

ebbbits

Enabling the business-based
Internet of Things and Services

(FP7 257852)

D12.1 Project website

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1. Executive summary

The project website was launched on the day of the start of the project 1st September 2010 at the url www.ebbitts-project.eu.

This deliverable describes the content and the technical solution used for ebbitts's website. However, it is an initial version and the deliverable needs to be updated when the final logo and graphical identity of the ebbitts project has been agreed.

The web site will be used to store technical developments, up-to-date information about the project, events and invitations to join a dedicated mail group/interest group. A database of registered users will be established and used for dissemination.

Three major groups of target audiences have been identified and analysed: 1) The research and scientific community in ICT, 2) the industrial community including large industrial corporations, SME's, consulting companies in manufacturing and logistics, supply chain management companies and 3) the agricultural communities including farmers, food processing companies, retailers, authorities, consumer organisations and individual consumers.

The website will be kept updated with news, public deliverables, articles and material from participation at events (e.g., slides of presentations, keynote speeches, and conference proceedings).

The site will also display (subject to copyright restrictions) papers and presentations given by consortium members, whether at European conferences or workshops. The members of the project will also write academic and technical papers, to be presented at conference and trade shows, and published in leading academic and technical journals.

This deliverable also illustrates the main content features of the website by providing screen shoots for the initial pages. In addition to basic information about ebbitts and the consortium, content will include a news archive, technical articles written by the consortium (in case of copyrights, an abstract will be provided with a link to the journal or publisher), a download site, an events calendar, a forum and polls, a photo gallery and links for partner to collaborative working environments. As the project progresses other content is planned, e.g. a newsletter, a glossary, RSS feed for immediate news, and an updated event calendar that allows users to upload and register for events.

The ebbitts website is openly accessible, however, certain features such as downloading public deliverables, participation in the forum (partners only), signing up for project events, requires a simple (free) registration. Deliverables that are not public will still be listed but downloading will be restricted to the EC and the consortium. Only the webmaster has administrator rights. Members may submit articles, news, and events etc. which are subject to the webmaster's evaluation and approval before they are published on the website.

The website content will be continuously updated in order to provide up-to-date information on the project and its results, and is thus an important part of the dissemination strategy for the project.

ebbitts's website is based on PHP-Fusion version 7.07 released under the terms and conditions of the GNU (General Public License) Affero GPL v3. The PHP-Fusion system is an Open Source Content Management System (CMS).

2. Introduction

2.1 Purpose, context and scope of this deliverable

The deliverable D12.1 Project Website is provided as the project website at <http://www.ebbitts-project.eu>. The type of the deliverable is O (Other) and it is submitted in electronic form on the above url. The present document is the narrative description of the website, its strategy and technical implementation.

This document supplements the electronic deliverable. It briefly outlines the technical solution chosen and provides a short description of the main content elements of the initial project website.

Since the website is continually being updated, this deliverable only describes the initial setup and population of the website.

2.2 Background

The ebbitts dissemination strategy is to progressively increase dissemination efforts as project results are obtained, in order to assure a wide awareness of the ebbitts project and favourable conditions to facilitate exploitation after the end of project.

The dissemination strategy is intended to optimise dissemination of project knowledge and results to scientific, industrial and agricultural communities, companies and public and private organisations.

Dissemination of the project's results will take several forms and use a variety of media. To ensure that dissemination objectives are met in a form agreeable to the Consortium and beneficial for the business interests of individual participants, the Consortium will approve a detailed dissemination plan before dissemination starts.

The project website was launched on the day of the start of the project 1st September 2010 at the url www.ebbitts-project.eu.

3. Target audiences

Initially three major target audiences have been identified and analysed: 1) The research and scientific community in ICT, 2) the industrial community including large industrial corporations, SME's, and 3) the agricultural communities including farmers, food processing companies, retailers, and food regulatory authorities.

As the project progresses, the website will widen the scope of target audiences, e.g. targeting consulting companies in manufacturing and logistics, supply chain management companies and consumer organisations and individual consumers, while at the same time provide a greater degree of focus on each of the target groups singled out for early exploitation and in accordance with the customer bases of the industrial partners.

3.1 ICT research and scientific community

Given the broad scope of the ebbits project the relevant industrial, research and scientific community needs to be widely defined for website activities. At this stage of the project they can best be defined in relatively broad groups across the following key areas of ICT within the project as follows:

- Manufacturing automation equipment and manufacturing optimisation
- Agricultural ICT infrastructure, farm management systems, traceability
- Wireless networks and devices
- SoA and MDA middleware
- Trust, privacy and security

Further, dissemination activities will target other relevant research initiatives having potential synergies with the ebbits project, as well as standardisation bodies and initiatives where ebbits has the potential to make a contribution including the members of IERC and FInES clusters.

3.2 Industrial community

For the industrial community, several target audiences have been identified across the following key areas:

- Manufacturing and automation
- Life-cycle monitoring
- Energy consumption and carbon footprint

3.3 Agricultural community

For the agricultural community, several target audiences have been identified across the following key areas:

- Farm and herd management
- Life-cycle monitoring and traceability
- Consumer branding and positioning of products
- Authenticity of products and shelf-life
- Mileage food and Carbon footprint

3.4 FP7 related communities

The target audiences within the ICT community will include ICT research clusters, Commission task forces and working groups, policy creators and influencers, industrial technology platforms, other FP7 projects and the European Research Areas.

The website will support the project partners in their active participation in concertation activities with other ICT funded projects.

4. Website content

The ebbitts website contains the following separate components:

- A news page with archive containing project news, community news and releases of articles
- An article archive with technical articles and notes
- A links repository with relevant links to technical sites, applications and related projects
- A download site for downloading deliverables, documents, presentations, graphics, etc.
- An event calendar with relevant events, both internal and external, and with participation of the ebbitts project partners
- A forum for partners for discussion on relevant technical topics and matters relating to the execution of the project
- Polls for user inquiries on various topics
- A photo gallery with pictures from project meetings
- Links for partners to collaborative working environment (bscw, JIRA, wiki)
- A project repository of public documents generated during the project
- An integration mechanism for integrating web contents with social fora.

Further components have been planned for the future:

- A glossary with acronyms and frequently used terms
- A newsletter for registered members
- RSS feed for immediate news update to subscribers

4.1 News archive, articles and other information

This is the main vehicle for communicating project efforts and results to the target audiences. A newsflash will be shown on the website's front page and will be included in the RSS feed from the site. It will alert the target audiences of either a new development in the project, major milestones achieved or new documents released by the consortium. News and information about scientific and technological progress in general are not regarded as project news. Major additions to the website may also be accompanied by a newsflash with a short description of the element (article, training package, planned event, etc.).

Events related to individual project partners can also be included in the news, provided that it is somehow related to ebbitts achievements, i.e. local recognition for participation in the ebbitts project, etc.

Articles contain major project achievements, technological discussions and project relevant descriptions. Articles are a major source of project integration activities and dissemination.

A link repository with relevant links to technical sites, applications and related projects is included. All users can access the links collection, which is organised in self explanatory groups.

A download site for downloading documents, presentations, graphics, etc. has also been included. Available for download is project dissemination material and public deliverables.

The webmaster is the news editor. Any project partner can contribute news and articles to the website. Such articles will be evaluated and quality checked by the webmaster. Members (including partners) can submit articles, news clips, and images. The submission will not be shown on the site until the webmaster has validated and approved the submission.

Some articles can be commented on and rated by members. It may be necessary to edit comments, so the administrator has the ability to edit (or delete) all comments.

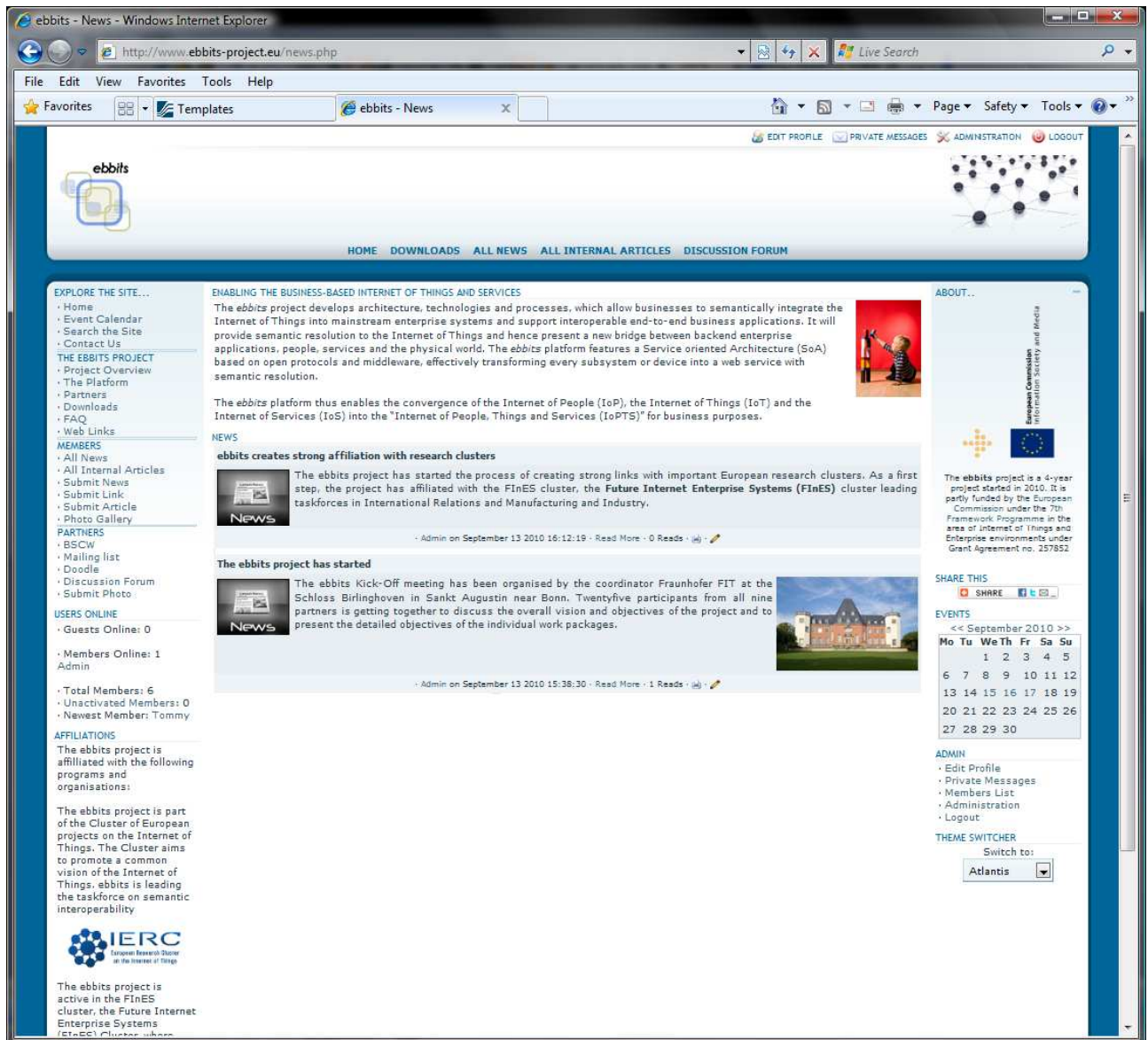


Figure 1 Opening screen of the ebbits web site

4.2 Project information

A clear and well described overview of the project is provided, without violating the agreed rules for confidentiality and corporate information. The overall project description includes at least three major aspects: The project, the consortium and the technological scope.

The project information contains legal and obligatory information about the project funding and contract information, as well as a targeted description of each partner with reference to their roles and links to their corporate or organisational websites.

The project's technological scope is described in terms of the projects technological objectives, the methodology, the content of each workpackage, the expected milestones and other information serving to fulfil the projects dissemination objectives and the present web strategy.

The project's purpose and some of the content should be presented in an easy to understand language and pictures for the average Internet user, including journalists.

A download repository is provided for download of project presentations, brochures and leaflets, pictures and graphics, etc.

Finally, a glossary with acronyms and frequently used terms will be provided.

The webmaster is responsible for maintaining the project information with the assistance of selected project partners, the Project Manager and the Technical Manager.

4.3 Calendar of events

An event calendar with relevant events, both internal and external to the ebbbits project has also been included. The purpose is to inform about upcoming events and allow project partners to prepare their own dissemination activities.

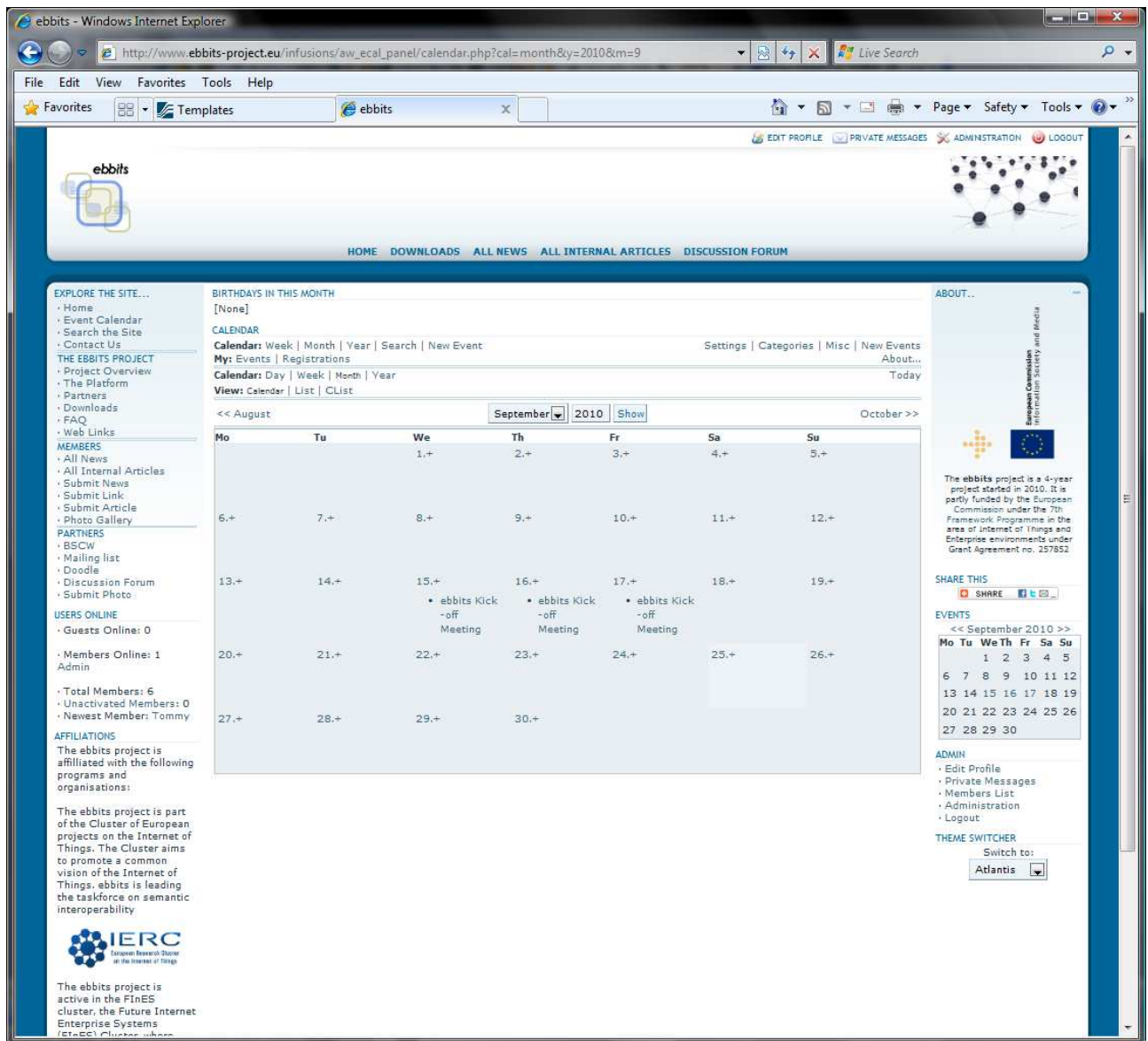


Figure 2 Events calendar

4.4 Public deliverables

All public deliverables will be available on the website for download by the general audience. No requirements for registration will be necessary to access the deliverable repository.

As is normal, the deliverables will be made available as soon as they have been externally reviewed and approved and submitted to the Commission.

The webmaster is responsible for uploading the deliverables and will issue a news flash about its availability.

4.5 Scientific and technical articles

The project partners issue a range of academic and technical papers, to be presented at conferences and trade shows, and published in leading academic and technical journals. These papers will be available on the website when released for publication by the publisher. Specific copyright issues need to be resolved in each individual case.

The author(s) of the paper will assert the copyright issues as well as the publication date and submit an electronic copy of it to the webmaster as soon as it is released for publication at the website. The webmaster will publish it and issue a news flash about its availability.

An articles archive with technical articles and notes such as software descriptions and manuals contributed by the consortium partners is also foreseen. These articles are a major source of project integration activities and dissemination.

4.6 User interaction

The website contains a number of interactive tools for engaging visitors and the target audience. These tools include commenting on news articles and download of public deliverables and articles. In the future, as the project progresses, it will also be possible to watch demos.

A project newsletter will be issued as part of the dissemination activities. All registered members of the website can sign up for the project news letter. The Project Board will assign the role of the editor of the newsletter. The editor will manage the newsletters and the mailing list from the website.

The website has a built in facility so that individual users can send messages to one another without the use of e-mail. The messages can be viewed, replied to or deleted in the users (members) private message box.

4.7 Discussion forum

An important vehicle for user interaction is the members' forum for discussions on relevant technical topics. The forum is only open for registered partner members. Further forums are available for discussions within each work package. The benefit of this media is that it provides a common platform for the discussions and a repository and tracking system for earlier decisions and viewpoints.

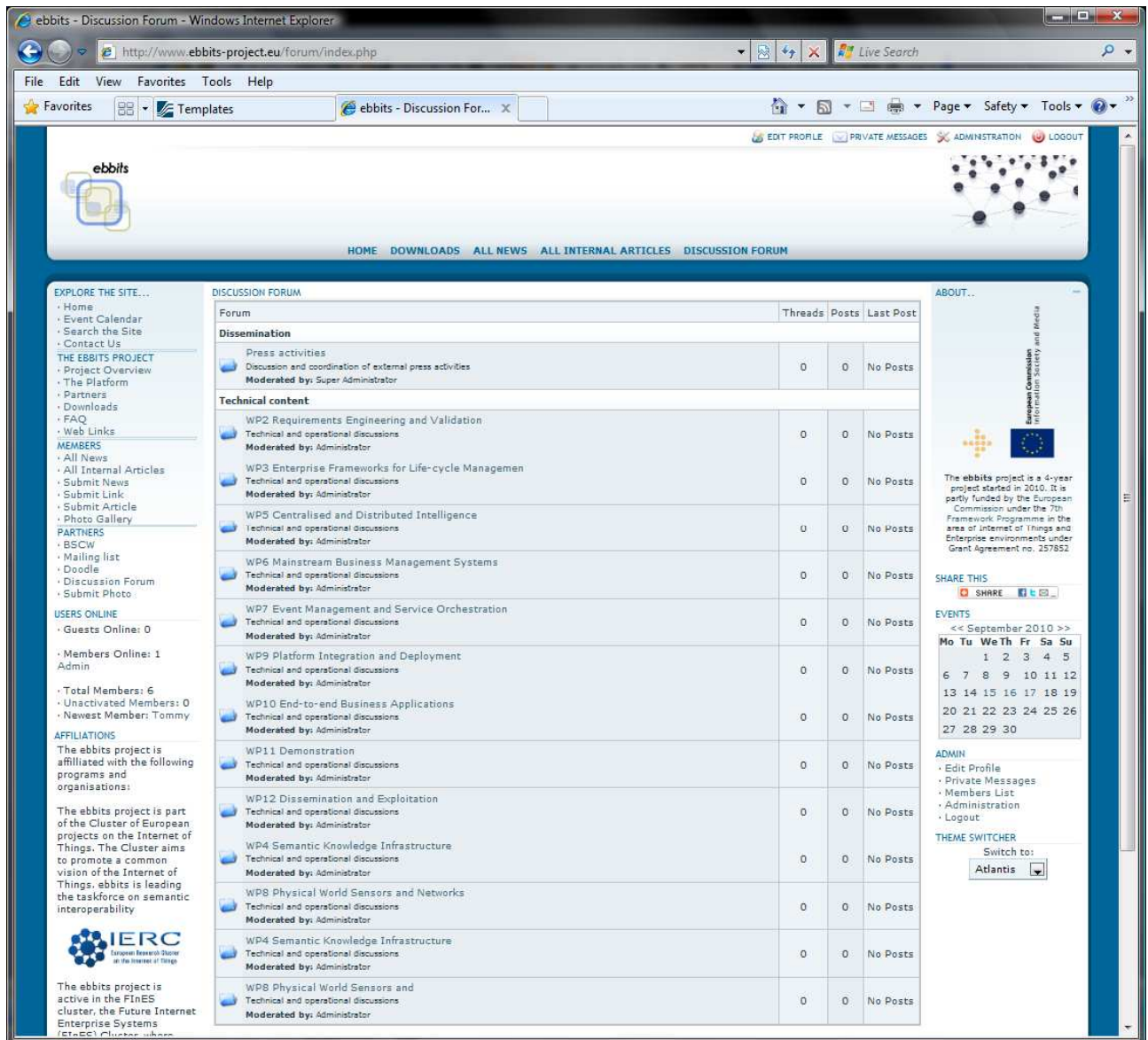


Figure 3 ebbits forum

4.8 Project coordination

A set of tools aimed at enhancing and facilitating project coordination will be installed at the web site. The access to these tools will be restricted to project partners.

The dissemination activities will be optimised in terms of quality, timeliness, and impact through tight coordination of the activities.

A meeting calendar with planned and past project meetings will be maintained. Tools for planning project events will be provided as well as venue and meeting details for the next meeting.

Finally, links to collaborative working environment such as bscw, JIRA, wiki, Doodle etc. has been installed.

5. Technical implementation

5.1 PHP Fusion

PHP-Fusion is an Open Source CMS (Content Management System) coded in PHP (a server side scripting language) with a MySQL database running the backend. A CMS is a system which integrates a lot of functions usable for establishing and maintaining a homepage on the internet in such a way, that all the functions are part of the same solution and so that all maintenance of the homepage is done via a web-browser.

PHP is a scripting language capable of establishing connections with a database and retrieving and presenting data from this database in the form of a HTML page. This means that all the information necessary to form the pages that the users will see, is stored in the database and the pages are created dynamically as the user requests them.

PHP-Fusion includes the most common features one would expect to see in a CMS package and is fully capable of handling all of the requirements of ebbitts dissemination. It should be born in mind that other workgroup tools like bscw, wiki, etc. are being used for inter-project collaborative working.

PHP-Fusion distinguishes itself from other CMS packages by being very compact, very effective and very flexible. PHP-Fusion is under constant development, and behind the system there is a very active community and a constantly growing network of users – experts and others.

There are numerous modifications and new components available on official sites across Europe. All new modifications are carefully tested and registered.

The ebbitts website is based on PHP-Fusion version 7.07 released under the terms and conditions of the GNU (General Public License) Affero GPL v3. Further info is available on www.phpfusion.org.

5.2 Accessibility

The ebbitts website is accessible by the general public for general information. More specific tasks such as download of public deliverable, participation in news forum (partner members only), signing up for project events, etc. requires registration.

PHP-Fusion works with three basic role-definitions for users: Guests, members and administrators.

Ordinary users can access general information, news, calendar of events, etc as guests. Guests are encouraged to register as members, to be able to access more specific project information.

Members can have very different access-profiles because PHP-Fusion has support for different user groups. In ebbitts, two member groups have initially been created. Ordinary members are users, who have registered and provided identification in terms of their e-mail address. A special user group consisting of project partners has been created. The purpose of the partner user group is to have some functions, such as the forum and certain internal project documents, reserved for the partners only. For the ebbitts website it has been decided that only the webmaster has administrator rights.

5.3 Security

The security features are relatively standard for this type of web site. Members need to log in using the selected user ID and password. User registration is open to all guests directly from the web site. The user is asked to manually validate the registration to avoid automatic registration by web crawlers. upon registration, the user automatically receive a generated admission mail, to which they have to confirm their registration. The transmission is not encrypted.

A standard backup function is implemented in PHP-Fusion. The administrator can access this facility. Backups are stored outside the server environment for security purposes.