

THE ROAD IS SMARTER THAN THE SMARTEST CAR

Could the connected-vehicle ecosystem solve
the problem of congestion in the future?

Dov Ganor - Mobi CEO

GIANT | 6th high level forum
Innovation & Smart Transport

Longueuil-Montréal, September 2017

FREEDOM OF MOBILITY – THE 'BEATING HEART' OF THE CITY

1. The demand is rapidly growing
2. Infrastructure options remain limited
3. Congestion prevents:
 - Economic development
 - Getting anywhere on time – to events, to work, to hospital
 - 1st responders arrival

A REVOLUTION IS NEEDED!



The 'Fragmented Pillars' concept collapses

THE WORLD IS CONNECTED BUT STILL JAMMED

The Cloud

Computer Collaboration
(e.g. shared processing resources)

Smartphone Application

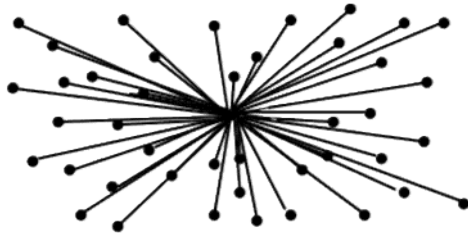
People Collaboration
(e.g. crowd sourcing)

IOT

“Things” Collaboration
(e.g. V2X)



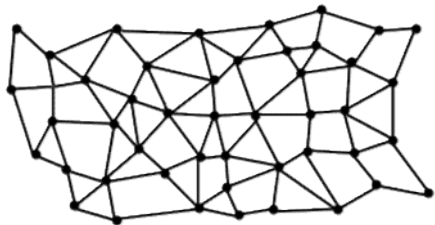
V2X or I2X ? (VEHICLE OR INFRASTRUCTURE TO EVERYTHING?)



Centralized

bringing back total management power to the city

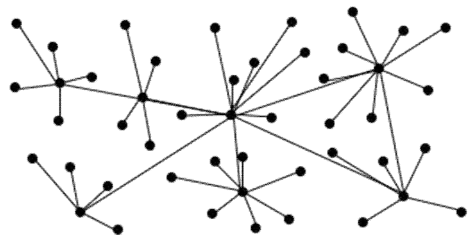
The result: stagnation



Distributed

flattening hierarchies and relying on self organization

The result: chaos



Decentralized

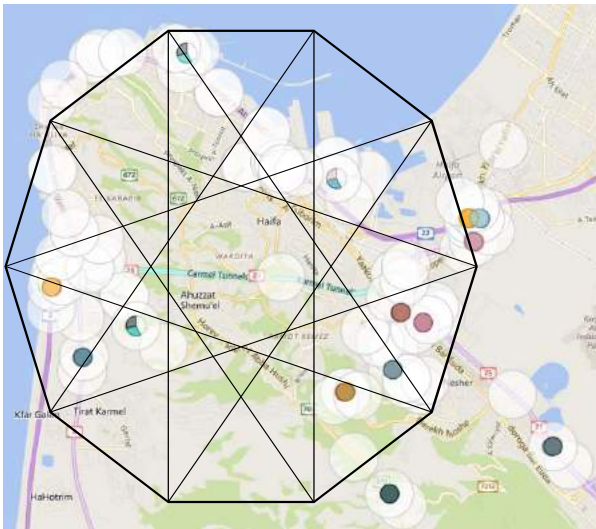
synchronizing all participants

(Citizen, business, academy, city, tech etc.)

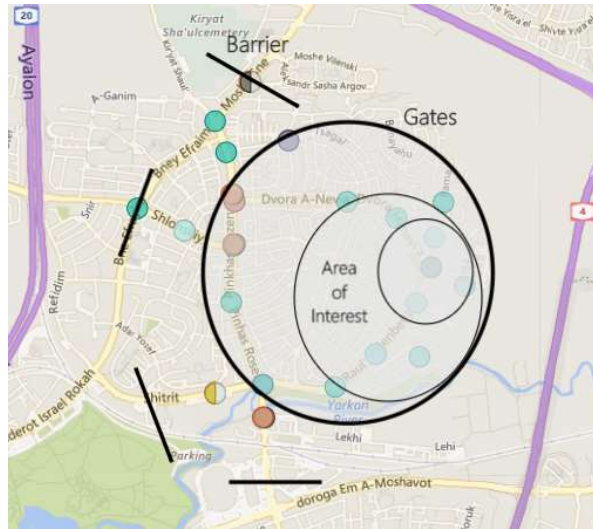
The result: Ecosystem for Innovation

SOME CITIES ARE STARTING TO ECOSYSTEM-IZE

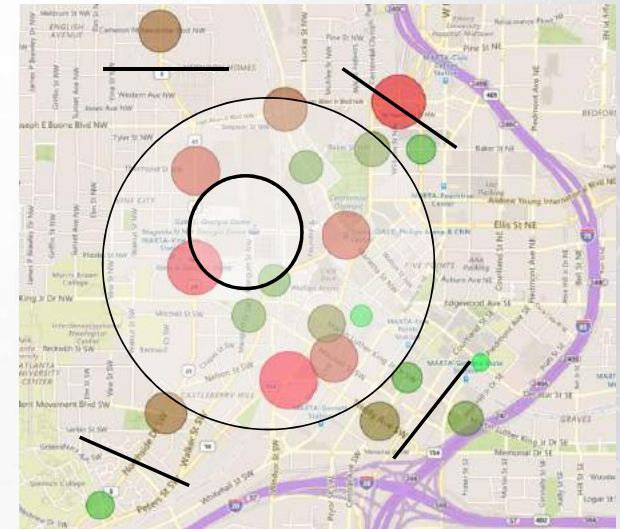
- Alliance between academic institutes, Municipalities and businesses
- Data-Driven Collaborative Learning



Haifa: Truck Mobility Optimization Plan



Tel Aviv: Industrial Area Policy Making



Atlanta: Event Traffic Control

ATLANTA DOWN-TOWN STORY

- **Heavy traffic** – Extensive ingress and egress travel time to downtown event area
- **Bottlenecks** – Large crowd, demanding to arrive to event area at the same time, utilizing a concentric network topology
- **Traffic Control** – Limited mobility management tools



SIGNIFICANT IMPROVEMENT IN TRAVEL TIME



SMART CITY IS AN ECOSYSTEM-IZED CITY

The ECOSYSTEM:

- The City of Atlanta
- Mercedes Benz Stadium
- Georgia Tech
- Downtown Coalition
- AT&T
- Accenture
- Microsoft
- Georgia Power
- Mobi



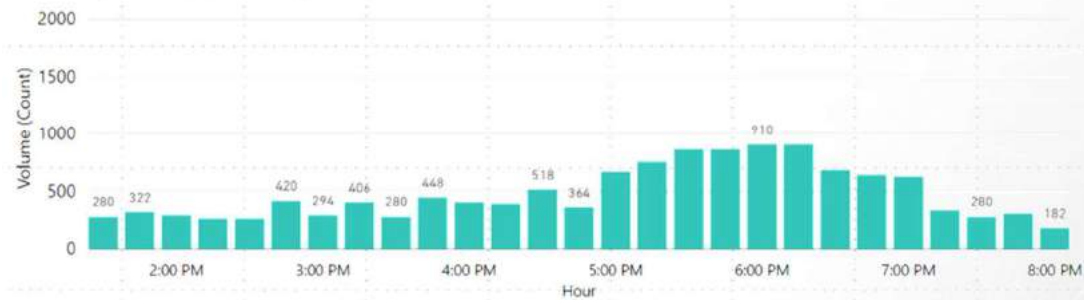
Event Report: Saturday, August 26, 2017



Total Event Ingress/Egress Volume

13K

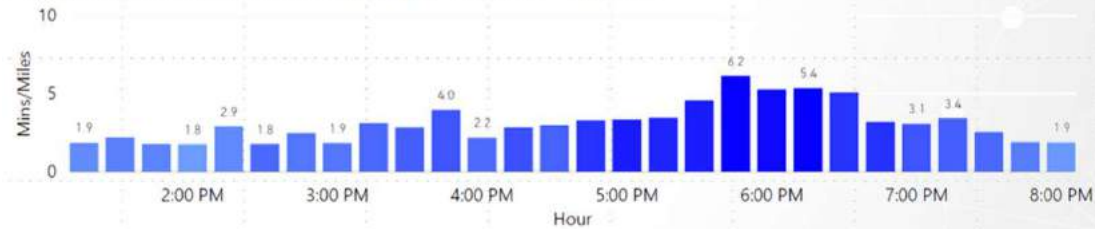
Volume per 15 mins - Ingress



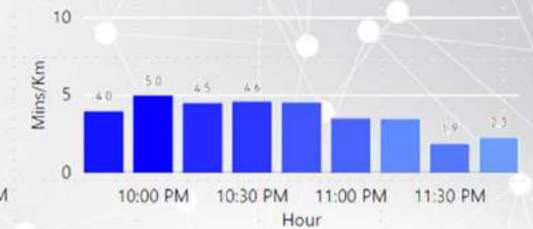
- Egress



Normalized Network Travel Time per 15 Mins - Ingress



- Egress

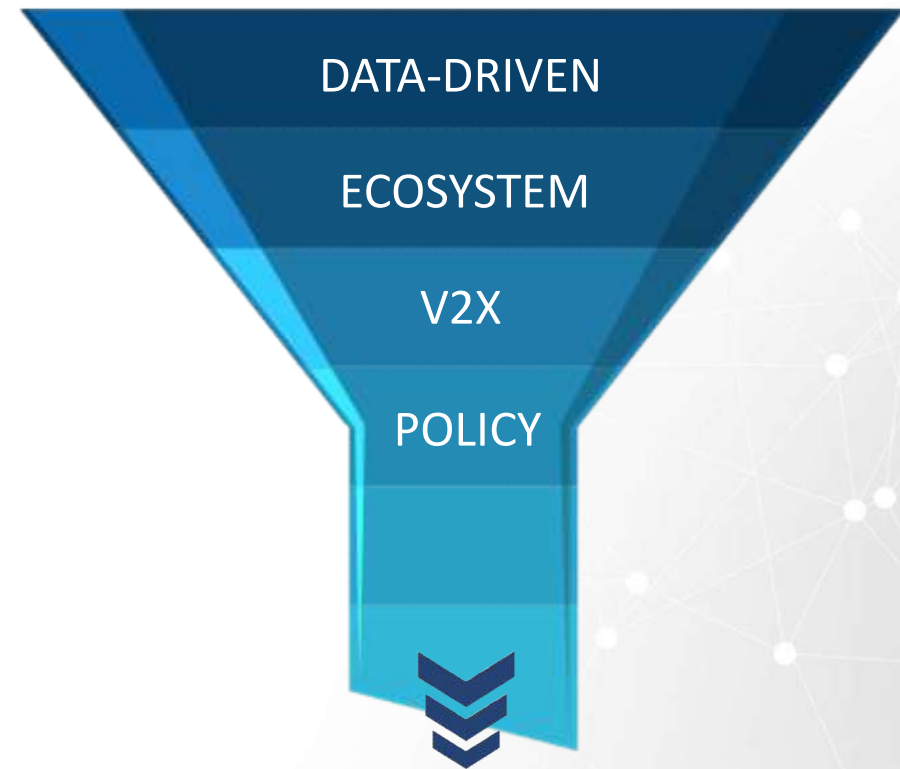


CITY PILLARS COLLABORATION

The problem of congestion will be solved by:

- Data-driven actionable insights
- Ecosystem collaboration
- Connected Vehicles (V2X)
- Optimization & Policy

Ecosystem-ized I2X will provide
freedom of mobility by enabling
“CITY PILLARS” COLLABORATION



ECOSYSEM-IZED I2X



THANK YOU

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The logo for Mobi Mobility Insight, featuring the word "Mobi" in a bold, italicized blue font, with "Mobility Insight" in a smaller, black sans-serif font below it.

Mobi
Mobility Insight