Exploitation and Dissemination Plan

D5.1

RETINA

Grant:	**699370**
Call:	**H2020-SESAR-2015-1**
Topic:	**SESAR–06-2015**
Consortium coordinator:	**UNIBO**
Edition date:	**30 March 2018**
Edition:	**00.03.00**

Founding Members

EUROPEAN UNION   EUROCONTROL

SESAR
JOINT UNDERTAKING

Authoring & Approval

Authors of the document

Name/Beneficiary	Position/Title	Date
Mohamed Ellejmi / EUROCONTROL	Dissemination/Exploitation Manager	14 April 2016

Reviewers internal to the project

Name/Beneficiary	Position/Title	Date
S. Dubuisson / EUROCONTROL	Project Member	19 July 2016
Robin Houtmeyers / LUCIAD	Project Member	13 April 2018
Sara Bagassi / UNIBO	Project Member	13 April 2018
Antonio Nuzzo / ENAV	Project Member	13 April 2018
Alan Groskreutz / CRIDA	Project Member	13 April 2018
Mohamed Ellejmi / EUROCONTROL	Project Member	12 April 2018

Approved for submission to the SJU By — Representatives of beneficiaries involved in the project

Name/Beneficiary	Position/Title	Date
Sara Bagassi / UNIBO	Project Coordinator	24 April 2018
Antonio Nuzzo / ENAV	Project Member	26 April 2018
Alan Groskreutz / CRIDA	Project Member	27 April 2018
Mohamed Ellejmi / EUROCONTROL	Project Member	26 April 2018
Tom Nuydens / LUCIAD	Project Member	24 April 2018

Document History

Edition	Date	Status	Author	Justification
V.0	14/04/2016	Draft	EUROCONTROL	Creation of the document
V.1	27/04/2016	Final	UNIBO	Minor Revision
V.1.1	18/07/2016	Revision	EUROCONTROL	Revision after SJU comments
V.2	20/07/2016	Final	UNIBO	Minor Revision
V.2.3	24/11/2017	Update	EUROCONTROL	Update with dissemination activities
V3	30/03/2018	Final	EUROCONTROL	Final Release

Founding Members

RETINA

Resilient Synthetic Vision for Advanced Control Tower Air Navigation Service Provision

Abstract

This document presents all the planned actions related to communication on the RETINA project and the way to achieve successful dissemination, in order to ensure awareness amongst the Air Transport community.

The WP5, responsible for the dissemination, works on plan, website development, social media and forum/workshop organisation, to disseminate results throughout the Air Transport community.

The expected benefits from the elaboration of this plan are:

- Promotion of the project and its objectives to the outside world.
- Distribution of gained knowledge to the European Aviation stakeholders identified in the PDP i.e. ANSP, industry, R&D organisations.
- Disseminating the project results through P.R. materials.
- Promoting the acceptance of project results.
- Sharing all the project information through a public web site.
- Providing contacts with interested parties for participation to dedicated events (conferences, seminars, workshops, etc.).

Table of contents

Founding Members

1 Introduction

1.1 RETINA Project

The RETINA project consists of a research and innovation project that deals with the development of innovative tools for the airport control tower and, as such, relates to ER-06-2015 – High Performing Airport Operations – Improved Visualisation and Awareness.

The RETINA project takes the idea of augmented vision and investigates its application to on-the-site control towers through the use of synthetic vision, it investigates the placement of additional information such as flight tags, runway layout, and warning detection over the actual window view, that the controller currently has. Therefore, RETINA builds upon the technology previously developed in SESAR and provides new overlays as well.

From a technological perspective, RETINA investigates two different augmented reality systems: Conformal Head-Up Displays (which could be made to coincide with the tower windows) and See-Through Head-Mounted Displays (ST-HMD).

RETINA will deal with application-oriented research and encourage innovative and visionary ideas, effectively contributing to the SESAR 2020 Research and Innovation (R&I) cycle.

1.2 Scope of this document

The main goal of this document is to present all the intended actions related to communication on the RETINA project and the way to achieve them. It provides information about the project plan for disseminating, as well as using and exploiting the knowledge gained throughout the RETINA project.

One of the strategic aspects of the research projects is to communicate and share with the scientific and the aeronautical communities their results, questions and progress. The objective of the document is to clearly define the main emphasis of communication, the key messages to deliver, the target and the best way to achieve a better and proactive dissemination strategy.

The RETINA will guarantee appropriate awareness of its work within the aeronautical community by ensuring the right level of use and dissemination of results.

This will include, in the early stages of the project, preparation of this Dissemination Plan. This Dissemination Plan describes all the communication activities the Consortium will carry-out to convey the key RETINA messages efficiently to its stakeholders. This plan will be updated regularly.

Dissemination to the scientific community will include preparation of project presentations, participation in external publications and conferences (for example ICNS, ICAS, DASC, Innovation day, etc.). Furthermore, the consortium will organise and participate in the two workshops dedicated to the ATM community.

1.3   Document structure

This document is structured on 8 main chapters:

- Chapter 1 introduces the RETINA Project.

- Chapter 2 describes the Dissemination Strategy defined to promote knowledge sharing, public awareness and transparency.

- Chapter 3 presents the RETINA key messages to disseminate.

- Chapter 4 indicates the resources available.

- Chapter 5 presents the intended exploitation opportunities.

- Chapter 6 describes the expected communication work plan and gives an overview of dissemination activities planned or executed.

- Chapter 7 lists the public deliverables.

- Chapter 8 describes the conferences, presentations and exhibitions given by the RETINA partners.

- Chapter 9 lists the workshops and forum organised as dissemination event.

- Chapter 10 presents the animated media prepared and audience targeted.

- Chapter 11 gives the references used in this document.

Founding Members

2 Dissemination Strategy

2.1 Objectives

The specific aim of communication is to draw attention of the different stakeholders on the concepts, progress and results of the project. At the same time it may attract the interest of potential partners and encourage scientists and students to integrate the research area.

The RETINA project uses an integrated approach for dissemination activities. The project dissemination and exploitation manager will create, deploy and coordinate a unified program of internal and external use that brings together the partnership's industrial and research partners with non-industrial partner and academic partners.

The RETINA project was set up to involve representatives of the main stakeholders (University, Research Lab, ANSPs, Industry, etc.). This wide range of actors will facilitate the "permanent feedback" of project results amongst their peers.

The project will ensure awareness of its work within the aeronautical community by guaranteeing the exploitation and dissemination of results. This dissemination plan will be continuously updated until the end of the project, when the final version will be released.

The two main points of the RETINA dissemination strategy are to:

- Demonstrate that RETINA is compliant with SESAR recommendations and other current R&D projects.
- Highlight RETINA benefits, through its own distinctiveness.

1.4 Stakeholders' segmentation

The target of the RETINA communication activities is issued from the Eurocontrol Experimental Centre Stakeholders segmentation model.

Some of these segments are targeted with more accuracy, as they are the real goal for dissemination.

- ANSPs
- Airport Authorities
- Society

- Aeronautics Industry
- R&D Community
- Regulatory Authorities

Hereafter a more detailed description presents the different segments, their particular needs and objectives and the main RETINA messages delivered to them.

Table 1 Stakeholders Segmentation Model

Sector	Organisation	Stakeholder need	Key messages for the stakeholder	Importance for the project	Success factor
Sponsor	EC, SJU	Compliance to the proposal	Project on time, scope and budget	High	Buy in
Universities, Research centre	EUROCONTROL, UNIBO, CRIDA	Academic achievement	Research expertise	High	References in their publications Common studies
Airspace Users	IATA, Airlines	Transparent, No cost, effective	Cost efficient system, no cost for AU	Medium	n.a.
ATM providers	CANSO, National ANSPs	Efficient use of resources	Best use of resources, cost efficient system	High	Buy in
Association	IFATCA	Employment stability, safety first	Human centred system Safety first	High	Buy in
ATFCM services	NM	Cooperative and dynamic airspace management	Data sharing	Low	n.a.
Standardisation bodies	EUROCAE	Know the impact of RETINA on existing MAPS/MOPS		Medium	Create Tower categories (VT, AR ect)
Airport	ACI	Profitability	Punctuality Cost	High	n.a.
Public		Efficient system	Punctuality Cost	Medium	n.a
Industry		Functional architecture	Potential Market	High	n.a.

Founding Members

3 Key Messages

The first step in any communication exercise is to define the messages to be transmitted.

The paragraph below contains the key messages to be conveyed to the RETINA stakeholders. Those key messages will be the basis of the delivery of the communication actions.

1. **RETINA will build upon the technologies developed in SESAR, such as remote tower, safety nets, A-SMGCS, SWIM, etc., to provide augment reality tools for the tower controller.**

2. **As trust in digital data will continue to grow, RETINA's concept will allow the controller to have a head-up view of the airport traffic even in low visibility conditions similar to the synthetic vision currently used in the cockpit.**

3. **In the RETINA concept, controllers will be no longer limited by what the human eye can physically see out of the tower windows.**

These key messages may be updated during the project life cycle, to make the values more concrete to the targeted stakeholders.

4 Resources

4.1 Communication tools

This paragraph provides a comprehensive list of all communication media, tools and resources available to drive the RETINA communication:

- Final report
- Presentations
- Scientific articles
- Conferences participation
- Exhibition (workshop)
- Leaflet
- Poster
- Animated media (film, video)
- Promotional means (goodies)
- Web site
- Social media
- Press releases
- Partners' internal communications (web site…)
- External resources (SJU website)

The main dissemination activities will comprise contributions to dedicated user forums in which user needs will be collected and discussed following presentations given in the course of the project.

The project plans to organise and attend:

- a workshop dedicated to European ATM community, to present the current status of the project to the stakeholders. Such joint meetings will favour exchanges and awareness and provide broader support for the various project teams than coordination meetings;
- a user forum at the end of the project to present the operational concept and the final assessment results.

Technical awareness will be obtained through close coordination with related projects or programmes (e.g. SJU, , SWIM, etc.).

Additional dissemination activities will consist of presentations to the SESAR JU; this may also lead to a possible introduction of RETINA early benefits into SESAR mid-term activities.

Additional scientific dissemination activities will involve ad-hoc participation in conferences.

Founding Members

The beneficiaries must — during the action and afterwards — **ensure the visibility of EU funding** for any communication activity related to the action (including in electronic form, via social media, etc.) and on any infrastructure, equipment or major result (including prototypes) funded by the grant, by:

- displaying the JU emblem;
- displaying the EU emblem;
- including the reference to JU funding set out in the GA

For any communication activities the following sentence will be included: "This project has received funding from the SESAR Joint Undertaking under grant agreement No 699370 under European Union's Horizon 2020 research and innovation programme".

The EU emblem and reference to EU funding must be displayed in a way that is easily visible for the public and with sufficient prominence (taking also into account the nature of the activity or object).

To ensure consistency with the SESAR brand, project consortia are requested to contact the SJU Communications Sector when preparing Communication and Dissemination activities.

The following SJU email address will be used: communications@sesarju.eu

A close coordination with SJU communication sector will be put on place and regular meeting organised to manage the project communication and dissemination.

The most important communication means that will be used for RETINA project are detailed below.

Website

RETINA website will ensure day-to-day access to information related to the project. It will contain:

- a general presentation of the project and its objectives;
- a general presentation of the Consortium;
- the programme of future events, such as workshops;
- information on project events and major milestones;
- public deliverables;
- links to related programmes and projects.

Social Media

Regular information regarding the project outcomes will be published using social media (e.g. Twitter and LinkedIn) targeting both general public and selected social groups. Previous experiences have showed the potential of tools like Linked-in to open debates and create technical groups that enrich the research activities.

Conferences

It is planned to present and publish achievements of the RETINA project to specific conferences and seminars, such as (non-exhaustive list):

- SESAR Innovation Days - http://www.sesarinnovationdays.eu/
- World ATM Congress - http://www.worldatmcongress.org/
- ATM Seminar - http://www.atmseminar.org/
- CEAS Air & Space Conference - Council of European Aerospace Societies - www.ceas.org

- ICAS – The international Council of Aeronautical Sciences – www.icas.org
- AVR – The International Conference on Augmented Reality, Virtual Reality and Computer Graphics - http://www.salentoavr.it

This will contribute to raise awareness about the RETINA project, gain partners and possible project outcomes users.

Publications

Scientific publication is a well-established means of dissemination. RETINA will take advantage of this channel to broadcast scientific achievements and technical knowledge.

The Consortium will prepare specific materials such as leaflets, presentations, press releases, final project proceedings, etc., to ensure that a wider public audience is addressed.

Founding Members

Table 2 Communication Tools per Stakeholder

COMMUNICATION Tool	Website	Social Media	Leaflets, posters & press releases	Videos	Conferences & presentations	Scientific Journals
Consortium Partners	√	√	√	√		
EU Commission	√	√		√		√
ANSP	√	√	√	√	√	√
EASA	√	√		√		√
SJU	√	√		√	√	√
EUROCONTROL	√	√	√	√	√	√
CNS Providers	√	√		√	√	√
ATCO	√	√	√	√	√	√
ATCOs Training Centres	√	√	√	√		√
Airspace users	√	√		√	√	√
Industry	√	√		√	√	
Universities	√	√	√	√	√	√

4.2   Indicators/monitoring

We propose to use the following methods to measure the impact of the different instruments of communication:

- Web site tracking,
- Number of scientific articles selected in major conferences and journals,
- References to the RETINA project in other projects, research, studies,
- Feedback got from General Assembly (see RETINA PMP for roles and responsibilities),
- number of news items or take up of news items in external channels (SESAR JU).

4.3   RETINA Planned effort

To achieve the dissemination foreseen by this document, human resources have also been planned in the RETINA Description of Work.

The table below shows the planned effort for all dissemination activities within RETINA.

Table 3 RETINA efforts

Work package number	5	Start Date or Starting Event			T0
Work package title	Dissemination and Exploitation				
Participant number	1	2	3	4	5
Short name of participant	UNIBO	ENAV	CRIDA	ECTL	LUCIAD
Person/months per participant:	6	1	3	2	2

5 Exploitation opportunities

The main objective of the RETINA Project is to study new tools that allow a better situational awareness and to operate in all-weather conditions at almost the same level of capacity without endangering safety. If the results are promising, the project partners intend to make direct use of them in the following manner:

- The project activities will be used by universities (UNIBO) to develop the expertise of post-graduate researcher(s), making them available for employment in the European aerospace industry at the end of the project. The project will promote the working relationship between universities and the aerospace industry. In particular, universities will benefit by the close contact and information exchange with the industrial partners, obtaining crucial input for their research and increasing the visibility of their results in the aerospace community. Industry, on the other hand, will profit from a reduction in the time taken to exploit research findings from the universities and by being able to recruit specialized scientists trained in the universities as part of the project.

- The research institute (EUROCONTROL Experimental Centre and CRIDA) aims to extend its working relationship with the operational actors (ANSPs, airlines and airports) and will produce guidelines describing the specificities of the RETINA concept in order to help decision-makers to select the procedures which best match the constraints imposed by their local criteria.

- The air traffic services provider (ENAV) could use the results obtained from RETINA to develop new procedures at their ANSPs. The results of the RETINA Project will be used by ENAV to improve their understanding and expertise in the preparation of advanced procedures, and to further its expertise in the ATM validation area.

- Luciad can use the results of this project to improve the functions and architecture of their software components in support of ATC. Prototypes also represent an initial approach for new tools by exploiting one or more specific functionalities to be introduced onto the market.

- Airports could use the results in planning its future infrastructure and traffic forecast.

- The SESAR JU can use the results in S2020 PJ05 Remote Tower and S2020 PJ03A Integrated Surface Management projects.

6 Action Plan

The aim of this paragraph is to provide a clear view of all the dissemination activities planned to be carried out by the RETINA project. All public deliverables, as listed in Appendix 2, will be made available through the RETINA website. The activities carried out are listed in the appendices.

Table 4 First Year Action Plan

	Apr 16	May 16	Jun 16	Jul 16	Aug16	Sep16	Oct16	Nov16	Dec 16	Jan 17	Feb17	Mar17
Event			Salento AVR			ICAS 2016		SIDs				World ATM Congress
Action			Short Paper			Leaflet/ Poster		Poster Exhibition				Leaflet/ Presentati on
Other						First website version						Future Sky Safety Forum

Founding Members

Table 5 Second Year Action Plan

	Apr 17	May 17	Jun 17	Jul 17	Aug17	Sep17	Oct17	Nov17	Dec 17	Jan 18	Feb18
Event			Le Bourget			EUROCONTROL News		SIDs			
Action			Poster			Article		Poster			
Other										RETINA Demonstration Day	Press Release Final report Video

7 Workshops and Forum

The RETINA project planned to organise one dedicated workshops and a final forum, to present the current status of the project and obtain feedbacks from stakeholders.

The first RETINA workshop was planned to take place before the end of the project during SIDs 2017, in order to present concepts and preliminary results, in line with the project objectives.

The workshop was replaced by a demonstration during SIDs and the final event was a demonstration day held at the end of January 2018 in Forlì, Italy, to present the operational concept and the final assessment results to potential stakeholders.

Founding Members

8 References

[1]. RETINA, Grant Agreement-699370, Ref. Ares(2016)901516 - 22/02/2016.

[2]. RETINA, Consortium Agreement-699370

[3]. SJU, Project Execution Guidelines for SESAR 2020 Exploratory Research

[4]. H2020 Annotated Model Grant Agreement. This document summarizes all H2020 contractual requirements applicable during project execution. It can be found on H2020 Participants Portal at: http://ec.europa.eu/research/participants/data/ref/h2020/grants_manual/amga/h2020-amga_en.pdf

[5]. H2020 Participants Portal Online Manual: http://ec.europa.eu/research/participants/docs/h2020- funding-guide/index_en.htm

[6]. SJU Model Grant Agreement: http://ec.europa.eu/research/participants/data/ref/h2020/other/mga/jtis/h2020-mga-er-sesar-ju_en.pdf

[7]. SESAR 2020 Exploratory Research First Call for Research Projects; [edition 01.02.00]. http://ec.europa.eu/research/participants/data/ref/h2020/other/call_fiches/jtis/h2020-call-doc-er-sesar-ju_en.pdf

[8]. Guidance How to complete your ethics self-assessment http://ec.europa.eu/research/participants/data/ref/h2020/grants_manual/hi/ethics/h2020_hi_ethics-self-assess_en.pdf

[9].RETINA D6.1: Project Management Plan

Appendix 1 – List of Acronyms

Term	Definition
ACI	Airport Council International
ANSP	Air Navigation Service Provider
ATC	Air Traffic Control
ATCOs	Air Traffic Control Operator(s)
ATM	Air Traffic Management
AVR	Augmented Virtual Reality
CANSO	Civil Air Navigation Services Organisation
CEAS	Council of European Aerospace Societies
CNS	Communication, Navigation and Surveillance
EUROCAE	European Organisation for Civil Aviation Equipment
GA	*Grant Agreement*
IATA	International Air Transport Association
ICAS	International Council of Aeronautical Sciences
IFATCA	International Federation of Air Traffic Controllers' Associations
NM	Network Manager
SJU	SESAR Joint Undertaking (Agency of the European Commission)

Founding Members

Appendix 2 – Deliverable table: timing and roles

Del. nr.	Deliverable Title	WP nr.	Lead Beneficiary	Type[1]	Dissemination level[2]	Due date
D5.1	Exploitation and Dissemination Plan	5	EUROCONTROL	R	PU	M1
D6.1	Project Management Plan	6	UNIBO	R	CO	M1
D7.1	H-requirement n°2	7	UNIBO	ETHICS	CO	M1
D7.2	POPD - requirement n°1	7	UNIBO	ETHICS	CO	M1
D7.3	POPD - requirement n°4	7	UNIBO	ETHICS	CO	M1
D7.4	POPD - requirement n°3	7	UNIBO	ETHICS	CO	M1
D7.5	H-requirement n°5	7	UNIBO	ETHICS	CO	M1
D7.6	H-requirement n°6	7	UNIBO	ETHICS	CO	M1
D1.1	State of the Art and Initial Concept Requirements	1	CRIDA	R	PU	M6
D2.1	Operational Concept Description	2	UNIBO	R	PU	M12

[1] The type of the deliverable indicated by using one of the following codes: R: Document, report (excluding the periodic and final reports); DEM: Demonstrator, pilot, prototype, plan designs; DEC: Websites, patents filing, press & media actions, videos, etc.; OTHER: Software, technical diagram, etc.

[2] The dissemination level indicated by using one of the following codes: PU = Public, fully open, e.g. web; CO = Confidential, restricted under conditions set out in Model Grant Agreement; CI = Classified, information as referred to in Commission Decision 2001/844/EC.

D3.1	Proof of Concept	3	LUCIAD	DEM	CO	M18
D4.1	Validation Plan	4	ENAV	R	PU	M23
D4.2	Operational Concepts Description Update	4	UNIBO	R	PU	M23
D4.3	Validation Report	4	ENAV	R	PU	M21
D6.2	Project Conclusion	6	UNIBO	R	PU	M23

Founding Members

Appendix 3 – List of Papers, Conferences, Presentations and Exhibitions

This section lists the different papers, presentations, posters or exhibitions proposed by the RETINA partners for conferences' participations. This section should be regularly filled to ensure consistency with the actual dissemination activities.

Date	Venue	Conference Id	Paper title	Status
June 2016	Otranto, Italy	SALENTO AVR	Augmented Reality for the Control Tower: the RETINA Concept	Published in Lecture Notes in Computer Science Volume 9768, 2016, Pages 444-452
June 2016	Otranto, Italy	SALENTO AVR	Augmented Reality in the Control Tower: a Rendering Pipeline for Multiple Head-Tracked Head-Up Displays	Published in Lecture Notes in Computer Science, Volume 9768, 2016, pp. 321-338
September 2016	Daejeon, South Korea	ICAS	Augmented and Virtual Reality in The Airport Control Tower	Published
September 2016	Daejeon, South Korea	ICAS	Poster Presented	Presented
November 2016	Delft, Netherlands	SID	Poster Presented	Presented

March 2017	Madrid, Spain	ATM Congress	Workshop: RETINA and automation: a human factors perspective in ATM	Presented
March 2017	Brussels, Belgium	Future Sky Safety Forum	Poster	Presented
June 2017	Le Bourget, France	Le Bourget Air Show	Poster	Presented
September 2017	Brussels, Belgium	SJU	Presentations to SJU Scientific committee and breakfast with SJU Staff	Presented with a demo
October 2017	Brussels, Belgium	LUCIAD	Presentation @ Luciad user conference	Presented
November 2017	Frankfurt, Germany	ACI Europe	Workshop Improving low-visibility operations at airports	Presented
December 2017	SESAR Innovation Days	SID	Poster + Demonstration	Presented with a demo
January 2018	Forlì, Italy	Demonstration Day	Presentations, Demonstrations	Presented with a demo
February 2018	Brussels, Belgium	SJU	Presentations to SJU Scientific committee	Presented with a video

Founding Members

March 2018[3]	Madrid, Spain	World ATM Congress	Demonstration within SESAR Walking Tours	Presented

Two more papers were accepted for publication in major international conferences, i.e. ICAS 2018 and AIAA 2018, which will be held beyond the end of the project.

---

[3] Beyond the end of the project

Appendix 4 – News, awards

This section lists additional dissemination activities that were carried out for the project.

Date	Activity
January 2016[4]	An article about RETINA was published on Cleared (ENAV Magazine, distributed both in electronic and printed format) https://www.enav.it/enavWebPortalStatic/cleared/CLEARED_01_2016/index.html#p=12
October 2017	An interview was registered during LUCIAD User Conference https://vimeo.com/246580433
December 2017	A news was published on SESAR website http://www.sesarju.eu/news/sesar-project-leads-way-augmenting-air-traffic-control
December 2017	An article about RETINA was published on Cleared (ENAV Magazine, distributed both in electronic and printed format) https://www.enav.it/enavWebPortalStatic/cleared/CLEARED_11_12_2017/mobile/index.html#p=8
February 2018	A news with a video was published by Eurocontrol on ECTL website end posted on social media http://www.eurocontrol.int/news/leading-way-augmenting-air-traffic-control
February 2018	A news about RETINA project was published on the University of Bologna magazine http://www.magazine.unibo.it/archivio/2018/03/01/scarsa-visibilita-allaeroporto-arriva-la-realta-aumentata-a-supporto-dei-controllori-di-volo

---

[4] Before the beginning of the project

Founding Members

March 2018[5]	RETINA won Jane's ATC Award 2018 for Enabling Technology

[5] Beyond the end of the project

Appendix 5 – Main events pictures

Figure 1 Jane's ATC Award for Enabling Technology was assigned to the RETINA Project during World ATM Congress 2018
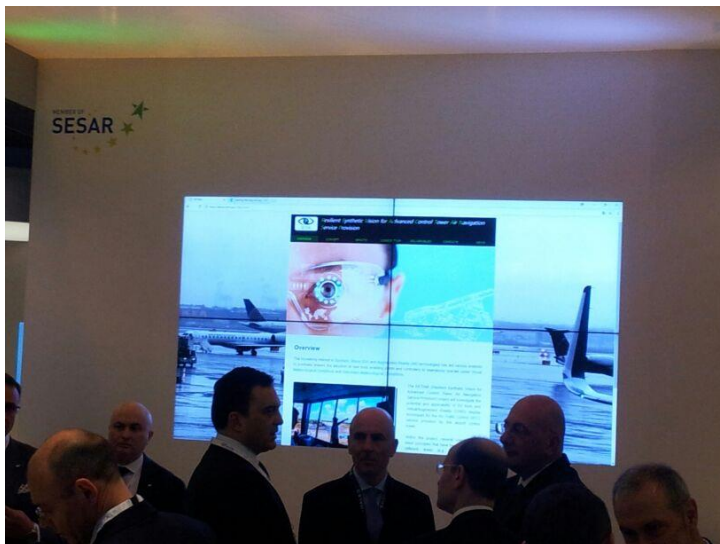

Figure 2 RETINA exhibition - World ATM Congress 2018 @ENAV booth

Founding Members

Figure 3 RETINA Demonstration Day @University of Bologna

Figure 4 Workshop "RETINA and automation: a human factors perspective in ATM" during World ATM Congress 2017