

Chris Bleuel
Fuenferken AG, Berlin, Germany

Andreas Steinbeisser
MVG Munich Transport Authority, Munich, Germany

Speaker Qualifications



Chris Bleuel lives in Berlin and studied Communication Design at the University of Applied Sciences Wuerzburg focusing on interactive media and mobility under Prof. Erich Schoels 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. Since 2009 he is adviser for MVG.



Andreas Steinbeisser (42), Business Administration Graduate (UAS), is Deputy Marketing Director of Münchner Verkehrsgesellschaft mbH (MVG) and has been working for SWM/MVG since 1997. After training to be an industrial manager, Steinbeisser studied Business Administration at Munich's University of Applied Sciences, majoring in marketing.

On Demand Web Services for Users of Munich's Public Transport System (Here we are and where are we going)

Mobility is a vital part of human life. Mobility needs appear in different ways by e.g. individual traffic, local public means of transport, or mixed systems like going by train combined with bike or car sharing.

Individual traffic in particular causes major environment problems and problems of traffic congestion especially in urban areas. Strengthening public transport is often favored, but this preference is not reflected in the number of local transport users. There is space for more effectiveness!

This phenomenon can be explained by the fact that a central problem involved in local public transport usage is its complexity. The need is to improve the amount of real time information and to transform it into an accessible on demand service.

Operating Munich's underground, buses, and trams, Münchner Verkehrsgesellschaft (MVG) has played an important part in this success story. More than 550 underground cars, 96 trams and over 250 buses belonging to the fleet of MVG are in service for Germany's second largest municipal transport operator. Andreas Steinbeisser, Manager Marketing and New Products at MVG and Chris Bleuel, Information Designer and Consultant will talk about a personalized local public transport guidance system, analyses of the MVG Web Services. The speakers will present solutions and strategies including real time information and ticketing for a mobile support system of Munich's local public transport system. The presentation will show transfer solutions between public static information and personalized and on demand information.