



[osmia rufus]

OSMIA

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COMMERCIAL IN CONFIDENCE

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1 Introduction

This document details the dissemination activities planned for the OSMIA project. These activities are targeted at three levels. The first level is the **consortium**, which relates to dissemination of information amongst project partners. The goal here is to maintain project knowledge, i.e. awareness of project status, deadlines and understanding of the technical achievements within the consortium. The next level is the **user group**, which relates to dissemination to parties with direct interest in the project and its outcomes. This process will hopefully be a catalyst for a user community once the project is completed. Finally comes **universal**, which covers external project dissemination of all other forms, i.e. promotion of the project. Activities in this area include presenting at conferences and exhibitions, producing support material and distribution of the software itself.

2 Consortium

The primary purpose of dissemination within the consortium is to ensure that the project knowledge of all partners is maintained. Project partners should be made aware of any changes or advances in the project so that they can assess the implications of such developments from their perspective and have a chance to respond. This is achieved by deploying adequate communication mechanisms.

Initially it will be necessary to develop the consortium members understanding of the TINA technology. This will be done with a TINA workshop run by ISBE for the other members and the secondment of the Voxar representative to ISBE. A similar secondment of ISBE personnel to to Voxar will develop understanding of the PlugNView 3D technology within ISBE. From then on regular project meetings, electronic discussions and document exchange will be used to maintain project knowledge. These activities are summarised in the tables below.

1	ISBE workshop for consortium partners from DCU and UoWO
Date	April 2002
Location	ISBE, Manchester, UK
Aims	<p>Consortium members should be able to:</p> <ul style="list-style-type: none"> o Understand the origins of TINA and have a detailed overview of the facilities TINA provides o Understand the practical realities of working with the TINA environment o Provide feedback on how TINA may be improved
Format	<p><i>Day 1:</i> Lectures and demonstrations by ISBE staff, who work with TINA on a daily basis</p> <p><i>Day 2:</i> Hands on work with the current TINA environment, discussion sessions on how it may be improved</p>
2a	Secondment of Voxar representative to ISBE
Date	May 2002
Location	ISBE, Manchester, UK
Aims	<ul style="list-style-type: none"> o To establish sufficient understanding of TINA by Voxar to facilitate the interface specification process of WP3. o Provide valuable commercial experience in the code update of WP2.
Format	<p>Informal 3 day visit, including demonstrations of TINA and discussions on the use of the environment as well as its construction and the technologies it utilises.</p>
2b	Secondment of ISBE representative to Voxar
Date	June 2002
Location	Voxar, Edinburgh, UK
Aims	<ul style="list-style-type: none"> o To establish sufficient understanding of Plug N View 3D by ISBE to facilitate the interface specification process of WP3.
Format	<p>Informal visit, including demonstrations of Plug N View 3D and discussions on the use of the environment as well as its construction and the technologies it utilises.</p>
3	Technical sessions at project management meetings
Dates	Coincident with PM meetings
Location	As PM meeting
Aims	<ul style="list-style-type: none"> o Continuing education of consortium members regarding the evolving technology o To address and resolve significant project issues in a timely manner.
Format	<p>Technical breakout sessions will be held as an integral part of the project management meetings, to address any issues arising during the project that require direct collaborative or hands-on effort to resolve.</p>

4 Project website

Aims

- o Maintain up-to-date details of project deliverables
- o Provide a mechanism for the exchange of documents and publicity material
- o Act as a notice board for news and project information

Format

In the original proposal weekly Internet Relay Chat (IRC) meetings were suggested. However this proposal will only be practical when the user group (see below) has reached a critical mass. Until that point, regular inter-partner communications will take place by e-mail, web support and by telephone as issues arise.

3 User Group and IST Programme

The second level of dissemination is aimed at establishing a user group which will continue after the project has officially ended. It will also disseminate to other projects in the IST programme, in particular to the EU PCCV (Performance Characterisation of Computer Vision Techniques : IST-1999-14159) which aims to develop methodologies in image analysis.

The project manager will establish a user group which will include the project manager and representatives from each of the project partners (not necessarily the person funded). This group will also include representatives from the clinical end users, as well as other technically interested parties. The user group will have the following responsibilities;

- to review and comment on relevant report deliverables,
- to advise on issues regarding the open source license,
- to comment on the usability of the developed systems.

The user group will meet at least once during the 18 months of the project. Once the project is over the size and format of the user group may change allowing the group to be used to **bootstrap** a user and developer community. To support this activity a developer website and mailing list will be established which will act as mechanism for discussions regarding the development of the underlying codebase.

4 Universal

The final level is the universal dissemination of results to all. Programmed activities in this area are detailed below.

4.1 Web based material

The goal of the main website is to provide high visibility material with regard to all aspects of the software. The details of the developments of this are covered in workpackage WP2.

To support these activities and provide good visibility of the material ISBE will endeavour to ensure a high ranking for the website with the major search engines such as Google <http://www.google.com>. ISBE will also ensure that the website (and therefore software) are registered with relevant scientific sites such as;

- Scientific Applications on Linux <http://sal.kachinatech.com/>

ISBE will ensure that the website is correctly registered with all the major medical imaging resources such as;

- RSNA link <http://www.rsna.org/edu/internet/launchpad.html>
- CoMIR <http://www.comp.leeds.ac.uk/comir/resources/links.html>

Finally ISBE will also ensure that the website is also correctly registered with all the major machine and computer vision reference sites including;

- CV online <http://www.dai.ed.ac.uk/CVonline/>
- CMU Computer Vision Homepage <http://www-2.cs.cmu.edu/cil/vision.html>
- WWW Virtual Library <http://src.doc.ic.ac.uk/bySubject/Computing/Overview.html>
- Robotics Internet Resource Page <http://www-robotics.cs.umass.edu/robotics.html>
- Pilot European Image Processing Archive <http://peipa.essex.ac.uk/>

A public version of the image analysis server will be added to the website allowing anyone to trial the system remotely without the need to download the system. This version will be updated with new functionality as and when it becomes available.

4.2 Direct promotion

Direct promotion of OSMIA will be done by all of the consortium partners at relevant technical and clinical events. Activities at these events will include presentations, demonstrations as well as posters and distribution of promotional material. The following is a list of the planned promotional activities in this area.

4.2.1 Planned promotional activities

1 British Machine Vision Conference (BMVC) 2-5 Sept 2002 UK

Meeting Description

The annual meeting of The British Machine Vision Association and Society for Pattern Recognition is the premiere event in the field in the UK. Attended by individuals and organisations involved in machine vision, image processing, and pattern recognition from the United Kingdom and from abroad.

Aim

A representative of ISBE will demonstrate the capabilities of the current TINA system and disseminate literature regarding the OSMIA project.

[[Proposal says there will be 2 tutorial-style presentations - need to specify meetings for these]]

2 Medical Applications of Signal Processing (MASP) 7 October 2002 UK

Meeting Description

Seminar organised by the IEE Signal Processing Professional Network, to bring together medical physicists, signal processors and hospital staff in a forum for open discussions and free exchange of ideas.

Aim

A representative from DCU will be attending this workshop and distribute OSMIA promotional material and discuss the project with other attendees.

3 Radiological Society of North America (RSNA) December 1-6, 2002 USA **88th Scientific Assembly and Annual Meeting**

Meeting Description

Aim

Voxar will be an exhibitor at RSNA and will represent the OSMIA project with promotional material

4 infoRAD (at RSNA) December 1-6, 2002 USA

Meeting Description

Electronic Education Exhibits in the infoRAD demonstration area showcase computer applications in radiologic education and information management. These are non proprietary demonstrations of the management and communication of images and data for patient care and professional education, aimed at healthcare professionals.

Aim

DCU representatives will verbally promote OSMIA and distribute printed promotional material.

5 European Congress of Radiology (ECR) 7-13 March 2003 Austria

Meeting Description

The ECR is Europe's premier meeting for the dissemination of clinical and technical results. It also represents one of the largest exhibitions of medical image analysis hardware and software with all the major manufacturers exhibiting systems. The average delegate attendance is 7000 over the 5 days.

Aim

ISBE and Voxar will present OSMIA and Plug N View 3D, demonstrate the OSMIA analysis server as well as verbally promoting OSMIA and distributing printed promotional material.

6 British Machine Vision Conference (BMVC) 9th-11th September, 2003 UK

Meeting Description

As 1.

Aim

ISBE to distribute printed materials and demonstrate latest software developments
Distribution of software on CD.

7 Medical Image Computing and Computer-Assisted Intervention (MICCAI) 1-4 November, 2003 Canada

Meeting Description

Aim

UoWO to distribute printed materials and demonstrate aspects of the software.

8 Radiological Society of North America (RSNA) Nov 30-Dec 5, 2003 USA **88th Scientific Assembly and Annual Meeting**

Meeting Description

As 4.

Aim

ISBE and Voxar will present OSMIA and Plug N View 3D, demonstrate the final OSMIA analysis server as well as verbally promoting OSMIA and distributing printed promotional material.

4.2.2 Publication associations

One other important dissemination activity is the reference to the software as part of research talks and journal publications. However, it is not possible to timetable these activities as they fall outside the remit of this project. That said promotion of the

software as a mechanism of dissemination of new techniques has been a cornerstone of research with members of ISBE and will continue to be performed by referencing the software in conference and journal papers. ISBE will also encourage members of both DCU and UoWO to similarly reference the software in their future research activities.

4.3 Software distribution

All development versions of the software will be made available from the developer website and the CVS repository. 'Release' versions of the software will come online as described in workpackage WP2. To support these activities ISBE will produce CD versions of the software once a suitable release version has been established (see WP2). This CD version will be distributed as widely as practical including distribution at events attending under the 'direct promotion' heading as appropriate as well as other more opportunistic distribution. Voxar intend to distribute copies of the software to interested customers when the release version is adequately complete.

Finally ISBE will approach Linux distributors in order to have TINA and the OSMIA analysis server included on distributions making it easier for potentially interested parties to make use of the software.