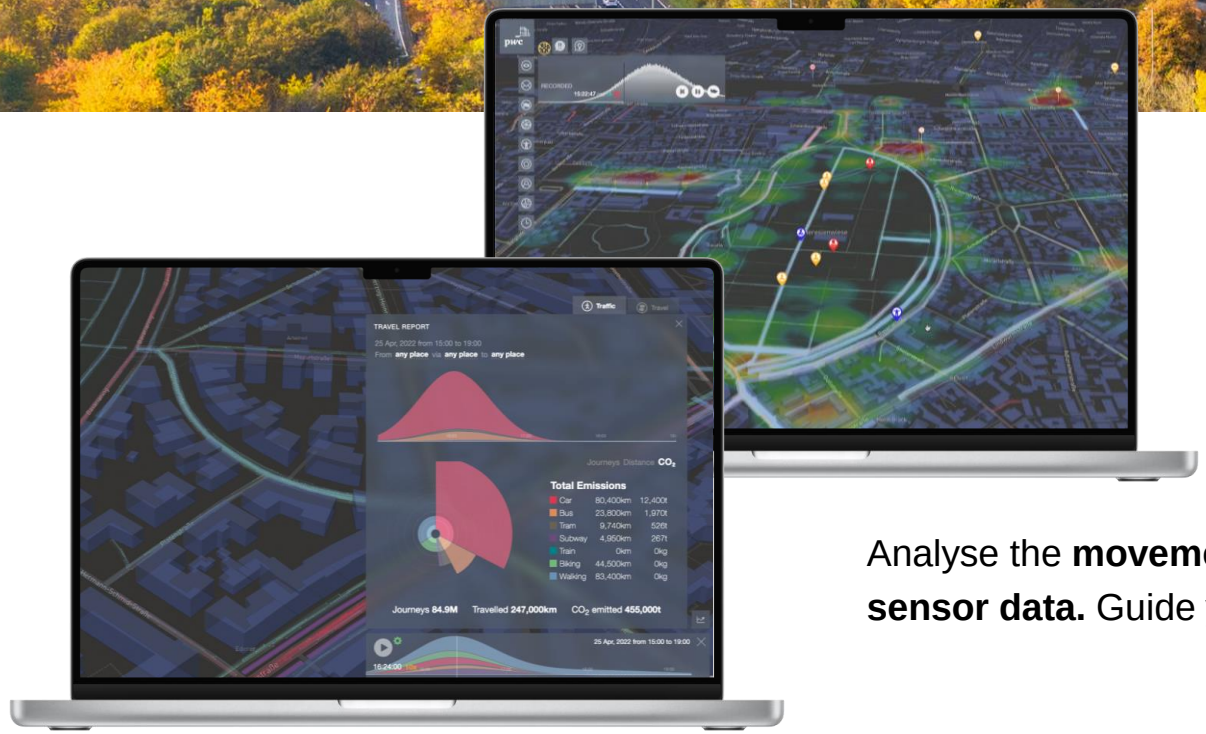
PwC Smart City Platform

The management tool for smart cities and municipalities



Shaping smart cities and municipalities of tomorrow with data.

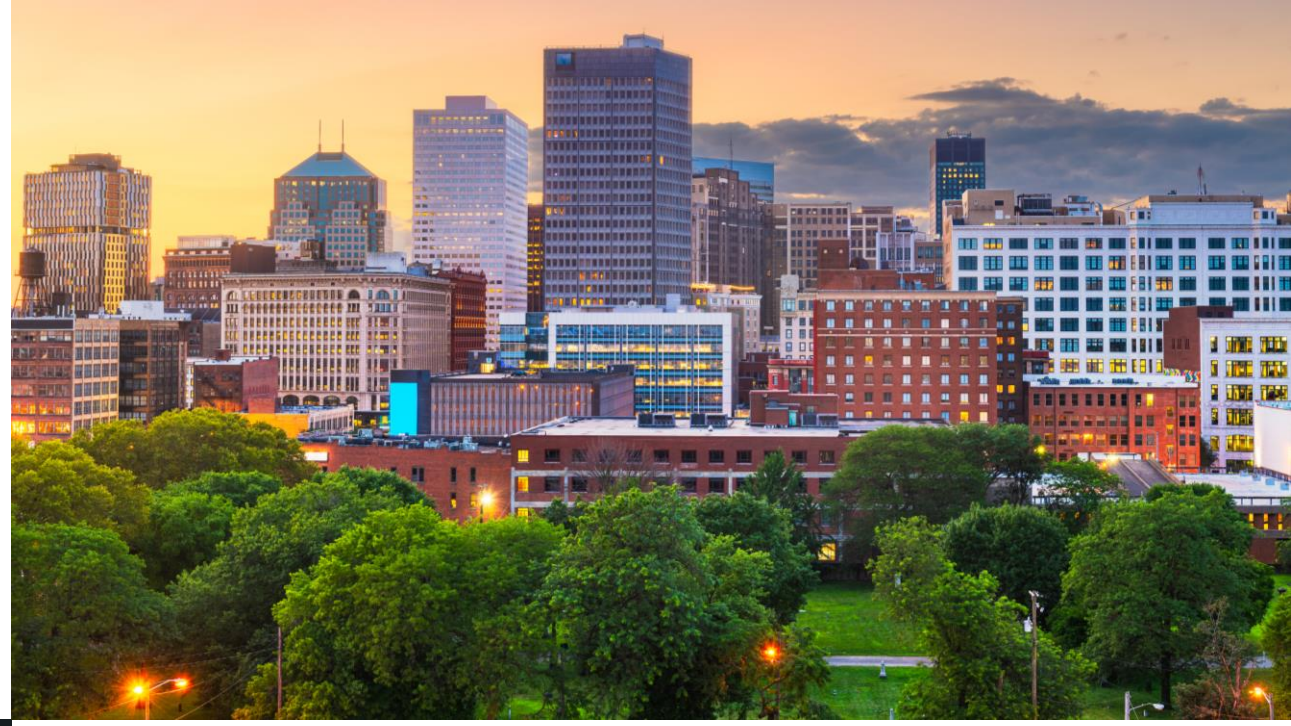
We provide **insights from urban data** for a **higher quality of life in cities and municipalities**.

Analyse the **movement and mobility behaviour** of your citizens in real time based on **sensor data.** Guide your citizens via **intelligent information channels.**

How does the platform work?

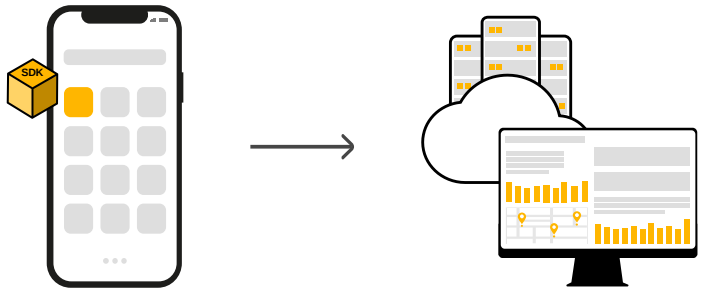
Utilising **smartphone sensor data** (e.g. location, acceleration, rotational movement data), the platform creates precise **situational images of** citizens' **movement behaviour and their usage of infrastructure**.

→ **Movement paths, crowd densities, mobility types,** as well as potential **problem areas** can be analysed and evaluated in real time.



How is the data collected?

A small **software module (SDK)** is integrated into your existing apps (e.g. city app or public transport app). The data is **collected, processed and prepared** in compliance with **GDPR.**



What advantages does the platform offer?

All-in-one solution

Record, analyse, and control the movement and mobility behaviour of your city or municipality.

Individualised and scalable

We offer you a **customised system** according to your needs and requirements.

Low setup effort

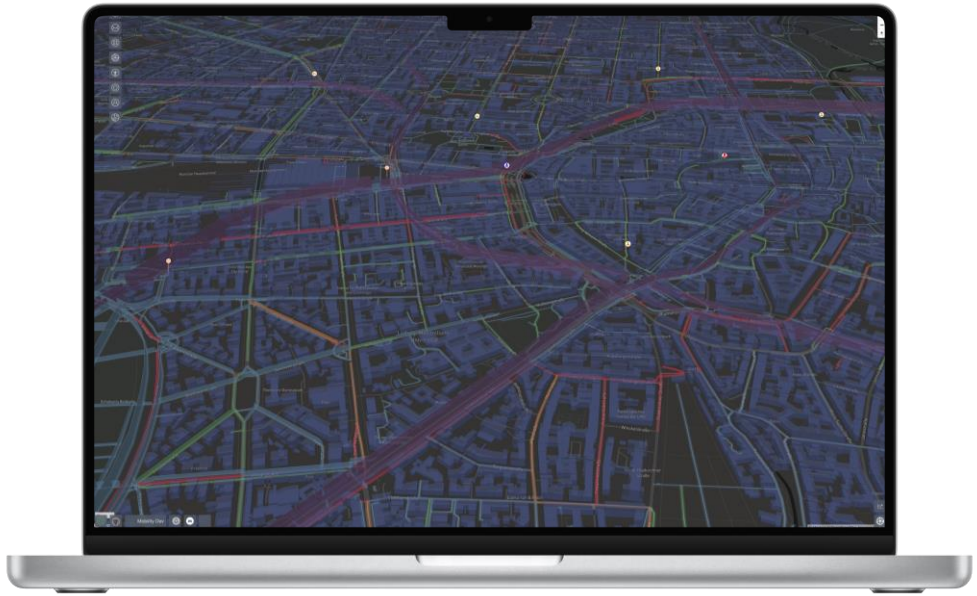
The **utilisation** of the **existing app** as a data source is particularly **low-effort.**

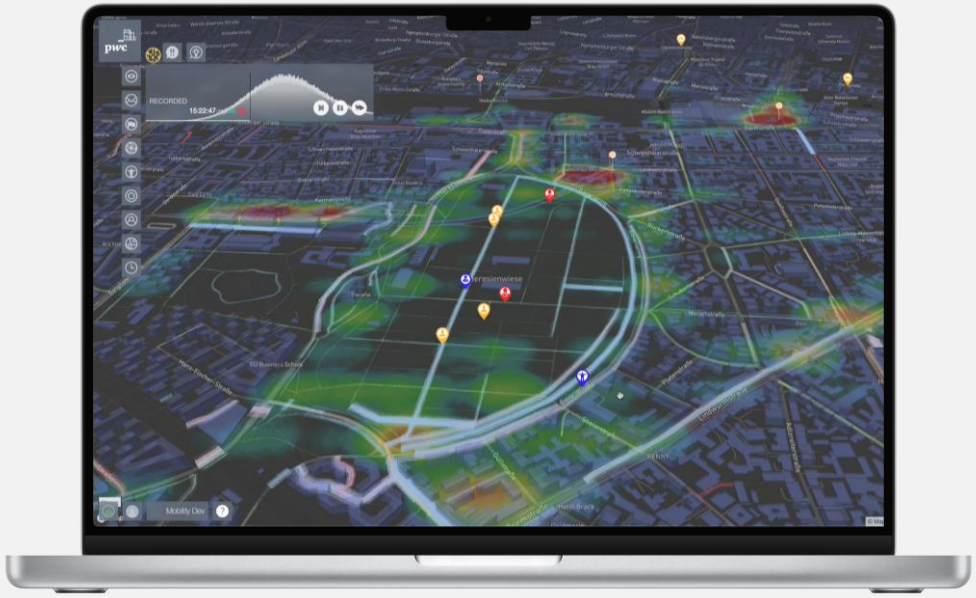
Compatible with other data sources

Easily connect **existing sensor hardware** and other **external data sources**.

Mobility Analysis

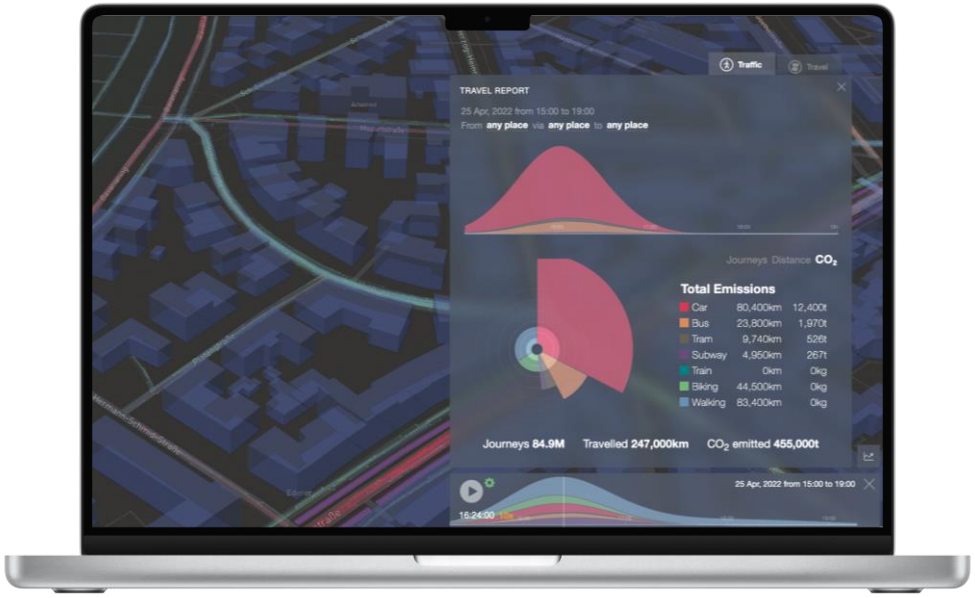
Obtain information on the **intensity of use** of **roads, paths** and the **public transport network**. Hence, congestion on main traffic routes can be identified quickly and suitable **optimisation measures** derived and initiated.





People Flow Analysis

Visualise the **flow of people** in your infrastructure in real time and monitor their **direction of movement, crowd density** and **speed**. Determine and compare, for example, **peak visit times** of different shopping streets in order to **evaluate** and **increase the attractiveness of shopping locations**.

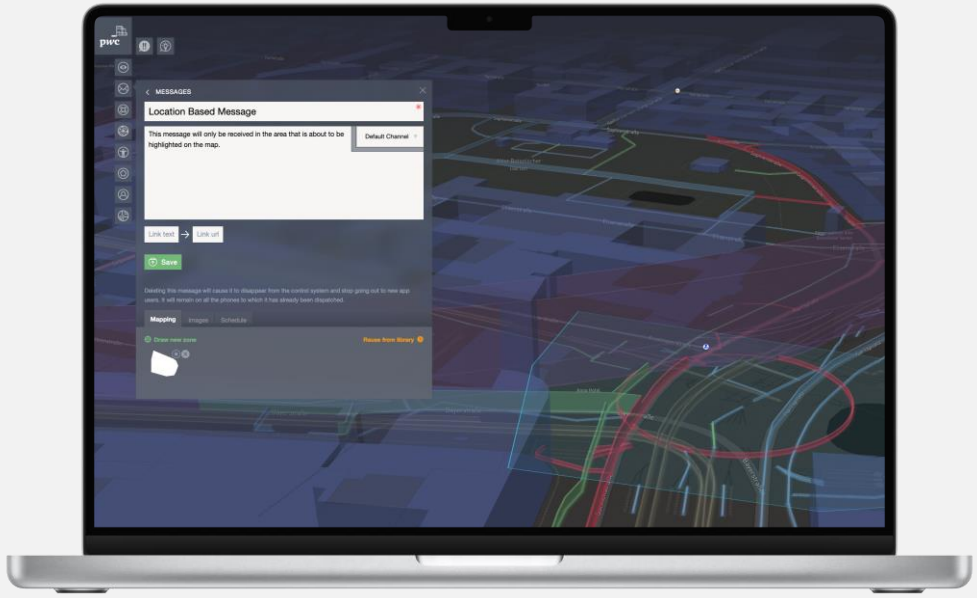


Carbon Footprint

Calculate the **carbon footprint of individual zones** with regards to your citizens' mobility behaviour on the basis of the collected mobility data. Easily evaluate the **carbon footprint of your city** and the **success of your ecological measures** over time.

Location-based Messaging

Inform citizens with **individualised and location-based messages** via your existing apps. For example, send **incident alerts**, **reminders about upcoming events** or **specific surveys** to people located in **predefined zones**.



Further features:

Parking Management

Sensors detecting **free parking spaces** nearby can be integrated to the platform and transmit the position of free spaces to the system.

Asset Tracking

Movement data of your **mobile assets**, such as emergency personnel and vehicles, is stored on demand and can be retrieved at any time.

IoT Sensors

Additional **external sensors** (e.g. people counting sensors, cameras, beacons) can be connected to the platform at any time.

Asset Messaging & Reporting

The ***PwC Connect and Communicate App*** allows you to communicate with personnel and coordinate them efficiently during incidents.

... and many more!

Feel free to contact us!

Dr. Tobias Franke

AI & Mobile Solutions Leader
+49 151 18148575
tobias.franke@pwc.com

Mario Stehling

Project Manager
+49 175 2939319
mario.stehling@pwc.com

Sophia Hiermaier

Project Manager
+49 1512 6524551
sophia.hiermaier@pwc.com

Louisa Uhlemann

Project Manager
+49 171 7603668
louisa.uhlemann@pwc.com