29th April, 2022

## Marketing & Communication

Where are we... What is gonna come next... Our achievements...
Keep posted with our marketing and communication plan!

[Click here to see the Marketing Gitlab Repo](#)!

## IOT SOLUTIONS WORLD CONGRESS

Huawei will be at IOTSWC as **Silver Sponsor** and present the Oniro Project there.

- Venue: Fira de Barcelona
- Date: 10-12 May 2022

## ONIRO AT IOTSWC PHYSICAL EVENT

### IN PERSON TALK SESSION
- Oniro will be on stage through the voice of Ettore Chimenti from SECO.
- Title: "Oniro: How an Open Source Project Can Revolutionize the IoT Market/Industry"
- Time: 10th May, Tuesday, 16:50-17:20 (CET)
- Venue: Room 4

### ON-SITE BOOTH
- Two screens will show the Oniro logo concept and the Oniro blueprints (MVP) and relevant use cases.
- On-site Booth n. D441



### PRESS BREAKFAST
- We are organizing a local media and press reach out/interviews at the press auditorium (a room inside the event venue). Support for the scope is provided by Huawei Spain PACD team
- Time: 11th May, 12:00-13:30 (CET)

### EVENT ASSETS
- Talks presentations and videos
- Social Planning
- Graphic designs for physical stand
- Flyers
- Gadgets
- Blueprints showcase (door lock, vending machine)
- Use cases → Oniro article https://www.iotworldcongress.com/oniro-a-vendor-neutral-open-source-os-for-next-gen-devices/

## ONIRO AT IOTSWC VIRTUAL EVENT

### VIRTUAL SESSION
- IOTSWC 2022 Extend is the Virtual Session of IOTSWC that will take place a week after IOTSWC 2022
- Time: On-demand session, May 17-19, 2022 (The virtual platform will be accessible from 28th April)
- Talk: we will present a pre-record talk of Amit Kucheria, Chief of Engineering at Huawei Open Source Technology Center.
- Title: "Eclipse Oniro: A production OS - Focus on your applications again"

### ONIRO VIRTUAL PLATFORM
- Oniro launch video as banner
- Online chat room and networking
- Oniro web portal call-to-action
- Infographic attached to give a brief introduction of Oniro
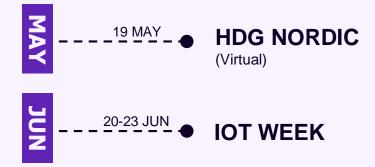
## PAST EVENTS & CONFERENCES

| APR | 19 APR | HDG France | - Talk hosted by Philippe Coval on Oniro<br>- Video:https://www.youtube.com/watch?v=UI4KXSDqG-Q |
|---|---|---|---|
| APR | 20-21 APR | FOSS NORTH | - 2 talks hosted by Marta Rybczynska and Carlo Piana, Alberto Pianon, and Rahul Mohan G<br>- Talks feedback: 30+ attendees and good engagement with the audience |

## UPCOMING EVENTS

| MAY | 19 MAY | HDG NORDIC (Virtual) | - Live session by Janne Mantyla for developers reach out<br>- Time: 18:00, UTC +3, Finland Time<br>- Zoom Link: https://us02web.zoom.us/j/86116730342 |
|---|---|---|---|
| JUN | 20-23 JUN | IOT WEEK | - One 6 sqm on-site booth<br>- One workshop introducing Oniro and demostrating the DJ Blueprint |

## WORK-IN-PROGRESS

- Oniroproject.org web portal redesign

- Assisting integration of Robot blueprint for DPE

- Lock box proto demo + meta-oniro flutter BP →



- PIPELINE - check status here:
https://miro.com/app/board/uXjVOKof93g=/
https://git.ostc-eu.org/OSTC/planning/prv-product/-/issues

- WIP Documentation release versioning

- WIP Documentation adaptation based on user personas

## CFP REMINDER

- Linux Plumbers Conference (2022-09-12 to 2022-09-14)
CPF deadline: 2022-06-13 and 2022-04-02 for microconference
https://lpc.events/event/16/abstracts/

- Embedded Linux Conference Europe (2022-09-13 to 2022-09-16)
CFP deadline: 2022-05-30
https://events.linuxfoundation.org/open-source-summit-europe/program/cfp/

*"Shoot for the moon. Even if you miss, you'll land among the stars."*
– Les Brown