

# Deliverable 5.1 Website and Promotional Video Development

Deliverable 5.1 briefly consists of the development of the VineRobot website, [www.vinerobot.eu](http://www.vinerobot.eu), and the development of a VineRobot promotional video. It also includes a summary of the key features of the website, focusing in the dissemination of results and news arising from the project to the general public and, particularly, to the vineyard and wine-making players, stakeholders and industry.

*Deliverable Report*

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## Deliverable 5.1 Project Website and Video Presentation

Deliverable 5.1, “**Project Website and Video Presentation**,” briefly consists of the development of the VineRobot website, [www.vinerobot.eu](http://www.vinerobot.eu), and the development of a VineRobot promotional video. It also includes a summary of the key features of the website, focusing in the dissemination of results and news arising from the project to the general public and, particularly, to the vineyard and wine-making players, stakeholders and industry.

Accordingly, a description of the contents of the promotional video is presented.

The VineRobot website and promotional video developments are twofold: a requirement defined in Annex I of the Grant Agreement 610953 for exchanging information among Consortium beneficiaries, and unavoidable if we are looking for the maximum dissemination level of our project results. The website is completely operative, although it is a ‘living’ entity which will continuously grow and evolve during the project, so this deliverable reflects the website framework and initial content, rather than a finished product.

### 5.1.1 Objectives

The VineRobot website was orchestrated by AVAN, and is managed by the UOLR coordinator. It has two main purposes:

1. Dissemination of the project and its results; while it will consequently broadcast the project exploitation aspects in due time, too; and
2. Project management and communication networking for the consortium with a private area for confidential information and interaction among partners.

The promotional video shows in barely 60 seconds key aspects of the VineRobot project.

### 5.1.2 Website Structure and Contents

VineRobot web contents are divided into public and restricted areas. The **public area** is accessible to everyone, and designed for promoting the project and disseminating the non-confidential information about the project and partners:

- a) **Homepage:** the website start-page has the following structure:
  - Header including VineRobot logo, Search option and access to consortium Intranet;
  - Promotional video of the project section;
  - Short description of the project;
  - Recent news with shortcuts to the section;
  - Footer with reference to STREP ICT Call 10 2013, project acronym and full title, grant agreement (610953), coordinator contact and CE flag and acknowledgment.



Figure 1. The VineRobot website Homepage

- b) **Project:** shows additional information about the project and its development.

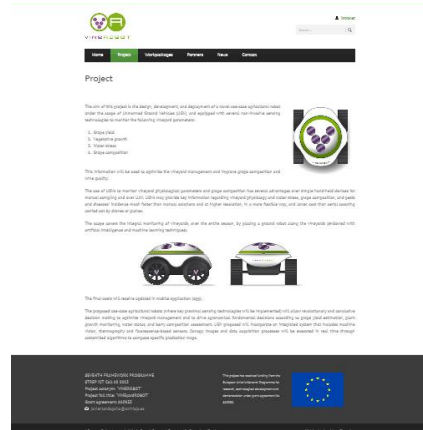


Figure 2. The VineRobot website Project-page

- c) **Workpages:** describes how the project will be implemented as the result of developing the different WPs; a short description of each is also given.



Figure 3. The VineRobot website Workpages-page

- d) **Partners:** in this section a brief description about each partner is given detailing their business activities (by clicking on partner's logos), their role in the project and also the interaction among them in the development of the project.

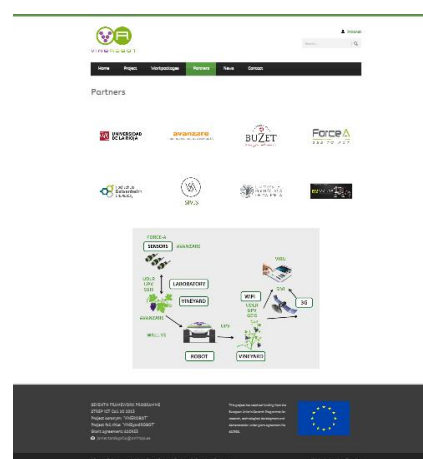


Figure 4. The VineRobot website Partners-page

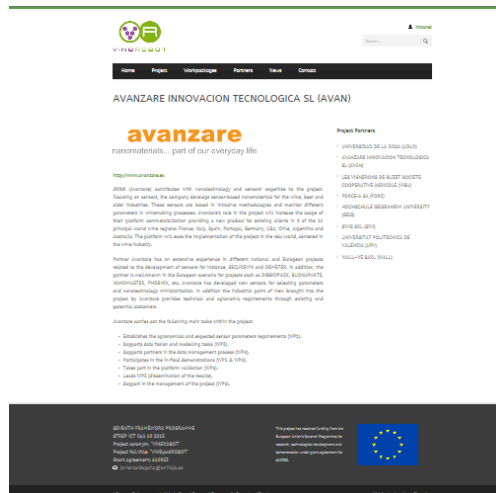


Figure 5. Example of the business activity upon clicking on the partner's logo

- e) **News:** the section will include all the most relevant information related to project development, activities, etc.

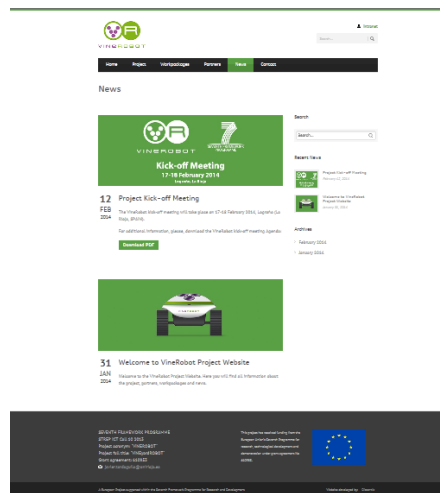


Figure 6. The VineRobot website News-page

- f) **Contact:** This section of the VineRobot website provides coordinator contact details and email.



Figure 7. The VineRobot website Contact-page

- g) **Logos:** the VineRobot website displays its logo on the header, and the logo of the EC and acknowledgement on the footer of each page.

The **Intranet** gives access to **restricted area** of the VineRobot portal, which is solely for partners or beneficiaries. Everyone is asked to introduce their login name and password to enter the depository workspace for project information file sharing and exchanges. Logins have been distributed to the partners or beneficiaries.



**Figure 8.** The VineRobot Intranet Access Login

Once the password is introduced, some new services appear on the menu. In this area it is possible to find:

- Workspace:** where all files and folders will be stored. The VineRobot root folder has already been created to include the files of the project, deliverables, progress reports, interim reports...
- Notifications:** where a history of the upload files can be checked.
- Dashboard:** where the password can be changed and the data of the contact can be defined and modified.
- Log out**



**Figure 9.** The VineRobot Intranet section

### 5.1.3 Website and Intranet Administration

The VineRobot website administrator will be able to manage both the contents that appear throughout the different sections of the site as well as accounts, store and share files, documentation, etcetera, in the Intranet portal without need for any other sort of information exchange tool (Dropbox, cloud service, etc.).

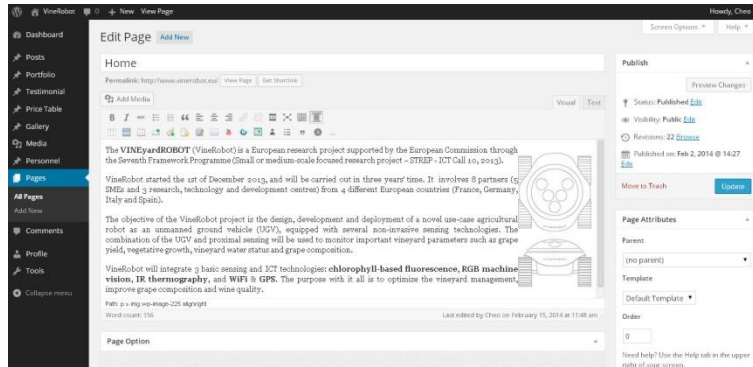


Figure 10. The VineRobot Website Administration



Figure 11. The VineRobot Intranet Administration

## 5.1.4 Video Structure and Contents

The VineRobot promotional video reflects animatedly the concept of the project during a short period of time (~ 60 sec), enough to give a clear picture of the overview of the project to the general public. The video is also targeted to the wine sector. It is divided in: presentation, objectives, project scheme, technology explanation, project advantages and partnership.

The storyline of the video is presented in the following images:





Figure 12. Storyline of the VineRobot Project video

### 5.1.5 Conclusions

The VineRobot website has been designed, developed and launched. The site serves as both dissemination and project management tools and, therefore, consists of corresponding public and restricted areas.

The public area promotes the project, allows for dissemination of non-confidential results and permits the public to contact the coordinator and visit partners' websites.

The restricted area, accessible via a login, includes confidential and project management documents, helps partners share information and communicate more effectively.

The promotional video has been created and implemented in the website to attract the project to the public and the wine sectors.