CESAR

Central and South-East European Resources

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EXECUTIVE SUMMARY

The deliverable describes the overall activity on dissemination efforts made from M7 to M18.

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1. Types of dissemination materials

Within the second and third six-month periods dissemination activities in CESAR project were done through several channels on different occasions.

The channels of dissemination covered mainly traditional dissemination means (flyers, posters, public web-page, scientific / professional conferences / events presences / lectures / presentations / demonstrations, press releases

The channels used for dissemination purposes were:

- webpage – external webpage redesigned
- flyer – used for presenting the general information about the project
- coordinated META-NET flyer in all CESAR languages
- posters – posters presented on conferences and road-show events
- presentations – presentations presented on conferences and meetings
- video recording of CESAR partner's presentations at different events
- coordinated META-NET Language Whitepapers for CESAR languages
- publications by CESAR authors at conferences, proceedings and journals

2. Dissemination materials

Following the dissemination strategy set down in D5.1, a genera visual identity of the CESAR project was produced. Beside the general visual identity elements (usage of colours, typefaces, etc.), it included:

- official logo: used in all dissemination materials
  - http://cesar.nytud.hu/documents/archive/logo
- official PPT template: used by project partners for presentations at conferences and other events
  - http://cesar.nytud.hu/documents/archive/presentation-templates
  - as PPT, PPTX and Beamer presentation template
- QR code: for making simple and efficient shortcut to the URL of the CESAR project website
  - http://cesar.nytud.hu/documents/archive/qr-code-for-cesar-url
- deliverables template: used for producing deliverables
  - http://cesar.nytud.hu/documents/archive/deliverables-template

Figure 1: Official CESAR logo

Figure 2: CESAR QR code

2.1 Webpage

The external webpage serves for the presentation of the project and it is made not just for LT community, but also for the wider public giving insight into the details about the project, list of the project partners, current news, list of related events, overall workplan, list of deliverables and specialised information packages for media and researchers. The address www.cesar-project.net is not pointing to URL http://www.meta-net.eu/projects/cesar, but it points to a stand-alone CESAR project web site. However, the webpages show the clear linkage of CESAR to the META-NET community since the webpages underwent the major redesign and they now follow the joint META-NET visual identity elements adding some of CESAR's own features.

Figure 3: CESAR external webpage

2.2 Flyers

In the coordination with META-NET, the localisation of general META-NET flyer was performed before the Budapest META-FORUM 2011. The localisation was done for all CESAR languages: Bulgarian, Croatian, Hungarian, Polish, Serbian and Slovak following the predescribed procedure.

However, the separate CESAR-specific flyer was also prepared and produced presenting the general information about the project.

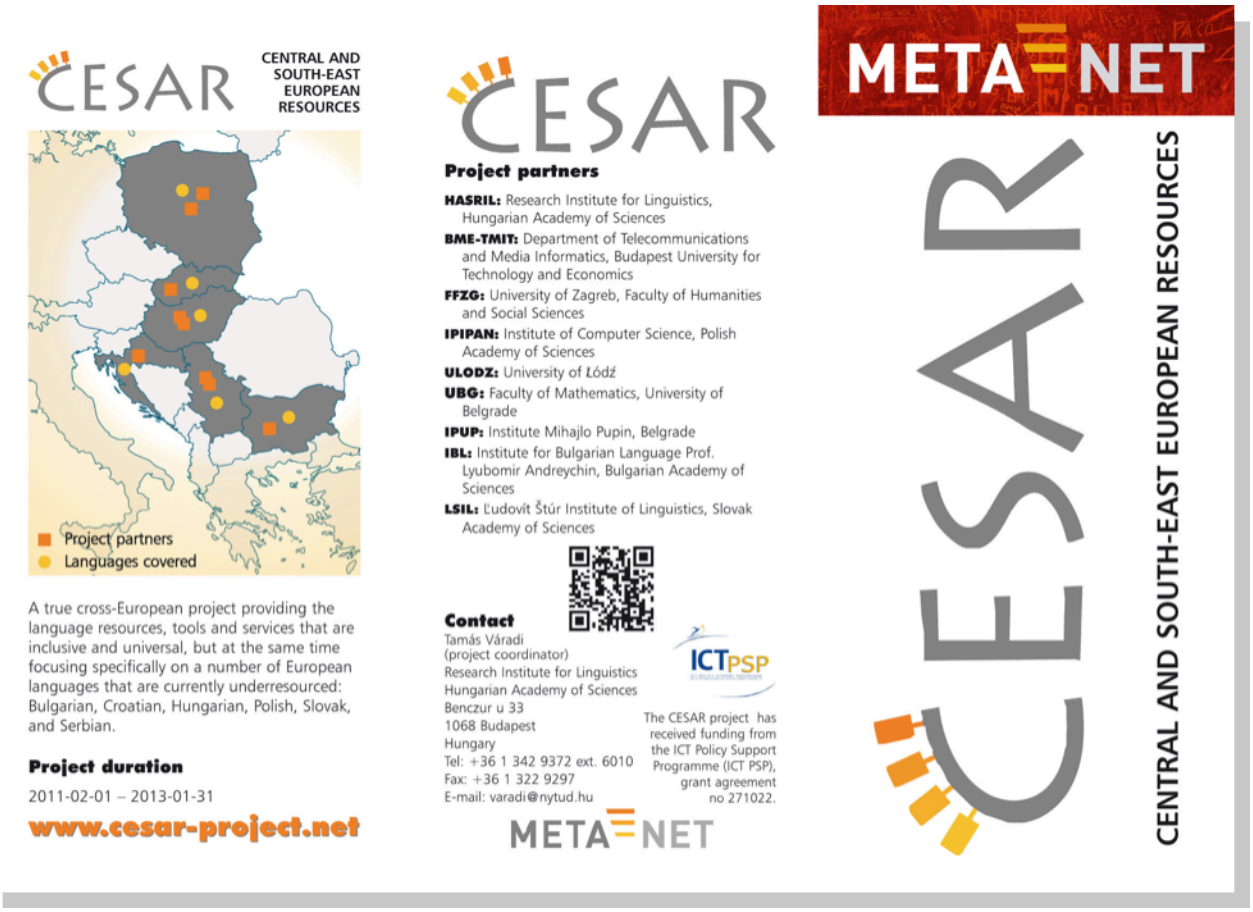

Figure 4: CESAR flyer external pages

CESAR

CENTRAL AND SOUTH-EAST EUROPEAN RESOURCES

Main goal

CESAR project is oriented towards the stimulation of ICT-based cross-lingual communication, collaboration and participation and thereby contribute to the creation of a pan-European digital single market. ICT research has started in Central- and Southeast-Europe with a lag behind Western European countries and has experienced rather short-term and fortuitous cooperation on the level of national research. Language technology has emerged in the respective participating countries autonomously, i.e., with national support both in the academic and in the private sector. As a result, the resources developed often reflect the isolated circumstances of their creation, and still often lack standardisation.

European dimension

The CESAR project is fully committed to providing synergy with relevant strategies and activities at the European, regional and national level. The partners are key players in the language technology scene for their respective languages and have built extensive links with LRT centres across the whole of Europe but especially in the geographical region that the consortium covers. At the same time, they have served and will continue to serve as catalytic force in the language technology scene of their countries. Typically, they have led national consortia involving the other major partners in the countries and have an established track record of their capability to mobilise their national partners.

The European and global dimension of the CESAR project results will be visible through the META-NET Multilingual European Technology Alliance and its sharing facility META-SHARE. CESAR project resources and tools will also be accessible through other types of linguistic infrastructures as well as partners' individual sites.

Target audience

Target user community of language resources and services embraces all stakeholders at the modern digital market: everyday end-users, professional end-users (business, administration, media, education, libraries, etc.) and expertise holders (researchers, industrialists, policy makers, etc). Our concern is a careful investigation of the needs of various types of users – from individual users to large multinational organisations – from the perspective of the current status as well as from the near future prospects.

www.cesar-project.net

CESAR is a part of

www.meta-net.eu

Languages and technology involved

The project will make available a comprehensive set of language resources and tools covering the following languages:

- Bulgarian
- Croatian
- Hungarian
- Polish
- Serbian
- Slovak.

Resources will include interoperable mono- and multilingual:

- speech databases
- corpora
- dictionaries
- wordnets.

Relevant language technology processing tools will include:

- tokenisers
- lemmatisers
- taggers
- chunkers and parsers.

Depending on local capacities and efficiency considerations, the resources and tools may be either made available as web services through partners' sites or could be contributed through the META-SHARE digital exchange facility.

META SHARE

Figure 5: CESAR flyer internal pages

Beside the CESAR overall flyer, an introductory META-NET flyer production was coordinated in all CESAR languages.

2.3 Poster

The overall CESAR introductory poster was prepared, produced and distributed to partners.

Figure 6:CESAR overall poster in English

Figure 7: CESAR overall poster in Bulgarian

Beside that overall poster, the partners also produced a number of posters that were covering different issues or tasks that had to be covered for CESAR languages. These posters are accessible on the internal webpage at the link http://cesar.nytud.hu/dociments/archive/posters.

2.4 T-shirts

In a number of other projects a special, project-related t-shirts have proven to be a very efficient dissemination material since they often transfer message outside of the narrow LT community. For that reasons, we have produced CESAR t-shirts in two background colours (black, white) and fours sizes (S, M, L, XL). They were successfully distributed at the major events in the field starting from the November 2011.

In the front of t-shirt CESAR logo is presented, while on the back a META-NET is applied. The URL of project webpages is printed on the edge of the left sleeve.

The first run of t-shirts was produced in 100 copies in each background colour and most of them were distributed until M17. This is pointing us to the need to produce more t-shirts for the coming events.

Figure 8: CESAR black background t-shirts

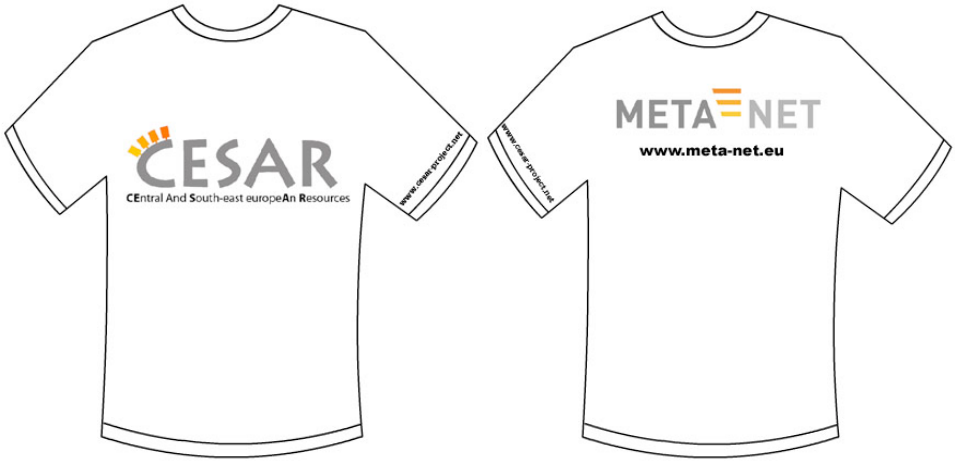

Figure 9: CESAR white background t-shirts

2.5 Cups, bags, pens, USB-sticks, calendars, roll-up…

For successful and continuous dissemination about project CESAR, we produced a number of different other dissemination materials all bearing CESAR logo at least, but also URL of the project website.

Figure 10: CESAR small cup

Figure 11: CESAR tall cup

Figure 12: CESAR bag

Figure 13: CESAR ball-point pens

Figure 14: CESAR 4 Gb USB-sticks

2.6 Presentations at conferences and events

Between M7 and M18, the CESAR project was presented in a number of occasions using the official template for presentation of CESAR project activities. It is available on the internal website: http://cesar.nytud.hu/documents/archive/presentation-templates

Also, the CESAR partners that are participants in different events store their presentations on the internal webpage at the link http://cesar.nytud.hu/events.

For tracking the dissemination activities, an on-line form was produced for collecting details about each and every dissemination activity. It is available at the link https://docs.google.com/spreadsheet/ccc?key=0ApVXUpftZrIsdDBVR0Z0eUJkQk1FeXZQVkM1OERaYnc#gid=0.

Participations in conferences were conducted in several ways:

- ❑ CESAR partners presenting project and its results
  - papers with oral or poster presentations
- ❑ CESAR project being an organiser of the workshops/tutorials/conference
  - e.g. LREC2012 NooJ Tutorial (incl. presentation of the CESAR project)
  - e.g. LREC2012 workshop @META (Advanced Treebanking as a part of META-RESERCH activity), organised jointly with META-NET, METANET4U and META-NORD
- ❑ CESAR appearing at project exhibitions
  - e.g. EAMT2012 EU-projects poster exhibition, LREC2012 EU-projects village, etc.

The detailed list of public appearance is given at D5.2, p13-14 while here we will just list the events where CESAR dissemination materials were presented:

- **EuroLan2011**, Iaşi, Romania, 24 August-4 September 2011
  - HASRIL held a tutorial on NooJ
  - flyer and poster presented
- **SlaviCorp2011**, Dubrovnik, Croatia, 12-14 September 2011
  - FFZG with two papers, IPIPAN one paper, UBG two papers, LSIL one paper
  - flyer and poster, lectures video recorded
- **META-NET** meeting, Berlin, Germany, 20-21 October 2011
  - presentation on CESAR batches
  - flyer and poster presented
- **InFuture**, Zagreb, Croatia, 9-11 November 2011
  - CESAR project presented in a plenary session
  - flyer presented
- **LTC2011**, Poznań, Poland, 25-27 November 2011
  - joint CESAR paper on gaps in LRT
  - joint CESAR demo
  - UBG a paper, ULODZ a paper
  - IPIPAN a poster on Polish CESAR resources

  - flyer, poster, roll-up, t-shirts, cups presented
  - lectures video recorded
- **LREC2012**, Istanbul, Turkey, 21-27 May 2012
  - eight papers presented
  - CESAR project presented at the EU projects special session
  - CESAR project presented at the EU projects village
  - poster, flyer, t-shirts, cups, pens, bags, USB-sticks presented
- **EAMT2012**, Trento, Itay, 28-30 May 2012
  - poster and flyer presented
- META-FORUM2012, Bruxelles, Belgium, 20-21 June 2012
  - poster and flyer presented
- NooJ2012, Paris, France, 14-16 June 2012

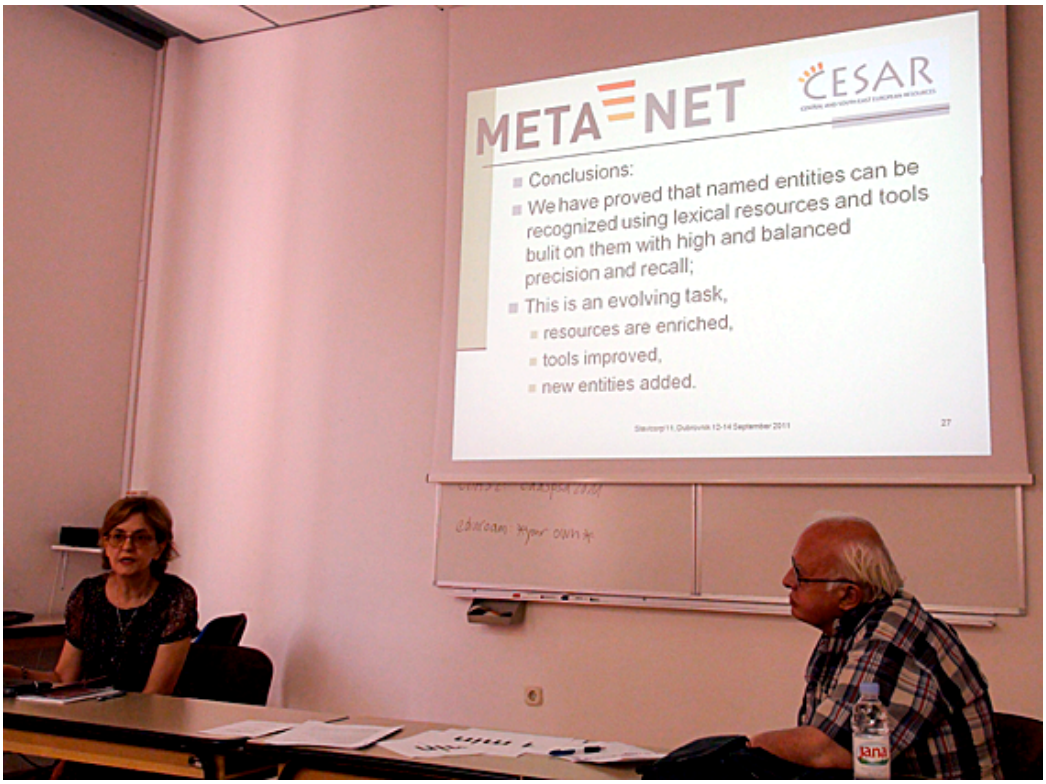

Figure 15: CESAR project's results presentation at SlaviCorp2011.

Figure 16: Collective META-NET picture in Berlin, 2011-10

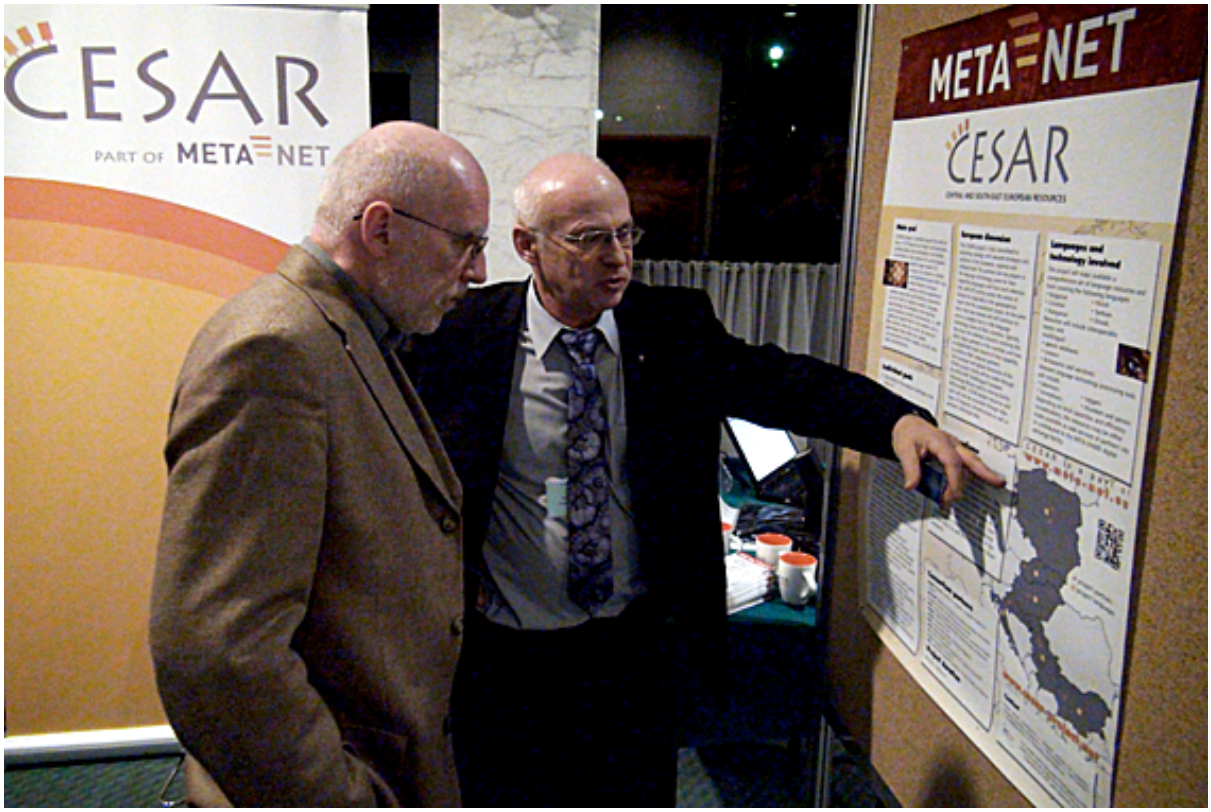

Figure 17: CESAR poster presented at LTC2011 conference in Poznań, 2011-11

Figure 18: CESAR at EU projects special session, LREC2012 conference, Istanbul, 2012-05

Figure 19: CESAR poster presented at EAMT2012 conference, Trento, 2012-05

2.7 Publications

CESAR partners published a number of papers in journals and conference proceedings. The list until M12 is given in D5.2, so here we will add only the papers appearing after M12:

- Abari, K., Olaszy, G. (2012) A formánsmenetek rendszere CVC kapcsolatok magánhangzóiban a C képzési helyének függvényében (Formant trajectory types in vowels of CVC sequences as the function of the articulatory place of Hungarian consonants), *Beszédkutatás*.
- Bekavac, B., Šojat, K. (2012) Syntactic Patterns of Verb Definitions in Croatian WordNet. In: Vučković, K., Bekavac, B., Silberztein, M. *Automatic Processing of Various Levels of Linguistic Phenomena: Selected Papers from the NooJ 2011 International Conference*, Cambridge Scholars Publishing, pp. 109-117, Isbn: 978-1-4438-3711-8 pdf
- Koeva, S., Stoyanova, I. and Dekova, R. (2012) Applications of Bulgarian-English Parallel Corpus for Exploring Translational Asymmetries, In: Vučković, K., Bekavac, B., Silberztein (eds.), M. *Automatic Processing of Various Levels of Linguistic Phenomena: Selected Papers from the NooJ 2011 International Conference*, Cambridge Scholars Publishing, pp. 227-240 (Isbn: 978-1-4438-3711-8) pdf
- Maciej Ogrodniczuk, Radovan Garabík, Svetla Koeva, Cvetana Krstev, Piotr Pęzik, Tibor Pintér, Adam Przepiórkowski, György Szaszák, Marko Tadić, Tamás Váradi, Duško Vitas (2012) Central and South-European language resources in META-SHARE In: *Infotheca*, 12(1), 2012
- Merkler, D., Berović, D., Agić, Ž. (2012) Disambiguation of Homographic Adjective and Adverb Forms in Croatian Texts. In: Vučković, K., Bekavac, B., Silberztein, M. *Automatic Processing of Various Levels of Linguistic Phenomena: Selected Papers from the NooJ 2011 International Conference*, Cambridge Scholars Publishing, pp. 109-117, (Isbn: 978-1-4438-3711-8) pdf
- Pęzik P., Ogrodniczuk M., Przepiórkowski A. (2011) Towards an open repository of Polish language resources. In: Vetulani, Z. (ed.) *Proceedings of the 5th Language & Technology Conference*, LTC2011, Poznań, pp. 511-515.
- Gellért Sárosi, Tibor Fegyó, Péter Mihajlik, Balázs Tarján, Judit Pancza, and Zoltán Hans (2012) LVCSR-based speech analytics of a Hungarian language call-center. In: *Workshop on Innovation and Applications in Speech Technology*, Dublin, Ireland, March 9-10. pdf
- Stanković, R., Utvić, M., Vitas, D., Krstev, C., Obradović, I. (2012) On the Compatibility of Lexical Resources for NooJ, In: Vučković, K., Bekavac, B., Silberztein (eds.), M. *Automatic Processing of Various Levels of Linguistic Phenomena: Selected Papers from the NooJ 2011 International Conference*, Cambridge Scholars Publishing, pp. 95-107 (Isbn: 978-1-4438-3711-8) pdf
- Szaszák, György. (2011) Beszédadatbázis érzelmek felismeréséhez (A speech database for automatic emotion recognition) In: Festival of the Science, Hungary, 17 November, 2011. pdf
- Tóth B., Németh G., Olaszy G. (2012) Beszédkorpusz tervezése magyar nyelvű, rejtett Markov-modell alapú szövegfelolvasóhoz (Speech corpus design for Hungarian hidden Markov model based speech synthesis), Gósy M.: *Beszédkutatás*

- Tóth, B., Németh G. (in press) Optimizing HMM Speech Synthesis for Low Resource Devices, Journal of Advanced Computational Intelligence & Intelligent Informatics, Vol. 16, No. 2., 2012

Particularly strong appearance CESAR partners had at the major conference in Language Technology field, LREC2012 and its workshops

- IPIPAN, ULODZ
  - Ogrodniczuk, Pęzik, Przepiórkowski *Towards a comprehensive open repository of Polish language resources*
- UBG
  - Stanković, Krstev, Obradović, Trtovac, Utvić *A tool for enhanced search of multilingual digital libraries of e-journals*
  - Tanasijević, Sikimić, Pavlović-Lažetić *Multimedia database of the cultural heritage of the Balkans*
- IBL
  - Koeva, Stoyanova, Dekova, Rizov, Genov *Bulgarian X-language Parallel Corpus*
  - Iliev, Genov *Expanding Parallel Resources for Medium-Density Languages for Free*
- FFZG
  - Šojat, Mikelić Preradović, Tadić *Generation of Verbal Stems in Derivationally Rich Language*
  - Berović, Agić, Tadić *Croatian Dependency Treebank: Recent Development and Initial Experiments*
- HASRIL
  - Héja, Takács *Automatically Generated Online Dictionaries*

2.8 Language White Papers

The coordinated effort with META-NET produced the Language White Papers series of books describing 30 different European languages and the state of their Language Technologies. For CESAR languages all LWPs were produced and they should be published with the Springer publishers soon.

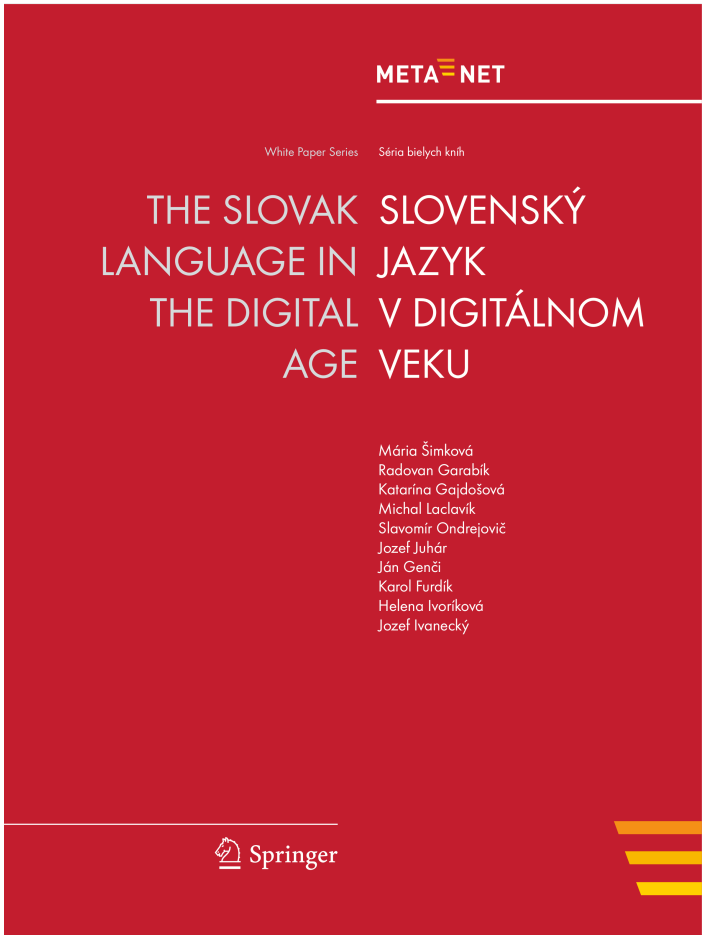

Figure 20: Front page of the Slovakian Language White Paper.