

# ShLOW final report Klingan\_20100115

## 1. Search of a co-operation partner: Five companies contacted

When I was searching for outdoor screens in the internet I found five proper companies in Austria, contacted them all and tried to inspire them for a cooperation for creating an interactive outdoor display.

## 2. Application for appropriation: Contact with the Federal Minister Mrs. Doris Bures (Federal Ministry for Transport, Innovation and Technology)

Unfortunately the ministry focuses on a campaign against "alcohol & driving" and therefore can not support my project (developing an interactive outdoor display and "Guerilla-Marketing").

## 3. Contact with "Epigus" - Institute for Holistic Accident and Safety Research

As soon as I have a prototype of my "interactive display" manager of Epigus Mr. Univ.-Prof. DI Dr. Ernst Pflieger will name me a test track which is known for excessive and inappropriate speeding. First the speeding will be checked by a radar gun only. Secondly my "interactive display" will be installed and speeding will be checked once more. Comparing the two results should point out the advantage of my project.

## 4. Meeting in Wels with a prospective co-operation partner on 27.08.2009

After contacting five potential companies for creating an interactive outdoor display finally only one remained interested. On the 27<sup>th</sup> of August 2009 I had a meeting with the head of technical development Mr. Berngruber in Wels. At the moment the company checks their possibilities for realizing my interactive display. The final decision will be on 12<sup>th</sup> of October 2009.

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## 1. Discontinuation of the project

Unfortunately it was neither possible to find a sponsor nor to create an outdoor display which was able to operate in real traffic situations. (e.g. Airflow of trucks)

## 1. Results and Impact

Although my campaign with the outdoor display didn't work out I am still convinced that awareness raising direct at the hot spots would be an efficient part of speed management.