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## Deliverable DN2.0.3,8: GÉANT2 Brochure



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### Abstract

The purpose of this Deliverable is to officially notify the European Commission of the publication of the fourth edition of the GÉANT2 brochure "Connect, Communicate, Collaborate".

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## 0 Executive Summary

This Deliverable formally reports to the European Commission the update and publication of the fourth edition of the GÉANT2 brochure.

The revised GÉANT2 brochure contains descriptions of the scope, objectives and other main characteristics of the project and is aimed at a wide range of audiences. The fourth edition was published in April 2008 and includes updated information, topology maps, refreshed cover design and additional content providing a brief overview of the GÉANT2 network services. The update was not designed to be a complete overhaul of the content but as a revised version that will be used for the remainder of the GÉANT2 project.

A hard copy of the brochure is attached to printed copies of this report. A PDF version is accessible by cutting and pasting the following URL into an internet browser [http://www.geant2.net/upload/pdf/4thNew\\_Brochure\\_FINAL.pdf](http://www.geant2.net/upload/pdf/4thNew_Brochure_FINAL.pdf)

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# 1 Brochure Overview

The first edition of the GÉANT2 brochure, “Connect, Communicate, Collaborate”, was published in early November 2004 and reprinted with minor amendments in March 2005. A second edition was produced in August 2005 and a third edition in December 2006. As the GÉANT2 project has progressed, it has become necessary to communicate further information about its developments. The purpose of this fourth edition is to provide an overview of GÉANT2 and its different services, suitable for use by a broad range of audiences. It has been given a visually different and refreshed feel to encourage further interest in the brochure and its additional content.

This latest edition has a significantly different front cover design from the third edition to clearly state that the brochure is updated. The inside design and feel of the brochure has a slightly different layout but continues to use the overall GÉANT2 design and colour scheme that is reflected in other GÉANT2 publicity and information products. This helps to build the brand recognition of the GÉANT2 project. From the previous brochure feedback, it has been noted that the smaller 210 x 210 mm format encourages people to collect the brochure at exhibitions, and it is also suitable for inclusion in press packs. Therefore, for this fourth edition, the same format was followed. This also allows the various versions of the brochure to appear as a branded set.

A number of changes have been implemented to provide more current information on the project. New content includes:

- An updated GÉANT2 topology map showing the network as of January 2008.
- A new section introducing the various GÉANT2 network services that are in development. These include performance monitoring and measurement; mobility and roaming; security; performance enhancement response team; videoconferencing; point-to-point connections; bandwidth on demand; testing new technologies.
- A new user profile, featuring the DEISA supercomputing project.

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## 2 Purpose and Usage of Brochure

The brochure is intended to serve as a general introduction to GÉANT2, containing brief descriptions of all the activities being performed within the project. The language is intended to be accessible to non-technical readers and provide an understanding of research and education networking. The brochure is of value to anyone wishing to gain a basic grasp of the scope, objectives and other main characteristics of the project. At the same time, it provides an opportunity to communicate key selected messages to the reader: these can be found on each page as a breakout statement marked by the GÉANT2 star. Previous versions of the brochure have already proved popular with policy makers and the media, and with a wide variety of delegates at exhibitions and conferences who wish to gain an appreciation of the project and its achievements.

The brochure is intended for use by DANTE and project partners for distribution to delegates at exhibitions, conferences, workshops and meetings; to universities, schools and other research and education institutions; to national and European politicians and policy makers, the media, relevant commercial companies (e.g. infrastructure and equipment suppliers) and any other interested parties.

The brochure is also known to be of value to the European Commission for distribution to colleagues and visitors.

The combined print run for the first and second editions was in excess of 11,000 copies. A total of 3,000 third edition brochures were printed. An initial print-run of 2,000 fourth edition brochures has been ordered. This is slightly less than that for the previous edition as the project approaches completion.

A hard copy of the brochure is attached to printed copies of this Deliverable. A PDF copy of the brochure is accessible by cutting and pasting the following URL into an internet browser:  
[http://www.geant2.net/upload/pdf/4thNew\\_Brochure\\_FINAL.pdf](http://www.geant2.net/upload/pdf/4thNew_Brochure_FINAL.pdf)

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### 3 Conclusions

The previous three editions of the brochure have been very well received, are popular and represent the project well in general terms. The purpose of this fourth edition is to continue this trend, updating information where appropriate (most notably the network topology, network services and new user profile) and to provide a visually different cover design to encourage uptake at conferences and orders from the website. It provides comprehensive background information on the project, in an open and accessible manner and is attractive and visually pleasing to read. It is a companion product to more specialised publications such as the Point-to-Point leaflet, GÉANT2 Topology Map poster, GÉANT2 DVD and Interactive Guide to Research Networking that describe individual aspects or activities of the project in more detail. This fourth edition is expected to remain current and in circulation for the remainder of the GÉANT2 project.

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## Appendix A **GÉANT2 Brochure (Fourth Edition)**

The GÉANT2 fourth edition brochure is attached in hard copy to the printed version of this Deliverable only. A PDF copy of the brochure is accessible by cutting and pasting the following URL into an internet browser:  
[http://www.geant2.net/upload/pdf/4thNew\\_Brochure\\_FINAL.pdf](http://www.geant2.net/upload/pdf/4thNew_Brochure_FINAL.pdf)

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