

Peach

PRESENCE RESEARCH IN ACTION

Peach objectives

- O1** - To coordinate and integrate, stimulate and support the emerging presence multi-disciplinary communities
- O2** - To identify the research challenges and define the strategic research vision, direction, roadmap and policy for presence
- O3** - To support the construction of the ERA in presence by providing recommendations on research and education policy
- O4** - To analyse Socio-Ethical issues related to presence research and technologies and their future impact on society
- O5** - To enhance market and social impact by pro-actively fostering early contacts with market actors and obtain guidance on future market trends and opportunities
- O6** - To promote the public understanding of presence research

ARE YOU CURIOUS ABOUT PRESENCE?

PRESENCE RESEARCH

Presence research focuses on understanding, generating and achieving control over the cognitive experience of being somewhere. It is by nature a deeply interdisciplinary field spanning an extremely wide range of subjects: from neuroscience and cognition aiming to understand Presence at the mind level, to the wide range of visual, audio, sensing and other technologies aiming to generate the feeling of presence.

WHAT IS Peach?

Peach is a three years FP6 Coordination Action (CA) on Presence, which started on May 1st 2006 and will last until April 30th 2009. The CA is financially supported by the European commission under the Future Emerging Technologies (FET) - Information Society Technology (IST) programme nursery of novel and emerging scientific ideas. Its main objective is to stimulate structure and support the Presence research community (academic & industry), with special attention to the challenges associated to the interdisciplinary character of the field, and to produce visions and roadmaps to support the construction of the presence ERA.

Peach Partners

- STARLAB** Starlab Barcelona S.L. *Spain*
- NU** Napier University *UK*
- ITI** Informatics and Telematics Institute, Center for Research and Technology Hellas *Greece*
- ITIA** National Research Council of Italy, Istituto di Tecnologie Industriali Automazione *Italy*
- FIT** Fraunhofer Institute for Applied Information Technology *Germany*
- TI** Telecom Italia *Italy*
- OII** University of Oxford, Oxford Internet Institute *UK*
- FER** University of Zagreb, Faculty of Electrical Engineering and Computing *Croatia*
- TUM** Institute of Automatic Control Engineering (LSR) / Technische Universitaet Muenchen *Germany*



Supported by:



Contact information

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HOW CAN I GET INVOLVED IN PEACH ACTIVITIES?

Peach has created a **presence community**. If you want to participate in the various Peach organized activities you need to subscribe. Subscription is free of charge and a direct link to the subscription form is at:

<http://www.peachbit.org>.

Being a member of the Peach presence community will benefit you! You will meet presence researchers from various disciplines, from all around the world, who will enlarge your presence network.

Come and join us!

CAN I GET FINANCIAL SUPPORT TO PARTICIPATE IN PEACH ACTIVITIES?

Peach basket refers to a portion of the Peach Coordination Action (CA) budget set aside to support the Peach presence community member's attendance to the various Peach events: Summer Schools, Peach Working Groups, Industry event, etc. To apply for this support you must subscribed to the Peach presence community. Further details on how to apply for financial support will be provided for each event at:

<http://www.peachbit.org>



Peach®

presence research in action

PARTICIPATE IN PEACH!

PEACH WORKING GROUPS (WINGS)

Peach is meant to benefit the presence community. For this reason, we need the community members to express their interests, opinions, suggestions, recommendations, etc. The WinGs are the Peach tools to gather all these voluntary contributions. When applying to be a Peach presence community member your working group priorities will be requested, and after the registration you will automatically become a WinG member. The different Peach WinGs are:

- [1] **SST Watch** This virtual WinG will realise a Watch Task, providing structure and content that supports the Community aspects of the Web Site with key and timely information on Society, Science and Technology Watch, including players, technologies, new developments, related projects, events and funding opportunities. It will also monitor trends in society and identify hot issues. It will use peachbit.org as a platform, using email to announce updates.
- [2] **Interdisciplinary Actions** To analyse the research landscape, including disciplines and working groups, and interdisciplinary bottlenecks, and to propose actions to support interdisciplinary work in presence.
- [3] **Protocols and Standards** To review existing standards in presence (technologies, protocols, data formats, etc), provide recommendations for protocols and standards for experimental work and data and software sharing.
- [4] **Social Impact, Ethics and Legal Issues** To analyse social impact scenarios, to raise and address potential ethical issues related to presence technologies, and their impact on society, and then to provide recommendations to policy makers. In addition, to provide recommendations for improving market interaction. Support establishment of working links with industry, better orient lines of work through push and pull of ideas.
- [5] **Visions, Roadmaps, the ERA** To define potential research scenarios, and based on them a vision or visions for future research and the development of key technologies needed for presence, as well as measurement methods; to translate these into research roadmaps; to support policy making in order to develop the "presence ERA".
- [6] **Public Understanding** To define objectives and communication strategies to reach the public; to analyse issues and hurdles for public acceptance.

IN WHICH EVENTS CAN YOU PARTICIPATE?

Peach will organize the following events during its 3 years of life

- 1. WinG consultation meetings** are periodical (one per year) working group meetings organized by the Peach consortium. These meetings are a great occasion to discuss the evolution of the CA, as well as a great tool to acquire inputs from the presence community. The conclusions of these meetings are highly valued by the Peach consortium and do have a great impact on the project.
- 2. Two Summer Schools** will be organized during the three years of the project. The first, "Towards human machine confluence" will be focused on presence Technologies and Foundations and will take place in Santorini, Greece (summer 2007). The second, will be focused on presence Applications and will take place in Dubrovnik, Croatia (summer 2008)
- 3. Peach and the Edinburgh Science Festival.** This major annual festival, which includes shows, workshops, exhibitions and talks, is aimed at a very wide audience, including both adults and children. Thanks to the Peach partners' strong collaboration with the Festival, Peach will organize public talks and panel discussions at this event during its three years of life.
- 4. Peach Industry Event.** The Peach Consortium is planning an Industry Event for 2008 (Italy). The event will be an ideal networking opportunity for companies, researchers, investors, public officials and entrepreneurs interested in presence technologies. Companies are invited to demonstrate their presence-related products in the presence Expo that will be featured during the event. With a mix of hands-on demonstrations, presentations, invited talks and networking events the Peach Industry Event will be a great occasion to learn about presence, explore funding opportunities and make business contacts.

In addition Peach will support the organization of international presence events:

PRESENCE 2007

Barcelona-October 25th, 26th, and 27th
<http://www.temple.edu/ispr/conference>

In collaboration with ISPR Peach is organizing a mini-symposium, details will be provided in the ISPR and www.peachbit.org webs soon. The event will take place in Barcelona (Spain) next October 25th, 26th, and 27th 2007, and it will be a great occasion to share your achievements with international presence experts. Join us!