

SMART CITIES:  
SIMPLY.  
CONNECTED.  
IN YOUR  
NEIGHBORHOOD

NACHBARSCHAFT

居住的家园

이웃

VECINDARIO

VOISINAGE



# BOSCH AT CES 2018

#BoschCES

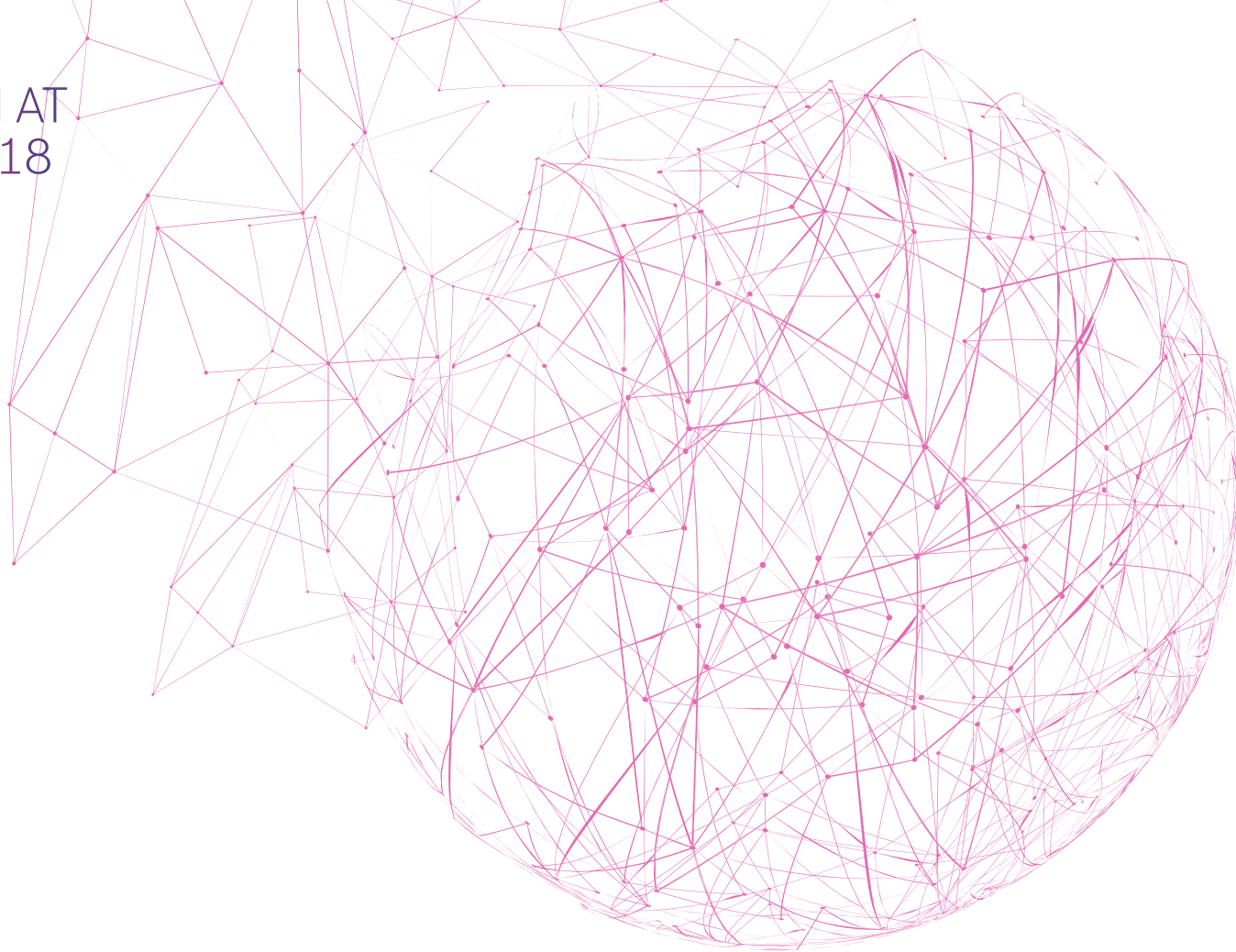
Air quality, energy efficiency, urban mobility as well as safety and security – these are some of the main **challenges** that are resulting from growing urbanization. The key to overcoming them is intelligently connected cities – known as **smart cities**. In many places around the world, such cities are already a reality: Bosch has a multitude of solutions that are helping to make cities smarter and improve quality of life for their residents – people like Sanjay, Emily, Xiaofei and Paula. You can learn more about the challenges they face in their neighborhoods on pages 6–9.

At CES 2018, Bosch is showcasing an expanded portfolio of “Simply.Connected.” solutions for everything from urban mobility and the connected working world to intelligent homes and buildings.

[www.bosch-press.com](http://www.bosch-press.com)



# BOSCH AT CES 2018



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BOSCH BOOTH  
TUESDAY TO FRIDAY,  
JAN. 9–12, 2018

Las Vegas Convention Center,  
Central Hall, booth #14028

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INTERVIEWS WITH  
BOSCH EXECUTIVES:  
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PANELS WITH  
BOSCH EXPERTS

Wednesday, Jan. 10, 1:45–2:30 p.m.:

**“Connected Vehicles in  
Connected Ecosystems”**

with Mike Mansuetti, president,  
Bosch in North America.  
Smart Cities Conference at  
the Westgate

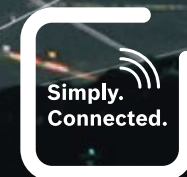
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Thursday, Jan. 11, 2018;  
11:30 a.m.–12:30 p.m.:

**“The Future of Robots**

**at Work and Home”** with  
Phil Roan, senior engineer –  
Robotics, BSH Hausgeräte GmbH.  
Las Vegas Convention Center,  
North Hall, N258

WE CALL IT  
NEIGHBORHOOD  
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居住的家园  
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VOISINAGE



## CHALLENGE 1: AIR QUALITY

Air quality is one of the biggest challenges currently faced by cities around the globe. Bosch engineers from India developed a new climate monitoring system to measure and improve air quality: Climo. It tracks and analyzes pollution levels as well as other data such as humidity or pollen in real time. Climo is cost-effective and easy to deploy. It is a small box, 1/100th the size and 1/10th the cost of conventional systems. Climo has already been deployed in cities in India, Germany and Sweden as well as right here in Las Vegas. Cities can use the data gathered to develop targeted measures

to improve air quality, such as traffic flow management. With Climo, people like Sanjay can benefit from a better quality of life in their neighborhoods—even in a megacity.

“BEING INFORMED ABOUT AIR QUALITY IS IMPORTANT TO ME – AND TO KNOW MY CITY IS DOING SOMETHING TO IMPROVE IT EVEN MORE. ON POLLUTED DAYS, I’D RATHER STAY INDOORS THAN DO SPORTS OUTSIDE.”

SANJAY  
FROM PUNE (INDIA)

*In some parts of India, breathing the air on a bad day is equivalent to smoking 45 cigarettes.*



## CHALLENGE 2: URBAN MOBILITY

Population growth means more traffic, which is why we need to rethink the future of mobility. Half of Bosch’s 14 smart city projects include urban mobility solutions such as connected parking, automated mobility, fleet management, multimodal transportation and electromobility. Parking is one area in particular that Bosch is focusing on. With community-based parking, for example, cars report vacant spaces to the cloud as they drive past. Bosch will launch this solution in 20 U.S. cities in 2018. With Automated Valet Parking, cars will soon drive themselves into parking garages and find their own

spaces at the touch of a button—while the driver attends to more valuable things. It can also help cities significantly reduce traffic—and hence emissions. With this technology, people like Emily can save fuel and time while enjoying a less stressful neighborhood.

*U.S. drivers spend over 40 hours a year stuck in traffic, losing more than 160 billion dollars in time and fuel. The search for parking accounts for up to one-third of this wasted time.*

“FINDING A PARKING SPOT IS SO TIME CONSUMING. IT’S A HASSLE I GO THROUGH EVERY DAY. IT WOULD MAKE LIFE SO MUCH EASIER IF MY CAR COULD FIND A SPACE ON ITS OWN.”

EMILY  
FROM SAN FRANCISCO (U.S.)



## CHALLENGE 3: ENERGY EFFICIENCY

We all need electricity, but only few of us know how it actually reaches us. Bosch is at the forefront of innovation when it comes to energy management systems. One of them is the Bosch DC microgrid. Microgrids are relatively small, independently controlled energy-management systems that can power large building complexes. Their ability to run on both traditional and renewable fuels means they have excellent environmental credentials. Unlike conventional systems, Bosch microgrids run on direct current (DC) instead of alternating current (AC), enabling energy savings of up to ten percent. The Bosch DC microgrid was developed in the U.S. as part of a strategic project to develop new business opportunities for

the company in a startup environment. As early as 2015, Bosch outfitted an existing facility at Fort Bragg, North Carolina, with a smart-building microgrid solution which supplies less expensive, more eco-friendly electricity.

*Cities already account for some 75 percent of power consumption around the world, with 40 percent going to buildings alone. China uses 5,500 trillion kilowatt-hours of electricity per year.*

“THERE ARE 15 MILLION PEOPLE LIVING IN MY CITY AND PROBABLY SEVERAL HUNDRED THOUSAND BUILDINGS. IT WOULD BE GREAT TO HAVE INTELLIGENT TECHNOLOGIES TO REDUCE OUR ENERGY CONSUMPTION. THIS WOULD ALSO SAVE US MONEY.”

XIAOFEI  
FROM TIANJIN (CHINA)



## CHALLENGE 4: SAFETY AND SECURITY

Anyone who lives in a city knows that safety and security are major concerns. Connected surveillance cameras can be used to fight crime in cities and in homes. They can also identify where help is needed in the event of a catastrophe. With the help of sensors, a smart home can detect motion in doors and windows, thus helping deter burglars. Bosch's newly launched acceleration sensor does exactly that.

It also recognizes whether windows are open or closed, and automatically signals heating and cooling systems to adapt accordingly. Out on the streets, Bosch's Vivatar app helps people feel safer. Users can enable friends to accompany them virtually. Through a chat function and GPS location, users can remain in constant contact with their companion. Cities can use these technologies to help reduce crime rates. This helps people like Paula feel safer at home and in their neighborhood.

“WHETHER I COME HOME LATE, GO JOGGING IN THE PARK OR AM AT HOME, I WANT TO FEEL SAFE IN MY CITY. IT HELPS ME TO KNOW THAT MY FAMILY AND FRIENDS KNOW WHERE I AM.”

PAULA  
FROM BERLIN (GERMANY)

*According to FBI statistics, the U.S. has one of the highest rates of burglary in the world, with one happening every 15 seconds. Also in Germany it is quite high with 1,000 burglaries a day.*



## BOSCH AND THE SMART CITY

“BOSCH IS BOOSTING THE IQ OF CITIES AND COMMUNITIES AROUND THE WORLD TO MAKE URBAN LIVING SAFER, MORE EFFICIENT AND LESS STRESSFUL.”

**Stefan Hartung**

Member of the board of management of the Bosch Group

“THE SMART CITY OF THE FUTURE IS NO UTOPIAN VISION: IT’S ALREADY HERE. AT BOSCH, IT’S OUR AIM TO IMPROVE QUALITY OF LIFE FOR PEOPLE WORLDWIDE WITH SMART TECHNOLOGIES.”

**Mike Mansuetti**

President of Bosch North America



*At CES 2018,  
Bosch is showcasing  
connected solutions  
across all domains that  
concern people’s lives:  
city, mobility, home,  
and industry.*

## FACTS

EVERY 16 MONTHS, A CITY CROSSES THE 10-MILLION-INHABITANT THRESHOLD, MAKING IT A MEGACITY ACCORDING TO THE UNITED NATIONS’ DEFINITION.

OF THE 31 KNOWN MEGACITIES TODAY, 24 ARE IN EMERGING COUNTRIES, AND NEARLY ALL OF THEM HAVE DEVELOPED IN THE LAST 35 YEARS. THIS TREND IS SET TO CONTINUE.

BY 2050, MORE THAN SIX BILLION PEOPLE WORLDWIDE WILL LIVE IN CITIES, AND THESE CITIES WILL NEED TO PROVIDE INCREASING LEVELS OF CONVENIENCE, ENERGY EFFICIENCY, SAFETY, AND SECURITY.

BY 2020, SOME 230 MILLION HOMES AROUND THE WORLD WILL FEATURE SMART CONNECTIVITY – OR APPROXIMATELY 15 PERCENT OF ALL HOUSEHOLDS.

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