



ISSUE I / FEBRUARY 2014

# ADMOS NEWSLETTER

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# Admos newsletter

## ABOUT THE PROJECT

Advertising monitoring system development for outdoor media analytics

Billboard advertising is the largest segment of the outdoor advertising market. Unlike online marketing where the advertiser or surface owner can get feedback about the effectiveness of campaigns using tools like Google analyst, for the outdoor media there is no available tool that is reliable, affordable and accepted by the media industry. It has been a problem for years that the only means to measure the effectiveness of media surfaces were simple surveys.

The most important factors for advertisers are to measure the number of contacts and to categorize them demographically (age and gender). This allows advertisers to carry out more directed advertising and increasing marketing efficiency.

ADMOS project aims to develop a compact monitoring device that can be installed additionally on public media interfaces, which is able to provide information about the displayed advertisement, and to give feedback about the obtained contact number and the pattern attributes.

A further objective is to gain detailed information about the composition of the sample that means to define the age, gender of the people walking by and whether the person has noticed the advertisement.

The monitoring device will store the collected data (1. data group: information about the display unit, 2. data group: contact information), organize them on its own memory and automatically transfer to the central server.

An application will be also developed that is able to analyze the collected data present the results for the system owner (according to a day/week/month/ year campaign). The system will enable the user to check the media device 0-24 h and send automatic alerts in case of a failure.



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### ADDITIONAL INFORMATION

The research leading to these results has received funding from the European Union's Seventh Framework Programme managed by REA-Research Executive Agency (FP7/2007-2013) under grant agreement No.315525.





## THE COSORTIUM

*ATEKNEA Solutions Hungary Ltd.* is a Hungarian private research organisation established in Budapest in 2003. Its mission is to boost economic growth and competitiveness by facilitating implementation of innovative technologies. ATEKNEA -H provides services to a broad range of international clientele in the private and public sector and serves the public interest by promoting sustainable development. Currently 21 full-time researchers and several PhD students contribute to their research and technology development activities, and a team of five experienced project managers, functions to facilitate client relations and the take-up of research results. The company maintains extensive partnerships and collaboration agreements with technical universities, R&D organizations and industrial companies Europe-wide, enabling broad expertise to successfully resolve R&D tasks requiring an interdisciplinary background. ATEKNEA-H is an experienced R&D SME in areas related to information technologies, industrial electronics, and automation, as well as environmental technologies. Their mission is to bring expertise to research and development of new technologies and devise methods beneficial for the environment and communities. Their key area of interest and expertise is Electrical and Mechanical Engineering, Information and Telecommunication Technologies, and Biomedical and Environmental Technologies information and their application to industrial environments.

*Rubin Zrt's* primary objective is to create customized IT solutions that serve the customers' business processes and operations in the most efficient and effective manner and to contribute to the partners' success. Rubin Inc is founded in 1991 and specialized in software development and hardware manufacturing. Rubin has extensive experience in software development and hardware manufacturing enabling them to offer end-to-end IT solutions and services. Main profile of the company: design and implementation of infrastructure management, remote monitoring systems, custom-built software and other real-time, prepaid applications as well as their maintenance with up to 24/7 availability.

### LINKS

<http://ateknea.com/>

<http://www.rubin.hu/en>

<http://www.okotech.com/>

<http://impactmedia.es/>

<http://x-treme.eu/>

<http://cerc.hu/>

<http://www.shu.ac.uk/>

<http://www.shu.ac.uk/research/c3ri/projects/geometric-modelling-and-pattern-recognition-research-group>



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## THE COSORTIUM

From its foundation in 1997, Flexible Optical BV (OKO) manufactures high-quality deformable mirrors at affordable prices. OKO micromachined or piezoelectric deformable mirrors can be seen in many (adaptive) optical labs all over the world. The main objective is building a profitable business in the field of smart optics by developing and manufacturing adaptive and smart optical systems. Main business activities are: contract research and development of adaptive optical systems for industrial and scientific applications, development and manufacturing of complex optoelectronic systems. OKO's products and services include contract research and development, manufacturing of custom deformable mirrors and adaptive optical systems, optical measurements, imaging, image sensing and processing.

*IMPACTMEDIA, S.A. (IMPACT)* was founded in 2003 and operates in the media industry. IMPACT is a full service outdoor advertising company, selling marketing, posting, maintaining and monitoring advertising panels across the bus, rail and roadside environments. From Leaflets up to full building mesh banners, they provide a 1-stop shop for all marketing communication needs, providing services such as graphic design, structural design, manufacturing and fulfilment.

*X-TREME Holding BV (XTREME)* is an innovative advertising company with a portfolio that includes billboards, street furniture, and any other creative media interface. They provide "extreme" 2D and 3D new media techniques for promotion purposes. Alongside the cooperation with almost all great national and international brands the smaller and medium sized companies are also getting involved. They have the capacity to coordinate all individual steps of production, including design and manufacture. They develop new materials and supply 3Dimensional, inflatable, onepiece, displays with support structures and accessories. XTREME is on the launching site to dominate the European market. They have started a significant investment programme in the billboard advertising sector by offering their best maintained sites and utilising the latest technology for outdoor displays.



## THE COSORTIUM

The *Central European Research Center* is an independent multidisciplinary research centre with the mission to assist various organizations, mostly SMEs, in developing innovative products by providing competence and expertise in selected fields such as mechanics, manufacturing, electronics and dedicated software design including web based software applications for control systems. Due to its cooperation with local universities CERC is also prepared to participate to cross-discipline research project bringing experts in areas that sit beyond its core areas of interest. It is a young company established by a group of SME owners who have been involved in European projects as end users and as technical companies.

*Sheffield Hallam University* is one of the UK's most progressive and innovative universities. The University traces its roots back to 1843, when Sheffield School of Design was founded, and has been recognised as a University since 1992.

They pride themselves on making a difference – to their students, their staff and to the businesses they work with. Their research and business ideas, alongside their sought after graduates, contribute to the economic and social development of both their region and to the UK as a whole. The *Geometric Modelling and Pattern Recognition (GMPR) Research Group* is part of the Communication and Computing Research Centre, and pursues original and exciting research in geometric modelling and pattern recognition.

Funded by the Regional Development Agency, Yorkshire Forward, and by Sheffield Hallam University, they have developed and patented unique technologies for 3D surface scanning with a single, instantaneous shot.

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*\*kick off meeting*

## KICK OFF MEETING

### First General Meeting of ADMOS in Budapest, Hungary

The project was launched with the participation of every partner. The first General Meeting of ADMOS was held at ATEKNEA in Budapest on the 8th of October. On the previous day the first Ethics Board Meeting also took place to discuss the privacy regulations with the External Ethics Advisor of the project. On Tuesday, the 8th of October the RTD partners, ATEKNEA, SHU and CERC started the day with the technical session and after the coffee break the SMEs joined in for the rest of the day. The work plan for the two years has been recited by the Technical Project Coordinator, Dániel Tóvári detailing the milestones and deliverables as well as the role of each partner in the upcoming work. The next steps for the following three to six months were elaborated. After the lunch the financial and administrative matters were presented by the Administrative Project Manager, Orsolya Korda reviewing the Grant Agreement and its annexes and the Consortium Agreement and reiterating the financial rules of the project. After some coffee discussion on the Exploitation and IP protection issues were raised and dissemination possibilities were investigated. The meeting was closed by András Bulkai and the partners headed to explore the city of Budapest.

### UPCOMING MEETING

#### M6 MEETING

DATE:

25 FEBRUARY 2014

VENUE:

BUDAPEST, HUNGARY

CERC MEETING POINT

1119-BUDAPEST KÁL-  
MÁN IMRE UTCA 1.

#### MAIN TOPICS

*Technical session for  
RTD's*

*Progress of development*

*Financial, administrative  
matters*

*Non-technical tasks*

## DEADLINES

Deadline for  
submission of abstracts

6 January 2014

Notification of  
acceptance

10 February 2014

Deadline for  
submission of full  
papers

15 May 2014

## EVENTS

### EMMA CONFERENCE 2014

The European Media Management Education Association is organising the 2014 annual conference jointly hosted by the Baltic Film and Media School at Tallinn University (BFM) and the Institute of Journalism, Communication and Information Studies at the University of Tartu on 12-13 June 2014.

Media enterprises are operating in times of digital convergence of media platforms and the blurring of market and industry boundaries. More and more media enterprises are responding to changing market conditions by moving from single-platform activities to multi-platform activities in which they supply content across distribution outlets.

While multi-platform activities are becoming a widespread practice among media enterprises, the demands and levels of sophistication and issues that come with this, including organisational adjustment, content innovation and adaptation, and co-operation activities across formerly separated media-sectors, vary widely across enterprises and industry sectors.

The 2014 EMMA conference will highlight relevant current and future issues, and facets of market and industry changes and practices, regarding multi-platform strategies, concepts, tactics, operations and practices.

More information:

<http://www.media-management.eu/emma-home.html>



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The research leading to these results has received funding from the European Union's Seventh Framework Programme managed by REA-Research Executive Agency (FP7/2007-2013) under grant agreement No.315525.

Research, Innovation  
Engineering services  
to help your business

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