Project N°: 610456

D7.2 Initial Press Release

April 23, 2014

Abstract:

This deliverable describes the procedure of the preparation of the initial press release, its translation and its sending to the media. It also includes the first impacts on the media of this initial press release.

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The EUROSERVER Consortium consists of the following partners:

Participant no.	Participant organisation names	short name	Country
1	Commissariat à l'énergie atomique et aux énergies alternatives	CEA	France
2	STMicroelectronics Grenoble 2 SAS	STGNB 2 SAS	France
3	STMicroelectronics Crolles 2 SAS	STM CROLLES	France
4	STMicroelectronics S.A	STMICROELECTRONICS	France
5	ARM Limited	ARM	United Kingdom
6	Eurotech SPA	EUROTECH	Italy
7	Technische Universitaet Dresden	TUD	Germany
8	Barcelona Supercomputing Center	BSC	Spain
9	Foundation for Research and Technology Hellas	FORTH	Greece
10	Chalmers Tekniska Hoegskola AB	CHALMERS	Sweden
11	ONAPP Limited	ONAPP LiMITED	Gibraltar

Revision history

Version	Author	Notes
1.0	Núria Masdéu (BSC)	First Draft D7.2
2.0	BSC	
3.0	Yves Durand	Fixes

Contents

1. Executive Summary

The objective of the Initial Press Release Deliverable is to 1) define a general strategy for creating and publishing press releases as well as to 2) report on the outcome of the initial and follow-up press releases for the EUROSERVER project. This press release may be sent out by all partners to all press contacts locally as well as translated into local languages, if needed.

2. Press Release: procedure

A press release is the one of the most effective ways of communicating the existence of the EUROSERVER project to a specific target audience (general public and related institutions).

The WP7 leader prepared a first draft of the press release. This text was then checked and approved by all partners in WP7 as well as by the Management Team (WP1). Once WP1 and 7 had agreed on the text, all partners agreed on a launch date and time. Each partner was responsible for translating the press release into the local language (German, Italian, French, Spanish, Greek and Swiss) and for sending the release to local media. Specialist media is highly recommended in this case, due to the technical content.

All press releases will be included into the EUROSERVER press corner of the project website, which will be created over the next few months. In addition, all partners have committed to publishing it on their institutional website (example: BSC has included the press release in the press section of its website: https://www.bsc.es/about-bsc/press/bsc-in-the-media/europe-invests-realising-next-generation-green-computing-micro) in order to increase clickthrough rates to the project website. The EUROSERVER website will include all press releases in all languages as well as all press pickups. All partners will inform the WP7 leader of their local press pickups.

Press Targets

EUROSERVER news is particularly targeted at: first, written media specialising in IT or HPC, and second, general newspapers and news agencies.

3. Initial Press Release

The initial press release in English was launched on 28 March 2014 with the following text:

Europe invests realising next-generation green computing for micro-servers and scalable compute

Barcelona, 28 March 2014.- The EUROSERVER project brings together under the support of the European FP7 ICT funding program world-class industrial and academic expertise to design and prototype technology, architecture and systems software for the future generations of energy-efficient reduced-cost micro-servers and scalable compute platforms.

Data centres, and computing in general, are driving the Information Society worldwide and are one of the key resources for innovation and leadership of European industry. As data centre traffic and workloads continue to grow, data centre scaling is increasingly constrained by existing server technology due to insufficient server density, high power consumption and high total cost of ownership (TCO). This is why EUROSERVER has taken to reconsider the basic components and fundamental system architecture of future technology and the resulting server platforms, by architecting and proving their suitability through delivering into a full prototype system.

There are three key axes to the EUROSERVER approach. Firstly, the project will use the low-power 64-bit ARM Cortex™ processors fabricated using the FDSOI fabrication technology, an ideal silicon platform for data centre workloads. Secondly, the project will advance the state-of-the-art in 3D silicon-on-silicon and multichip module package integration, placing multiple silicon "compute chiplets" on a active silicon interposer, while also integrating multiple gigabytes of memory within package together improving fabrication yields, compute density, reduced energy consumption and significantly reducing the cost of acquisition and ownership. Thirdly, EUROSERVER proposes a new backwards compatible system software architecture that allows resource virtualisation and sharing of global memory and I/O between multiple compute nodes while delivering new memory models that will enable the future generation of more efficient and high-performance software paradigms.

Launched in September 2013, EUROSERVER is a three-year project coordinated by *Commissariat à l'énergie atomique et aux énergies alternatives* (CEA) with a managed budget of 12.9 million euros, including 8.6 million euros funded by the European Commission's FP7 Programme plus significant indirect support from the industrial partners.

The three main project objectives are:

- To reduce energy consumption by: (a) using low-power 64-bit ARM cores, (b) reducing the core-to-memory distance through silicon interposer and packaging technology, and (c) while improving energy proportionality.

- To reduce the cost to manufacture, build and operate, by: (a) improved manufacturing yield through 3D integration of multiple chiplets on an active silicon interposer, (b) small size of the packaged interposer module, and (c) and energy-efficient semiconductor process (FDSOI).
- To improve software efficiency through next-generation system software that (a) manages the resources in a server with a common global address space and (b) isolates and protects multiple workloads from each other when they share resources such as I/O, storage, memory, and interconnects.

"The EUROSERVER prototype will demonstrate how the proposed approach can improve energy efficiency by a factor of ten, by 2020" says Yves Durand, EUROSERVER project coordinator. The prototype will be evaluated using workloads for (a) data centres and cloud computing (LAMP, WAMP, HADOOP, MySQL), (b) telecom infrastructures (network communications), and (c) high-end

embedded systems (vehicle onboard computer, automatic vehicle location tracking [AVL], advanced security and surveillance).

EUROSERVER brings together a European consortium, joining industrial technology providers, universities and research centres: Eurotech (Italy) as the system integrator, ARM (UK) as the world leader in embedded high-performance processor IP, and STMicroelectronics (France), Europe's leading semiconductor company, as well as OnApp (Gibraltar), which provides a complete IaaS platform for hosts, telcos and MSPs. In addition to the technology providers and users, EUROSERVER brings application and computer and memory architecture expertise from Barcelona Supercomputing Center (Spain), TU Dresden (Germany), FORTH (Greece) and Chalmers (Sweden).

More information is available at the project's website at www.euroserver-project.eu .

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- The release was also translated into Spanish, and the translated versions will also be included in the "Press" section of the EUROSERVER project. It was sent out to the following technical media:
- HPC Wire
- Scientific Computing World
- Technology Review
- Wired
- ComputerWorld
- eWeek
- The Register
- GreenComputing Report
- ISGTW

4. Press Release Pickups

The impact (in the form of "pickups") of the press release will be included in the EuroServer website.

All press pickups will be listed in the EuroServer's website on the press corner section. Each partner will inform the Dissemination leader in order to update each press pickup on the project website.

The following is a list of all pickups for the Initial Press Release:

Date	News title	Media
28/03/2014	Europe invests in next-	http://www.supercomputingonline.com/latest/57896-

	generation green supercompute	europe-invests-in-next-generation-green-supercompute