About EMBERS

- Innovation Action funded by the European Commission:
  Create Prototype Solutions to concrete mobility challenges

- Consortium of:

- Main Events:
  
<table>
<thead>
<tr>
<th>Hackathon</th>
<th>App Challenge</th>
<th>Open Call</th>
</tr>
</thead>
<tbody>
<tr>
<td>November 2016</td>
<td>November 2017</td>
<td>January 2018</td>
</tr>
</tbody>
</table>
Ubiwhere
Who we are

• Software development SME founded in 2007
• Four offices and 50 employees
• Five spin-offs: Bikeemotion | Parkware | ARO Consulting | OAKREATIVE | Smart Lamppost
• Gold members of FIWARE Foundation & Full members of ETSI (ISG CIM)
• Quality Certifications: ISO 9001 | CMMI DEV 3 | CMMI SVC 3 | LNB 4457
Team

Rui A. Costa
CO-FOUNDER, CEO

Nuno Ribeiro
CO-FOUNDER, COO
Core areas
Smart Cities Products
1st Smart Cities product
1st Smart Cities product
### Bikeemotion - started in 2015...

<table>
<thead>
<tr>
<th>Location</th>
<th>Bikes</th>
</tr>
</thead>
<tbody>
<tr>
<td>Wolfsburg, Germany, Europe</td>
<td>50</td>
</tr>
<tr>
<td>Birmingham, Alabama, US</td>
<td>400</td>
</tr>
<tr>
<td>Algarve, Lagoa, Portugal, Europe</td>
<td>30</td>
</tr>
<tr>
<td>Richmond, Virginia, US</td>
<td>220</td>
</tr>
<tr>
<td>Baltimore, Maryland, US</td>
<td>500</td>
</tr>
<tr>
<td>Summit County, Utah, US</td>
<td>88</td>
</tr>
<tr>
<td>Barreiro, Portugal, Europe</td>
<td>10</td>
</tr>
<tr>
<td>Howard County, Maryland, US</td>
<td>78</td>
</tr>
<tr>
<td>Rio Maior, Portugal, Europe</td>
<td>24</td>
</tr>
<tr>
<td>Coruche, Portugal, Europe</td>
<td>27</td>
</tr>
</tbody>
</table>

3 new systems (to be deployed) | 600+ (next couple of months)
Smart Cities brand

"smart solutions for global challenges"

www.citibrain.com
Smart Cities brand

citibrain:

www.citibrain.com
Our vision for Mobility
Unified Vision on Smart Mobility

SMART TRAFFIC
Last traffic count: 14 cars
Avg speed: 54 km/h

SMART PARKING
9/21 Available parking spots

SMART WASTE
GR15 Containers in fill alert

SMART AIR QUALITY
Avg temperature: 20°C
Avg precipitation: 0
Avg humidity: 11.6%
Unified Vision on Smart Mobility
Smart Mobility Ecosystem

Cities can choose best-of-breed apps:

*No vendor lock-in*

Choose your way of accessing the API

Open smart city mobility API:

*Works across cities*
Mobility Backend-as-a-Service (MBaaS)
Technical Overview

City (Service provider or Citizen) provides real-time data such as: transit feeds, status waste bins, parking places, etc.

Back-End receives the City’s data and open data from other sources (e.g. OpenStreetMaps), processes and harmonises all the information.

The unified data is used by the app developer to solve the Mobility Challenge.

The end-user (citizen, municipality, waste haulage company, etc.) makes use of the app.

* MBaaS: Mobility Back-End as a Service
Technical Overview

• Mobility Backend-as-a-Service (MaaS): web platform for urban mobility
• Intelligent services APIs
• Making the bridge between City Service Providers and Citizens
  ○ Improving Mobility with different use cases
  ○ Creating a Mobility Ecosystem for the city
• Supports processing and storage of historical and real-time datasets
• Seamless integration with existing infrastructure (traffic lights, panels, kiosks, vehicles, etc.)
• Ultimate Goal of providing a Unified vision of Mobility

A NEW SMART CITY MOBILITY ECOSYSTEM
Mobility Backend-as-a-Service Platform

- Real-time and historical data APIs
- Intelligent services APIs
- City data integrated typically via SDKs

- We are currently integrating data from several cities, including:
  - Porto
  - Cologne
  - Trikala
  - Santander
  - Valencia
  - Lyon
  - Aarhus
  - Turin
  - Ghent

Open Call

Experimentation with Open Data
Launching of the Open Call
EMBERS Open Call

- Currently accepting bidders!
- Open until **16th February 2018 12:00 CET**

**30.000€ FOR EACH CHALLENGE WINNER**

[www.embers.city](http://www.embers.city)
Beyond the Open Call...

We aim at optimising the operational efficiency of city service providers, making the bridge with municipalities and their citizens!

Avoid vendor lock-in, embracing openness and interoperability.

Empower your city with a Unified Vision on Mobility!
THANK YOU

www.embers.city