DELIVERABLE

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D10.2 – thinkMOTION newsletters

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# Revision History

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### Statement of originality:

This deliverable contains original unpublished work except where clearly indicated otherwise. Acknowledgement of previously published material and of the work of others has been made through appropriate citation, quotation or both.
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1 **Introduction**

In June 2010 partners from six European universities started the project thinkMOTION with the main objective of providing content from the field of motion systems via the Europeana online portal.

As part of the projects dissemination activities newsletters were sent to subscribers. A newsletter reminds visitors to you and your offer, even without the need to visit your website again. By providing interesting content regularly you will stick in your user’s mind which creates trust, from which a long customer relationship lasts.

The thinkMOTION newsletters are described in this document. They are part of Task 10.2 within WP10 – Dissemination, awareness activities and staff development – included in the “Description of Work” for thinkMOTION project.

2 **Workflow and results**

Almost, he is regarded as a standard element of a reputable website, the newsletter sent by email. Eventually, so the solid arguments, he attracts prospects or retains users. And that at a reasonable price.

2.1 **Definition**

A newsletter is a regularly or irregularly by email distributed publication to a well-defined target audience. Newsletters are used to convey users or subscribers news and specific information about selected topics of interest.

Among the advantages of newsletters:

- They are a cost-effective instrument because paper and printing costs account.
- Newsletter subscribers have consciously decided for your content after they have already consumed it.
- The publisher increases his chances to reach the targeted audience.
- For subscribers an opportunity is provided to exclusively get the information that they are actually interested in.

2.2 **Goals**

Newsletters are an excellent tool of direct marketing. They can serve to attract users, to retain users or to build images. Further, newsletters can be used as traffic builder, i.e. to generally increase the visit frequency of a website.

For the thinkMOTION project, in particular the advertising character of a newsletter was the decisive factor to promote the project among the identified research and development institutions and the relevant stakeholders as well as to communicate with our end-users. With the help of the newsletter, we were able to draw attention to new contents and features in the DMG-Lib\(^1\), highlight existing content and thus generally strengthen the relationship with our target audience. Furthermore, the awareness of the DMG-lib increased, which is reflected in the increased traffic.

The thinkMOTION newsletters should be sent every six months in order to provide high-quality information and to avoid classification as spam on subscriber side.

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\(^1\) [http://www.dmg-lib.org](http://www.dmg-lib.org)
2.3 Contents & Structure

One-third of all European consumers announce newsletters, if advertising suddenly predominates and texts are too long and confusing. Therefore, only compact and pre-selected information was included in the newsletters to ensure high information content.

Each recipient must first express an interest for the newsletter, in which he enrolls in the distribution list thus agree to receive future electronic publications (opt-in). The registration form for the thinkMOTION newsletter is clearly visible on the DMG-lib home page (Figure 1). To register, email address is required only so that the newsletter can be obtained anonymously and to keep the form as short and simple as possible. In addition, each newsletter contains contact information and a link to unsubscribe. Thus, the thinkMOTION newsletter is compliant with the current German law on data protection.

The first thinkMOTION newsletter was sent to the subscribers in December 2010, six months after project start, introducing the thinkMOTION project and the role of DMG-Lib and Europeana. The second thinkMOTION newsletter was sent in December 2011 describing the connection of the DMG-Lib on the Europeana portal and announcing the availability of the DMG-Lib in six languages.

These first newsletters were sent as a PDF document attached to a plain text email. Because the file attachment caused problems at some email clients and the design was perceived as less attractive, the thinkMOTION newsletter is now available as platform-independent HTML email as well as online website (Figure 2).

4 http://www.thinkmotion.eu/newsletter
To ensure platform independence, it was necessary to observe the following basic rules:

- Keep it simple. The more complex the email design is, the more likely it is to break on one of your user’s email client.
- Take your coding skills back a good decade. That often means nesting tables, bringing CSS inline etc.
- Use CSS with care. Email clients often do not support modern web technologies.
- Important information should not be images. Because images often aren’t shown when an email initially opens, it makes sense for critical information to be in plain HTML text rather than images to guarantee their accessibility.
- Don’t forget to test. Also, retest your email designs from time to time on a regular basis.

![DMG-Lib Newsletter 01/2013](image)

Figure 2. Screenshot of the thinkMOTION newsletter online website

In May 2012, the third newsletter highlighted some special items, which are interesting and thrilling for our users, and gave an insight into current item production as well as an overview of upcoming conferences to meet the thinkMOTION team.

The fourth newsletter, December 2012, informed about the steadily growing DMG-Lib stock and highlighted items of our Romanian partner as part of the on-going internationalization of the DMG-Lib portal. Furthermore, we were proud to announce the first 30,000 DMG-Lib items visible in the Europeana portal, our new e-learning-section, as well as our new Pinterest account stressing some thrilling and unique DMG-Lib contents.

The fifth newsletter, Mai 2013, focused on the support of the new Europeana Data Model (EDM) and the provision of a SKOS interface since February 2013 - a key contribution to Europeana’s semantic enrichment. Also, we invited our subscribers to visit our station "Mechanism Worlds" at the Long Night of Technology on 25 May 2013 in Ilmenau where they could experience the fascinating world of mechanism and gear technology first-hand,

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explore the functional principles of various mechanisms at our gearbox models, browse through our digital archive of knowledge, or be creative and craft their own mechanism.

Another newsletter is planned after the successful completion of the project to present the main results of the project and the next scheduled work.

All newsletters are sent bilingual in German and English. German for the majority of our users who partly keep track of the DMG-Lib since its founding in 2004, and English for our newly acquired international users.

3 Conclusion

The thinkMOTION newsletter has proved to be a cost-effective tool for dissemination activities, informing a vast number of users about news from the DMG-Lib stock and project results. The success of the newsletter is reflected in increased traffic on the DMG-Lib portal. Thus, the objectives and expectations of the thinkMOTION newsletter have been met completely and to our entire satisfaction.
ANNEX I – Overview of thinkMOTION newsletters

DMG-Lib Newsletter 2010

Dear Sir or Madam,

the DMG-Lib project continues on European level. On June 1st 2010 we started the EU project thinkMOTION. In the next years the DMG-Lib aims to become the leading European thematic portal for mechanism and machine science.

At the same time DMG-Lib is referenced by Europeana, i.e. the DMG-Lib content is also available via Europeana. Europeana is an internet platform for the aggregation of European digital libraries, museums and archives (www.europeana.eu).

The project thinkMOTION is coordinated by the Ilmenau University of Technology (Germany). Partners are:

- Rheinisch-Westfälische Technische Hochschule Aachen (Germany)
- University of the Basque Country (Spain)
- Politecnica University of Timisoara (Romania)
- French institute for Advanced Mechanics (France)
- University of Cassino (Italy)

More information about thinkMOTION can be found here: www.thinkmotion.eu

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The Association for Promoting the Digital Mechanism and Gear Library (DMG-Lib e.V.) plays an important role for DMG-Lib. The association supports the sustainable development and preservation of DMG-Lib.

If you want to support the work of DMG-Lib we want to invite you kindly to become a member of the association and thus to help to preserve the DMG-Lib. We want to thank all the members of the DMG-Lib e.V. for their support and constancy.

Link to DMG-Lib e.V. website: www.dmg-lib.org/association

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We wish you and your families a Merry Christmas and a Happy New Year.

Figure 3. First thinkMOTION newsletter sent in December 2010 (English version)
Bestand der DMG-Lib wächst kontinuierlich


thinkMOTION - DMG-Lib goes Europeana


DMG-Lib Portal verfügbar in 6 Sprachen


Konferenzen 2012

Das DMG-Lib Team wird sich auch im folgenden Jahr auf internationalen Konferenzen präsentieren:

HMM Symposium – International Symposium on History of Machines and Mechanisms
07.-11. May 2012, Amsterdam, Netherlands

MTM – Robotic
XX International Conference on Mechanisms and Mechanical Transmission (MTM 2012) and the International Conference on Robotics (Robotics 2012)
09.-08. June 2012, Clermont-Ferrand, France

24th Working Meeting of the IFToMM Permanent Commission for Standardization of Terminology
24.-30. June 2012, Bremen, Germany
[http://www.thinkmotion.eu/?page_id=788](http://www.thinkmotion.eu/?page_id=788)

DMG-Lib e.V.


Link zu Volltext der DMG-Lib e.V.: [www.dmg-lib.org/fondsgesellschaft](http://www.dmg-lib.org/fondsgesellschaft)

Das Team der DMG-Lib wünscht Ihnen und Ihrer Familie eine frohe Weihnachtszeit und einen guten Start in das kommende Jahr.

Figure 4. Second thinkMOTION newsletter sent in December 2011 (German version)
DMG-Lib Newsletter 01/2012

The stock of the Digital Mechanism and Gear Library (DMG-Lib) has grown to more than 20,832 entries. For example, it now includes more than 5,000 literate definitions, and 1,438 mechanism descriptions, or more than 600 interactive animations.

Stock of the DMG-Lib grows steadily

The stock of biographies of outstanding engineers grows, too. Recently the German inventor Nikolet Muschenbroek made his work "Verhoudingen van the beweging van de machine" ("Relations of the Motion of the Machine") available for free.

DICTIONNAIRE DE MECANIQUE

Brows through valuable works and original manuscripts of machine technology of the 19th century, for example in the full and the box edition, for example in the "Grander Atlas de la Machine" and "Atelier für die Mechanik kund der Mechanik".

SCIENTIFIC BULLETIN

Do get an insight into current research subjects in drive technology with the Encyclopaedia of the MTB 2012, international conference on mechanisms and Mechanical Transmissions.

thinkMOTION - DMG-Lib goes Europeana

The aim of the thinkMOTION project is to make the contents of the DMG-Lib accessible in the Europeana portal. After signing the so-called "Europeana Digital Object agreement" as a legal contract, the thinkMOTION team is currently working on placing high-value datasets on the technical education of the DMG-Lib into the Europeana portal. In addition, a number of datasets could be visualized and displayed in the respective partner countries. After their creation, evaluation and their quality control, these contents are available in the DMG-Lib e.V.

Conferences 2012

Again this year the DMG-Lib will be present at international conferences. Here is a list of the following events:

- EMO Hannover
  - 07-11 June 2012, Hanover, Germany
- IMECAS
  - 09-11 June 2012, Munich, Germany
- IFPE 2012
  - 08-10 June 2012, Nantes, France
- EMO Hannover
  - 24-28 June 2012, Hannover, Germany
- MDM 2012
  - 16-20 September 2012, Badalona, Spain
- DMG-Lib e.V.

The Association for Promoting the Digital Mechanism and Gear Library (DMG-Lib e.V.) supports the sustainable development and preservation of DMG-Lib. We would be pleased to welcome you as a member of the promotion association. Thus, support the work of the DMG-Lib and contribute to its promotion. You are already a member? Then, this is the point of view for you; login for more.

Available for download: Digital Mechanism and Gear Library (DMG-Lib e.V.)

www.dmgl.de

You’re getting this email because you signed up to receive our newsletter.
Not interested anymore? Unsubscribe here.

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Figure 5. Third thinkMOTION newsletter sent in May 2012 (English version)
DMG-Lib Newsletter 02/2012

The Digital Mechanisms and Gear Library (DMG-Lib) grows steadily and contains more than 40,000 data records meanwhile.

For example, you find more than
- 10,390 full-text documents,
- 1,103 mechanical drawings,
- 2,003 images of outstanding engineers,
- 1,182 interactive animations or
- 27,030 images.

As part of the ongoing internationalization of the DMG-Lib, we recommend the biography of the Romanian engineer Arpad Sebeszegi, the first Laboratory Works Guide for Mechanisms, Theory and Machine Parts in Romania as well as the first edition of the Scientific Bulletin of the University "Politehnica" of Timisoara.

The DMG-Lib team would like to take this opportunity to thank all our supporters and to wish you and your family a Merry Christmas and a Happy New Year.

Buon Natale
Frohe Weihnachten
Merry Christmas
Feliz Navidad
Crăciun Fericit
Joyeux Noël

thinkMOTION - DMG-Lib goes European

The aim of the thinkMOTION project is to raise the awareness of the DMG-Lib in the European public via the European portal. The first DMG-Lib content was successfully integrated into European in Jan 2012. Currently, approximately 30,000 DMG-Lib items are visible in the European portal. This marks another major milestone for the preservation and public accessibility of the technical-cultural heritage and the current developments in mechanisms and gear technology.

New library resources

The DMG-Lib has selected other 20 files on the subjects of "Powertrain Transmission systems", "Inn-ovative rack transmission design", "Innovative rack mechanisms" and "Innovative rack drives". Enormous growth in the world of mechanisms theory and follows the six existing finalists by Prof. D. A. Schaller, Stanford Business

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DMG-Lib e.V.

The Association for Promoting the Digital Mechanisms and Gear Library (DMG-Lib e.V.) supports the sustainable development and presentation of DMG-Lib. We invite you to participate in the association. Thus, support the work of the DMG-Lib and contribute to the presentation. You are already a member? Then, at this point we thank you for your loyalty and support.

Association for Promoting the Digital Mechanisms and Gear Library e. V.

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You're receiving this email because you signed up to receive our newsletter.
Are you interested anymore? Unsubscribe here.
Figure 7. Fifth thinkMOTION newsletter sent in May 2013 (English version)