



*..making cities
even smarter*



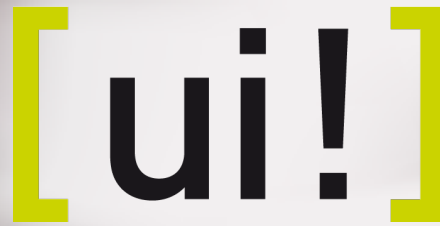
[ui!] - the urban institute® - is an **incubator and innovative software and consulting** company in the field of „Smart City“.

Founded in 2012 [ui!] supports cities in Germany, other European countries, USA and Australia in their efforts to use innovative concepts and solutions.

Innovative business models form the center of our activities leveraging real-time urban data provided by the urban infrastructures. Turning **urban data into revenue generating services** for businesses while supporting cities in their **digital transformation** for **making cities even smarter**. Therefore, [ui!] focuses on cloud-based **smart services** leveraging **smart urban data** in the areas of:

- ✓ Open Urban Platforms
- ✓ Sustainable Urban Mobility
- ✓ Integrated Urban Infrastructures
- ✓ Smart Energy for Urban Districts
- ✓ Smart Urban Services
- ✓ Digital Transformation of Cities

The [ui!] group is based in Chemnitz, Germany, with four offices in Germany as well as offices in Brisbane (Australia), Budapest (Hungary) and New York City (USA).



Strategic Consulting

UrbanPulse

Smart Services

[ui!] CONSULTING

Trusted Advisor

- Chairman & Founder of Smart City Forum, Germany
- Representative of the SCF at the European Innovation Partnership on Smart Cities and Communities
- Member of the DIN group on Smart Cities, Germany
- Member of the FhG Morgenstadt Initiative, Germany
- Member of the U.S. Conference of Mayors
- Member of the Australian Smart Communities Association, Australia

Strategic Consulting

- Based on the 'EIP SCC Model'
- Focus on cross-sector integration (integrated infrastructures)
- Analysis, design and implementation of open data platforms in the urban environment
- Funding opportunities and proposal submission
- Business model development based on consumption



Current state

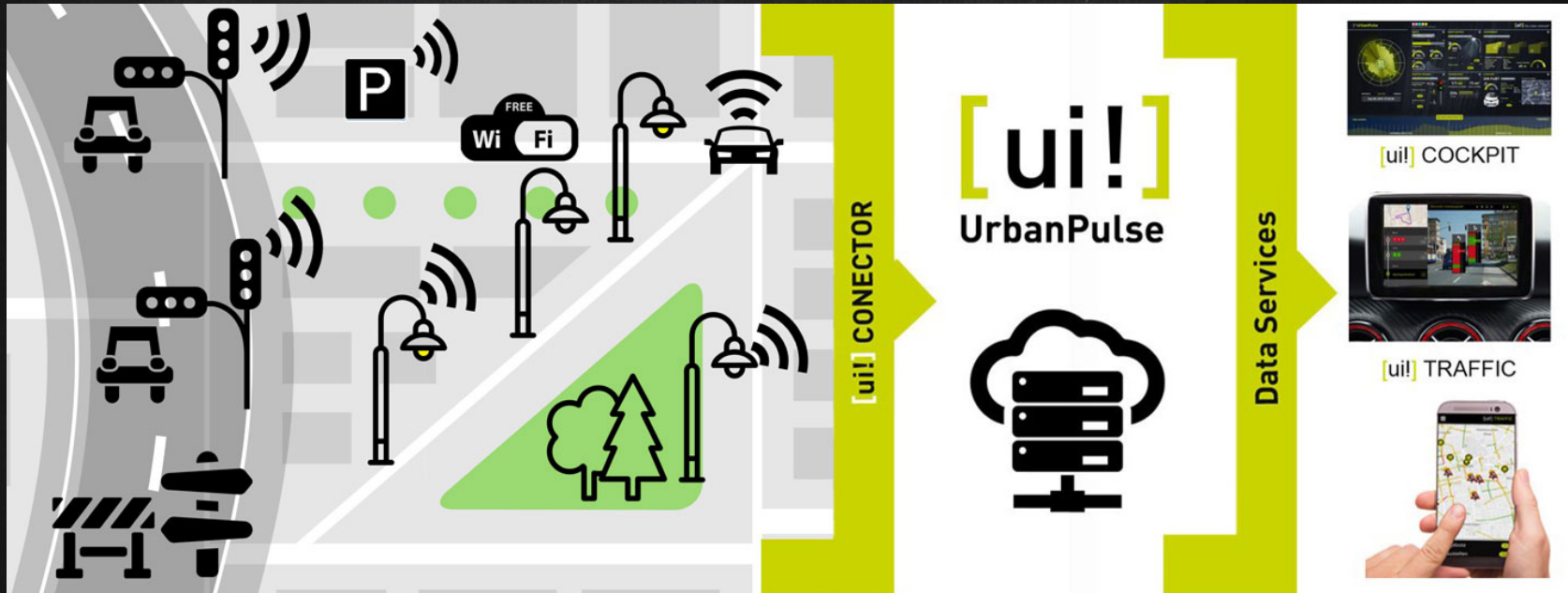
The actors in a „Smart City“ already use **huge amounts of data** every day.

However, these are often only used for a **single purpose** and cannot be provided to 3rd parties.

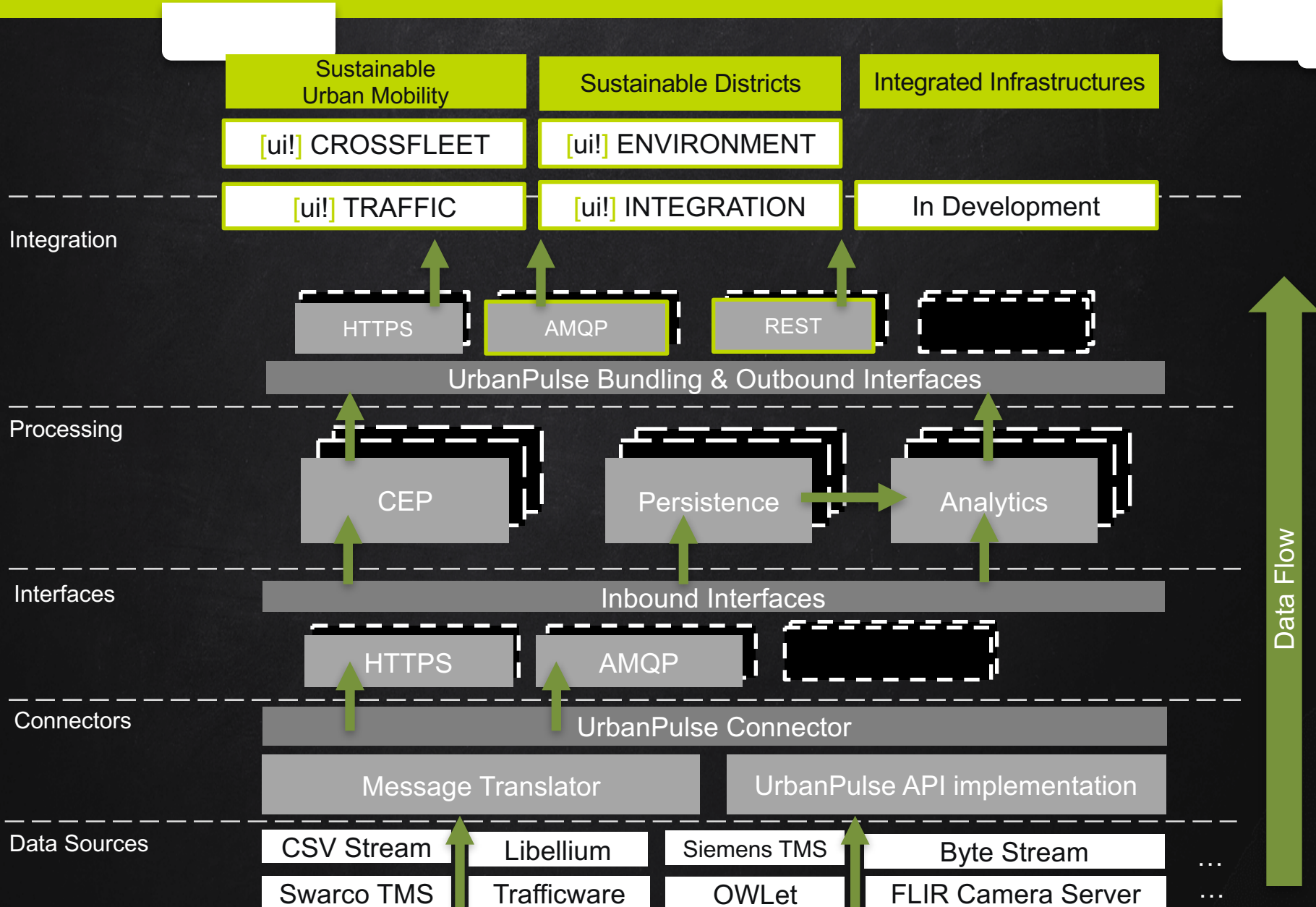
With **intelligent open platform solutions** we create the opportunity to **reuse** this data and enable new **smart services**.

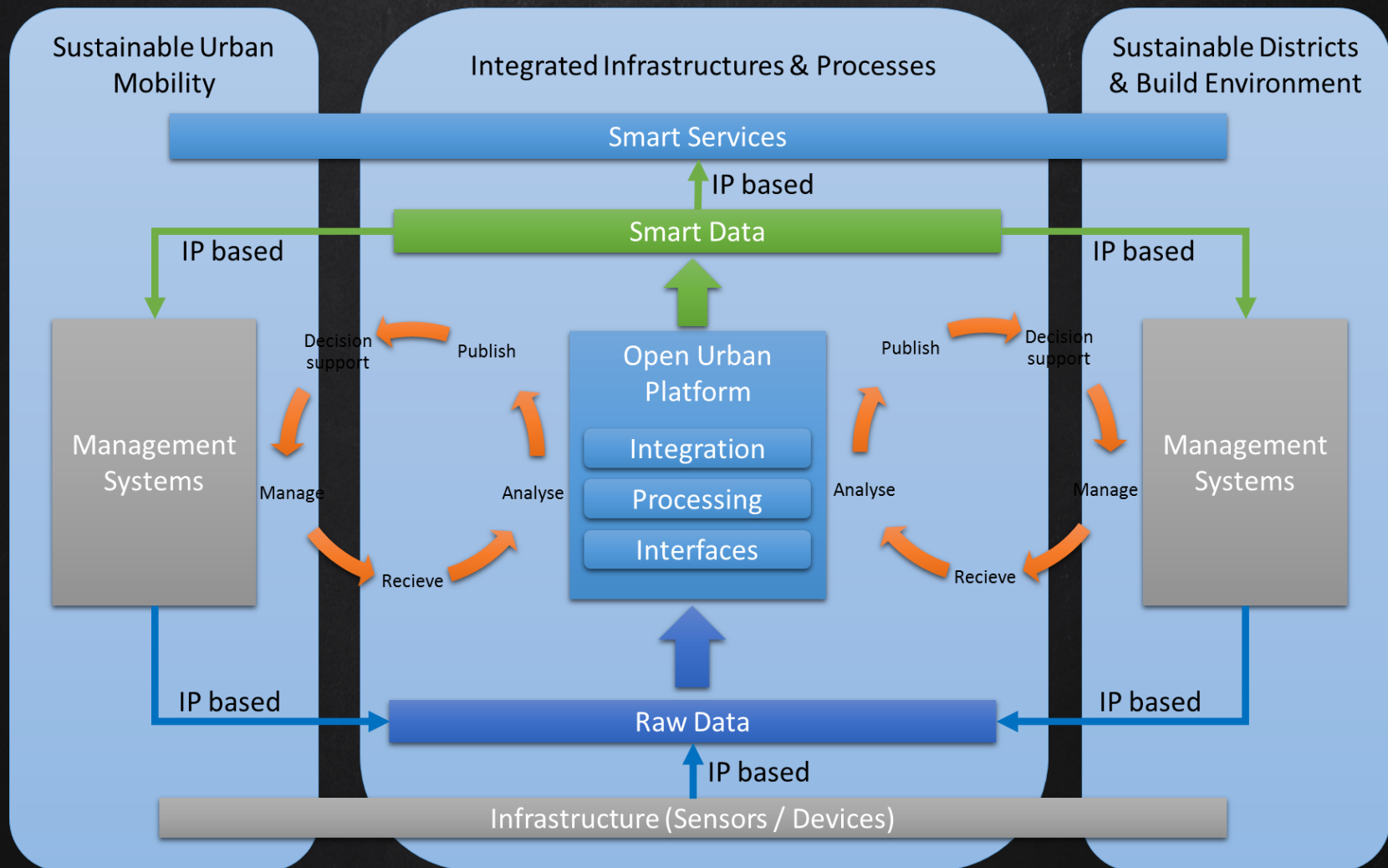


[ui!] UrbanPulse



- **Real-time data feeds** using open connectors to large variety of types of urban sensor
- **Pre-processing** of incoming data feeds for real-time event management (sub-second)
- **Visualization** of the data to provide insight to decision makers
- **Operational worldwide** leveraging best in class cloud infrastructures (Azure®)



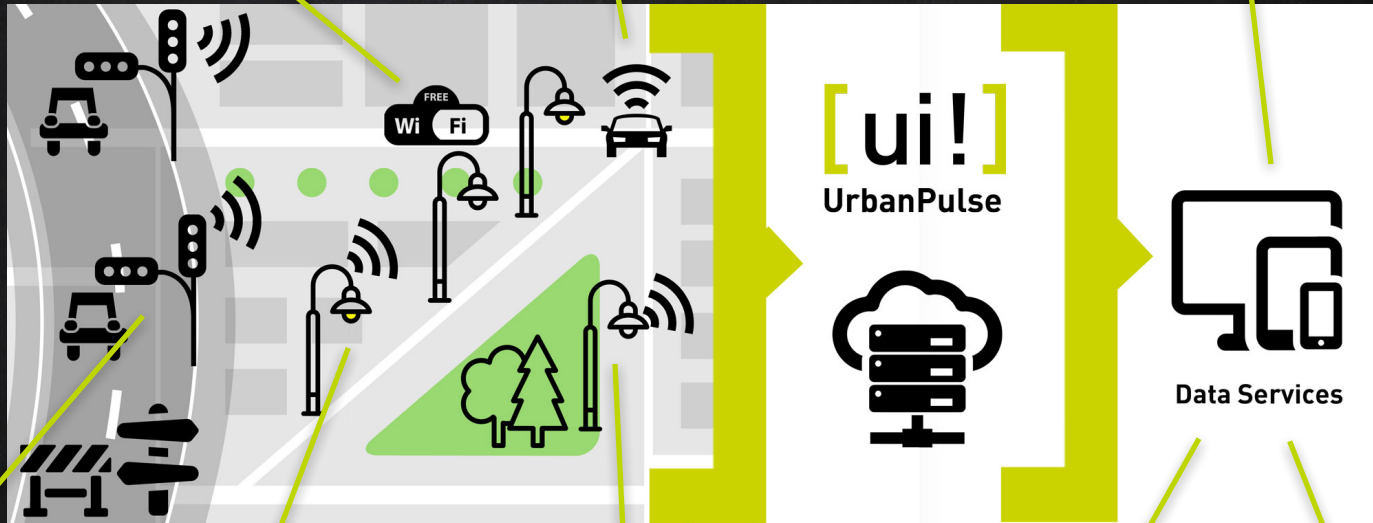


URBAN PULSE integrates Smart Services

Partner solution

[ui!] CROSSFLEET

[ui!] COCKPIT



[ui!] TRAFFIC

[ui!] ENVIRONMENT

[ui!] CITIZEN

Partner solution

Partner solution

UrbanPulse integrates 3rd Party data & solutions

[ui!] COCKPIT

Schröder

SM!GHT smart.city.light



[ui!] TRAFFIC



Clevercity Systems

[ui!] CROSSFLEET

[ui!] TRAFFIC

Challenge

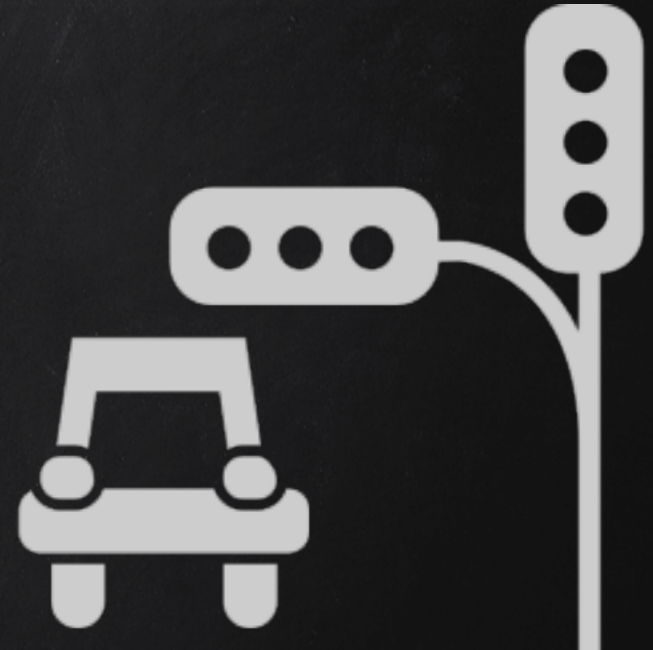
- Traffic condition within the city unknown to drivers
- Congestion increases air pollution and may require restrict access areas
- Commuting periods at critical peak in most European cities without having the chance to improve road infrastructure

Solution/ Strategy

- Provide traffic light sensor data on a real-time base via WEB Apps and Open Data platforms to the general public
- Integrate different data sources both from public authorities and private sector (road blocks, constructions, public and private events, etc.)

Outcome

- Real-time traffic flow insight for better decision making
- Reduction of CO2, NOx and other GHG emissions



[ui!] CROSSFLEET

Challenge

- Operate corporate public and private fleets in a cost efficient and sustainable manner
- Integrate electric vehicles in fleets in a way that eCars exceed break-even of TCO compared to current fleet cars.

Solution/ Strategy

- Analyze the specific demand of fleets for transformation process of integrating eCars into the fleets
- Support cross-fleet sharing of eCars in real-time to increase utilization and optimize TCO per mile/km

Outcome

- Digital transformation of public and corporate fleets into sustainable urban transport



[ui!] ENVIRONMENT

Challenge

- Air pollution and other environmental data has been collected in a very limited and costly manner
- Statistical data about traffic, air pollution, light and more are often only available on a very limited and outdated database

Solution/ Strategy

- Integrate multi-sensor nodes with existing infrastructures such as street lighting or other urban furniture

Outcome

- Insight into micro-climate data
- Communication of data as open data sets based on local requirements
- Via [ui!] COCKPIT insight for decision making processes of councils and administration



[ui!] INTEGRATION

Challenge

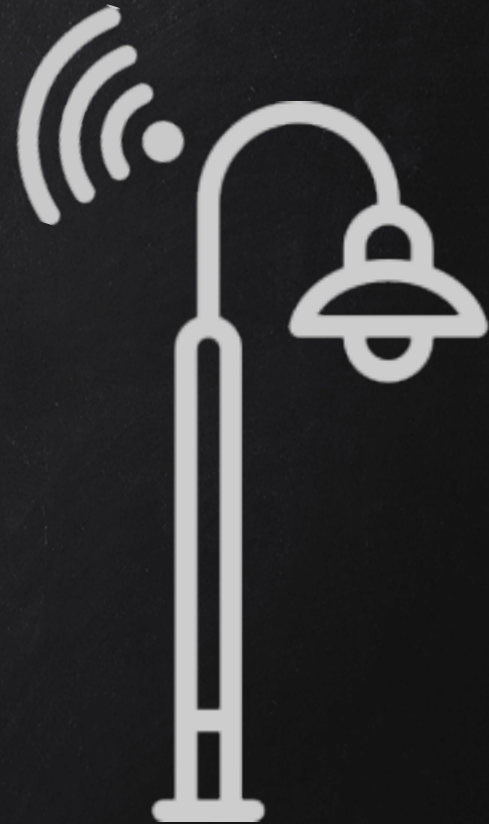
- Low cost solution for city wide WiFi infrastructure
- Integration of urban sensors for re-use and re-purposing of the provided data
- Fast deployment of new urban sensor at marginal cost

Solution/ Strategy

- Integrate WiFi-routers in street lighting for wireless broadband communication
- Operate a Public WiFi infrastructure for cities

Outcome

- Communication infrastructure for digitalization of the urban space
- Enabling base services for other smart services such as [ui!] ENVIRONMENT, or third part services



[ui] Network - Extracts

Partners



Customers (References)

Wissenschaftsstadt
Darmstadt



Landeshauptstadt
München
Referat für Stadtplanung
und Bauordnung



Stadt Köln



Research Partners



References



**[ui!] TRAFFIC
Las Vegas**



**Smart Quarter
Innsbruck**



**Smart Grid
Saarlouis**



**[ui!] TRAFFIC
Darmstadt**



**[ui!] COCKPIT
Bad Hersfeld**



**Smart Open Data
Cologne**



**Smart eMobility
Berlin**



**Smart Lighting
“Humble Lamppost”
Wiesloch**

..and more projects in execution with cities around the world

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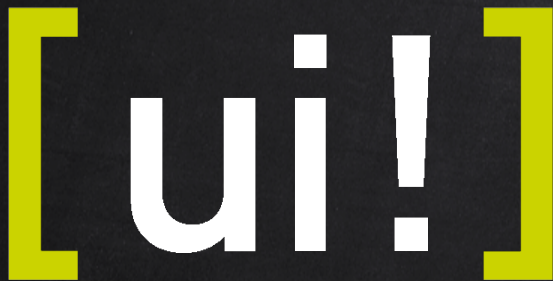
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Thank you !



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