

# MONT-BLANC

## D2.2 Initial Press Release Version 5.0

### Document Information

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## Change Log

Version	Description of Change
v1.0	Initial Draft by BSC
V2	Reviewed draft
V3	Added feedback from Juelich
V4	Final changes
V5	Final review

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## Executive Summary

The objective of the Initial Press Release Deliverable is to 1) define a general strategy for creating and publishing press releases as well as to 2) report on the outcome of the initial and follow-up press releases for the Mont-Blanc Project. This press release must be sent out by all partners to all press contacts locally as well as translated to local languages, if needed. As stated in the Dissemination Strategy Document (D 2.1), there will be a planning for future press releases during the project. The press release strategy defined should be consistent with the dissemination strategy and its objectives and will be maintained throughout the Mont-Blanc project.

## 1 Press Release Strategy

The press release strategy should be consistent with the dissemination strategy and its objectives. As one of the most relevant press activities, the press strategy should be throughout the Mont-Blanc project.

A press release is the one of the most effective way of communicating the existence of the Mont-Blanc project to a specific target audience (general public and related institutions) as well as the project's progress and achievements. During the project, different press releases will be launched but the initial press release is the most important one because it defines the Mont-Blanc project objectives as well as its working plan. Ideally, in the middle of the project there should be another one launched in order to explain about its progress and, at the end of the project, for the scientific results.

## 2 Procedure for any press activity

The WP2 leader will prepare a first draft of the press release. This text should be validated by all partners in WP2 as well as by the Management Team (WP1). Once WP1 and 2 has agreed to the text, all partners must agree to a launch date and time. Each partner is in turn responsible for translating the press release into the local language (German, Italian, French and Spanish) and for launching the release to the local media. Specialized media is recommended and a list of them should be provided by all partners.

All press releases will be included into the Mont-Blanc press corner of the project website (<http://www.montblanc-project.eu/press-corner/press-releases>). Furthermore, all partners will have the compromise to include it in their institutional website (example: BSC will include the press release into the press section of the website: [http://www.bsc.es/plantillaA.php?cat\\_id=44](http://www.bsc.es/plantillaA.php?cat_id=44)) in order to increase the click rates. The Mont-Blanc website will include all press releases in all languages as well as all press pickups – see section “In the media” at the Press Corner section of the website (<http://www.montblanc-project.eu/press-corner/in-the-media>). All partners will inform the WP2 of their local press pickups which will also be included in the Periodic Dissemination and Use Reports (D2.4 – D.7) .Press Targets

The Mont-Blanc press targets include both written media specialized in IT as well as general newspapers and news agencies:

1. IT specialized media: HPCWire, Supercomputing Online, Scientific Computing World, insideHPC, Supercomputingonline, Computer World, The Register, Muy Interesante, Popular Science, Windows TI Magazine, Vilaweb, Noticias.com, Diario TI, PC World, Computer Hoy, PC Today, Technology Channel News, Novatec, Dealer World, Computing, iWorld, Network World, PC Today, PC Actual, Wired.com, ZD Net, Techweek, Le Monde Informatique, 01 Informatique, Silicon, C't Magazine.
2. Energy or electrical engineering specialized media: EE times, Greentechmedia, Greentechgrid, Bloomberg, etc.
3. News agencies: Europa Press, EFE, ServiMedia, Agencia Catalana de Noticias (ACN), Associated Press, AFP, Reuters, ANSA.
4. General newspapers: El País, La Vanguardia, El Periódico de Catalunya, Avui, El Mundo, ABC, La Razón, Público, ADN, 20 minutos, Que, Ara, La Tribune, Les Echos.
5. Newsletters of European Projects or partners: PRACE, DEEP, University newsletters, Hipeac, [ORAP](#), [Ter@tec](#), [SPEEDUP](#), inSiDE, etc.
6. Social Networks: Twitter and Facebook.

Other specialized European or local news portals such as topic-related blogs, Cordis, AlphaGalileo, EurekAlert, Madri+d, *Servicio de Información y Noticias Científicas* (SINC) platform and email distribution lists such as *Associació Catalana de Comunicació Científica* (ACCC) will be used.

### 3 Initial Press Release

The initial press release was launched on October 26th, 2011. The final English Release is available at: [http://www.montblanc-project.eu/system/files/Press\\_release\\_20111026.pdf](http://www.montblanc-project.eu/system/files/Press_release_20111026.pdf). The release was also translated into German and Spanish, and the translated versions have also been included in the “Press Corner” section of the Mont-Blanc project. This first press release was tailored a technical audiences, and subsequently, technical media.

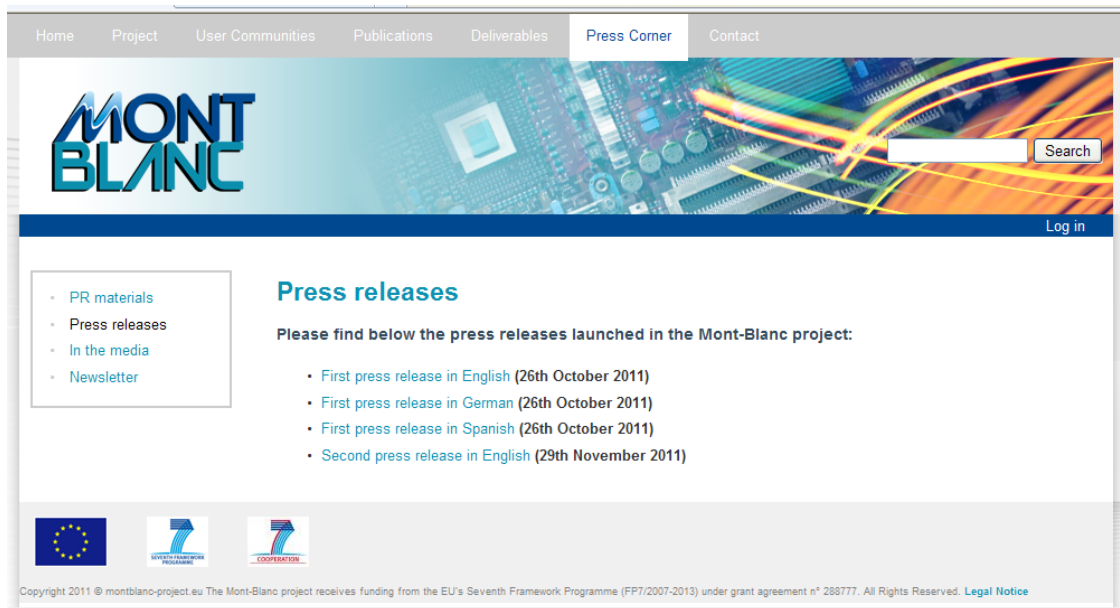


Image 1 – Press release page in the “Press corner” section of the Mont-Blanc website

## 4 Second press release

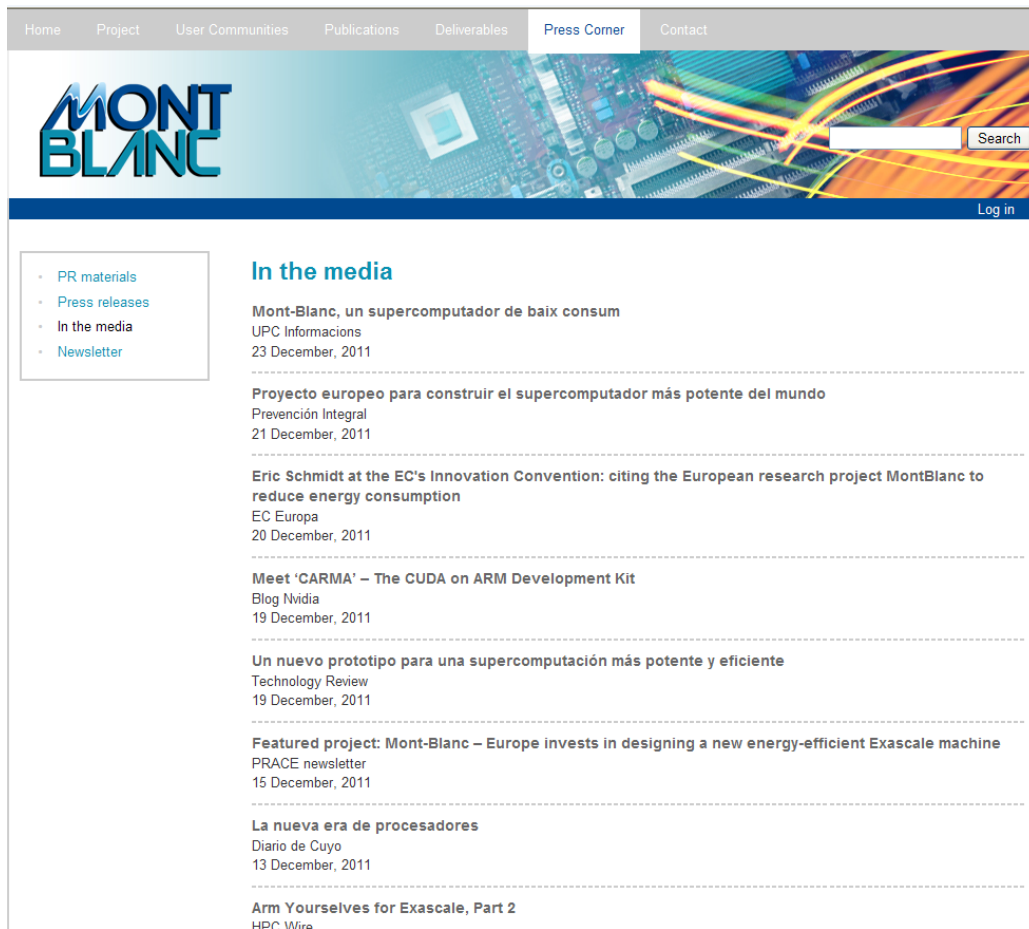
Nearly a month after the launch of the first press release, the Mont-Blanc Dissemination team launched a second press release. This time, the text was adapted to address the general public. Media uptake was not as strong as for the first release as the topic was too technical for the general media. Spanish media, La Vanguardia and Avui covered the news.

The launch dates of both press releases were chosen intentionally:

- The first release was launched just prior to the Supercomputing 2011 conference (SC11) in Seattle (USA), where the Mont-Blanc Technical Coordinator, Alex Ramirez, attended the European Exascale Research Birds of Feathers session.
- The second release was launched roughly one month after SC11, as a follow-up to the initial successful press campaign.

## 5 Press Release Pickups

The impact (in the form of “pickups”) of all press releases will be included in the Mont-Blanc website on a regular basis:



All press pickups will be listed in the Mont-Blanc’s website on the “In the media” section within the Press Corner menu. Each partner will inform the Dissemination leader of BSC in order to update each press pickup on the site.

The following is a list of all pickups for the Initial and Second Press Releases from the period 26<sup>th</sup> October – 1<sup>st</sup> December 2011:

Date	News title	Media
26 October	European Project Will Design Energy-Efficient Exascale Machine	HPC Wire
27 October, 2011	ARM Discloses Technical Details of 64-bit Architecture	ARM website
28 October, 2011	NVIDIA Floating Idea of Tegra Servers	HPC Wire
28 October, 2011	Texas Instruments Makes HPC Play with New Multicore DSP Chips	HPC Wire
30 October, 2011	España lidera un proyecto europeo para desarrollar el supercomputador más potente del mundo	Agencia noticias SINC
31 October, 2011	Mont-Blanc project sets Exascale aims	Scientific Computing World

1 November, 2011	Calxeda Launches the EnergyCore™ Processor; Delivers 10 Times the Performance for the Same Power	Calxeda.com
1 November, 2011	Gnodal, Solarflare Complete 10 Gigabit Switch and Server Adapter Testing	HPC in the Cloud
9 November, 2011	Arm Yourselves for Exascale, Part 1	HPC Wire
10 November, 2011	Europe invests in designing a new energy-efficient Exascale machine	Research Centre Jülich (FZJ)
10 November, 2011	NVIDIA Quad-Core Tegra 3 Chip Sets New Standards of Mobile Computing Performance, Energy Efficiency	NVIDIA website
10 November, 2011	Mali-T658 GPU Extends Graphics And GPU Compute Leadership For High Performance Devices	ARM website
10 November, 2011	European industry and research centres join forces to create a European Technology Platform for High Performance Computing	Bull website
11 November 2011	Projecte Mont-Blanc: Supercomputació	La Vanguardia
11 November 2011	Barcelona Supercomputing Center Selects Allinea Debugger for Mont Blanc Project	HPC Wire
11 November 2011	<a href="#">What Exactly is the Mont-Blanc Project for Exascale?</a>	insideHPC
11 November 2011	Barcelona Supercomputing Center's Mont Blanc Project selects Allinea Software for ARM debugging support	supercomputingonline
14 November 2011	Barcelona Center Makes Super Bet on Cellphone Chips	Wall Street Journal
14 November 2011	Spain, Nvidia plan GPU and ARM-based exascale supercomputer	Nextbigfuture.com
14 November 2011	Nvidia, European Centers to Create ARM-Based supercomputer	eWeek
14 November 2011	Nvidia's Kal-EI SoC Used for ARM-Based Hybrid Supercomputer	Softpedia
14 November 2011	NVIDIA lanza kit de desarrollo de CUDA para ARM	Muycomputer.com
14 November 2011	Mont-Blanc, el supercomputador europeo de bajo consumo energético	eWeek
14 November 2011	Europe taps Nvidia for ARM-based supercomputer	ZD Net
14 November 2011	CPUs Nvidia vão equipar supercomputador	Exame.com
14 November 2011	Barcelona Supercomputing Center to Deploy World's	Market Wire



	First ARM-Based CPU/GPU Hybrid Supercomputer	
14 November 2011	Barcelona hospedará un superordenador con 1.000 chips Tegra 3: Mont Blanc	Muy Computer
14 November 2011	ARM powers CPU/GPU hybrid supercomputer	TG Daily
14 November 2011	<a href="#">Spaniards prototype ARM-GPU hybrid supercomputer</a>	The Register
14 November 2011	<a href="#">Barcelona Supercomputing Center to Deploy ARM-Based CPU/ GPU Hybrid Supercomputer</a>	SOCcentral
15 November 2011	Nvidia and Barcelona Supercomputing Centre to Build ARM- and GPU-Based Supercomputer	X-bit labs
15 November 2011	El termómetro: El supercomputador híbrido de CPU y GPU tiene sabor español	Computer World
16 November 2011	EU Builds Hybrid ARM-Based Supercomputer	TechWeekEurope.co.uk
16 November 2011	Pierwszy na świecie superkomputer hybrydowy	Gry i Nowe Technologie
16 November 2011	Superkomputer z tabletowym procesorem	Eureknews.pl
16 November 2011	<a href="#">Overview of the Mont Blanc ARM-GPU supercomputer project</a>	Next Big Future
16 November 2011	<a href="#">Barcelona wants to create a supercomputer based on ARM</a>	PCSMAX
17 November 2011	<a href="#">Overview of the Mont Blanc project: European HPC platform based on low-power embedded technology</a>	GPUscience website
23 November, 2011	NVIDIA Tegra Processors Blaze the Way for ARM in Supercomputing	HPC Wire
24 November 2011	Why the US lead in technology is under threat	Computer World UK
30 November 2011	IBM Will Chip in on Micron's 3D Hybrid Memory Cube	HPC Wire
1 December 2011	El supercomputador més potent del món, en construcció	La Malla.cat
1 December 2011	<a href="#">The European project Montblanc, led by Alex Ramirez, aims to create a supercomputer based on low-power technology</a>	UPC website
2 December 2011	El nou projecte del Barcelona Supercomputing Center	El Punt Avui

In general, this first press release was a great success because it had a strong impact on IT media. It was picked up by both international and local IT-specialized media outlets. As can be seen in the list above, most of the pickups coincide with the first exhibition day of SC11 (14<sup>th</sup> - 17<sup>th</sup> November 2011). This fact raised the interest of a lot of media and the date was correctly

chosen taking into account the presence of the specialized media at the HPC conference. Some of them also did personal interviews to Dr. Ramirez at the Barcelona Supercomputing Center booth.



*Image 2 – Alex Ramirez at SC11*

After the launch of the second press release, the Mont-Blanc project was highlighted by Eric Schmidt, Google Executive Chairman, at the EC's Innovation Convention. See link on page [http://webcast.ec.europa.eu/eutv/portal/res/\\_v\\_fl\\_300\\_es/player/index\\_player.html?id=13645&pid=13631&userlocale=es](http://webcast.ec.europa.eu/eutv/portal/res/_v_fl_300_es/player/index_player.html?id=13645&pid=13631&userlocale=es). This demonstrates that Mont-Blanc has raised the interest of key stakeholders such as Google and HPC-related vendors and institutions. Moreover, it proves that the dissemination and release timing were extremely effective, especially considering that the project only started in October 2011. The Mont-Blanc project is also mentioned in Wikipedia, in the Exascale computing article.