



D 1.4 VIDEO AND DISSEMINATION MATERIALS

PASSION videos, flyer and roll-up

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1.0	31/05/2018	Final version	Vallan (FPM)



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PURPOSE

This document is the deliverable D1.4 of PASSION Project.

It is a document produced by Work Package 1 “Project management and coordination” and it gives an overview on the main dissemination materials produced, namely PASSION videos, flyer and roll-up.

The reader will be provided with an extensive insight on the two videos produced, the official video and the “Project Coordinator perspective”. These videos give a powerful and immediate visual and conceptual description of the project, the challenges, the objectives and the process to achieve the foreseen results. The videos were produced according to PASSION visual identity, following its rules and ensuring that it immediately conveys the “feeling” of the project, making it instantly recognizable.

The reader will then be provided with an insight on the other dissemination materials produced so far, namely the flyer and the roll-up.

Videos and dissemination materials are available on the project website: <http://www.passion-project.eu> and on the DEIB Polimi YouTube channel.



1 INTRODUCTION

Passion official video was released on May 31st, 2018, while PASSION “Project Coordinator Perspective” video was released on May 7th, 2018. Both videos are available on the multimedia section of PASSION website.

The official video provides a simple description of the project, of its goals, innovation and expectations. It is conceived as a simple, yet powerful introduction to PASSION, clear contents, guidance images and emotional tone of voice.

On the other hand, the “Project Coordinator Perspective” is conceived to give the audience a personalized message, by establishing through a communication tool a feeling of mutual trust and commitment. The project description is explained by the coordinator himself (Prof. Pierpaolo Boffi), again providing simple contents and an enthusiastic approach.

Other dissemination materials, namely PASSION flyer and roll-up, are meant to support and strengthen the project’s visual identity, making it instantly recognizable.



2 PASSION OFFICIAL VIDEO

PASSION official video storytelling was conceived to give the audience a clear view on how the project idea was born, which are the challenges addressed and how it will reach its ambitious goals.

The video is therefore based on the following table of content:

- **Introduction:** the first section introduces the concept of data usage, stressing the increasing amount of traffic generated by users and connected devices. The challenge of overcoming the bottleneck in data transmission and routing is introduced, supported by images, infographics and figures conveying the potential extent of the problem.
- **PASSION solution:** the second section explains how PASSION will provide an effective answer to the challenge, by the development of innovative photonic technologies reducing power consumption and footprint.
- **PASSION at a glance:** the third section introduces PASSION project and PASSION partners
- **PASSION technology:** the fourth section aims at explaining the technical core of PASSION project, conveying the complex technical aspects through simplified sketches and schemes, thus easing the understandability of the proposed photonics solutions.
- **PASSION goals and outcomes:** the final section introduces PASSION goals, stressing the potential outcomes in terms of industrial leadership, social and economic benefits.

The full PASSION official video script follows:

Data is all around us, from our smartphones to our tablets, even to our cars and houses. Data can do amazing things for us, improving our life helping people and boosting our business. However, this generates a huge amount of traffic.

While this video is playing, more than 4 million people are watching other videos on YouTube; and more than 3 million people are looking for something on Google.

Every year, 3 trillion gigabytes are exchanged over the internet, meaning one million video minutes every second.

The fiber optic network will face a bottleneck in the transmission and routing of this huge amount of data.

Photonics is a key enabling technology for the evolution of the entire telecommunications infrastructure, but the technologies used so far for the metro network directly derive from the long distance transport and are too expensive and power hungry.

Passion project gives a solution, with the development of innovative photonic technologies for the metropolitan area network, targeting a 10-fold power-consumption and footprint reduction.

PASSION is a H2020 three-year project. It is comprised of 13 partners, including universities, research centers, SMEs and big companies from 7 different European countries and 2 extra-Europe countries.

The project will develop an innovative modular platform based on directly modulated vertically emitting laser sources (VCSEL) and on multi-channel coherent receivers integrated on Silicon-Photonics technology, providing high modularity and aggregating signal flows with a capacity of 16 Tb/s per spatial channel and 112 Tb/s per link exploiting multi core fibers or bundle of fibers.

PASSION will design a flexible metro network architecture, based on aggregated signal flows. Photonic devices capable of aggregating and routing data flows in wavelength spectrum and in space will allow a switching capacity of 1 Pb/s node. The metro network architecture developed in PASSION will thus provide a full programmability to match the traffic evolution.

PASSION ambitious goal is to provide a sustainable communications infrastructure in terms of cost and energy consumption.

The project success will strengthen the European industrial leadership in optical communications and it will support a highly connected and communicating society with important social and economic benefits.

Several screenshots of the above-mentioned video sections follow here below:



Figure 1: The concept of huge dataflow and information traffic

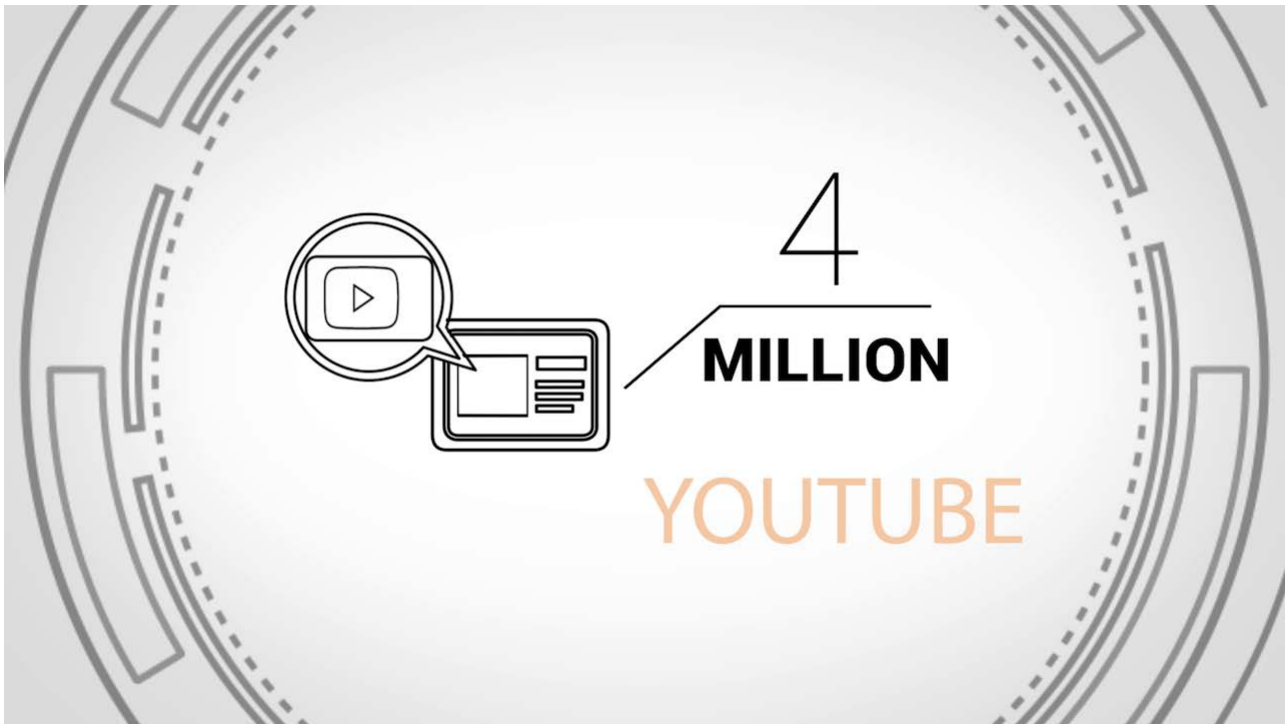


Figure 2: Infographic on the huge data consumption

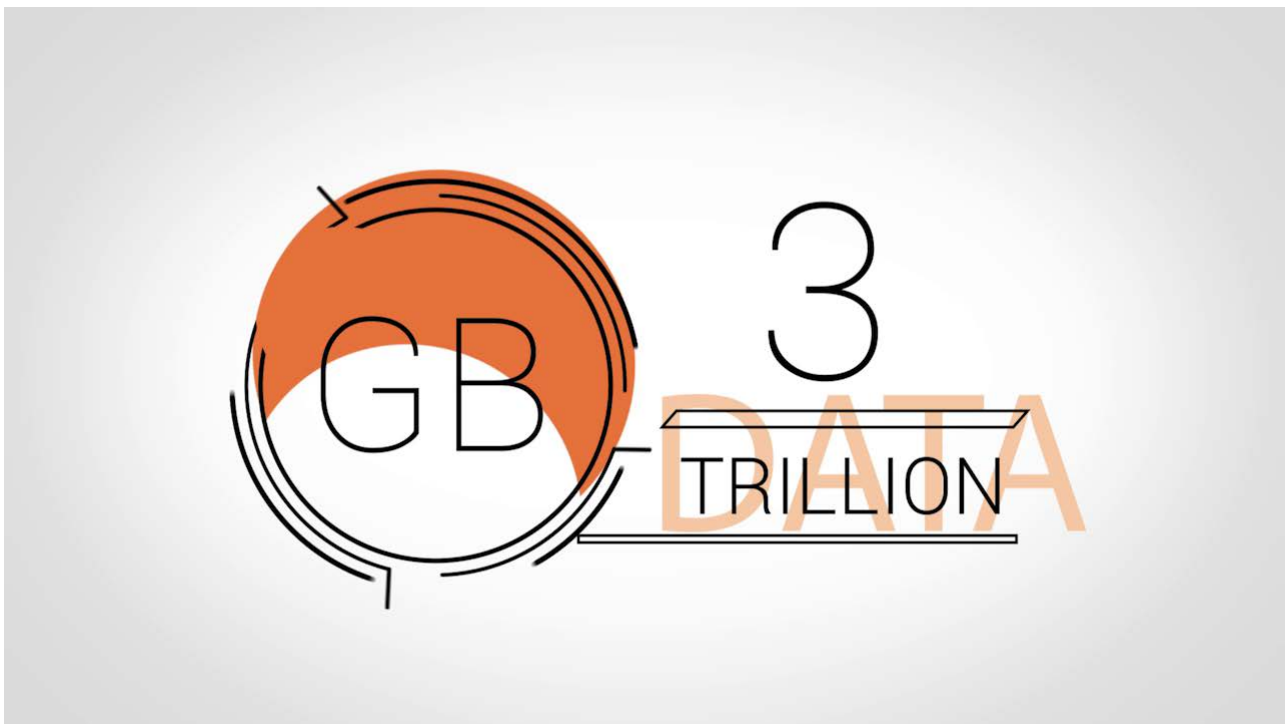


Figure 3: Infographic on the overall data exchange per year

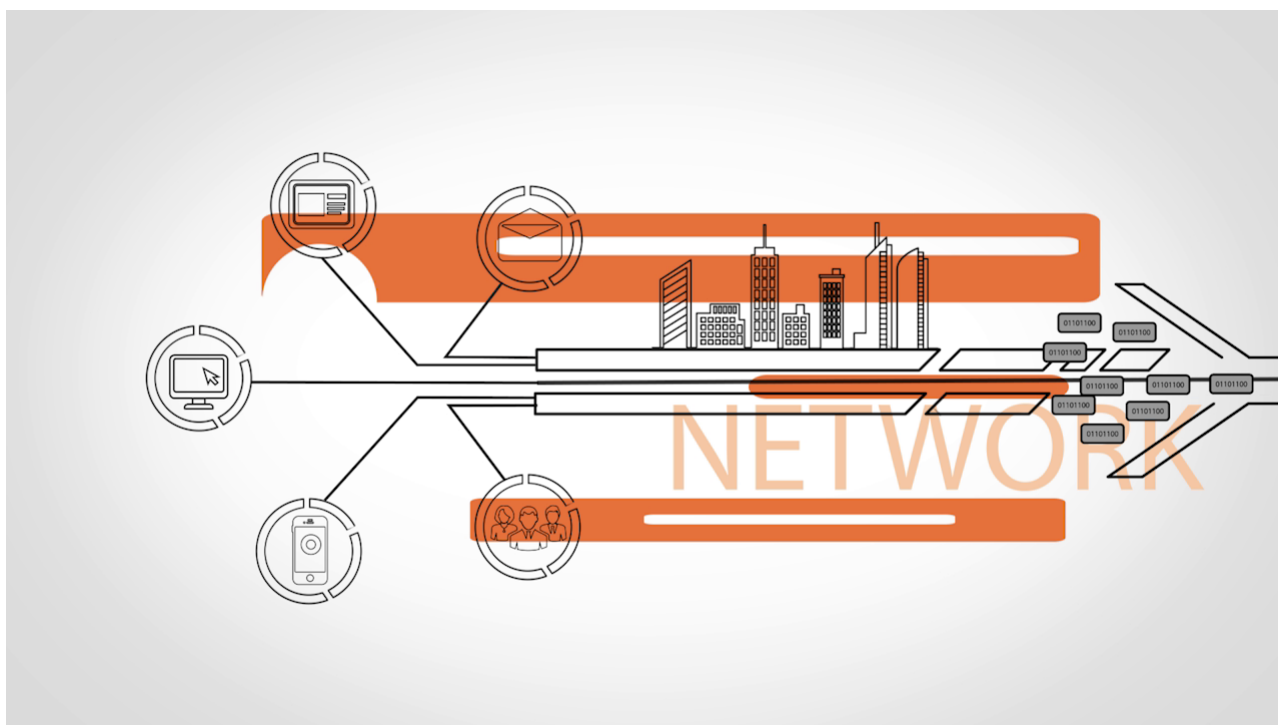


Figure 4: The concept of bottleneck in data transmission



Figure 5: Image conveying the issue of power-hungry network

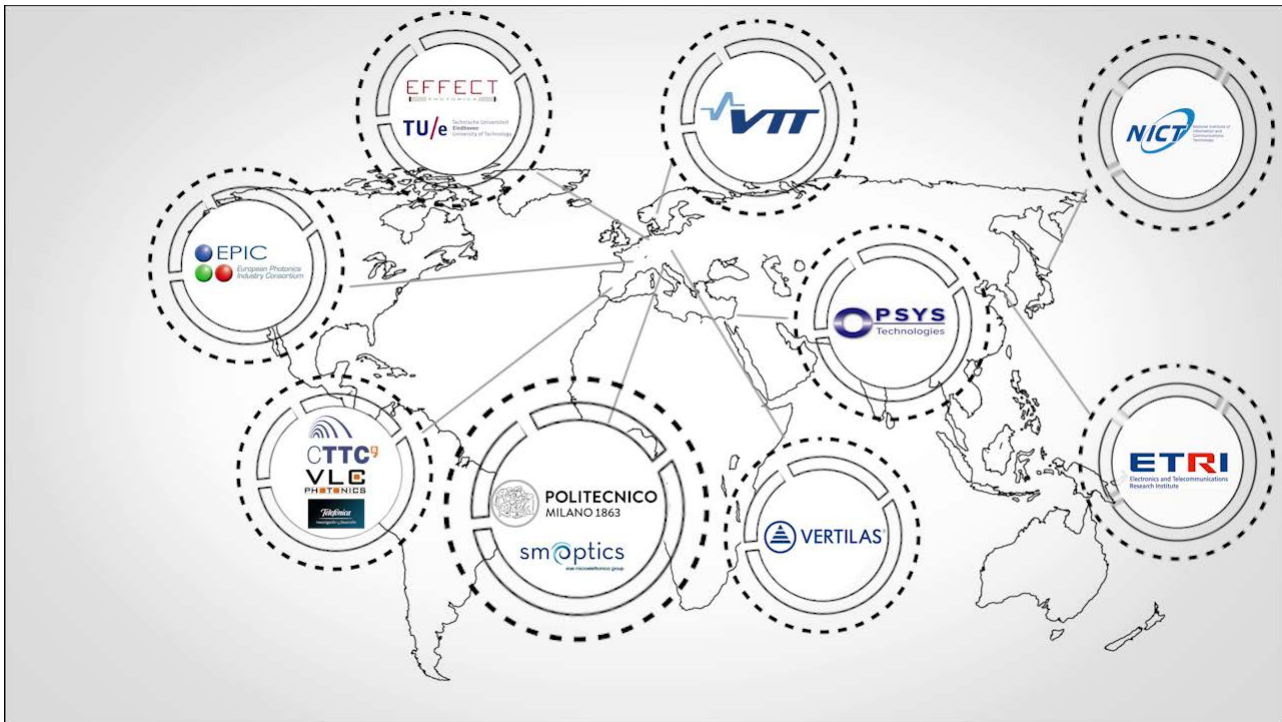


Figure 6: PASSION partnership

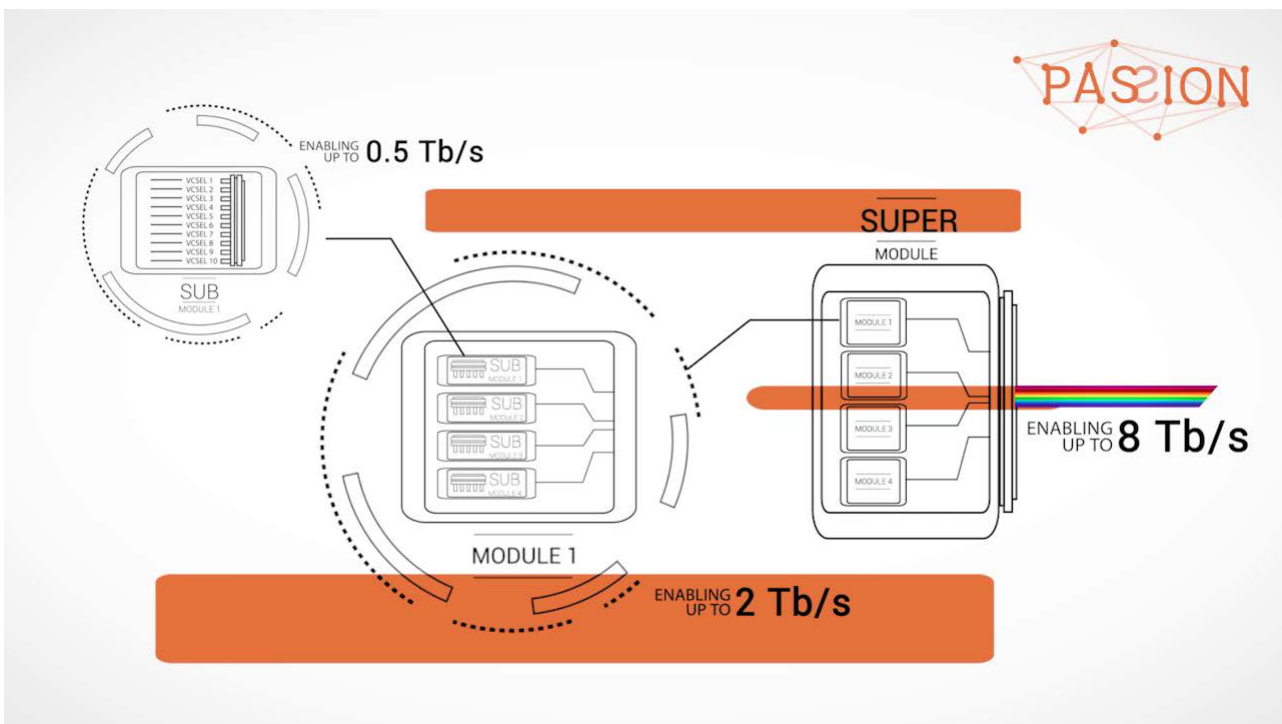


Figure 7: PASSION technology / 1

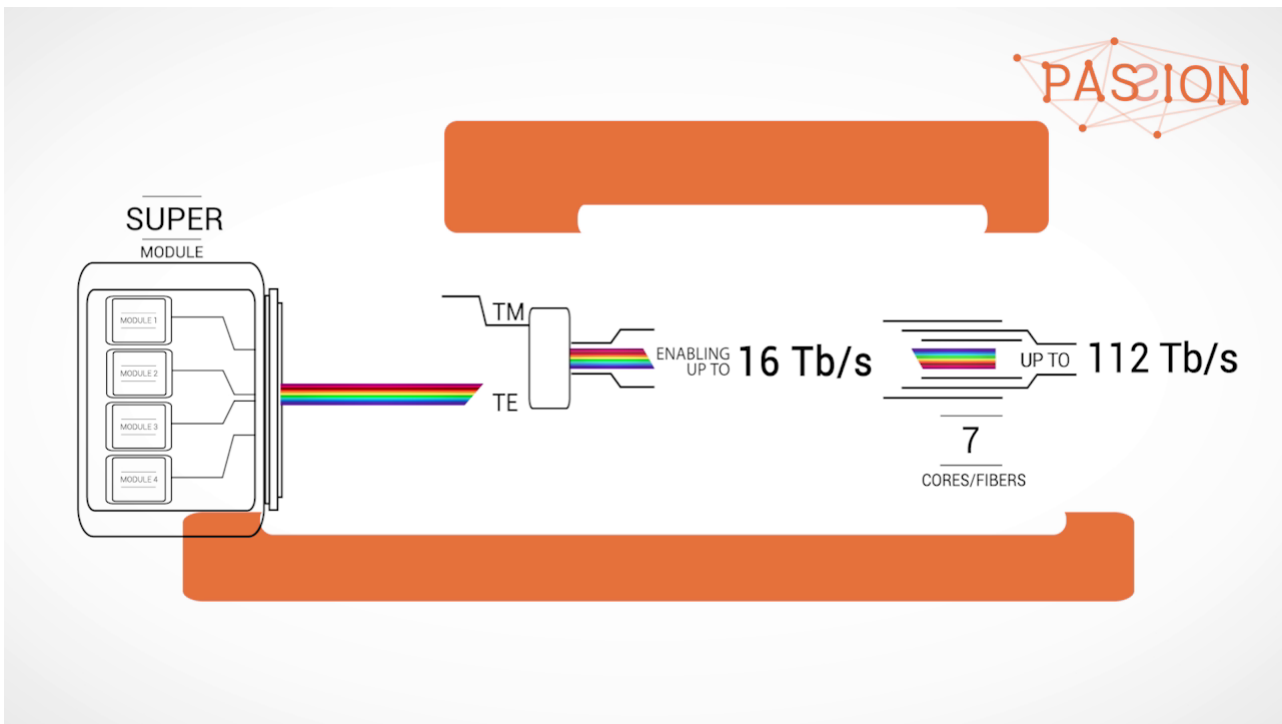


Figure 8: PASSION technology / 2



Figure 9: The white chamber at Eindhoven University of Technology (TU/e)



Figure 10: the new potential switching capacity



Figure 11: the closing image, including EU logo, Photonics21 logo and the source of funding





The video length is 3 minutes, enough to engage the public's attention from the beginning to the end while avoiding a "heavy" feeling.

The video will soon be available on the project website – www.passion-project.eu and hosted on DEIB Polimi YouTube channel.

It will be advertised and distributed via the project newsletter and the project social media accounts:

- Twitter <https://twitter.com/PASSIONeuH2020>
- Facebook <https://www.facebook.com/H2020PASSION>
- LinkedIn <https://www.linkedin.com/groups/13568039>

The video can also be used as a useful promotional tool to introduce the project, i.e. at conferences or during exhibitions.



3 PASSION COORDINATOR PERSPECTIVE VIDEO

The “Project Coordinator Perspective” is conceived to be even more straightforward if compared to the official video. Its aim is that of establishing a direct contact with the public, through a speech provided by the Coordinator, Prof. Pierpaolo Boffi from POLIMI. The video was shot at POLIMI premises, in the Optical Communications laboratory (Policom), and edited according to PASSION visual identity rules.

The storyboard is simple; it focusses on answering two questions: What is Passion? What do PASSION does?

The full speech is provided here below:

Hi I am Pierpaolo Boffi, coordinator of the European PASSION project.

PASSION is a H2020 three-year project, funded by one of the calls under the Photonic Private Partnership.

PASSION project will adopt a disruptive approach in the design of new photonic components and devices as well as in the optical fiber network architecture and management with respect to the solutions employed today in the metropolitan area network.

PASSION ambitious goal is in fact to provide a sustainable communication infrastructure in terms of cost and energy consumption, ensuring the effective transmission and routing of a huge amount of data in our cities.

Our passionate team will develop an innovative technological platform based for example on directly-modulated VCSEL laser sources combined with multi-channel coherent receivers integrated on Silicon-Photonics technology, providing modularity in the architecture and aggregating signal flows with a very high capacity over 10 Tb/s per spatial channel and over 100 Tb/s per link, and a switching capacity of more than 1 Pb/s per node.

PASSION success will enable a future low-cost and energy-efficient metro network, enforcing the European industrial leadership in optical communications and supporting a highly connected and communicating society with important social and economic benefits.

Several screenshots of the video follow here below:



Figure 12: PASSION “Project Coordinator Perspective” video: opening



Figure 13: PASSION “Project Coordinator Perspective” video / 1



Figure 14: PASSION “Project Coordinator Perspective” video / 2

The video is available on the project website – www.passion-project.eu and hosted on DEIB Polimi YouTube channel.

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- LinkedIn <https://www.linkedin.com/groups/13568039>

4 PASSION DISSEMINATION MATERIAL

Further dissemination material was produced to provide the broad public with an immediate glimpse of the project, stressing its goals, its innovation potential and the innovative technologies developed. All dissemination material was designed according to PASSION visual identity, with the aim of strengthening PASSION brand recognition.



Figure 15: PASSION flyer

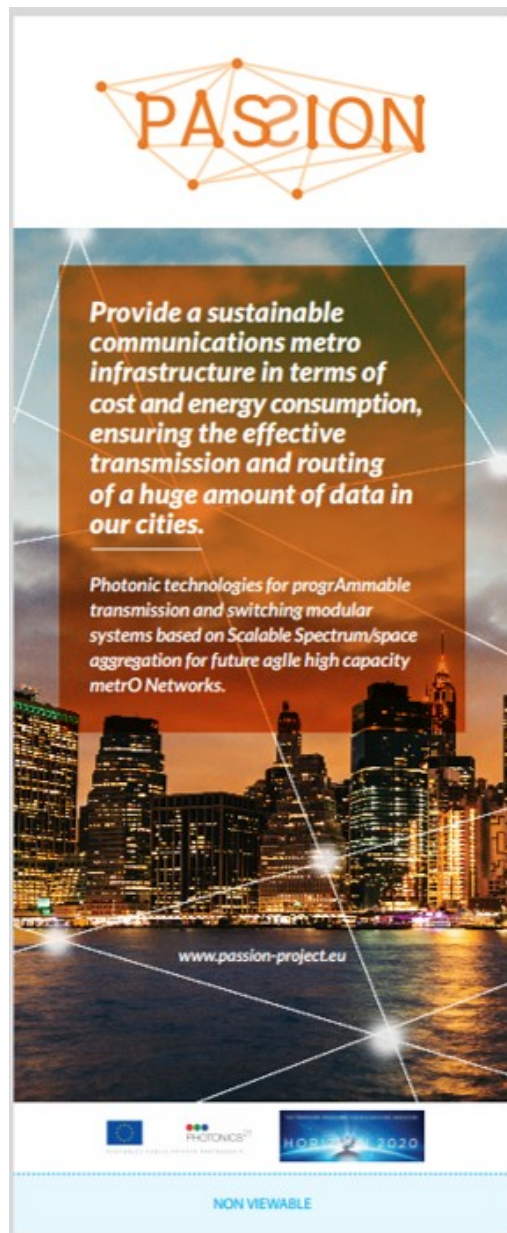


Figure 16: PASSION Roll-up

