

FUTURE MOBILITY – TECHNOLOGY & INNOVATION



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CUSTOMER PERCEPTION OF INNOVATION

EXAMPLES



Disruptive
innovation

Value-add
innovation

- | | |
|---|---|
| <ul style="list-style-type: none">• Automation• Regulatory principles and traditions | <ul style="list-style-type: none">• Mobility-as-a-Service• Crowd-sourced parcel distribution |
| <ul style="list-style-type: none">• Sharing asset data for system optimization• Train-to-train comms | <ul style="list-style-type: none">• “One window to the eco-system” |

Indirect
innovation

Direct
innovation

MOBILITY-AS-A-SERVICE

ONE-STOP-SHOP FOR TRAVEL SERVICE COMBINATIONS



TRAVEL
NEEDS

COMMUTE
TO WORK

COMMUTE
TO SCHOOL

BUSINESS
TRIPS

VISIT FRIENDS
AND RELATIVES

TRAVEL TO
EVENTS

TRAVEL TO
SPORTING ACTIVITIES

Simplicity

Your Mobility-as-a-Service broker

New and more loyal customers



TRAVEL
SERVICES



RENT



POOL



SHARE



TAXI



PUBLIC
TRANSPORT



RENT

ADDITIONAL SERVICES



TRAVEL
GUARANTEE



BONUS
PROGRAMS

A DIGITAL REPRESENTATION OF THE REAL WORLD



temp
noise
air_quality
occupancy
energy
water



vibration
temperature
traffic_intensity
surface_condition
noise_level
route_to_work



energy
water
waste
CO2_emission
machine_tear
production



heart_rate
skin_conductance
calories
gesture
mood
position
movement



location
occupancy
fuel
emissions
speed



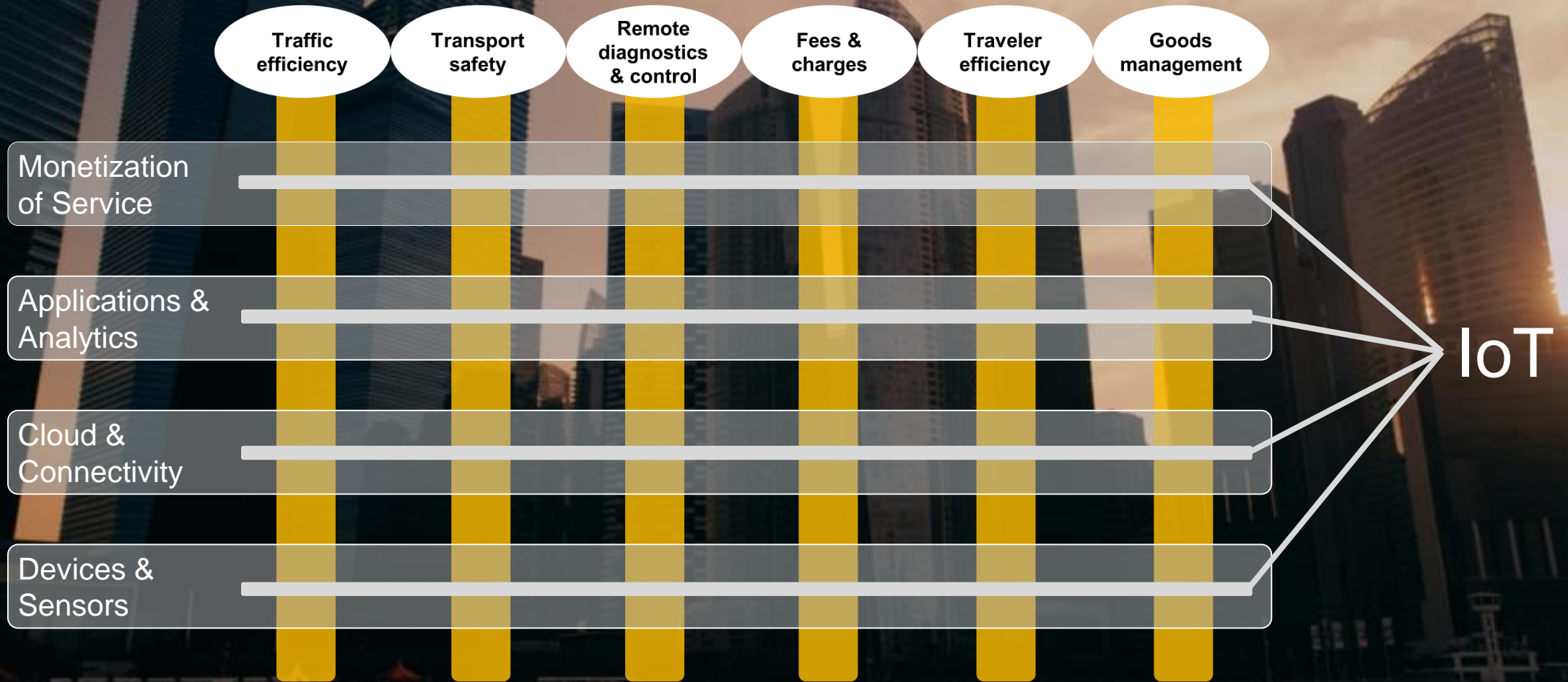
irrigation
luminosity
nutrition
moisture
pesticides

INTERNET OF THINGS HORIZONTAL ENABLING TECHNOLOGIES



INTERNET OF THINGS

POSSIBILITIES FOR MULTISERVICE BENEFITS



IoT

EXAMPLE - AUTOMOTIVE ECO SYSTEM



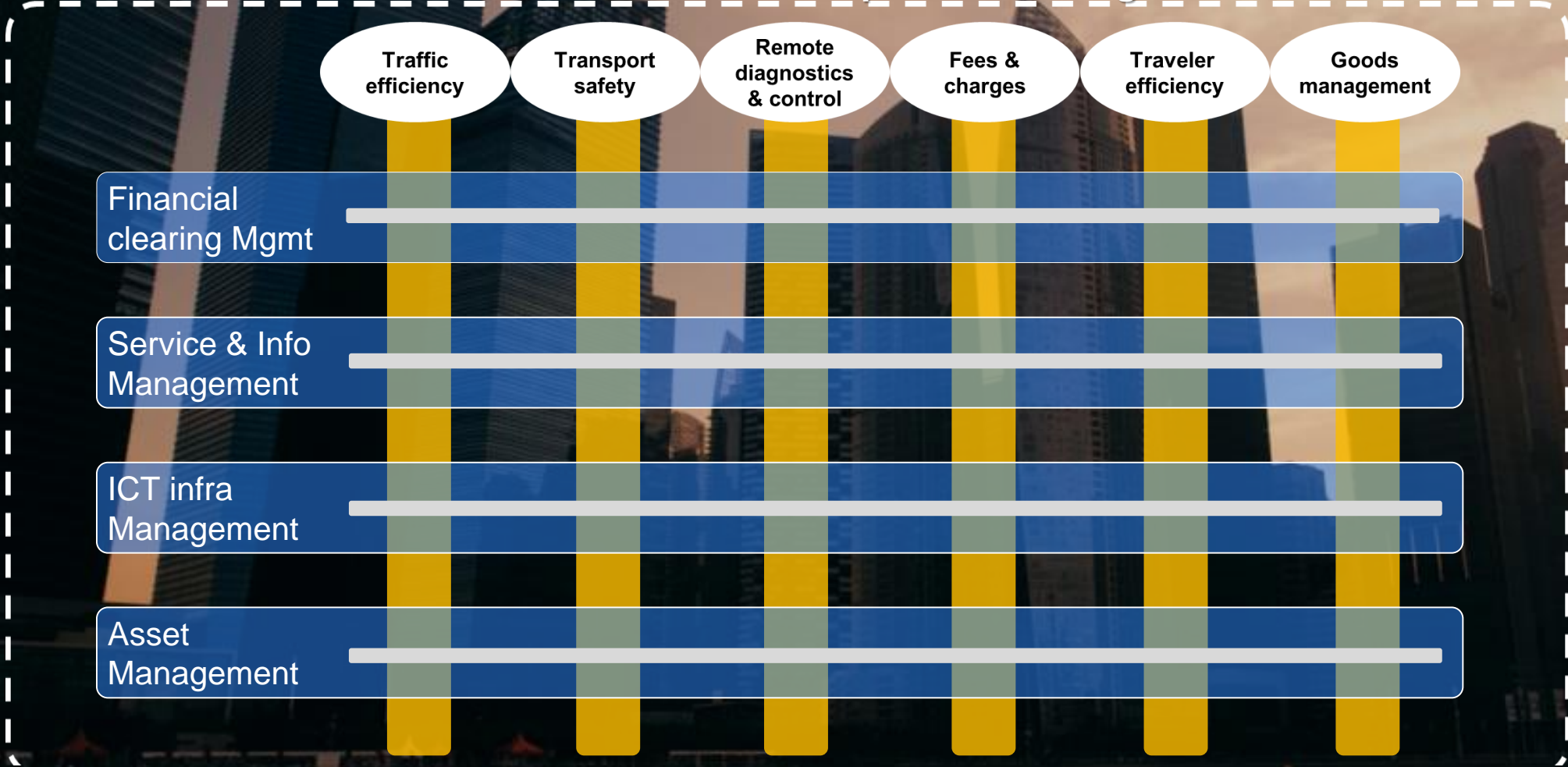
CUSTOMER EXPERIENCE MANAGEMENT



SIMPLICITY BUILT ON MANAGED COMPLEXITY



Customer Experience Management



INDUSTRY COOPERATION FOR 5G+IOT



5G for Sweden

- 5G program with industry and academic partners, including Volvo, Boliden, SICS, Scania, Saab, SKF
- Apply ICT in industrial processes, products & services
- Pilot for industrial mobile communication in mining

5G for Europe

- Delivering research, innovation and industrial pilots enabled by 5G
- Including transport and automotive, IoT, utilities, public safety, public infrastructure and retail
- 7 countries and 10 institutions

PIMM

Pilot for Industrial Mobile Communication in Mining

- › Evaluate mobile communication in an industrial context
- › Consider strict requirements on safety and robustness in underground mining



- › Increased productivity and Improved Safety
- › Industrial 5G requirements
- › Understand eco system, business models, etc.

Partners:



[64°52'18"N](#)

[20°21'47"E](#)

Photo: Boliden



DriveSweden, New mobility



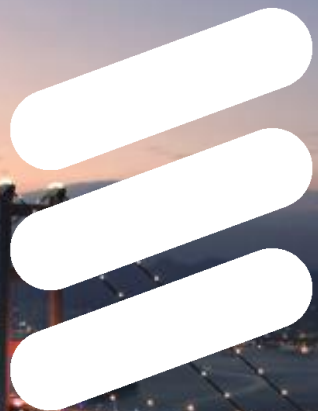
A new approach to Mobility



Close cooperation between leading industrial players, Academia, Cities and Government representatives



First in the world real deployments of smart proactive traffic management systems for smart cities



ERICSSON

