

7. Press visibility

On the initiative of CVIS project coordinator and the Dissemination leader ERTICO, a press briefing was organised for Stockholm. In order to show the true colours of cooperation SAFESPOT and COOPERS were also invited to participate and to make this a truly joint press briefing.

At least 18 journalists participated in the briefing from (in no specific order): Revistas Vial (Argentina), Media wheel (Finland), Telegraph media group (Daily Telegraph - UK), ITS International (UK), iSupply (USA), Motorföraren (Sweden), Motor (Denmark), VG (Norway), Daily Newspaper (Russia), Thinking Highways/H3B Media (UK), Car-Smart News (USA), Intel corporation (Belgium), VG (Norway) and Metro Teknik (Sweden). A list of articles can be found in Annex 4.

In addition to these journalists, three special film crews have followed CVIS activities in Stockholm:

- Volvo team: preparing the movie on Demonstration Theatre described in chapter 5. In addition, Volvo marketing has done additional promotional work internally. Please visit:http://www.volvo.com/group/global/en-gb/productsandservices/researchandtechnology/in_focus/in_focus_its.htm
- Intel team: Another measure of success is that the world's largest chip manufacturer is interested in cooperating with CVIS. Intel sent a film team which followed the CVIS demonstrations. The purpose was to present the project and the area of cooperative systems internally in the company and get more departments/higher level management interested in supporting the cooperation. The CVIS consortium will get access to the filmed material.
- ERTICO team: filmed the demonstrations and interviews with large number of relevant people and will use this material in development of the final CVIS video.