



TERABOARD

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TERABOARD

www.teraboard.eu

High bandwidth density and scalable optically interconnected Terabit/s Board

H2020-ICT-2015 n°688510

TERABOARD Communication Kit

Deliverable 7.10



An initiative of the Photonics Public Private Partnership

www.photonics21.org





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1 Document information

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Revision history

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21/01/2020	0	Initial version

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Acknowledgements and Copyright

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3 Abstract

Deliverable 7.10 describes the actions of TERABOARD Consortium on the communication about the project.





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4 TERABOARD website

The website of the project (<http://www.teraboard.eu/>) has been kept up-to-date with news about the project and public downloadable documents.

5 TERABOARD in events and workshops

EPIC has been working on promoting and disseminating TERABOARD goals and results, at the booths and exhibitions such as Photonics West, OFC and ECOC and also at the technical meetings that EPIC organizes such as the EPIC Meeting on Optical Communications at Huber&Suhner 2019. These events are always business oriented and are organized in atmosphere of networking, cooperation and discussion. In all cases, the goal of EPIC events is always to foster the collaboration between members and EU projects and end-users/system integrators of the technology. Before the event, there is an evaluation about the companies attending and whom are the main leads to connect in order to maximize the value for the sponsor companies/projects. During the events, EPIC makes sure that all the attendees make the right contacts, giving a huge visibility to the EU projects that are contributing. While technology meetings are focused on a particular technology or industry and discuss in detail the latest state-of-the-art technical achievements and needs and requirements from the end users, during networking receptions representatives from different directions of photonics industry are present. Moreover, networking receptions are always limited to representatives at CEO or higher management (for large companies) level. Such participants limitation ensures high level of business discussion in increased opportunities for follow up cooperation.

During the entire period of the project, TERABOARD was present at all the booths that EPIC was attending by the use of marketing materials (flyers, banners, etc.) as well as dedicated presentation, mentioning the project as sponsoring body and direct communication with those potentially interested in the technology developed within project or supplying components, services, etc. Special effort has been devoted to acknowledge the context of the Photonics PPP, for example by stating that the project is an initiative of the Photonics Public Private Partnership.





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Specifically, for workshops, press releases, presentations etc., the EU emblem and Photonics21 logo were displayed prominently together with the text "Photonics Public Private Partnership". The link www.photonics21.org was also included. When communicating on Twitter or other social media about project activities, #Photonics was included together with @Photonics21 and @PhotonicsEU.

The goal of being present at an EPIC meeting/event is three-fold:

- During EPIC meetings and events, it is possible to evaluate the interest of a company in this kind of technologies and elaborate a list of companies that will be contacted once the technology is ready to transfer.
- Large-scale manufacturing requires to plan a strong supply chain for the required components and processes, many companies interesting in TERABOARD supply chain are attending the events where it is possible to evaluate the offer and capabilities for large-volume production
- At EPIC events, it is possible to explore alternatives to the technology in order to mitigate risks of not achieving the required performance with the initially proposed technology

As follows, we present some examples of the promotion of TERABOARD in different exhibitions and EPIC events.



Figure 1: Photonics West 2018, TERABOARD flyers are always at EPIC booths together with other EU projects





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Figure 2: EPIC Networking Reception at ECOC 2018, Rome



Figure 3: TERABOARD sponsored the EPIC VIP Networking reception at ECOC 2018



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Figure 4: TERABOARD sponsored the 6th International Symposium for Optical Interconnect in Data Centers at ECOC, 26th September 2018



Figure 5: EPIC promoting EU Projects including TERABOARD at Photonics West 2019 from 5-7 February in San Francisco, California, USA



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Figure 6: Photonics West 2019



Figure 7: TERABOARD was presented in front of the Consortium for On Board Optics (COBO) during the COBO annual meeting at ECOC 2018 through EPIC partnership with them



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Figure 8: EPIC Booth along with EU Pilot line also highlights TERABOARD flyers at the exhibition booth at OFC 2019 from 5-7 March in San Diego, California, USA



Figure 9: EPIC team promoting EU Pilot lines and other EU projects including TERABOARD at PIC International conference from 26-27 March 2019 in Brussels, Belgium



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Figure 10: Flyers of TERABOARD are always at the EPIC technical meetings with related with Optical communications such as the EPIC Meeting on Optical Communications: Coherent or Incoherent at HUBER+SUHNER Cube Optics, 21-22 March 2019 in Mainz, Germany



Figure 11: EPIC team promoting EU Pilot lines and other EU projects including TERABOARD at ECOC Exhibition from 22-26 September 2019 in Dublin, Ireland



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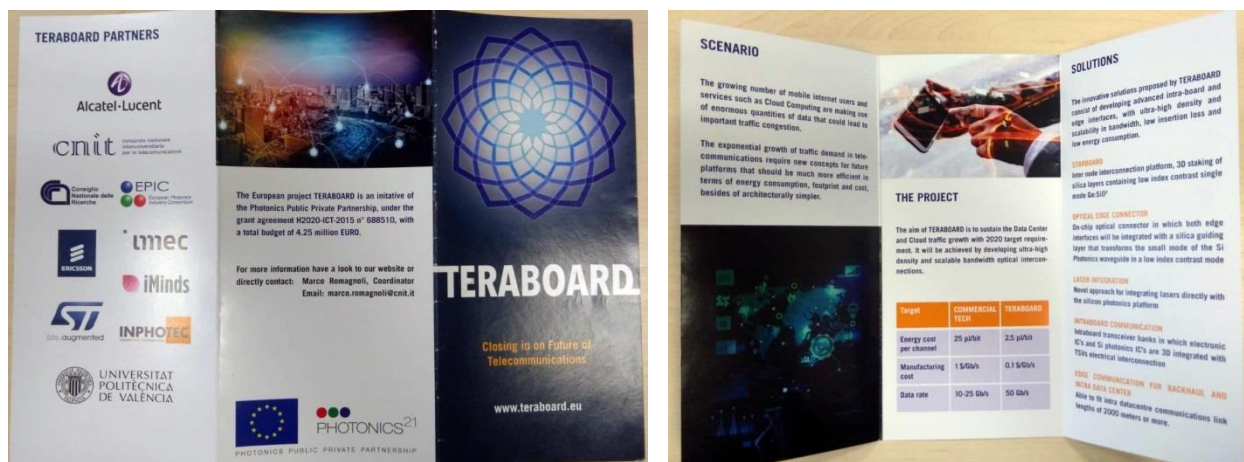


Figure 12: Flyer about TERABOARD



Figure 13: Rollup about TERABOARD exhibited on several occasions at CNIT, Pisa - Italy



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6 Conclusions

In fulfillment of the communication requirements, the Communication Kit of TERABOARD project has been kept active. In particular, the official website of the project (<http://www.teraboard.eu/>) has been maintained and updated with news about the project itself. TERABOARD was presented and put in evidence in several international events and workshops.

