

Martin Föbleitner

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Speaker Qualification

Martin Föbleitner 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.

In between. Travelling zones.

Abstract

Travellers pass various zones when changing between different modes of transport. Effectiveness of public transport may be measured by how long it takes, but speed is not the only criteria.

Analyzing a pan-European journey various opportunities on tour will be displayed for the sake of effectiveness. What are or may be the possibilities and experiences of information supply and atmosphere on board and in between, while waiting for the next correspondence. Besides that the contribution of information design to make a trip also more planable as well as more enjoyable, by linking the gap between the different modes of transportation by infoconnectivity will be presented, to regard a journey perhaps as something more than the sum of its parts.