

Your Daily Commutes Will be Seamless, Connected and Productive.

Laureti & Icona's Partnership Inches Closer Towards Connected Multimodal Mobility.

The *roaring 20s* of this century are already seeing the mobility revolution through the rise of electric and autonomous technologies, continued innovations of Hyperloops, electric planes and maglev trains. Yet as we head towards 2030, the global share of the urban population is projected to rise further to 60 percent.

How are the smart city creators preparing to cope with the added stress on urban life and resources? An average time spent during public commutes in major European cities represent 9.2 % in a person's day. The ever-changing demands of our personal life and work will require constant productivity in each waking hour of our daily lives. For most people, urban transportation is a tolerable soul-sucking time-dead necessity. The cities of the future need to focus on seamless access to services and inter-city transportation through a more human-centric view.

Why? Because smart cities are meant for smart living and there is no smart city without smart mobility.

The vision of the newborn partnership between Icona and Laureti delivers precisely the solution we need

for the future of urban mobility. Icona, a well-known award-winning name in the automotive sector is now developing ecosystems for smart cities and autonomous pilots.

The MiRA ecosystem for multimodal and smart city use is like going through the city where everything works exactly to the users' needs and their convenience. It maximizes their productivity and relieves them from fragmentation and hassle across various modes of transport.

Currently, MiRA.OS is the lynchpin of the Laureti ecosystem experience where user's lifestyles, Laureti cars and the AI- powered MiRA are connected. So users can experience a seamless, synchronized and more productive mobility across different cars, and very soon across different modes of transport.

The partnership reveals a story of cross pollination of ideas and technologies where MiRA's current use case is repurposed to deliver a wider solution for daily commuters to make their journeys seamless and productive. The vision is to connect users with transport systems and city amenities as a personalized single network in each journey. Whilst Laureti sets to provide the technology; Icona will package design and technology for smart city contractors as a readily available turnkey product, thanks to its vast experience,

having designed such unique projects like the Hyperloop capsule and being an active part of real projects such as the Shanghai Full-chain Smart Driving Pilot Zone.

"Icona's vision of the future is embedded in every project across a wide range of sectors.

For years, through the lens of our design, we have been showing the world how our future will be reshaped by the connected, digital and seamless

experiences. As we lead this from the forefront, we see an immediate opportunity where our design and creative capabilities can be further strengthened by an addition of the MiRA software. This means we can package the design, project plan and supporting software services as turnkey offering for our clients which enables them to more efficiently build their projects.” Said Teresio Gigi Gaudio, CEO of Icona Group.

“Helping commuters to optimize their productivity during travel is what MiRA does, while living up to the tenets of sustainability. If you could regain 30 minutes of commute time to be productive, that is a bedtime story for your kids. The savings of each commute time add up to something significant that will profoundly benefit not only at an individual level over time but also at a macro level. Our plan is to enable a better work-life balance for people through mobility. If our solution could represent a few cents on the daily ticket price across Europe to make it affordable, we are looking at revenues starting from \$ 200,000 per day.” Marcus Paletti, CEO of Laureti added.

According to Laura Ferrero of Icona Group, *“we don’t have to wait for the autonomous future to arrive in order to implement this technology, we can start adapting this into the existing transport modes and city infrastructure to enable the transition towards full autonomy”*.

“In the near future, we are looking to launch a pilot zone where visitors will have the chance to experience a glimpse of their future. We want them to realize that there is a better future awaiting them through what we are creating

today". Says Enea Colombo,
managing director of Icona Group.