

Curriculum Vitae

Name Martin Springer
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Personal Goal Interesting and rewarding work in the field of product design and development of digital media, the specification of devices and services and the contribution to the underlying technical standards.

Skills My work experience ranges from the system specification of PCBs, chipsets, operating systems, middleware, applications and services to the conceptualization of user interfaces and housings. I have managed the development of products from the definition of the initial requirements up to the final release of the product.

Thanks to my studies of natural science I can rapidly comprehend complex technical contexts and describe them appropriate to the imagination of different target groups. I am a creative thinker, capable of motivating multidisciplinary teams and formulating intellegible concepts to implement new products according to customer requirements.

Languages My English is business fluent and I understand some French

Experience

2008 – present

Independent, Berlin

Digital Media Consultant

Concept development and consultancy services for software developers in the field of digital television, Digital Rights Management and digital media business models. Contributions to the development of an international standard for a multimedia middleware (MPEG MXM).

9/2007 – 2/2008

Telio AG, Berlin/ Hamburg

Head of Development

Project Management for the development of an IPTV platform consisting of IPTV set-top boxes, Media Server and subscriber management system.

- 7/2005 – 8/2007 Independent, Ludwigshafen
Digital Media Consultant
 Strategic consultancy services for a company in the HDTV sector. Consultancy services in the field of strategical brand development and technical protection of branded products for Schindler Parent Identity, Berlin. Participation in EU Projects for the Austrian Cooperative osAlliance, Vienna.
- 3/2005 – 6/2005 FTA Communication Technologies, Betzdorf, Grand Duchy of Luxembourg
Product Manager
 Authoring marketing requirements documents for receivers, LNBS and electronic programme guides (EPG).
- 10/2003 – present Digital Media Project (DMP), Geneva, Switzerland
Contributor
 DMP was initiated by MPEG founder Leonardo Chiariglione with the objective of developing an open standard for an interoperable Digital Rights Management (DRM). In the course of this project I evaluated DRM systems from the perspective of different stakeholders and investigated the functional and legal requirements of DRM systems. I participated in numerous conferences, working-group meetings and general assemblies where the DMP specifications were drafted.
- 5/2002 – 2/2005 Galaxis Technology AG, Lübeck
Head of Product Design
 Formulating technical concepts and product strategy as well as the supervision and coordination of product development. I conducted the design of a new product line from the analysis of customer requirements up to the final roll-out of the products. For the construction and tooling I managed a team of internal hardware developers and external industrial designers and tool makers. Managing a team of user interface designers and software developers I took account for the ongoing process of usability testing and improvement of the products. I supervised marketing activities like the design of product leaflets, product wrapping and the corporate website.
- 1/1998 – 3/2002 Convergence Integrated Media GmbH, Berlin
VP of Product Design and founder
 Initial planning, the drafting of the business plan and the design of the company websites. I managed a team of software developers designing the middleware for digital television receivers, including personal video recorder (PVR) functionalities. I represented the company in the Digital Video Broadcast (DVB) standardization body and in national industry associations. These days the LinuxTV and DirectFB software developed by Convergence are part of the official

Linux kernel, being deployed by CE manufacturers throughout the world.

1/1997 – 12/1997

Independent, Berlin

Digital Media Consultant

Concept development for an interactive service for a digital television trial of Deutsche Telekom; advising the cable television provider Tele Columbus with their internet strategy; developing online-marketing campaigns for the advertising agency Melle-Pufe.

12/1993 – 12/1996

Pixelpark Multimedia GmbH, Berlin

Concept Developer

Design of a multimedia kiosk system and concept development for interactive CD-ROMs. With the advent of the world wide web I was in charge of the concept development for a number of corporate web sites of major German companies.

Education

4/1987 – 2/1993

Ruprecht Karls University of Heidelberg

Graduate Physicist

Major subject Physics, minor subject Philosophy. Visiting scientist at the Paul Scherrer Institut, Villigen, Switzerland.

6/ 1985

Theodor-Heuss-Gymnasium, Ludwigshafen

Abitur

Secondary grammar school.