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Deliverable DN2.0.2,2: Revision and Development of GÉANT2 Video - Year 2



Deliverable DN2.0.2,2

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Abstract

This Deliverable contains a report on the production of a DVD about the GÉANT2 project.

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0 **Executive Summary**

A DVD has been produced to help increase awareness of the capabilities and potential of the GÉANT2 project.

The DVD contains a narrative video for use at exhibitions and conferences and for general PR purposes, explaining what the network is and what it can be used for. It also contains other sections highlighting aspects of GÉANT2 such as the work of specific user projects, and related literature such as topology maps and Frequently Asked Questions.

The DVD will be distributed widely amongst the project partners and members of the European Commission.

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1 Introduction

GÉANT2 is a major success story for the European Union and for Europe's research and education community. It is a first of its kind and puts Europe at the heart of global research networking. It provides innovative and exciting possibilities for Europe's scientists and researchers, giving access to state-of-the art networking resources. It allows users to collaborate with colleagues across the globe. A DVD has been produced to convey these and other key messages to a wide audience.

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2 Objectives

The objective of the DVD is to introduce the GÉANT2 network as the latest generation of pan-European research network infrastructure.

Specifically, it has been our objective to convey the following messages:

Achievement

The new pan-European research and education network, GÉANT2, is a world-leading achievement due to its geographical coverage, innovative use of technology, bandwidth and range of services. It provides a hybrid network solution and introduces the use of dark fibre for parts of the European backbone. It is the first hybrid production network to be built on an international scale. The capacity of the network stimulates the development of specific applications which would be impossible without the availability of a very high performance network. GÉANT2 extends the reach of national research networks internationally. GÉANT2 also enables and supports grid applications.

Technology

GÉANT2 is taking networking technologies further by adopting a new approach to network architecture. It is developing technologies and services that make the network more flexible and transparent to use. These include mobility, security, performance measurement and monitoring, bandwidth on demand, and quality of service.

GÉANT2 introduces the development of a service layer around the network technology to make the network more user-friendly and bring transparency and ease of use to the research and education communities.

International Connectivity

Like its predecessor network, GÉANT2 provides connectivity to other world regions for the European research and education communities. GÉANT2 is developing strong links with its counterpart networks around the world to stimulate an organised approach to network interconnections globally. The success of the European research and education networking organisational model is recognised and is being exported to other world regions, developing an intercontinental model for research networking.

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Strong collaborations around the world are enabling researchers in other continents to gain access to GÉANT2, allowing them to participate in world-leading European research projects. GÉANT2 has opened up possibilities for research collaborations on a global scale.

Community

GÉANT2 is a collaborative effort between organisations representing 34 European countries. This results in a pooling of expertise in networking which is second to none. The availability of a high-performance pan-European backbone helps stimulate funding and development of research networking nationally too.

Users

GÉANT2 is addressing the needs and experience of network users in a systematic way for the first time. In addition, services are being developed within GÉANT2 which will further improve the user experience, for example PERT, multi-domain performance monitoring, bandwidth on demand.

Importance to the European Union

GÉANT2 is a major EU success story. It is funded by the 6th R&D Framework Programme and stands out as a product of truly pan-European collaboration.

GÉANT2 provides the advanced communications infrastructure essential to the EU's vision of a European Research Area. GÉANT2 permits researchers around Europe to collaborate together, enabling them to perform world-class research in their specialist fields.

GÉANT2 and Grids together form the engine of future research collaboration methods, eInfrastructures, which are critical to achieving science and technology leadership. They are a key component of Europe's Lisbon strategy to become the world's most dynamic and competitive knowledge economy.

Digital Inclusion

The unique cost-sharing model employed between the NRENs collaborating within GÉANT2 provides a balance between innovation and inclusion, helping to achieve digital inclusion, by narrowing the differential in the cost of infrastructure in different parts of Europe. As a result of this model, academics and researchers in countries around Europe can benefit from GÉANT2's state-of-the-art technology. GÉANT2 provides training and knowledge transfer to countries where networking is less developed, to stimulate the development of NRENs.

Industry

GÉANT2's ambitious programme of research and service development means the networking project serves as a testbed and proving ground for technologies and services which can later be adopted in the commercial marketplace. The involvement of numerous infrastructure providers and equipment manufacturers as suppliers to GÉANT2 helps the transfer of knowledge within the industry in Europe and stimulates the early commercial

implementation of new technologies. The project's procurement of high-capacity circuits, its use of dark fibre, and its hybrid solution, are stimulating the creation of new markets in Europe.

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3 Target Audiences

The DVD's main audiences are:

Researchers: existing or potential network users, attendees at exhibitions and conferences. Researchers are GÉANT2's ultimate end users, although end-to-end connectivity actually involves several different networks. Some researchers already have a strong interest in networking ; others may have completely unrelated interests (e.g. archaeology, linguistics), but have a requirement to transfer data to other parts of Europe or further afield. This DVD aims to raise awareness of the project and its potential to this key target audience.

Politicians and Decision Makers: European and national politicians and government officials around Europe are important audiences to target with the DVD. They have influence over the funding of current and future pan-European and national research networks. It is important to make them aware of the positive results of the use of public funds – the benefits to Europe's researchers and to the development of the telecommunications industry in Europe – and also of the contribution of pan-European research networking towards achieving relevant public policy priorities of the European Commission.

NRENs: many of Europe's NRENs are partners in the GÉANT2 project and contribute 50% of its funding. The NRENs are also important users of the DVD footage, as they will use it in their own countries for promotional purposes. In addition, the DVD is likely to be used to promote GÉANT2 to NRENs which are not yet connected directly to the network, and by those NRENs in promoting GÉANT2 to their governments and funding bodies.

Journalists: journalists are an important potential means of reaching our more immediate target audiences of researchers, politicians and decision-makers. The DVD aims to provide an introduction to GÉANT2 and an overview of its benefits.

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4 Overview of Content

In response to feedback on the GÉANT video, the DVD has been designed so that the viewer can navigate easily through the different topic areas in the order he/she chooses.

The content of the DVD is split into a number of sections, with each section detailing a specific aspect of the project.

Introduction:

- provides a concise explanation of GÉANT2 and introduces the main key messages. This section includes interviews with policy makers, project participants and network users.

User Section:

- contains four short film clips with various network users. The areas profiled include Bioinformatics, Particle Physics, Meteorology and Radio-Astronomy. The Radio-Astronomy section also includes information about the Polish partners PSNC, to ensure that the NREN viewpoint is represented. These films present more detailed accounts of the user groups already interviewed and shown in the introductory section, namely LHC/LCG/CERN, the Deutscher Wetterdienst and BioCASE. The emphasis of each film clip is on the importance of research networks in general, and GÉANT2 in particular, to their branch of research.

Network:

- describes the network topology using a combination of graphics with voiceover and interview footage from the operators of the network DANTE. This footage outlines the technical challenge behind creating GÉANT2.

International Connectivity:

- includes interview footage of NREN representatives from countries including Chile, South Africa, China, and Cyprus to illustrate GÉANT2's unrivalled international connectivity and the position occupied by GÉANT2 in global research networking. This section also highlights the digital divide and the way research networks are helping to overcome this. Graphics are used to illustrate the connectivity of the network and its counterparts worldwide.

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Soundbites:

- features various key stakeholders, outlining what they believe are the main benefits of GÉANT2. Those featured include Commissioner Viviane Reding, and the MEPs P. Busquin and E. Mann.

Extras

Various printed materials have been made available in PDF format on the disc. These include the GÉANT2 Topology Map, GÉANT2 Global Connectivity Map, a Project Partners document, and Frequently Asked Questions about GÉANT2. Including these on the disc obtains maximum value for existing products, disseminating their contents to a wider audience.

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5 Conclusion

The production of a promotional DVD is a substantial project in terms of both resources and time. This particular project has resulted in a product which has been very well-received and which we feel justifies the effort which was committed to it. We are confident that the DVD will make a significant positive impact in terms of awareness of GÉANT2, and we will encourage feedback to ensure we collect information on how it is received, and how it could be improved.

In addition, the interviews conducted during the production process allowed relations to be formed with several important research projects around Europe. This helps to strengthen GÉANT2's links to the European research community at a personal level, and is also likely to be of value in the future in a PR context.

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