



D7.3 Project website

Project ref. no.	H2020-ICT-21-2016 GA No. 732130
Project title	BINCI Binaural tools for the creative industries
Duration of the project	1 January 2017 - 30 June 2018 (18 months)
WP/Task:	WP7/T7.1 Dissemination and communication and T7.2 Exploitation planning
Dissemination level:	DEC
Document due Date:	31/03/2017 (M3)
Actual date of delivery	31/03/2017 (M3)
Leader of this deliverable	Eurecat
Reply to	Patricia.castillo@eurecat.org
Document status	Final

Deliverable Information Sheet

Version	Date	Document history/approvals
1	13/03/2017	First document structure and request for contents and inputs.
2	30/03/2017	Final version. Included print screens.

Abstract

This deliverable is a brief report on the BINCI project website, which is now online at www.binci.eu

Table of contents

Deliverable Information Sheet	2
Table of contents	3
1 Publishable summary	4
2 Overall principles	5
3 Structure	6
4 Contents	6
4.1 About BINCI	6
4.1.1 The project	6
4.1.2 Consortium.....	8
4.1.3 Impact	8
4.1.4 Results.....	9
4.2 Try our demos!	10
4.3 Join the User Group	10
4.4 News & events:	11
4.5 Contact:.....	11
5 Layout	12
6 Management and updating policy	12
7 Analytics	12
8 Site Hosting, Installation & Maintenance	12

1 Publishable summary

BINCI's main objective is to develop an integrated software and hardware solution to ease the production, post-production and distribution of binaural 3D audio content meant to be experienced by consumers through headphones. BINCI tools for binaural 3D audio production will be fully suitable to develop professional applications in the creative industries (e.g. music, video games, virtual and augmented reality, etc.). BINCI will deliver market ready solutions proven in real production environments.

This deliverable is a brief report on the BINCI project website that is available on www.binci.eu since March 31st, 2017.

2 Overall principles

BINCI public website is available at the URL www.binci.eu.

BINCI website will serve as a **central point of entry for all public material**, including public results and deliverables, tutorials, prototype software and informational material. The website will continue to be updated with news, links to other relevant sites, details of published papers, conferences and exhibitions.

The website platform follows up the **corporate visual identity** of the project and will give access to BINCI's social media channels.

Considering that different authors might update the BINCI site (initially Eurecat, 3DSL and VPOP), we will adopt a Content Management System, to easily and quickly publish the content. Eurecat proposes to use **Wordpress**, as the technology centre has wide experience with this CMS.

Regarding to the **website languages**, the basis will be English.

As to **responsive design**, it will be essential that the website will be optimised for browsing on tablets and smart phones etc.

The website **menu will be available from all pages**, allowing visitors to find the information that they are interested in no matter how they arrived on the site. Nonetheless, the web will have a browser.

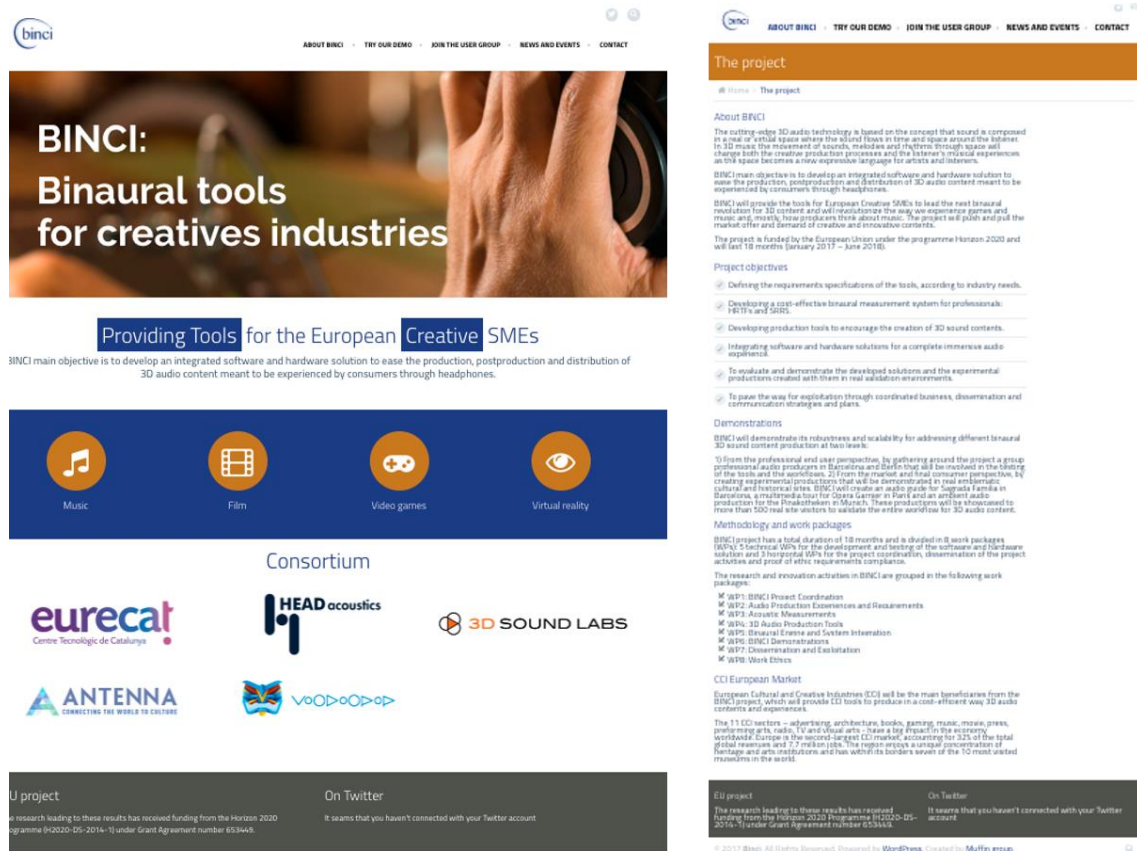


Figure 1. Print screen of the BINCI website.

3 Structure

For the second version release, Eurecat proposes the following structure and contents for BINCI's website:

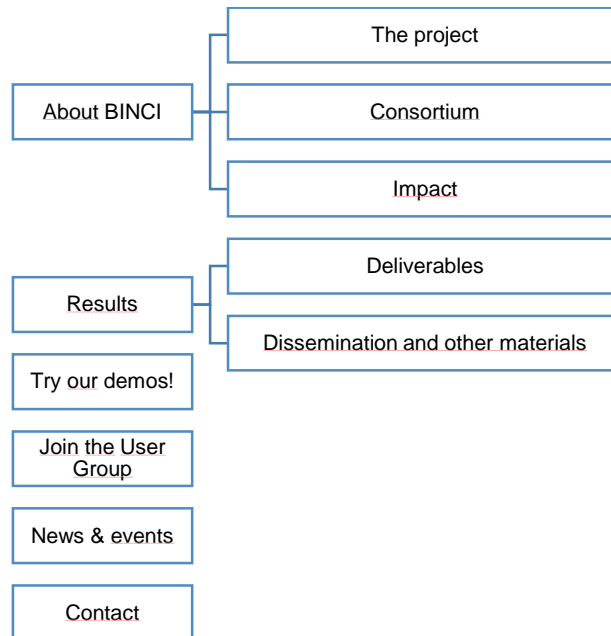


Figure 2. BINCI website structure.

4 Contents

The texts hereinafter will be the contents published in the website.

4.1 About BINCI

4.1.1 The project

The cutting-edge 3D audio technology is based on the concept that sound is composed in a real or virtual space where the sound flows in time and space around the listener. In 3D music the movement of sounds, melodies and rhythms through space will change both the creative production processes and the listener's musical experiences as the space becomes a new expressive language for artists and listeners.

BINCI main objective is to develop an integrated software and hardware solution to ease the production, postproduction and distribution of 3D audio content meant to be experienced by consumers through headphones.

BINCI will provide the tools for European Creative SMEs to lead the next binaural revolution for 3D content and will revolutionize the way we experience games and music and, mostly, how producers think about music. The project will push and pull the market offer and demand of creative and innovative contents.

The project is funded by the European Union under the programme Horizon 2020 and will last 18 months (January 2017 – June 2018).

Project objectives

- ✓ Defining the requirements specifications of the tools, according to industry needs.
- ✓ Developing a cost-effective binaural measurement system for professionals: HRTFs and SRRS.
- ✓ Developing production tools to encourage the creation of 3D sound contents.
- ✓ Integrating software and hardware solutions for a complete immersive audio experience.
- ✓ To evaluate and demonstrate the developed solutions and the experimental productions created with them in real validation environments.
- ✓ To pave the way for exploitation through coordinated business, dissemination and communication strategies and plans.

Demonstrations

BINCI will demonstrate its robustness and scalability for addressing different binaural 3D sound content production at two levels:

- 1) From the professional end user perspective, by gathering around the project a group professional audio producers in Barcelona and Berlin that will be involved in the testing of the tools and the workflows.
- 2) From the market and final consumer perspective, by creating experimental productions that will be demonstrated in real emblematic cultural and historical sites. BINCI will create an audio guide for Sagrada Familia in Barcelona, a multimedia tour for Opera Garnier in Paris and an ambient audio production for the Pinakotheken in Munich. These productions will be showcased to more than 500 real site visitors to validate the entire workflow for 3D audio content.

Methodology and work packages

BINCI project has a total duration of 18 months and is divided in 8 work packages (WPs): 5 technical WPs for the development and testing of the software and hardware solution and 3 horizontal WPs for the project coordination, dissemination of the project activities and proof of ethic requirements compliance.

The research and innovation activities in BINCI are grouped in the following work packages:

- WP1: BINCI Project Coordination
- WP2: Audio Production Experiences and Requirements
- WP3: Acoustic Measurements
- WP4: 3D Audio Production Tools
- WP5: Binaural Engine and System Integration
- WP6: BINCI Demonstrations
- WP7: Dissemination and Exploitation
- WP8: Work Ethics

CCI European Market


European Cultural and Creative Industries (CCI) will be the main beneficiaries from the BINCI project, which will provide CCI tools to produce in a cost-efficient way 3D audio contents and experiences.


The 11 CCI sectors – advertising, architecture, books, gaming, music, movie, press, performing arts, radio, TV and visual arts - have a big impact in the economy worldwide.


Europe is the second-largest CCI market, accounting for 32% of the total global revenues and 7.7 million jobs. The region enjoys a unique concentration of heritage and arts institutions and has within its borders seven of the 10 most visited museums in the world.


4.1.2 Consortium


BINCI consortium is composed by five partners from four European countries (Spain, Germany, United Kingdom and France), gathering experts from the technological side and the creative industries. The consortium encompasses all the different expertise areas involved in the creative workflow: recording production, post-production, exhibition and delivery.

 **Eurecat:** <http://eurecat.org/> Eurecat is the leading Technology Centre of Catalonia with extensive experience in developing cutting-edge audiovisual technologies for the media sector and the creative industries. It provides the industrial and business sector with solutions to their innovation needs and boosts their competitiveness in a fast-paced environment. Eurecat is the project coordinator and leads the software development of binaural plugins and tools.

 **HEAD acoustics GmbH:** <https://www.head-acoustics.de/eng/index.htm> HEAD Acoustics GmbH is one of the world's leading companies for integrated acoustics solutions, as well as sound and vibration analysis. With more than 30 years of consolidated expertise, it contributes to the project with its expertise on acoustic measurements devices, leading the work concerning hardware for acoustic measurements and equalization.

 **3D Sound Labs:** <http://www.3dsoundlabs.com/> 3D Sound Labs is a technological company focused on 3D Audio rendering over headphones on mobile platforms serving the creative industry technological SME. Based in Rennes, France, it is the only company worldwide providing the complete chain of 3D audio reproduction over headphones. 3D Sound labs leads the product development of binaural headphones and head-trackers.

 **Antenna International:** <https://antennainternational.com/> Antenna International is the world's leading provider of audio and multimedia visitor experiences in the global cultural arena, counting with offices and teams around the world. The company will be in charge of implementing the experimental production pilots to be carried out in cultural and touristic sites.

 **VoodooPOP** <http://voodooPOP.com/wp/> VoodooPOP is a small Berlin-based production company producing image films, music videos and TV clips. Keen to experiment with the latest audiovisual technologies and offer their clients innovative, immersive and unique experiences, VoodooPOP will have a central role in forming the project's user group and testing the tools developed.

4.1.3 Impact

BINCI outcome will be a market-ready solution proven in real production environments, which will mark a significant step forward on integrated binaural 3D audio technology.

Technological impact

- Cost-effective binaural measurement systems.

- Set of software plugins for binaural production and post-production.
- Digital instrument for 3D music creation.
- Player for interactive rendering of binaural content in mobile devices.
- Specialized headphones for binaural listening with the binaural engine for rendering.
- Head-tracking device for monitoring head movements in real-time for binaural rendering.

Creative impact

- A series of binaural 3D audio and music samples and productions resulting from the audio professionals' trials and tests.
- Three one-hour audio guide experimental productions for European cultural and touristic sites: Templo de la Sagrada Familia, Opera de Paris (Palais Garnier) and Alte Pinakothek in Munich.

Social impact

- Stimulation of Cultural and Creative Industries European markets and youth employability boost.
- Promotion of urban revitalizations projects based on immersive audio experiences in the cities' cultural and creative assets.
- Contribution to the registry, preservation and reinterpretation of European acoustic heritage.

4.1.4 Results

4.1.4.1 Deliverables

Deliverable		Abstract	Download
D7.1	BINCI visual identity set (logo, templates, leaflet, etc.)	This deliverable contains the description and samples of BINCI's visual identity elements, including the Style Book and the initial project leaflet.	Full text
D2.1	End user and market requirements	This deliverable contains the details on the BINCI User group and the activities put in place to collect initial end-user's requirements and feedback relevant to the project and the tool's design.	Publishable summary
D8.1	Ethics: Human participants	This deliverable contains the details on the procedures and criteria that will be used to identify/recruit research participants, including consent/assent.	Publishable summary
D8.2	Ethics: Data protection	This deliverable contains details on the protection of personal data in the BINCI project.	Publishable summary

[Subsection allocated to publish the BINCI's deliverables. A publishable summary will be made available if the deliverable is confidential. Snapshot of each material displayed hyperlinked to the correspondent document. Title and short description of each material. They will appear as a list.]

4.1.4.2 Dissemination and other materials:

Leaflet: Informative leaflet offering an overview of the project and its expected impacts.

[Subsection allocated to publish BINCI's brochure, leaflets, posters, newsletter, etc. Also, published papers, presentations, posters and any dissemination material. Snapshot of each material displayed hyperlinked to the correspondent document. Title and short description of each material. They will appear as a list.]

4.2 Try our demos!

There are no demos available at the moment. Subscribe to our newsfeed or follow us in our social media so you do not miss anything!

[Through this section, BINCI will give access to the demonstration materials produced during the project as they are generated. There will be links to the sound files uploads in SoundCloud. Also, trailers and excerpts from the experimental productions created for the three emblematic cultural and touristic sites: Sagrada Familia, Opera Garnier and Die Pinakotheken.]

4.3 Join the User Group

Help us create the future of 3D sound!

We want artists to create their own content from scratch with ease and in control. We want artists to create something truly unique and new rather than an ephemeral effect. To be able to bring you the best solution possible, we would like to hear from you - the people who are involved in this industry - about your opinion, your practices and your needs.

BINCI will set up an ad-hoc User Group in the centre of its innovations. This User Group consists of renowned European audio production companies and recording labels, musicians and professional audiovisual content creators. The User Group will be involved in the requirement gathering and in the testing of the BINCI solutions. They will also pioneer binaural 3D audio production.

Join the User Group!

Registration in BINCI user group is free of charge and will only require you to complete a short form. *[Link to form]* However, we would be very grateful if you could complete the questionnaire ahead. This questionnaire is meant to give us a better understanding of our end-users practices and workflows to help us shape the solutions to their tasks. In case any of the questions doesn't relate to you - please just leave it blank.

This survey should take around 30 Minutes to complete. You may desist to complete the questionnaire at any moment.

Subscription form

- Full Name
- email
- Gender
- Profile (select the one that better suits yours).
 - Sound designers, mixers, producers or directors.
 - Interactive designers, producers or directors.
 - Artists, composers, musicians, DJs.
 - Engineers, coders, developers.
 - Researchers and technologists in acoustics, audio and/or perception.

- Hobbyist, , enthusiast
 - Other: please specify
- Industry (select the one that better suits yours).
 - Music
 - Virtual reality and CGI
 - Videogames, Digital media.
 - Film, TV
 - Arts, audiovisual installations.
 - Museology, exhibitions, expositions.
- Experiences with 3D audio
 - None
 - Less than 3 years
 - 3 to 5 years
 - 5 to 7 years
 - 7 years and above

Statement of Data Protection Conditions

The information collected will be used only for research purposes (BINCI project, GA732130) and in ways that will not reveal who you are. Your data will not be disclosed publicly by us, nor transferred to any third parties without your consent. Directly identifying information (e.g. names, addresses) will be safeguarded and maintained under controlled conditions. You will not be identified in any publication from this study. For further details on our data protection policy, including how you may access and correct your personal data or withdraw consent to the collection, use or disclosure of your personal data, [click here](#)¹.

- I would like to join the BINCI User group!
- I understand the BINCI data protection policy.
- I would like to receive BINCI communications, newsletters, updates and events.

You may unsubscribe any time by sending a message to the e-mail user-group@binci.eu with the subject line: “unsubscribe”.

4.4 News & events:

Find here the latest news about BINCI:

Press Release: *Blurb with title and summary.*

4.5 Contact:

Please use the form below to contact BINCI’s team. We will respond to you as soon as possible.

FORM FIELDS: *Name, Surname, Job Title, Company, Country, Phone, Email, Subject, Message.*

¹ This link should refer to the BINCI information notice on data protection (see D8.1)

5 Layout

The overall design and home page of the website will include the following elements:

Header

- BINCI logo to appear in the header, top left
- Sentence: “Binaural tools for creative industries”. At top mid.
- European Union logo to appear in the header, top right. Under the logo will appear the phrase ‘Funded by the European Union’.
- Link to available social media platforms.
- Language options.
- Browser.

Footer

- Thumbnail logos of participating partners to appear in the footer. Each to link to relevant partner official website.
- Link to available social media platforms. We will show the latest tweets.
- Link to terms and conditions of use
- Link to privacy statement.
- Copyright.

6 Management and updating policy

The content of the website will be managed by Eurecat with the inputs received from all partners in the consortium.

The website will be updated every time a new event occurs, a result is achieved, or there is other news worth publishing. Newsworthiness will be established at consortium level. The upload policy for public contractual deliverables will be as follows:

1. As soon as the document has been accepted by the Consortium after the internal peer-reviews, an executive summary will be made available.
2. Once the deliverable is also approved by the European Commission, it will be then made formally public in PDF format provided it is at public dissemination level.

7 Analytics

The BINCI website has installed Google Analytics in the platform’s back end to monitoring all the traffic and obtain, periodically, reports about the site’s performance.

Google Search Control will be used to upload the file robots.txt to make easier for Google Robots the indexation.

8 Site Hosting, Installation & Maintenance

Eurecat is responsible to host, install and maintain the site. BINCI website complies with all European requirements and standards with regard to Data protection.