

## **Nicolai Stickel**

**Star Cooperation GmbH, Boeblingen, Germany**

## **Martin Foessleitner**

**High-Performance GmbH, Vienna, Austria**

### **Speaker Qualifications**



#### **Nicolai Stickel**

Nicolai Stickel is member of the management board at Star Cooperation - a consulting services company with 420 employees focusing on the automotive industry.

After studying Economics at the University of Augsburg, Nicolai Stickel began to work for Hewlett Packard as a procurement consultant before he was appointed procurement manager. Between 1999 and 2005, he was in charge of Service Marketing at the European Marketing Center of Hewlett Packard Imaging and Printing Group. 2005 Nicolai Stickel became General Manager at Star Cooperation in charge of the consulting and marketing services. In 2008 he was appointed Managing Director of Star Engineering.



#### **Martin Foessleitner**

Martin Foessleitner has a 10 years management background in a Japanese company of the digital imaging business, as a Product Manager in Eastern Europe and as Marketing Director in Austria before he founded High- Performance-Vienna GmbH in 1999. The company's work applies information design as a bridge to link the gap between the disciplines of marketing and sales in multinational corporations. He was speaker at the Expert Forum 2007 in Vienna and is board member of IIID.

## **New information systems for Taxi travellers – NewsCab**

### **Abstract**

This is a best practice case for an information system that provides traveller information to taxi customers. NewsCab shifts the focus from "transport" to "mobility" since it was designed from a travellers point of view and aims to enhance the travel experience. NewsCab - an installed screen in the front headrests - is an information as well as an entertainment system that brings real time information to the taxi traveller no matter where the taxi is. NewsCab has the potential to become a linkage for multimodal mobility concepts by providing travellers with the necessary information to make better decision on travelling options, and linking scheduled and on-demand mobility systems. The presentation will also give first experiences and learnings and will outline new perspectives of upcoming applications in public transport systems