



DELIVERABLE

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Project Title: Digital Mechanism and Gear Library goes Europeana

D10.2 – thinkMOTION newsletters

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C	Confidential, only for members of the consortium and the Commission Services	

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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-Lib¹, 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.

¹ <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.² 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.³

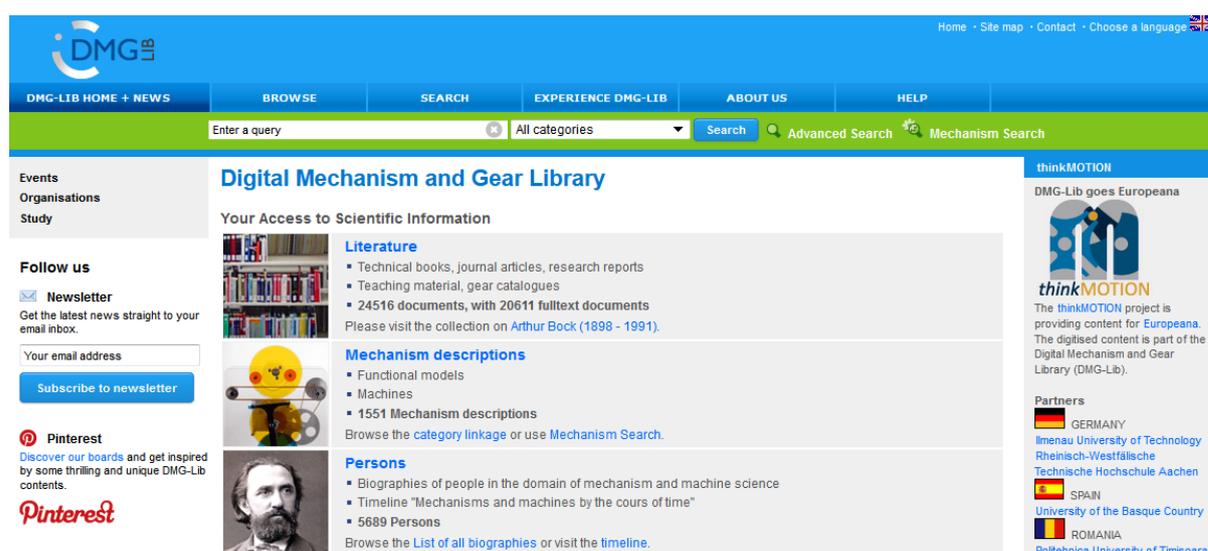


Figure 1. Newsletter registration form on the DMG-Lib home page

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 website⁴ (Figure 2).

² Forrester Research. Q2 2001. *Consumer Technographics Benchmark Europe*.

³ Verband der deutschen Internetwirtschaft e.V. (eco). 4th ed., 2011. *eco Richtlinie für zulässiges E-Mail-Marketing*. Retrieved May 27, 2013, from http://online-marketing.eco.de/files/2011/10/Richtlinie-OM_2011.pdf

⁴ <http://www.thinkmotion.eu/newsletter>

To ensure platform independence, it was necessary to observe the following basic rules⁵⁶:

- Keep it simple. The more complex the email design is, the more likely is it 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.



Figure 2. Screenshot of the thinkMOTION newsletter online website⁴

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 account⁷ 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,

⁵ Chapman, Cameron. 02 June 2011. *Creating HTML Emails: An Overview for Web Designers*. Retrieved May 28, 2013, from http://sixrevisions.com/web_design/creating-html-emails/

⁶ Campaign Monitor. (n.d.). *Email Design Guidelines - Building a rock-solid HTML email*. Retrieved May 28, 2013, from <http://www.campaignmonitor.com/resources/will-it-work/guidelines/>

⁷ <http://pinterest.com/dmglib/>

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 Madame,

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)
- Politehnica 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

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

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

Der Bestand der Digitalen Getriebe- und Mechanismenbibliothek (DMG-Lib) ist 2011 auf über 11.000 Einträge angestiegen. So finden Sie beispielsweise mehr als 1.450 Beschreibungen von Mechanismen, knapp 1.250 Zeitschriftenartikel, mehr als 600 interaktive Animationen. Viele Lösungen sind auch als interaktive Animation dargestellt, wie z.B. die Reuleaux-Modelle aus der Sammlung der Leibniz Universität Hannover: <http://www.dmg-lib.org/dmglib/main/portal.jsp?mainNaviState=browsen.browse&collId=73046&browDisplayMode=gallery&results=50>

thinkMOTION - DMG-Lib goes Europeana

Das Ziel des thinkMOTION Projektes „DMG-Lib goes Europeana“ ist es, die Inhalte der DMG-Lib der Europäischen Öffentlichkeit über das Portal der Europeana zugänglich zu machen (www.europeana.eu). Als erster wichtiger Schritt hin zur Auffindbarkeit der DMG-Lib-Inhalte in Europeana wurde das sog. „Europeana Data Exchange Agreement“ unterzeichnet, welches die rechtlichen Grundlagen für die Zusammenarbeit von DMG-Lib und Europeana legt.

Im Sommer 2011 konnten die ersten Meilensteine des thinkMOTION Projektes erfolgreich erreicht werden. Neben der Übersetzung des DMG-Lib Portals hatte das internationale Team vor allem die Aufgabe, Inhalte in den jeweiligen Partnerländern zu lokalisieren und zu digitalisieren. Eine Zusammenfassung der Ergebnisse des ersten Projektjahres von thinkMOTION sind auf der Projektseite zu finden: http://www.thinkmotion.eu/?page_id=89

DMG-Lib Portal verfügbar in 6 Sprachen

Das DMG-Lib Internetportal ist mittlerweile in den Sprachen Deutsch, Englisch, Französisch, Spanisch, Italienisch und Rumänisch verfügbar. Nicht nur die Partner im thinkMOTION Projekt „DMG-Lib goes Europeana“ profitieren davon, sondern alle interessierten Nutzer weltweit können nun einfacher im Bestand recherchieren und sich einen Überblick über die Sammlungen verschaffen.

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
<http://hmm2012.few.vu.nl/home>

MTM – Robotics
XI International Conference on Mechanisms and Mechanical Transmission (MTM 2012) and the International Conference on Robotics (Robotics 2012)
06.-08. June 2012, Clermont-Ferrand, France
<http://www.ifma.fr/lami/presentation/MTM-Robotics2012/home.html>

24th Working Meeting of the IFTO Permanent Commission for Standardization of Terminology
24.-30. June 2012, Ilmenau, Germany
http://www.thinkmotion.eu/?page_id=788

DMG-Lib e.V.

Die Gesellschaft zur Förderung der digitalen Mechanismen- und Getriebebibliothek (DMG-Lib e.V.) setzt sich für die nachhaltige Entwicklung und den Erhalt der DMG-Lib ein. Falls auch Sie die Arbeiten an der DMG-Lib unterstützen möchten, laden wir Sie herzlich ein, Mitglied der Fördergesellschaft zu werden und damit zum Erhalt der DMG-Lib beizutragen. Wenn Sie bereits Mitglied sind, möchten wir uns an dieser Stelle für Ihre Treue und Unterstützung bedanken.

Link zur Webseite des DMG-Lib e.V.: www.dmg-lib.org/foerdergesellschaft

Das Team der DMG-Lib wünscht Ihnen und Ihrer Familie besinnliche und frohe Weihnachtstage 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 risen to more than 20 000 entries. For example, you find more than 8 000 literature entries, over 1 450 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 Spanish inventor [Narciso Monturiol](#) including his work "Memoria sobre la navegacion Submarina" and the Romanian aviation pioneer [Aurel Vlaicu](#) were added.



Browse through valuable works and original manuscripts of machine technology of the 19th century, for example in the full set of the ten book works by [Giuseppe Antonio Borealis](#) or in Franz Reuleaux work "[Über den Maschinenbaustil](#)".



Or, get an insight into current research activities in drive technology with the [Proceedings of the MTM 2008](#), International Conference on Mechanisms and Mechanical Transmissions.

thinkMOTION - DMG-Lib goes European



The aim of the [thinkMOTION](#) project is to make the contents of the DMG-Lib accessible to the European public via the [Europeana](#) portal. After signing the so-called "Europeana Data Exchange Agreement" as a legal basis, the thinkMOTION team is currently working under high pressure on the technical integration of the DMG-Lib to the Europeana portal. In addition, numerous content could be localized and digitized in the respective partner countries. After their description, enrichment, and final quality control, these contents are available in the DMG-Lib soon.

Conferences 2012



Again this year the DMG-Lib will be present at international conferences. Meet us e.g. at the following events:

- [HMM Symposium](#)
07.-11. May 2012, Amsterdam, Netherlands
- [MTM - Robotics](#)
06.-08. June 2012, Clermont-Ferrand, France
- [Europeana Plenary](#)
14.-15. June 2012 Leuven, Belgium
- [IFToMM Meeting](#)
24.-30. June 2012, Ilmenau, Germany
- [EUROMES](#)
18.-22. September 2012, Santander, Spain

DMG-Lib e.V.



The [Association for Promoting the Digital Mechanism and Gear Library](#) (DMG-Lib e.V.) espouses 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 preservation. You are already a member? Then, at this point we thank for your loyalty and support!

Gesellschaft zur Förderung der Digitalen Mechanismen- und Getriebebibliothek e. V.
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You're receiving this email because you signed up to receive our newsletter.
Not interested anymore? [Unsubscribe here.](#)

Figure 5. Third thinkMOTION newsletter sent in May 2012 (English version)

DMG-Lib Newsletter 02/2012

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

For example, you find more than

- 12 000 fulltext documents,
- 1 500 mechanism descriptions,
- 2 800 biographies of outstanding engineers,
- 1 100 interactive animations or
- 27 000 images.

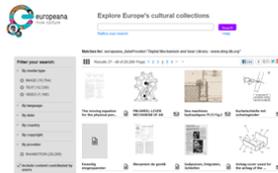
As part of the ongoing internationalization of the DMG-Lib, we recommend the biography of the romanian engineer [Anghel Salony](#), the first [Laboratory Works Guide for Mechanism Theory and Machine Parts](#) in Romanian as well as the first edition of the [Scientific Bulletin of the University "Politehnica" 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 Europeana



The aim of the [thinkMOTION](#) project is to make the contents of the DMG-Lib accessible to the European public via the [Europeana](#) portal. The first DMG-Lib content was successfully ingested into Europeana in July 2012. Currently, approximately **30 000 DMG-Lib items are visible in the Europeana portal**. This marks another major milestone for the preservation and public accessibility of the techno-cultural heritage and the current developments in mechanism and gear science.

New library resources



The DMG-Lib has extended its offer by an e-learning section. The section is opened up by the [series of lectures "Nonuniform transmitting gears"](#). Immerse yourself in the world of mechanism theory and follow the six exciting lectures by Prof. i. R. Dr.-Ing. [Reinhard Braune](#).

Follow us



Pinterest is a visual social bookmarking tool. [Discover our boards](#) and get inspired by some thrilling and unique DMG-Lib contents. You enjoy our pins? Then give us a "Like" or share our pins with others.

DMG-Lib e.V.



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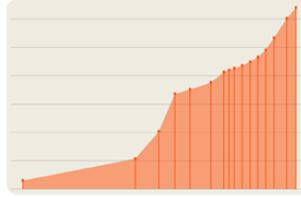
Figure 6. Fourth thinkMOTION newsletter sent in December 2012 (English version)

DMG-Lib Newsletter 01/2013

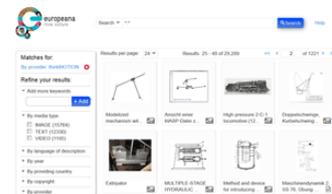
The stock of the Digital Mechanism and Gear Library (DMG-Lib) grows steadily and contains **more than 60.000 data records** meanwhile.

For example, you find more than

- 20.000 fulltext documents,
- 1.500 mechanism descriptions,
- 5.000 biographies of outstanding engineers,
- 2.000 interactive animations or
- 35.000 images.



thinkMOTION - DMG-Lib goes Europeana



A major part of the DMG-Lib stock is already accessible via the [Europeana](#) portal. In addition, the DMG-Lib supports the new Europeana Data Model (EDM) and provides a SKOS interface since February 2013. Thus, the DMG-Lib provides not only important metadata but also a description of the relationships between DMG-Lib objects - a key contribution to Europeana's semantic enrichment.

Visit us



Visit our station "Mechanism Worlds" at the [Long Night of Technology](#) on Saturday, 25 May 2013, in Ilmenau. Experience the fascinating world of mechanism and gear technology first-hand. Explore the functional principles of various mechanisms at our gearbox models. Browse through our digital archive of knowledge. Be creative and craft your own mechanism. Be our guest and let us introduce you to the world of mechanisms. You can find us in the Humboldt Building of Ilmenau University of Technology, Room 202.

Follow us



Do you already know [Pinterest](#), the new visual social bookmarking service? [Discover our boards](#) and get inspired by some thrilling and unique DMG-Lib contents. If you enjoy our pins, give us a "Like" or share our pins with others.

DMG-Lib e.V.



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Figure 7. Fifth thinkMOTION newsletter sent in May 2013 (English version)