



1 *Mobility is made easy!*
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IMMER MOBIL: INDIVIDUALIZED LOCATION-BASED TRANSPORT SERVICES

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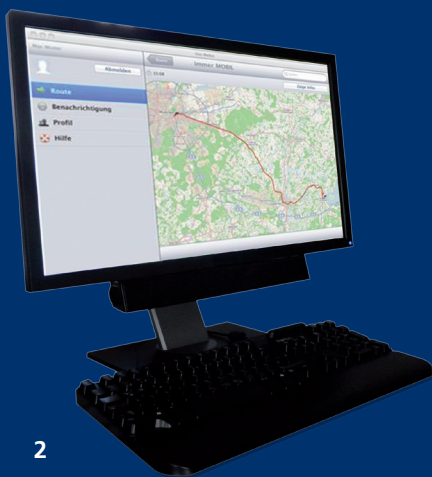
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Initial Position

In future, our aging society requires expanded mobility options, which enables especially the generation 50plus an independent life and a spontaneous mobility beyond the own household. Active elderly people, who are young at heart, want to stay mobile into old age. Their growing number and the tendency that elderly people are not necessarily living in a family, within someone take care of them respectively drive them by car to appointments, are reasons which show the need of an adjusted mobility offer. The project »immer Mobil« (English »always mobile«, »stay mobile«) should afford to use present mobility offers easily and comfortable in rural areas.

Problem

The project »immer Mobil« pursues the idea to improve the offer-and-demand ratio of rural transportation services by using telematics and ICT. Thereby, the system involves beside classical public mobility offers and taxis also special irregular offers from social and private service providers like social driving services, local busses or hailed share taxis. The users have the choice to tick between different alternatives to maintain information or request for mobility offers. Thus, an easy and uncomplicated booking of individualized transport services is possible via pushing one button.



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Course of action

Travel information, routing and booking will be constantly supported via mobile devices and services. An online database compares current demands and offers corresponding to the location, personal preferences and requirements of the end-user. Due to the matching of present and location-based requests and offers, it is possible to provide suitable mobility options.

The service is usable both via internet, mobile device and phone. By means of satellite navigation, mobile devices can identify the current position of the user. Thus, the end-user can book individualized transport services uncomplicated and easily, virtual by pushing one button.

The intercession of mobility offers occur individual. In the process, current position and personal preferences are respected. These can include e.g. details to health status, maximum length of route taken on foot, cost limitation or maximum desired time of waiting. Also the possibility of transporting a walking frame or a wheel chair can be checked if required.

The users can choose between different possibilities to get information or request for mobility offers, furthermore it is important to regard the needs and requirements of elderly people related to operating options. Within the project, several variations of user services and mobile devices, inclusive a call center consultancy solution

would be conceived and tested.

The data was evaluated and the potential of use and improvement of mobility requirements was depicted, after a demonstration phase.

Bundling of competences

The project »immer Mobil« is realized in collaboration with numerous cooperation partners, with different competences to reach the best possible result. Fraunhofer Institute for Material Flow and Logistics as well as Fraunhofer Institute for Software and Systems Engineering work in close cooperation with VCE Transport Logistics Consulting & Engineering GmbH. Project partners are also proTime GmbH, Deutsche Bahn Oberbayernbus GmbH and Oberste Baubehörde Bayern. Furthermore, AOK Bayern, Malteser Hilfsdienst, rural district Rosenheim with Rosenheimer Verkehrsgesellschaft and rural district Traunstein are involved in the project. Likewise, Lange & Fendel Software, INN-Dienstleistungszentrum, taxi companies, car sharing agency MiFaZ and further associated partners belong to the project »immer Mobil«. The project was supported by the Federal Ministry of Economics and Technology based upon a resolution of the German Federal Parliament.

Result

All transport service offers at a glance and destination arrival by pushing one button? That works with the help of »immer Mobil«!

In 2011, a field test of the project »immer Mobil« was conducted in the rural districts Rosenheim and Traunstein. The result has confirmed the technical reliability as well as the user friendliness.

With the intermodal mobility platform it is offered a so far nationwide, unique transport service information system in Germany. Future potential of »immer Mobil« is seen in the geographical extension and in the inclusion of further transport associations, which could integrate their offer in the »immer Mobil« system. Furthermore, it is also contemplated the inclusion of flexible modes of transportation like car sharing and call-a-bus services, as well as an expansion in direction of an accounting and payment system.

Project homepage: www.immermobil.org.

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