

Michael Frankenberg

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Speaker Qualifications

Michael Frankenberg, born in 1970, studied Computer Sciences at the University of Bonn (Rheinische Friedrich-Wilhelms-Universität). There he accomplished a master degree in computer sciences (Diplom Informatiker).

In 1996, after his graduation, he started working as a software developer and project manager in the field of timetable information systems (HAFAS) at HaCon Ingenieurgesellschaft mbH, Hannover. In 2001 he became one of the partners. Since 2005 he is managing director.

Speaking experiences:

Informations- und Kommunikations-Technologie in der E-Mobility, Speaker: Michael Frankenberg (HaCon), Andreas Bentz (T-Systems International), Event: InnoZ GmbH, EUREF Institut Berlin GmbH, 28 January 2010, Berlin

Next generation of journey planning software, Speaker: Michael Frankenberg, UIC Annual eBusiness Conference, 22/23 October 2009, Paris

Mobile Real Time Applications for Public Transport

The mobile Internet has captured the mass market. More and more people discover the new opportunities offered by Smartphones. Large displays and touch functionalities make using them an intuitive experience. High sales numbers and stronger use of the mobile Internet have caused a boom for mobile applications and provide new opportunities in the field of customer communications for public transport operators.

Pure timetables were yesterday. Today, customers demand additional value – value which further details provide, e.g. concerning passenger navigation and service. While travel planners used to focus mainly on pre-trip planning, new mobile applications can provide additional advantages for on-trip navigation. This requires integrated geographical data and high quality real time information.

In future, the aim will be to accompany the passenger on his complete journey and to provide him automatically with all the information relevant to its trip. Today, with a match-me-function, Smartphones can recognise where the passenger is located or which means of public transport he is using. So, on his mobile phone the passenger can follow the current route of the mode of transport he is on – live. Further travel connections en route can be made visible in real time as well. A mobile travel companion, therefore, provides the voyager with fore-sighted information about the status of his journey, it informs about delays in time and about alternative connections.

Inform actively whenever necessary: This is the way how transport companies can communicate directly and individually. As a result, they will gain more satisfied customers.