



TaaS

Terminology as a Service

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Deliverable D 5.7
Final leaflet and poster

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1.0	31/05/2014	Final	Tilde	Finalized	Final version

EXECUTIVE SUMMARY

This deliverable covers dissemination of the final leaflet that was used to promote the TaaS platform during the industry events that took place in April-May 2014. The final poster will be used to promote the TaaS workshop 2 that will take place on 4 June, 2014 in Dublin.

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Introduction

Deliverable D5.7 supports the overall goal of WP5 that is to disseminate project results and to transfer the project knowledge, as well as to ensure the impact and long-term sustainability of developed technologies. Similar to the introductory and mid-term leaflet, the final leaflet was designed to promote the TaaS platform and to provide compact information about the TaaS project during the industry events. The final poster has an aim to promote the TaaS workshop 2 that will take place during the pre-conference day of Localization World in Dublin on 4 June, 2014.¹

1. TaaS Final Leaflet (M24)

The final leaflet is A4 twofold full colour flier (see Figure 1 and 2) and provides durable support to the key messages of the TaaS project defined in the Communications plan (see D5.1 Plan for dissemination and implementation):

1. TaaS addresses the need for instant access to the most recent terms and direct user involvement in the creation and sharing of terminological data.
2. The TaaS platform will provide variety of online services for key terminological tasks to ensure translation efficiency and accuracy.

PARTNERS



Tilde is a leading European developer of technologies for machine translation and terminology management. (Latvia)



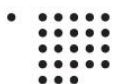
TAUS is a resource center for the global language and translation industries. (The Netherlands)



Kilgray Translation Technologies is one of the world's fastest growing translation technology vendors. (Hungary)



The University of Sheffield is one of the UK's leading research universities with an internationally recognised natural language processing group. (UK)



Cologne University of Applied Sciences is a recognized leader in terminology research. (Germany)

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<http://demo.taas-project.eu/>



Cloud-Based
Terminology Services
on Demand

www.taas-project.eu

Figure 1. Outside of the final TaaS leaflet

¹ <http://www.taas-project.eu/index.php?page=terminology-as-a-service-workshop-2014>

ABOUT TaaS

Terminology as a Service (TaaS) is a European Commission co-funded project involving a consortium of thought and innovation leaders.

The TaaS project creates an open language resource for the EU's official working languages, providing an easily accessible platform for consistent, harmonized and up-to-date terminology: the missing piece in Europe's search for meaning.

WHY TaaS?

The need for terminology 'on-demand' is increasing alongside the explosion of information available on the Web. Current practices of acquiring, updating and sharing terminological data have not kept up with demand. The TaaS platform fills the void by providing tools for:

- Acquiring terminology and translation equivalents from the Web
- Acquiring terminology and translation equivalents from other terminology repositories
- Glossary creation
- Cleaning terminological data
- Sharing and reuse

Welcome to the Cloud Services for Terminology Work!

TaaS platform revolutionizes terminology work in translation and localization projects. It caters for a comprehensive range of terminology needs, providing a simpler process for language workers to prepare, store and share terminology data.

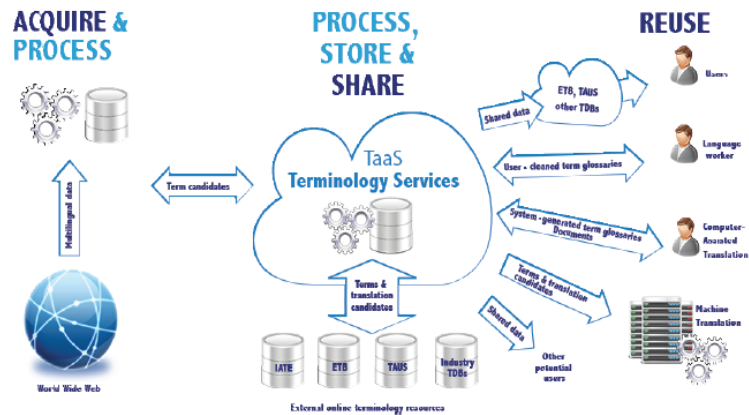


Figure 2. Inside of the final TaaS leaflet

The final leaflet was used during the following events at the stand of the representative consortium members or as a promo material in the participants' folders:

- OCPE, Utrecht, the Netherlands, 4 April 2014;
- ELIA Networking Days 2014 in Riga, Latvia, 24-26 April 2014;
- W3C MultilingualWeb workshop in Madrid, Spain, 7-8 May, 2014;
- memoQfest International in Budapest, Hungary, 7-9 May 2014.

Additionally, the final leaflet is planned to be distributed to attract the new platform users at the following future events:

- TAUS Roundtable in Moscow, Russia, 22 May 2014;
- LREC 2014 in Reykjavik, Iceland, 26 May 2014;
- TAUS TaaS Workshop 2 in Dublin, Ireland, 4 June 2014;
- LocalizationWorld Conference in Dublin, Ireland, 4 June 2014.

2. TaaS Final Poster (M24)

During the industry events in 2014, the consortium recycled the previously designed banner (see Figure 3). We also used other promotional materials that were distributed in the participant's bags (see Figure 4).



Figure 3. TaaS Banner at OCPE in Utrecht, the Netherlands, 4 April 2014



Figure 4. TaaS Promo materials

Prior to the TaaS Workshop 2 (TAUS TaaS Workshop) in Dublin we designed a digital poster for the event promotion. The digital poster was used in our communication campaigns, social media, and on the project website to inform the industry peers about the TaaS event and to attract the potential users of the TaaS platform (see Figure 5).



Figure 5. TaaS Workshop 2 digital poster

3. Availability

The final TaaS leaflet and poster are available for download on the TaaS project public website.²

² <http://www.taas-project.eu/index.php?page=deliverables>