

# Enhancing Aviation Accident Investigation Communication Through Visualized Reports: A Paradigm Shift in the Age of Digital Media

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# WHY VISUALISATION

- 74 % of the information is perceived visually
- 8 % is perceived auditorily

**EXPLAINER VIDEO**  
**IMAGE and SOUND**  
**82 %**

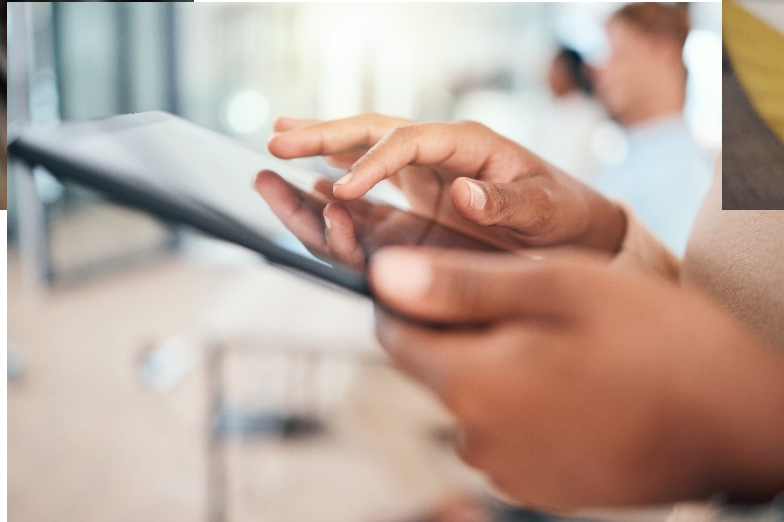


# WHY VISUALISATION



**Human brain processes visual data 60.000 times  
faster than textual data**

# The Age of Digital Media



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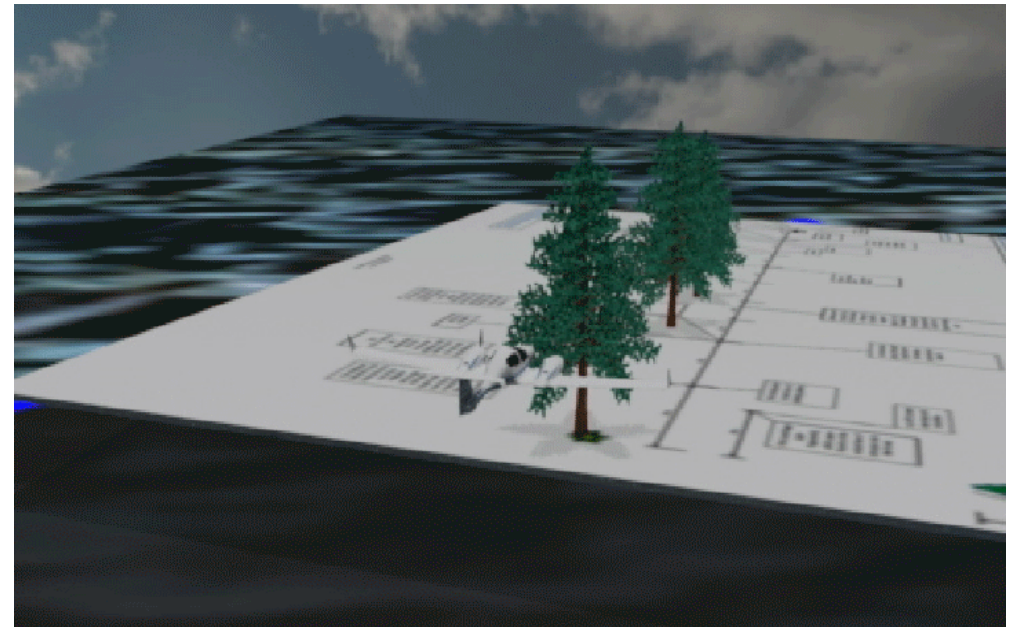
- Increase safety communication
- Improved external positioning
- Reaching new target groups
- Reputation & Perception Improvement
- Active media relations



# The Age of Digital Media

## Key essentials & Take aways:

- Develop Visual Presentation Strategy
- Educate and Train Investigators
- Public Relations – Social Media Channels



# Case Studies

- **MH17 Accident Investigation, 2014 – Dutch Board**
- **JU-52 Aircraft Accident, 2018 – Swiss Board**
- **Accident at Storsandskär, 2019 – Swedish Board**
- **Diamond DA42 Crash, 2009 – Austrian Board**



Schweizerische Eidgenossenschaft  
Confédération suisse  
Confederazione Svizzera  
Confederaziun svizra



Statens haverikommission  
Swedish Accident Investigation Board



Federal Ministry  
Republic of Austria  
Climate Action, Environment,  
Energy, Mobility,  
Innovation and Technology

# Case Studies

## Diamond DA42 Crash, 2009 – Austrian Board



**Evidenced talks to you**



# Case Studies

## Diamond DA42 Crash, 2009 – Austrian Board

 Federal Ministry  
Republic of Austria  
Climate Action, Environment,  
Energy, Mobility,  
Innovation and Technology





# Questions & Answers



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