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Speaker Qualifications



Michael Kieslinger MA is founder and manager of Fluidtime, where he is responsible for product and service development. In London he studied Interaction Design at the Royal College of Arts, as well as Computer Music and Electronic Media at the University of Music and Performing Arts in Vienna. From 2001 to 2003 he was assistant professor at the Interaction Design Institute in Ivrea, Italy. Michael Kieslinger has been speaker at many international conferences such as the "O'Reilley ETECH" in San Diego and the "Doors of Perception" in India and the Netherlands.

The importance of users and crowd sourcing systems for the creation and the operation of traffic information services

Crowd-Sourcing-Systems shall increasingly be used for the development of traffic information systems. Users have to be integrated into future services because they make their information available which becomes more and more indispensable. The content of this presentation focuses on the growing importance of the users for the development and the operation of traffic information systems.

Today's users orientate themselves in terms of Web 2.0. The relevance of social media grows. This trend represents a special challenge for companies which work on the supply of information systems. At the same time user-supported information offers a huge potential for the development of intelligent traffic information services of the future.

Fluidtime specifically integrates potentials, such as Crowd-Sourcing, into its developments. The active users' integration contributes to the improvement of transport infrastructure and accordingly to the traffic information services on the current company. Above all it also contributes to the optimisation of services, which are only generally determinable (e.g. bicycle-route planner). The presentation is going to introduce current projects of Fluidtime, which prefer the mode of an active CRM-strategy. Afterwards practice-examples of Crowd-Sourcing-Projects within public transport will be picked out as central themes.

The development of guidelines for traffic providers and for the production of information systems is an important point for a successful integration of social media in the context of traffic. In this connection the following questions arise: Which criteria should be used in the area of user data? Which data is relevant for the creation of information systems? A wide range of answers to these questions will be given by the presentation.