

Keiichi Koyama

i Design inc., Tokyo, J



Speaker Qualification

Managing Director, i Design inc., Tokyo
Profile: Signage and Information designer
Member of Japan Industrial Designers Association
Teaching at Chiba University and Nagaoka Institute of Design
Specialization in signage design of public facilities, such as airports, railway stations, and environmental design fields.
Main objective is to communicate information by developing and providing userfriendly signage systems.

Past presentations:

IIID Vision Plus 10:

Visually Supported Barrier Free Communication in Tachikawa City

IIID Expert Forum 2006:

Terminal signage with an inclusive/universal design focus

TRANSED 2004, Hamamatsu, Japan:

Surveillance study aimed at improving the readability of the Tokaido

Shinkansen full-color LED train information system

2nd International Conference for Universal Design, Kyoto, 2006:

The universal information design at the airports in Japan

Personalized information systems in Japan

Abstract

Easily accessible information service systems, adjustable to user characteristics and preferences will be presented.

To support the interconnectivity between short and long-distance transport networks, the data which indicate users' preferences are identified by reader/writers from cards or from SIM/UIM in mobile phones.

"Tags", utilizing users' characteristics and preferences have already been developed and standardized. However, till now their use is limited.

We believe that interactive data are useful to all people who currently feel uncomfortable, such as foreigners, elderly and disabled persons. In Japan, practice oriented research and development is ongoing to use such "tags" in public transport and also in many other commercial fields.

In this presentation we introduce and study the current man-machine-interface design in Japan with some prototypes which imply the upcoming interconnectivity, from the view point of information design.