

SMART MOBILITY FOR BEGINNERS

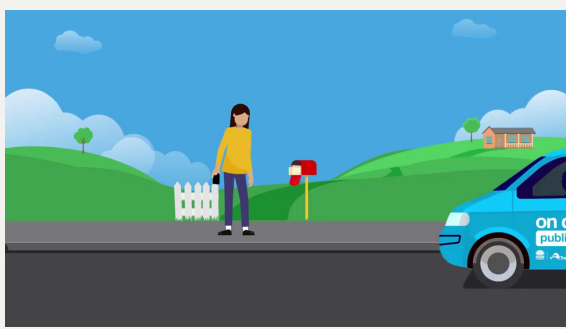


SMART MOBILITY... WHAT IS IT?

It is mobility that is smart. Well, everyone could have guessed that. But what is at the core of smart mobility? If you have some trouble understanding its true meaning, we invite you to read our small iconography about smart mobility.

PUBLIC TRANSPORTATION

Companies providing public transportation such as trains or buses need to keep in mind that users' needs have changed. NOW it's all about the on-demand transportation! But how does it work? Watch this video!



2 PROMISES

less traffic jam

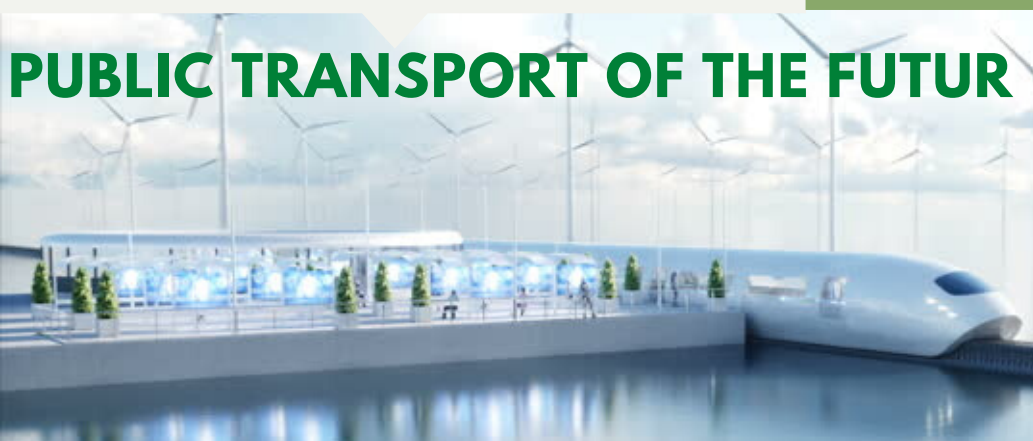
be

sustainable

4 MEANS OF TRANSPORTATION FOR GREEN MOBILITY



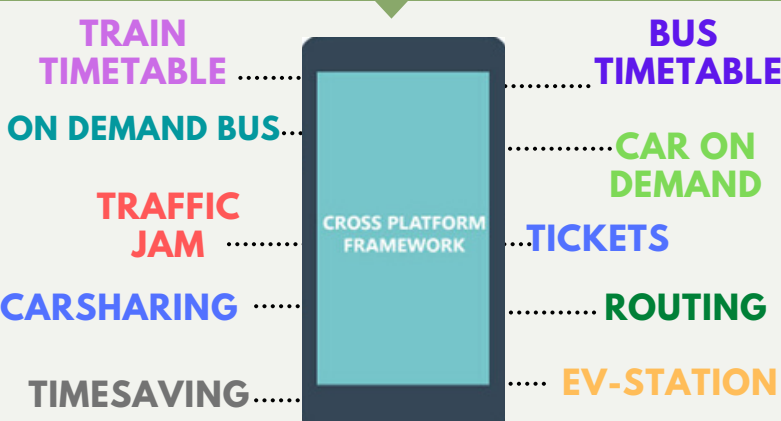
PUBLIC TRANSPORT OF THE FUTURE



As technologies develop more and more, the dream of seeing futuristic transportation in our city is closer than ever. We are talking about suspended air metros overhanging traffic jams, magnetically levitating trains, or even a hyperloop allowing you to commute between the city and the suburbs in a few minutes.

Another **BIG** change is in the actual **INFRASTRUCTURE**. Smart mobility is interesting when all the components are interconnected.

It means we need smart lighting systems, smart bus routes, smart bus stops, and an application that unites **ALL** these services!



WHY ?

- Change the actual infrastructure
- Study the feasibility of different projects
- Gather DATA
- Create algorithms for intelligent routing
- Create the will of change in users

WHAT ABOUT THE CAR ?

Nowadays the car is THE means of transportation for everyone in Western countries.



FOR



we need to transition to



FOR



WHY ?

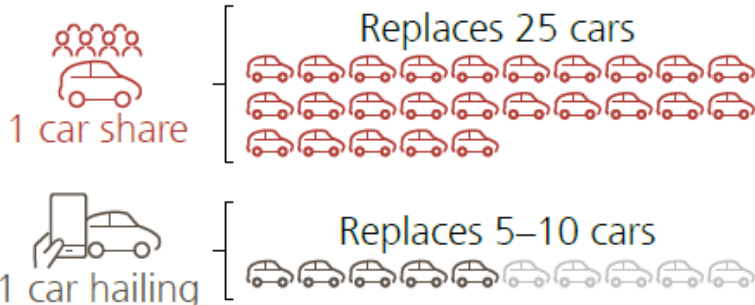
To help you visualize with **100W** we can do:

- 120-240 km with electric bike
- 120-240 km with train
- 24-48 km with bus
- 16 km with a tesla
- 12 km with other electric car
- 2,4 - 3 km with a normal car

So smart mobility is imperative, if we want a sustainable world !

HOW ?

With smart vehicles! Imagine a world where no one owns their car but we all share cars. Carsharing, on-demand cars or even autonomous cars with multiple passengers will become the **norm**.



Source: UBS, November, 2018

FOR WHO ?



EVERYONE. Taking into consideration the fact that the population is aging, Smart mobility will be a huge benefit for the planet and mostly to **YOU** (in a few years).

SMART STATION STOPS



We all know how frustrating waiting at a bus stop can be. You're waiting for the bus, the timetable is 5 years old, you have no WIFI and to making things worse, your mobile's battery just died.



Well, not anymore !
**INTRODUCING:
THE SMART STATION STOP**



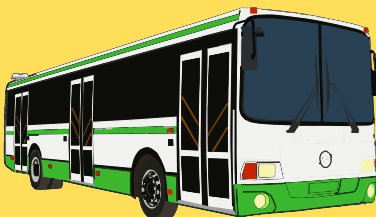
Internet of Things

These bus stops will offer wireless connectivity, free USB charging points and regularly updated local information including traffic news and headlines. These stops will also be able to collect data such as number of passengers ,CO2 emissions and much more, which will allow companies to improve passenger experience !



Real-time changes to timetables

Electronic displays will provide details of upcoming journeys. They will have the capacity to change automatically if a bus will be arriving more quickly than expected, a bus is delayed, or if the route has to be changed at short notice. If something changes you will know about it !



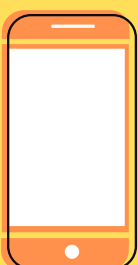
Attractive & eco-friendly

Smart bus stops will provide those that are waiting with shelter made from sturdy eco-friendly materials to protect them from the elements. This includes solar panels that power the bus stop and all its features.



Accessibility

The data gathered by these bus stops will be of direct use to you as well. Receive notifications directly on your phone if your bus is delayed. You can also buy your tickets online without any hassle. No more counting pennies to buy tickets at the old ticket machine!



Wonderful, we have our super idea of Smart transportation stops . **But what happens when people are too scared to take public transportation because of a pandemic?** These exceptional situations, force us to go back to the basics and one of the priorities of smart mobility, **SAFETY**.
How to guarantee the physical and health safety of users?
How to use big data and AI to protect us and guarantee our individual liberties and privacy?

NEW PARADIGM TO INTEGRATE : SMART MOBILITY VERSUS CORONA VIRUS

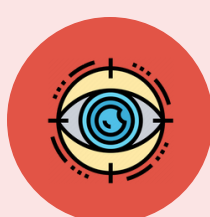
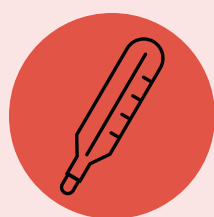


HOW TO COMBINE PUBLIC TRANSPORTATION AND SANITARY SECURITY FOR EVERYONE IN TIMES OF PANDEMICS?



It's a fact that due to confinement and isolation, people are changing their habits. The use of private bicycles in cities has increased which is offering new secured lines for cyclists yaayy! but now less people are using public transportation such as buses, subways and trains. Shared vehicles such as electrical scooter are temporary banned. People prefer using their personal car for safety reasons and are giving up on carpooling... To be accepted, Smart Mobility has to be a safe alternative !

DON'T WORRY DATA & TECHNOLOGY & AI WILL SAVE US



We can imagine a lot of solutions:

- Ticketing applications combined for all transportation methods in a city. No need for physical contact with ticketing machines anymore!
- Automatic temperature control when entering a Bus.
- Smart apps to avoid overcrowding in public transportation to reduce the risk of contamination. All this while keeping privacy in mind.

This third part was maybe a little bit deviant, but **we think it's important not to be blind only by data and technologies**.
The goals of smart mobility are SAFETY & LIBERTY & PRIVACY for each and every one of us.

TECHNOLOGY AND DATA MUST BE AT THE SERVICE OF PEOPLE, NOT THE OTHER WAY AROUND - STAY SMART AND STAY MOBIL !