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D8.1

Press releases to the partners' local media

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Project funded by the European Commission within the 7th Framework Programme		
Dissemination level		
PU	Public	X
PP	Restricted to other programme participants (including the Commission services)	
RE	Restricted to a group specified by the consortium (including the Commission services)	
CO	Confidential, only for members of the consortium (including the Commission)	

D8.1

Press releases to the partners' local media

Responsible(s)

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Summary: This deliverable is the official press release agreed among all the partners, to be distributed to their local media for raising public awareness about the project.

Keywords: press release, public dissemination

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1. Purpose

This document shows the text that has been agreed among the partners of MAVEN for the official press release about the project that will be distributed to the local media of each partner. The purpose of agreeing in a common text is to unify the message which is publicly transmitted about the project, its objectives and the partners participating in it.

The next section shows the contents of the press release. Such text is translated by each partner to its local language for proper distribution. It was also agreed that each partner can add further text for explaining more clearly its role and contribution to the project.

2. Content of the official MAVEN press release



<http://www.maven-project.eu>

What is MAVEN?

MAVEN is a collaborative project among seven European partners, which has been selected by the European Commission as one of the projects funded under the “Research for the benefit of SMEs” programme, in the 7th Framework Programme. The focus of this programme is to foster applied research driven by the needs of small and medium-sized companies, with the aim of producing a positive impact on their business in the short term. As for MAVEN, its technical goal is to develop market-ready, efficient and robust tools for the management and authenticity verification of multimedia contents. The project officially started on October 1st, and will run for 24 months until September 30th, 2015.

Why MAVEN?

Despite the advances in the Security and Media sectors, MAVEN arises from the need of providing such industries with a suite of advanced technological solutions, able to operate in a range of realistic scenarios (CCTV, web images, broadcast data, etc). The project results will allow SMEs, law enforcement bodies, press agencies, insurance companies and broadcasting

companies, among others, to manage their multimedia assets and verify its integrity and authenticity, all in an efficient and scalable manner.

What will MAVEN do?

MAVEN project will develop a set of tools for multimedia data management and security. The project's objectives will be centered on two key concepts: "SEARCH" and "VERIFY", both integrated in a coherent manner. This "search and verify" concept is not supported in an integrated manner by any tool currently available in the market.

Partners

The consortium that takes part in the MAVEN project comprises four companies and three research centers.

- **AMPED:** an Italian company, pioneer in the development of software for the analysis and enhancement of images and video for forensic, security and investigative applications.
- **Playence:** an Austrian company leading the next generation of enterprise search solutions. Its products solve the organization's information access problem by exploiting the meaning of information to improve the availability of multimedia (i.e. text, audio, video, photo) content and reduce the time invested in search.
- **Arthaus:** an IT services company from Macedonia that focuses on delivering high-quality, efficient and custom software solutions to small and medium sized companies around the world, as well as a set of own software products.
- **Xtream:** a Spanish company, with a strong presence in Latin America, which develops and provides advanced digitization, cataloguing, management, archiving and distribution (digital signage, IPTV, Web, DTT...) software solutions for the government, security and media markets.
- **Gradiant:** a private non-profit RTD center based in Vigo, Spain, whose focus is on applied ICT research and technology transfer to industry and society.
- **CNIT:** a non-profit Consortium among 37 Italian universities fostering basic and applied research activities; in particular through its Research Units of the University of Siena and Florence CNIT provides longstanding experience in multimedia security technologies.
- **University of Cagliari** through its Pattern Recognition and Applications (PRA) Lab, whose mission is to address fundamental issues for the development of future pattern recognition systems, in the context of real applications.



The MAVEN team, during the kick-off meeting held at the Xteam premises, in Madrid



“Research for SMEs” supports small groups of innovative SMEs in solving technological problems and acquiring technological know-how. The idea is to allow SMEs to further develop their activities by buying knowledge from RTD performers. More information: http://ec.europa.eu/research/sme-techweb/pdf/smes_glance.pdf