



SHared automation Operating models for Worldwide adoption

SHOW

Grant Agreement Number: 875530

D15.3: Project Video



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Executive Summary

D15.3 Project Video offers a short description of the videos developed by the SHOW consortium. More specifically, the current document offers an overview over the official SHOW project video, and two videos series launched in 2021 (and to be continued in 2022) featuring the activities carried out at SHOW test sites.

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Abbreviation List

Abbreviation	Definition
AX	Activity
CCAV	Connected Cooperative Automated Vehicle
EC	European Commission
EU	European Union
MaaS	Mobility as a Service
VRU	Vulnerable Road User
WP	Work Package

1 Introduction

1.1 Purpose and structure of the document

The purpose of *D15.3 Project Video* is to describe the SHOW promotional video developed by the consortium in the first 24 months of the project, as well as other complimentary video assets developed (or planned to be developed) by the members of the consortium to promote the project, such as pilot sites videos and video interviews.

The present document is structured in three main sections. The first section introduces the deliverables, its goals, its interrelations and intended audience. In section 2 of current document, the reader will find a short description of the official project video, screenshots, and the script. Section 3 is focused on additional complimentary videos featuring SHOW demonstration activities. More specifically, section 3 showcases two series of videos kicked off by the SHOW consortium. The first series encompasses video shots at the SHOW test sites, showcasing the vehicles and the field activities carried out. The second series encompasses interviews with the different test site leaders. Both videos series have been kicked off in 2021 and will be continued throughout 2022 in order to guarantee a continuous exposure to SHOW activities and results.

1.2 Intended Audience

The dissemination level of D15.3 is public. The intended audience of D15.3 Project Video includes any interested stakeholder internal and/or external to the consortium.

Particularly, D15.3 targets readers who are interested in the official SHOW video and the activities it showcases, who want to discover more about this specific communication tool and that are interested to know more about the project, but also to contribute to the project's promotion and diffusion.

1.3 Interrelations

D15.3 is one of the key communication assets developed by SHOW consortium and was developed in the framework of *WP15: Dissemination, Training and Multiplication*, and more specifically *A15.1: Dissemination and communication*. Since all the members of the consortium are actively involved in communication and dissemination activities, D15.3 is relevant for all partners.

D15.3 is directly related to *D15.9 Final Project video (M48)*, as well as *D15.1 Dissemination and communication plan (M6)*, *D15.2 Dissemination material and mechanisms of the project (M6)*, and their respective updates D15.4 (M24) and D15.5 (M24).

2 SHOW official video

As defined in the Grant Agreement, SHOW consortium has developed an overarching project video depicting the project's aims, objectives and demonstrations. In order to represent in the best way possible SHOW's goals, as well as to increase brand recognition and deliver a high quality product, the consortium has developed a professional animated video. All the graphic elements and the style of the video are aligned with SHOW images and its brand identity (the reader may find a detailed description of SHOW branding guidelines in D15.1, D15.2, and D15.5). The SHOW animated video is now publicly available on SHOW YouTube Channel [here](#). In the first 2 months being online, the SHOW video has been watched over 200 times on YouTube alone. It has also been showcased at events and exhibitions (e.g. it was played at the SHOW booth at the ITS World Congress held in October 2021).

The animated project video is a captivating, versatile and informative communication tool. It has been tailor-made to showcase briefly and concisely the project on social media, at fairs' booths, as well as during presentations and conferences. With a carefully drafted script (see section 2.1), the video is a communication asset that can respond to the need of a broad array of stakeholders, from the general public to a more technical audience.

The short format of the video (just over 90 seconds) ensures that bounce rate is low and engagement remains high. Also, the video short format allows the partners to upload the video file directly on any social media they wish to use for promotion purpose (e.g. twitter has a video length limit of 140 seconds). Finally, to accommodate the needs of all types of audiences, the video is narrated in English and subtitled.

The SHOW animated promotional video is structured to cover the following key topics:

- Mobility challenges addressed by SHOW (sustainability, accessibility, safety, and automation);
- Solutions developed by the SHOW project;
- Overview of SHOW demonstrations activities, including geographical breadth, variety of vehicles, and key activities carried out;
- Expected results;
- SHOW consortium;
- As per Grant Agreement requirements, the video features a disclaimer on the EU funding received under Horizon 2020 framework and EU flag.

Section 2.1 illustrates the whole script of the video.

2.1 Script of SHOW official video

In order to showcase SHOW's objectives and goals, its planned activities and demonstrations as well as its societal impact, the video revolves around an understandable, educational and informative script. Special attention has been paid to the development of the script, so that the video may provide a clear overview on the project as a stand-alone asset on social media, at booths and stands, as well as during conferences. The video answers to the needs of different audiences, tapping into more educational features to technical goals and achievements.

In the table below, it is possible to read the full script of the video (right column), and the scope/message on which each section of the script focuses.

Table 1: Script of SHOW promotional video

SCOPE	SCRIPT
Introduction and challenge	Mobility is embedded in our DNA. Throughout history we developed newer, faster and more efficient means of transport.
	Today, SHOW is on a quest to bring our urban mobility to the next level, and make it more sustainable, efficient, accessible, and safer.
SHOW brings the solution	THE SHOW project develops the mobility of tomorrow, today. We deploy shared, connected automated and electrified vehicle fleets in the urban environment.
	Beyond pushing the boundaries in technical development, SHOW creates new business models that put citizens at the centre.
Test/Demo sites	With real-life demonstrations targeting 20 cities over the project lifetime and beyond, SHOW will integrate various automated vehicles in the public transport network, like driverless shuttles, pods, buses and taxis.
Concrete actions to achieve the vision	These demonstrations will showcase automated vehicles operating in complex traffic situations and improve their interactions with vulnerable road users.
	Finally, it will showcase added-value services based on Big Data and Artificial Intelligence.
Results	The result? An exciting new sustainable, efficient and accessible mobility solution that will complement existing public transport and stimulate multimodal travel
Partners	Powered by 70 partners and supported by global cooperation across all continents, SHOW aims to be the biggest and most comprehensive real-life urban demonstration of shared Connected, Cooperative Automated Mobility in Europe.

2.2 Screenshots from SHOW official video

Below it is possible to find the screenshots of some key scenes from the project video. The full animated video is publicly available on SHOW YouTube Channel [here](#) and on the homepage of SHOW website [here](#).



Figure 1: Shot showcasing an autonomous shuttle



Figure 2: Show showcasing main characteristics of SHOW vehicles fleets



Figure 3: Shot showcasing benefits brought by SHOW mobility concept

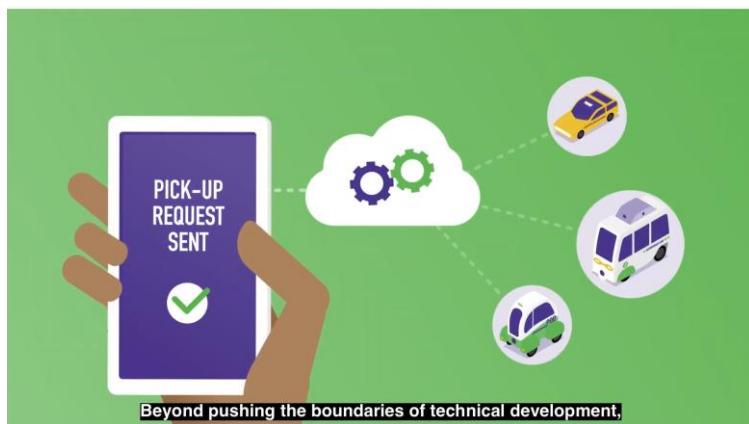


Figure 4: Shot showcasing how SHOW applies MaaS

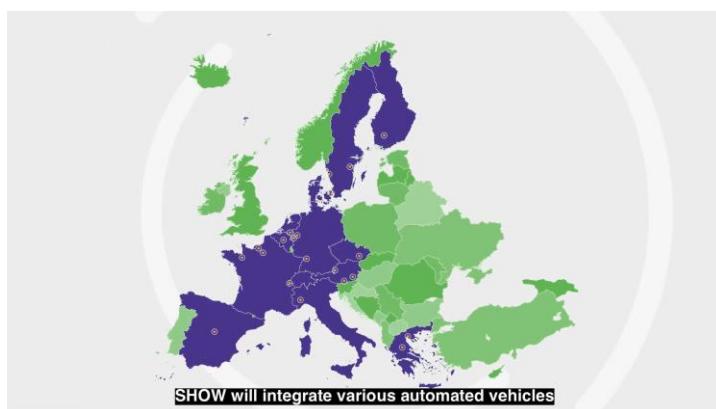


Figure 5: Shot showcasing SHOW pilot sites



Figure 6: Shot showcasing different types of vehicles included in SHOW AVs fleets



Figure 7: Shot showcasing the urban aspect of the project and multimodality



Figure 8: Shot showcasing interactions with vulnerable road user



Figure 9: Shot showcasing SHOW digital architecture and big data use



Figure 10: Shot showcasing centrality of the user



Figure 11: Final shot with EU funding disclaimer

3 Additional video assets

In order to represent properly SHOW's reach and the breadth of its pilot activities, which spans across 20 cities all around Europe and involve a fleet of more than 70 SAE L4/L5 AVs of all types for both passenger and cargo transport, as well as to engage with citizens, users and local communities, a series of videos focused on SHOW pilot sites are being developed.

All videos focused on the pilot sites are shared on SHOW social media channels ad promoted widely by the whole consortium.

3.1 On-site videos

SHOW partners are developing a series of videos focused on the field activities carried out at the different pilot sites. In these videos, the key local SHOW partners showcase and explain through on-site video shooting the field activities carried out and the vehicles deployed in the different locations. The videos include comments and explanations from SHOW technical partners involved in the different pilot cases and highlight the main activities carried out and achievements. To guarantee adherence to SHOW visual identity and uniformity, a set of guidelines has been provided to all partners.

All the videos are subtitled in English; narration is usually in English, but some videos may be recorded in the local language to increase the engagement of the local communities.

Finally, as per Grant Agreement requirements, the video features a disclaimer on the EU funding received under Horizon 2020 framework and EU flag.

So far two on-site videos have been released, one focused on the Carinthia demo site in Austria (publicly available on SHOW YouTube Channel [here](#)) and one focused on the demo site for automated shuttles in Linköping, Sweden (publicly available on SHOW YouTube channel [here](#)). Additional videos will be developed in the course of the next two years, hence guaranteeing always new and dynamic content to promote the project and its large scale field activities (a video focused on the Tampere test site activities is expected at the beginning of 2022).

3.1.1 SHOW demo video - Linköping, Sweden

Below it is possible to see some screenshots taken from the SHOW demo video focused on the demo site for automated shuttles in Linköping, Sweden (publicly available on SHOW YouTube channel [here](#)).



Figure 12: Screenshot from video on Linköping demo - interaction with VRU



Figure 13: Screenshot from video on Linköping demo - showcase of the vehicle and of the use case

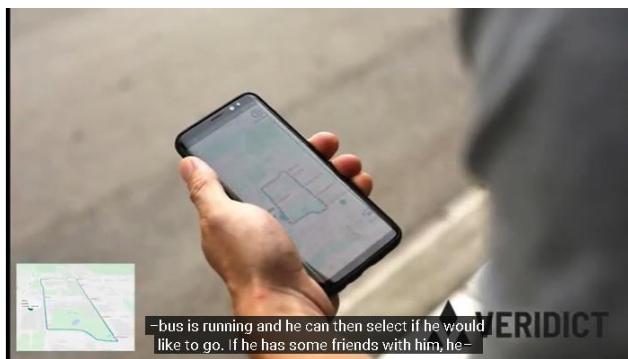


Figure 14: Screenshot from video on Linköping demo - showcase of users interface

3.1.2 SHOW demo video – Carinthia, Austria

Below it is possible to see some screenshots taken from the SHOW demo video focused on the Carinthia test site in Austria (publicly available on SHOW YouTube Channel [here](#)).



Figure 15: Screenshot from video on Carinthia demo - introduction to SHOW project



Figure 16: Screenshot from video on Carinthia demo - showcase of vehicles

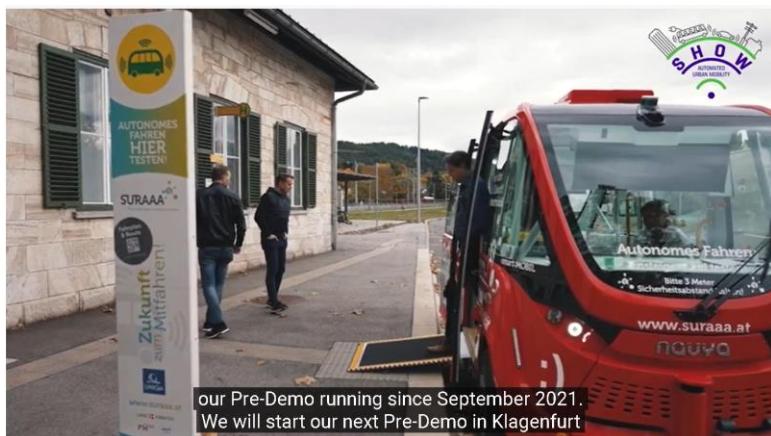


Figure 17: Screenshot from video on Carinthia demo - showcase of pre-demo activities



Figure 18: Screenshot from video on Carinthia demo - explanation of next phases



Figure 19: Screenshot from video on Carinthia demo - interaction with local authorities

3.2 Remote video interviews

To increase awareness around SHOW demo site activities and showcase the work the eyes of the demo leaders, a series of short interviews with each test site leader is planned. The interviews are held remotely and aim at showcasing the main challenges our demo sites are addressing, key features ad vehicles involved in every location and unique characteristics of each demo site. The interviews are being conducted by different members of the consortium. Once travelling will resume and meetings in person will be allowed once more, the interview series will be recorded during face to face meetings.

All the videos are subtitled in English; narration is usually in English, but some videos may be recorded in the local language to increase the engagement of the local communities.

Finally, as per Grant Agreement requirements, the video features a disclaimer on the EU funding received under Horizon 2020 framework and EU flag.

The first interview has been released at the end of 2021; the series will continue throughout 2022, hence guaranteeing continuous exposure to SHOW.

3.2.1 SHOW demo interview – Tampere, Finland

Below it is possible to see some screenshots taken from the SHOW demo interview with Pekka Eloranta – Sitowise, the demo leader of SHOW demo site in Tampere, Finland (publicly available on SHOW YouTube Channel [here](#)). The interview is led by Peter Staelens, Eurocities.



Figure 20: Interview with Tampere test site - introduction by P. Staelens



Figure 21: Interview with Tampere test site - introduction by P. Eloranta



Figure 22: Interview with Tampere test site - Location of Tampere

CHALLENGES IN TAMPERE

- Icy roads
- No lane marking
- Poor visibility
- Drifting snow
- Low temperatures (up to -30°C)

A white graphic of a snowflake with eight points and small arrows pointing outwards from each point, indicating wind or drifting snow.

Figure 23: Interview with Tampere test site - Overview of the main challenges faced by the site

The logo for the project "SHOW AUTOMATED GREEN MOBILITY" features the letters "SHOW" in a stylized font above the words "AUTOMATED GREEN MOBILITY".

Connected Cooperative Automated Vehicles: long-term plans:

- Create user-friendly, seamless and sustainable public transport service using the new tram line;
- Encourage the use of public transport over private vehicles

Figure 24: Interview with Tampere test site - Long-term plans for CCAV in Tampere

4 Conclusions

D15.3: Project Video offers an exhaustive overview on SHOW video assets developed (and planned to be developed over the next months) by the consortium. The videos presented in the current deliverable are a key communication and dissemination asset and play a pivotal role in the promotion of SHOW, mainly across the general public and towards interested local communities, citizens and users.

Next steps include the development of additional pilot sites videos and the continuation throughout the next years of the video interviews with the demo leaders. Finally, a longer, in-depth final video will be developed during the fourth year of activities to summarise the activities and achievements of SHOW, reflectively also any changes to be implemented in its course. D15.3 is strictly interrelated to *D15.9 – Final project video* (M48).

References

- [1] SHOW (2020). Grant Agreement number 875530 – SHOW - H2020-DT-ART-2018-2019-2020 / H2020-DT-ART-2019
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