



Deliverable D8.5

Project presentation and brochure

WP 8

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Project Summary

The objective is to establish an IT environment for the integration and analytics of data streams coming from high volume (mass) products with cyber physical features, as well from Open Data Sources, aiming to offer new cross sectorial services and focusing on the commercial confidentiality, privacy and IPR and ethical issues using a context sensitive approach. The project addresses cross-stream analysis of large data volumes from mass cyber physical products (CPP) from various industrial sectors such as automotive, and home automation. The business objective of the research is to allow for analyses of such data streams in combination to other (non-industrial, open) data streams and for the establishment of diverse enhanced sectorial and cross-sectorial services. The project will develop: (i) New models for integration and analytics of data streams coming from multi-sectorial CPP, including shared systems of entity identifiers applicable to multi-sectorial CPP (as well as the definition of agreed data models for data streams from multiple CPP aiming at defacto standard; (ii) Ecosystem, including a common Marketplace, and methodology to use such models to build multi-sectorial cloud based services, (iii) Toolbox for real-time and predictive cross-stream analytics, context modelling and extraction, and dynamically changing security policy, privacy and IPR conditions/rules and (iv) set of services such as services based on a combination of data streams from home automation and (electrical) vehicles to provide enhanced local weather forecast and predict and optimise energy consumptions in households. The project will build upon the results from past and current projects, where results from the project AutoMat, addressing services developed based on data streams from vehicles, will be used as a basis for further development aiming to extend it to integrated, cross-sectorial data streams analytics.

Project Consortium

- Institut für angewandte Systemtechnik Bremen GmbH (ATB), Germany
- Volkswagen AG (VW), Germany
- Siemens SRO (SIM), Czech Republic
- Meteologix AG (ML), Switzerland
- ATOS Spain SA (ATOS), Spain
- X/Open Company Limited (TOG), United Kingdom
- Universidad Politecnica de Madrid (UPM), Spain
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Dissemination Level

PU	Public	X
PP	Restricted to other programme participants (including the Commission Services)	
RE	Restricted to a group specified by the consortium (including the Commission Services)	
CO	Confidential, only for members of the consortium (including the Commission Services)	

Change History

Version	Notes	Date
001	Creation of the document	27.06.2018
100	Final version	29.06.2018

Document Summary

D8.5 presents a short overview on the Cross-CPP project dissemination material developed. Two main material formats were chosen to begin with and these were a project brochure/leaflet and project roll-up. This document shows the current content of these two materials. The actual versions are available at: www.cross-cpp.eu.

Abbreviations (to be updated)

App	Software Application	IP	Intellectual Property
D	Deliverable	IPR	Intellectual Property Rights
DoW	Description of Work	KPI	Key Performance Indicator
EC	European Commission	M	Month
e.g.	Exempli gratia = for example	RTD	Research and Technological Development
EU	European Union	SME	Small and Medium Sized Enterprise
T	Task		
WP	Work Package		
GA	Grant Agreement		
ICT	Information and Communication Technology		
i.e.	id est = that is to say		

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1 Introduction

1.1 Content and Purpose

This deliverable contains the dissemination materials that have been created as part of the project to address a general audience, a brochure/leaflet and a roll-up. A project presentation will follow.

The main objectives of the dissemination materials are:

- To build the project's visual identity.
- To raise awareness about the project and promote user involvement.
- To communicate the project's findings, outcomes and best practices.

All the material will be constantly updated during the course of the project.

2 Brochure

Project brochure/leaflet promotes the project vision and it will evolve in time to reflect the advancements of the project. Its purpose is to give an overview of the main goals, list project benefits, highlight involved innovations and to describe the consortium of the project.

This document has been prepared as a file to be both downloaded by the Cross-CPP website and printed for distribution purposes. It will be distributed in the Cross-CPP events, and in events where project partners participate.

Cross-CPP Consortium

- ATB Institut für angewandte Systemtechnik Bremen
- Volkswagen AG
- Siemens S.R.O
- Meteologix AG
- ATOS Spain SA
- The Open Group
- Universidad Politécnica de Madrid
- Brno University of Technology

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This project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement No. 780167

Cross-CPP Objectives

- Design and implementation of a **cross-sectorial eco-system**
- Access to **big data** pool based on **data streams** from various industrial sectors such as **automotive** and **building automation**
- Creation of an **one-stop-shop marketplace** providing a **standard interface** for **service providers** to access the data
- Equipping the marketplace with an **advanced support** for service providers, especially for **start-ups** and **SMEs**, provisioning flexible **cross-stream analysis tools**, able to deal even with extremely **large data volumes**
- Definition of a standardized **cross-industrial data model**, enabling storing and accessing data streams coming from multiple sources in a **unified format**
- Empowering **data owners** to exploit their most valuable **assets** in the world of IoT (e.g. **car owners**, **smart building users** and **operators**)
- Confidentiality, privacy, intellectual property rights, and **ethical aspects** of multiple data streams
- Establishment of diverse **enhanced / new sectorial- and cross-sectorial services**

Further Information

<http://www.cross-cpp.eu>

Start: December 2017 **Duration:** 36 months
Scheme: Innovation Action **Costs:** 3.5 M€
Partners: 8 **Countries:** 5



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CROSS-CPP

Ecosystem for Services based on integrated Cross-sectorial Data Streams from multiple Cyber-Physical Products and Open Data Sources



Figure 1: Leaflet side 1

Cross-CPP Motivation

Challenges

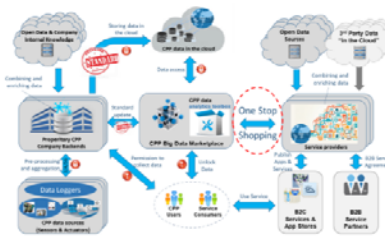
- Modern mass products generate a large spectrum of data streams coming from diverse industrial sectors (automotive, smart buildings etc.). The resulting amount of data is enormous.
- Currently, there is no unified way to access and analyse the data which blocks the potential of its use in novel and innovative services.
- Commercial confidentiality, privacy, IPR, and ethical aspects need to be considered — owners need to fully control which data they want to provide to which service provider.



Project Vision

- An innovative IT environment making accessible the data streams coming from mass products, such as vehicles and smart building automation systems.
- Encouraging the development of new cross-sectorial services, as well as enhancement of diverse existing services, such as energy optimisation or hyper-local weather forecast.

Cross-CPP System Design



Key Project Outcomes

- Standardized Cross-Industrial Data Model**
One of the most important objective of this project is to come up with a standardized cross industrial data model. The model needs to be flexible enough to incorporate data streams coming from diverse industrial sectors.
- Data Marketplace with Analytics Toolbox**
The one-stop-shop will provide a single point of access to data streams from multiple mass products. It will also integrate a data analytics toolbox, which will offer easy-to-use big data analytic functionalities for service providers.
- Cross-Industrial Services**
Taking advantage of the collected data streams, Volkswagen, Siemens, and Meteorlogix as project demonstration partners will develop innovative cross-sectorial services.
- Security, Privacy, and Trust Framework**
The project will define a framework assuring optimal management of confidentiality, privacy, IPR, and ethical issues.

New Business Potentials

- Cross Data streams represent NEW information resource enabling NEW and innovative business ideas for many stakeholders
- Major business potential to create new value: access / analysis of such data streams allow to improve service, or the establishment of diverse new cross-sectorial services



- Combinations of data streams from various products and open sources allow for new, up to now, not exploited potentials for provision of innovative services
- By realizing its vision, the Cross-CPP project will strengthen Europe's position as a provider of innovative Big Data ICT services.



Figure 2: Leaflet side 2

3 Roll-up

The project roll-up provides a high level overview of the project and it is developed to be used to present the project during the dissemination activities.



Ecosystem for Services based on integrated Cross-sectorial Data Streams from multiple Cyber Physical Products and Open Data

Motivation



Project Vision

- An innovative IT environment making accessible the data streams coming from mass products, such as vehicles and smart building automation systems.
- Encouraging the development of new cross-sectorial services, as well as enhancement of diverse existing services, such as energy optimisation or hyper-local weather forecast.

Challenges

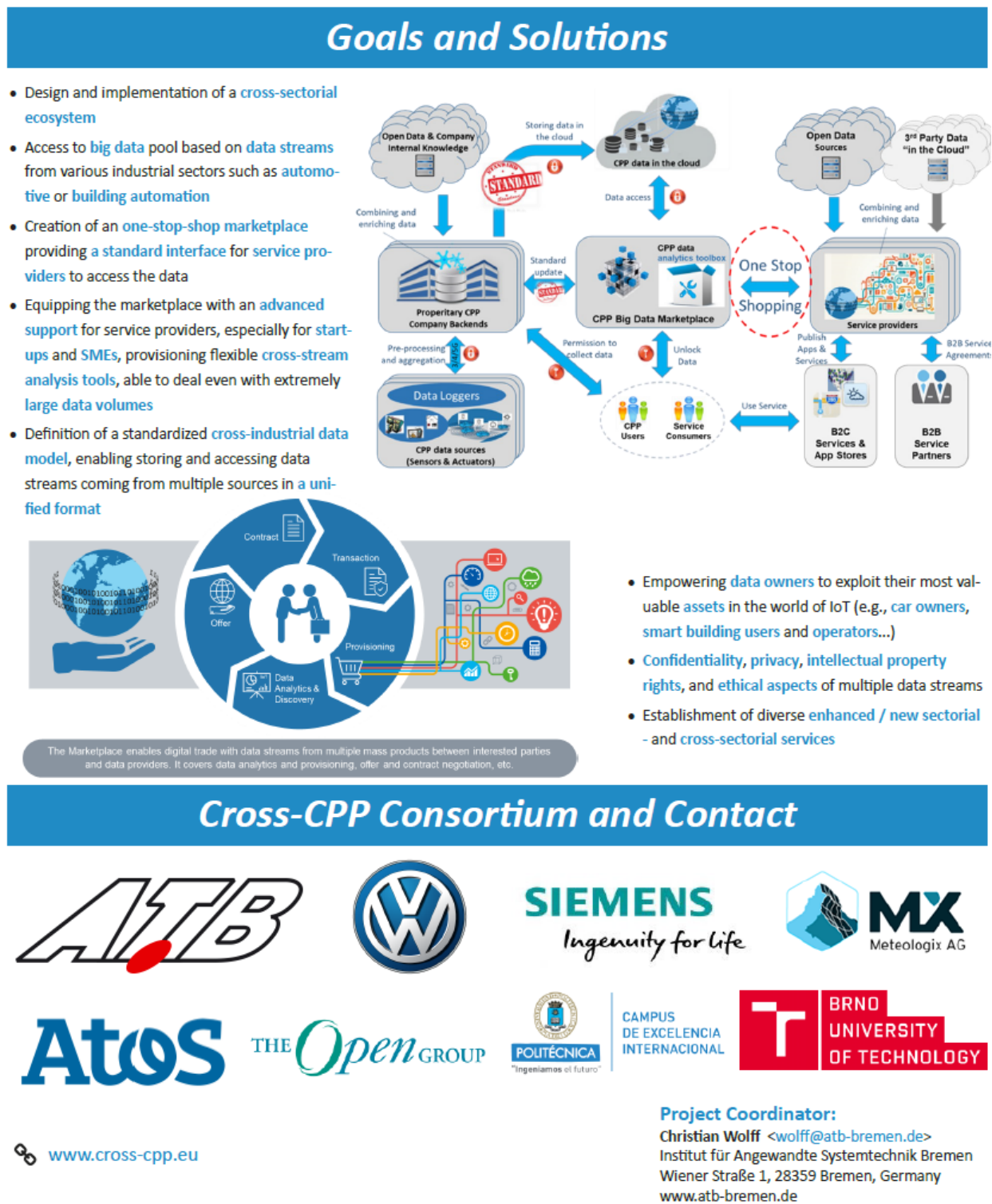
- Modern mass products generate a large spectrum of data streams coming from diverse industrial sectors (automotive, smart buildings etc.). The resulting amount of data is enormous.
- Currently, there is no unified way to access and analyse the data which blocks the potential of its use in novel and innovative services.
- Commercial confidentiality, privacy, IPR, and ethical aspects need to be considered — owners need to fully control which data they want to provide to which service provider.

New Business Potential

- Cross-industrial data streams represent new information resource enabling new and innovative business ideas for a full range of potential stakeholders to improve their existing services or to establish new cross-sectorial ones.
- By realizing its vision, the Cross-CPP project will strengthen Europe's position as a provider of innovative Big Data ICT services.



Figure 3: Roll-up upper part



This project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement No. 780167

Figure 4: Roll-up lower part

4 Conclusions

The current dissemination material (leaflet and roll-up) will be continuously updated whenever new information and results is available and complemented with a project presentation that can be used by the project partners to present the project during the dissemination activities. Also, a newsletter is in preparation which will present regularly project relevant results, past and future activities.



CROSS-**CPP**