



European Media and Immersion Lab

D5.3 Annual reporting and workshop at FMX and other conferences

WP 5 – Demonstration, Dissemination and Exploitation

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Abstract

This document accompanies the first Deliverable of WP5T2 *Demonstration workshops and events*. EMIL Lighthouse projects, selected FSTPs and associated topics will be continuously demonstrated at physical and virtual workshops, events and conferences like FMX, Aurea Award, CVMP, Sonar and others. Industry experts will get the opportunity to engage with FSTP innovative minds and entrepreneurship paving the way to commercialization. Workshops and events will be utilized to extend and strengthen the EMIL network.

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1 Background

EMIL has from its outset been designed as an open network that goes beyond providing financial funding through Financial Support to Third Parties (FSTP). In order to achieve a pan-European community of key XR industry/creators/researchers, the design of EMIL is intended to build a strong network by way of adding mentoring, node allocation, provision of infrastructures and tutoring to the financial support. Furthermore, the four partners' Lighthouse Projects are offered as accompanying and ongoing demonstrators of XR's potential that the FSTP projects and other interested parties can employ as starting points for collaboration and exchange. Finally, EMIL itself is continuously hosting networking and dissemination events to build the EMIL community, as well as presenting the EMIL project at international conferences and other networking events. All these dissemination activities therefore aim not only at advertising the funding opportunities of EMIL but at creating a network that can be useful for all partners and the FSTP projects in order to disseminate their respective projects.

2 Introduction

EMIL has undertaken a number of dissemination activities up until now. These can mainly be described as PR activities, networking through online websites and social media publications, partaking in workshops, events and conferences and presenting EMIL or individual EMIL partners' research and Lighthouse Projects as well as print publications and attendance of events both online and physical.

3 Website and Social Media

The EMIL website (<https://emil-xr.eu>) and its social media accounts on the platforms LinkedIn (<https://www.linkedin.com/company/emil-xr>), Facebook (<https://www.facebook.com/emil.xr.eu/>) and YouTube (<https://www.youtube.com/@EMIL-XR>) are EMIL's main online dissemination tools. EMIL uses the website and the different platforms with individual content to promote EMIL as a project, community building, the FSTP calls and the FSTP funded projects as well as the Lighthouse projects, to inform about ongoing activities such as dissemination at workshops, conferences and other events, and to retain an online audience, i.e. website visitors and social media followers posted on current status updates. For a detailed description of the setup of these platforms see also EMIL's deliverable D5.2 (which is available publicly on the EMIL website).¹



Figure 1 Website Visitors

At the time of writing of this deliverable, EMIL Call 2 has been closed. Looking at the statistics of the website shows a steady interest in EMIL with obvious peaks in the weeks before the two call submission deadlines. On average the website attracted more than 200 visitors daily while

¹ <https://emil-xr.eu/wp-content/uploads/2023/01/DRAFT-D5.2-Create-website-Social-Media-and-Video.pdf>



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significantly more have visited during submission times (peak was 1200 daily visitors). A weekly posting scheme on all platforms has been established. Total page views have been 55,000 as of writing this deliverable. Aside from Google.com as the most popular search engine, our Social Media channels have brought the most visitors to the website, underlining the success of our social media activities.

Referrer	Visitor
Google.com	2864
Linkedin.com	1637
Facebook.com	821
Emil-xr.aalto.fi (Submission website)	726

Figure 2 Table 1 Website and Social Media channels visitors

On LinkedIn a total of 694 people are actively following the EMIL project. The page itself (not the individual posts) got 2133 page views. Usual posts are generating 200 – 700 impressions. While at the same time paid promoted posts have been very effective as they have reached more than 43,000 views.

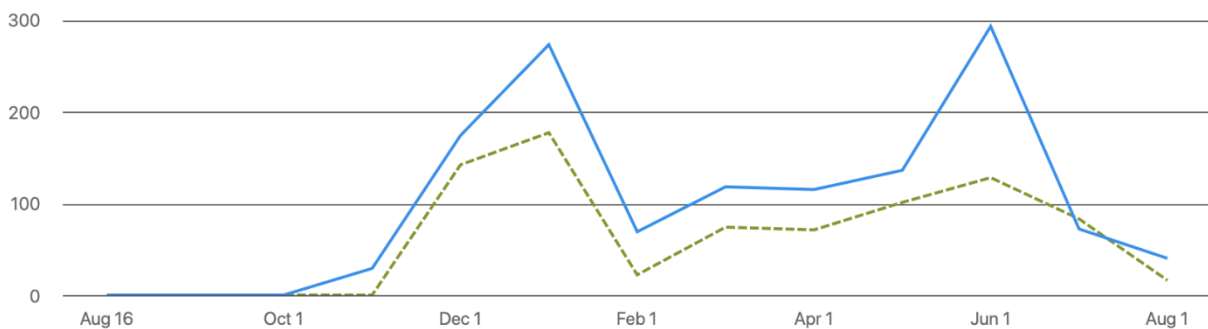


Figure 3 LinkedIn page views per month (solid: desktop, dashed: mobile)

On Youtube the 9 released videos have generated 1271 views (total playtime 38.7 hours) and 21 subscribers.



Figure 4 Youtube views and video release timeline

The content on the Facebook page attracted 6703 people (Facebook reach) and generated 978 page visits. The Facebook page is followed by 76 subscribers.



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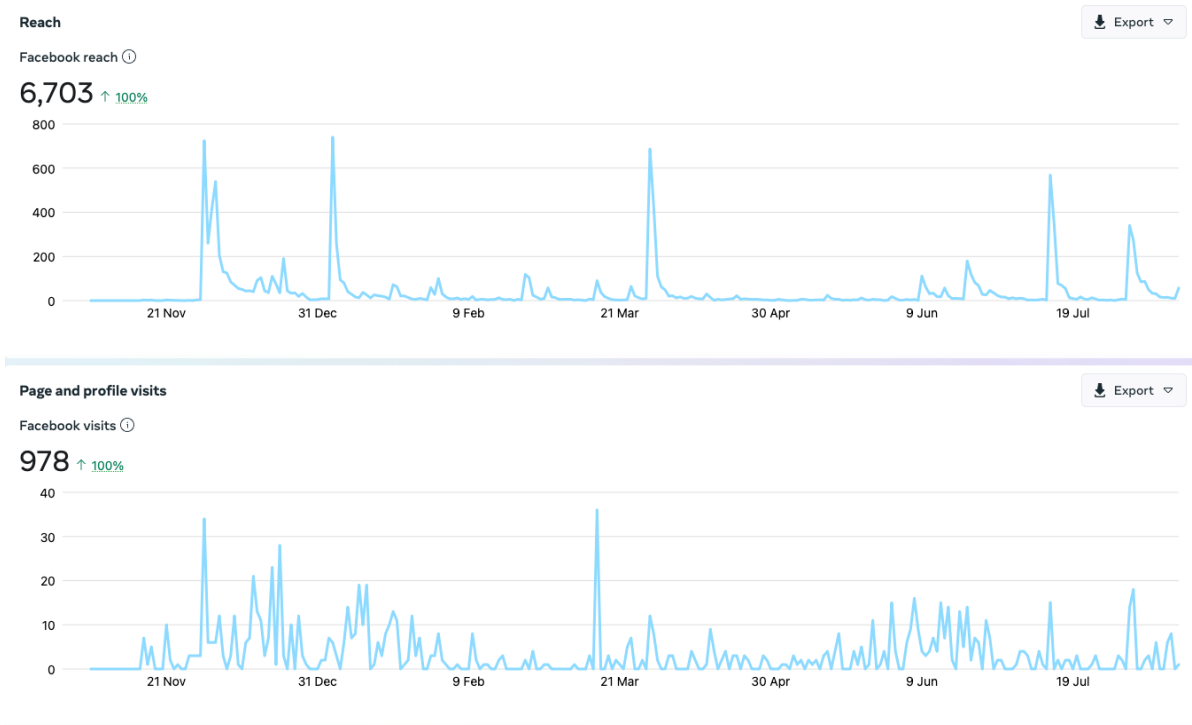


Figure 5 Facebook Statistics (Reach – top, Visits – bottom)

In total 37 news posts have been published up to now on all platforms (EMIL website, LinkedIn, Facebook).

4 Workshops, Events and Conferences

Following is a chronological list of attendances at workshops, events and conferences where the European Media and Immersion Lab including its calls for FSTP projects was presented.

4.1 EMIL at Annecy 2022 Panel on XR

Date: 14. June 2022
Location: Annecy, France
URL: <https://www.annecyfestival.com/programme-2022/?day=everyday>

EMIL was presented by Prof. Volker Helzle in advance of its official beginning at the Annecy International Animation Film Festival and Market in the scope of the [Back to the Future of VR](#) panel discussions investigating trends and upcoming challenges for the Animation and XR industry's future.

4.2 EMIL at Viborg Animation Festival (VAF) panel on Real-time Productions

Date: 30. September 2022
Location: Viborg, Denmark
URL: <https://www.animationsfestival.dk/>



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Figure 6 Panel discussion at Viborg Animation Festival (VAF)

Prof. Volker Helzle was invited to join a panel discussion on Real-time productions at the Viborg Animation Festival (VAF) and presented project EMIL a few weeks after the official project launch. The panel was organized by Chris Ebeling (Creative Director and Digital Consultant, Virtually Human & Beyond Horizons) and included the following participants: Anders Tankred Holm (Sr. Technical Lead, LEGO Games), Julie Lottering (Director of Unreal Engine Education at Epic Games), Saint John Walker (Deputy Dean, Escape Studios), Zoltan G. Batho (XR specialist / Virtual Production / VFX Producer at Digid Pictures). The panel discussion is available on [Youtube](#).



4.3 EMIL at XR Week in Stuttgart

Date: 15. September 2022
Location: Haus der Wirtschaft, Stuttgart, Germany
URL: <https://xrexpo.tech>



Figure 7 Virtual attendance at XR EXPO

XR EXPO is a B2B tech event in Stuttgart for Virtual Reality (VR), Mixed Reality (MR) and Augmented Reality (AR). Filmakademie did a 4-hour conference track on “XR at Filmakademie Baden-Württemberg” including a virtual presentation of Prof. Volker Helzle and the latest research projects EMIL and MAX-R.

4.4 EMIL at MatchXR Helsinki 2022 Slush Pre-Event

Date: 16 November 2022
Location: Helsinki
URL: <https://helsinkixrcenter.com/events/match-xr-2022/>

Match XR is an annual Slush pre-event focusing on the current state of extended reality (XR) & Web3 in Finland. Once a year, the event assembles XR & emerging tech stakeholders, opinion leaders and peers around the globe under the same roof to share ideas, demonstrate their solutions and create meaningful connections. Match XR is the biggest one-day XR & emerging tech dedicated event in the Nordics.

Aalto University Studios development manager Juhani Tenhunen and director Marcus Korhonen hosted EMIL booth in the event. Altogether 30-40 people were interested and 21 signed up for further information.



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Figure 8 Marcus Korhonen from Aalto University explains the visitors how the funding support for third parties works.

4.5 EMIL at Filmakademie eXtended Reality Day

Date: 25. November 2022
Location: Filmakademie Baden-Württemberg, Ludwigsburg, Germany
URL: n.a.

On Nov 25 Animationsinstitut of Filmakademie Baden-Württemberg carried out an eXtended Reality Day with input lectures from Pixelcloud (Residenzschloss Ludwigsburg VR), Filmakademie R&D (Project Beeing & EMIL), CREW (Delirious Departures), MackNext (Yullbe), Disguise (XR hard- & software solutions). Students and guests were able to experience the presented work in the afternoon. Prof. Volker Helzle introduced Project EMIL and the FSTP Call 1. The presentations are available on [Youtube](#).





4.6 EMIL at Immersive Tech Week Organized by VR Days in Rotterdam

Date: 28. November 2022
Location: Rotterdam, Netherlands
URL: <https://vrdays.co>

During the week of Nov 28 to Dec 02, 2022, Prof. Pares presented our new EMIL project funded by Horizon Europe at the ImmersiveTech Week organized by VR Days. Prof. Pares presented the first call for funding third-party projects. He also presented UPF's own "lighthouse" project on the AR [Magic Lanterns](#) of the FuBIntLab, which will allow UPF to take their technology and applications from the current proof-of-concept prototype to a robust device.



Figure 9 EMIL at Immersive Tech Week 2022

4.7 EMIL at CVMP 2022

Date: 2. December 2022
Location: London, UK
URL: <https://www.cvmp-conference.org/2022/>

Academics from the University of Bath were in attendance at CVMP 2022 at ODEON, Covent Garden in London. Dr. Christopher Clarke presented EMIL and announced the opening of the first round of funding for third parties.

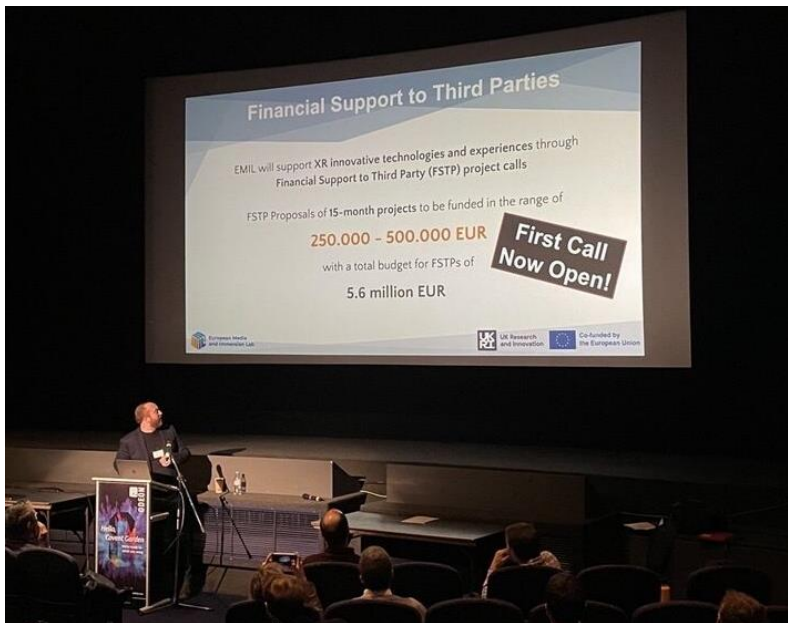


Figure 10 EMIL Open Call 1 announced at CVMP 2022

4.8 EMIL at the Integrated Systems Europe (ISE 2023)

Date: 3. February 2023
Location: Barcelona, Spain
URL: <https://www.iseurope.org/congress-square>

EMIL was presented by Prof. Parés at the Integrated Systems Europe (ISE 2023) tradeshow, the largest tradeshow on Audiovisual Technologies in Europe. This took place in Barcelona on February 03, 2023, at 13:00, within the talks organized by the Barcelona City Council. Prof. Parés presented:

- EMIL project as a whole,
- the 2nd Call for projects that was due to open in June, and
- the Lighthouse projects of the four nodes, especially the AR Magic Lanterns lighthouse project by UPF.



Figure 11 EMIL at the Integrated Systems Europe 2023

4.9 EMIL at HelsinCHI Research Symposium

Date: 13. April 2023
Location: Helsinki, Finland
URL: <https://helsinchi23.aalto.fi/>

At HelsinCHI research symposium, a platform to the latest research and advancements in HCI from various research groups in the Helsinki region, Aalto University demonstrated the first wearable thermal prototype on the hand to experience hot and cold temperatures when interacting with virtual objects.



Figure 12 EMIL at HelsinCHI Research Symposium



4.10 EMIL at CHI 2023 Workshop

Date: 23. April 2023
Location: Hamburg, Germany
URL: <https://smelltastetemperature.com>

Aalto University participated in the Smell, Taste and Temperature Workshop at the CHI conference 2023 in Hamburg. The “Experiencing Smell, Taste, and Temperature Interfaces” workshop addresses the burgeoning subfield of chemo- and thermo-sensory interfaces (smell, taste, and temperature) as well as their cultural contexts, usage, and resulting experiences. Aalto presented their lighthouse project including a sauna experience study and engaged in fruitful discussions with fellow researchers, exploring the challenges and possibilities of multisensory technologies.



Figure 13 EMIL at CHI 2023 Workshop

4.11 EMIL at CHI 2023 Interactivity

Date: 24. April 2023
Location: Hamburg, Germany
URL: <https://chi2023.acm.org/for-authors/interactivity>

The University of Bath had a booth at the Interactivity demonstrations at the CHI conference 2023 in Hamburg. During the Interactivity sessions, researchers and students from Bath, including Drs. Lutteroth, Clarke, Jicol and Sharma, showcased their XR work such as their VR exergaming Lighthouse project. Many attendees tried out the showcased experiences and engaged in fruitful discussions with the team from Bath.



Figure 14 EMIL at CHI 2023 Interactivity

4.12 EMIL Workshop at FMX 2023

Date: 24. April 2023
Location: Haus der Wirtschaft, Stuttgart, Germany
URL: www.fmx.de

EMIL was presented at Filmakademie's [FMX2023](https://www.fmx.de) (Film and Media Exchange) both physically and virtually as on-location workshop and video-on-demand content on the FMX online platform². No FMX ticket was required for attendance to allow for a maximum number of interested visitors to participate. The workshop was held on location by Prof. Volker Helzle, Dr. Alexander Kreische and Jonas Trottnow of Filmakademie Baden-Württemberg and joined by Juhani Tenhunen and Marcus Korhonen from Aalto. Also present via remote online attendance and participating in the workshop were Prof. Narcis Pares from UPF and Prof. Yu Xiao from Aalto. The workshop presented EMIL, including the project itself, the node's Lighthouse Projects, the call modalities and key statistics about Call 1, as well as opening the floor for questions from the audience. The workshop is available on [Youtube](https://www.youtube.com/watch?v=...).

² <https://fmx.de/en/program-2023/detail/event/26727>

4.14 Prof. Narcis Parés presents EMIL and is acknowledged for achieving this HR project

Date: 20. June 2023
Location: UPF, Barcelona
URL: <https://tinyurl.com/2yrr6b6u>

Prof. Pares and his team were publicly acknowledged and rewarded for having achieved this Horizon Europe project in his Department of Information and Communication Technologies, Universitat Pompeu Fabra. This was done during an event held on June 20, 2023, at the Auditorium of the UPF Communication Campus which included:

- the opening of the “Center for Studies UPF in Artificial and Natural Intelligence” [CeSANI](#),
- a panel on AI titled “Moratorium on AI research, yes or no?”,
- and the “Recognition of 12 European projects of the UPF-DTIC” including EMIL.

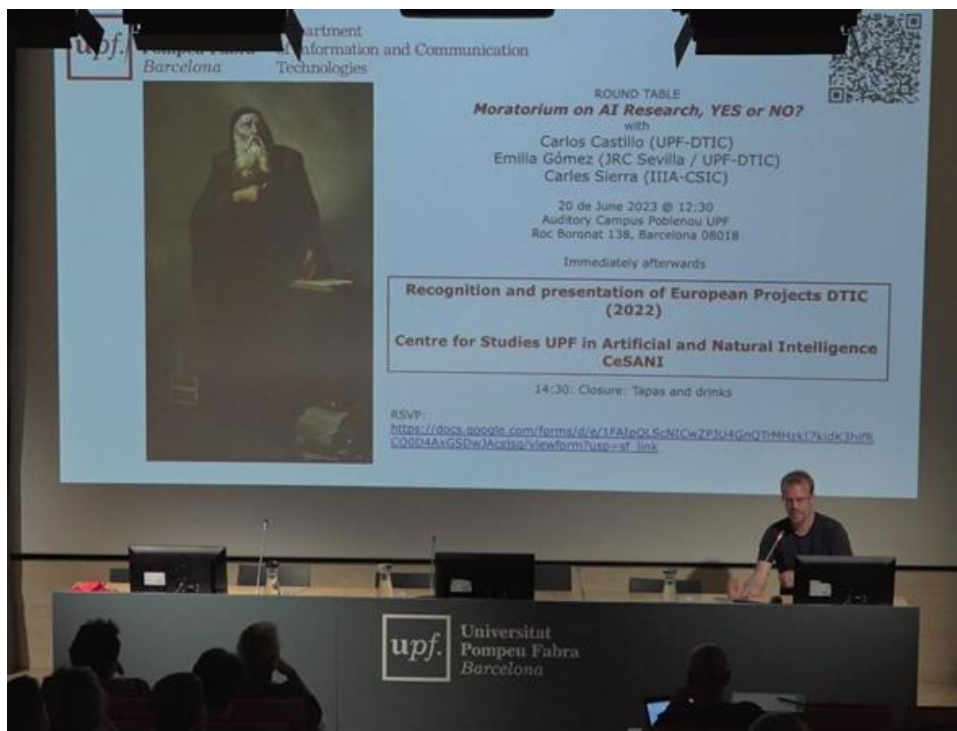


Figure 17 Presentation of the new UPF Center for Studies in Artificial and Natural Intelligence (CeSANI). UPF, DTIC, June 2023.

4.15 EMIL at Digital Summit – Economy 4.0 Baden-Württemberg

Date: 22. June 2023
Location: Porsche Arena, Stuttgart, Germany
URL: <https://digitalgipfelbw-2023.de/en/>



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EMIL and the second Call for FSTP projects was presented by Prof. Volker Helzle at the Digital Summit Baden-Württemberg held in the Porsche Arena Stuttgart. Over 120 international experts elaborated on key technologies such as artificial intelligence, quantum technology and topics such as robotics as well as IT security, green tech and creative industries. The event counted over 3,000 professional visitors.

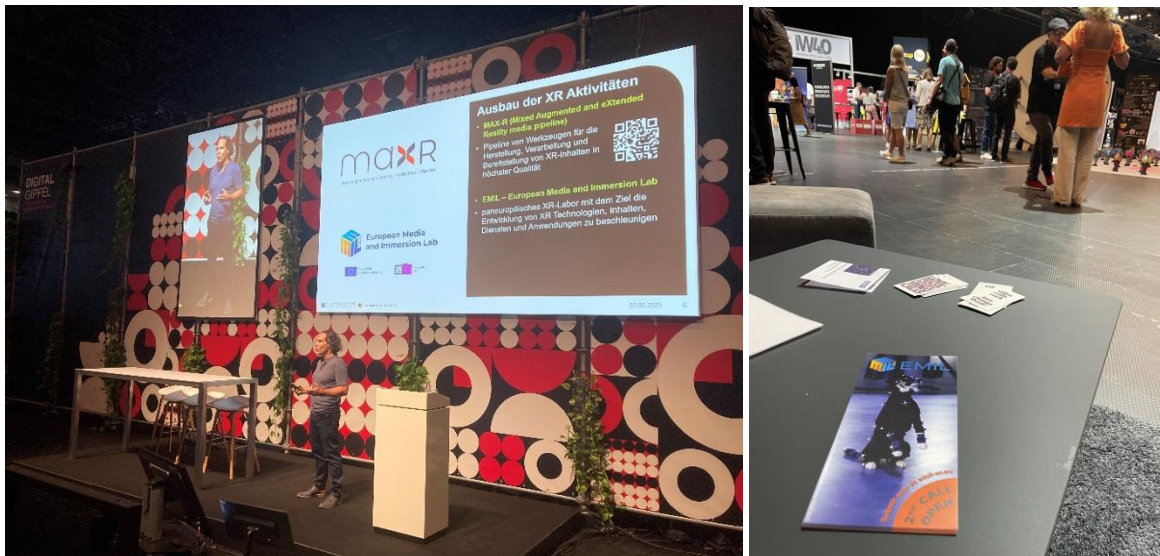


Figure 18 EMIL at Digital Summit – Economy 4.0 Baden-Württemberg

5 Physical Leaflets for EMIL

FABW created print templates with general information about project EMIL, and in particular to promote EMIL Call 2. Such leaflets were sent out physically to key contacts such as:

XR4Europe, Virtual Reality Berlin-Brandenburg, nextReality Hamburg e.V., Studio Monstrum GbR, Fraunhofer Heinrich Hertz Institute HHI, Filmuniversität Babelsberg KONRAD WOLF, Woodblock, XR Bavaria e.V., Ludwig-Maximilians-Universität München, MONKEY XR, Medienboard Berlin-Brandenburg, White Rabbit XR / Wonderland GmbH, Virtual Dimension Center (VDC) and EEUROXR.



Figure 19 Physical leaflets for EMIL and Call 2

6 EMIL Network

During the Q2 and Q3 of 2023 the EMIL consortium realized a growing number of outreach activities unrelated to potential FSTP submissions. Several individuals introduced themselves and asked to exchange information about their projects within the EMIL network. Additionally, other EU funded projects such as [XRECO](#), [MAX-R](#) and [TRANSMIXR](#) are seeking cross fertilization, and we will include them in our network and community strategy. EMIL was also submitted to the [Culture and Creativity EU Funding Guide](#).

Beyond hosting or taking part in the activities described in chapter 4 of this document, EMIL representatives attended several other events relevant to the European XR network. During the course of visiting these conferences and networking events, EMIL representatives collected contact data, extended the network of both potential EMIL Independent Expert Panel (IEP) members and FSTP applicants, and shared information on EMIL in communication with other event attendees in writing (EMIL flyers, see chapter 5) or conversation.

Among these events were the following (non-exhaustive list):

- Siggraph US, Vancouver Convention Center, Vancouver, 8.-11. August 2022
- Tech Talks Stuttgart, Gutbrod, Stuttgart, 28. March 2023
- Site dialog "Media production of the future", Garage 229, Stuttgart, 18. April 2023
- Regular Animation Media Cluster Region Stuttgart ([AMCRS](#)) member meetings held quarterly in varying locations in Stuttgart
- AWE Europe 2022 in Lisbon, Portugal, 20.-21. October 2022 (<https://www.awexr.com/eu-2022/>)
- NTR – the Metaverse Summit featuring the AUREA Award in Rust, Germany, 1.-2. December 2022 (<https://ntr.land/>)