



Urban Tech
Company

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Urban Data Platform . **motov**

On the horizon of Digital Urbanization

Empowering cities for a more intelligent future

Motov is an urban tech startup that builds a platform to help cities and the outdoor economy become more data-oriented by collecting, integrating, and analyzing real-time urban data. Our unique product, Vehicle Rooftop Device (VRD), is specialized in the collection and on-device analysis of 100+ street-level urban and environmental data with two-way communication ability.



We have shown our unique value by providing a digital outdoor advertising platform for traditional out-of-home advertising industries with outdoor ads targeting technologies and operating an urban data platform for smart city decision makers with urban analytics tools and AI-ready smart enforcement technologies.

Edge-AI Control Box for DOOH Media

The DOOH hardware of Motov has been modularized such that all system components are easily swappable and replaceable when maintenance-critical. (This modularized system offers multiple configuration possibilities and sensor board combinations.)

Over the years, Motov has improved its hardware so that it can successfully monitor data using cutting-edge technology in a variety of weather conditions, enabling the company to supply advertising products and services on a global scale.



7 years
No damage for +7 years field test

34 sensors
More than 34 sensors included

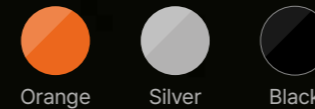
150 data
Over 150 kinds of data we collect

2K
LCD : 2k Resolution

Motov VRD Ver. 3.0
Vehicle Rooftop Device
Front LED

On-device advanced AI solutions have been enhanced to conduct jobs for AI-based mobility advertisements with numerous integrated sensors and smart city monitoring system 2x faster on VRD than on the current mobile system.

Motov provides not only hardware systems, but also essential tools and SaaS solutions for media & fleet management and mobility companies. Mobile developers have access to the Motov AD SDK, which enables interactive behaviors between DOOH media and mobile devices.



Orange Silver Black

VRD Occupancy Indicator

Device case available in 3 colors



Advanced features of Edge-AI Control box

The advanced Edge-AI Control box measures and manages a broader range of urban data. It includes a SDK, 4D camera, microphone and sensor.



SDK

The control box's built-in Software Development Kit (SDK) can apply real-time app push for safety alerts, sales promotion and time-limited events to the partners' mobile applications.



4D Camera

The 4D camera in the control box is gathering precise real-time data, such as the population, the number of population, road condition, traffic jam, accident, illumination level, among other things.



Microphone

Upgraded microphone is able to detect a wide range of sound(31dB~88dB). In addition to detecting noise, it can identify safety-related events like construction and traffic accidents and alert drivers and citizens.



Sensor

More than 150 measurements, including harmful gas, humidity, velocity, geolocation, fuel consumption, driving habits and others can be collected by 34+ sensors in the control boxes.



For Mobility Operation

Vehicle Rooftop Display (VRD) Operation System

- Device + SaaS Solution for fleet management

VRD Fleet dashboard

- Manage VRD fleet assets and lifecycle events like mounting/unmounting.
- Make a search for operation history, damage assessment and contracts.
- Manage your VRD fleets in multiple groups for multiple customers

Real-time Fleet Tracking & Diagnostics

- Measure fleet running time tracking
- Alert and reacts immediately

Accounting Settlement Aid

- Automate all operational expenses such as mounting/unmounting, A/S and driver's monetary incentives.

For Smart City Stakeholder

DMP(Data Management Platform) for effective decision making

- Monitor real-time and collect data of urban environmental, traffic, public facilities 24/7 by Motov Data Management Platform
- Analyze historical urban data and take preventive action against potential urban problems
- Identify urban blind spots that local administrations are unable to identify and anticipate urban crimes and accident

Seoul

For Advertisers

Omnimedia AdOps Platform, DSP and SSP at the same place



Company K advertising campaign data visualization sample (August 2022)

Support Various Types of Ads Transaction

- Offer Programmatic Guarantees and more (Preferred Deal, Non-guaranteed Private Marketplace, Real-Time Bidding will be available in 2023 1Q)
- Simulate and select most profitable inventories that best generate ROAS

Enable One-Sourced AdOps

- Multiple DOOH campaigns as per Media Plans
- Reduce the overheads of manual ad operations
- Automate compliance among placement, media and context

Provide micro-targeting with hyperlocal context.

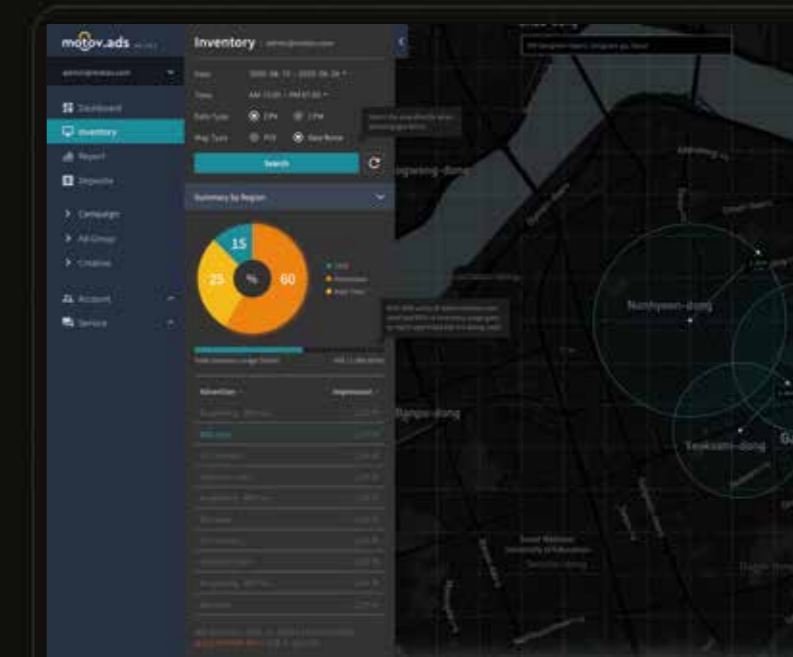
- Target using Urban Lens (MOTOV's unique urban data services).
- Offer region/street-level and geotemporal targeting
- Use recommendations based on hyperlocal app usages. (Maptics)

Get an insight of your media at a glance

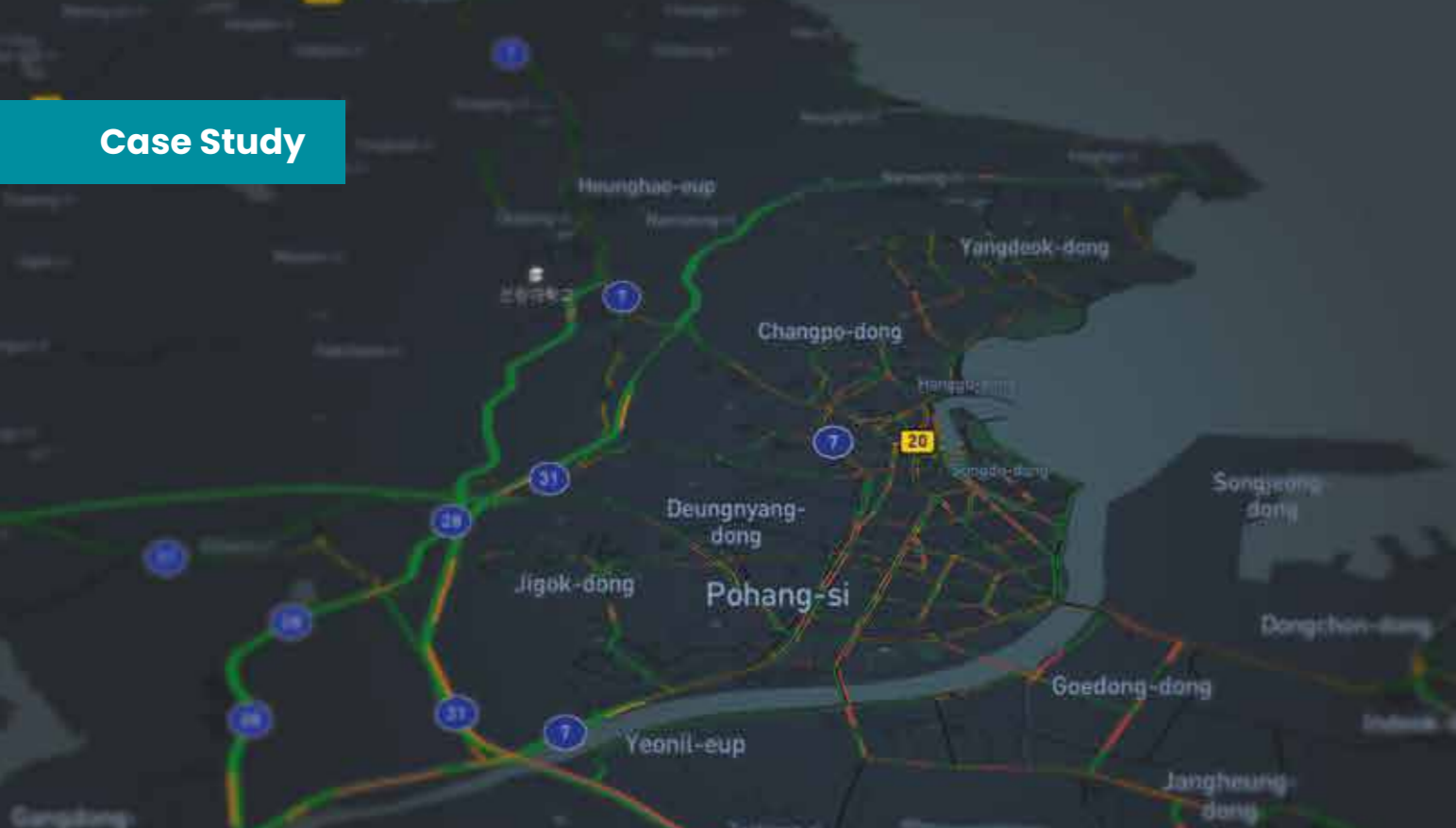
- Manage your media growth with an insightful dashboard with fill rate, revenue, preferable brands and more.
- Measure your media power via urban data services.

Generate higher yield with ease

- Find and match the best profitable ads for your media through Motov's DSP.
- Offer Programmatic Guarantees (PG), Preferred Deal, Non-guaranteed Private Marketplace, Real-Time Bidding (coming soon)



Motov DSP Dashboard Inventory Example



Smart City Project

Case : P City in South Korea
Population : 510,000 (2022)
Project Duration : 2021.11~2022.2

Problem

- Deteriorating roadway (bumpy road, icy road, pot hole)
- Habitual traffic congestion
- Illegal material on sidewalks and driveways
- Safety issue of drivers and pedestrians caused by road problem
- Ineffective administration of civil complaints



Background

'P city,' located in the headquarters of POSCO group, a renowned world-class steel production firm, had a problem with traffic congestion and accidents resulting from inadequate road conditions and maintenance resources.



Solution

A device of Motov for road sensing and monitoring was installed on the wheel of 40 taxis in the city.



Result

During the 3 months, taxis traveled 56,000 km (2,240 hours) and recorded 11,683 road problems, including potholes, improper loading, and illegal parking. There have been 32 times more detections than by the city administration team. It is valued at roughly 140 million dollars (\$1.92 billion).

Local authorities can use real-time data to monitor traffic conditions and take appropriate action. This effort has provided the opportunity to identify potential problem locations on roadways and implement preventative steps to avoid safety issues.



To-Be

'P City' has operated 260 taxis equipped with Edge-AI devices which enable taxi top display advertisements for local businesses. It enhances urban management and environment improvement in the public sector and revitalizes the local market.

The number of vehicles equipped with Edge-AI devices will increase and the collected data will be utilized to build new policies and solve problems in urban administration departments such as transportation, safety, and roads.



Future case study

IMC advertisement with Motov. It is just around the corner. True real-time advertising that fits on time, place and occasion is possible with Motov.

A new component of Motov's Edge AI Control Box, the 4D camera enables precise, real-time floating population. The data can be made available via Motov AD SDK to partners' mobile applications, providing a synergy with urban environment data and enabling time, place, and event-specific advertising and events.

Motov can collaborate with other DOOH media such as display ads in bus stop shelters, digital signages on the sidewalk, building rooftops, and franchise stores and simultaneously operate the identical taxi-top display advertisements on the channels.

The technology of Motov, which permits real-time advertising across various DOOH media and tracks the advertising performance of products and services, provides fully integrated marketing communication.



- Client : d'Alba Korea
- Industry : Cosmetic
- Product : Moisturizing cream for the winter
- Target: 20-45 Female
- Time : 12 p.m. to 4 p.m. on any weekend in December 2022 with temperatures below 5 °C and humidity levels below 35%
- Place: Within a 3 kilometer radius of the d'Alba exclusive retail stores at Samsung-dong COEX, Gangnam Station, Jamsil Station, and Yeouido Station in Seoul
- Number of impression(expected) : 50,000+ / day

Contents

- Taxi Top : Right now, if your skin is too dry?
- Digital signage on the street/bus shelter/building rooftop: Now visit nearest cosmetics stores and join our secret event.
- Mobile app push : (d'Alba mobile app, the exclusive retail stores' app)
- Time Limited! Get free samples and a \$15 discount coupon for moisturizing creams for your dry skin.