Fraunhofer IAO

The basis for all work undertaken at the Fraunhofer IAO is a deep conviction that business success in a globalized arena is contingent on an ability to profitably leverage new high-tech potentials. In order to optimally exploit these opportunities, companies must be capable of developing and implementing customer and employee-oriented technologies faster than their competitors. Work organization concepts must be simultaneously innovative and anthropocentric. A systematic design, in other words, is the outcome of pooled management and technical expertise. This holistic perspective when it comes to project processing ensures that equal consideration is given to commercial success, employees’ interests and social consequences.

Through its close cooperation with the Institute for Human Factors and Technology Management (IAT) of the University of Stuttgart, Fraunhofer IAO unites basic university research with applied science and business practice.

More than 14 200 m² of offices, laboratories and technical installations are available to carry out contracted research.

Our customer-focused range of services is based on the following areas of business:

- Corporate Development and Work Design
- Service and Human Resources Management
- Engineering Systems
- Information and Communication Technology
- Technology and Innovation Management
- Mobility and Urban Systems Engineering

Further information
www.iao.fraunhofer.de/lang-en
http://blog.iao.fraunhofer.de
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E-CAR SHARING COMES OF AGE
Giving up your own car and sharing one with other people instead – car sharing is the hot trend of the moment. But if it’s going to succeed with electric vehicles, charging times need to be shorter and booking processes simpler. That means a straightforward process for finding the electric car that best suits your needs as well as a wide-ranging charging infrastructure. At the eCarTec trade fair in Munich on October 22, six Fraunhofer Institutes will be demonstrating the technology that will make e-car sharing a viable concept.

BOOK RELEASE “THE FASCINATION OF COWORKING”
The “coworking” and “coworking spaces” phenomenon is popping up in the media with increasing frequency. Even so, this way of organizing labor and cooperation appears to be the exclusive right of the self-employed or young start-up companies. For the first time, Fraunhofer IAO examines how companies and their teams can benefit from the new approaches in the special research association project Office 21.

IT SECURITY IN THE DIGITAL SOCIETY
In the age of big data, industry 4.0 and cloud computing, IT security for enterprises and consumers is growing ever more important. At the Open Identity Summit 2014, experts from these research fields will be joined by industry representatives with practical experience to present solutions for secure identity management and technologies designed to enhance data protection.
Every day, private motor transportation causes traffic jams, pollution and a shortage of parking spaces. The number one mode of transportation – the automobile – is one of the biggest burdens on urban spaces and their inhabitants. But does it have to be this way? Other options have emerged that offer reliable, low-emission mobility in cities and the surrounding areas: not just electromobility, but digital networking and car sharing, too. In a project entitled “Shared use of e-mobility: vehicles, data and infrastructure” (GeMo for short), six Fraunhofer Institutes are combining these trends, which so far have been worked on virtually in isolation, and making them accessible.

The result: a comprehensive package of eight technological innovations that are making shared e-vehicles the true superheroes of the city. To better demonstrate these advances, the institutes have bundled them in a concept car. With access to a pioneering infrastructure featuring inductive charging stations and cloud-based charging management, charging the e-car becomes fast and straightforward. What’s more, if it’s a car sharing vehicle, drivers can easily find it in the city and book it using a convenient app. An on-board unit enables the car to communicate with various cloud services, other e vehicles and the charging infrastructure. As a result, the car can provide data on its position, or how much charge its battery has remaining.

“To make shared mobility a reality, we have to link vehicles, data and infrastructure. That was the core of our project,” says Florian Rothfuss, the person in charge of the GeMo project at consortium leader Fraunhofer IAO. “What we need are applicable information and communication solutions that are both very reliable and easy to use. However, everything depends on having a convenient charging infrastructure integrated within the city.” The six Fraunhofer Institutes will reveal their solutions on October 22 at eCarTec in Munich (booth 418). Naturally, visitors will have the chance to take a close look at the concept car and get information about the new technologies straight from the developers. Experts from automotive manufacturing as well as urban and project development will also be on hand to discuss the future of mobility.

Working on the GeMo project are researchers from the Fraunhofer Institutes for Embedded Systems and Communication Technologies ESK in Munich, for Open Communication Systems FOKUS in Berlin, for Industrial Engineering IAO in Stuttgart, for Integrated Circuits IIS in Erlangen, for Solar Energy Systems ISE in Freiburg as well as for Transportation and Infrastructure Systems IVI in Dresden.

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In the past ten years, coworking has evolved into a global phenomenon that might seem a bit suspicious at first glance. Office work suddenly takes place in an inexpensive, sometimes downright cheap infrastructure. And while organization seems to be non-existent, very often, a culture of cooperation, mutual helpfulness and support emerges. Such coworking spaces have developed an allure, growth and creativity unparalleled in most companies. How can this be?

The Fraunhofer IAO’s new book “The Fascination of Coworking – Potentials for Companies and their Employees” takes a close look at the essence of this new form of working. Beginning by proposing a definition for coworking, the authors then attempt to uncover the reasons why people find it so fascinating. Is there a way for companies and the people who work there to benefit from the coworking concept? Is there even a comparable form for companies, and if so, what is it? The publication provides answers to these questions by presenting starting points and cooperative approaches as well as outlining future scenarios and their requirements, opportunities and challenges.

Researchers shed light on the potential of new modes of working for companies

Intended for senior management, innovation managers, human resources officers and company real estate managers, the book is also of interest to start-ups and operators of coworking spaces.

The book is available for order from the IAO shop (price: 24 euros).

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Open Identity Summit 2014 focuses on identity management, cloud computing and data protection

It is clear to see from recent data theft scandals, just how critical the subject IT security has already become for the business world. Robust identity management, in particular, plays a key role in the secure handling of data because it regulates who has access to what data – and how to ensure that those accessing the data really are who they claim to be. This is of special concern when it comes to cloud computing. “For small companies, in particular, a server in the cloud can be much more secure than a proprietary network,” explains Dr. Heiko Rossnagel, who is responsible for the Open Identity Summit 2014 at Fraunhofer IAO.

Cloud computing is just one of the identity management topics that will be discussed at the Open Identity Summit from November 4 to 6, 2014. This forum will also consider legal and economic aspects, technologies that promote data protection, and open standards and interfaces. By bringing together the viewpoints of both scientific experts and business practitioners, the summit can offer participants a holistic approach to these highly topical issues. The conference will kick off on the Tuesday with a SkIDentity project workshop. The results of this project, which is sponsored by the German Federal Ministry of Economics and Technology, show how to bridge the gap between secure electronic IDs and existing cloud computing infrastructure. During the workshop, participants will be presented with a variety of demonstrators and have an opportunity to talk with practitioners in these areas. From Wednesday onward, the Open Identity Summit will offer both a series of scientific lectures and a range of case-study presentations from industry representatives on selected topics. An accompanying exhibition will enable the attendees to get to know the latest solutions for identity management and IT security. All of this – in combination with keynote speeches, specialist presentations and a panel discussion – will give the participants an ample opportunity to network with experts, providers and users.

The attendance fee for the entire conference is € 545; those attending only the first two days will pay € 345. The deadline for registration is October 29, 2014.

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