

## Chris Bleuel

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### Speaker Qualifications

Chris Bleuel lives in Berlin and has studied Communication Design at the University of Applied Sciences Wuerzburg focusing on interactive media and mobility under Prof. Erich Schöls and Prof. Carl Frech. He held workshops and guest lectures at the University of the Arts Berlin in the study Strategic Communication and Planning about design theory. He is founder member of the Steinbeis Institute Design and Systems. After working as concept developer and interface designer for the Intuity Media Lab in Stuttgart he leads the Interactive Unit at Fuenferken Design AG in Berlin together with Simone Heissel since 2007.

## Intelligent Pipelining: with the help of mobile devices public transport will become more effective for the user

### Abstract

Imagine the utopic idea of jumping into a tube and be spat out just where you wish to be. A future-oriented project always begins with a wish. To make the grade of working life an increasing demand for mobility has to be fulfilled. The challenge is to link the opportunities of public means of transport with the individual needs of the user. With the help of mobile devices the system of public transport will become more effective for the user.

Mobile devices are a fast growing integral part of daily live. They span the whole world, connect people and lie in the truest sense of the word like a virtual network over cities and their inhabitants. Every day millions of data are generated. This mass of data information visualises the mobility streams in urban areas and is helpful for orientation and navigation.

So what is the lack of public transport systems in today`s metropolitan areas?

Regardless of wether you use a ticket printer in Tokyo or the currently tested Touch&Travel System in Berlin, these systems do not give an inch if you want a bit more flexibility. They often just ignore our needs or do not listen to us properly because they just do what their are designed for. But can such applications do a better job?

Therefore one future challenge is to communicate and visualise relevant data personalised, situation-dependent and system-independent. Besides the user`s personality, preferences or mood are crucial factors to be taken into account.

On the basis of a scenario prospective possibilities of mobile navigation in urban areas by collective and public "real time" data will be explained. The focus lies on:

- > Personal Time Management Optimisation
- > Information Foretelling
- > Interface Data Visualisation