TrimBot2020 Deliverable D8.5

Project promotion material, fact sheets and press releases

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Dissemination: PU

Abstract: This document describes the production of project promotional materials and press releases. The aim is to present the produced materials and how they are being used for project promotion and results exploitation.

Deliverable due: Month 36

1 Promotional materials and fact sheets

Project promotional materials have been produced, with the aim of supporting project dissemination and exploitation activities. The materials were developed in the form of posters/flyers (printed) and videos.

General materials General materials, namely posters, flyers and website memo cards, have been developed in order to support the advertisement of project activities and the exploitation of project results at scientific or industrial events. The developed materials consisted of: A0 and A1 posters showing project main objectives (platform navigation, trimming action and 3d reconstruction); A1 and A2 posters with logo of the partner institutions; a leaflet/flyer with an overview of the project; visiting cards with a placeholder for the project website; small flyers for social media channels.
Examples of posters are shown below:

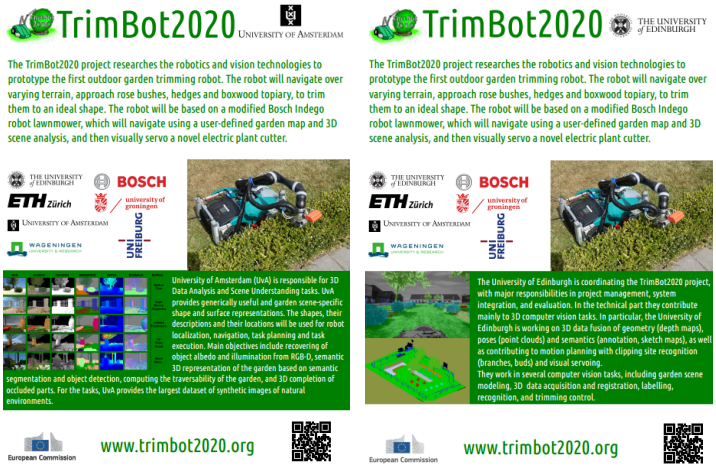
(a) (b) (c)

Figure 1: Overall project advertising posters.

An overview video of the project activities was created and streamed at scientific/industrial events and venues (e.g. at the Elder Museum of Science and Technology during the APPIS 2018 conference, at the Int. Symposium on Robotics 2018, and at the TrimBot2020 exhibitory booth at IROS 2018). The video is available online in the TrimBot2020 YouTube channel (https://www.youtube.com/channel/UCbPCq-c_Gsamuyjgl81rWGA).

Partner-specific material (and fact sheets) Flyers/fact sheets specific for each consortium partner were also designed and printed. The partners contributed with text and figures, that were included in a custom designed layout. Examples of flyers/fact sheets for the partners are shown below.

The pdf version of the partner fact sheets were uploaded to the project website, while the printed ones were shipped together with general project promotional materials (i.e. social media channels leaflets, general project flyers and TrimBot2020 logo stickers) to all the consortium members. This will enable local publicity and dissemination of the results at partner institutions.



(a) (b)

Figure 2: Examples of partner flyers/fact sheets.

1.1 Use of the materials

The produced materials are being used to promote the project activities and achieved results at scientific/industrial events. Posters, flyers and fact sheets were used to decorate the TrimBot2020 exhibitory booth at IROS 2018 and distributed to participants of the events for project promotion. The materials were shipped to all the partners in order to support local dissemination and promotion activities. The available materials will be used at forthcoming industrial/scientific events, e.g. the EU Industry meeting in Brussels, and the European Robotics Forum 2019.

2 Press releases

One press release was sent to the press offices of the partner institutions for distribution to groups of interest and media channels. The content of the first press release concerned the achievements of the consortium with respect to platform navigation in the garden, a first lab experiment of bush trimming (documented with a video demo) and the participation of the consortium in dissemination and exploitation activities, namely the 50th International Symposium on Robotics 2018, and the exhibitory booth at the International Conference on Intelligent Robots and Systems. The press released circulated to the press offices is attached to this document.
Two more press releases are planned to be sent out for advertising:

- the demonstration of bush trimming and rose clipping
- the final demonstration of the integrated platform in the garden

TrimBot2020 press release

Prototyping the first outdoor robot for automated gardening is the aim of the TrimBot2020 research project, funded by the European Commission Horizon2020 research and innovation programme.
The TrimBot2020 projects brings together leading European research/academic institutions and industries. The TrimBot2020 consortium partners are University of Edinburgh (project coordinator), Robert Bosch GmbH, University of Amsterdam, University of Freiburg, University of Groningen, ETH Zurich, and Wageningen University and Research.

The scope of the project is to research the underlying robotics and vision technologies to prototype the next generation of intelligent gardening consumer robots. The project is focused on the development of an intelligent robot for outdoor hedge, rose and bush trimming, which is built on a modified Bosch Indego lawnmower and mounts a robotic arm on top.

The robot uses a camera system that provides a 360º field of view, similarly to some self-driving cars, in order to have visibility of the whole garden, localise itself within the map and avoid obstacles. The TrimBot2020 consortium demonstrated the capabilities of the robot platform by navigating a garden, using a rough user-defined garden map, and to approach hedges and bushes[1].

The first successful autonomous trimming action of a boxwood plant was also demonstrated using a robotic arm and 3D cameras. The surface of a boxwood bush was trimmed a few centimeters by means of a custom trimming tool designed by the team at Wageningen University and Research. The demonstration[2] is the result of the successful integration of the vision pipeline for 3D cameras on the arm and the motion planning pipeline for the manipulator

The results achieved by the TrimBot2020 consortium were recently presented at the International Symposium on Robotics, ISR 2018 in Munich, and at the International Conference on Intelligent Robots and Systems, IROS 2018 in Madrid.

More information on theTrimBot2020 project can be found on the TrimBot2020 website.

Project Details

Project No: 688007
Start Date: 01/01/2016
Project Duration: 48 months

For additional information please contact the Project Coordinator at the University of Edinburgh or the Dissemination Coordinator at the University of Groningen.

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1 Demonstrator 1 video
2 Manipulator and tools video