3D Photonic integration platform based on multilayer PolyBoard and TriPleX technology for optical switching and remote sensing and ranging applications

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Deliverable D7.2

Website availability and set up of social media accounts

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Executive Summary

The present document reports on the design, development and launch of the official 3PEAT project website. The website is designed to allow world-wide knowledge of the activities and results of 3PEAT. The website address is www.ict-3peat.eu and is hosted and managed by ICCS/NTUA on leased shared servers. It includes a public and a private area and also social media accounts. The public area includes sections on the project concept, objectives, technology as well as links to material that can be downloaded and viewed on-line. The private area facilitates the exchange of information among the project partners.

Keywords: Dissemination, website, EC, ICT, cordis

List of Acronyms

PIC	Photonic integrated circuit
EC	European Commission
LDV	Laser Doppler Vibrometer
PZT	Zirconium Titanate
ICT	Information and Communications Technology

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1. Introduction

3PEAT project is a research and innovation action project (RIA) funded by the European Commission, Information and Communication Technologies (ICT) under the Horizon 2020 programme. 3PEAT started on January 1st, 2018 and is expected to conclude on December 31th 2021. The consortium consists of eight (9) beneficiaries: two academic partners (Institute of Communication and Computer Systems/National Technical University of Athens-ICCS/NTUA, University of Twente), one research institute (Fraunhofer Heinrich-Hertz Institute-HHI) and seven companies (Lionix B.V, SolMates B.V., Cordon electronics, Optagon Photonics, Mellanox and Polytec).

Within 3PEAT, the beneficiaries form a team aiming at creating a novel new kind of integration platform with low optical loss and high integration density for optical switching and remoting sensing applications.

1.1 Objectives of 3PEAT website

The 3PEAT web site has been created and already hosts all the information regarding the project and its partners, in the address www.ict-3peat.eu. The site will be updated regularly by the site administrator who will be able to upload public documents, news and publications, in order to maximize dissemination of the achieved results and increase the project awareness. The site also provides link to the 3PEAT private area secure website, as a simple and efficient way for exchanging information, documents, and data between the project partners in a password protected area.
The structure of the 3PEAT webpage is the following:

- **Home**
- **TARGET**
- **Technology**
  - *Platforms*
  - *System concept*
- **Dissemination**
  - *Press releases*
  - *Publications*
- **Partners**
- **Private Area**

As the project continues to grow, the structure and the design of the website will be changed as necessary, so that it can always provide maximum usability to its users.

2. Web site development

2.1. Website design

The 3PEAT webpage is based on a plain and simple design (Figure 1), which is fast loading, browser compatible, mobile compatible, and focuses on the content. All pages provide a header with the 3PEAT logo and additional links to the Photonics21 site, the ict-Hamlet program site, the Horizon 2020 Programme, , as well as to social networking sites and professional user groups (Twitter, LinkedIn and Facebook). The site is divided into six sections, which are accessed via a global selection bar that is located horizontally on the top of each page below the header. Sub-sections have been included under particular sections to ensure rational distribution of the online information and to facilitate browsing. The sub-sections are accessible through drop-down menus from the global selection bar.
The website was created so that content (dynamic and static) can be efficiently maintained. Specifically, articles, menu structure and even styling and formatting can be updated and re-arranged as required, giving the ability to upload new information, re-arrange content and provide a new browsing experience to visitors whenever required.

The project address is www.ict-3peat.eu and hosted on a server leased by ICCS/NTUA. Moreover, the dynamic scripting language used allows for an efficient update of content without the need for complete re-design of the webpage space. ICCS/NTUA acts as the website administrator and is responsible for authoring, editing and managing content of the website.

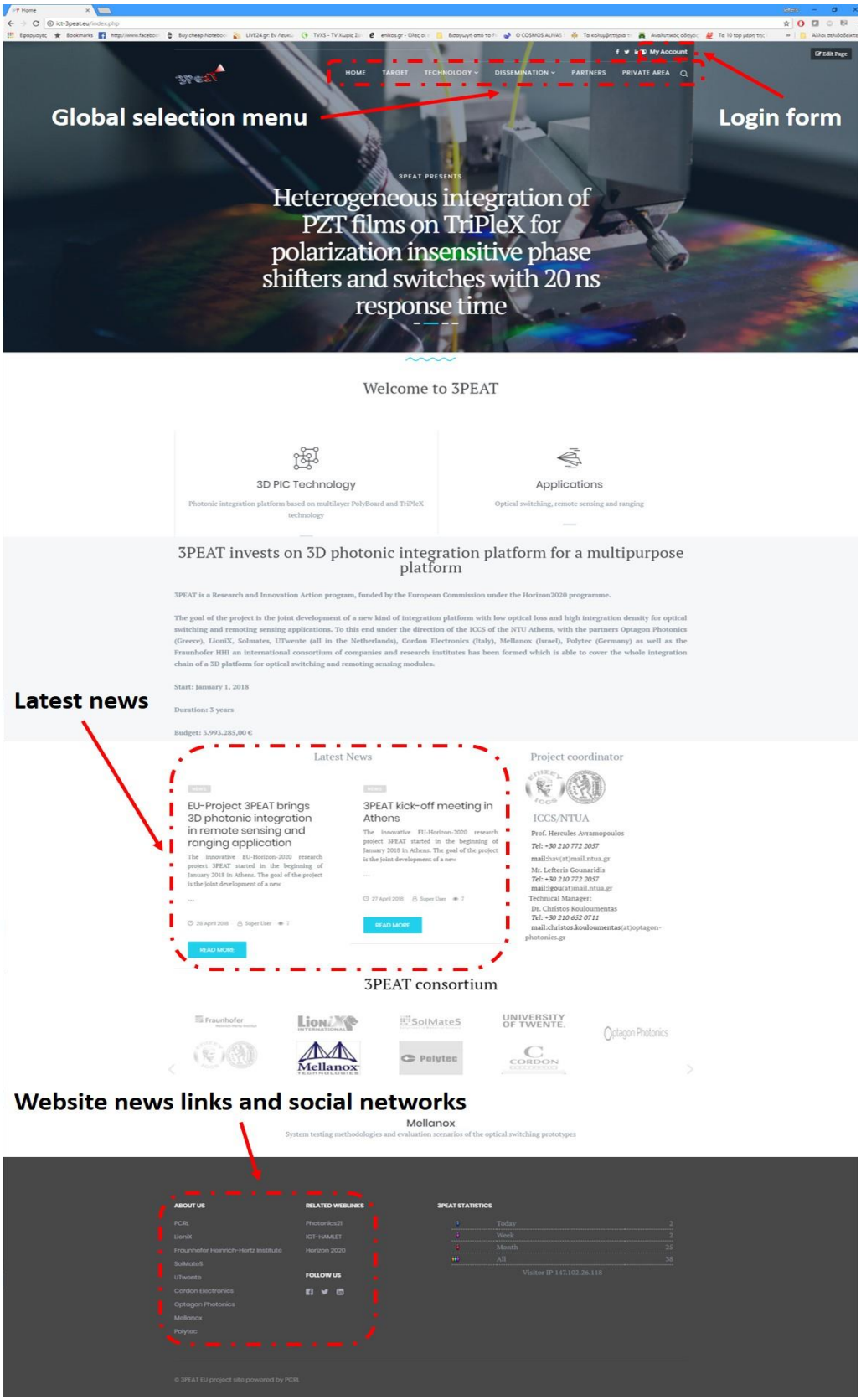

Figure 1 3PEAT webpage design overview

2.2. Public domain content

The current website structure is divided into the following sections:

- **Home**

The "home" section is designed so as to provide an overview of the project at a glance. This section serves as the "front page" of the 3PEAT website and special attention has been given to achieve an appealing yet simple design. Right below the global selection bar a slideshow has been introduced displaying photos relevant to the project that have been provided by the partners. The slideshow will be updated regularly with photos of chips and components generated within the project. Below this eye-catching graphic, a quick overview of the project is provided through the following elements:

– A "Welcome to 3PEAT" article containing a headline sentence with the strategic objective of 3PEAT, the main facts regarding project duration, participating partners and EC funding,

– A snapshot of the latest news

– The main contact details (coordinator).

The "Home" section is shown in Figure 1. Additional elements accessible through the 3PEAT home page are the login dialogue box that facilitates login of the webpage registered users and the page footer that includes statistics for the webpage visits and provides useful links to websites of the European Commission as well as to relevant sites and activities (Photonics 21, ict-Hamlet project, Horizon 2020). Both elements are available at all sections of the website.

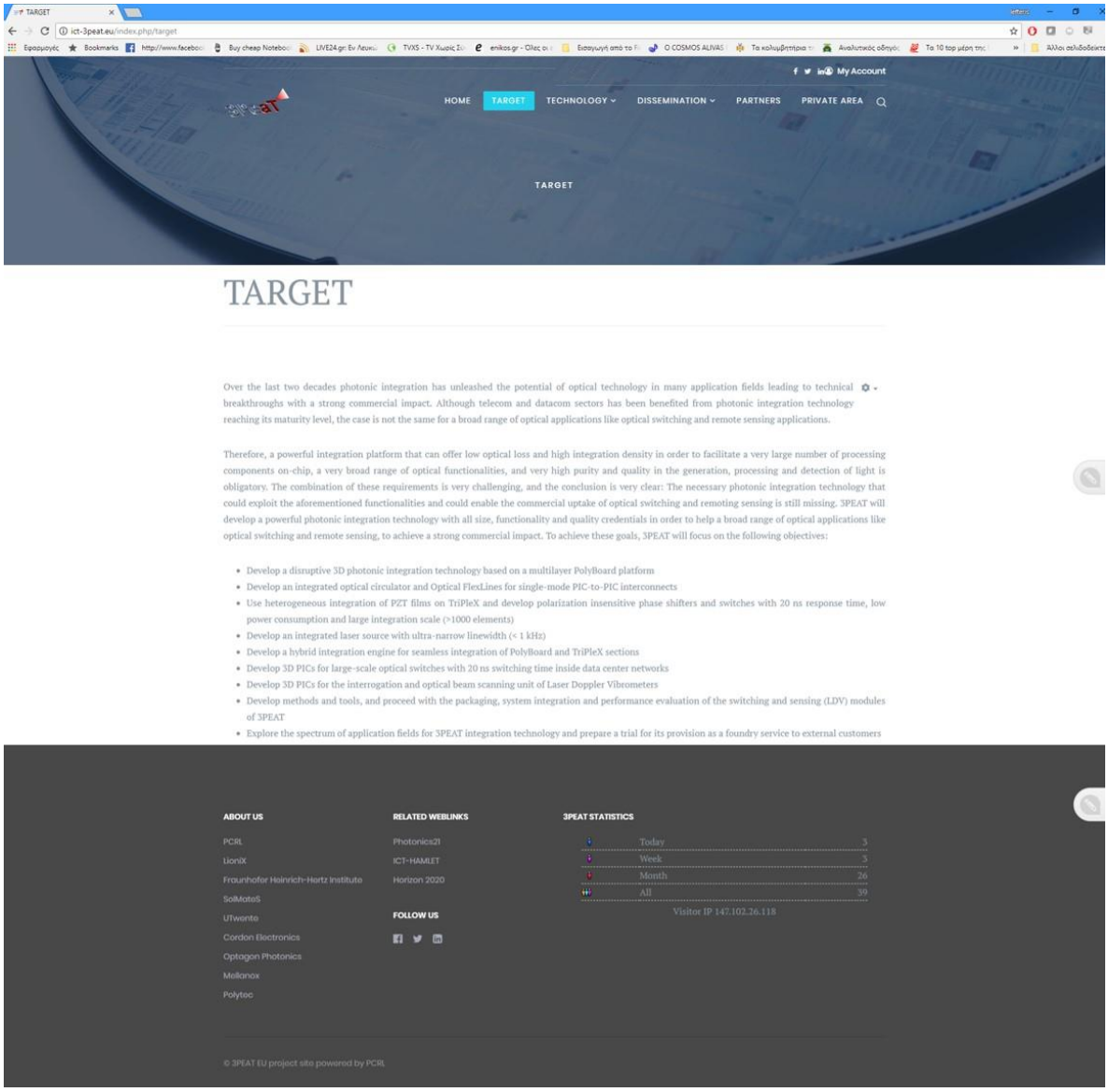

Figure 2 Subsections of "Target" section

- **Target**

The “target” section contains only one section as reveals its own name. This section summarizes the main facts and objectives regarding the project in a bulleted form.

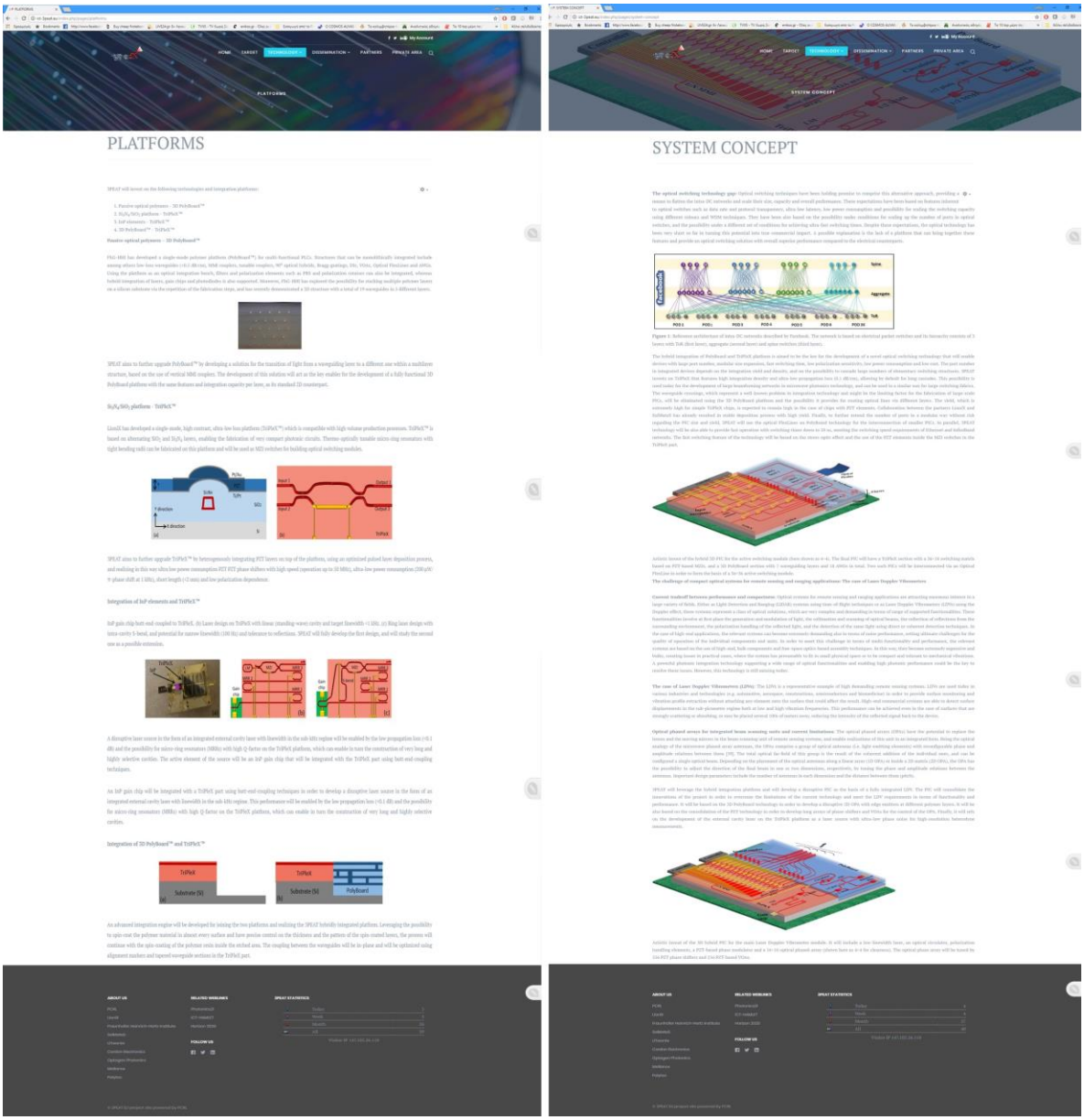

Figure 3 Subsections of "Technology section - "Platforms" and "System Concept"

- **Technology**

The "technology" section comprises two sub-sections:

- *Platforms*

This sub-section describes the innovations brought by 3PEAT with respect to photonic integration with all size, merging passive optical polymers (Polyboards) with TriPleX platform which are both passive, very flexible and feature low loss motherboards in hybrid photonic circuits (PICs),

- *System Concept*

This sub-section provides more detailed information on the system solutions followed during the 3PEAT project and describes the innovations introduced by 3PEAT.

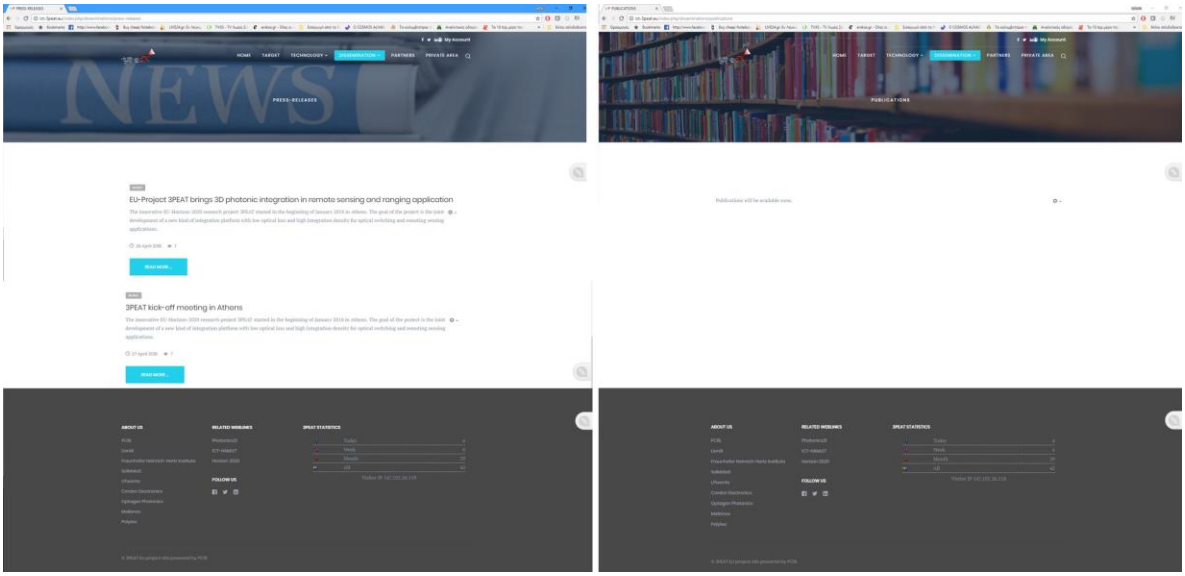

Figure 4 Subsections of "Dissemination" section - "Press releases" and "Publications"

- **Dissemination**

The "Dissemination" subsection includes dissemination material relevant to 3PEAT and consists of the following sub-sections:

- *Press releases*

This subsection includes press releases relevant to the project in the form of blog, with pictures and concise headings with additional links where necessary.

- *Publications*

This subsection lists publications addressable to different target groups, such as scientific publications and publications aimed for the wider public.

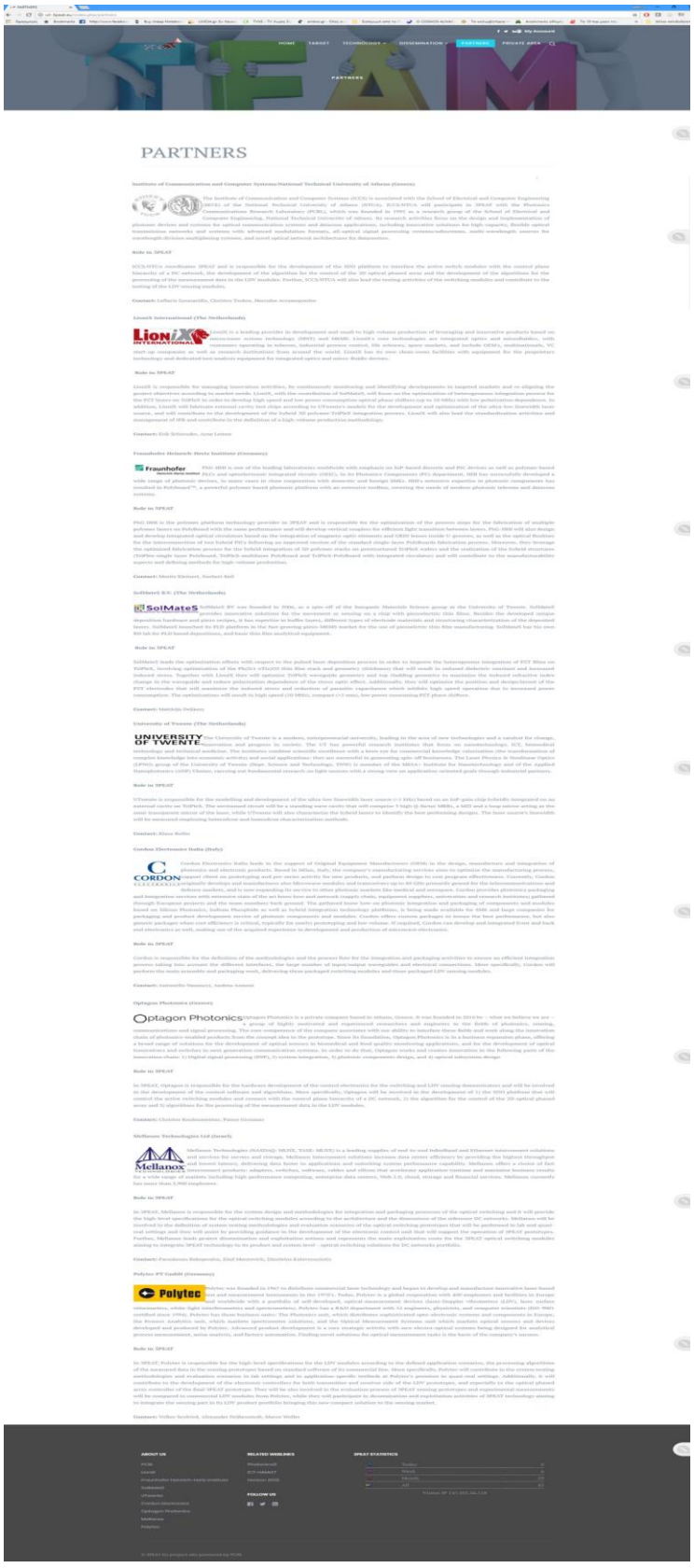

Figure 5 "Partner' section

Figure 5: *"Partner" section*

- **Partners**

This section lists the project participating organizations. A short description of each partner is provided including the partner's role in the project, followed by the contact details (partner website, contact person).

2.3. Private domain content

The Private domain of the 3PEAT web page is restricted to registered users only. Once a user is authenticated through the login dialogue box (available on all sections of the website), a link to the "private area" section appears on the global selection bar and the confidential content is accessible. Different groups of users (user "classes") have been defined with different privileges and variable levels of confidentiality. Three user classes have been created:

- Administrator. The website administrator has access to all the documents on the private area and is capable of adding, editing and deleting content. Only ICCS/NTUA has an administrator account.
- Project partner. This user class has access to all project documents (content included in the "consortium documents" folder shown in Figure 6). Documents are sorted in the following categories using the file manager:
  - *3PEAT - Deliverables*
  - 3PEAT - Meeting
  - *3PEAT - Teleconferences*

All 3PEAT partners have been registered with this user class.

- Project reviewer. A separate area has been generated particularly for the project officer and the panel of experts to facilitate submission of project deliverables. The respective data is placed in folder "reviewer area".

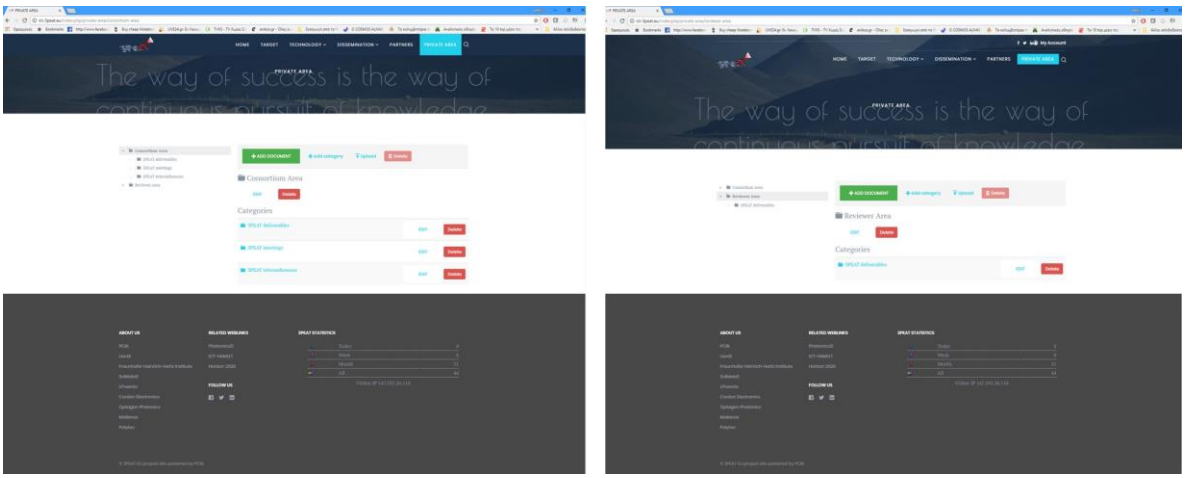

Figure 6 Private domain front page content of "Consortium Area (left) and "Reviewer Area" folders (right)

2.4. Website Statistics

The project website visitor statistics is being collected using a statistics tool (Google Analytics). The tool provides visitor information, geographical information, page view numbers, entry/exit pages, average browsing times and many more parameters that can help analyze the impact of the website in due course of the project.

More importantly, the tool provides accurate visitor information by filtering out bots, crawling engines and administrator activity. The statistics tool is managed by ICCS/NTUA and the (confidential) data collected is distributed in consortium meetings for discussing the impact of the website.

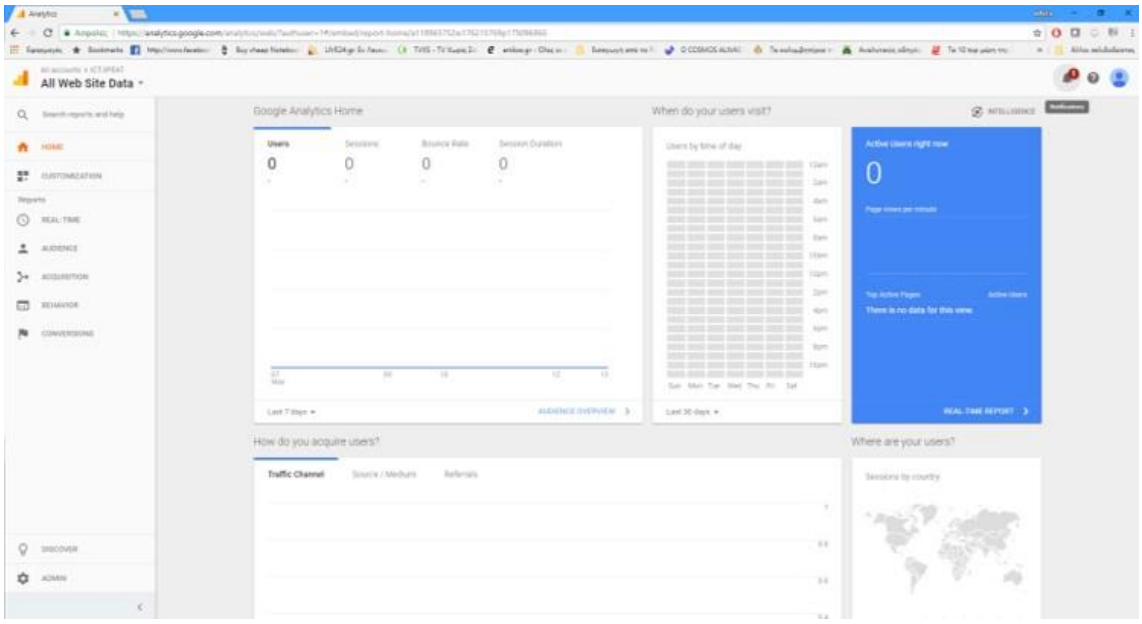

Figure 7 3PEAT website statistics - screenshot from Google Analytics

3. Social media accounts

As described above the website offers social media accounts in order to track and keep updated the involved scientific staff and person who want to be up to date for the latest news of the 3PEAT progress. Thus twitter and LinkedIn are great places to track reaction to 3PEAT announcements. A twitter hashtag has been established (@ICT_3PEAT) as presented in figure 8. A short description of the project and the horizon programme are also presented giving information to the followers. 3PEAT consortium is encouraged to use it in tweets referred to the 3PEAT project. We have chosen a twitter hashtag to spread information about the project because it is an easy and fast way to inform about news, events or results related to the project. People only need to reference the hashtag in their tweets when talk about the project or about something related to it. We discarded the use of a dedicated account for the project because we thought that it was not going to have enough

contributions from users. If we need to publish information about the project in Twitter, we will use the 3PEAT general account (@ICT_3PEAT) using the specific hashtag (#ICT_3PEAT). On the other hand, in LinkedIn the 3PEAT social account (figure 9) established as a professional page providing again the main target of the project. Scientific discussions could be encouraged exploiting the wall of LinkedIn and encountered technical problems could be proposed for further solution.

Figure 8 3PEAT Twitter account

As already mentioned, the 3PEAT project will be also available on social media channels and more specifically on Facebook, Twitter and LinkedIn. Following the creation of these social media channels, a social media integration toolkit will have to be developed in order to automatically and simultaneously feed the social media spaces with information generated in one central point, namely the 3PEAT content management system. More specifically, the social media integration toolkit has to be activated every time that a news item is published either in the Press section or in the Publications section of the website, thus allowing for automatic updates of the social media channels of the project and simultaneous provision of the recently published website items from several and highly populated information distribution points over the web. In order to achieve this, an RSS feed has developed and integrated as an offline module to the webpage. This will allow for the automatic publication of the News, Events and the result updates of the website to the social media channels. In order to achieve this, the integration of the Twitter feed utility is proposed. The Twitter feed is a service that takes posts from online media platforms such as twitter, blogs, and news sources and publishes them to your twitter profile, LinkedIn and Facebook page, group, or event wall. These standardized, specially formatted web pages are tagged so they

can be read by a computer program. Most online publishing platforms (YouTube, Blogger, WordPress, Flickr, Twitter etc) generate feeds of published content. The utility uses only the web address of the specific feed and it will automatically check it periodically for new posts. Every time that Twitter feed finds new posts from the source site, it will publish them to twitter and LinkedIn: either to a profile wall, or in this case to the 3PEAT page. This utility enables also publishers to bring content to a wider audience and track the performance through real-time stats.

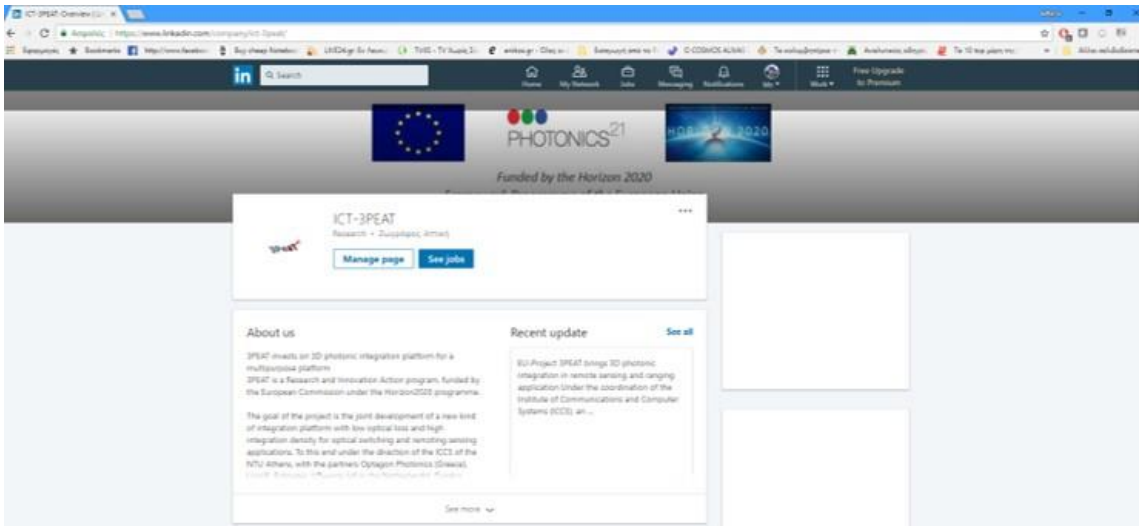

Figure 9 3PEAT LinkedIn page

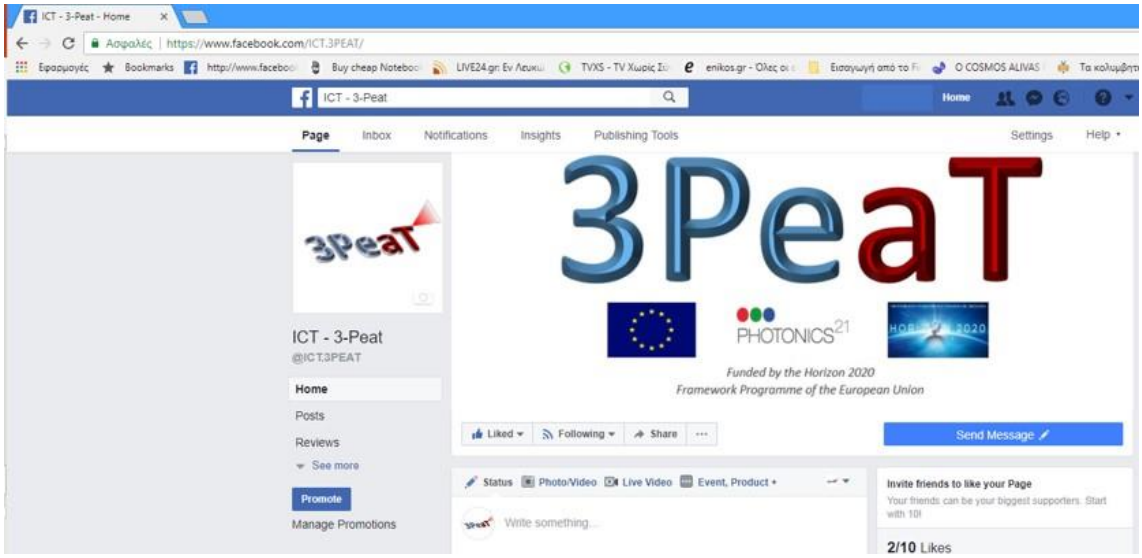

Figure 10 3PEAT Facebook page

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