



**PlusMe: Transitional Wearable Companions  
for the therapy with children with  
Autism Spectrum Disorders**  
*a European funded project*

**Deliverable 3.5**  
***Participation to market-oriented events***

Work Package 3 *Dissemination*  
due at month 20 (30<sup>th</sup> Apr 2022).

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# 1. Overview of the deliverable

This deliverable describes the dissemination events in which the *PlusMe* prototype has been / will be presented – through live demo – to the audience. The events were selected as useful to get interesting contacts with potential stakeholders, namely end-users (e.g., developmental therapists, child neuropsychiatrists, researchers active in the field of developmental psychology) and technological companies interested to support the next potential economic exploitation of the device.

The restrictions and limitations due to COVID-19 pandemic – still present between 2021 and 2022 – had unfortunately a negative impact on the success of such participations (e.g., few visitors and cancelled / postponed events).

The next sections provide details about the ISTC-CNR participation to the following 3 events:

- *Online Educa Berlin*, OEB '21, held on 1-3 December 2021 in Berlin, Germany;
- *Wearable Technology Show '22*, announced for 17-18 March 2022, postponed by the organisers to 4 November 2022, in London, UK;
- *Interaction Design and Children*, IDC '22, ACM international conference, to be held on June 27-30, 2022, at Braga, Portugal.

## 2. Online Educa Berlin, OEB '21



**Figure 1.** The entrance of the Intercontinental hotel, where the OEB exhibition took place.

On 1-3 December 2021, the *PlusMe* team participated in the 27<sup>th</sup> edition of the exhibition *Online Educa Berlin*, OEB<sup>1</sup>. This is an international, cross-sector conference and exhibition on technology for the support of learning and training (Fig. 1).

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<sup>1</sup> [www.oeb.global](http://www.oeb.global)

The team presented the *PlusMe* device to the audience, who could test the toy and ask for information about its use in clinical activities and its technical features (Fig 2).



**Figure 2.** The *PlusMe* stand and an overview of the other exhibitors' stands.

The 840 participants (Fig. 3) have come mainly from Europe (93%), and were from the sectors of Education (59%), Technology (7%), Corporate (22%), Public Sectors & Civil Society (12%).

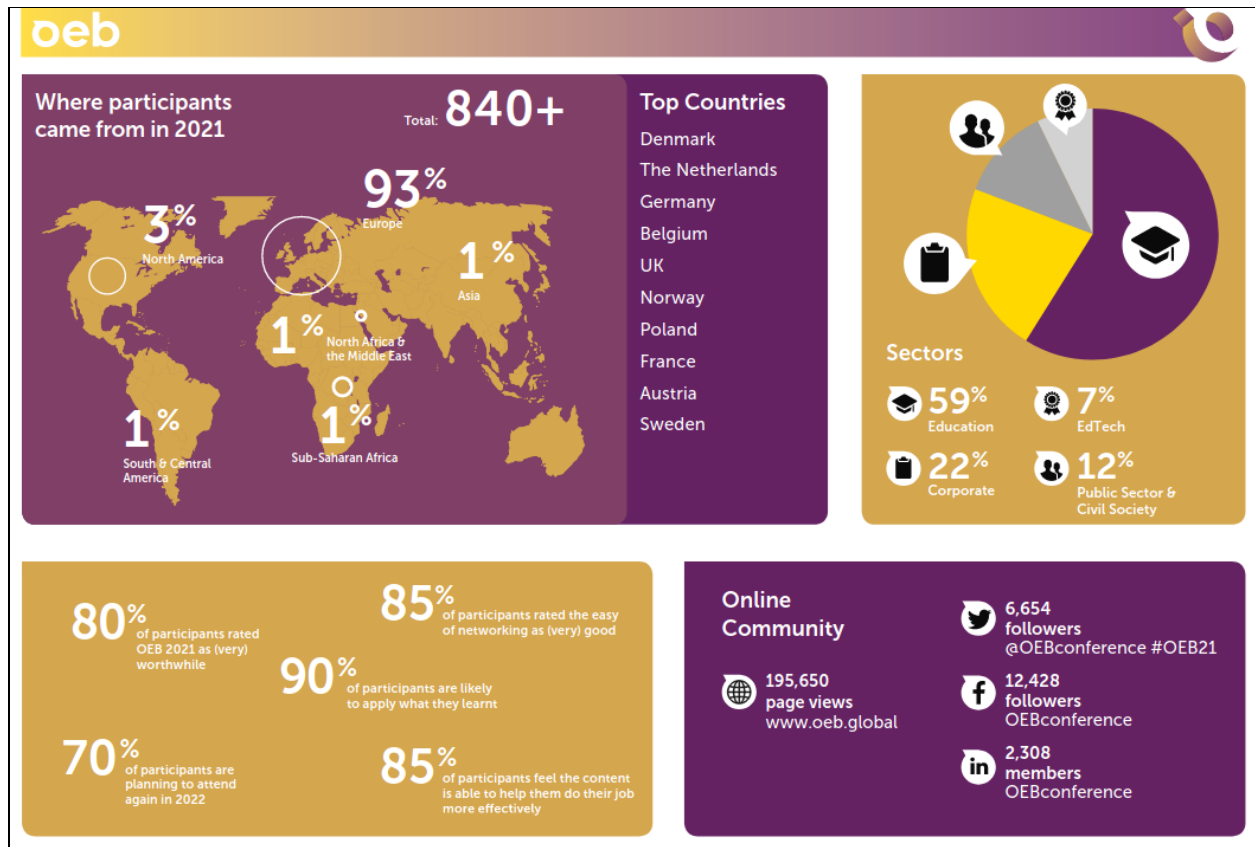


Figure 3. OEB '21 participants statistics.

### 3. Wearable Technology Show, WTS '22

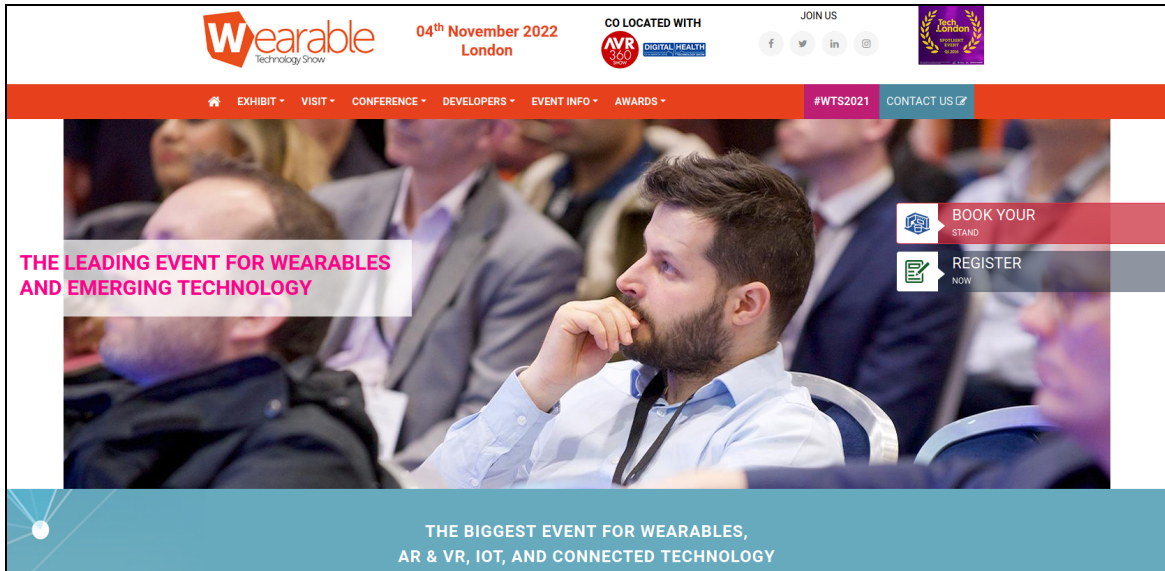
On 17-18 March 2022, the *PlusMe* team had to participate as exhibitor at the 8<sup>th</sup> edition of the *Wearable Technology Show, WTS*, a “(...) leading event for wearable and emerging technology<sup>2</sup>”, and “(...) the best forum for forming partnerships and developing new business across the wearable, smart device and IOT landscape<sup>3</sup>”. The WTS in particular attracts companies and industries interested in the development and exploitation of products concerning wearable, smart technology, IoT systems, and technological textile.

The exhibition was the main target event for the planned market-oriented activity, being an ideal showcase to show the *PlusMe* device and find potential partnerships for the next product exploitation. Unfortunately, due to pandemic, the event was postponed to 4<sup>th</sup> November 2022. On that occasion the *PlusMe* team will take to the fair the latest prototypes of *PlusMe* and *X-8* interactive toys<sup>4</sup>.

<sup>2</sup> [www.wearabletechnologyshow.net/](http://www.wearabletechnologyshow.net/)

<sup>3</sup> [www.wearabletechnologyshow.net/why-attend](http://www.wearabletechnologyshow.net/why-attend)

<sup>4</sup> Videos available at [www.plusme-h2020.eu/video/#PlusMe\\_IMM](http://www.plusme-h2020.eu/video/#PlusMe_IMM) and [www.plusme-h2020.eu/video/#the\\_octopus\\_x\\_8](http://www.plusme-h2020.eu/video/#the_octopus_x_8)



**Figure 4.** The Wearable Technology Show banner, in the official website [www.wearabletechnologyshow.net](http://www.wearabletechnologyshow.net).

## 4. Interaction Design and Children, IDC '22



**Figure 5.** The logo of the ACM *Interaction Design and Children*, IDC, conference.

On June 27-30 2022, the *PlusMe* team will attend the 21st edition of the ACM *Interaction Design and Children* (IDC) Conference (Fig. 5). The IDC is an international conference for “(...) *researchers, educators and practitioners to share the latest research findings, innovative methodologies and new technologies in the areas of inclusive child-centred design, learning and interaction*”<sup>5</sup>.

The team will participate in the “Demo and Art Installations” track, which consists of a live demo showing the working prototypes of *PlusMe* and X-8 (Fig. 6). in this interactive session the

<sup>5</sup> <https://idc.acm.org/2022/>

audience will be allowed to test the interactive devices and ask information about the use of the proposed technology in clinical activities.

Even if IDC is not technically a market-oriented event, the team participation is very important to obtain interesting feedback, given the topics discussed in the conference.



**Figure 6.** The presentation image for the IDC '22 conference. The picture shows the prototypes *PlusMe* and *X-8*, and their experimental use in therapy with children.

## 5. Conclusions

The dissemination and exploitation activities about *PlusMe* will be carried on even after the end of the project, in May 2022. This will be partially supported by the related European project IM-TWIN<sup>6</sup>, which includes tasks concerning the further improvement and test of *PlusMe* device.

<sup>6</sup> [www.im-twin.eu](http://www.im-twin.eu) , GA 952095, <https://im-twin.eu/eu-legal-information/>