



**SEVENTH FRAMEWORK PROGRAMME
Research Infrastructures**

**INFRA-2010-2.3.1 – First Implementation Phase of the European High
Performance Computing (HPC) service PRACE**



PRACE-1IP

PRACE First Implementation Project

Grant Agreement Number: RI-261557

**D3.1.8
Final Dissemination Report**

Final

Version: 1.0
Author(s): Ari Turunen, Tiina Leiponen, CSC
Date: 25.06.2012

Project and Deliverable Information Sheet

PRACE Project	Project Ref. №: RI-261557	
	Project Title: PRACE First Implementation Project	
	Project Web Site: http://www.prace-ri.eu	
	Deliverable ID: <D3.1.8>	
	Deliverable Nature: <DOC_TYPE: Report / Other>	
	Deliverable Level: PU	Contractual Date of Delivery: 30 / 06 / 2012
		Actual Date of Delivery: 30 / 06 / 2012
EC Project Officer: Thomas Reibe		

* - The dissemination level are indicated as follows: **PU** – Public, **PP** – Restricted to other participants (including the Commission Services), **RE** – Restricted to a group specified by the consortium (including the Commission Services). **CO** – Confidential, only for members of the consortium (including the Commission Services).

Document Control Sheet

Document	Title: <Final Dissemination Report>	
	ID: <D3.1.8>	
	Version: <1.0 >	Status: Final
	Available at: http://www.prace-ri.eu	
	Software Tool: Microsoft Word 2007	
	File(s): D3.1.8.docx	
Authorship	Written by:	Ari Turunen, Tiina Leiponen, CSC
	Contributors:	Stelios Erotokritiou, Castorc, Laetitia Baudin, GENCI
	Reviewed by:	Christos Kanellopoulos, GRNET; Dietmar Erwin, FZJ
	Approved by:	MB/TB

Document Status Sheet

Version	Date	Status	Comments
0.1	10/06/2012	Draft	
0.2	24/06/2012	Draft	Dietmar Erwin, Christos Kanellopoulos
1.0	25/06/2012	Final version	

Document Keywords

Keywords:	PRACE, HPC, Research Infrastructure, Dissemination. Outreach, Media, Press, Press releases, Web, Events
------------------	---

Disclaimer

This deliverable has been prepared by the responsible Work Package of the Project in accordance with the Consortium Agreement and the Grant Agreement n° RI-261557 . It solely reflects the opinion of the parties to such agreements on a collective basis in the context of the Project and to the extent foreseen in such agreements. Please note that even though all participants to the Project are members of PRACE AISBL, this deliverable has not been approved by the Council of PRACE AISBL and therefore does not emanate from it nor should it be considered to reflect PRACE AISBL's individual opinion.

Copyright notices

© 2012 PRACE Consortium Partners. All rights reserved. This document is a project document of the PRACE project. All contents are reserved by default and may not be disclosed to third parties without the written consent of the PRACE partners, except as mandated by the European Commission contract RI-261557 for reviewing and dissemination purposes.

All trademarks and other rights on third party products mentioned in this document are acknowledged as own by the respective holders.

Table of Contents

Project and Deliverable Information Sheet	i
Document Control Sheet.....	i
Document Status Sheet	i
Document Keywords	ii
Table of Contents	iii
List of Figures.....	iii
References and Applicable Documents	iv
List of Acronyms and Abbreviations.....	iv
Executive Summary	1
1 Introduction	2
2 Activities Completed	3
3 Dissemination material	4
3.1 The Web site.....	4
3.2 The PRACE Digest.....	6
3.3 PRACE Video	8
3.4 PRACE marketing and dissemination material renewal.....	9
4 Press Releases	16
5 Events	22
5.1 Principal Events.....	22
6 The PRACE contacts database	24
6.1 Event contacts.....	24
7 Summary.....	25

List of Figures

Figure 1: the PRACE website in its current form.....	4
Figure 2: PRACE web site has an average of 600 unique visitors per day	6
Figure 3: The PRACE Digest 2012	7
Figure 4: One page of PRACE Digest.....	8
Figure 5: Example of a scientist presenting the work and simulation in PRACE video	9
Figure 6: Updated PRACE folder	9
Figure 7: Updated PRACE flyer (Front)	10
Figure 8: Updated PRACE Flyer (Back).....	11
Figure 9: Updated PRACE Brochure (Front).....	12
Figure 10: Updated PRACE Brochure (inside pages).....	13
Figure 11: Updated PRACE Brochure (Back)	13
Figure 12: The Updated poster	14
Figure 13: The New rollup	15
Figure 14: PRACE newsletter 5	19
Figure 15: The PRACE newsletter 6	20
Figure 16: The PRACE newsletter 7	21

References and Applicable Documents

- [1] D3.2.2 PRACE second training report
- [2] <http://www.prace-ri.eu>
- [3] D3.1.1 Final plan for the use and dissemination of foreground
- [4] D3.1.7 PRACE magazine
- [5] D3.2.4 Final Outreach report

List of Acronyms and Abbreviations

BSC	Barcelona Supercomputing Center (Spain)
CaSToRC	Computer- Based Science and Technology Research Center in Cyprus
CEA	Commissariat à l'Energie Atomique (represented in PRACE by GENCI, France)
CINECA	Consorzio Interuniversitario, the largest Italian computing centre (Italy)
CINES	Centre Informatique National de l'Enseignement Supérieur (represented in PRACE by GENCI, France)
CPU	Central Processing Unit
CSC	IT Centre for Science (Finland)
CSCS	The Swiss National Supercomputing Centre (represented in PRACE by ETHZ, Switzerland)
EC	European Community
EPCC	Edinburg Parallel Computing Centre (represented in PRACE by EPSRC, United Kingdom)
EPSRC	The Engineering and Physical Sciences Research Council (United Kingdom)
ETHZ	Eidgenössische Technische Hochschule Zuerich, ETH Zurich (Switzerland)
ESFRI	European Strategy Forum on Research Infrastructures; created roadmap for pan-European Research Infrastructure.
FZJ	Forschungszentrum Jülich (Germany)
GCS	Gauss Centre for Supercomputing (Germany)
GENCI	Grand Equipement National de Calcul Intensif (France)
GFlop/s	Giga (= 10^9) Floating point operations (usually in 64-bit, i.e. DP) per second, also GF/s
HET	High Performance Computing in Europe Taskforce. Taskforce by representatives from European HPC community to shape the European HPC Research Infrastructure. Produced the scientific case and valuable groundwork for the PRACE project.
HPC	High Performance Computing; Computing at a high performance level at any given time; often used synonym with Supercomputing
IDRIS	Institut du Développement et des Ressources en Informatique Scientifique (represented in PRACE by GENCI, France)
ISC	International Supercomputing Conference; European equivalent to the US based SC0x conference. Held annually in Germany.
JSC	Jülich Supercomputing Centre (FZJ, Germany)
KB	Kilo (= 2^{10} ~ 10^3) Bytes (= 8 bits), also KByte
KTH	Kungliga Tekniska Högskolan (represented in PRACE by SNIC, Sweden)

LRZ	Leibniz Supercomputing Centre (Garching, Germany)
MB	Mega ($= 2^{20} \sim 10^6$) Bytes ($= 8$ bits), also MByte
MB/s	Mega ($= 10^6$) Bytes ($= 8$ bits) per second, also MByte/s
NCF	Netherlands Computing Facilities (Netherlands)
PRACE	Partnership for Advanced Computing in Europe; Project Acronym
PSNC	Poznan Supercomputing and Networking Centre (Poland)
SARA	Stichting Academisch Rekencentrum Amsterdam (Netherlands)
STFC	Science and Technology Facilities Council (represented in PRACE by EPSRC, United Kingdom)
STRATOS	PRACE advisory group for STRAtegic TechnOlogieS
TB	Tera ($= 2^{40} \sim 10^{12}$) Bytes ($= 8$ bits), also TByte
TFlop/s	Tera ($= 10^{12}$) Floating-point operations (usually in 64-bit, i.e. DP) per second, also TF/s
Tier-0	Denotes the apex of a conceptual pyramid of HPC systems. In this context the Supercomputing Research Infrastructure would host the Tier-0 systems; national or topical HPC centres would constitute Tier-1

Executive Summary

Effectively organised dissemination, outreach and training activities are a prerequisite for the success of the PRACE First implementation project. This document describes the strategies to achieve these objectives and the resulting actions. One of the objectives of WP3 (Dissemination and training) in the PRACE-1IP project is to disseminate both the achievements of the Research Infrastructure and the project results.

The Second Dissemination Report describes PRACE-1IP project's dissemination and outreach activities for project months M11–M23 (1.6.2011 – 31.5.2012).

During the project months M11–M23 22 press releases and three newsletters were published. Press releases were sent to over 7,000 journalists around the world. The total number of PRACE related online articles and news items until the end of May 2012 was 267 PRACE related new were published from the beginning July 2011 until the end of May 2012.

The last three newsletters contained industrial as well as scientific cases. Generally, there is also information about featured events, latest news and project presentations in each newsletter.

During the period the training portal was made public. The training portal is the focal point for the scientific community all over Europe to learn how to use PRACE resources. The portal provides material for teaching and self-learning; a discussion forum for peer-to-peer discussion and problem solving in various issues related to Tier-0 computing and HPC in general; a comprehensive, up-to-date database of seminars, workshops and other events relating to HPC and computational science in Europe

There have been a total of 304 701 visitors (157 031 unique visitors) since the launching of the PRACE project website on March 19, 2008. After the PRACE RI website was launched on the 3rd of February 2011, there have been close to 165500 unique visitors with a daily average of nearly 600. The number of (unique) visits is increasing steadily.

The PRACE brochure, folder and flyer were updated. One new poster was created and three posters were updated. Two new rollups were printed. Small amount of PRACE gadgets (pens, USB memory sticks, mugs and T-shirts) were distributed during the major events. Moreover, WP3 created new general presentations to be shown at various events.

PRACE participated in three major events (ISC 2011 in Hamburg, Germany, Supercomputing 2011 in Seattle, USA and Industrial Seminar in Bologna, Italy) and collected over 751 new contacts, which is a major achievement compared to other reporting periods. The total number of new contacts is 3754. All the training events are described in the training report D3.2.2.[1]

PRACE ensured transparency by publishing all important presentations and public deliverables and best-practice documents on the PRACE-RI web site [2].

1 Introduction

PRACE-1IP is organised in nine interrelated Work Packages that produce the project results in parallel. Actions visible to the users of PRACE include: organising scientific conferences; establishing a training portal and preparing advanced training centres, presence at international conferences and exhibitions; creating an HPC user forum in Europe; organizing two industrial seminars; deployment of additional Tier-0 systems; planning for an ecosystem including Tier-1 systems, periodic call for proposals; petascaling of applications and creation of a petascaling guide; organising two infrastructure workshops and evaluating prototypes for future HPC technologies.

Work Package 3 (WP3) Dissemination, Outreach and Training is responsible for the coordination and presentation of project results at conferences, the organisation of PRACE events, as well as establishing a training programme for potential PRACE research infrastructure users.

The project is providing input to relevant European Commission initiated dissemination activities (e.g. press releases, newsletters, brochures, success stories, posters, web-based publications, events and training material, etc.). In this context the project's dissemination messages will also reflect its broader societal and economic impact.

The main objectives of WP3 are i) dissemination to the major HPC stakeholders, including the European scientific and research communities, research infrastructure organisations, universities and centres for higher education and the general public; ii) to liaise with industrial and business partners as potential HPC users and iii) to implement an education and training program for computational science aimed at scalable computing. These objectives are being achieved with the following tasks:

- Task 3.1: Dissemination activities
- Task 3.2: Education and training program.

This document describes the dissemination activities of the PRACE project for the months M12–M23 (1.6.2011 –31.5.2012), and preparations for future tasks and activities.

The scope of this document mainly concentrates on the dissemination activities performed by WP3; WP3 activities also include people from the project's other work packages as their contributions are needed for creating press releases about the project's activities and for distributing results through local dissemination channels.

Chapter 2 of this document lists the activities completed during the second project year with focus on the completed WP3 deliverables and the meetings held. The chapter 3 overviews the PRACE dissemination material and the updates performed during the second IP-project year. The following chapter 4 covers the press releases created during the first project year as well as the publications and press cuttings made and the PRACE newsletters published. Chapter 5 describes the PRACE events held during the second project year while chapter 6 focuses on new contacts and outreach. The last chapter, 7, presents the conclusions.

2 Activities Completed

The objectives for the WP3 Dissemination, Outreach and Training activities are defined in deliverable D3.1.1 “Final plan for the use and dissemination of foreground”[3]

The deliverable D3.1.1 describes the communication channels, including printed information, presentations at scientific and technical conferences, organisation of workshops for potential users, and development of an attractive web presence and press releases. It defines the process for the production and management of the dissemination material including the exploitation of existing dissemination channels by the PRACE partners.

Deliverable	Contractual date of delivery
D3.1.1 Final plan for the use and dissemination of foreground	M1
D3.2.1 PRACE Training plan	M1
D3.1.2 Dissemination package	M3
D3.1.3 First Scientific Conference	M11
D3.1.4 First Dissemination report	M12
D3.2.2 First Training Report	M12
D3.1.6 HPC Training Portal	M12
D3.2.3 PRACE advanced training centers	M18
D3.1.6 Second Scientific Conference	M18
D3.1.7 PRACE magazine	M22
D3.1.8 Final Dissemination Report	M24
D3.2.4 Education outreach report	M22
D3.2.5 Final Training Report	M23

Table 1: WP3 deliverables

During the second project year, WP3 held one face-to-face meeting: in Dublin 27-28.02 2012. A total of eight teleconference meetings were also held.

3 Dissemination material

This chapter describes dissemination material that has been created and disseminated within the last 12 project months.

3.1 The Web site

The PRACE website had a renewal process which resulted to new layout.



Figure 1: the PRACE website in its current form

Following the project website, the PRACE.ri website was launched on February 2011. The website is divided into left- and right-hand side columns. The right-hand side has space for PRACE news (press releases and other announcements), PRACE events and the media watch (PRACE related news). The events section lists PRACE related events and there is also the ability to register to events via the website. The media watch of news is available in different languages. There are RSS-feeds to all of these items.

The left-hand side links lead to seven sub-sites: describes the project in general. The “Activities” category describes the project’s work packages. Interested parties may inquire here about opportunities for collaboration. The Documents section includes public versions of some of the deliverables (with project related information removed if the document hasn’t yet been officially approved by the EC), PRACE related presentations from various events, PR material (flyer, brochure, logos) and the PRACE newsletters. All press releases are listed on the Press corner section. This section also provides links to the auto archived media watch feeds so it is possible to check where PRACE has made press cuttings.

The “Contact us” section has feedback forms for both PRACE related and technical (PRACE website related) questions, and contact information how to reach people responsible for PRACE dissemination.

A specific link to the PRACE Training Portal was created. The “HPC Training portal” is continuously updated. It contains presentations and material from the PRACE training events

and partner's training events as well. The same section provides access to video material from the events organized. During the reporting period the training material of winter school 2012 of Bologna was added (video material and presentations).

WP3 has published all public deliverables on the public documents section. WP3 has also produced a few public versions of public deliverables that haven't yet been officially approved by the EC, but are of interest to the HPC community. In summary, during the reporting period 44 new deliverables were published as well as 25 presentations from the 3rd Industry Seminar in Bologna and 4 presentations from the BoF at SC11.

Analytically, the following material has been uploaded to the HPC training and Documents sections of the website before 31.5.2012

- 83.5 hours of HPC video training material
- 164 training presentations
- 193 other presentations
- 78 public deliverables
- 4 best practise guides
- 10 user documentations
- 21 white papers

The left-hand side links lead to 7 sub-sites which describe PRACE and its activities. The "PRACE Implementation Projects" category describes each project's work packages. Interested parties may inquire here about opportunities for collaboration. The "Media" section includes public versions of some of the deliverables (with project related information removed if the document hasn't yet been officially approved by the EC), PRACE related presentations from various events, PR material (flyer, brochure, logos) and the PRACE newsletters. All press releases are listed on the "news" subsection. This section also provides links to the auto archived media watch feeds so it is possible to check where PRACE has made press cuttings.

The "Contact us" section has feedback forms for both PRACE related and technical (PRACE website related) questions, and contact information how to reach people responsible for PRACE dissemination.

The middle of the website front page is dedicated for highlighting scientific results obtained on the PRACE resources and advertising major information about HPC in Europe.

The number of unique visitors has widely increased since the website begun on February, 2011, establishing currently a monthly average of 17000 visits (see Figure 2 below).

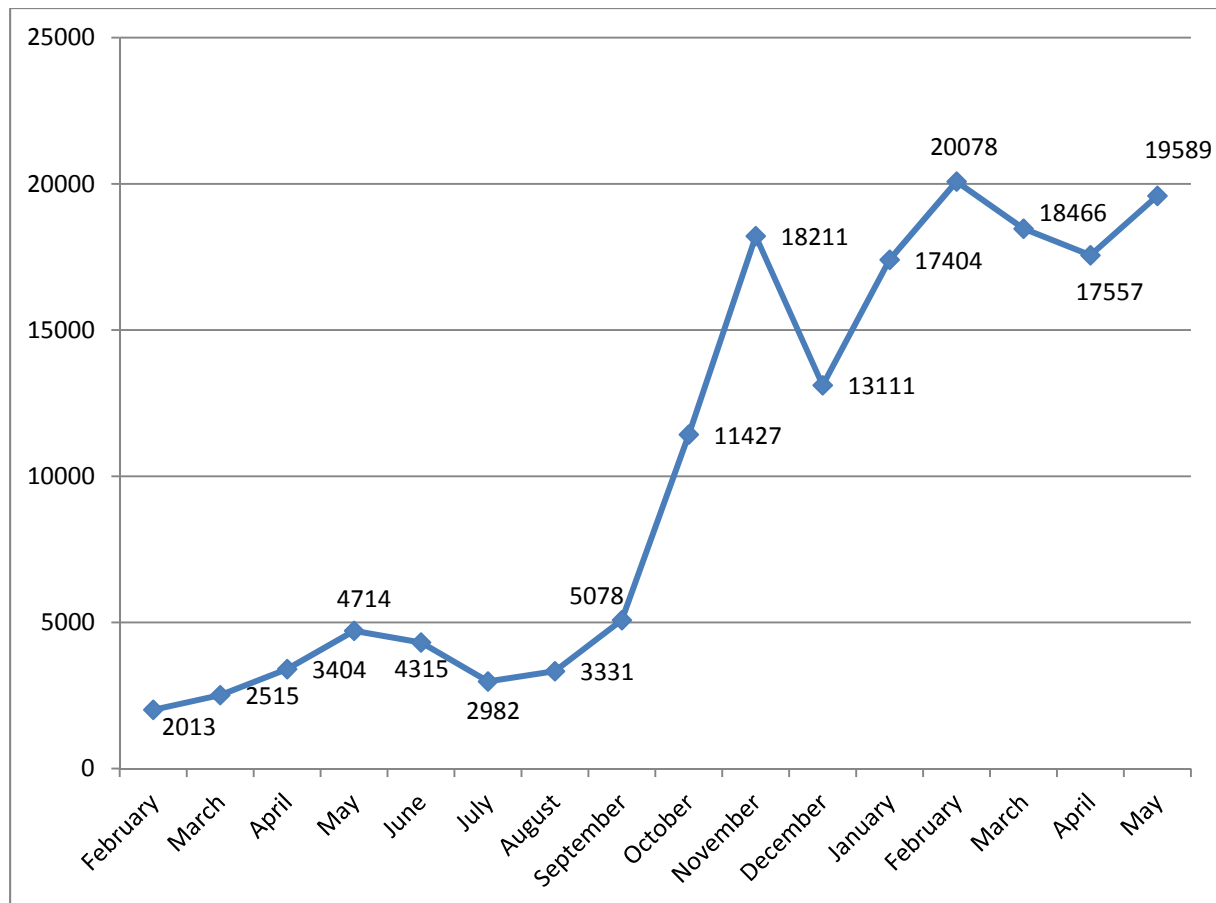


Figure 2: PRACE web site has an average of 600 unique visitors per day

3.2 The PRACE Digest

The focus of the first PRACE Digest is the Tier-1 projects that PRACE is continuing from DEISA in the Distributed European Computing Initiative (DECI) became part of the PRACE infrastructure. The results of the first completed Tier-0-projects will be presented in the following magazines which will be produced during the PRACE-2IP project.

The project for the PRACE Digest was created jointly by the PRACE project, the PRACE AISBL, and the SSC with strong support from DEISA. In total 14 projects were presented and one article on training activities of PRACE was included. The selection criteria in addition to the scientific results were based on the variety of disciplines and countries. The countries represented are: Belgium, Italy, Sweden, UK, Switzerland, Germany, Spain, France, and Finland. Disciplines vary from engineering to astrophysics, geophysics, fusion research, molecular biology and drug design.

In order to serve the general audience better the researchers were interviewed by the professional journalists. Journalists were given the DECI-reports and brief description of the chosen project. After that the researchers were interviewed. The idea was to make a normal newspaper interview, not a scientific monograph in order to avoid jargon. Further information on the magazine can be found in the deliverable D3.1.7 [4].



Figure 3: The PRACE Digest 2012



Figure 4: One page of PRACE Digest

3.3 PRACE Video

The purpose of this video is to acquaint the European citizens, scientists, industrial representatives, policy makers and funding agencies as well as overseas partners with the PRACE mission and objectives, the results achieved so far and expected impact on scientific excellence, various fields of human activity and the benefits for individuals and society as a whole.

The video consists of six modules for different use purposes. After the general introduction there are a few general examples of social, economic and scientific challenges solved by High Performance Computing, followed by European scientific cases and the practical supercomputing applications. PRACE members, countries and current activities are presented by professor Achim Bachem and Catherine Rivière.

The following module presents different scientific fields. For every scientific area one or two persons from different centers and countries were chosen to present the PRACE achievements in the relevant area accompanied with simulation visualization related to the explanations. The next module presents engaged industrial sectors and actors, industry relationships, achievements (pilots) and future horizons.

The last modules focus on PRACE training opportunities and how supercomputing will developed in a future. The last module starts with PRACE Director Dr. Maria Ramalho, continues with voiceover, graphics and appropriate video clips. Further information on video can be found in the Second outreach report D3.2.4[5]

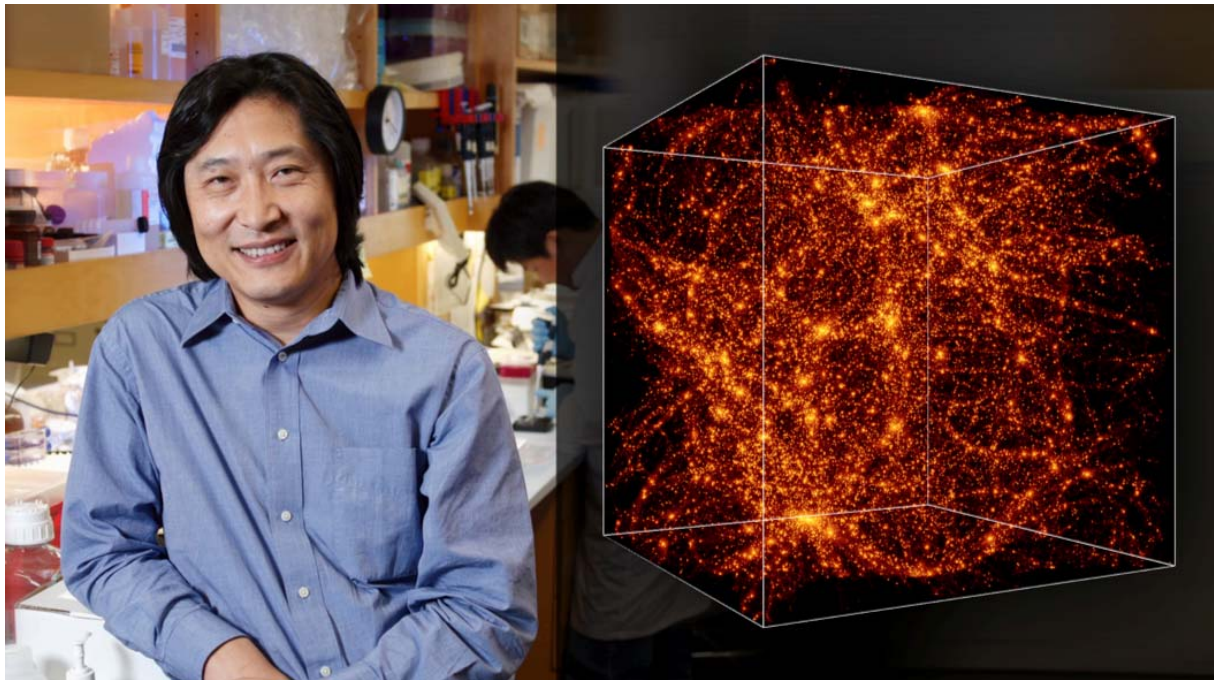


Figure 5: Example of a scientist presenting the work and simulation in PRACE video

3.4 PRACE marketing and dissemination material renewal

PRACE had several new member countries and new supercomputers included in the infrastructure. Due to these changes in organizations and countries all the maps, posters and brochures have been updated accordingly during the dissemination reporting period. Also a general rollup for the various events were printed. They are stored in the PRACE intranet BSCW. As other dissemination material also pens notepads and USB keys are being used.



Figure 6: Updated PRACE folder



PRACE – THE EUROPEAN HPC RESEARCH INFRASTRUCTURE


PRACE, the Partnership for Advanced Computing in Europe, created a persistent pan-European Research Infrastructure (RI) providing leading High Performance Computing (HPC) services. PRACE enables world-class science and engineering for European academia and industry.

The PRACE RI is operated in collaboration with national and regional HPC centers and governed by representatives of partner governments. Access to the PRACE services is open to all European researchers affiliated with recognized European academic institutions and

industries. The Scientific Steering Committee composed of Europe's leading scientists and engineers selects project proposals and grants access to resources.

Find more information how to join PRACE please contact us at: www.prace-ri.eu

Figure 7: Updated PRACE flyer (Front)



The PRACE Research Infrastructure

- PRACE is incorporated, as an international non profit association based in Brussels, Belgium.
- Twenty-four countries are currently members of the PRACE AISBL.
- PRACE provides a pan-European HPC service with world-class systems (Tier-0) well integrated into the European HPC ecosystem (Tier-1).
- Initial PRACE Tier-0 systems have a capability to carry out computations at a rate of one or more Petaflops/s (one quadrillion operations per second). To keep pace with the needs of the scientific communities and technical developments, systems deployed by PRACE are expected to reach capabilities of one Exaflops/s (one quintillion) by 2020.
- Four European states (France, Germany, Italy, and Spain) committed funding of €400M for the initial PRACE systems.
- Access to PRACE Tier-0 and Tier-1 resources is granted to European researchers and their collaborators through a single European peer-review process overseen by the PRACE Scientific Steering Committee. Tier-1 access is managed by DECI. Leading scientists evaluate the proposals submitted in response to the bi-annual calls.
- The current and announced PRACE Tier-0 systems:

	Hosting Centre	Launch date	Architecture	Final capability
JUGENE	GCS/FZJ	Q3 2010	IBM BlueGene/P	1 Petaflop/s
CURIE	GENCI/CEA	Q2 2011	Bull Bullx cluster	2 Petaflops/s
HERMIT	GCS/HLRS	Q3 2011	Cray XE6	5 Petaflops/s
FERMI	CINECA	Q2 2012	IBM BlueGene/Q	2 Petaflops/s
SuperMUC	GCS/LRZ	Q2 2012	IBM iDataPlex	3 Petaflops/s

BSC (Spain) has committed to host an additional Tier-0 system in 2012.

The PRACE Implementation Road Map

The European Commission supports PRACE through a series of projects to accelerate the implementation of the PRACE Research Infrastructure. The Preparatory Phase Project has successfully concluded, leading into the First Implementation Phase Project (PRACE-1IP, 2010–2012). The project is in full swing. PRACE-1IP is granting access to Tier-0 systems across Europe. The second Implementation Phase Project (PRACE-2IP, 2011–2013) has started integration of Tier-1 services and extending scientific and industrial community relations and support. The Third Implementation Phase Project (PRACE-3IP) is being planned presently for 2012–2014. This phase has a focus on the scaling of applications, joint pre-commercial procurement pilot, training and outreach.

The total European funding is expected to be €70M and complements the consortium budget of over €60M.



PRACE Achievements

- 1.1 billion core hours on Tier-0 systems granted to 36 projects by mid 2011; nearly six billion core hours had been requested for 173 projects.
- Training portal (www.prace-ri.eu/training) for web based training and dissemination of advanced educational material.
- PRACE has established six PRACE Advanced Training Centres (PATCs).
- Benchmark suite of 22 codes created.

Find more information how to apply at:

www.prace-ri.eu/hpc-access

www.prace-ri.eu

The preparation and implementation of the PRACE RI receive EC funding under grants RI-261557 and RI-283493.

Figure 8: Updated PRACE Flyer (Back)



Figure 9: Updated PRACE Brochure (Front)

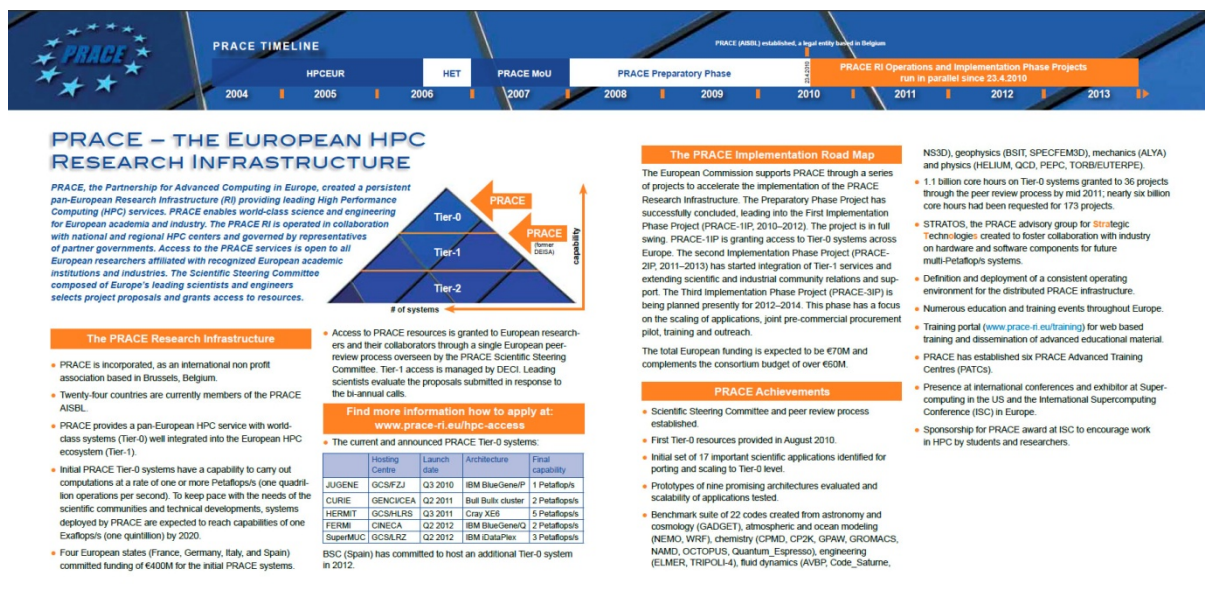


Figure 10: Updated PRACE Brochure (inside pages)



Figure 11: Updated PRACE Brochure (Back)

PRACE – THE EUROPEAN HPC SERVICE

- ★ PRACE, the Partnership for Advanced Computing in Europe, provides a pan-European High Performance Computing service on world-class systems.
- ★ PRACE provides access to compute resources and petascaling support.

Find more information how to apply at www.prace-ri.eu/hpc-access

- ★ Four European states (France, Germany, Italy and Spain) committed funding of €400M for the initial PRACE Tier-0 systems:
- ★ The current and announced PRACE Tier-0 systems:

	Hosting Centre	Launch date	Architecture	Final capability
JUGENE	GCS/FZJ	Q3 2010	IBM BlueGene/P	1 Petaflop/s
CURIE	GENCI/CEA	Q2 2011	Bull Bullx cluster	2 Petaflop/s
HERMIT	GCS/ILRS	Q3 2011	CRAY XE6	5 Petaflop/s
FERMI	CINECA	Q2 2012	IBM BlueGene/Q	2 Petaflop/s
SuperMUC	GCS/LRZ	Q2 2012	IBM iDataPlex	3 Petaflop/s

- ★ PRACE has an extensive training programme, including seasonal schools, six PATCs (PRACE Advanced Training Centres) and a training portal at www.prace-ri.eu/training.

PRACE Tiers Pyramid:

The pyramid diagram shows three tiers. Tier-0 is at the top, Tier-1 in the middle, and Tier-2 at the base. Arrows point to Tier-0 and Tier-1, both labeled 'PRACE'. A note next to Tier-1 says '(former CESSA)'. The x-axis is labeled '# of systems' and the y-axis is labeled 'capacity'.

www.prace-ri.eu

e-infrastructure

The preparation and implementation of the PRACE RI receive EC funding under grants RI-261557 and RI-283493.

Figure 12: The Updated poster



Figure 13: The New rollup

4 Press Releases

During the second IIP (1.7.2011 – 31.5.2012) the following press releases were published:

Hungary joins PRACE (1.7.2011)

PRACE Autumn School: advanced hybrid programming (30.8.2011)

Dr. Maria Ramalho took appointment as PRACE Managing Director (17.10.2011)

CURIE: the first large scale hybrid system available in PRACE (19.10.2011)

PRACE partner Jülich joins XSEDE (21.10.2011)

European Research Heads Get a New Body (25.10.2011)

PRACE grants 721 million compute hours on Tier-0 systems to twenty-four European research projects and opens new call for Project Access (28.10.2011)

PRACE – The European HPC Infrastructure at SC11 (11.11.2011)

PRACE awards 91 million processor core hours on the DECI call to 35 projects, new call open (23.11.2011)

Three New Members of PRACE (31.1.2012)

PRACE to establish six advanced HPC training centres (2.2.2012)

EU-U.S. Summer School (3.2.2012)

CURIE Grand Opening on March 1st, 2012 (15.2.2012)

FERMI ready for launch in PRACE (6.3.2012)

PRACE Call for Proposals for 5th Project Access and Multi-year Access (Tier-0) and synchronized Call for DECI-9 (Tier-1) (17.4.2012)

PRACE celebrates 2nd anniversary and launches 5th Call for Proposals (23.4.2012)

Summary of the Call for Proposals for 5th PRACE Project Access and Multi-year Access (Tier-0) (26.4.2012)

PRACE 4th Call for Proposals accepted 43 applications and granted 1.134 million core hours on Tier-0 systems: a record! (30.4.2012)

PRACE Summer School on Code Optimisation for Multi-Core and Intel® MIC Architecture (2.5.2012)

PRACE Scientific Conference 2012 (7.5.2012)

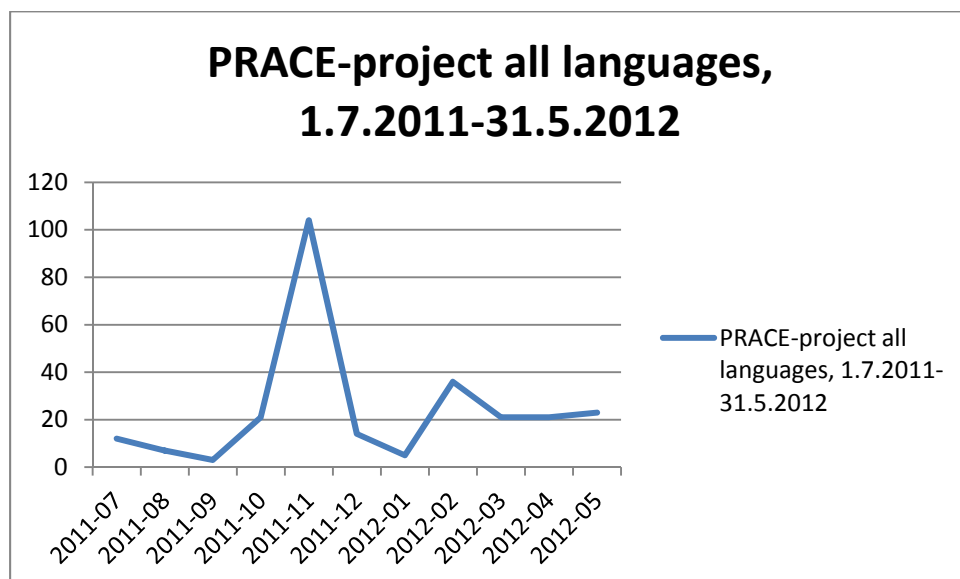
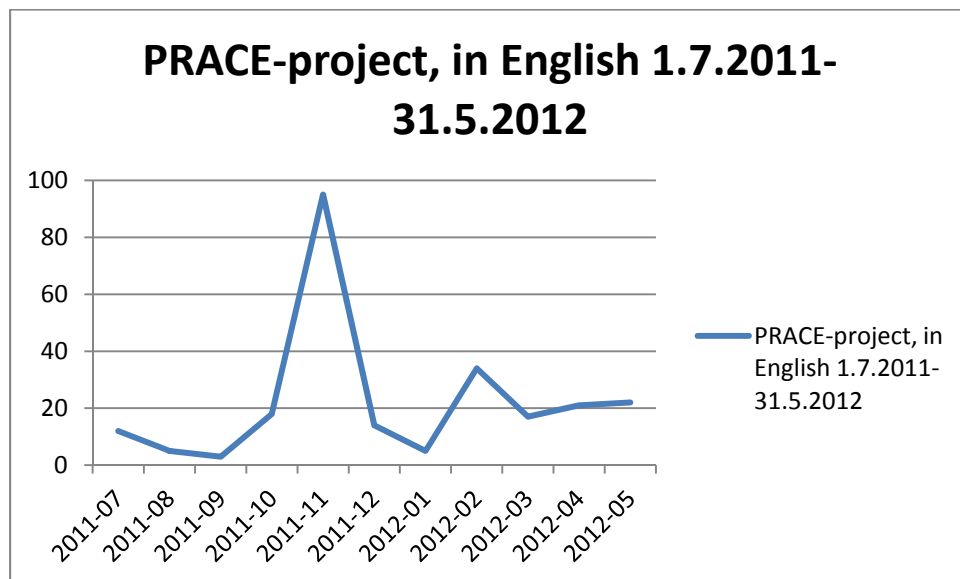
120 million core hours on CRAY XE6 Hermit allocated to 3 awardees of the PRACE 4th Call for Proposals (22.5.2012)

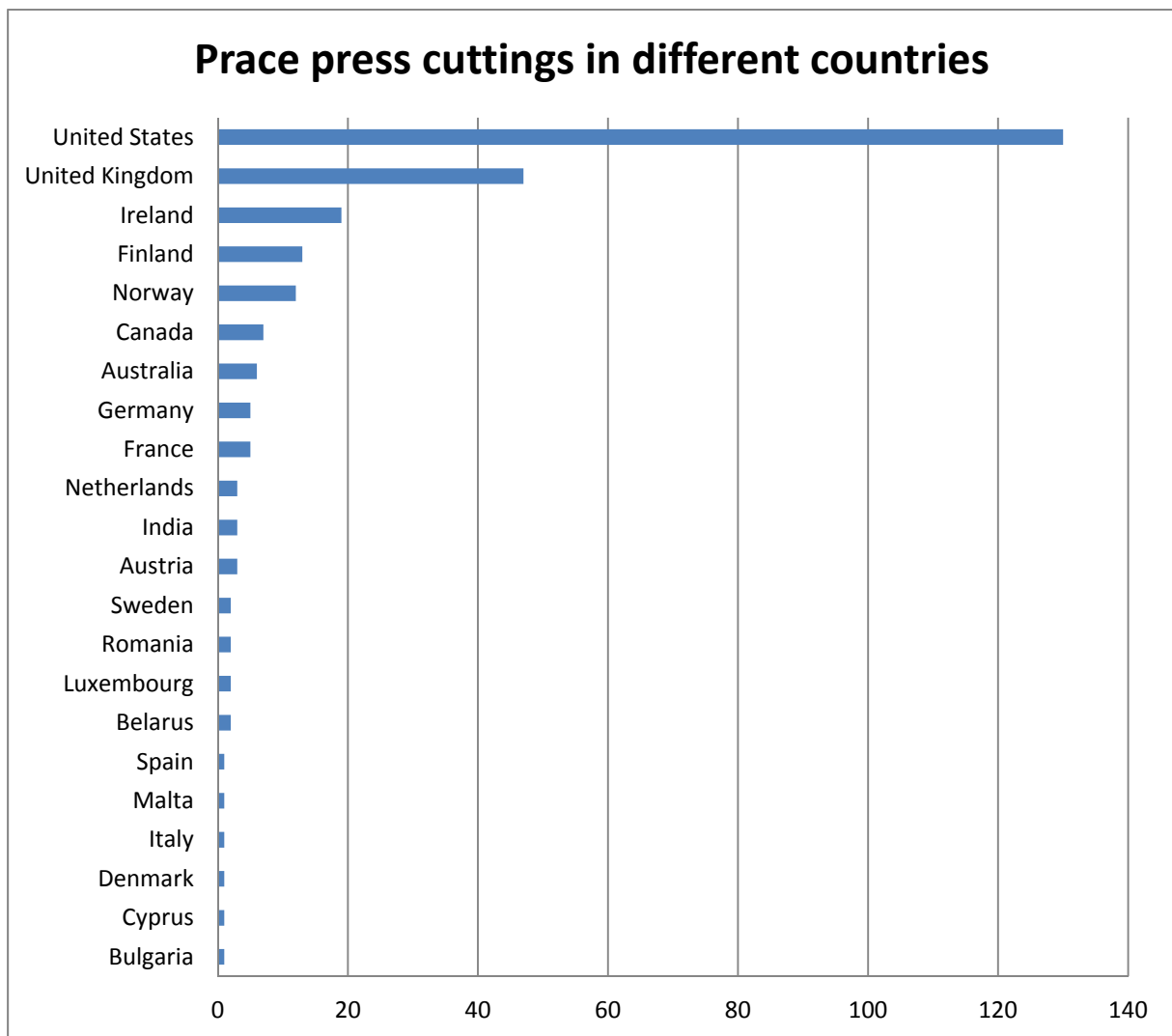
PRACE Award for Most Innovative Industrial HPC in Europe goes to Xcelerit (22.5.2012)

4.1 Publications and Press Cuttings

The PRACE media watch on the PRACE website has counted a total of 3269 PRACE related online articles and news items since the beginning of PRACE in 2008 until the end of May 2012. Since the beginning of July 2011 until the end of May 2012, 267 PRACE related articles were published. Diagrammes show the amount of media hits in English and in all

other languages until the end of May, 2012. The third diagramme shows the amount of hits sorted by countries where the online publications are based.





4.2 Newsletters

Three PRACE newsletters (number 5-7) were published during the reporting period.

All newsletters are available at the PRACE RI website [2].

Table of contents of PRACE newsletter 05/11:

- New insights into using "the process that powers the stars" with PRACE resources
- And the winning paper is... the PRACE Award 2011
- PRACE offers optimisation service for researchers
- Hungary joins PRACE
- HPC programming at the PRACE Summer School
- Training jointly with HP-SEE and LinkSCEEM-2
- Featured project: EUDAT
- Featured events
- PRACE-1IP all-hands and PRACE-2IP kick-off meeting

The science project of Professor Frank Jenko from the Max Planck Institute for Plasma Physics was presented as featured scientific project in the fifth newsletter. The project has been using the computing resources of the PRACE Research Infrastructure. The research is contributing to the understanding and optimisation of magnetic confinement in fusion devices.

Also the training activities of the summer school were covered. The HPC Summer Training, jointly organized by PRACE, HP-SEE and Link-SCEEM-2, was reported. In addition an article on the optimization service offered to PRACE customers.



Figure 14: PRACE newsletter 5

The second newsletter (number 6) introduced the industry project from the Preparatory Access. The pilot project “no Fudge” is developing new methods that will help in designing high-performance jet engines. The research is led by Koen Hillewaert at the Cenaro research center in Belgium

The Table of content of Newsletter 6

- Advanced tools to design future jet engines
- Meeting the PRACE Managing Director
- PRACE grants 812 million compute hours on Tier-0 and Tier-1 systems, new call open
- PRACE at SC'11
- Featured PRACE events
- Featured project: Mont-Blanc – Europe invests in designing a new energy-efficient Exascale machine



Figure 15: The PRACE newsletter 6

The seventh newsletter was published in April. The Science project presented was the supernova research of Professor Janka's group. Also it covered the industrial seminar in Bologna as well as the PRACE training portal.

The Table of content of Newsletter Nr 7

- Shedding light on supernovae
- News in brief, Executive Industrial seminar Bologna
- Featured PRACE events, Tier-0 and Tier-1 Calls open 17.4. - 30.5. 2012
- Training portal opened
- Featured project: IT4Innovations – Center of Excellence in Computational Sciences



Figure 16: The PRACE newsletter 7

5 Events

During the second year of the PRACE-1IP project partners have given numerous PRACE related presentations at a variety of events and conferences. The main PR event for PRACE during the second year was SC11 in Seattle, Washington. For the first half of 2012 the most important dissemination event was the Industrial seminar in Bologna. The PRACE presence at these events is described in the following section.

5.1 Principal Events

Event	ISC 2011
Full title of the event	International Supercomputing
Attended by	WP3
Description of the participation	PRACE had a boot at the exhibition hall
Communications	<p>A total of 226 new leads were collected</p> <p>ISC'11 "E-infrastructure for science in Europe" BoF, 21 June 2011 Tuesday 21 June 2011</p> <ul style="list-style-type: none"> • HPC: PRACE, HP-SEE, and HPC-Europa2, presented by Thomas Eickermann, Jülich • E-Infrastructure for Science in Europe - EGI, presented by Steven Newhouse, Project Director, EGI.eu • EUDAT, presented by Kimmo Koski, CSC, IT Center for Science, Finland • e-IRG -e-Infrastructure Reflexion Group, presented by Dieter Kranzlmüller, e-IRGSP3 Project Member, LMU & LRZ Munich
Distributed material	USB-keys, brochures,
Assessment of the attendance at event	Presence and material distribution, media coverage.
Preparations	WP3

Event	Supercomputing 12-18 November, 2011
Full title of the event	Supercomputing 2011
Attended by	WP3
Description of the participation	PRACE had a booth in the exhibition hall.
Communications	A total of 471 new leads were collected
Distributed material	USB-keys, press releases, Brochures, folders
Assessment of the attendance at event	Presence and material distribution, media coverage.
Preparations	In cooperation with WP3

Event	HPC for Science, Industry, Medicine and Economy, February 12-18, Sofia Bulgaria
Full title of the event	HPC for Science, Industry, Medicine and Economy
Attended by	WP3
Description of the participation	N/A
Communications	Announcement and invitation send to all MEP's.
Distributed material	<ul style="list-style-type: none"> • 20-30 monitor cleaners • 50 brochures • 50 leaflets • 20 newsletters • bookmark ISC2012 - save the date • 2 posters • candy
Assessment of the attendance at event	Presence and material distribution, media coverage.
Preparations	WP3, NSCA

Event	EGI Community Forum on March 26-30, 2012 in Garching Germany.
Full title of the event	EGI Community Forum
Attended by	WP3
Description of the participation	N/A
Communications	N/A
Distributed material	Poster, rollup brochures.
Assessment of the attendance at event	N/A
Preparations	WP3

Event	Fourth PRACE Executive Industrial Seminar Bologna, Italy, 16-17 April 2012
Full title of the event	PRACE Executive Industrial Seminar
Attended by	WP5
Description of the participation	A seminar organised by the PRACE
Communications	A total of 87 news leads
Distributed material	100 flyers and 100 PRACE newsletter distributed + MUGS + 3 Posters + candies + pens.
Assessment of the attendance at event	Presence and material distribution, media coverage.
Preparations	WP5 and WP3

6 The PRACE contacts database

Outreach measures are extremely important to PRACE since they provide the means for reaching out and engaging the European scientific community and available young talent. Strong contacts with schools and universities across Europe are needed in order to reach and attract students as potential users or HPC specialists. The PRACE Customer Relationship Management System (CRM) is an online database storing the details of various contacts which have been collected in various events by PRACE partners. It allows of addition, delete and update of these contact details.

6.1 Event contacts

During ISC2011 in Hamburg 193 new contacts were made at the PRACE booth. The leads were collected by using a lead retrieval system and scanning the booth visitors' conference batches. SC 2011 in Seattle 471 contacts were gathered by PRACE. In the Industrial seminar in Bologna, Italy a total of 87 new contacts were added to the data base. The total number of news contacts during the reporting period was 751. There are altogether 3754 contacts in PRACE CRM.

During the reporting period the deployment of the PRACE CRM into production mode has occurred. Primarily, the service hosting location was moved from CaSToRC premises to a location in Germany. This was done for reliability and availability reasons – mainly because in Cyprus (where CaSToRC is based) electric blackouts may occur. The PRACE CRM service is running without any problems and can be accessed by account holders at <http://pracecontacts.cyi.ac.cy/>.

A lot of work has been done in the PRACE CRM. The aim was to make the database management process more efficient. Scripts have been written which allow the addition of new contacts correctly with no erroneous data but most importantly to prevent any duplication of contact details from being added into the PRACE CRM.

The most useful feature of the PRACE CRM is its mass mailing capability, which allows for an email to be sent to a subset of the PRACE CRM contacts (or all of them if one requires). This capability could be used by PRACE in various ways such as to target students for PRACE trainings, to invite people to industry seminars based on their past attendances or for other such similar purposes.

In light of this requirement, extra details of contacts (where applicable) are stored. This information comes in the form of tags which identify how the contact details of a person were obtained by PRACE. For example, for someone who gave their contact details to the PRACE outreach team during the ISC 2011 conference, the tag "ISC2011" is stored along with their contact details. Similarly, for people who have attended past PRACE training events as trainees, the tag "TRAINEE" is stored along with their contact details.

These tags allow for a more effective way for the PRACE outreach team to target contacts in the database and inform them of PRACE related announcements. The "TRAINEE" tag has for example been used quite extensively to advertise forthcoming PRACE training events.

Classifications of PRACE CRM contacts though are not limited to the added tags. In the near future, there are plans for more classifications of PRACE CRM contacts to occur – such as classifying contacts based on their country of residence.

The PRACE CRM currently holds the details of 3754 contacts. This number is expected to rise shortly as the details of new contacts of ISC'12 will soon be received and added to the PRACE CRM database.

7 Summary

During project months M12–M23, 22 press releases and 3 newsletters were published. Press releases were sent to over 7,000 journalists around the world. The total number of PRACE related online articles and news items from beginning of July 2011 until the end of May 2012 was 267.

Since the launching of the project web site on March 19 the number of the project web site visitors increased. However after the publishing of the RI-web site in February the amount of project web site visitors have dropped.

There were close to 165500 unique visitors on PRACE web site since February 2011 with a daily average of nearly 600. The number of (unique) visits is increasing steadily.

All these visits come from almost 40 websites but mainly from the previous prace-project website and from Google. The PRACE partners' websites play also an important role in redirecting people to the prace-ri website.

The most popular contents were those related to the calls (announcements, results, way of application, how to apply) and to the PRACE events, conferences as well as training events.

WP3 has promoted the transparency of the PRACE project. All public deliverables were published accordingly on the PRACE project web site as well as on RI- web site.

All WP3 deliverables were completed on time.

One of the most successful outcomes of the training programme was the large collection of training material that is now freely available via the PRACE training portal. In particular over 83,5 hours of video content was captured to ensure that the HPC community at large is able to benefit from the expert instruction and knowledge transfer for free.

During the second project year, PRACE attended several scientific events. PRACE was either introduced to audience through booths or presentations at these events. The key result of attending these events was over 751 new contacts for the PRACE database. The total amount of the contacts at the end of May 2012 was 3754.

PRACE media hits have been stabile during the reporting period which means that there are no dramatic increase or decrease. However the contact data base as well as the web site have increased steadily. This means that PRACE has attracted serious users, s.o thea imed primary target audience, scientific communities.