UZE

Data-driven reach in milliseconds

UZE Overview

12.2022

We provide digital campaigns solutions

IP Platform with APIs connecting any screen and DATA Point

DOOH /personalize, mobile and hyperlocal advertising with proprietary first-party data

Own-build product with exclusive data gathering connecting to any Screen

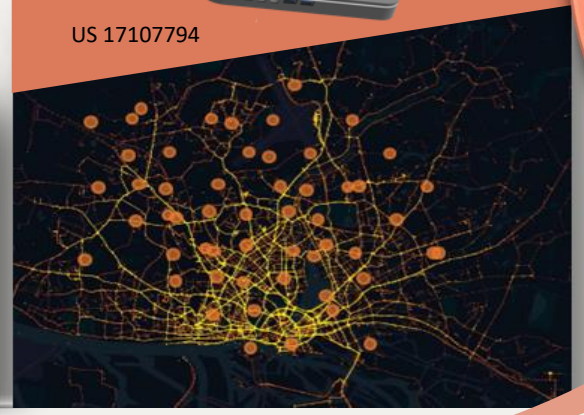
Programmatic Marketplace

Mobile Data Rooftop

EP 1262 371 B1
DE 10 2017 213 283 A1

Smart Box

US 17107794



Reach every cm in any city with hyperlocal, digital advertisement via the only mobile RTB marketplace

City Reach Increase

The combination of our digital solutions (one-stop shop) allows our customers to have full reach in a city

Our Smart City Approach

1 Funding
Engagement with the EU commission through its different programs

Horizon2020
European Union Funding
for Research & Innovation

5GLOGINNOV

2 City Deployment
Support from the cities to enable the connectivity and data collection

Hamburg

Bundesministerium
für Verkehr und
digitale Infrastruktur

3 Ecosystem & Network
Collaboration with the leading companies in terms of infrastructure and network capabilities

T··Systems·

Continental

Google

4 Ad Monetization
Digital Ad displays can be used through the cities and further monetize

Living Lab Hamburg Case 1: Floating Truck and Emision Data

Challenge

Minimize the environmental footprint.

Ports are essential for the European economy and for economic growth**: 74% of goods exported or imported to the EU** are transported via its seaports.

Use Case

Truck & Emission Data for Sustainable Traffic Management based on 5G V2X.

A taxis covers **200 km per day**. Hamburg has about **3,500 taxis** able to provide quality data about traffic volume, fuel consumption and CO_2 emissions

Solution

Predicted traffic light signaling from traffic centers to vehicles to allow an optimized trajectory planning.

Solution describes the driving maneuvers of vehicles (route, infrastructure, vehicle weight, driver, etc.) and help reduce social **cost by €50 per person per year**

UZE delivers accurate intelligence through proprietary sensor data to support cities in the improvement of the environment

Living Lab Hamburg Case 2: Green Light Optimum Speed Advisory

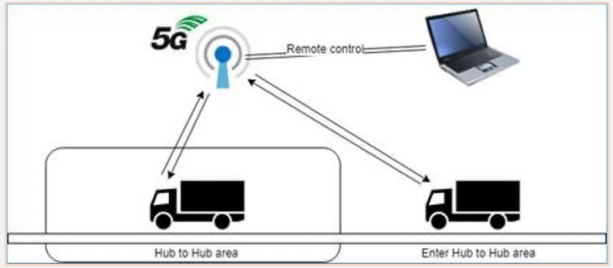
Challenge

Drivers need real-time information, to be able to make effective decisions while driving.

The cost-benefit-analysis of real-world implementation could prove positive impact, especially in combination with ADAS or ACC

Use Case

Vehicles and traffic infrastructure communication to minimize capacity shortage across complex urban road networks.



Use case goes beyond vehicle speed as it allows the user to understand other important variables related to climate gas emissions

Solution

Emission data from floating vehicles available in a cloud-based center to enable situation monitoring on emissions.

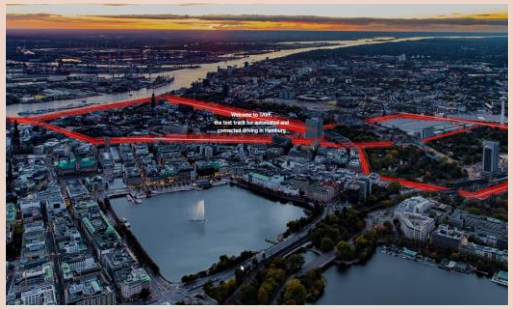
The developed APP allows the driver to follow the right trajectory and **save fuel by 5% or more**

UZE can support drivers by providing traffic conditions that can further allow them to save on fuel consumption

Living Lab Hamburg Case 3: Dynamic control loop for traffic management actions

Challenge

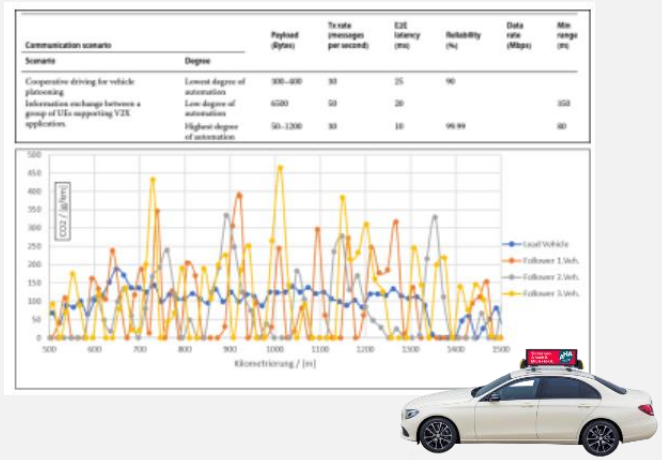
Supply chain efficiency depends upon data and information. Existing systems not linked to each other, missing the opportunity to minimize the performance of their cooperation



Stop & Go cause in any port **30% fuel consumption** than smooth extra urban traffic meaning **30% more CO_2 emissions**

Use Case

Data exchange for traffic management



Traffic management measures (i.e., real changes in signal control or speed limits/advice to broad public) were developed in this use case

Solution

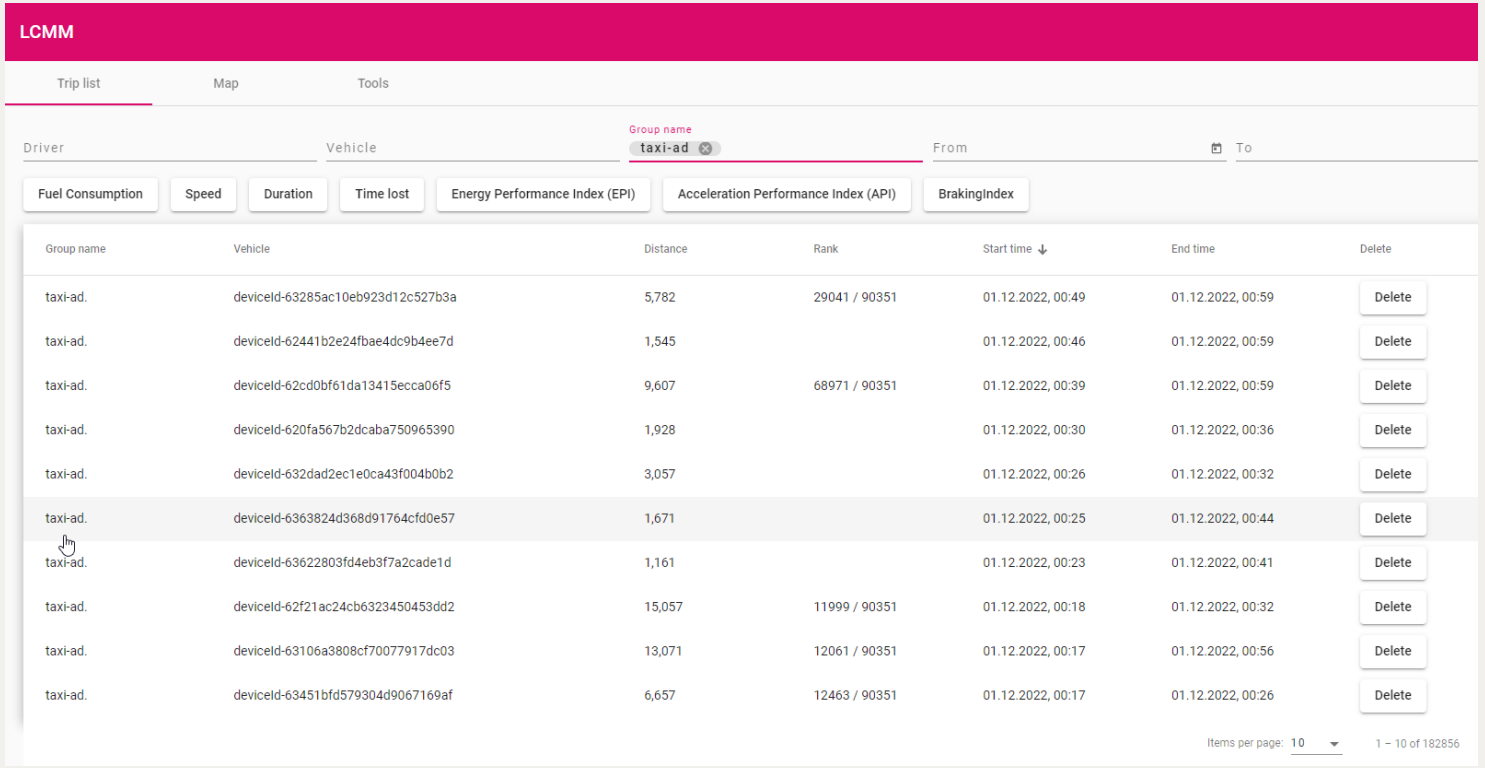
Capture data was used to trigger traffic management measures (strategies) in traffic control: changing traffic light, setting speed limits or providing instruction and directive to vehicles

Data from vehicles and traffic light are based on real data linkage. **Data enabled the CO_2 emission reduction by 30%**

UZE can capture the data that can reduce congestion through traffic management

5GLogInnov Achievements

- In 2021 GPS data collecting with T-Systems LCMM smartphones and by our own LBS infrastructure.
- Data Analyzing for LCMM service readiness, and the API requirements successfully defined and implemented
- In 2022 a total number of 182.856 trips was collected. The data is available also on-demand for future service deployment as planned in the open call



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