

Press Release

Vienna, 13 February 2020

AIT GOES ONLINE WITH NEW BLOG

Current research projects explained clearly and understandably

The AIT Austrian Institute of Technology is launching its new research blog on 13 February 2020. Austria's largest non-university research institution is thus expanding its communication mix and targeting a broad public to communicate the topics of research, innovation, and technology development in an exciting and understandable way.

Informing the public about the benefits of research and innovation

Two to four times a month, a new article will tell about the AIT, introduce researchers, or present their current projects. The work and achievements of these highly qualified experts will thus become tangible. Last but not least, the blog will highlight the special benefits of industry-related research for the individual. The new research blog underpins the digital competence of the AIT and further increases its visibility on the web. "Our aim with the blog is to reach above all those people who do not work in research and development and to show them that the AIT is working on solutions to the problems of our time - whether in the field of mobility, CO2 reduction or digitalisation," says AIT Head of Communications Michael Hlava.

AIT research portfolio presented compactly

The blog posts are compact and characterised by deliberately comprehensible and simple wording. Images, graphics, and video content complement the texts. Links to the existing digital channels of the AIT (Facebook, Instagram, Twitter, ...) enable the interaction with users. "The spectrum of topics ranges from innovation to digitalisation to decarbonisation - on the one hand to present the AIT's range of content and on the other hand to make the reading experience as varied as possible," says project manager Daniel Pepl. The graphic appearance of the blog combines tidiness, seriousness, modernity, and dynamism. In an additional feature, a randomly selected scientific term is explained in a generally understandable way in cooperation with the TopEasy service of the APA.

Link to the AIT blog: www.ait.ac.at/blog

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