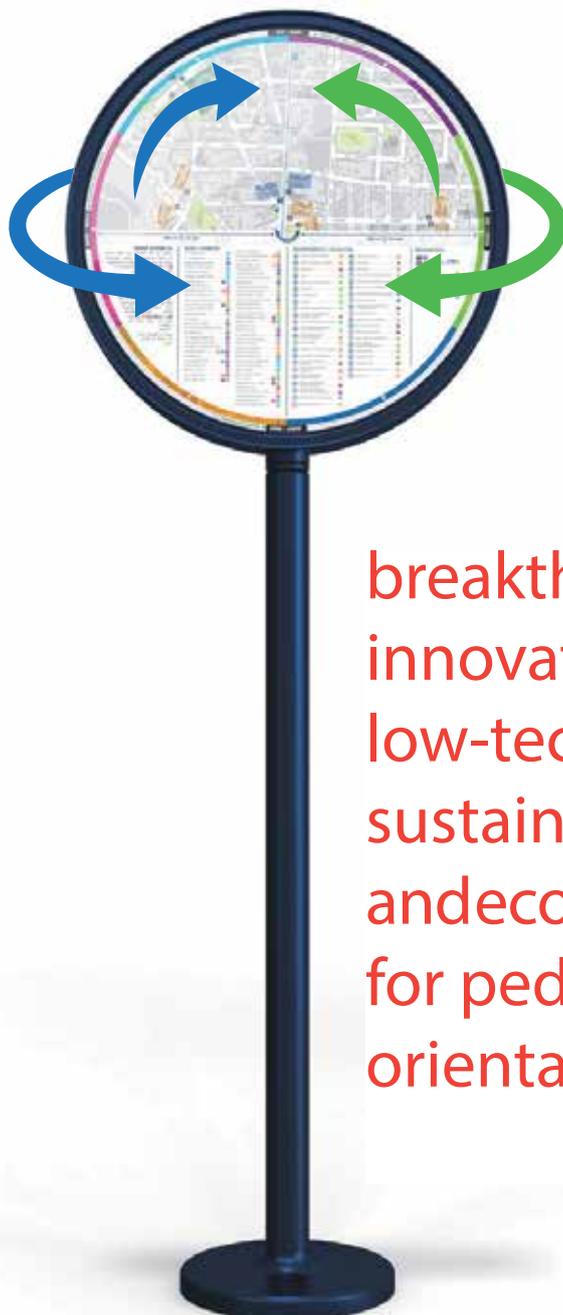


The Rudder[©]

by VOOG



breakthrough
innovation,
low-tech,
sustainable
and eco-responsible
for pedestrian
orientation

www.voog.fr

press contact: media conseil presse

Marie-Claude Prévitali, Karim Hachim and Fabien Dominguez
00 33 (0)4 76 86 84 00 - 00 33 (0)6 08 98 74 13
contact@mediaconseilpresse.com
photos on mediaconseilpresse.com

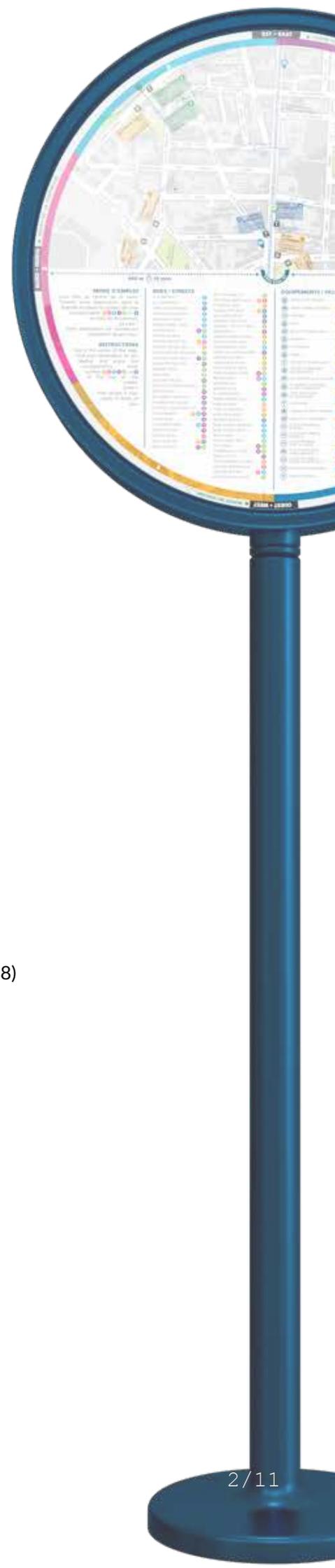
v00g contact :

Matthieu Audebaud
00 33 (0)6 62 84 75 64
matthieu.audebaud@voog.fr

Sébastien Noll
00 33 (0)6 07 52 61 29
sebastien.noll@voog.fr

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 - a societal game-changer: increases and enhances “walkability” everywhere
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- HD Photos can be downloaded at mediaconseilpresse.com in the "vOOg" press room.
 - Video: 90 seconds on vooq.fr is all it takes to understand how The Rudder works.



SUMMARY**THE RUDDER: THE LOW-TECH INVENTION
REVOLUTIONISING PEDESTRIAN
WAYFINDING**

Nothing's more natural than walking, but doing it in unfamiliar surroundings is no mean feat. Now there's a revolutionary tool available to help pedestrians find their way. Meet The Rudder. This brilliantly autonomous and totally low-tech invention is on hand to set the pedestrian on the right track. What's more, it is highly adaptable, and can be used both inside and out, in the city and at the heart of nature. After an 8-month trial run in France, a prototype was approved in Grenoble, followed by Brest, Puteaux and Clermont-Ferrand. At the European Mobility Exhibition and the Mayors Exhibition in Paris in 2018, The Rudder completely blew away local councils and mobility specialists, and is now being trialled in Issy-les-Moulineaux. The Rudder's future certainly looks promising!

Fixed to the ground, the 1.75m high Rudder displays a local street map which is integrated onto both sides of its dial at eye level for ease of use. The incredible invention puts users on the right track, making getting lost a thing of the past. The way it works is quite simple: the user finds their destination on the map, followed by the corresponding number in the legend. They then turn The Rudder until the number of where they want to go is facing them at the top of the dial - their destination is now before them... Now all they need to do is walk straight ahead.

The Rudder is user-friendly and intuitive – there's no need for a complicated set of instructions. Compared with a lot of digital, energy-sapping devices, the sturdy Rudder boasts mechanical components and a self-sufficiency that most rapidly-obsolete modern appliances can only dream of. And that's not all, thanks to The Rudder, pedestrians are fully aware of their surroundings; no more walking along with faces glued to smartphones

Philosophy graduate and traveller information specialist, Matthieu Audebaud is the brain behind, and inventor of The Rudder: an idea that came to him when he was struggling with a map one day. Before working on The Rudder, Sébastien Noll was an innovations project manager at Transdev. Together they organised the first experimental trial, setting up a prototype in Grenoble (France) over a period of several months. Sonia Lavadinho was next to join the team, along with her walkability and emerging pedestrian strategy skills. Sonia quickly realised that the invention would reassure pedestrians, making their journeys on foot enjoyable once again.

Next to be convinced were mobility experts and local council members at the European Mobility Exhibition in Paris in June 2018, as well as elected officials and various environmental players at the Mayors and Local Authorities Exhibition in November 2018. The Rudder won first prize in the Auvermoov competition in December 2018 in Clermont-Ferrand, and is now being trialled in a business district of the Parisian suburb, Issy-les-Moulineaux.

The Rudder is protected by a worldwide patent. The start-up vOOg, which was co-founded by Matthieu Audebaud and Sébastien Noll, is the driving force behind the project along with a multi-talented team.

IDENTITY CARD

Name:
The Rudder

Date of birth:
September 2017

Parents:
Matthieu Audebaud and Sébastien Noll

Function:
Direct the pedestrian by physically placing them facing their final destination

Characteristics:
> The Rudder is protected by a worldwide patent.
> A mechanical and autonomous piece of street furniture.

Test run:
Put through its paces in Grenoble from September 2017 to April 2018, and in Brest in September 2018.

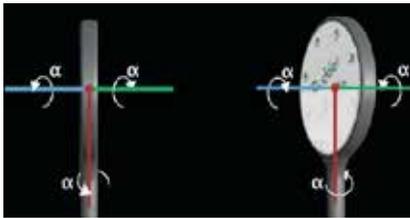
Approved at the European Mobility Exhibition in June 2018 and at the Exhibition for Mayors and Local Authorities in November 2018 (Paris).

Currently in-situ in Issy-les-Moulineaux (France - 3 allée de Grenelle, in front of the Transdev headquarters).

Awards:
First prize in the Auvermoov competition in Clermont-Ferrand (France) in December 2018

HOW DOES THE RUDDER WORK?

The Rudder totally revolutionises wayfinding for pedestrians. So easy to use, the pedestrian's destination appears in front of them after three very simple steps. Totally mechanical and autonomous, The Rudder inspires confidence even in unfamiliar surroundings by freeing-up cognitive capacity.



The Rudder



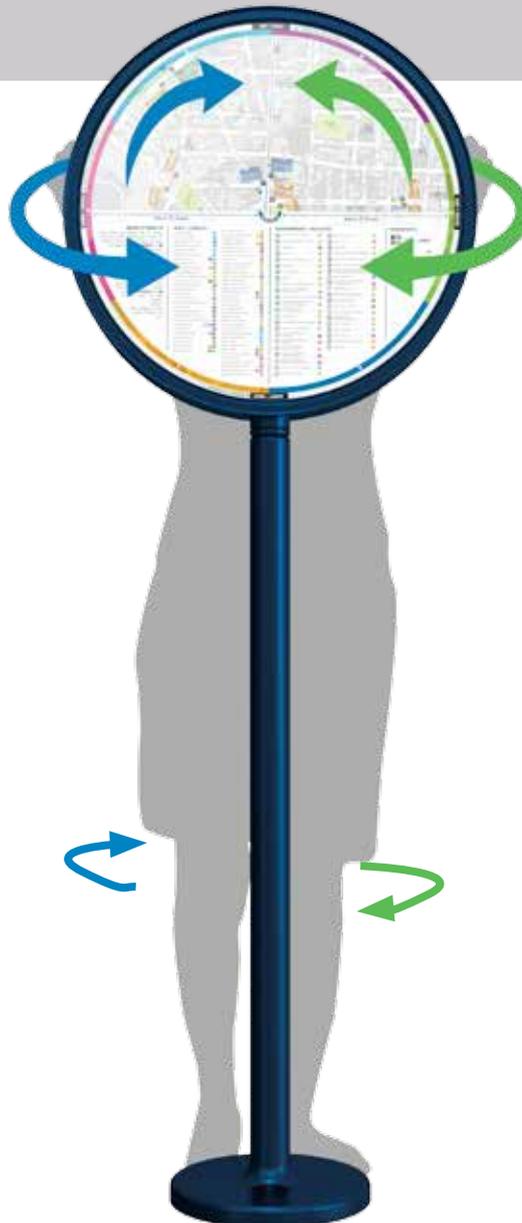
TECHNICAL ASPECT

The Rudder is totally mechanical, with a dial situated at eye level. The user turns The Rudder in one direction while the dial turns in the other, both turn 360°, like the hands on the face of a watch.

Fixed to the ground and taking up very little space, The Rudder features a dial containing a street map of the local area within easy walking distance. All points of interest in the vicinity are indicated on the map and numbered in the map legend.

Find your final destination in 3 easy steps:

- 1** The user locates their final destination on the map and takes a mental note of the corresponding zone number.
- 2** The user then holds The Rudder and turns it until their final destination is located on top of the dial in front of them.
- 3** Their final destination is now directly in front of them. All they need to do is to head off in a straight line.



COGNITIVE ASPECT

- ▶ The user turns the device effortlessly with their hands, creating a physical interaction which activates neural connections that facilitate information retention.
- ▶ The map moves in a circular motion, following the user's body movement, creating a real feeling of control.
- ▶ The pedestrian needs only remember the number of the zone in which their destination is situated, leaving their mind free to concentrate on decision-making, and ridding them of any stress.
- ▶ The user turns with The Rudder until their number appears at the top of the dial, pointing them physically and mentally in the right direction, whilst reassuring them on the route to be taken: "The Rudder shows me the way, so I know exactly where I'm going."
- ▶ By holding onto and turning The Rudder, the user automatically slows down, enabling a positive cognitive effect which enhances their overall awareness and appreciation of the surroundings.

A LEADER IN PEDESTRIAN WAYFINDING

A bench to sit on, a bus shelter to wait in and... The Rudder to find your way! The Rudder will become a leader in street furniture, providing an immediate solution for multi-situation pedestrian wayfinding in all areas. Let's take a closer look at its main characteristics.

1 patent

The patent is filed with the INPI in France and is a protected invention under the Patent Cooperation Treaty (PCT) in 41 other countries.

360°

The Rudder can turn 360°, placing the user in front of their final destination.

Reach your final destination with The Rudder in 3 easy steps:

- 1 Locate your destination's number in The Rudder's legend.
- 2 Turn with The Rudder so that your number is shown at the top of the dial.
- 3 Walk straight ahead!

THE RUDDER ADAPTS TO ALL ENVIRONMENTS

Parks, transport, airports, city centres, theme parks, exhibitions, natural areas, cultural sites, health centres and hospitals, shopping centres, business centres.

1.75 m

The height of the prototype. This makes it easy to use for all pedestrians.

100% sustainable

Made from traditional, sustainable and recyclable materials.

60 cm

The Rudder prototype's diameter. Encases a map which is totally customisable. The map's area ranges between 300m and 1.5km, a practical range for walking.

ONE OF THE RUDDER'S STRENGTHS: THE QUALITY OF ITS FABRICATION

The quality of The Rudder's design and fabrication, its durability, strength and longevity, as well as the fact that it is so easy to install and to maintain, will ensure it becomes a wayfinding mainstay. The final, finished product will be available in the second half of 2019.

Thanks to a partnership with a major manufacturer, the latest version of The Rudder will feature customisable options (colours, embellishments...).

THE EXPERT'S OPINION

Sonia Lavadinho, anthropologist specialising in city walking

"All the present signage tools available for pedestrians, including direction signs, maps and totem poles are static. The only one which incites a physical interaction, using the arms and hands to turn it is The Rudder.

Touching, turning and holding the device has a deep effect on the neural connections within the brain, helping it to remember the different stages required to reach their destination with ease."

AN INNOVATIVE DESIGN THAT ENCOURAGES WALKING (1/2)

Decision-makers all share the same goal: to encourage and increase walkability in our cities. The user-friendly Rudder intends to become the leader in wayfinding, ensuring an enjoyable experience for pedestrians.



Typical signage is often the source of stress and anxiety

► OUR PLEDGE: TO INCREASE WALKABILITY

With increased use of transport since the mid-20th century, walking in city centres has become virtually non-existent. Nowadays, walking is considered as slow, even confusing, mainly because city centres are less and less pedestrian-friendly and extreme concentration levels are required to navigate around our increasingly chaotic environment. We are approaching cognitive overload... with complex road junctions swimming in a sea of streets and avenues that are difficult to cross. Over the last ten years however, there has been a surge in soft mobility solutions in a bid to reduce passive ways of travel. Thanks to positive promotion, bicycle usage has increased at the expense of walking as a means of getting around. Meanwhile, pedestrians only have few basic needs: to know their route and how long it will take, the first and last kilometre being particularly crucial in this aspect.

► SIGNAGE AS WE KNOW IT TODAY: NOT PARTICULARLY ATTRACTIVE OR REASSURING

Trying to understand a map that's the wrong way around, deciphering it, following signs, finding an information board... these are just a few typical situations that prove how difficult it can be to find your way! Much time and energy can be wasted by the frustrated pedestrian confronted with signage confusion, badly adapted to their chosen means of travel. Wandering around, it's so easy to get lost, the pedestrian can feel overwhelmed with panic, stress and embarrassment! At each junction and change of direction, the route needs to be checked. In this jungle of signage misery, giving up becomes an option and should never be.

► A DIGITAL SOLUTION IS NOT NECESSARILY THE BEST ONE

Smartphone guidance apps don't necessarily solve the wayfinding problem. The pedestrian is, by definition, dependent and is not fully aware of their environment. Following the app's indications, nose glued to the screen without appreciating their surroundings... no cultural benefit will have been gained from the experience nor any feeling of well-being.

WHY GET PEOPLE WALKING?

-  **Economical reasons:** walking promotes the use and development of local shops and services. When using local businesses, more than one out of two trips is made on foot. In city centres, 80% of all trips of less than 1 km are made on foot. On average a car-driver spends 87% less than a pedestrian (source: ADEME).
-  **Environmental reasons:** walking results in a reduction in car usage, which leads to a decrease in pollution.
-  **Public health reasons:** basically, walking is good for your health. Undertaking as little as 30 minutes' physical activity daily can help prevent the onset of certain chronic conditions: cancer, diabetes, depression, obesity, cardio-vascular and breathing problems...
-  **Mobility reasons:** walking can be considered as a complete mode of travel in its own right. Walking is universal, everybody can do it regardless of status or financial situation.
-  **Social reasons:** walking contributes to the quality of life in city centres and helps maintain healthy social interaction.

AN INNOVATIVE DESIGN THAT ENCOURAGES WALKING (2/2)

► THE RUDDER - ENCOURAGING WALKING

IT SOLVES THE WAYFINDING PROBLEM

Deciphering is a thing of the past! The Rudder physically involves the user, freeing their mind and putting them in front of their destination.

IT OPENS UP THE SURROUNDINGS

By going through the finer points, the pedestrian will better understand his route. Before setting off they will have a complete view of the walk ahead.

IT CONFIRMS THE WALKING TIME

The expected walking time is clearly indicated thanks to The Rudder's street map, which covers a radius of 300 m to 1.5 km - easily achievable on foot.

► IT IS STURDY, LOW-TECH AND LONG-LASTING

There is no risk of software or material becoming obsolete, no specific location is necessary, it is compact and accessible from all angles. Even though The Rudder is low-tech, it is highly-flexible: the street map can easily be updated if and when required, making this wayfinding module a highly adaptive piece of urban furniture.

► A USEFUL COMMUNICATION TOOL FOR A LOCAL AUTHORITY

Granted, Google Maps may be considered useful. However, its partial view and uniformed representation of a city's attractions leaves something to be desired. With The Rudder, the decision-makers do just that... decide. They now have access to a very real communication tool which lets them decide how they wish to communicate throughout their territory. The city street map can be customized as the local authority sees fit. Points of interest can be highlighted according to the authority's own needs, reflecting their own identity.

STREET MAP CUSTOMISATION AND ENHANCEMENT

By its very existence, The Rudder enhances the identity of a territory. Promotional possibilities are considerably higher than with any other wayfinding tool, thanks to vOOg's cartography expertise.

CHANGE THE STREET MAP: NOT A PROBLEM!

Thanks to an ingenious modification system involving interchangeable capsules, cartography changes can be made quickly and effortlessly, with no room for error.

POSITIONING: FIND THE BEST POSSIBLE PLACE

Understanding pedestrian traffic, and predicting possible footfall networks or leisure routes are the vOOg team's skills. We use our expertise to support in the choice of location.

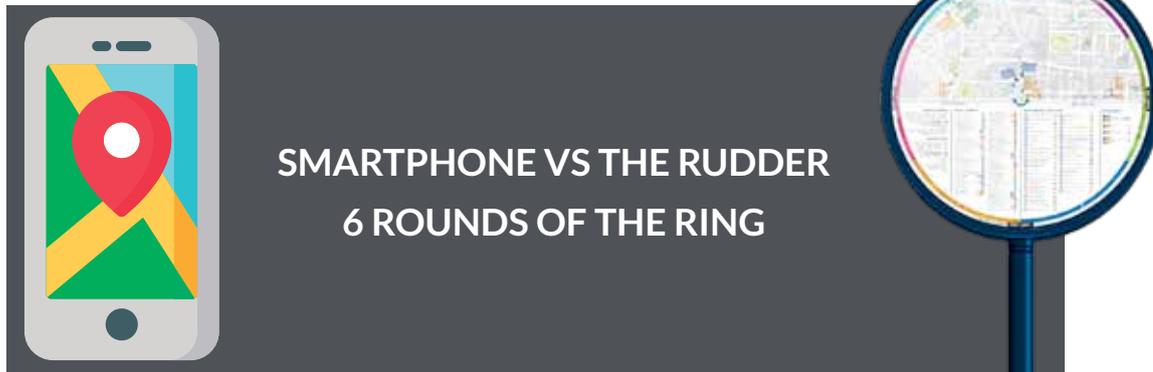
THE EXPERT'S OPINION

Sonia Lavadinho, anthropologist specialising in city walking

"The Rudder is more effective than typical signage systems as it gives the pedestrian a complete view of their walkable environment for a period of 5, 10, 15 minutes. They know exactly what they need to do, what the next steps are and when they might need to concentrate more, without overloading with too much information. However, typical signage has to be totally continuous, if not the pedestrian will become lost, generating stress."

AT LAST AN INVENTION WHICH DOESN'T RELY ON BEING DIGITAL!

Thanks to it being mechanical, The Rudder is totally autonomous, which is a tall order in these digital times. But by taking the work out of the walk, The Rudder lets the pedestrian discover, understand and enjoy the surroundings.



THE NOSE IS GLUED TO THE SCREEN

Our own particular location is reduced to one screen and the information supplied is often very limited. Whilst it's easy to pick out a fast food joint, you may struggle to find a museum or local chemist. So, we set off, nose glued to the screen, following the line, totally impervious to the surroundings.

PHYSICAL WAYFINDING IS DIFFICULT

You really have to know where you are with a Smartphone! A Smartphone cannot possibly point a pedestrian in the right direction, it only knows how to show the route and tell us if we deviate.

IF YOU WANT TO BE DEPENDENT, BE DIGITAL

If you want to get on track, you'd better make sure you have good reception, plenty of battery and up to date apps.

DO AS YOU'RE TOLD

The Smartphones know how to get you from A to B. But what if you change your mind, fancy a break or come across a change of situation en-route?

ENERGY CONSUMING AND OUT OF DATE

Our digital companions have a limited life span, and they use all manner of energy resources.

DIGITAL DEVELOPMENT JUST GOES ON AND ON

Regular consumers will always need new apps, but occasional users are not necessarily going to install an app just for a day trip to a new destination...

1

EYES WIDE OPEN

The Rudder gives a global vision of the area. The street map has been designed by the people who know the area best., so it will highlight all there is to see and do there. What better way to get around than visiting a site, exploring all it has to offer, then finding one's own final destination.

2

POINTED IN THE RIGHT DIRECTION

The Rudder incites a physical movement which automatically points the pedestrian in the right direction, without focusing on a screen. Once the route is established in the mind, the pedestrian is reassured and confident, and able to find their way easily thanks to a simple physical interaction.

3

YOU'RE LOOKING FOR INDEPENDENCE, LOOK FOR MECHANICAL

The Rudder needs neither energy nor maintenance as it is totally autonomous. Current and contemporary, this low-tech wayfinding tool is available 24/7 and is built to last.

4

FREEDOM

With the pedestrian pointing in the right direction and the various stages of the route memorised, they are now aware of their environment and the various attractions along the way, and can enjoy them totally stress-free.

5

LONG-LASTING AND ECOLOGICAL

The Rudder is extremely long-lasting. Only the printed maps need updating.

6

A PERSONALISED OFFER ON THE GROUND

Two amazing tools are always available to help you understand and rapidly discover all the local attractions: your legs and your brain!

PICTURE OF SONIA LAVADINHO

*Sonia Lavadinho, anthropologist
specialising in city walking*

"The Rudder, it's like giving a fishing rod to somebody, rather than giving them a fish. You don't catch the fish for them, you don't give them the finished dish... But you teach them how to fish. From that moment on, they fish for the information they're interested in at the moment they need it."

SO, WHERE CAN THE RUDDER BE USED?

The Rudder can adapt to all situations, inside or out, both in public and private areas. It can help anybody wanting to understand an area and find their way around it. City centres, natural and cultural sites, service and commercial areas... users are free to find their way in optimal conditions. Wayfinding becomes child's play with The Rudder.

THE RUDDER ADAPTS TO ALL LOCATIONS AND TO ALL SITUATIONS!

TRAIN STATIONS, AIRPORTS, CITY CENTRES, COMMERCIAL ZONES, HEALTH CENTRES AND HOSPITALS, THEME PARKS, ZOOS, CONFERENCE CENTRES AND FAIRS. TAKE 6 EXAMPLES:



PUBLIC TRANSPORT

Underground stations, bus and tram stops are often stressful areas for travellers once they leave their wayfinding comfort zone. The Rudder helps the pedestrian by putting them physically and mentally on the right track. They can now walk forward with confidence.



NEW DISTRICTS

New routes need to be created in all new districts to ensure the success of this upcoming area. With its infinite customisation possibilities, The Rudder's street map outlines connections and highlights walkability: an added bonus for the quality of everyday life.



BUSINESS AREAS

Got a business meeting in an unknown part of town? Just exit the car park, underground or bus station and three easy steps later you're on your way and in time for your meeting.



PARKS AND NATURE ZONES

The Rudder puts an end to set routes, leaving the visitor free to choose their own route. The Rudder gives users the chance to create and see their own route with total peace of mind.



SHOPPING AND COMMERCIAL CENTRES

Thanks to The Rudder, users no longer have to work their way through the pre-defined commercial maze. Located in the main catchment areas where footfall is greatest, customers can quickly decide where they need to be and how to get there. Saving time and money!



CULTURAL SITES

Thanks to The Rudder, you can manage your visit yourself, enjoying a peaceful stroll around your surroundings, based on what you want to see and do.



THE CLEVER THING

The Rudder's dial is 2-sided, which means it can house two different scale street maps. One side covers a radius of between 300 m and 1.5 km, easily achievable on foot, whilst the other side can house a map that covers a larger perimeter, giving an overall view of a particular area or site.

press contact: media conseil presse

Marie-Claude Prévitali, Karim Hachim and Fabien Dominguez
00 33 (0)4 76 86 84 00 - 00 33 (0)6 08 98 74 13

contact@mediaconseilpresse.com - photos on mediaconseilpresse.com



ON SITE TESTING CONFIRMS THE CONCEPT OF THE RUDDER

Before starting the sales and marketing process, the team behind The Rudder wanted to put it through its paces with different audiences, in a bid to validate the need for this kind of wayfinding tool. Having been tested in a new area of Grenoble between September 2017 and April 2018, the authorities and mobility specialists in Paris, Brest, Puteaux and Clermont Ferrand were also won over by the concept. It is currently being trialed in a business district in the Parisian suburb of Issy-les-Moulineaux.

ISSY-LES-MOULINEAUX TESTING AT THE MOMENT

The Rudder is currently under demonstration in a public area in Issy-les-Moulineaux, in front of the Transdev Group's headquarters - 3 allée de Grenelle. The local street map highlights all interesting attractions and is freely available for all to use.



RAVE REVIEWS FOR THE RUDDER - THE EUROPEAN MOBILITY EXHIBITION AND THE EXHIBITION FOR MAYORS

"The Exhibition's best invention," "rare to find an object specifically for the pedestrian," "so easy to use," "accessible to everybody,"... In June 2018 at the European Mobility Exhibition, and at the Exhibition for Mayors in November 2018, local authorities and transport professionals were among the first to discover The Rudder. They were convinced by the hands-on experience and the invention's responsive nature! The Rudder helped visitors make their way around the shows' aisles, thanks to maps created especially for the occasion.

TRIED AND TESTED IN GRENOBLE

"Fun to use and effective," "smart," "so simple and yet so clever," "a real magnifying glass over our area,"... The compliments came thick and fast from locals and pedestrians alike when the Rudder was tested for 7 months between September 2017 and April 2018 in Bouchayer-Viallet in Grenoble. The Rudder was tested as part of the project Chrono en marche !* a major project aimed at active transportation. One-on-one interviews, observations, questionnaires... An independent firm carried out a 3-month quantitative and qualitative study to find out how the locals felt about The Rudder. Once tested, the overall opinion was positive regarding the potential for this innovative piece of wayfinding urban furniture.

*Chrono en marche ! An experimental project analysing and promoting transportation and mobility solutions organised by SMTC, SÉMITAG and TRANSDEV in Grenoble: chronoenmarche.fr



300 GRENOBLE RESIDENTS AND THE RUDDER : SPONTANEOUS REACTIONS

"We've seen people turning the map a few times to try and get themselves heading in the right direction. With The Rudder I turn my body and off I go!"

"It's detailed but so easy to use."

"It's so good to be able to see how the local area is part of a bigger picture."

"Why has it never been thought of before! It's such a simple idea but so clever!"

"It doesn't use up any energy, The Rudder is here to stay."

"It's a nice piece of material, the design and the map are really good, it's pleasing to the eye and I like the mix of colours."



press contact: media conseil presse

Marie-Claude Prévitali, Karim Hachim and Fabien Dominguez

00 33 (0)4 76 86 84 00 - 00 33 (0)6 08 98 74 13

contact@mediaconseilpresse.com - photos on mediaconseilpresse.com

1ST PRIZE AT AUVERMOOV

On Thursday 13th December 2018, The Rudder received First Prize in the Auvermoov competition, organised by the SMTC in Clermont- Ferrand - The Clermont-Ferrand Urban Public Transport Authority. This annual competition rewards innovative active transportation projects. 21 new innovations applied in November 2018, before going to a public vote and subsequently being judged by a jury of professionals.

auvermoov.fr



THE EXPERT'S OPINION

Sonia Lavadinho, anthropologist specialising in city walking

"The Rudder allows an evenly dispersed attention, as opposed to typical directional signage. When we receive too much information we have a tendency to go into cognitive overload because we can't process everything. This is typical of when we ask directions from a passer-by. After the first three steps, we don't listen any more ... The fact that we physically interact with The Rudder allows us to pace and organise the steps we have to follow at a rhythm that suits and is thus easier to retain."

THE DRIVING FORCES BEHIND vOOg

A multi-talented team committed to The Rudder

Traveller information, marketing, anthropology, communication, soon to be joined by cartography... these are the specialist skills of the vOOg team. Mathieu Audebaud and Sébastien Noll, the two co-founders of vOOg, have built a multi-disciplined and complementary team. Their aim is for The Rudder to be present throughout the world, as the leader in pedestrian wayfinding.

vOOg: THE STRUCTURE BEHIND THE RUDDER

- start-up (SAS)
- based in Lyon (France)
- a multi-talented team
- a leitmotiv: mobility facilitator

THE RUDDER'S ORIGINS

THE CATALYST Sébastien Noll, 42

With some 10 years' experience heading up marketing and communication for various French transport providers, Sebastien Noll initiated and ran a number of innovation programmes for the worldwide Mobility Company, Transdev. With Sebastien at the helm, experimentation became alternative mobility reality. The strong conviction he has for The Rudder project is one of its driving forces.

00 33 (0)6 07 52 61 29
sebastien.noll@voog.fr



THE INVENTOR Mathieu Audebaud, 42

After studying philosophy, Mathieu Audebaud decided to specialise in public transport traveller information and mobility wayfinding. Since 1998, Mathieu has followed, or managed over 50 projects in France and around the world for the Neter agency. The Rudder was borne from his thoughts on the cognitive limitations of local authority cartography.

00 33 (0)6 62 84 75 64
matthieu.audebaud@voog.fr



THE QUEEN OF WALKABILITY AND PEDESTRIAN STRATEGY Sonia Lavadinho, 47

Anthropologist and geographer, Sonia Lavadinho is an internationally-renowned walkability expert. The relationship between Man and the environment is one of her specialities. Sonia works with many different local authorities and professionals in the field of mobility concerning journey management, wayfinding strategies, signage and commercial urbanisation for the future.



THE INFORMATION AND COMMUNICATION GUY Stéphane Casoli, 47

After gaining experience in design and publicity agencies, Stéphane created his own Teradelis agency in 2001. One of his specialities is to help public transport networks with their visual identity, traveller information and communication.



THE SIGNAGE GUY Jean-Pierre Audebaud, 74

Having founded Neter Signalétique in 1982, Jean-Pierre Audebaud is one of France's leading specialists in signage and traveller information. Jean-Pierre has worked with numerous transport networks all over France and Europe with the objective of promoting intermodal passenger transport. The French national train operator SNCF, EDF, Orly Airport and the organisers of the Albertville Olympic Games can be counted among some of his many collaborations.

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