Programme	CIP – Competitiveness for innovation
Type of Action	Pilot B
Project Title	An optical neuro-monitor of cerebral oxygen metabolism and blood flow for neonatology
Acronym	BabyLux
Project n.	620996

D6.3 PROJECT VIDEO

Work Package	WP6
Lead Partner	FONDAZIONE POLITECNICO DI MILANO
Contributing Partner(s)	ALL
Security Classification	PU (Public)
Due date	30/06/2014
Date	30/06/2014
Version	Final

The BabyLux project (620996) is co-funded by the European Union under the CIP competitiveness and innovation framework program 2007-2013.

Document history

Version	Date	Comments	Authors
0.1	24/05/2014	First draft for Comments shown in Berlin meeting (26-27 May 2014)	M. Lancini, E. Murari (FPM)
1.0	29/06/2014	Final version	M. Lancini, E. Murari (FPM)
Final	30/06/2014	Final editing	A.Torricelli (PoliMi)

The work leading to these results has received funding from the European Community's CIP competitiveness and innovation framework program under grant agreement nº 620996.

Table of Contents

Table of Figures

1. Executive Summary

The deliverable 6.3 presents the project video. In this document, we provide an overview of its structure, together with some screenshots. Fondazione Politecnico di Milano (FPM) has designed the video and has coordinated the effort of all project partners to realise the communication tool.

The BabyLux video provides a powerful visual description of the project, its goals and the partners' role. The video presents the same coordinated image and style of other communication materials realized – Website, Logo, Headed Paper template, PowerPoint Presentation template, Leaflet, Newsletter, etc. - making the project instantly recognizable.

The video has been released as part of the dissemination tools.

The Video is available at the URL address:
https://www.youtube.com/watch?v=q9kNjU53FPM&feature=youtu.be

http://babylux-project.eu/multimedia/video-gallery

Both language and subtitles are in English language.

2. Introduction

The BabyLux video has been released on June 30, 2014 and it is available at the URL address: http://babylux-project.eu/multimedia/video-gallery.
FPM has designed the video and has coordinated the effort of all project partners to realise the communication tool.

Nowadays, video represents one of the most effective media for the dissemination by a large broad public of project's activities. The dissemination actions are addressing a broad public, expert groups, communities, stakeholders, end-users, and they intend to build a particular community around the project.

Dissemination through the video aims at raising:

- **awareness** (making the project's work known) to reach awareness of the BabyLux motivation about the relevant results achieved;
- **understanding** action through the partner's interviews.

FPM developed the video with the help of Jobbing consultance (Milan) and with strong cooperation of the partners.

The BabyLux video provides a powerful visual description of the project, its goals and the partners' role. The video presents the same coordinated image and style of other communication materials realized – Website, Logo, Headed Paper template, PowerPoint Presentation template, Leaflet, Newsletter, etc. - making the project instantly recognizable.

The BabyLux video is in English language.

Hereafter, an overview of the video is provided following its structure. Screenshots are also provided.

3. The Project Video

The BabyLux video offers information about the project. The various sections (introduction, clinical trials, photonic technique, partners, conclusions) will allow visitors to be aware of the general structure of the project, its aim and expectations. The video of the project follows BabyLux Talks, video interviews with some partners of the projects.

The interviews with the partners have been realized in January 2014 in Fondazione Politecnico di Milano during the kick-off meeting. The images of preterms babies, doctors and nurses has been shooted in March 2014 in Neonatoloy Division of IRCCS Ca' Granda (Mangiagalli Hospital in Milano). The images of laboratories has been shooted in Politecnico di Milano, Department of Physics (PoliMi) in March 2014.

All project partners contribute to contents of the video with interviews and sent images of their activities
Some screenshots of the video are shown in Figure 1-6.

Figure 1. The video introduction

Figure 2. Screenshot of the interview with Gorm Greisen (RegionH)

Figura 3. Screenshot of Neonatology Division at IRCCS Ca' Granda

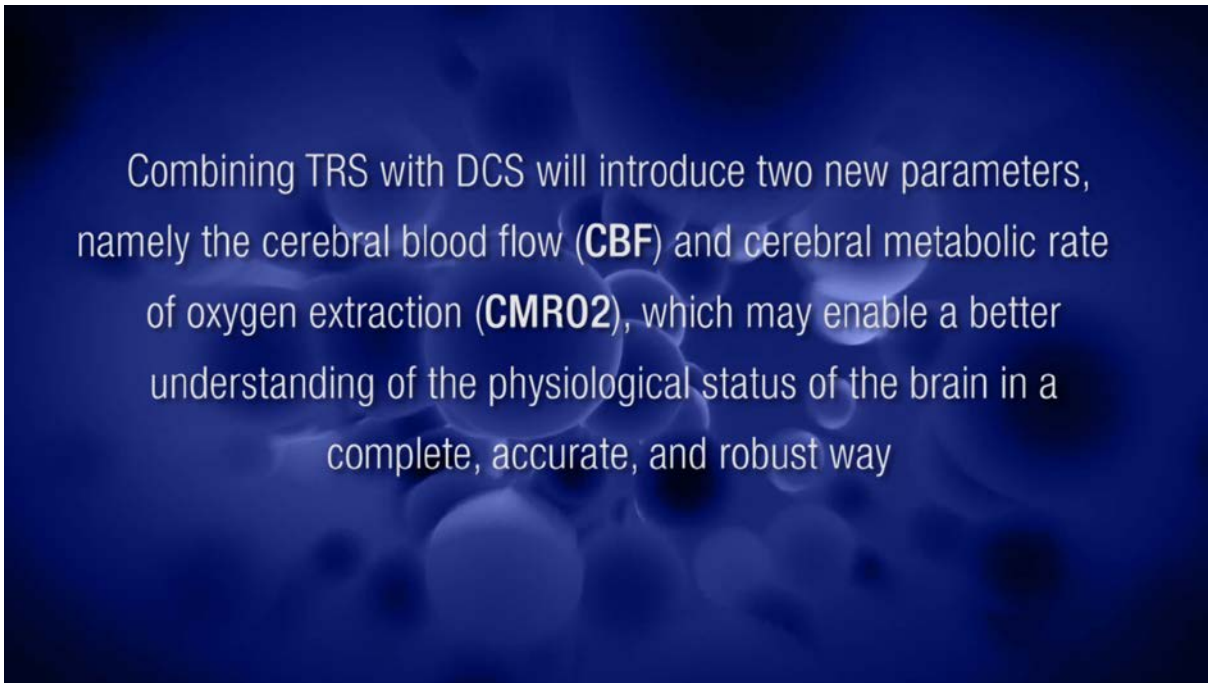

Figure 4. Screenshot of the description of photonic technology

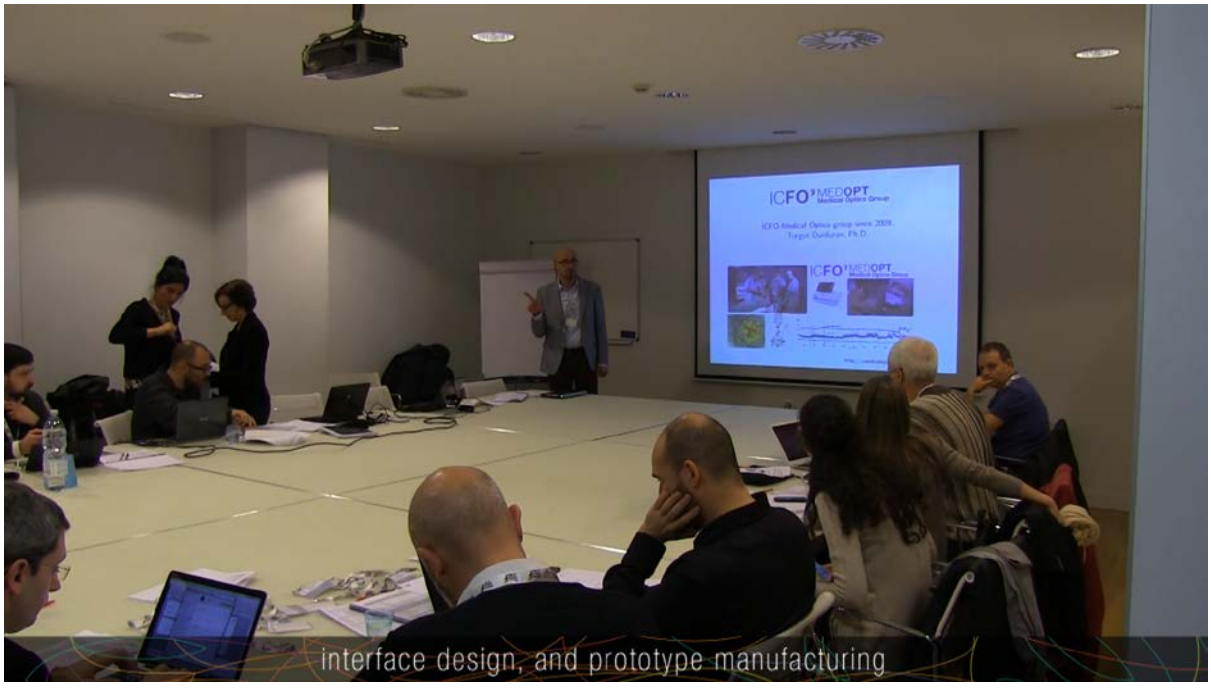

Figura 5. Screenshot of the partners during the kick-off meeting in Milano

Figure 6. Screenshot of the final part of the video

- **Introduction**
  The introduction shortly shows the BabyLux project and gives the relevant information.

- **Clinical-Trial**
  The situation of preterms babies has been described during Gorm Greisen's (RegionH) and Monica Fumagalli's (IRCCS Ca' Granda) interviews.

- **An innovative technique**
  The innovative technique used in the project has been described during Alessandro Torricelli's (PoliMi) interview.

- **9 partners**
  The importance of the network between medical, technical and research's partners has been described during partner's presentations.

- **Conclusions**
  The conclusions show the expectations of the project and pay the attention to the last period when a trial period will follow both at the IRCCS Ca' Granda (Mangiagalli Hospital) in Milan and at RegionH (Rigshospitalet) in Copennhagen.

The video is available.

The **YouTube channel** is active and here we will add all project videos.
The URL is:
https://www.youtube.com/watch?v=q9kNjU53FPM&feature=youtu.be

on the project website, the URL is:

http://babylux-project.eu/multimedia/video-gallery