

Publication:

UNI Online

Date:

November 13, 2008

Title:

BEinGRID – Much More Than Your Everyday Research Project

The screenshot shows a Mozilla Firefox browser window displaying the website 'uni online'. The browser's address bar shows the URL 'http://www.uni-online.de/presse.php?id=289650'. The website header features the 'uni online' logo and a navigation menu with links for 'home', 'magazin', 'studium', 'wissenschaft', 'weiterbildung', and 'job & karriere'. A main navigation bar on the left lists various categories: 'STUDIUM', 'FORSCHUNG/LEHRE', 'CAMPUS DIREKT', 'MAGAZIN', 'WEITERBILDUNG', 'JOB & KARRIERE', 'AUDI-O-MAX', and 'FACHGEBIETE'. The 'FACHGEBIETE' section includes a list of disciplines such as Anglistik, Architektur, Biowissenschaften, Bionik, Chemie, Elektrotechnik, Geowissenschaften, Germanistik, Geschichte, Informatik, Maschinenbau, Mathematik, Medizin, Pädagogik, Philosophie, Physik, Psychologie, Recht, Romanistik, and Termin.

The main content area features a news article titled 'BEinGRID - Much More Than Your Everyday Research Project'. The article text reads: '13.11.2008 BEinGRID, the largest ICT project financed by the European Commission, will be hosting a booth at the ICT 2008 event in Lyon on November 25-27. This release describes why this project is causing such a stir in research circles.' Below the article is an Amazon.de search bar with the text 'Suchen nach:' and a search button labeled 'LOS'. To the right of the search bar is a small advertisement for 'Abenteuer Medizinstudium...' by Christian Weier, J... Below the article, there is a paragraph: 'Brussels, November 12, 2008 - BEinGRID, the largest ICT project financed by the European Commission, will be hosting a booth at the ICT 2008 event in Lyon on November 25-27. This release describes why this project is causing such a stir in research circles.' Another paragraph follows: 'BEinGRID is much more than your typical research project. For starters it's huge, massive in fact. It has close to 100 partners, a budget over €24 million for a duration of 42 months. But that's just numbers. What really makes BEinGRID stand out is that it isn't trying to develop a platform, interconnect two technologies, solve a specific problem or explore new paradigms. No, BEinGRID is different. What BEinGRID really seeks to do is to stimulate the use of the technology in question, to bridge the gap between research and industry, to cross the chasm of technology uptake.' A third paragraph states: 'Celebrated emergent technology guru Geoffrey Moore postulates that there is a barrier along the hype-cycle between the early uptakers and the mainstream users. He calls this the "chasm" and describes how many technologies fail to cross it due to a lack of notable reference cases in the commercial sector.' The final paragraph reads: 'The project, led by Atos Origin and running until November 2009, builds on the premise that Grid computing is ready to cross this chasm and sets out to create those beachhead success stories in the commercial sector that will catalyze'.

On the right side of the page, there are several sidebar sections: 'MAGAZIN' with a list of topics including 'Rund ums Studium', 'Aus Forschung und Lehre', 'Tagungen und Events', 'Ad personam', 'Qualifikation und Weiterbildung', 'Job & Karriere', 'Aus den Fachgebieten', 'Aus den Hochschulen', 'Aus den Uni-Städten', 'Informationsdienst', 'Wissenschaft', and 'Aus aller Welt'; 'Google-Anzeigen' with advertisements for 'Fernstudium Psychologie', 'Virtual Global University', and 'Bwl Studium'; and 'MAGAZINTIPPS' with a 'polar' magazine cover and a 'Bwl Studium' advertisement.