



INTERACTIVE INSTITUTE

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www.tii.se

www.experimedia.eu

www.schladming.at



EXPERIMEDIA

Experiments in live social and networked media experiences

Schladming





Schladming, Austria

- 300 km from Vienna
- 220 km from Munich
- 180 km from Graz
- 90 km from Salzburg



Schladming in Austria

- Winter tourism
 - Skiing & Snow boarding
 - Cross-country skiing (summertime on the glacier)
- Summer tourism
 - Hiking
 - Mountain biking (downhill track)
 - Climbing
- Alpine World Championships in 2013





FIS ALPINE
SKI WM • 2013

Schladming







LB 11









LAWINENGEFAHR
DANGER D'AVALANCHES
DANGER OF AVALANCHES
PERICOLO DI VALANGHE















First steps - Public WIFI

- Currently ~250 hotspots in the whole region
 - City of Schladming
 - Villages around Schladming
 - Mountains
- Free for users
- Made for restaurants, hotels, b'n'b, shops, etc.
- Landingpage after connecting to the WIFI
 - Might be used for special events or promotions



Next step - Schladming API

- Data pool of Schladming („Open Data“)
 - needed for several projects
 - Opportunity for the region
 - Help developers building great services
- Status: talks how it should be done and who can provide which data



Next step - App

- **Mobile Application**
- **Special features for WC**
 - Races (Timetable, live information, starters)
 - Visitor information
 - Sponsors
- **Features which last**
 - Where to eat, drink, sleep, etc
 - Events
 - Hiking, biking, skiing
 - Weather
 - Local news
- **Status: concept and call for bids**





www.planai.at



Skiline

 **planai**
& HOCHWURZEN



Augmented Reality



Other infrastructure

- 2 local TV stations
- Conference center
- 3D Reality maps (www.realitymaps.de) are currently created



- 4G mobile network (LTE) being deployed

- Live video with Andrea Schodl from Schladming

Design brief

- Enhance the 'quality of experience' of being in and around Schladming
 - Broad interpretation of experience
- Think participation, user-generated content, socialization, gamification – locally and globally

Why do this at all?

- Help Schladming and Experimedia with ideas
- Extend your personal networks
- Compare approaches to idea generation and development between different schools
- Prizes to win!
- Have fun!

Things to consider

- Time span
 - During visit to Schladming
 - Before (planning, anticipating, etc)
 - After (remembering)
- User-generated content, online social networks
- Assume people have smart phones
- May assume new, special technology
- Gamification, and have fun

Documentation

- Pitch your idea!
- Youtube video – max 3 mins
- PDF document
 - Authors
 - Brief description of idea, incl. motivation
 - Use scenario
 - Technology used
 - Voluntary supplementary material
 - sketches, mock-ups, website, etc...
- Send by email to peterlju@tii.se

Schedule

- Today:
 - Divide into groups (we will assist)
 - Warming up exercise
 - Idea generation, brainstorming, developing ideas
 - Sketches, mock-ups
- Tomorrow
 - Hand in design proposals by 13:45
 - Presentation of results at 15:50
- All ideas will be documented on the SIDeR webpage.
- For more details – See the SIDeR webpage (soon).

Guidance and tutoring

- Me and others from Interactive Institute available to answer questions today and tomorrow
- Possibility to chat (Skype) with people from Schladming later today
- Andrea Schodl - general issues
- Peter Höflinger - technical issues



**FIS Alpine World Ski
Championships 2013**

Magical Triangle®

SCHLADMING

And now...

- Warming up exercise!