



D9.4 Exploitation and Dissemination Plan Update



sauce

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1 EXECUTIVE SUMMARY

The document is designed to provide tracking of the plan for dissemination of SAUCE outcomes, our proposed exploitation after the project and the use of knowledge and IPR Management Strategy.

The document starts with our dissemination activities, comparing our success against our key performance indicators laid out in the project plan, the results of monitoring feedback and a public survey has led to a planned website revamp which we argue will get the most from our creative user group as we move into the final stage of the project. We propose updates to the social media direction to make the content more engaging and easier for our user base to understand. A full list of our dissemination activities is given, including conference events, paper submissions and news articles, and a comparison against our targets is given.

The general market is investigated and partner exploitation plans have been updated to include any market interest that has already started to be explored. An analysis of these updates against our success indicators laid out in D1.2 Self Assessment Plan is made. The departure of partner IKinema, bought by Apple, is considered in several aspects in this document as they were providing input to the project during the first half of 2019.

IPR Management will enter in its critical phase in the third year as most technology is in development.

We conclude that of the three asset reuse technology areas that this project is progressing, light fields is by far the furthest ahead in terms of the maturity of its creative user group, dissemination and exploitation. In the latter part of the project, an emphasis will be placed on promoting dissemination of semantic animation and asset search and transformation, and we propose the changes required to achieve this.