

**Project partners**

- VCE Transportation Logistics Consulting & Engineering
- Fraunhofer Institute for Material Flow and Logistics IML
- Fraunhofer Institute for Open Communication Systems FOKUS
- Regionalverkehr Oberbayern GmbH (regional public transportation)
- Supreme authority for construction at the Bavarian State's Ministry of the Interior
- AOK Bayern (statutory health insurance)
- Malteser Hilfsdienst (assistance services)
- Rosenheim County including RoVG (local public transportation)
- Traunstein County
- proTime GmbH
- Lange & Fendel Software GmbH
- INN-Taxi GmbH
- Mobile Dienste Aicherhof (mobile services)
- LICON Logistics e.V.
- Agency for arranging lifts of Rosenheim County (including additional associated partners)

This project is supported by the German Federal Ministry of Economics and Technology in accordance with a decision of the German Bundestag.

**Fraunhofer Institute for Open Communication Systems FOKUS**

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[www.immermobil.org](http://www.immermobil.org)



*Supported by the German Federal Ministry of Economics and Technology.*



**IMMER MOBIL**

INDIVIDUALISED LOCATION-BASED  
TRANSPORTATION SERVICES FOR ELDERLY  
PEOPLE IN RURAL AREAS





MOBILITY MADE EASY!



ENJOY LIFE IN EVERY AGE!



INDIVIDUALISED MOBILITY!



REACH DESTINATIONS QUICKLY AND SAFELY!

## REACHING THE DESTINATION AT THE PUSH OF A BUTTON

### Mobility for all!

In our ageing society, enhanced mobility solutions are needed to facilitate an independent living and to support out-of home mobility of the silver generation.

The project “immer Mobil”, i.e. “always mobile”, enables senior citizens to use up-to-date and enhanced mobility offers in rural areas in a very convenient and easy way. A key concept of “immer Mobil” is to improve the matching between transportation needs and transportation services with specialised telematics, information and communication technologies. In addition to traditional public transportation services, these novel approaches also integrate irregular alternatives like community transportation, private transportation services, or hailed shared taxis.

End-users can select and order individualised trips that are optimised to meet their personal requirements at the push of a button.



USING MOBILITY SPONTANEOUSLY!

## INDIVIDUALISED MOBILITY MADE EASY

### Taking into account personal needs

The new service arranges trips taking current locations and personal preferences into account. Parameters to be considered include, among others,

- preferred means of travel,
- costs,
- waiting times,
- accessibility of transportation means and infrastructure,
- a maximum distance to be travelled by foot.

This enables end-users to select their optimal travel option easily and in an ad-hoc way.

## THEORY MEETS PRACTICE

### Participation in a field test

In mid-2011, a prototype of the system will be tested in the counties of Rosenheim and Traunstein. The field test will feature different mobile devices and end-user services, including a call center. Key goal of the test is an analysis of system usability and user acceptance.

Members of the silver generation are invited to join the test team, to analyse the “immer Mobil” prototype and to provide input for future system improvements.



TEST AREA: ROSENHEIM, TRAUNSTEIN

### Join the test team!

Persons interested in becoming a test user, are invited to get in touch with our end-user contact point (contact details overleaf).