



## The new DLR web portal - More information, more images, greater clarity

11 July 2011

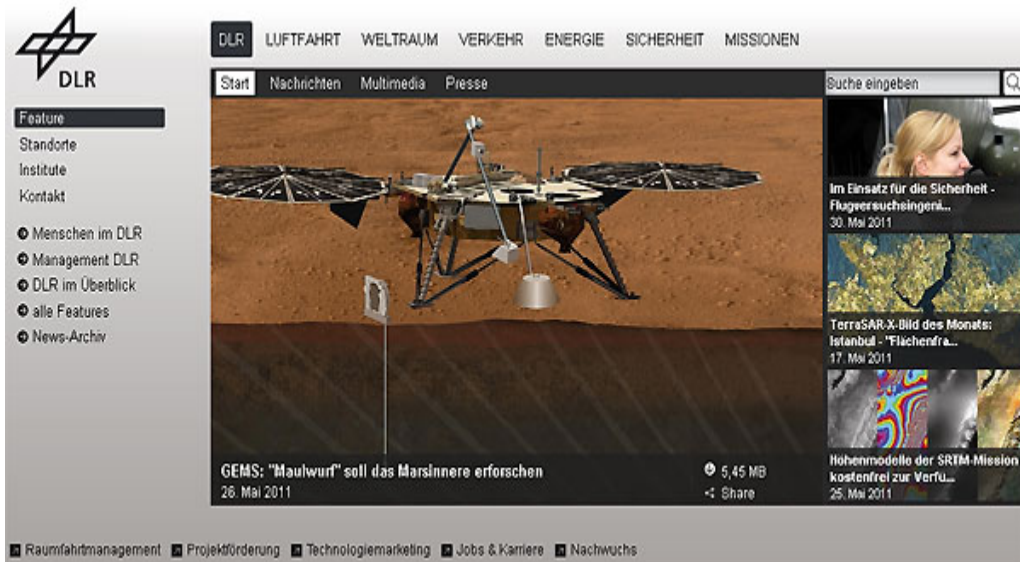
Today, the German Aerospace Center (Deutsches Zentrum für Luft- und Raumfahrt; DLR) presents its updated web portal. The DLR portal has now been completely redesigned, with a focus on usability and the accessibility of information. This new design also reflects the wishes of users, whose opinions were collected in a survey. The quality of the site content remains as high as ever. As before, [www.DLR.de/en](http://www.DLR.de/en) provides straightforward up-to-the-minute news on space, aeronautics, energy research and transport research – now with an even greater emphasis on the use of multimedia and with the information presented more clearly than ever before.

### Major milestone reached

"I am delighted that we have reached our first major milestone in this complex project, and today I had the pleasure of enabling the new [www.DLR.de](http://www.DLR.de) web portal, which is now 'live' for the first time," said Chairman of the DLR Executive Board Johann-Dietrich Wörner, who has overall responsibility for DLR's image to the outside world. "For some time now, the DLR web portal has been key for us, and this extensive and forward-looking redesign emphasises, once again, just how important it is for us to deliver timely, targeted and transparent information about our activities," added Wörner, who also maintains a personal blog. Further milestones in the project are the 'go-live' of the mobile version for smartphones and the redesign of the websites of the various DLR institutes and facilities.

### 'Terminal' and 'Panorama' as central elements

The central element of the new portal is referred to as the 'Terminal'. Here, topical news items, video clips, audio clips, images, press releases and much more come together; this makes it the best 'point of entry' to DLR. General information about DLR's tasks and objectives as a research centre and space agency are provided in the form of appropriate links, and the portal also provides access to a large number of scientific websites relating to DLR institutes, facilities and projects. The new portal has presets that enable the terminal user to select a preferred display mode from a series of options, ranging from the slimline news skimmer to a variety of multimedia displays.



Central elements of the new DLR Web Portal: The Terminal ...

The Panorama feature positioned above the terminal has several functions. It attracts the attention of users to current and key topics and then uses links to guide them to the appropriate page; it also replaces the header. All this is complemented with traditional article teasers, the latest blog posts, RSS feeds, updates from DLR social media channels, current vacancies and editors' picks.



... and the so-called "Panorama header".

The DLR web portal is changing the way it presents its full content. When reading articles, viewing webcasts or browsing fact-filled background pages, the dominant design feature is minimalism. Key elements in the design of the portal are clearly legible text, image galleries that are easy to navigate and information boxes. A new feature is that users can now also comment on articles on the DLR web portal. Previously, this was only possible on [www.dlr.de/blogs/en](http://www.dlr.de/blogs/en) and DLR's social media channels.

### A little DLR web history



DLR has been active on the World Wide Web for 18 years; the first website for what was then the German Aerospace Research Establishment (Deutsche Forschungs- und Versuchsanstalt für Luft- und Raumfahrt; DFVLR) went online in mid-1993. This was not an official DLR website; it did not come into existence until 1994. Until 31 December 1997, the central data processing department, with the support of the former DLR Public Relations Department, operated the

website. This function was transferred on 1 January 1998 to the Press and Public Relations Department, subsequently renamed Corporate Communications – which reports directly to the Chairman, who remains responsible for the DLR web portal.

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## Video: Take a tour of DLR's new web portal and see how things work



Visitors to the new DLR Web Portal are not left to discover the new features by themselves. This explanatory video answers the main questions that may arise: what can be found and where; how does it work and why another re-launch?

Credit: DLR (CC-BY 3.0).

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*Contact details for image and video enquiries as well as information regarding DLR's terms of use can be found on the DLR portal imprint.*