



INTERNET

The no-longer quite so new Internet has in the meantime gained entry along a broad front into all areas of commercial and public life. Company internal networks are mutating into networks within networks and are leaning as Intranets on the well-tried conventions of the global network.

Institutions, which up to now have preferred the usual communications and information technologies, fully realise the potential and utilise the convergence, and with it the permeability of the new technologies.

Today, when preparing this offer, the question is concerned not so much with the technical demands, but rather how information can be prepared and conveyed in a user-friendly medial and didactic form. A functional overview is therefore most important, as today, Internet pages overloaded optically with contents are no longer accepted.

If however, Internet presentations have to be equipped with complex

functionality, as for database connections, shopping systems or geographical information systems, then a flexible software solution is not only the key, rather it is the basis of a successful project. Bandwidth optimisation and browser compatibility solutions should therefore be given priority.

Internet presentations with a suitable desktop design are also suitable for touch sensitive screens, and can thus similarly be made available via terminals in public areas. With this, communal information systems or applications in exhibitions, museums and trade fairs constantly receive up-to-date information.

With the convergence of digital media, the result is varied overlapping of the internet with other Media products such as, for example, the print media, sound and video or databases. Themes, layouts and data collections can therefore be used in parallel to curb costs. Here, many and varied unpredictable possibilities for optimisation are opened.



References

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House of Nature, Ruhestein
Natur Park Southern Eifel, Teufelsschlucht, Erzen
Böcking Vineyard, Traben-Trarbach/Mosel
Schliffkopf Hotel, Black Forest
Moulin d'Ibure, France
Zarra Kostüm, Berlin
Unternehmenstheater Tübingen