

STRÖER



How OoH enables smart and responsive spaces
#City #Use cases

20.11.2019 | Smart City Expo World Congress Barcelona

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Advertising and
Digitalisation**

A digital network
for information

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Public
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Exciting
Products and
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Opportunities



Digitalisation gives you a

New Media of Information



Digital media Stations

A wide-angle photograph of a busy subway station. The station has a curved, arched ceiling and walls made of grey and yellow tiles. Several digital advertisements are mounted on the walls, showing various scenes and text. People are walking in both directions, some carrying backpacks and others pushing strollers. The floor is made of light-colored tiles. The overall atmosphere is one of a modern, well-lit public transit space.

Subway Stations

Nächster Halt *Next stop*
Moosach 

12:42 Fasanerie
12:45 Feldmoching
12:47 Oberschleißheim

S1 Freising / Flughafen Airport 

12:40

*»Es gibt nur zwei Städte, in denen man leben kann: Rom und München.«
Herta und Paul Amirani*

Subways



Streets



Pedestrian Zone

Now you have a
**digital
Network**
for Informations –
also on your City



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DIALOG and POLITICS



SERVICE and SUSTAINABILITY



MOBILITY and INFORMATION



SAFETY and SECURITY



Public Service on digital Screens...

DIALOG and POLITICS



SERVICE and SUSTAINABILITY



MOBILITY and INFORMATION



SAFETY and SECURITY

Public Service on digital Screens...

2.



3.



1.



Oktoberfest
Safety Concept

1. GUIDE THE STREAM OF VISITORS

2. ALERT MESSAGE

3. PREVENTION HINT

4. SEARCH FOR MISSING PERSON

4.



INITIATIVE
VERMISSTE
KINDER

DIALOG and POLITICS



SERVICE and SUSTAINABILITY



MOBILITY and INFORMATION



SAFETY and SECURITY



1.



2.

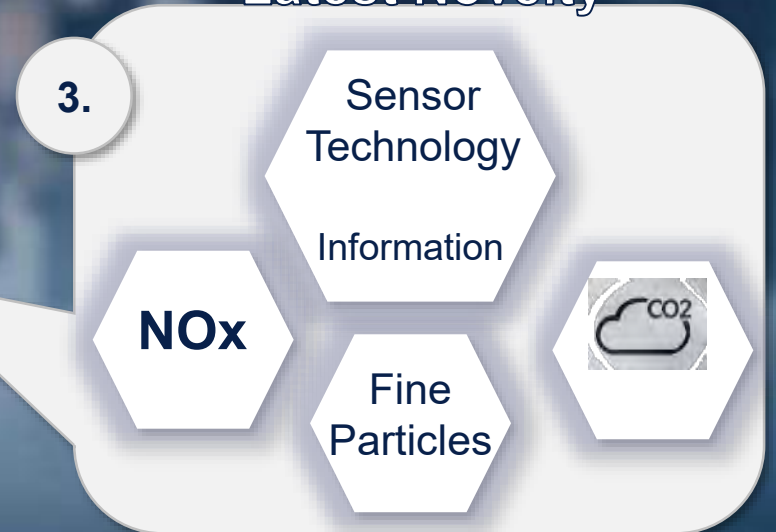


1. NEWS
2. WETHER
3. CURRENT DATA

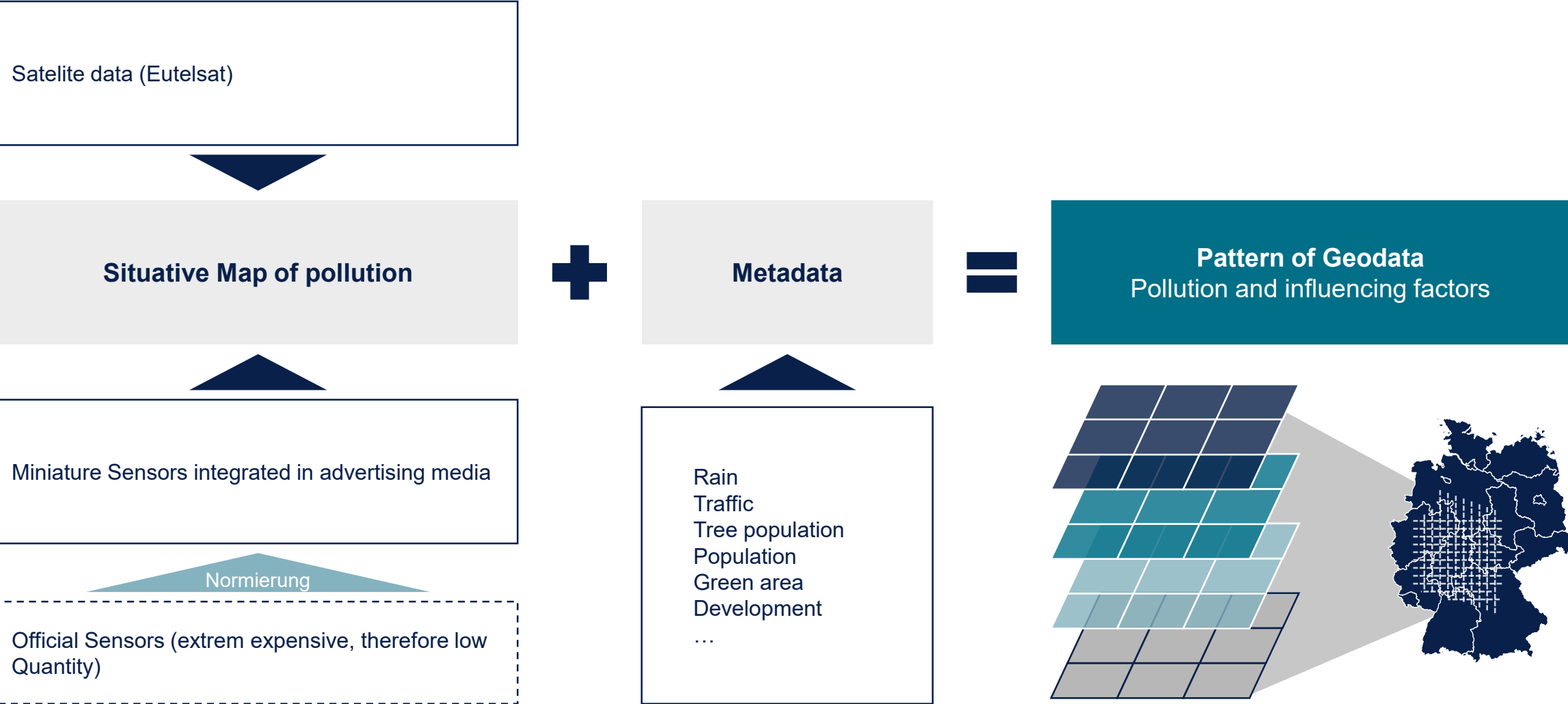


Latest Novelty

3.



Geodata as basis of a responsive Ecosystems



Sensor Technology and Communication for better air quality



Take dynamic Precaution:

- Vehicle ban in some streets
- For some days when it is necessary
- Free Parking
- Free Public Transport



Politics and Dialog



SERVICE and SUSTAINABILITY



MOBILITY and INFORMATION



SAFETY and SECURITY



1.

Tübingen stimmt App

Braucht Tübingen
einen **Konzertsaal** und
ein neues **Hallenbad**?

Teilnehmen bis zum 25.03.19
www.tuebingen.de/buergerapp



2.

CHEMNITZ-STRATEGIE AUFTAKT

28. August
17:30 Uhr

TSCHAIKOWSKISTR. 8

WWW.CHEMNITZ.DE



1.

Stadt Ingolstadt

Digitaler Bürgerservice

Wünsche, Anregungen, Kritik?
www.ingolstadt.de/melder

1.SERVICE with ONLINE
RESPONSE

2.CAMPAIGNS: MEETING
PERSONALLY

3.EVENTS

3.

FINN AEDTNER SAGT:
**Digitalisierung
#gehtmichan!**

Digitale Woche Kiel
www.gehtmichan.de

digitale
woche 2018
8.-15.09.18

1.



2.



1.



1. FEEL GOOD
2. CAMPAIGNS
3. WELCOMING

2.



DIALOG and POLITICS



SERVICE and SUSTAINABILITY



MOBILITY and INFORMATION



SAFETY and SECURITY

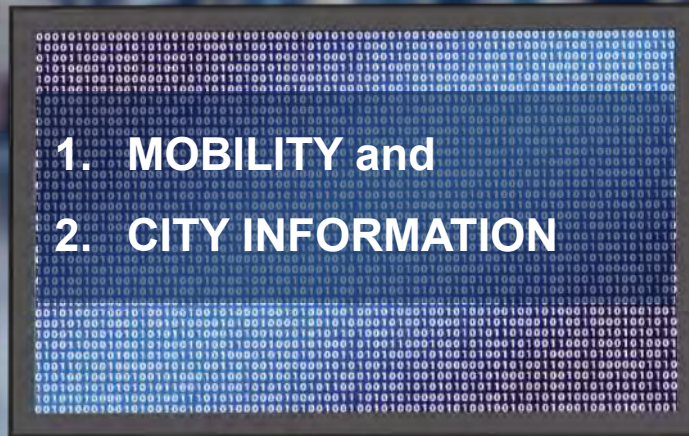
1.



2.



1.



DIALOG and POLITICS



SERVICE and SUSTAINABILITY



MOBILITY and INFORMATION



SECURITY

A smart Platform for the City

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Smart Transit Shelters by **Roof Greening**





Solar Panels und Moss Panels



Munich

Starting Situation – Rosenheimer Straße



Munich

Moss and Roadside Screens



theBreath®

In Kooperation mit **OUTSITE**  MEDIA

2. Installation
of theBreath®

1. Installation
of scaffolding

3. Installation of
the
large poster

Family is who you love
POLO
RALPH LAUREN
WWW.RALPHLAUREN.COM

SPIELVOGEL

SPIELVOGEL

theBreath® location: Berlin, Hohenzollernplatz

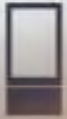
OUTSITE  **MEDIA**



theBreath[®] – Efficient absorption

POLLUTION		ABSORPTION
Volatile organic compounds (VOC)	TOLUENE (C ₇ H ₈)	up to 97.2%
	HEPTANE (C ₇ H ₁₆)	up to 96.8%
FORMALDEHYDE (CH ₂ O)		up to 92.2%
SULFUROXIDE (SO ₂)		up to 91.5%
NITROGEN OXIDE (NO _x)		up to 86.8%
BENZENE (C ₆ H ₆)		up to 62%

STRÖER



**THANK
YOU! ...to be continued**

20.11.2019 | Barcelona





2. Installation
of theBreath®

1. Installation
of scaffolding

theBreath® location: Berlin, Hohenzollernplatz



theBreath[®] – Tests and certificates

- // **ISO 16000-9:** test for determination of the area specific emission rate of volatile organic compounds (VOCs) from newly produced building products or furnishing under defined climate conditions.
- // **UNI 11247:** Test for determination of the degradation of nitrogen oxides in the air by inorganic photocatalytic materials.
- // **TEST ANSI/AHAMAC-1-2015:** Method for measuring performance of portable household electric room air cleaners



theBreath® – Technical data

- // Effectiveness: **theBreath®** works for 6 months
- // Measures: 160 x 510 cm
- // Installation: **theBreath®** is installed at the back of our large posters so that the motif hangs in front of it
- // According to the demand (e.g. amount of cars that are to be “neutralised”) **theBreath®** can be smaller than the large poster



A **Smart City** needs
Infrastructure – and
PUBLIC SERVICE