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Factory in a Day

D8.3

Dissemination Materials Production

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Version 1.0



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Name	Role	Date
Martijn Wisse	Coordinator	30 March 2015

Change History

0.1 is the first draft

0.2 added final version of the flyer

1.0 is the submitted version

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1. Executive Summary

In the course of the project Factory-in-a-day has developed a number of dissemination materials that allow the project to a) create its own corporate identity and b) show a uniformed appearance in order to create a recognition effect for the brand Factory-in-a-day.

The first year of Factory-in-a-day was defined by the setting up of essential communication tools which also created some effects on the dissemination material as certain standards were defined here. Especially building a logo or the website defined some parts of the dissemination material, for example in terms of a certain color range.

With moving the deliverable concerning the dissemination material to a later stage in the project, we wanted to ensure that some first results are fixed and achieved and can thus be included. By doing so, the flyer, which is the main material developed for this deliverable, will be more than a mere announcement of ideas, namely the presentation of some first results. The professional designed flyer is a figurehead for the project. Its success depends on the production of high quality material capable to communicate project objectives and activities to differing audiences.

The different channels serve different target groups. The flyer designed is mostly designed to address industrial partners and research organisations. In the course of the project we will adjust the flyer to more specific and tailored target groups and make different versions once the project is more elaborated.

2. Overview of existing material

The purpose of creating dissemination material is always twofold: apart from creating a recognition effect in using a certain visual language, a logo, fonts and so on, one also creates a corporate identity, which supports the creation of the brand Factory-in-a-day.

Blue was chosen as the color of the logo and the dominating color in a lot of materials (e.g. website) as it has a lot of positive connotations like: trust, dignity, intelligence, authority¹ and it is also one of the most popular colors in the world. Blue also fits very well to a technical topic.

A number of materials have been created right from the start of the project. These will be shortly described in this chapter.

2.1 Website Factory-in-a-day.eu

In order to communicate effectively with the different target groups of Factory-in-a-day, the website and accompanying social media sites play an important role in the dissemination strategy. As already explained in deliverable 8.2 the website www.factory-in-a-day.eu is a central starting point for all different kinds of users to get basic information about the project and its scientific challenges/results.

The different target groups such as industry/SMEs, scientific community, media, decision makers, general public can all find the specific information they might be interested in.

The website www.factory-in-a-day.eu is designed with WordPress. WordPress is a Content Management System that is open-source based. The website is hosted on a server by the leader of WP 8, Institute of Cognitive Systems, Technische Universität München, Germany.



Figure 1: Screenshot of the Factory-in-a-day project website

¹ <http://www.colormatters.com/blue>

The structure of the website in the front end, which is also visible in the navigation row above the decorative picture, includes the following pages:

- Home: Starting page, general welcome and overview of the webpages
- Project vision: Quick overview (a short, comprehensive introduction to the project), Goals, Robots for SMEs (short background information), Milestones (list of milestones)
- Partners: A table of all partners
- Media corner: In the media, Press material, Videos (videos of the project)
- News & Events: News of the project and events the projects is either organizing itself or participating, a calendar on this page is listing the events
- Related projects: List of all projects in the FP7 programme that related to Factory-in-a-Day project and important networks
- Contact: Contact information and legal notice

A search function is available in the footer on all pages.

Since the start of the website in November 2013, there were over 56.000 visitors so far, on average they visited 2.5 pages (last checked on March 16, 2015). The webpage is updated regularly and will be adjusted in design and layout if the need occurs.

2.2 Newsletter

The external newsletter is sent out twice a year. Urgent news on developments is being published in between. So far 90 people have registered to receive the newsletter on our website.



Figure 2: Newsletter Factory-in-a-day

2.3 Corporate Presentation

The corporate presentation is also available on the Wiki. It consists of several slides that present the general project idea. It was adjusted since its first version in order to meet ongoing developments. The general slides on the goal of the project can of course be updated and adjusted to the needs of the target group and the focus of the presentation.



Figure 3: Corporate Presentation

2.4 Poster

For the presentation of results and other relevant topics we have developed a poster template that can be used for conferences or other events. The template is available on the Wiki.

3. New dissemination material

It was decided to wait with the production of the printed dissemination material, especially a flyer, as this kind of material is only useful and convincing once there are some actual results to be shown, instead of a mere announcement of plans. This is the main reason that the deliverable was only set for month 18.

In the course of the project we are now at the stage that we can produce a flyer that shows some first results and thus should be more convincing. Most importantly we do have some visual material created by us, something not to be underestimated in this area.

The only other material in terms of a flyer that has been used before (see Annex) was the flyer on the QuickScans, a free offer for companies to check whether certain tasks in their company are feasible to do with robots. As this flyer was only linking to a part of the project and only used for one particular event (GreenTech trade fair, June 2014) at an earlier stage, it was done in the corporate design of the coordinator's university TU Delft.

Nevertheless, this flyer was later also used as a starting point for the development of the overall project flyer.

3.1. Target groups

In the project meeting in Leuven in January 2015 the new dissemination material – namely a flyer – was discussed in the consortium. It was decided that on the one hand the industrial groups, here namely SMEs should be in the main focus, but on the other hand a dedicated project flyer for the other target groups like policy makers, or research organisations should not be realised yet, due to the fact that we are still in the process of working on many tasks so that we don't have enough input to target these reasonably at the moment.

The current flyer thus tries to bridge a number of target groups and is a generic flyer, with slightly higher focus on industrial stakeholder groups.

3.2 Objectives

The main objectives of the flyer can be summarized by the questions it answers:

- What is the overall concept of the project?
- How do we do it?
- Who are we?
- What can we offer to industrial partners?
- What have we achieved so far?
- What is in it for industrial partners, students, research organisations?

The aim is to give a short and concise overview of the activities of the project. The flyer is not meant to go into too much detail, it is rather a tool to provide people who do not know anything on the project with a short summary and who are attracted by eye-catching materials.

In Leuven also the discussion on a slogan for the project started. How do we want to summarize the idea of the project in a few buzz words? After discussing several suggestions we decided on “Plug & Work Robots”.

Plug & play is a very common term around computers, machines and similar systems. We choose to change it slightly to the slogan Plug & Work because obviously the robots are not toys and not made to be played with but rather to perform and work. This concept also includes the idea of having a flexible, reliable and affordable system. We show this on the right side of the cover picture. A system needs to be affordable, especially for the SME. But more importantly, it needs to be very functional. *Flexible* and *reliable* are two words that SME's connect to as they need a flexible solution that is nevertheless a reliable one.

3.3 Design

We worked together with the same designer who has already created the logo for the project. It is important that a flyer is done in a professional manner; otherwise it won't make a convincing impression. With the objectives of Factory-in-a-day as a project that is trying to radically change the image many people might have of robotization in a factory environment, it is important to convey a professional impression throughout.

The designer received the following requirements before designing the first draft: the flyer should be in a modern design, fit in a standard format envelope and should be easy to reprint once new versions or updates are required. The design should not be too fancy as the costs for paper and the printing process would be unreasonably high. Colour scheme should be similar to the one already used. Furthermore, the designer also received a copy of the flyer for the QuickScans, (see chapter 3) in order to get an impression of the general idea and pictures available so far. More pictures were then taken in order to fill gaps.

Instead of a normal fanfolded flyer, a very popular format for flyers, the designer suggested a gate folded one. The size of the flyer is 214 x401 mm. This is a classic design but still has a little twist with the double-sided page for a picture in the inside.

It has eight pages altogether, which offer space for the following pages and topics:

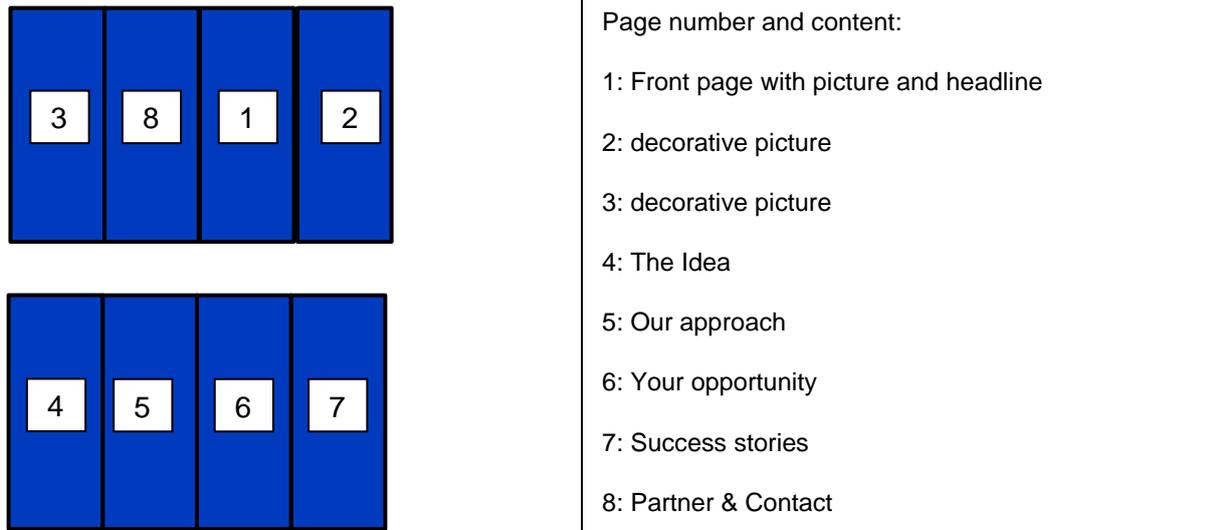


Figure 4: Order of pages once flyer is completely opened

The flyer is attached in the Annex.

3.4. Next steps

The first real test for new flyer will be the upcoming Hannover Messe (April 13-17), in which TU Delft will participate and use the flyers for the first time. In case some reactions show an urgent need for changes we will take this into consideration. This is also the reason why we won't print the first flyer in a high number of copies.

As already mentioned before, this version of the flyer is a rather generic one, not targeted too narrowly at one specific target group, this is something we are planning on doing in a next step.

4. Conclusion

A flyer is an important means for the dissemination and communication activities of Factory-in-a-day. The process of creating it, forces the partners to focus on important questions like, who do we want to address? Or what message are we presenting?

In this deliverable we show why we decided to make the flyer only after month 17 and not right in the beginning. Furthermore, questions like the following are answered by the flyer: who is addressed, why it is designed as it is designed and what is the reader supposed to learn?

Apart from the flyer there are a number of materials such as the website or other corporate material, which have already been designed. The detailed description is given in Deliverables D 8.1, D8.2, D8.4 and D8.11.

The flyer will be further updated and adjusted in the course of the project. We will think about using a colour scheme for differentiating the different target groups that might need their own version of the flyer. Further dissemination materials will be produced throughout the project in order to allow interested SMEs, politicians or industrial organizations to understand the scope and contents of the project.

Nevertheless, the success of these materials is also dependent on a wide use of the materials. The dissemination manager needs to hint at this on all occasions.

The results and experiences of using the flyer in events will ensure iterative improvement of our future dissemination material.

5. Annex

1. Flyer Factory-in-a-day

outside:

Partner

TU Delft Delft University of Technology

KATHOLIEKE UNIVERSITEIT LEUVEN

Materialise
innovators you can count on

empTooling
Services

PAL ROBOTICS

FactoryControl

PHILIPS

SIEMENS

Fraunhofer IPA

randstad

Fraunhofer IPT

TUM
Technische Universität München

LACQUEY
Robot grasping solutions

UNIVERSAL ROBOTS

Start: 01.10.2013
End: 30.09.2017
Funding: 8 Mio €

Contact

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**Flexible
Reliable
Affordable**

Plug & Work Robots

Factory in a Day
Plug & Work Robots

inside:

The Idea

Analyze workflow

Design custom components for the job

Components are 3D printed

8:00 Everything is shipped to the factory

10:00 Unloading and self calibration

12:00 Instruction and teaching

16:00 Done!

Our approach

- Our starting point are the European SMEs, and the robot related technologies that are being developed at different institutions and companies around Europe.
- Development and installation times and thus the associated costs of current robotic systems are usually not absorbable by most SMEs. However, many of these enterprises could achieve a higher productivity and quality through the implementation of such systems. It will increase their competitiveness on the global market.
- Therefore, we aim at creating plug & work robotic systems that get the job done in a safe manner but without the traditional barriers. We keep it as simple as possible.
- By integrating the essential element of user-friendliness, you and your team can stay in control of your robots after they have been installed.
- Our systems will also be available through a temporary lease plan, allowing even more freedom and flexible usage.

Your opportunity

Companies

Are you convinced that at least one task within your production process could use the help of even the most basic robotic technology? Then we are the right choice. In case you have difficulties in assessing if this idea fits your organization, or if it is even feasible, come and talk to us. We are capable of analyzing similar situations and providing feedback. If mutual interest is still there after this assessment, we are prepared to execute an initial workshop together with our robotic tools and experts in order to gain a more realistic feeling for the situation. Ask one of our experts at info@factory-in-a-day.eu for more details.

Research organisations

If you are a member of a research organisation and have the impression that we can talk about sharing knowledge, expertise or tools regarding our idea and approach, please talk to one of our representatives or send us an email: info@factory-in-a-day.eu.

Students

If you are a student and would like to talk to us or one of our partners about the possibility to do for instance an internship or a graduation project on this topic, please contact us at info@factory-in-a-day.eu and discuss different options.

Success stories

Handling:
The planting of Yucca palm stems in pots is currently done manually. A spin-off of TU Delft is working on the automation of this task, which was brought to Factory-in-a-day by a company in one of the check-up tests for feasibility of robotic tasks.

Assembling:
In the Philips test case the robot has to place trays with shaver parts in a certain position to fill a tampon printing machine. The robot must load and unload the trays, checking also the quality of these parts. This case is the most advanced one so far. First on-site tests are planned for the end of 2015.

Repacking:
In the Bausch & Lomb test case we will study a case of repacking and relabeling packages of different sizes and shapes. This is so far done completely manually.

2. Flyer for QuickScan by TU Delft:

Fanfolded flyer - Outside page and inside below

Next Steps

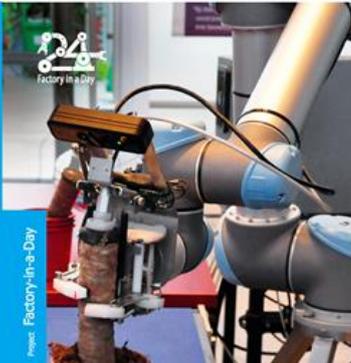
After positive QuickScan results for technological and economic feasibility, we can assist you with the next steps toward robotization of your production tasks. From a powerful collaboration between TU Delft and an industrial robot systems integrator specialized in your field of application, you can request an extensive feasibility study, the design and production of the system, and finally turn-key installation.

"A custom solution using the newest robot technologies"

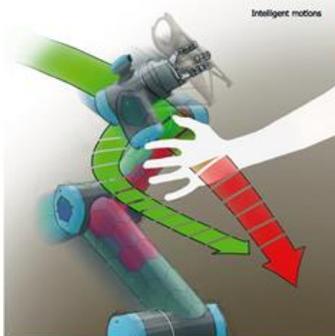
Peter Romeijn, Sjakoom BV

"Incredible, I never thought that robot systems could be developed so quickly"

Sylvester Fuijk, Handling Company Mijndrecht BV



Project: Factory-in-a-Day



Intelligent motions

Contact

Factory-in-a-Day project / TUDelft robotics
info@factory-in-a-day.nl



Robotization of your manual production tasks

Factory-in-a-Day is a European project that aims to make advanced robot technology accessible for small and medium companies. Check the feasibility for your site with our free QuickScan.

Rapid installation - Flexible deployment - Safe force-sensitive robots



Challenge the future

Inside pages



safe force-sensitive robots

1. QuickScan 
2. Design of grippers and fixtures 
3. Production of custom parts 
4. Delivery at production site 
5. Installation and automatic calibration 
6. Programming by "Teach-in" 
7. Rapid turn-key completion! 

QuickScan

Are there novel robot technologies that finally allow robotization of manual production tasks at your site? The feasibility depends on the type of products, complexity of the process, and logistic aspects. Equally important factors are the number of productive hours, speed, and variation in the objects and process. We have developed a free QuickScan to quickly assess the feasibility of robotization at your site. We analyse videos of the task, accompanied with a number of your answers to detailed questions. We aim to send you by email a complete QuickScan report within a week after the assessment.



Robotics at TU Delft

The TU Delft Robotics Institute translates high-tech research into concrete applications, witness the many successful spin-off companies. The Factory-in-a-Day project is an outstanding example. The project, funded with a European research grant of €8 mln, combines all state-of-the-art knowledge to bring robot technology within reach of small and medium enterprises.



Smart 3D vision systems

Rapid installation - Flexible deployment - Safe force-sensitive robots