



## Deliverable 6.1

Project website and communication kit

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## Document information

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## Revision and history chart

Version	Date	Comment
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0.2	08.02.2014	Website part implemented by EICT
0.3	12.02.2014	Update on branding implemented by EICT
0.4	14.02.2014	Internal review and proof reading by EICT
0.5	25.02.2014	Version for internal peer review with text and illustration changes by EICT
06.	05.03.2014	Peer review by Robert Szabó (Ericsson), updates by EICT
1.0	19.03.2014	Finalisation of document by EICT

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## 1 Introduction

UNIFY is embedded in a European research landscape with various other projects that are conducting research in the field of cloud computing and network optimisation. Among the relevant research topics are Cloud Computing and Software Defined Networking.

The UNIFY project has defined the following target groups for communications:

- European research community
- Telecommunication industry
- Standardization bodies
- Scientific community
- Media representatives
- General public

In order to achieve the best outreach to these target groups, the UNIFY project has to be communicated in a structured and coherent way. Therefore, we first establish the UNIFY brand identity, then we define our web portal and the communication kit accordingly.

This deliverable documents the communication kit (Section 2), the website design and structure (Section 3) and the UNIFY brand identity (Section 4) as well as the use of the EU emblem (Section 5).

## 2 Communication kit

The communication kit will include the following dissemination material:

- Project website
- EC-factsheet
- Design template for leaflet and posters
- Leaflet
- Poster

These materials will aid dissemination activities and ensure a consistent communication of the project concept, objectives and results. The poster and leaflet will be distributed at project workshops and conferences, where project members will participate.

During the lifetime of the project, the website, the leaflet, posters and general project presentation will be constantly updated depending on the project needs.

The PDF versions of dissemination material will be made available on the UNIFY website. The editable versions of the documents are only available in the project working space Redmine.

The particular materials will be described in the following section.

### 2.1 Project website

The project website is part of the communication kit. It is described in detail in Section 3.

### 2.2 EC-factsheet

The EC factsheet was set up directly after the project start. The template provided by the European Commission was filled in with general project information such as contacts and funding scheme along with information on the research conducted, such as main objectives, approach and impact.

The factsheet is available and published both as an online version, available at the website and on [cordis.europa.eu](http://cordis.europa.eu), and a printed version, when required.

This factsheet was also used as content for the first static HTML website. It was distributed at conferences and workshops and sent to the European Commission. A screenshot is available in Annex 1.



## **2.3 Leaflet**

The first edition of the project leaflet was published in mid March 2014 to be ready for distribution at the FIA Athens. It was designed based on the project identity and contains updated information on the project research objectives. A subsequent version will be developed during the following months. This version will include a project illustration and more comprehensive content. The first edition is attached in Annex 2

## **2.4 Poster roll-up**

Part of the communication kit is also a poster roll-up which provides a general overview of the UNIFY project. It was first printed for the kick off meeting in Berlin. For the FIA Athens the new project design was adapted. The poster roll-up is shown in Annex 3.

## **2.5 General project presentation**

A general project presentation will be developed in the upcoming months. The presentation is updated regularly to reflect latest results and new developments. It can be used by all project partners to present the goals and research approach of the UNIFY project at conferences, workshop and other meetings. It ensures consistent communication about the project and helps each partner to represent the project with content approved by the partners.

## **2.6 Templates**

Several templates for internal and external communication are developed to ensure consistent project communication. These templates were developed based on the project identity and were made to facilitate the communication within the project as well as with the outside world. They are available at the internal working space Redmine and will be described in the following chapters.

### **2.6.1 Document template for deliverables**

A template for deliverables was developed and will be used for every deliverable.

### **2.6.2 Presentation template**

A PowerPoint template is provided to all partners of the consortium and has to be used for all project-related presentations.

### **2.6.3 Press release template**

The press release template shall be used whenever a press statement is released on behalf of the UNIFY project. The press release template is available in the project working space on Redmine.

### **2.6.4 Agenda template**

The agenda template helps to plan and organise internal meetings. It serves also as a documentation form to record meeting activities which further on can be used for project reporting purposes. The agenda of each meeting should be uploaded to the internal working space by the meeting host.

## 3 The UNIFY website

The website is an essential means of communicating the project. It presents the project and is comprehensible for the interested public and experts. The web portal includes information about the project: vision and objectives, the expected outcomes as well as public documents, project results and major events.

The website has to fulfil the following requirements:

- To be informative and easily accessible for the target groups.
- To integrate a responsive browser surface for mobile devices and smart phones.

As a result the website <http://www.fp7-unify.eu/> uses a classical approach. The home page features the basic information and the latest news. From here the visitor can immerge into the deeper levels of the website where more detailed information is made available.

Just like a living document the website will be updated regularly with latest news. New content will be made available as soon as it will be released by the project or the European Commission, respectively.

The URL reflects the project name and the European research community as well as the support and co-funding within the 7<sup>th</sup> Framework Programme.

### 3.1 Concept and development

The UNIFY website is based on principles of easy access and information provision. A clear and modern design in accordance with the project design is the base to implement such an approach. By using a design developed exclusively for UNIFY, the website creates a high recognition value and guarantees a user-friendly presence. The information offered via the website is based on the different interest and knowledge levels of the indicated target groups. Hence, the content complexity may differ between the sections.

### 3.2 Schedule

The website will be available mid February 2014 offering a basic structure (stage 1) which will be extended (stage 2) in the following months. Before launching the website, a static micro site was published containing basic facts and contact information.

### 3.3 Website structure

The main navigation is structured as follows:

- Home
- About UNIFY
- Approach
- News
- Results

The “Home” page is the main entrance to the website. It gives a short overview about the project and directs the visitor to latest news, recent publications and conferences.

The second section is “About UNIFY”.

It contains the following content:

- About UNIFY
  - Vision
  - Objectives
  - Challenges
  - Impact
  - Consortium
  - Contact

The third section is called “Approach”. This section gives detailed and more specific information about the UNIFY’s research approach. It has the following structure:

- Approach
  - Overview
  - Timeline
  - Uses cases & architecture (stage2)
  - Orchestration & programmability (stage2)

- SP DevOps(stage2)
- Unified node(stage2)

The “News” section is the most frequently updated part of the website. It will show the project progress and contains the latest news and results. In the web, we create an environment where all available results can be collected in one place for easy access.

The section “Results” will list the publications, deliverables and executive summaries of the restricted ones as well as general project material. Additionally, UNIFY’s experts will present papers at scientific and industrial events during the course of the project, which will be published here.

The “Results” section will contain the following content:

- Results
  - Public Deliverables (available after release during a review)
  - Publications
  - Standardisation (stage2)
  - Events
  - Newsletter (stage2)
  - General project material (stage2)
  - Press releases (stage2)

## **3.4 Functionality**

### **3.4.1 Newsletter**

A newsletter registration form will be embedded in the website and the interested visitor can sign up to receive the latest projects news via email. This registration will be based on the double opt-in procedure in which the visitor receives, after entering their email address, a so-called confirm mail to act as authentication of the registration by clicking a corresponding link, required to verify the email address.

### **3.4.2 Mobile website**

The website will be also available (stage2) for smart phones and tablets providing all information that the regular website provides. A responsive design will allow adapting the content size according to the screen size and resolution.

### **3.4.3 User interaction**

The website will contain a contact form which allows users to interact with the representatives of the UNIFY project.

In stage2 a mailing list registration form will be provided at the website. Anyone interested may subscribe to a newsletter and stay informed by email about the latest progress in UNIFY. The stage 2 version will also contain links to the social media accounts of the project.

### **3.4.4 Implementation**

The website is served by an nginx web server version 1.4.4 running on CentOS 6.5 based server which is located in a dedicated data centre. For managing the content of the website the open source content management system Contao 3.2 has been chosen.

### **3.4.5 Statistics**

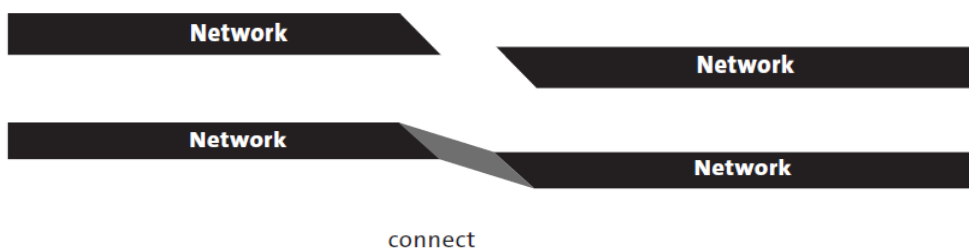
The success of the website is measured via the implementation of the web analytics software piwik providing detailed usage information such as visits per month and geographical origin of access. The website statistics will be included in the project reporting.

## 4 Branding: the UNIFY identity

A complete and complex appearance takes more than just a logo. The choice and use of fonts, colours, sizes and images are not left to chance, but must be recognisable as part of a well-considered overall strategy. As a visual identification system, appearance is an important element of corporate communications, a sign of unity. At the same time it helps projects to distinguish themselves positively and effectively from competitors. In order to build a consistent appearance in all areas of communication, we have developed a holistic identity profile that defines the handling of logo, colours and typography available via all platforms. Based on these graphical blocks all other applications and designs for communication activities can be developed. This will help to build and maintain the brand image of UNIFY.

### 4.1 The UNIFY logo

The UNIFY logo can be seen as a visual benchmark that is closely related to UNIFY's research and objectives. The Logo visualises UNIFY's vision to connect and chain networks.



The angle can be seen as the main visual element that runs as a creative guideline through the entire design.

#### 4.1.1 Main logo

There are two main logo versions available in UNIFY.

##### 4.1.1.1 Logo with strapline

Four-colour process  
positive



*Figure 4.1: Logo with strapline*

This logo will be used at cover pages of reports, at the website and on the leaflet and posters.

#### 4.1.1.2 Logo without strapline

Four-colour process  
positive



*Figure 4.2: Logo without strapline*

This logo version will be used in document headers and whenever it is not necessary to use the logo with the claim.

#### 4.1.2 Logo versions

Four-colour process  
negative



*Figure 4.3: Four-colour process negative*

Greyscale  
positive



*Figure 4.4: Greyscale positive*

Greyscale  
negative



*Figure 4.5: Greyscale negative*

Monochrome  
positive



Figure 4.6: Monochrome positive

Monochrome  
negative



Figure 4.7: Monochrome negative

#### 4.1.3 Scaling

The minimum size of the logo with claim is 25mm and without claim is 15mm.

Logo without strapline



Logo with strapline

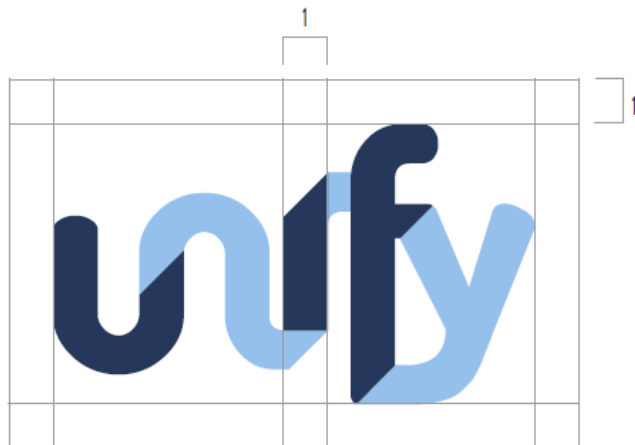


Figure 4.8: Scaling



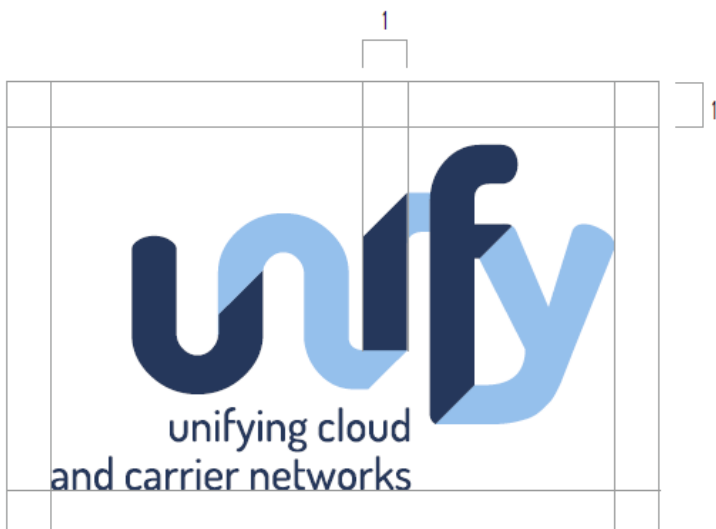
#### 4.1.4 Spacing

The clear space surrounding the logo shows the minimum distance between the logo and text, images, additional graphical elements and other logos or trim edges.



Logo without strapline

1 = width of the letter stem



Logo with strapline

1 = width of the letter stem

Figure 4.9: Spacing

#### 4.1.5 Considerations with regard to the visual element

The visual element is based on the brand logo. It is the visual synonym for the universal connection between the different networks. The visual element underlines the brand's joined-up nature. It can be flexibly used.

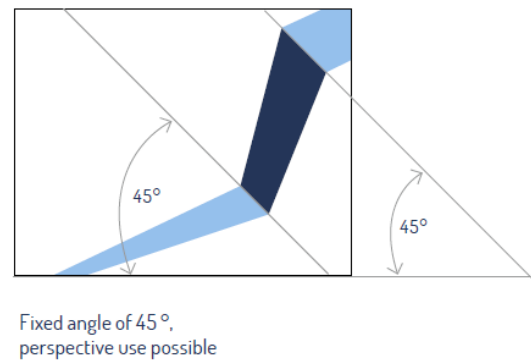
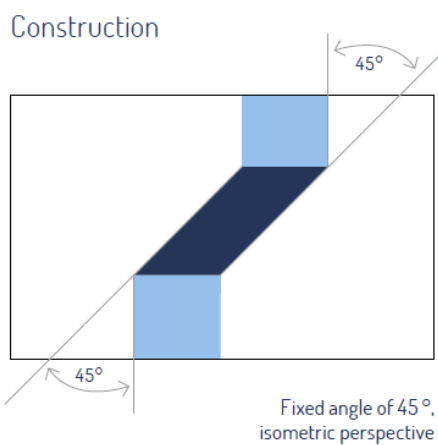


Figure 4.10: Derivation of the visual element

## 4.2 The brand colours

In UNIFY we have developed different brand colours that should be used in all dissemination materials. The primary colours are the most significant colours for UNIFY and will be used in all dissemination materials. The second brand colour can be used to highlight graphical elements and styles. Additionally tertiary colours for graphics were developed in order to have an attractive colour climate also in graphics and illustrations.

### 4.2.1 Primary brand colours



**DARK BLUE**

**LIGHT BLUE**

	DARK BLUE	LIGHT BLUE
Four-colour process	CMYK 100-85-55-5	CMYK 45-10-0-0
RGB	RGB 50-63-98	RGB 176-202-235
Web colours	#323f62	#b0caeb

*Figure 4.11: Primary brand colours*

#### 4.2.1.1 Colour grading (Primary brand colour)

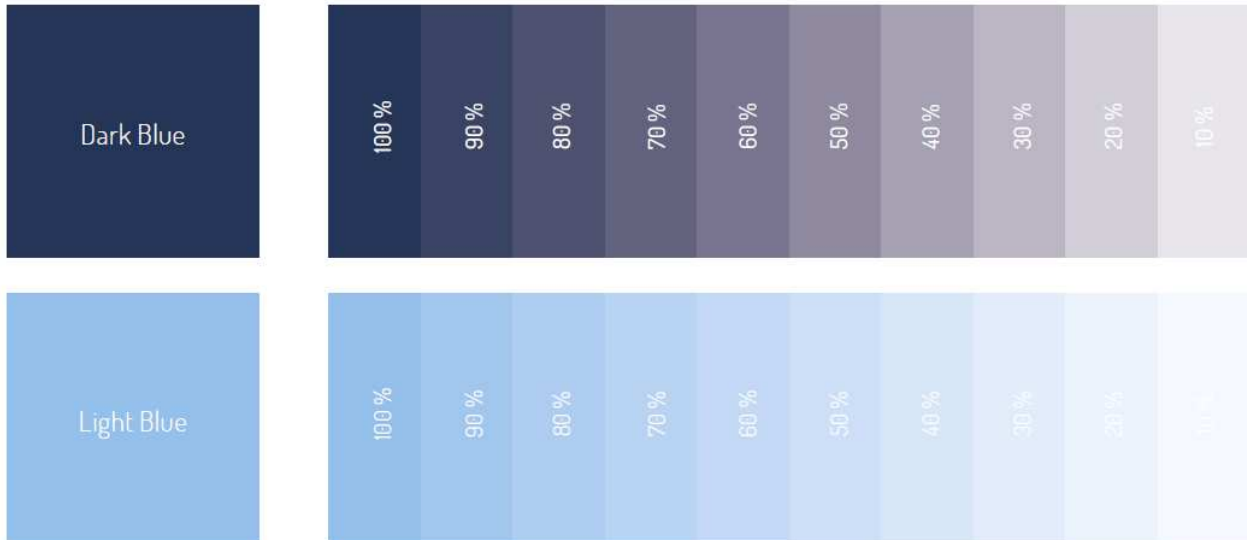


Figure 4.12: Colour grading

#### 4.2.2 Secondary brand colour



**ORANGE**

**YELLOW**

Four-colour process

CMYK 0-50-100-0

CMYK 0-35-85-0

RGB

RGB 219-158-39

RGB 230-189-77

Web colours

#db9e27

#e6bd4d

Figure 4.13: Secondary brand colour

### 4.2.3 Colour grading (Secondary brand colour)

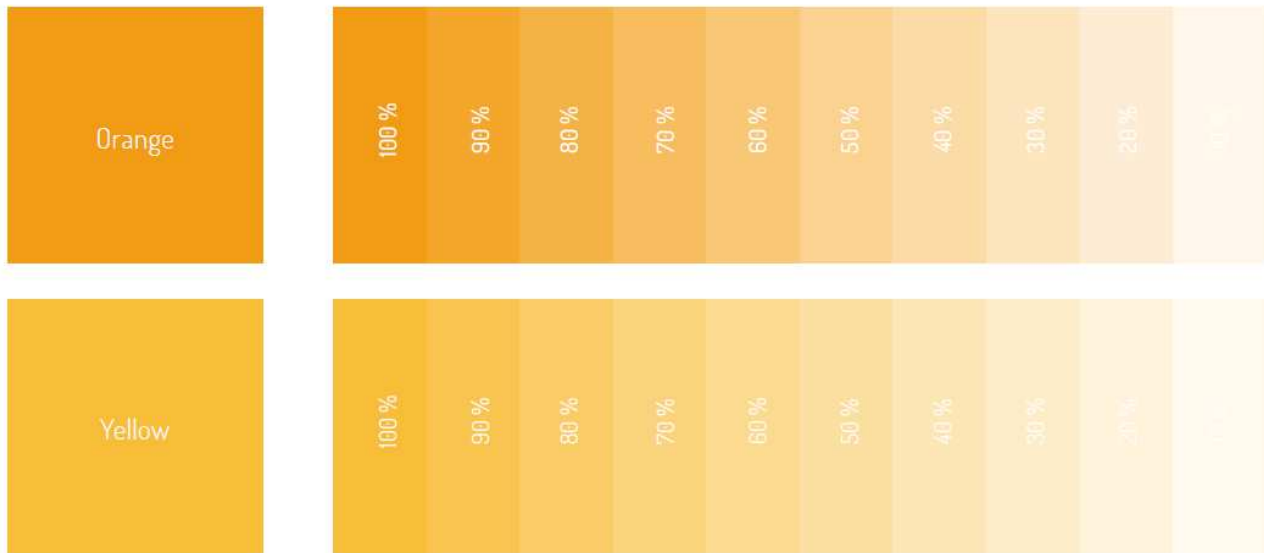


Figure 4.14: Colour grading

### 4.2.4 Tertiary colour for graphics



**RED**

**PURPLE**

**GREEN**

Four-colour process

CMYK 0-90-85-0

CMYK 50-100-0-0

CMYK 50-0-100-0

RGB

RGB 200-63-56

RGB 135-13-136

RGB 169-201-56

Web colours

#c83f38

#870d88

#a9c938

Figure 4.15: Tertiary colour for graphics

## 4.3 Typography

### 4.3.1 Corporate font

The corporate font is Dosis. It is a rounded sans-serif type family. It will be used for all kinds of external communication involving written text. The Dosis font family is supplemented by the serif font Kreon for long body text. In exceptional cases, instead of the font “Kreon” the font “Times” is used. The Dosis font can be downloaded on the Internet for free<sup>1</sup>, and is also available on the project SVN.

<b>Dosis</b> Corporate font	ABCDEFGHIJKLMNO	Dosis ExtraLight
	PQRSTUVWXYZ abcdefg	Dosis Light
	hijklmnopqrstuvwxyz	Dosis Regular
	0123456789	Dosis Medium
		Dosis SemiBold
		<b>Dosis Bold</b>
		<b>Dosis ExtraBold</b>

<b>Kreon</b> for long body text	ABCDEFGHIJKLMNO	Kreon Light
	PQRSTUVWXYZ abcdefg	Kreon Regular
	hijklmnopqrstuvwxyz	<b>Kreon Bold</b>
	0123456789	

<b>Times New Roman</b> Correspondence font, can be used in exceptional cases, instead of the font “Kreon”	ABCDEFGHIJKLMNO	Times New Roman Regular
	PQRSTUVWXYZ abcdefg	<b>Times New Roman Bold</b>
	hijklmnopqrstuvwxyz	
	0123456789	

Figure 4.16: Typography

### 4.4 Wording and text orientation

In every document the acronym UNIFY has to be written in capital letters only. All documents prefer left justification for text. In long documents (reports, studies, books) full justification is possible.

<sup>1</sup> Source: <http://www.1001fonts.com/dosis-font.html>

## 5 The use of the EU emblem in the context of EU programmes

### 5.1 Compulsory elements for inclusion in all media

EU funding has to be integrated on all communication materials. The preferred option to communicate about EU funding is to write “Co-funded by the European Union” as appropriate next to the EU emblem on the communication material where the EU emblem is used.



UNIFY is co-funded by the European Commission

(DG CONNECT) in FP7



UNIFY is co-funded by the European Commission (DG CONNECT) in FP7

Rules for the reproduction of the European emblem are found in the Inter-institutional Style Guide:

<http://publications.europa.eu/code/en/en-5000100.htm>

The use of the EU emblem in the context of EU programmes:

[http://ec.europa.eu/research/pdf/eu\\_emblem\\_rules\\_2012.pdf](http://ec.europa.eu/research/pdf/eu_emblem_rules_2012.pdf)

The European flag:

[http://europa.eu/about-eu/basic-information/symbols/flag/index\\_en.htm](http://europa.eu/about-eu/basic-information/symbols/flag/index_en.htm)

## 6 Summary

As various means will be employed to promote UNIFY, it is important to observe reactions and responses to different dissemination activities in order to maximise and improve their impact.

Therefore, metrics on the project website, print media, standard public presentation, events and press relations will be developed and revealed in the dissemination plan. The communication metrics will show how users and the addressed target groups respond to dissemination activities.



## Annex 1 EC factsheet



### Unifying Cloud and Carrier Networks (UNIFY)

**At A Glance: UNIFY**



unifying cloud and carrier networks

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**Duration:** November, 2013 – April, 2016  
**Funding scheme:** IP  
**Total Cost:** € 9.4 m  
**EC Contribution:** € 6.5 m

**Contract Number:** CNECT-ICT-619609

Today, rigid network control limits the flexibility of service creation. We envision full network and service virtualization to enable rich and flexible services and operational efficiency. Therefore, the UNIFY consortium will research, develop and evaluate means to orchestrate, validate and verify end-to-end service delivery from home and enterprise through aggregation and core networks to data centres.

#### Main Objectives

Telecom providers struggle with low service flexibility, increasing complexity and related costs. Although cloud computing and networking have been two active fields of research, there is currently little integration between the vast networking assets and data centres of telecom providers.

In UNIFY we will open up the potential of virtualization and automation across the whole networking and cloud infrastructure. We will focus on enablers of a unified production environment and will develop an automated, dynamic service creation platform, leveraging a fine-granular service chaining architecture. We will propose a service abstraction model and a service creation language to enable dynamic and automatic placement of networking, computing and storage components across the infrastructure. We will develop an orchestrator with optimization algorithms to ensure optimal placement of elementary service components across the infrastructure.

*Agility, flexibility, simplicity, scalability by virtualization & automation for rich services.*

We will research new management technologies and develop a Service Provider DevOps concept to address the dynamicity and agility of new services. We will investigate the applicability of a universal network node based on commodity hardware to support both network functions and traditional data centre workloads.

We expect that such a unified production environment will deliver unprecedented level of agility for service innovation; simplicity and scalability in operation; improved quality of experience in rich and flexible user services; economic advantages and technological leadership of Europe.

Figure 6.1: EC factsheet

## Annex 2 Leaflet

> IMPACT
> AT A GLANCE: UNIFY

Our unified production environment will deliver

- an unprecedented level of agility for service innovation,
- simplicity and scalability in operation,
- improved quality of experience in rich and flexible user services,
- economic advantages and technological leadership of Europe.

The UNIFY project aims at influencing standardization work globally, ensuring that European positions are well represented in the resulting recommendations and standards.

The programmability framework will create increased opportunity for innovation in the fields of cloud computing and networking.

A lower technical barrier for sharing resources and services will unlock new business opportunities, which can be rapidly implemented in a unified production environment.

The architecture and flexible service programmability will reduce operational costs by removing the need for costly on-site hardware upgrades, taking advantage of Software Defined Networking (SDN) and networking virtualization technologies.

Users will benefit from an improved quality of experience, greater service options, and faster communication between their devices and data centres.

**Duration** 30 months (November 2013 – April 2016)

**Total budget** 9.4 ME thereof 6.5 ME funding

**Programme** FP7, Collaborative project

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Operators	Vendors	Universities

Research institutions	SMEs

> CHALLENGES
> VISION
> UNIFYING CLOUD AND CARRIER NETWORKS

- introduce programmability (hence service dynamism) through all the layers up to the users,
- create a narrow waist (hourglass model) for the orchestration, which can handle 80% of the resource management with 20% complexity,
- enable service and infrastructure innovations above and below the orchestration layer.

**Key issues**

- 1) Service abstraction model and an associated domain-specific service creation language and programming interfaces to automate and optimize the deployment of service chains.
- 2) Advanced management and operation schemes to cope with increased network/service agility and handle network services end-to-end.
- 3) Design and performance evaluation of a universal node architecture based on standard x86 components and accelerators for network functions virtualization.

We believe that a unified cloud and networking production environment will create unprecedented opportunities for innovation, an improved quality of experience for users, and technological leadership for European industry and academia. Our flexible service orchestration and service provider DevOps will reduce operating costs and open up new business possibilities.

**We will**

- develop an automated, dynamic service creation platform, leveraging a fine-granular service chaining architecture,
- create a service abstraction model and a proper service creation language to enable dynamic and automatic placement of networking, computing and storage components across the infrastructure,
- develop a global orchestrator with optimization algorithms to ensure optimal placement of elementary service components across the infrastructure,
- research and develop new management technologies (Service Provider DevOps), able to cope with the increased dynamics and agility of the unified production environment, and
- investigate the applicability of a universal network node based on commodity hardware to support both network functions and traditional data centre workloads.

**WHY?**  
Today, rigid network control limits the flexibility of service creation.

**HOW?**  
We pursue full network and service virtualization to enable rich and flexible services and operational efficiency.

**WHAT?**  
The UNIFY consortium researches, develops and evaluates means to orchestrate, verify and observe end-to-end service delivery from home and enterprise networks through aggregation and core networks to data centres.

Figure 6.2: UNIFY leaflet

## Annex 3 Poster roll-up



Figure 6.3: Unify poster roll-up

## Annex 4 Website screenshots



The screenshot shows the UNIFY website home page. At the top left is the UNIFY logo with the tagline "unifying cloud and carrier networks". To the right is a navigation menu with links for HOME, ABOUT UNIFY, APPROACH, NEWS, RESULTS, and IMPRINT. The main content area features a large blue header with the text "UNIFYING CLOUD AND CARRIER NETWORKS" and a paragraph explaining the project's goal: "Today, rigid network control limits the flexibility of service creation. We pursue full network and service virtualization to enable rich and flexible services and operational efficiency. The UNIFY consortium researches, develops and evaluates means to orchestrate, verify and observe end-to-end service delivery from home and enterprise networks through aggregation and core networks to data centres." To the right of this text is a circular graphic containing the UNIFY logo.

Below the main content are three columns representing the project's structure:

- THE PROBLEM:** Represented by a cloud icon with an exclamation mark. Text: "Today, rigid network control limits the flexibility of service creation."
- THE IDEA:** Represented by a cloud icon with a lightbulb. Text: "We pursue full network and service virtualization to enable rich and flexible services and operational efficiency."
- THE SOLUTION:** Represented by a cloud icon with a share symbol. Text: "The UNIFY consortium researches, develops and evaluates means to orchestrate, verify and observe end-to-end service delivery from home and enterprise networks through aggregation and core networks to data centres."

On the right side, there is a "LATEST NEWS" section with two entries:

- 19.03:** Future Internet Assembly in Athens, 19 March, 2014. UNIFY is co-organizing a session on Open platforms and SDN. [Read more...](#)
- 17.03:** Future Internet Assembly in Athens, 17-18 March, 2014. UNIFY organises together with GreenICN a

Figure 6.4: Screenshot "Home"; taken 25.02.2014

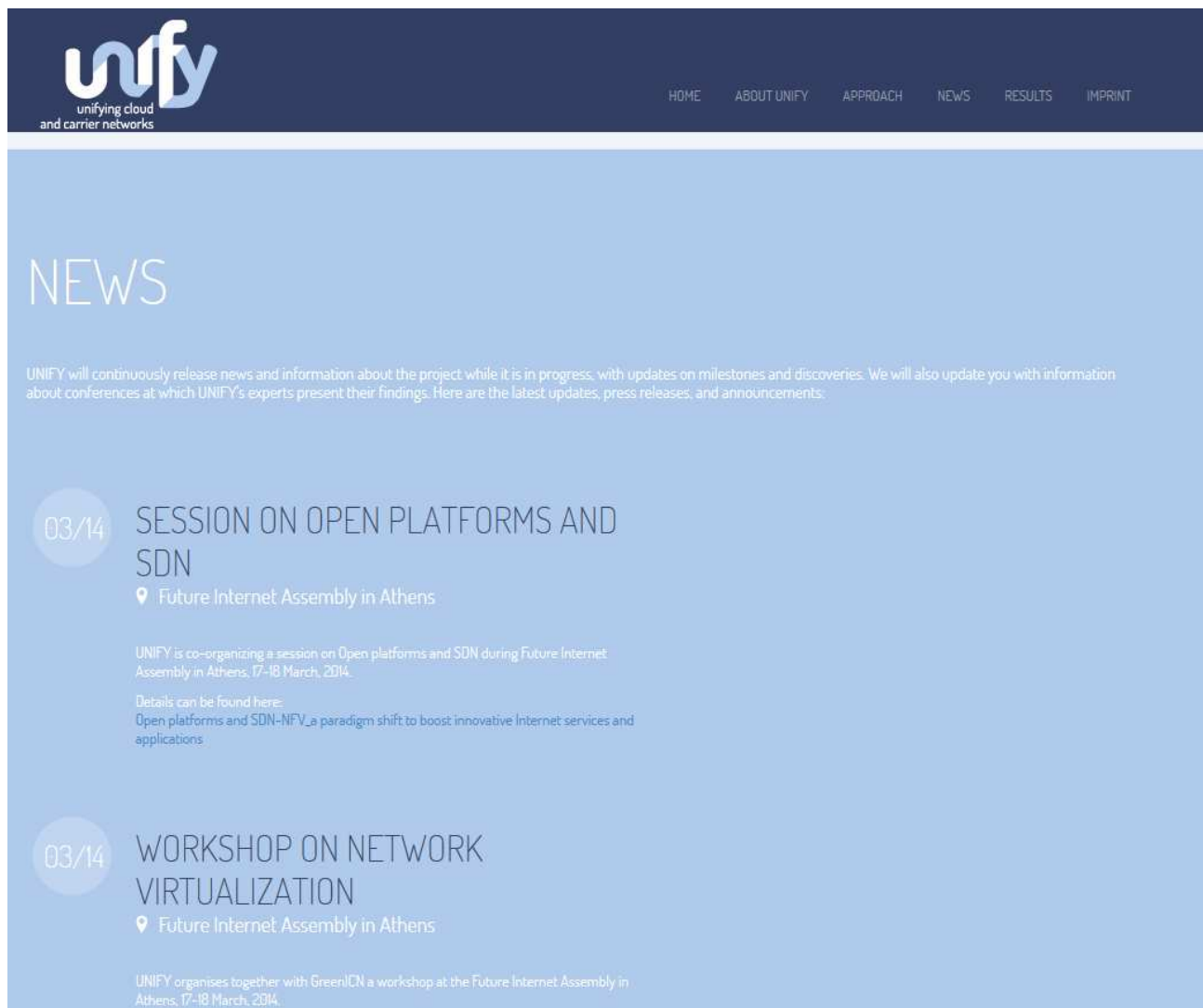


Figure 6.5: Screenshot "News"; taken 25.02.2014