



DELIVERABLE

D6.8 – Project Media Pack v01

Project Acronym: UNCAP

Grant Agreement number: 643555

Project Title: Ubiquitous iNteroperable Care for Ageing People

Revision: 03

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Project co-funded by the the Horizon 2020 Framework Programme of the European Union		
Dissemination Level		
P	Public	X
C	Confidential, only for members of the consortium and the Commission Services	

D6.8 - Project Media Pack v01	
File: D.6.8 - media pack - v.2.0 - 20150227.docx	Page: 1 of 17



1. Revision history and statement of originality

1.1. Revision history

Rev	Date	Author	Organization	Description
01	24/02/2015	Irene Facchin	TRILOGIS	First version of deliverable
02	27/02/2015	Daniele Benedetti	TRILOGIS	Media Pack documents
03	27/02/2015	Irene Facchin	TRILOGIS	Final version of deliverable

1.2. Statement of originality

This deliverable contains original unpublished work except where clearly indicated otherwise. Acknowledgement of previously published material and of the work of others has been made through appropriate citation, quotation or both.



List of references

Number	Full Reference
1	Project website: http://www.uncap.eu/



2. Executive Abstract

Following a common project corporate identity, a media pack has been prepared that include:

- Logos, at different resolutions and for different uses (e.g. for white or dark backgrounds).
- Project banner, to be printed and used at fairs etc.
- Foldable flyer with essential project information.
- Project brochure (for distribution to more technical audiences).
- Project poster, to be printed in A1 or A2 formats.
- Project official short descriptions (200, 500 and 1000 characters) to be used for press releases etc.

This deliverable is the real collection of the aforementioned files that are available from the Deliverables section of the website at the following link <http://www.uncap.eu/downloads/>, as well as within the consortium internal folder in the project official management site Alfresco.



3. Table of Content

1. Revision history and statement of originality	2
1.1. Revision history	2
1.2. Statement of originality	2
2. Executive Abstract	4
3. Table of Content	5
4. Logos	6
4.1. White background.....	6
4.2. Dark background – version 1	6
4.3. Dark background – version 2	6
4.4. Black & White Logo	7
4.5. Logo reduced versions	7
5. Project Banners	8
5.1. Version 1 - horizontal	8
5.2. Version 2 - squared.....	8
5.3. Version 2 - vertical.....	9
6. Project Flyers.....	10
6.1. Version 1: Two pages.....	10
6.2. Version 2: Three pages	12
7. Project Brochure.....	14
7.1. Front.....	14
7.2. Back.....	15
8. Project Poster	16
8.1. Poster	16
9. Project Official Short Descriptions	17
9.1. 200 characters.....	17
9.2. 500 characters.....	17
9.3. 1000 characters.....	17

4. Logos

The project's logo has been made available in different resolutions in order to be used for websites or for be print outs, and for white or dark backgrounds. The available formats are:

- High resolution: 2477x888 pixels
- Medium resolution: 1238x444 pixels
- Low resolution: 595x214 pixels

4.1. White background



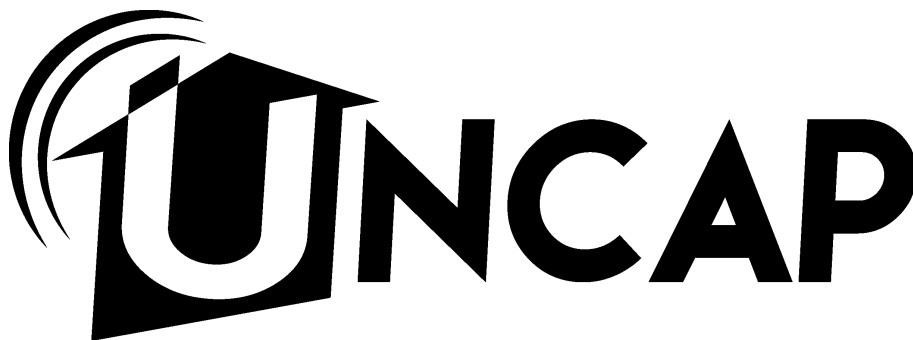
4.2. Dark background – version 1



4.3. Dark background – version 2



4.4. Black & White Logo



4.5. Logo reduced versions





5. Project Banners

A series of banners in different resolutions in order to be used for websites (96 DPI) or for be printed use (300 DPI).

5.1. Version 1 - horizontal

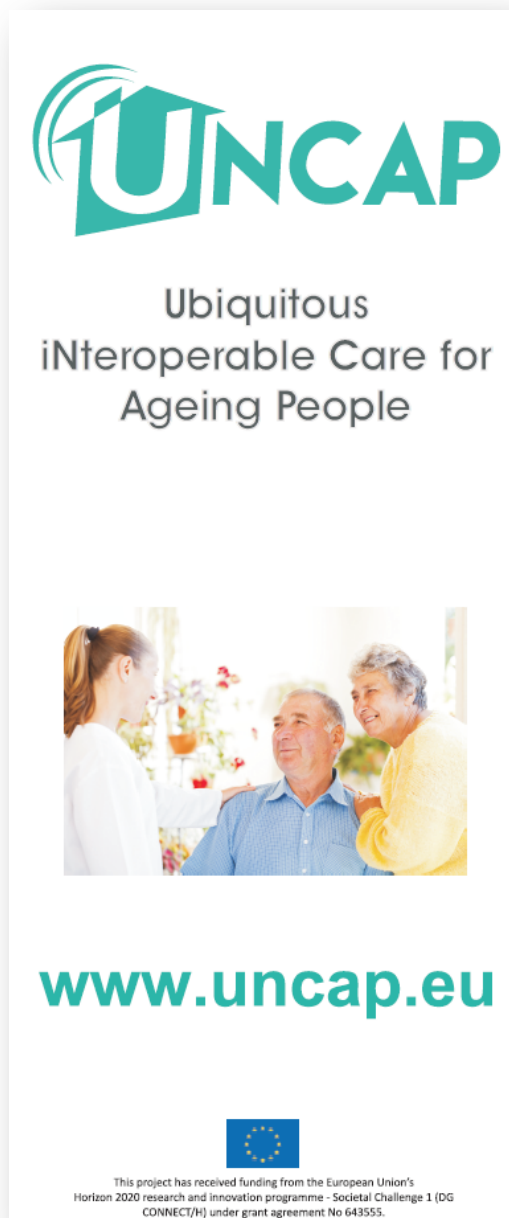


5.2. Version 2 - squared





5.3. Version 2 - vertical






6. Project Flyers



Two versions of a foldable flyer have been prepared, with essential project information.




6.1. Version 1: Two pages



COORDINATOR




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Project reference: GA nr. 643555
Call ID H2020-PHC-2014-single/stage




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**Ubiquitous
iNteroperable Care
for Ageing People**



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This project has received funding from the European Union's
Horizon 2020 research and innovation programme - Societal Challenge 1 (DG
CONNECT/H) under grant agreement No 643555.

UNCAP "Ubiquitous iNteroperable Care for Ageing People" will make use of solutions and technologies developed in previous research projects to develop an open, scalable, and privacy-savvy ICT infrastructure designed to help aging people live independently while maintaining and improving their lifestyle. The final solution will consist of real products that will be made available on the market.



The main goals of **UNCAP** are:

- 1) **Improve effectiveness of the health care processes** through more effective evaluation processes during the hospital-hospice recovery.
- 2) **Enhance home care treatment and prevention**, in order to delay cognitive impairment of elderly and possibly postpone the recovery.
- 3) **Support more independent living and improve quality of life** of cognitively impaired aging users.

The **technical solutions** will be extensively piloted for a total of 24 months (made of two sets of 12 months), within 14 sites, across six countries, and in operational scenarios:



◀ **Low-tech informal care (private home) scenario.** Thanks to the use of the UNCAP "starter kit," made of the UNCAP BOX connected to the TV, an IP camera for video conferencing and video-based tracking of the user, plus a one-year subscription to the UNCAP CLOUD service, patients will be monitored at home.

▶ **Moving patients from specialised care facilities to home scenario.**

Thanks to the monitoring of patients by the installed UNCAP BOXes, it will be possible to move patients at home and anyhow follow their recovering.



◀ **High-tech informal care (private home) or formal care settings (nursing home) scenario.** UNCAP-compatible sensors for measurement of blood glucose and/or blood oxygen levels, and the UNCAP-compatible sensor floor for identifying if someone has fallen, are used for better support assistance at home.

▶ **Long Term Care (LTC) scenario.**

The UNCAP CLOUD services will allow relatives and medical staff to access and update clinical folder of patients and to monitor their position within the hospice safe area.



6.2. Version 2: Three pages



Project reference: GA nr. 643555



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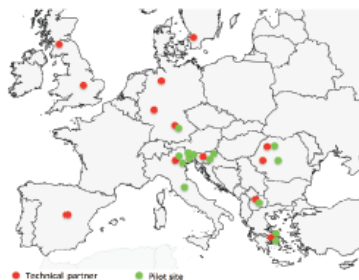
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This project has received funding from the European Union's
Horizon 2020 research and innovation programme - Societal Challenge 1
DIS COINAC (741)
Under grant agreement No 643555.



UNCAP ("Ubiquitous iNteroperable Care for Ageing People") will make use of solutions and technologies developed in previous research projects to develop an open, scalable and privacy-savvy ICT infrastructure designed to help aging people live independently while maintaining and improving their lifestyle. The final solution will consist of real products that will be made available on the market.



The project is co-financed by the EU through the Horizon 2020 programme, and it involves 23 partners (including several pilot user partners) from 9 European countries (Italy, United Kingdom, Slovenia, Romania, Greece, Germany, Sweden, Spain, Macedonia).

The main goals of **UNCAP** are:

- 1 Improve effectiveness of the health care processes through more effective evaluation processes during the hospital-hospice recovery.
- 2 Enhance home care treatment and prevention, in order to delay cognitive impairment of elderly and possibly postpone the recovery.
- 3 Support more independent living and improve quality of life of cognitively impaired aging users.

The **technical solutions** will be extensively piloted for a total of 24 months (made of two sets of 12 months), within 14 sites, across six countries, carried on in real operational scenarios:



- **Low-tech informal care (private home) scenario.** Thanks to the use of the UNCAP "starter kit," made of the UNCAP BOX connected to the TV, an IP camera for video conferencing and video-based tracking of the user, plus a one-year subscription to the UNCAP CLOUD service, patients will be

- **Moving patients from specialised care facilities to home scenario.** Thanks to the monitoring of patients by the installed UNCAP BOXes, it will be possible to move patients at home and anyhow follow their recovering.



- **High-tech informal care (private home) or formal care settings (nursing home) scenario.** UNCAP-compatible sensors for measurement of blood glucose and/or blood oxygen levels, and the UNCAP-compatible sensor floor for identifying if someone has fallen, are used for better support assistance at home.



- **Long Term Care (LTC) scenario.** The UNCAP CLOUD services will allow relatives and medical staff to access and update clinical folder of patients and to monitor their position within the hospice safe area.



7. Project Brochure

A two-page version of the project brochure has been edited, and will be distributed to more technical audiences.

7.1. Front



The brochure features the UNCAP logo at the top left, followed by the full name and website. A grid of partner logos is on the right. The main text describes the project's goals and impact, supported by a map of Europe showing partner locations. A text box on the right details EU funding and partner count. The bottom section lists three main goals with numbered icons.

UNCAP
Ubiquitous iNteroperable
Care for Ageing People
www.uncap.eu

Increasingly fast aging population is set to challenge health and care systems. Current care models are proving to be inappropriate and unsustainable. This situation is clearly calling for new care & assistance paradigms.

UNCAP will address such a fast-evolving scenario through the development of an open, scalable and privacy-savvy ICT infrastructure designed to help aging people (including those with mild cognitive impairments) live independently and with dignity.

In particular, **UNCAP** will leverage on an interoperable ecosystem of biosensors and indoor & outdoor localisation solutions to deliver an infrastructure capable to continuously monitor and assist users in a non-invasive way. Furthermore, **UNCAP** will allow accurate monitoring of user's state (physical & cognitive), and also creating a range of brand new services designed to stimulate healthier lifestyle and more active aging process.

To this extent, the ultimate goal of **UNCAP** is to extend the duration of high-quality life of aging, frail, and cognitive impaired citizens by helping them achieve higher autonomy, independence, and dignity.

The project is co-financed by the EU through the Horizon 2020 programme, and it involves 23 partners (including several pilot user partners) from 9 European countries (Italy, United Kingdom, Slovenia, Romania, Greece, Germany, Sweden, Spain, Macedonia).

The main goals of **UNCAP** are:

- 1 Improve effectiveness of the health care processes recovery through more effective evaluation processes during the hospital-hospice.
- 2 Enhance home care treatment and prevention, in order to delay cognitive impairment of elderly and possibly postpone the recovery.
- 3 Support more independent living and improve quality of life of cognitively impaired aging users.

7.2. Back

The achievements of **UNCAP** will be assessed in the context of several pilots located in private homes, rehabilitation centres, daily nursing facilities and houses etc. in various EU countries, with the involvement of a large number of users and caregivers (ensuring statistical significance) within real operational scenarios for a duration of 12 months.

Indeed, the technical solutions will be extensively piloted for a total of 24 months (made of two sets of 12 months), within 14 sites, across six countries, carried on in real operational scenarios (instrumented apartments, nursing homes, elderly care canter and private homes), involving a statistically significant number, almost a thousand, between final users and caregivers, which have been selected for their diversity in order to cover a wide spectrum of practices and care models.

Low-tech informal care (private home) scenario.

Thanks to the use of the UNCAP “starter kit,” made of the UNCAP BOX connected to the TV, an IP camera for video conferencing and video-based tracking of the user, plus a one-year subscription to the UNCAP CLOUD service, patients will be monitored at home.



Moving patients from specialised care facilities to home scenario.

Thanks to the monitoring of patients by the installed UNCAP BOXes, it will be possible to move patients at home and anyhow follow their recovering.

High-tech informal care (private home) or formal care settings (nursing home) scenario.

UNCAP-compatible sensors for measurement of blood glucose and/or blood oxygen levels, and the UNCAP-compatible sensor floor for identifying if someone has fallen, are used for better support assistance at home.



Long Term Care (LTC) scenario.

The UNCAP CLOUD services will allow relatives and medical staff to access and update clinical folder of patients and to monitor their position within the hospice safe area.

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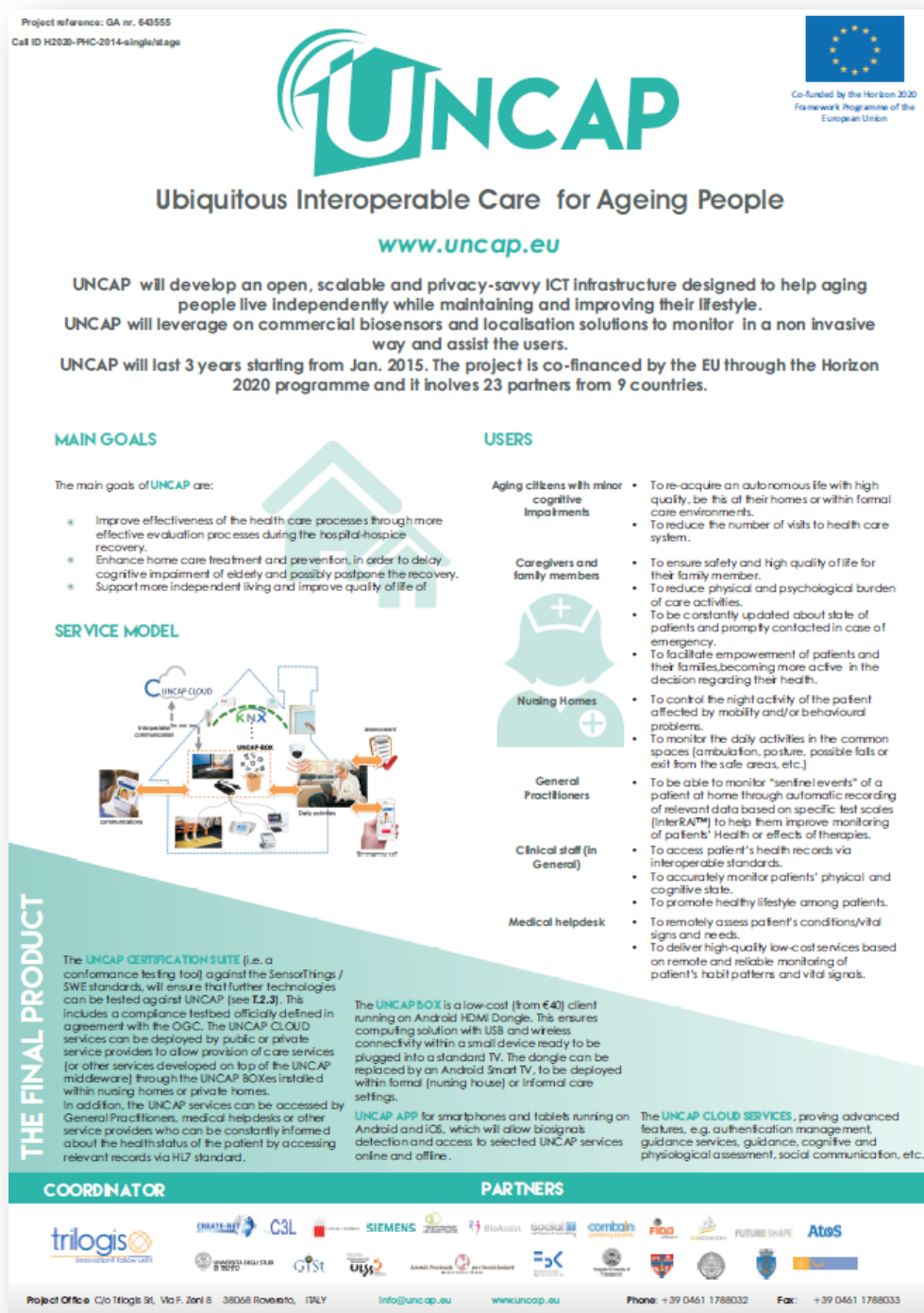
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8. Project Poster

Two formats of the project poster to be printed in A1 and A2 sizes have been prepared.

8.1. Poster





9. Project Official Short Descriptions

Two formats of the project poster to be printed in A1 and A2 sizes have been prepared.

9.1. 200 characters

UNCAP delivers a platform based on open industrial standards able to create new care & assistance paradigms. The result will be an open source, scalable and privacy-savvy ecosystem ready to help aging people live independently.

9.2. 500 characters

UNCAP (Ubiquitous iNteroperable Care for Ageing People) will develop an open, scalable and privacy-savvy ICT infrastructure designed to help aging people live independently while maintaining and improving their lifestyle. UNCAP will leverage on commercial biosensors and localisation solutions to monitor –in a non-invasive way– and assist the users.

UNCAP will last 3 years starting from Jan. 2015. The project is co-financed by the EU through the Horizon 2020 programme and it involves 23 partners from 9 countries.

9.3. 1000 characters

UNCAP ("Ubiquitous iNteroperable Care for Ageing People ") will make use of solutions and technologies developed in previous research projects to develop an open, scalable and privacy-savvy ICT infrastructure designed to help aging people live independently while maintaining and improving their lifestyle. The final solution will consist of real products that will be made available on the market.

The project is co-financed by the EU through the Horizon 2020 programme, and it involves 23 partners (including several pilot user partners) from 9 European countries (IT, UK, SI, RO, EL, DE, SE, ES, MK).

The main goals of UNCAP are:

- 1) Improve effectiveness of the health care processes through more effective evaluation processes during the hospital-hospice recovery.
- 2) Enhance home care treatment and prevention, in order to delay cognitive impairment of elderly and possibly postpone the recovery.
- 3) Support more independent living and improve quality of life of cognitively impaired aging users.