Motov Shows Next-Generation ‘Mobility x Smart City’ Technology at CES2022

- Motov plans to expand contact points with foreign governments and global leaders for the global market - Highly recognized Motov technology that collects and analyzes urban data using AI and IoT sensors

Los Angeles, California Jan 5, 2022 (Issuewire.com**)** - Urban Mobility Technology startup Motov (co-CEO Woohyuk Lim and Jongwoo Kim) will show the next-generation mobility digital out-of-home display integrated with smart city infrastructure, Vehicle Rooftop Device, at CES2022 in Las Vegas. The Vehicle Rooftop Device (VRD) is a dual-purpose ‘Smart City x AD Tech’ mobility display equipped with multiple environmental sensors for data collection and an AI device for data analysis. Collected data is then sent to local governments and other smart city services or used for geographically targeted advertisements.

□ Picture 1: Motov’s VRD (Vehicle Rooftop Device)

During CES, Motov will set up a booth in the ‘Smart City Section’ within the LVCC Building. The Smart City section is designated to present various new products and technologies implemented to urban infrastructure for connected and integrated city governance. Along with the next-generation VRD, Motov will demonstrate a live-operating demo in South Korea and share their insights about smart city technology operation know-how, urban data integration capabilities, and their opinion on future mass integration of the urban data application. Following the 'Qualcomm Smart City Accelerator Program' in

October 2021, Motov again constructs a blueprint for global stakeholders as they scale their city data platform in the global market.

Motov personnel says “At CES 2022, Motov will present the real-time VRD operation video currently running in 1,200 taxis in Seoul,” and “inform public the next-generation smart city technologies that lead the future direction of the use of urban data to promote collaborative and sustainable government.”

□ Picture 2: Motov’s CES 2020 exhibition picture

Motov’s business model is the first of its kind across the globe, installing the Motov Edge AI Device on taxi signs to collect urban space data and provide context-awareness advertisement services. The Motov Edge AI Device features ▲ the Edge AI model which can detect and track objects and targets in downtown areas using images and audio and also sense urban sound, ▲ Edge AI model operation optimization technology which uses a graphics processing unit(GPU) and digital signal processing(DSP) and ▲ around 34 IoT sensors that collect and analyze approximately 50 types of data, including the level of illumination, humidity, and fine dust. Based on the Motov Edge AI Device, Motov has the technology needed to create more than 110 types of urban data that are applicable to smart cities

□ Picture 3: Motov’s VRD Product Introduction

The CEO of Motov, Woo-hyuk Im, says, “In 2022, our goal is to secure a global initiative on both software and hardware technologies to provide next-level smart-city infrastructures for global markets. We plan to expand our contact points with foreign governments and global leaders.”

□ Picture 4: CEO of Motov, Woohyuk Lim

Another Motov official says, "It is meaningful for us to present Korea's smart city technological progress at the largest IT conference in the world. As we plan to publish a case study soon at the Mobile World Congress 2022, another major IT conference, we will continue to build smart city infrastructure and make more efforts to lead competitive future technology capabilities."

About Motov]

Motov is Korea's first Urban Tech Startup that collects and utilizes a variety of urban space data as well as provides location-based advertisement services by installing smart media devices with IoT sensors in taxi signs. Motov has a mobility infrastructure that can collect, sense, and transmit urban spatial data, which is the most basic for smart city realization, a city operation platform based on this city data, and the ability to create citizen experience services through data convergence.

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