



D5.1 Communication and Dissemination Strategy

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3D-games for TUNing hEarlNG aids



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Abbreviations and Acronyms

3DTI	3D Tune-In
BAHA	Bone Anchored Hearing Aid
BTE	Behind The Ear
CA	Consortium Agreement
CIC	Completely In Canal
DMU	De Montfort University
EU	European Union
GN	GN Hearing
ICL	Imperial College London
NLK	Nerlaska, S.L.
PMB	Project Management Board
Reactify	Reactify Music
SME	Small and Medium Enterprise
UMA	University of Malaga
UNott	The University of Nottingham
VIA	Vianet
WP	Work Package
XTeam	XTeam Software Solution



Executive Summary

This is the public deliverable D5.1 Communication and dissemination strategy, of the H2020 project 3D-Tune-In (ICT-644051). This work was carried out as part of WP5 Communication and Dissemination, in particular T5.1 Definition of the communication and dissemination strategy. It is an initial plan for all activities aimed at making project goals, activities and outcomes known to relevant communities.

An analysis of the target audiences is presented in section 2. The goal to achieve is to make these communities aware of the project progress and outcomes.

In order to do so, section 3 presents an overall plan that defines which channels and tools will be used to reach the relevant target audiences at every stage of the project. These dissemination tools are then defined in section 4.

Section 5 presents some metrics to be used to monitor and keep track of all these dissemination activities, and assess how well they are performing.

Finally, connections with WP4 (validation) and WP6 (exploitation) are considered in section 6.



Section 1: Introduction and background

1.1: The 3D Tune-In Project

3D Tune-In brings together relevant stakeholders: the SME digital games industry (Reactify, VIA, XTeam and NLK), academic institutes (ICL, DMU, UNott, UMA), a large European hearing aid manufacturer (GN), and hearing communities (Associations - Extra Care, Hearing Link, Action Deafness -UK, Accesibilidad y Personas Sordas - Spain and Ente Nazionale Sordi - Italy), to produce digital games applied to hearing aids, addressing social inclusion, generating new markets and creating job opportunities.

Hence, 3D Tune-In is expected to have an extensive and wide-ranging impact. This implies the need to implement a set of dissemination activities, whose overall objective is to communicate the concepts, outputs and benefits of the project in an understandable and relevant way to all the relevant actors, including scientific community, end users of 3DTI applications, general public and users of 3DTI Toolkit, who will further develop these results after the project is completed. In order to succeed in this task, a good integrated strategy for dissemination and exploitation should be defined.

1.2: Dissemination plan, aims and objectives

This is the public deliverable D5.1 Communication and dissemination strategy, of the H2020 project 3D-Tune-In (ICT-644051). This work was carried out as part of WP5 Communication and Dissemination, in particular T5.1 Definition of the communication and dissemination strategy. This deliverable presents the strategy for the communication and dissemination channels and target audiences for the 3D Tune-In outcomes. An integrated dissemination strategy will be defined which is flexible and scalable. Communication objectives will be set for a number of specific target audiences. A range of dissemination tools and their content will be defined. This strategy should be updated during the lifetime of the project to account for practical project results.

This document is structured as follows. First, the target audiences are detailed in section 2. Then the overall strategy is presented in section 3, including an action outline for the different phases of the project. After that, a list of tools and materials for public dissemination is included in section 4. Next, procedures to keep track of dissemination impact are outlined in section 5 and, finally, the relationship with the exploitation plan is considered in section 6.

1.3: The Accessibility Coordinator

Considering that 3D Tune-In target audiences include individuals with hearing loss or hearing impairments, particular attention will be paid to dissemination of content in a form which is accessible by all target populations. For this reason, an Accessibility Coordinator has been nominated at ICL (Dr. Mark Steadman), who will regularly oversee the dissemination materials (e.g. flyers, website, etc.), ensuring that accessibility for hearing impaired and deaf individuals is supported adequately. An example on the guidelines that will be observed can be found in the Action on Hearing Loss association website¹.

¹ <http://www.actiononhearingloss.org.uk/>. Accessed on 10/08/2015



Section 2: Target audiences

Different communication objectives should be set for different target audiences, considering their needs and concerns in our messages. Hence, as a first step, target groups for the project dissemination activities should be defined.

2.1: Scientific community

3D Tune-In is an innovation project, but its results can potentially have an important impact in the scientific community. Although developments are motivated by producing digital games for hearing aids and social inclusion of hearing impaired people, they can pave the way and facilitate scientific research in this area. Therefore, all scientific results achieved by the partners, including user studies, technical developments, experiments, etc., will be disseminated within this community. The general considerations for this target are:

- Partners should report to the consortium on their results and ask for approval to publish.
- The consortium should approve each publication following an internal procedure that should be defined and included in the Project Handbook. As an initial proposal, a request for permission to submit articles for publication should be made 45 days prior to the submission date and should be addressed to the whole consortium. Every partner will be able to object within 15 days. In such a case, the PMB should meet and take a final decision according to decision making procedures outlined in the CA and Project Handbook.
- The project is part of the Open Data pilot program. This means that part of the data obtained from interviews and tests should be released to the scientific community. This will give more visibility to the project and will help increase the impact of our results in this community.
- Collaboration with international research and professional networks, as well as with ongoing EU and national projects, is also important for possible knowledge exchange.

2.2: 3D Tune-In Application users

This group includes all the potential users of the 3D Tune-In Applications. This group is divided in two macro-categories: individuals with and without hearing impairment. A schematic view of categories and sub-categories can be found in Table 1 below:

Macro-categories	Groups	Sub-categories
Individuals with hearing impairment	Age groups	Children
		Elderly
		Middle-aged
	Hearing loss severity	Mild to severe
		Completely deaf *
	Hearing aid use	No hearing aid
		Users of BTE (Behind the Ear) hearing aids
		Users of CIC (Completely in the Canal) hearing aids
		Users of surgically implanted hearing aids (e.g. cochlear implants and BAHA)*
		Hearing associations



Individuals without hearing impairment	General audience	
	Health professionals	Audiologists
		Hearing aids technicians
	Hearing aids manufacturers	

* While the project research activities do not address completely deaf individuals and users of surgically implanted hearing aids, these two groups are included in the dissemination plan, as they might also have interest in the project progress.

Table 1. Application Users

2.3: 3DTI Toolkit users

The range of potential users of 3DTI Toolkit goes from independent videogame developers (both individuals and teams) to developer teams working for bigger publishers. In both cases, current digital platforms allow a wide distribution of their titles throughout the whole world.

Many videogame developers work for SMEs or in small teams. Independent video games (*indie* games) developed by these communities are continuously growing. Therefore, our dissemination strategy should consider this type of developers as an important target group.

Hearing aid and hearing diagnostic manufacturers are also potential users of this toolkit as well. Therefore, our dissemination strategy will target them as well

2.3.1: Independent videogame developers

Independent (*indie*) developers are characterized for their creativity and multidisciplinary experience, converging to multiple skills (programming, computer graphics, sound, marketing and publishing, etc.). Some indie developers will grow their team and eventually become a small company. With this process comes greater specialization of the team members, but in the meantime indie developers are forced to be familiar with multiple tools and formats.

Therefore, for small companies and independent programmers it is neither positive nor realistic to try to tackle big projects and big ideas, but rather to develop relatively simple games. In this case, creativity is prioritized over large resource investment. Working on their own ideas and designing their own games without the imposition of editors or business organizations is an important asset of this target group. This allows them to explore new market niches and new playability concepts but, on the other hand, implies the need to seek new tools to facilitate the development process. As part of our dissemination strategy, we should present the 3DTI Toolkit as a valuable tool for creative and independent developments.

2.3.2: Big videogame publishers

Larger game companies usually separate different tasks among departments where developers are highly specialized in specific skills, such as different types of programming, artificial intelligence, computer graphics, modelling and animation, motion capture, music and sound, marketing, distribution, finances, etc. These companies try to provide their developers with the tools needed to increase their productivity.

In many cases we may also find a profile of worker with a multidisciplinary and transversal view of the whole game developing process, such as technical producers, level design directors or senior programmers. These should be familiar with all the tools that facilitate the integration into the timeline to achieve the development objectives of their team. Such roles in larger companies should also be the target of the 3DTI dissemination strategy.



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For development projects with some particular requirements in terms of sound production, the 3DTI Toolkit can provide valuable resources that fill the gaps left by other more complex or generic tools. In a market saturated with graphical and visually appealing tools, the 3DTI Toolkit, allowing abstraction from sound development, gives video game companies the power to focus on exploring new market niches.

2.3.3: Hearing aid and hearing diagnostic manufacturers

This community is one of the potential users/customers of the 3DTI Toolkit. A communication strategy for them should be defined together with WP6 (Exploitation). Dissemination for this audience may include brochures of 3DTI toolkit and other material explaining its features. The exploitation plan should be outlined and a draft of the 3DTI toolkit should be defined to know which kind of content can be offered here. Dissemination in publications relevant for these professionals will be considered as well. Appendix B contains a list of target publications relevant for audiologists and manufacturers.

2.4: General public

This category includes individuals and organizations not listed in the previous categories, but who can still be interested in 3D Tune-In: industrial organizations, entrepreneurs, policymakers, journalists, citizens. Communication activities should consider a wide range of demographic data for this target group (age, gender, education, income, etc.).



Section 3: Overall strategy

One of the key aspects of the dissemination strategy is to establish mechanisms to provide regular information about the project and its results to all audiences for keeping track of the project evolution. We will highlight the progress of the project with regular updates and news open to all audiences and to the general public.

The project results will be disseminated through different channels and tools according to each specific phase of development and deployment. The project phases are defined as follows.

Phase 1 - Initial outreach

This is the initial phase of the project. The consortium will likely produce the first deliverables and start presenting 3DTI to the various target groups. A good number of dissemination materials will be created and distributed across several communication channels. These materials will mostly focus upon the overall orientation of the project.

Phase 2 - 3DTI Toolkit presented to the public

As soon as the toolkit is released, specific communication activities will be put in place for the target group identified as most interested in the toolkit (3DTI toolkit users). Dissemination activities will also be carried out for the other target groups, including presentations and papers for the scientific community.

Phase 3 - 3DTI Applications presented to the public

As soon as the applications are released, specific communication activities will be carried out for all target groups. Special attention will be dedicated to the target group identified as 3D Tune-In Application Users. This specific group will receive communication activities not only produced by the 3DTI consortium, but also by the individual companies interested in distributing and/or marketing their own applications (NLK, VIA, XTeam, Reactify, GN).

Phase 4 - Final results (everything released and evaluated)

In this phase, the consortium will present its final reflections and recommendations, based upon the validation stage conducted during the project. This will also offer good material for scientific publications.

Besides these planned activities, partners might have the opportunity to communicate project results and progress by other dissemination activities. In these cases, partners must communicate to NLK and the Coordinator all envisaged dissemination activities. This communication must occur between 45 – 20 days prior to implementation. When authorization is required, the dissemination activity must be communicated at least 28 days before of its implementation. To do so, a submission form will be sent to NLK using the template available on the repository. Every 3 months, NLK will report all dissemination activities during the project through Documents on the repository.

The project dissemination strategy is summarized in Table 2 below, according to the described project phases.



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Target Groups	Outputs*	Phase 1 (outreach)	Phase 2 (toolkit)	Phase 3 (applications)	Phase 4 (results)
Scientific community	Initial outreach; user studies; technical development; experiments; wrappers; toolkit; final results	<ul style="list-style-type: none"> - newsletter - press kit to academia** - short papers and posters submitted to academic conferences & events 	<ul style="list-style-type: none"> - newsletter - wiki and/or tutorial - posters, short and long papers submitted to academic conferences & events - start writing papers for academic journals - Papers on side studies, which are expected during the project, submitted to academic journals. 	<ul style="list-style-type: none"> - newsletter - wiki and/or tutorial - posters, short and long papers submitted to academic conferences & events - papers submitted to academic journals - specific communication activities for disseminating the mid-term workshop with associations and user groups 	<ul style="list-style-type: none"> - newsletter - wiki and/or tutorial - papers in proceedings of academic conferences & events - papers accepted, published or being reviewed by academic journals - final 3D Tune-In workshop - final white paper with recommendations from 3DTI
Individuals with hearing impairment	Initial outreach; applications; final results	<ul style="list-style-type: none"> - 3DTI video - newsletter - press kit to general media and users' associations** - press kit to policy makers** (social services; health services) - questionnaires and involvement in the evaluations/workshops 	<ul style="list-style-type: none"> - newsletter - posters / presentations at events of users' associations 	<ul style="list-style-type: none"> - newsletter - press kit to general media and users' associations** - press kit to policy makers (social services; health services)** - wiki and/or tutorial - presentations at events, fairs of users' associations - articles in blogs and magazines of users' associations - questionnaires and involvement in the evaluations/workshops 	<ul style="list-style-type: none"> - newsletter - press kit to general media and users' associations** - press kit to policy makers (social services; health services)** - presentations at events, fairs of users' associations - articles in blogs and magazines of users' associations - final white paper with recommendations from 3DTI
Health professionals	Initial outreach; applications; final results	<ul style="list-style-type: none"> - 3DTI video - newsletter - press kit to general media and users' associations** - press kit to relevant health services** 	<ul style="list-style-type: none"> - newsletter 	<ul style="list-style-type: none"> - newsletter - press kit to general media and users' associations** - press kit to relevant health services** - wiki and/or tutorial - presentations at events, fairs of 	<ul style="list-style-type: none"> - newsletter - press kit to general media and users' associations** - press kit to relevant health services** - presentations at events, fairs of users' associations - articles in blogs and magazines for



		<ul style="list-style-type: none"> - poster / presentations at events, fairs of users' associations - questionnaires and involvement in the evaluations/workshops 		<ul style="list-style-type: none"> users' associations - questionnaires and involvement in the evaluations/workshops 	<ul style="list-style-type: none"> healthcare professionals - final white paper with recommendations from 3DTI
Hearing aid manufacturers	Initial outreach; applications; toolkit; final results	<ul style="list-style-type: none"> - 3DTI video - newsletter - press kit to general media and users' associations** 	<ul style="list-style-type: none"> - newsletter - poster / presentations at events, fairs of users' associations 	<ul style="list-style-type: none"> - newsletter - press kit to general media and users' associations** - wiki and/or tutorial - presentations at events, fairs of users' associations - articles in magazines of users' associations 	<ul style="list-style-type: none"> - newsletter - press kit to general media and users' associations** - presentations at events, fairs of users' associations - articles in magazines of users' associations - final white paper with recommendations from 3DTI
Videogame developers	Initial outreach; plugin for unity; toolkit	<ul style="list-style-type: none"> - 3DTI video - newsletter - press kit to dedicated media outlets for game developers - presentations at events for game developers** 	<ul style="list-style-type: none"> - newsletter - wiki and/or tutorial - presentations at events for game developers - articles in blogs and magazines for game developers 	<ul style="list-style-type: none"> - newsletter - press kit to dedicated media outlets for game developers - articles in blogs and magazines for game developers** 	<ul style="list-style-type: none"> - newsletter - press kit to dedicated media outlets for game developers** - presentations at events for game developers - articles in blogs and magazines for game developers - final white paper with recommendation from 3DTI
General public	Initial outreach; applications; final results	<ul style="list-style-type: none"> - 3DTI video - newsletter - press kit to general media** 	<ul style="list-style-type: none"> - newsletter - press kit to general media** 	<ul style="list-style-type: none"> - newsletter - press kit to general media** 	<ul style="list-style-type: none"> - newsletter - press kit to general media** - final white paper with recommendation from 3DTI
ALL		WEBSITE; SOCIAL MEDIA ***			

*Level and type of dissemination according to the exploitation scenarios agreed (free/commercial).

** Incl. factsheets, leaflets, press releases. There will be new official press releases tied to the 4 phases of the project and oriented to the different target groups.

*** Social media activity will have a temporal progression: in Phase 1 there will be a 'light' social media activity and this will be intensified in Phase 2, Phase 3 and Phase 4

Table 2. Overall strategy for all target groups and phases



Section 4: Dissemination tools

4.1: Public material

A set of public material will be produced for the partners to be able to disseminate the project results without the need of specific approval from the consortium. This material will be approved once and distributed among the partners. Some material will be generated at the beginning of the project (such as the leaflets and some videos and posters), while other material will be updated regularly including new project achievements (press releases, updated posters and videos, positions papers, etc.). This material will include:

4.1.1: Website

ICL is leader of task 5.2, where the contents of the website will be actually produced. The site (<http://www.3d-tune-in.eu/>) contains information about the project, its objectives, results, partners and events. There is a news section, support for videos and distribution of e-versions of hard copy material. The project website will build awareness of the project and link to a network of representative associations and institutional websites regarding hearing loss associations and other relevant stakeholders. The initial web site is available now at M4 (2 months before the deadline established in the Description of Work), will be updated periodically, and at the end of the project in M36. After the end of the project, the long term preservation of the project website will be technically ensured for five years. The effectiveness of the website will be measured with the number of visitors, links, feedback, and other metrics (see Section 5).

Considering the urgency of having a live website in the first stage of the project, accessibility measures for individuals with hearing impairment have not yet been put in place. The Accessibility Manager (Dr. Mark Steadman, see Section 1) will ensure that by M6 accessibility principles will be applied to the 3D Tune-In website. Regular reviews on accessibility will be carried out throughout the whole project.

4.1.2: Factsheets and leaflets

A set of leaflets and similar material will be produced. All this material will direct audiences to the website. The initial leaflet will present the project and the consortium, review the background and technological rationale for undertaking the initiative, explain provision for knowledge sharing, predict likely impact in terms of EU competitiveness, and attract interest from parties recognizing potential profitable participation.

4.1.3: Newsletter

A newsletter will be produced every three months, collecting information such as reached milestones, achieved results and events of special interest. This newsletter will be published on the website and sent to a subscription list of emails. These emails will be collected through the 3DTI website and provided by partners and will include users from the following categories:

- Software/games developers
- Audiologists
- Hearing aid user communities
- Academy / Scientific community
- Hearing aids manufacturers



4.1.4: Press releases and position papers

Public documents will be released as a means for providing regular updates to the wide public about the current status and position of the project. Press releases will be produced in the three languages of the consortium partners (Italian, Spanish and English) and will be available for use by any partner as supporting material for disseminating project goals and progress. These documents will be produced for each target group, considering their specificities and the type of content they may be interested in.

4.1.5: Video

The website will include presentation videos and may include videos showing the main achievements of the project. These videos will be disseminated in our YouTube channel as well.

4.1.6: Visualizations and infographics

Key dissemination documents will try to translate the main outcomes of 3DTI from an academic and technical language into high-impact and easy-to-understand visualizations. This will take into consideration the wide range of demographics for our various target groups. In other words, this means that the dissemination material should be crafted in a way that can be easily understood also by non-experts.

4.1.7: Branding

The project has a corporate image to keep a uniform look and feel in all dissemination material. This includes the 3D Tune-In logo (see Figure 1), presentation templates, document templates, etc.



Figure 1. 3D Tune-In logo

4.1.8: Posters, Banner and Roll-ups

A generic poster (A1 size) about the project will be prepared which can be adapted for specific exhibitions and events (see Figure 2). The poster contents will be updated including the main achievements of the project. In addition, banner and roll-up designs have been produced for use in occasion of events and presentations.

4.1.9: D5.2 3DTI Project Presentation

A presentation of the project dissemination material/tools is also included in the D5.2 Project Presentation, which will be submitted in M4, and has public dissemination level.



Figure 2. 3D Tune-In banner and Roll-up

4.2: Other dissemination tools

Besides all the above public material, which will be available for all the partners to disseminate without the need of asking for permission, other activities will be implemented to disseminate project results as they are available. These will include the following:

4.2.1: Peer reviewed articles and conferences

Scientific dissemination will be supported by publications in peer reviewed journals and scientific conferences. An initial list of potential conferences and journals can be found in Appendix A. As part of the dissemination strategy, the consortium will keep these lists updated in accordance with the obtained results and the upcoming calls for participation in relevant events.

4.2.2: Public presentations at fairs and events

In a similar way to that for the scientific community, project results will be disseminated in fairs and events addressed to the videogame industry, including independent developers and bigger publishers. Appendix B contains an initial list of fairs and relevant events for this community. As part of the dissemination strategy, the consortium will keep this list updated through the project life.

4.2.3: Social media activity

When the project progresses, a variety of social media platforms (e.g. YouTube, Twitter, Facebook, Google+) will be considered for relevance to further enhance the communication of the project and its results. Creating a large online community will be an effective method for exploitation of project results. The website should be integrated with the different social networks using plugins. A strategy of community management will be defined. NLK will be in charge of this with the help of the whole consortium. In addition, each company in the consortium, as leaders of application development, will be in charge of feeding these social networks with updates referring the progress and achievements of each application. In the same way, UMA will be in charge of providing updates of the 3D Tune-In toolkit progress.



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Considered social networks will include the following:

- YouTube (<https://www.youtube.com/channel/UCXldMvJQjdZ0bnaovEXcjLg>)
- Twitter (<https://twitter.com/3dtunein>)
- Facebook (<https://www.facebook.com/3DTuneIn>)
- Google+ (<https://plus.google.com/u/0/b/103449465477426171016/103449465477426171016/about>)

Activity on academic-oriented social media channels (ResearchGate and Academia.edu) or other social networks will be investigated as well.

4.2.4: Joint activities with other EU projects

During the project life, collaboration with international research and professional networks, and ongoing EU and national projects will be pursued. This is important for knowledge interchange and increasing the impact of the project.



Section 5: Key performance indicators and log of dissemination activities

Section 5.1: Performance indicators

The ultimate measure of success of the dissemination strategy and activities will be the level of exploitation of the project results beyond the lifetime of the project. Whilst this is difficult to measure numerically, all dissemination activities will be driven by this core goal.

At the same time, specific metrics will be and used to assess dissemination success:

- 1) Communication activity
 - a) Number of presentations at fairs and events organized by third parties
 - b) Number of events and/or demonstrations directly organized by partners of the consortium
 - c) Number of people involved in these demonstration activities
 - d) Traffic-to-site for 3DTI official website (visitor tracking, navigation analysis, traffic segmentation)
 - e) Number of downloads for the 3DTI toolkit
 - f) Number of downloads for the 3DTI wrapper(s)
 - g) Number of press releases
 - h) Number of articles and web news in civil society media and specialized press mentioning 3DTI
 - i) Number of people who subscribed to the project newsletter
 - j) Number of people who viewed the presentation video
 - k) Number of followers on Twitter
 - l) Number of likes on Facebook
 - m) Number of other projects involved in clustering and networking activities
 - n) Number of wiki edits by people outside the consortium
- 2) Scientific dissemination
 - a) Number of journal articles and impact.
 - b) Number of conference publications.
 - c) Participation in scientific workshops/special sessions.
 - d) Number of MSc. theses.
 - e) Number of PhD dissertations.

For all these actions, with particular attention to events, we will keep track of the number of persons reached.

Section 5.2: Log of dissemination activities

NLK will store and monitor all dissemination materials and information developed during the project on the Online Repository. Information and/or materials developed during project which can be used for dissemination, are classified as “public” or “with authorization”:

- Public information and/or materials will be prepared and /or shared by NLK on the repository.
- All additional information and/or materials requires authorization, and will be stored on the repository.



Section 6: Dissemination in relation with exploitation and validation

In the previous sections, we showed how the dissemination activities will be articulated in relation to various phases:

- Phase 1 - Initial outreach
- Phase 2 - 3DTI Toolkit presented to the public
- Phase 3 - 3DTI Applications presented to the public
- Phase 4 - Final results

These phases are strongly interlinked with other WPs, both the development ones and the ones dealing with exploitation and validation.

More specifically, Work Package 6 (Exploitation) will produce an initial exploitation plan (D6.1 Market analysis and commercial plan) at M18. This deliverable will give the opportunity to better frame the potential of 3DTI and, therefore, to better identify communication activities that can help realize this potential.

Along the same line, Work Package 4 (Evaluation and validation) will validate the technologies and apps in the formative design stage of the project with the technical and human factors team, and user input (T4.2). In the summative final stage of the project, scientific evidence will be gathered on effectiveness and acceptability (T4.3).

Inputs coming from WP4, WP6 and other more technical WPs will inform the development of the communication and dissemination strategy in its various iterations throughout the entire length of the project.



Section 7: Conclusions

This document contains the initial dissemination strategy of 3DTI, produced during the first three months of the project as a set of guidelines collecting some agreements on the dissemination strategy. Therefore, this is an initial plan for all the dissemination activities to be carried out during the project life and beyond.

However, as the project progresses, this plan will be refined and adjusted to the current situation. In order to do so, this document will be updated every year during the life of the project.

Appendix A: Target academic conferences, events and journals

Area	Conference & Events	Website of last call
Audio	Conference of the Audio Engineering Society	http://www.aes.org/
	Forum Acusticum - conference of the European Acoustics Association	https://www.euracoustics.org/
	International Congress of Hearing Aid Acousticians	http://www.euha.org/home-en/
	Audio Engineering Society (AES) Convention	http://www.aes.org/events/
	ICMC (International Computer Music Conference)	http://www.icmc14-smc14.net/
Visual	Graphics Interface	http://www.cs.mcgill.ca/~kry/gi2014/
	Joint Virtual Reality Conference	http://www.eurovr-association.org/news/upcoming-events/152-5th-joint-virtual-reality-conference
	Computer Graphics International	http://rp-www.cs.usyd.edu.au/~cgi14/welcome/index.php
	IEEE Virtual Reality	http://ieeevr.org
	ACM Symposium on Virtual Reality Software and Technology (VRST)	http://conferences.inf.ed.ac.uk/vrst2014/
	Cyberworlds	http://www.cw2014.unican.es/
Interaction	Interact	http://www.interactcongress.eu/
	HCI Intercational	http://www.hcii2014.org/
	The ACM CHI Conference on Human Factors in Computing Systems	http://chi2014.acm.org/
Games and gamification	Technological Ecosystems for Enhancing Multiculturality TEEM	http://teemconference.eu/tracks/gamification-ecosystems/
	Workshop on Gamification for Information Retrieval GamifIR	http://gamifir2014.dai-labor.de/
	European Conference on Games Based Learning	http://academic-conferences.org/ecgbl/ecgbl2014/ecgbl14-home.htm



Accessibility and assistive technology	International ACM SIGACCESS Conference on Computers and Accessibility	http://assets14.sigaccess.org/
	International conference on smart homes and health telematics	http://www.icostconference.org/

Table 3. Target academic conferences and events

Journal	Website
Presence. Teleoperators and Virtual Environments	http://www.mitpressjournals.org/loi/pres
Multimedia Tools and Applications	http://link.springer.com/journal/11042
Virtual Reality	http://www.springer.com/computer/image+processing/journal/10055
International Journal on Human Computer Interaction	http://www.tandfonline.com/toc/hihc20/current#.U00NDVfm4YA
International Journal of Human-Computer Studies	http://www.sciencedirect.com/science/journal/10715819
IEEE Transactions on Rehabilitation Engineering	http://ieeexplore.ieee.org/xpl/RecentIssue.jsp?pu number=86
ACM Transactions on Human Computer Interaction	http://tochi.acm.org/
Human-Computer Interaction	http://www.tandfonline.com/toc/hhci20/current#.U00MUFfm4YA
IEEE Transactions on Human-Machine Systems	http://ieeexplore.ieee.org/xpl/RecentIssue.jsp?pu number=6221037

Table 4. Target Academic Journals

Appendix B: Target professional conferences, events and publications

Game development	Game Developers Conference	http://www.gdconf.com/
	Mobile Gaming Europe	http://www.videogamesintelligence.com/mobile/
	Gamescom	http://www.gamescom-cologne.com/en/gamescom/home/index.php
	Games Week	http://www.gamesweek.it/
	Svilupparty	http://www.svilupparty.it/
	Gameover	http://www.gameovermilano.tk
	Expo Milan - Game Conference	http://www.expo2015.org/
	EGX	http://www.eurogamer.net/ ; http://www.egxlondon.net/ ; http://www.egxrezzed.net/
Digital art and culture	Resonate	http://resonate.io/2014/
	SXSW Interactive	http://sxsww.com/interactive
Musicians and music educators	Musikmesse	http://musik.messefrankfurt.com/frankfurt/en
	NAMM	http://www.namm.org/
General public Technophiles	Campus Party	http://www.campus-party.org/
	SMAU	http://www.smau.it/
Audiologists	Congresso audioprotesisti FIA 2015	http://www.federazioneaudioprotesisti.it/1/congresso_2015_3925351.html

Table 5. Target professional conferences and events

Journal	Website
Audiology on Line	http://www.audiologyonline.com/
Hearing Health Matters	http://hearinghealthmatters.org/
Hearing Review	http://www.hearingreview.com/
Better Hearing	http://www.betterhearing.org/
Audioprotesista	http://www.audioprotesista.it/



3D Tune-In: 3D-games for TUNing hEarlNG aids

The Hearing Journal	http://journals.lww.com/thehearingjournal/
Hearing Our Way	http://www.hearingourway.com/

Table 6. Target publications for hearing aid professionals