet (external pages)

THE PROJECT

SINTEC is a Horizon 2020 funded project that will provide soft, sticky and stretchable sensor patches that can be used multiple times and at longer periods. With its dynamic compliance and water repellent permeable encapsulation it withstands vigorous action, sweating and water, making it ideal for an active life.

Our vision of extensible smart patches is a non-invasive support system that can be used all the time, allowing an active elderly person to be warned when their health is slowly deteriorating (for example in case of heart or muscle problems) or to help a person recovering in a faster rehabilitation with sensory support and recommendations from an app without having to be in a physiotherapy institute for too long (eg. after a long illness, stroke or trauma).

The main advantages should be in comfort and that the sensors do not move so much relative to the skin. Hence, its major impact will not be in replacing other wearables but rather providing novel capability.

To demonstrate the advantages of the novel technology, SINTEC will apply it in clinical environment and in athletics performance evaluation.

THE TECHNOLOGY

The aim of SINTEC is to advance a rigid-stretch PCB technology with stretchable substrate and liquid alloy, and to demonstrate its usability in complex applications, involving wearable sensing, embedded processing, and Fat-IBC. This will substantiate the advantages with this rigid-stretch technology and its improvement area. Industrial manufacturability and cost/scaling issues will be investigated.

Its unique features will enable a ground breaking intra body communication technique that provides secure communication at large bandwidth and low power, allowing for multiples sensoric inputs from many sensor nodes on the body.

SINTEC MAIN OBJECTIVES ARE:

- To demonstrate manufacturing of large area rigid-stretch PCB technology stretchable substrate and liquid alloy interconnects;
- To demonstrate and compare the advantages of compliant and stretchable multi-use smart patches for Fat-IBC and low-energy Bluetooth communication;
- To demonstrate the advantages of compliant and stretchable multi-use smart patches for electrophysiological sensing;
- To validate the large area rigid-stretch PCB integration technology in laboratory.

EXPECTED RESULTS

- 1. Manufacturing large-area rigid-stretch PCB**
 - To make a ground-breaking novel large-area rigid-stretch PCB technology available for manufacturing on an industrial scale
 - To present long stretchable wireless sensor patches that survives multiple-use, and excessive dynamic stretching without contact failure
 - To make an assembly protocol that allows for recycling of batteries and reuse of more expensive components
- 2. Integrating Fat-IBC with electrophysiological sensors**

We propose the communication through the fat tissue, which offers lower losses for microwave propagation compared to other tissues. We have previously demonstrated the feasibility of using fat tissue as a low-loss microwave transmission channel for IBC and we have demonstrated successful communication scenario, where real data has been transferred through Fat-IBC.
- 3. Device demonstration in sports and healthcare**

The novel SINTEC technology will greatly increase the usability of measuring methods, especially for reasons such as:

 - being less disturbing for athletes compared to existing technology;
 - enable better compliance and adhesion to the human body and can handle an intense elite sports, an activity that results in large amounts of sweating;
 - enable use in cold winter outdoor environment (-10 °C);
 - from the user perspective, the newly developed technology will be equipped with an intuitive and easy-to-use user interface.

Figure 4 – SINTEC Leaflet (internal pages)

4.1.3 Poster

The main purpose of SINTEC poster is to catch the audience attention, and to illustrate the contents and objectives of the project in a smart and clear way.

With regard to the layout and design, the poster shows the project logo and its colors emphasize the link to the project's graphic identity. From the content point of view instead, the poster shortly describes the main activities that will be implemented during the project lifetime, as well as the challenges that will be addressed. The information is delivered both by textual paragraphs, as well as by tables and graphs so as to make SINTEC project easily and immediately understandable also by the general public and by the people that are not experts in the field. The acknowledgement of EC funding has been included, as well as the main info related to it. The logo of all the project partners and the main contacts of the project are displayed also in order to make people able to easily get in touch with the project consortium.

SINTEC poster can be downloaded from the project website, and it may be translated into other languages than English by the partners located in the different member states and attending local or national events.

During the project, further versions of the poster will be prepared and published by WG with the support of all the partners, in order to make this communication tool always aligned with the project progress and the results reached.



SINTEC

SOFT INTELLIGENCE EPIDERMAL COMMUNICATION PLATFORM

www.sintec-project.eu





THE PROJECT

SINTEC is a Horizon 2020 funded project that will provide soft, sticky and stretchable sensor patches that can be used multiple times and at longer periods. With its dynamic compliance and water repellent permeable encapsulation it will tolerate vigorous action, sweating and water, making it ideal for an active life.

Our vision of extendable smart patches is a non-invasive support system that can be used all the time, allowing an active elderly person to be warned when their health is slowly deteriorating (for example in case of heart or muscle problems) or to help a person recovering in a faster rehabilitation with sensory support and recommendations from an app without having to be in a physiotherapy institute for too long (e.g. after a long illness, stroke or trauma).

The main advantage should be in **comfort** and that the sensors do not move so much relative to the skin. Hence, its major impact will not be in replacing other wearables but rather **providing novel capability**.

To demonstrate the advantages of the novel technology, SINTEC will apply it in **clinical environment** and in **athletic performance evaluation**.

THE TECHNOLOGY

The aim of SINTEC is to advance a rigid-stretch PCB technology with stretchable substrate and liquid alloy, and to demonstrate its usability in complex applications, involving wearable sensing, embedded processing, and Pelt-IBC. This will substantiate the advantages with this rigid-stretch technology and its improvement area. Industrial manufacturability and cost/usage issues will be investigated.

Its unique features will enable a ground breaking **intra body communication** technique that provides secure communication at large bandwidth and low power, allowing for multiple sensoric inputs from many sensor nodes on the body.

SINTEC MAIN OBJECTIVES ARE:

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- To demonstrate the advantages of compliant and stretchable multi-use smart patches for electrophysiological sensing;
- To validate the large area rigid-stretch PCB integration technology in laboratory.

EXPECTED RESULTS

- #### 1. Manufacturing large-area rigid-stretch PCB

 - To make a ground-breaking novel large-area rigid-stretch PCB technology available for manufacturing on an industrial scale
 - To present long stretchable wireless sensor patches that survives multiple-use, and excessive dynamic stretching without contact failure
 - To make an assembly protocol that allows for recycling of batteries and reuse of more expensive components
- #### 2. Integrating Pelt-IBC with electrophysiological sensors

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The novel SINTEC technology will greatly increase the usability of measuring methods, especially for reasons such as:

 - being less disturbing for athletes compared to existing technology;
 - enable better compliance and adhesion to the human body and can handle an intense elite sports, an activity that results in large amounts of sweating;
 - enable use in cold winter outdoor environment (-15 °C);
 - from the user perspective, the newly developed technology will be equipped with an intuitive and easy-to-use user interface.

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ACRONYM: SINTEC
STARTING DATE: 01 January 2020
ENDING DATE: 31 December 2022
CALL IDENTIFIER: H2020-ICT-2019-2
TOPIC: ICT-40-2018 | Flexible and Wearable Electronics
EU CONTRIBUTION: 3,699,242.50 euro
PROJECT NUMBER: 824984

PARTNERS











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This project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement No 824984

financing by European Union

Figure 5 SINTEC poster and roll-up

4.1.4 Templates

At the beginning of the project, a templates-kit (deliverable template, power point template, meeting agenda template and minutes meeting template) was created to allow partners to present and disseminate results effectively about the project. The first outline of the project, used during the KoM, has been modified during the first few months because a coordinated graphic has been studied in order to better express the project's aim. Here below the screenshot of the templates-kit.

**XXXXXXX MEETING – MX
Minutes**

Project Information

Grant Agreement Number	824984
Project Full Title	Soft Intelligence Epidermal Communication Platform
Project Acronym	SINTEC
Funding scheme	RIA
Start date of the project	January 1 st , 2019
Duration	48 months
Project Coordinator	Sara Siani (UI)
Project Website	http://www.sintec-project.eu

Meeting Information

Date		
Location		
Start time		
End time		
Attendees	PARTNER SHORT NAME	ATTENDEES Name Surname, Name Surname, Name Surname...
List of Annexes		
Recorder	Name Surname (PARTNER SHORT NAME)	
Reviewers	Name Surname (PARTNER SHORT NAME)	

824984 — SINTEC XXXX Meeting — Ms -minutes 1/3

Document Log

Version	Date	Description of Change
V1.0	xx/xx/xxxx	First draft

824984 — SINTEC XXXX Meeting — Ms -minutes 2/3

Figure 6 SINTEC deliverable

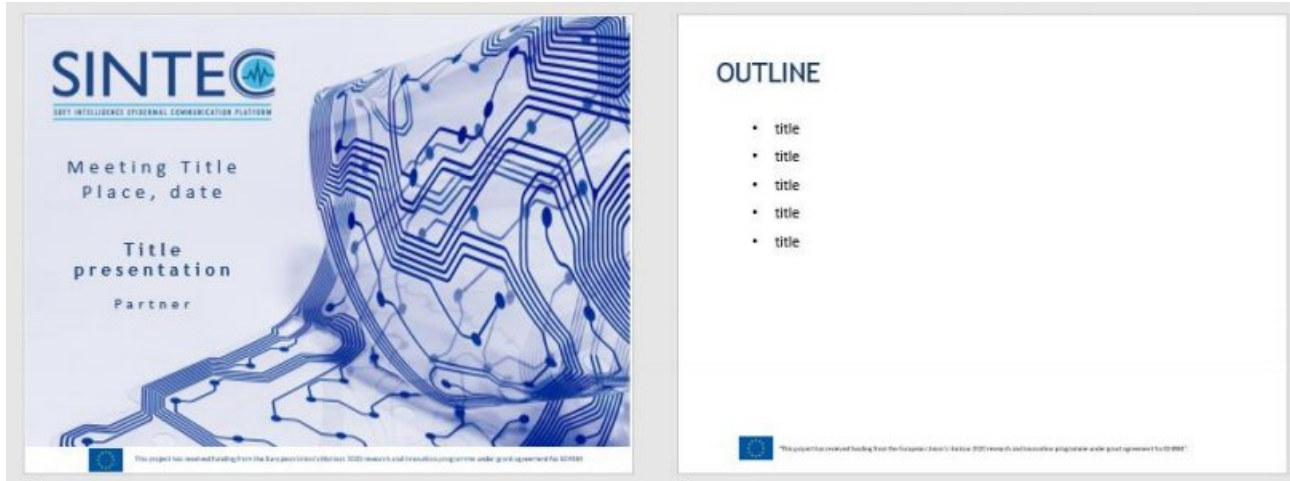


Figure 7 SINTEC power point



Figure 8 SINTEC agenda

XXXXXXX MEETING – MX

Minutes

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824984 — SINTEC XXX Meeting – Mx -minutes 1/3

XXXXXXX MEETING – MX

Document Log

Version	Date	Description of Change
V1.0	xx/xx/xxxx	first draft

824984 — SINTEC XXX Meeting – Mx -minutes 2/3

Figure 9 SINTEC minute

This presentation format will be used by all partners to ensure that the Project is being publicised in a consistent manner and to establish the SINTEC brand in the minds of all Stakeholders. The template correctly present the acknowledges of the EU co-funding as foreseen in the GA.

Moreover, a word document for press release has been realised.



Figure 10 SINTEC press realise model

4.1.5 Introductory video

An introductory video was produced to present SINTEC project focusing the attention to project objectives and scope to a general public. The content is a great way to achieve and maintain visibility online, as well as being a successful means for providing engaging content for stakeholders and followers.

According to the innovative objectives of the project, also the video adopted an innovative 3D technology. This new animation video gets more viewers' attention. because it brings concepts to life. The 10 minutes video was supported by a script that describes in simple but effective language the project aim. The script of the video is the following

Think of the human body as an enormous network of relationships and connections. Now consider that all the information the body contains can travel through this system.

SINTEC is a visionary European project, developed by eight partners from across the continent, that seeks to take advantage of direct skin contact (and communication through its underlying fat) to gather information from the human body.

The aim is to develop a flexible, non-invasive unit that collects data wirelessly and in real time – a self-powered, flexible microcircuit encapsulated in a waterproof layer that is placed on the skin, and which can gather clinical data for medical and sporting use.

The material used for the unit is practical, ergonomic, water- and sweat-resistant and able to withstand temperatures down to several degrees below zero. It is ideal for sports use – the new interface will provide increased comfort for competing athletes compared to the data collection systems currently on the market, increasing both the quantity and quality of the information gathered.

SINTEC could also be invaluable in the medical field, used, for example, by individuals with complaints linked to high blood pressure, both at home and in hospital, or by people with chronic cardiovascular conditions and age-related illnesses.

The new collection system will provide data on body movements, cardiac rhythm, blood pressure and electrophysiological parameters, opening up new horizons in analysis and diagnostic testing and allowing data to be collected in non-specialist environments without the use of wires and bulky equipment.

The project strives to create a cutting-edge product that fits into the new, emerging markets of wearable technology and the Internet of Things, and that helps to shape new technological opportunities.

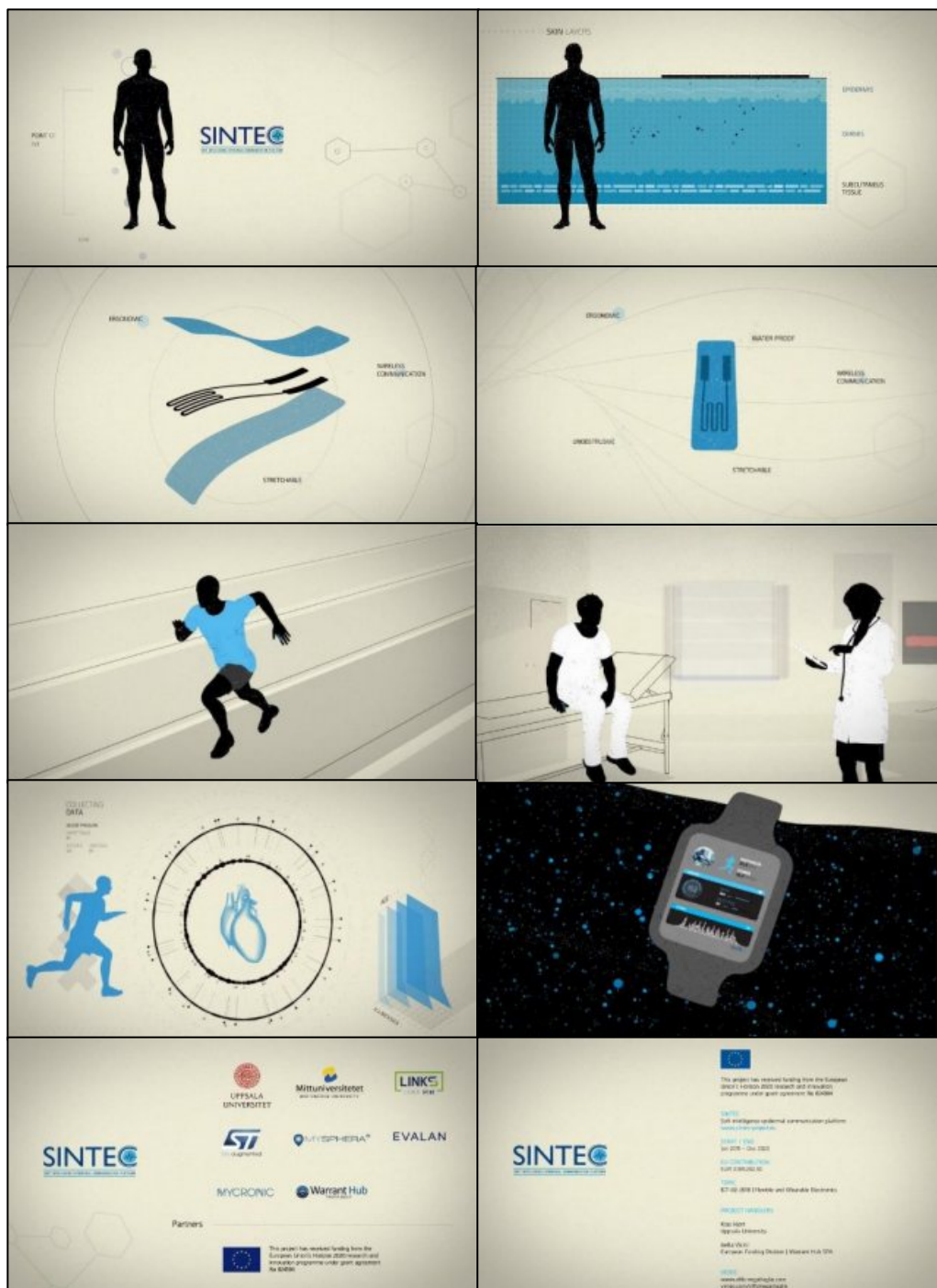


Figure 11 SINTEC screenshots of the introductory video

As described in D9.1 this video is visible on the project website in the section Media but also in YouTube project account under the link <http://www.sintec-project.eu/videos/>

In order to spread the project content this video has been shared in all the project Mass Media. Moreover, WG, as leader of WP9, in collaboration of the other partners will share and present the video during dissemination activities.

5 Conclusions

The dissemination tools illustrated into this document can properly support the communication activities of the project partners and make them more effective, assuring the project a maximum impact among both the general public and the most relevant stakeholders.

All the public material prepared and included in this Communication Kit should be download from the “Download” area of the project web-site, as declared in D9.1 “Project Web Site.