



LetsMT!

Platform for Online Sharing of Training Data and Building User Tailored MT

www.letsmt.eu

Project no. 250456

Deliverable D7.4 LetsMT! Leaflets and Posters

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EXECUTIVE SUMMARY

With this deliverable the final list of general dissemination material rendered in the form of leaflets, posters and t-shirts is being provided. This material was used in accordance with the dissemination plan and it was supporting activities that have been undertaken to convey the information about the project, to raise the awareness of its achievements and to present its results to the research community and wider public.

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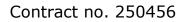






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1 Introduction

Dissemination of information about the projects is one of activities that rises the awareness about the project, its goals, achievements, partners involved as well as funding part(ies). Although it does not produce tangible results that are produced by the main research activities of the project, the Dissemination and sustainability work package (WP7) with its results that convey information about the project is considered as important as the other WPs.

One of goals of WP7 is to **disseminate** project results and to transfer the project knowledge, technologies, lessons learned and best practices to interested communities and thus to ensure their impact and long-term sustainability.

In a research and professional communities at conferences, workshops and seminars general LetsMT! project dissmeination material were envisaged thus representing the most straightforward way to spread information. Although it is mostly unidirectional, leaflets and posters were often accompanied by manned stand by one of LetsMT! partners thus allowing bidirectdional communication as well.

This deliverable D7.4 provides a final list of general dissemination material rendered in the form of leaflets, posters and t-shirts.

We believe that the dissemination instruments described in this deliverable have significantly raised the profile and visibility of the project, as a complement to other dissemination channels used.

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2 Leaflets and posters

As a complement to the public web site, a series of three leaflets and three posters (introductory, mid-term and final) was planned in D7.1 *Dissemination plan*, that will cover conventional paper publication channels of dissemination. The introductory leaflet and poster gave an overall introduction into the project, its goals and expected results. The mid-term leaflet and poster presented the intermediate results, and the final leaflet and poster presented the final outcome of the project, stressing the LetsMT! platform and services.

The leaflets, posters and t-shirts were collected around the carefully planned dissemination campain that also included three different slogans appearing at each of these three dissemination instruments. The first batch of leaflets, posters and t-shirts featured the slogan "LetsMT Together!", the second "LetsMT! together, samen, sammen, tilsammans, koos, kopā, kartu, razem, společně, spoločne, zajedno..." with the word 'together' translated into all project languages, i.e. English, Dutch, German, Swedish, Estonian, Latvian, Lithuanian, Polish, Czech, Slovak, Croatian, respectively. The third slogan was in accordance with LetsMT! platform going global "LetsMT! Around the World".

The leaflets were designed as A4 two-fold full colour leaflet that yields effectively six pages. Posters were 70x100 cm in size and in full colour. The leaflets were printed in offset technique with digital preprint in limited quantities, while the posters were plotted in several copies per batch, and distributed among the partners.

The whole print run for introductory leaflet was produced in offsett technique and distributed with the initial poster between the project partners at LREC2010 conference (2010-05) and for further dissemination activities.

The poster was later adapted for META-NET Forum (Brussels, 2010-11) to demonstrate the cooperation of the LetsMT! project with META-NET technology alliance. The initial design and layout of the poster had to be adapted to accommodate the META-NET and META-SHARE logos, to denote the alignment of LetsMT! with META-NET activities. These elements were included in all consequtive batches.

Following the Plan for dissemination and exploitation (D7.1) at M15 the mid-term leaflet and poster were produced. They presented the intermediary results and achievements of the project.

The final leaflet and poster were planned for M30, but were produced in M24 in order to be used at the main conferences in the field (such as LREC2012, EAMT2012, META-FORUM2012, etc.) and particularly at LetsMT! workshops (GALA2012, LREC2012).

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Technology

The pare of Lets/MT platform will be Moses SMT tablet and Gas+ + . These are publicly over lable open source tools that are well known and middly used in statistical MT. System will also one contains parallel corpora seri

PC-Acquir, Europet,
OPUS and will allow
users to solitoral and build parallel corpora
using Hundign and Vanilla aligners. This
services will enable professional users to
generate and employ occurrent MT services
of higher quality brand on specific terminology.

and style required by their clients. Application isomerries

Let Mf1 will focus on elaborating two application scanarios, providing a detailed service concept for applications:

- Excellection and tends/for industry to increase the officency of localization and translation work performed by including professionals - localization and translation service provides (LSK), enterprises and organizations with multilingual translation needs, and fredering professionals of the language industry, through application of Legistiff services;
- free online translation of business and financial news — a tendiation service available free of drange for public (non preferencial) use powered by LenMT1 translation engine.

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Figure 1: LetsMT! Initial leaflet

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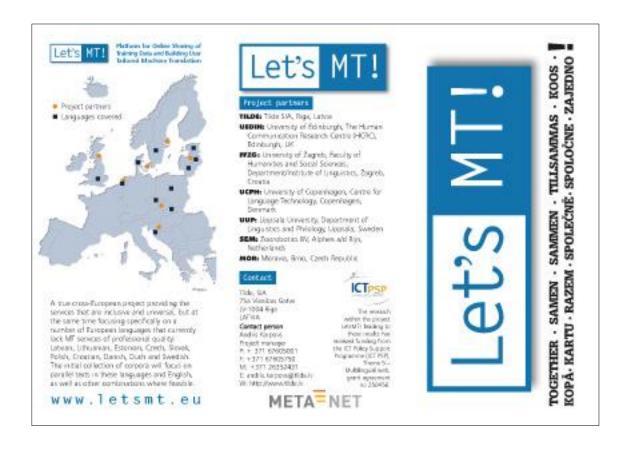




Figure 1: LetsMT! Mid-term leaflet

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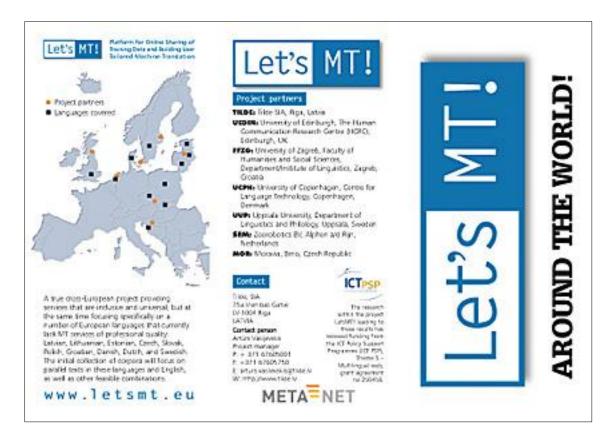




Figure 3: LetsMT! Final leaflet

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Figure 4: LetsMT! Initial poster

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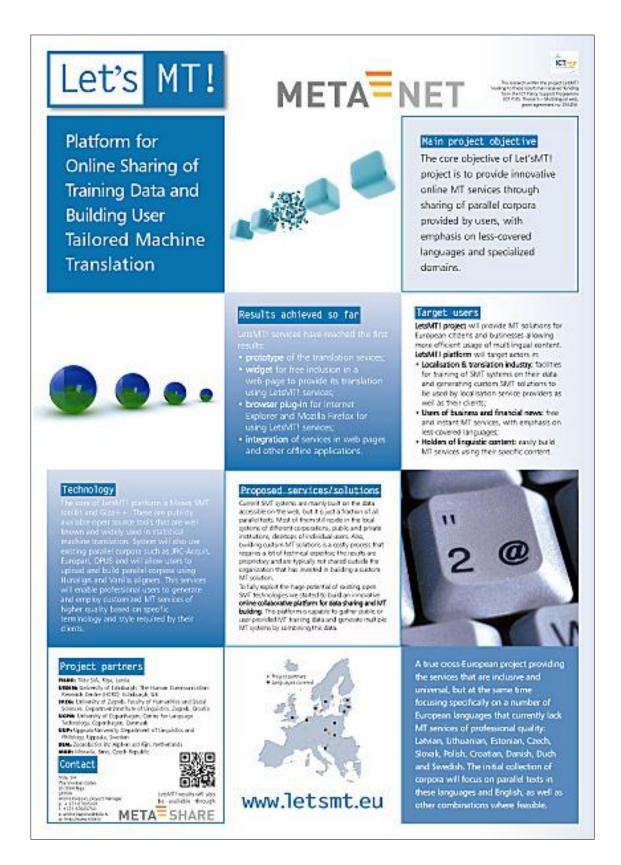


Figure 5: LetsMT! Mid-term poster

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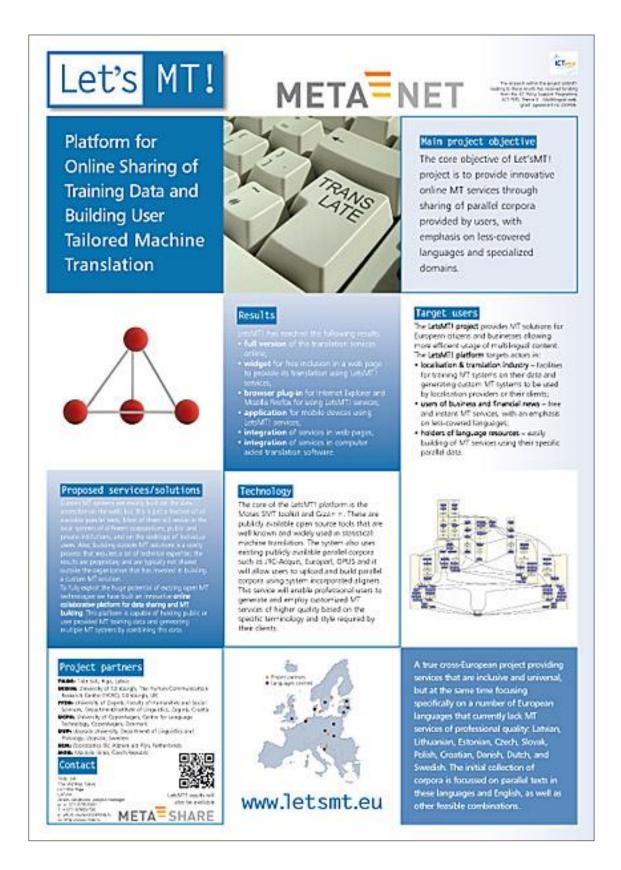


Figure 6: LetsMT! Final poster

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3 T-shirts

Three batches of T-shirts were produced (initial, mid-term and final) in order to raise the awareness about the project at the conferences and other occasions. The t-shirts design was made in accordance with visual identity rules and predefined campaign with three slogans, and they were produced in two basic colours in four different sizes (S, M, L, XL):



Figure 7: Design of the initial LetsMT! t-shirts

They appeared for the first time at LREC2010 conference (2010-05) and they were successfully distributed between the conference participants and visitors of European Projects Village. Almost hundred t-shirts were distributed in two days.

After surprisingly successful presentation of LetsMT! project by t-shirts, the mid-term t-shirts were introduced and produced in M15. They were distributed at conferences and other occasions as listed in the final dissemination report presented in D7.1.2.

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Figure 8: LetsMT! mid-term t-shirt

The LetsMT! final t-shirts were distributed mainly at the most important conference in the last few months of the project duration, such as GALA2012, LREC2012, EAMT2012 etc.

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Figure 9: LetsMT! Final t-shirts

According to the statements from conference participants, LetsMT! t-shirts were spotted being weared by the participants at the conferences where no partner from the LetsMT! project took part. This is the type of dissemination effect we wanted to achieve, i.e. to have an LetsMT! dissemination instrument at the conference in the field, which no LetsMT! partner could attend, for different reasons.

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4 Conclusions

In this deliverable we have reported on the series of leaflets, posters and t-shirts that represented the general dissemination material for presenting LetsMT! project at different events. All these instruments were produced in accordance with the three step (initial, mid-term, final) campaign where three different slogans were designed and used. The LetsMT! initial, mid-term and final leaflets, posters and t-shirts are presented in this deliverable.

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