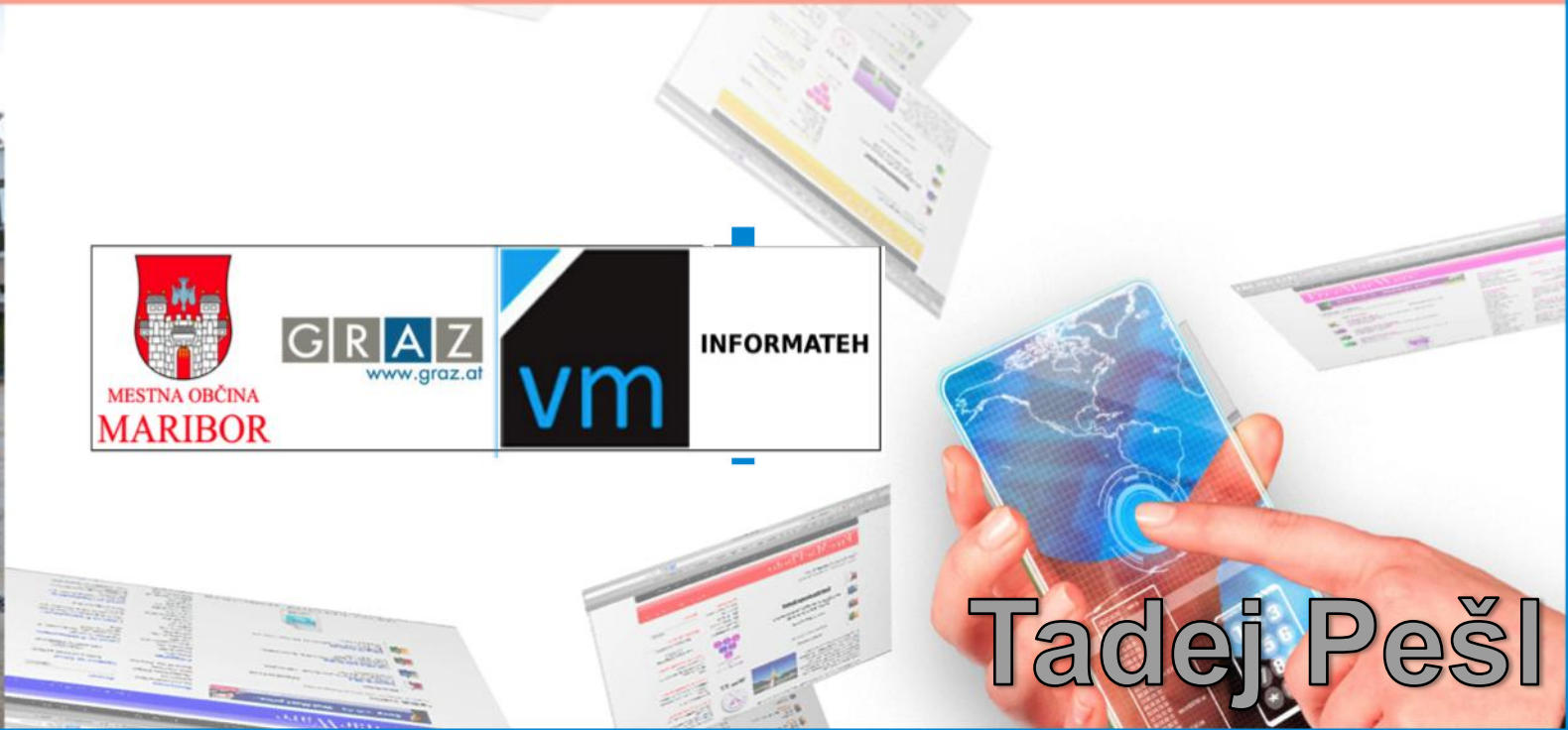


# Interaktivna informacijska točka v Mestni občini Maribor



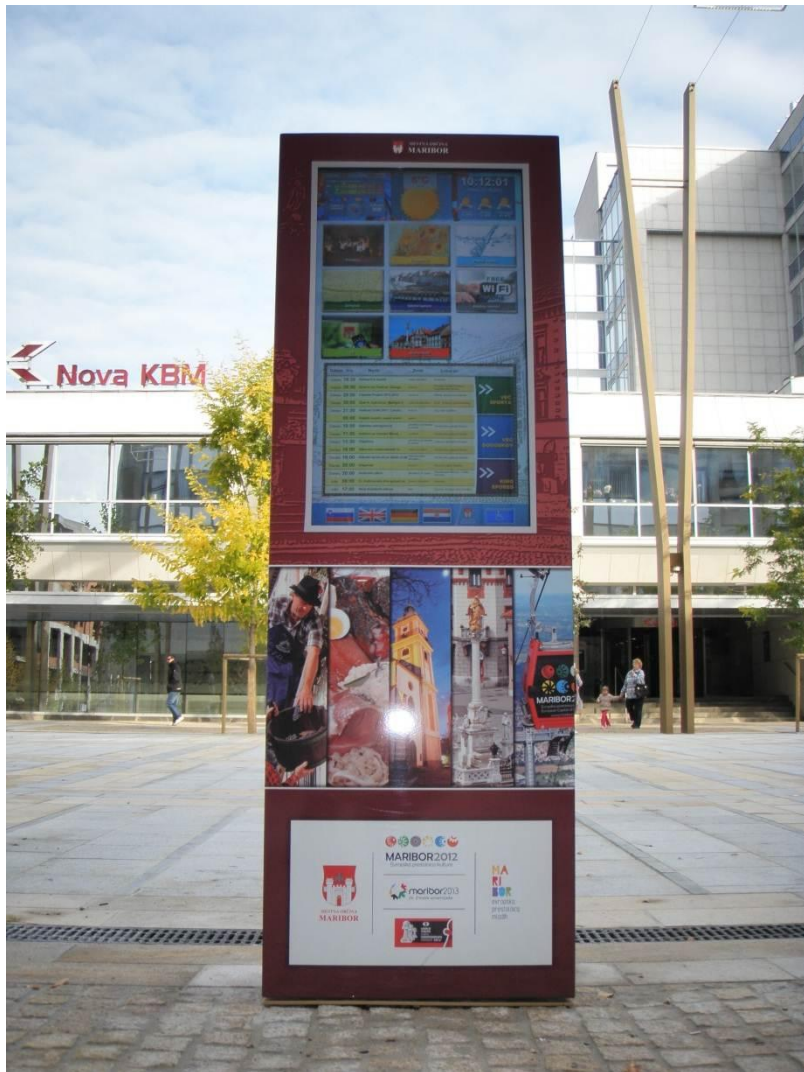
Prave informacije, na pravem mestu, ob pravem času...



Tadej Pešl



# Interactive city information point



- **Innovativity**
- User oriented
- Simplicity of use
- Low-cost accessibility
- Web sites connectivity
- Multi lingual interface
- Support to major cultural & sport events
- Support to cross-border cooperation
- Experimenting in the Living Lab Environment





# Allied partners

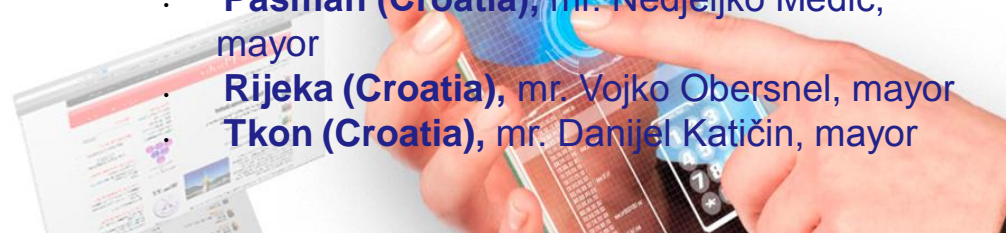
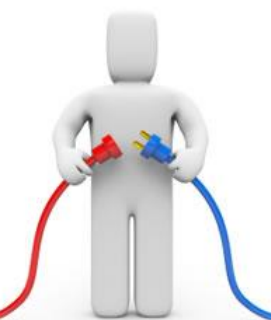
## Countries

Slovenia  
Austria  
Croatia  
Serbia  
Montenegro



## Municipalities

- **Maribor (Slovenia)**, mr. Franc Kangler, mayor
- **Graz (Austria)**, mr. Gerhard Ablasser, head of EU programs and international cooperation
- **Cetinje (Montenegro)**, mr. Matija Dautovic, mayor's advisor for investment and development
- **Kruševac (Serbia)**, mr. Dragan Jovanovic, mayor
- **Novi sad (Serbia)**, mr. Igor Pavličić, mayor
- **Osijek (Croatia)**, mr. Krešimir Bubalo, mayor
- **Krapina (Croatia)**, mr. Josip Horvat, mayor
- **Rab (Croatia)**, mr. Zdenko Antešič, mayor
- **Novalja (Croatia)**, mr. Ivan Dabo, mayor
- **Kolan (Croatia)**, mr. Josip Zubović, mayor
- **Povljana (Croatia)**, mr. Ivo Pogorilić, mayor
- **Pašman (Croatia)**, mr. Nedjeljko Medić, mayor
- **Rijeka (Croatia)**, mr. Vojko Obersnel, mayor
- **Tkon (Croatia)**, mr. Danijel Katičin, mayor







# Major benefits

- **Connecting cities, cross-border promotion of tourism and events**
- Adding, changing or deleting info without additional costs
- Manageable from office (multiple info points)
- No waste, no additional printing, no use of paper









# Izkušnje pri uporabi metodologije prototipiranja – živi laboratorij



- **Zaznane predvsem prednosti**
- Zorenje rešitve s pomočjo sodelovanja dosedanjih partnerjev (Graz), nove ideje, izboljšave (kamera, polnilne postaje)
- Postavitev prototipa v okolje za testiranje (MOM)
- Postavitev prototipa/pilota v produkcijsko okolje na trg, spremljanje odziva uporabnikov, izboljšave na podlagi izkušenj
- Predstavitve partnerjem v produkcijskem okolju
- Nove ideje





# Hvala za pozornost!



MESTNA OBČINA  
**MARIBOR**



**MARIBOR2012**  
European Capital of Culture



**maribor2013**  
26<sup>th</sup> Winter Universiade



**MA**  
**RI**  
**BOR** 2013  
European  
Youth  
Capital