

Bedrock, Bosch, Cisco and KODE Labs Launch the Urban Tech Xchange in Downtown Detroit

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New ecosystem aims to modernize the way we interact with the built environment

- ▶ As the evolving urban landscape continues to change how humans, the environment and infrastructure interact, this collaborative ecosystem will provide a real-world test lab for the advancement, development and deployment of new urban technology and infrastructure systems in the heart of downtown Detroit.
- ▶ Dubbed the Urban Tech Xchange (UTX), the lab is made possible through a partnership between leading real estate, technology and engineering companies and operated by NextEnergy
- ▶ UTX builds on the momentum of the Detroit Smart Parking Lab (DSPL), adding a layer to Detroit's creator ecosystem and further positions the city as the ideal place for the launch and ideation of new technology and innovation companies.

DETROIT - Today, Bedrock, Bosch, Cisco and KODE Labs unveil the Urban Tech Xchange (UTX), a physical ecosystem for startups and technology providers to develop and deploy projects within a fully-functioning and real-world built environment. The UTX combines resources from leading global technology companies (Bosch and Cisco) and an established smart building platform (KODE Labs) with data made available from more than 19 million square feet of urban real estate (Bedrock). This combination of partners uniquely positions the UTX to offer access to, and accommodations for, the deployment and advancement of practical urban technologies to tackle modern cities' biggest challenges.

"The UTX will be a hugely impactful asset to Detroit's community of founders and startups. It's exactly the kind of partnership that will drive the kind of innovation that solves problems and unlocks opportunities for Detroiters. I'm extremely pleased to see this vision become a reality, and look forward to supporting its success," said Mike Duggan, Mayor of Detroit.

“Detroit is uniquely positioned to develop solutions like the Urban Tech Xchange,” said Lt. Governor Garlin Gilchrist II. “We are the #1 emerging startup ecosystem and home to innovation hubs like Michigan Central, Newlabs, and Plug and Play, where entrepreneurs and inventors are pioneering the future of cutting-edge technology and creating high-skilled, high-tech jobs. Urban Tech Xchange will build on this landscape of innovation, making a difference for Detroiters and helping more businesses, entrepreneurs, and ideas thrive right here in Michigan. Governor Whitmer and I are proud Detroit is home to Urban Tech Xchange and we will keep working hard to make Michigan the best place to make ideas into reality.”

“At the Urban Tech Xchange, companies of all sizes and maturity levels complement each other in collaborative innovation efforts,” said Mike Mansuetti, president of Bosch in North America. “This creates an access point for collaboration that is focused on testing and deploying specific technologies.”

Supporting Urban Growth

Dynamic and nimble, UTX is modeled after the successes of the Detroit Smart Parking Lab (DSPL) -- a joint venture between Bedrock, Bosch, Ford and the State of Michigan that provides a platform for startups to test and demonstrate solutions for last-mile mobility, sustainable and intelligent parking and electric vehicle (EV) charging infrastructure improvement.

With a focus on smart city development, UTX drives collaboration between operators, partners, participants, and the natural environment. This integration of hardware and software solutions and urban data points encourages the sharing of information, strategies and new system management technologies.

UTX participants are provided with:

- Access to operational data from Bedrock’s 19 million square feet real estate portfolio through KODE Lab’s platform, in addition to publicly accessible information from Census Data, US Energy Information Administration and more.
- Direct integration into KODE Lab’s smart building platform via Application Programming Interfaces (APIs) allowing for the evaluation of building performance metrics specific to Suite 300 at 1520 Woodward Avenue.

- A secure, extensible network powered by Cisco, enabling participants to develop and test their solutions to city challenges that includes the latest wireless standard (Wi-Fi 6E) to create meaningful digital user experiences; universal Power-over-Ethernet (UPoE), delivering up to 90 watts of power to connect; and powerlighting, shades, sensors, cameras, and more to reduce energy consumption and carbon emissions.
- Dedicated coworking space for early-stage technology providers and startups to conceptualize, pilot and launch new technologies at UTX and establish a physical presence in Detroit at the 1520 Woodward Avenue lab. They will join an ecosystem of stakeholders and resources to help adopt solutions and prepare for scalability.
- Unique opportunities for networking and curated events including the chance to engage with broad industry sectors including venture capital, real estate, technology and government.
- Programmed educational opportunities focused on talent attraction, retention and continued upskill training oriented toward solving the complexities of integrating software and hardware solutions in the built environment. UTX participants will be able to ask questions, interact with, and learn how to use urban technology to improve job roles and responsibilities.

Initial Deployments

Upon opening, initial UTX deployments include:

- **East Riverfront Sensor Network:** Developed by Bosch, and deployed on Bedrock properties along the East Riverfront, these concepts will support the assessment of neighborhood environmental health by measuring air quality, ambient sound and identifying traffic patterns to assist with management of the total ecosystem including topics such as landscape and urban design, vehicle navigation and site accessibility.
- **KODE Labs Machine Learning and AI Powered Modules:** Modules designed to help lower energy usage and equipment run-time across real estate portfolios. This next generation technology can substantially reduce operating costs by limiting overall energy usage and equipment runtime.

- Cisco Infrastructure: Cloud-managed high-definition Cisco Meraki video cameras, Cisco Webex collaboration devices, and a Cisco network will support the latest wireless standard – Wi-Fi 6E – and deliver up to 90 watts of power via UPoOE. This infrastructure will support lab participants with a powerful and secure networking technology platform to form the foundation for the next generation of smart city applications and solutions, including density and location analytics, hybrid workspace collaboration, and enhanced city services.

What's Next

Key insights from UTX deployments will be used to provide policy makers, urban designers and real estate developers with transparency into how design impacts behavior, and more specifically, how software and hardware solutions are crucial in creating sustainable and environmentally conscious urban hubs.

“Access to data in the built environment is a global challenge, that if solved will help accelerate the decarbonization of cities,” said Edi Demaj, co-founder of KODE Labs. “Detroit is on the leading edge of smart city development, and collaborations like the Urban Tech Xchange will only lead to amazing experiences for people that live, work and play in urban cores.”

For more information, visit: UrbanTechXchange.com

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About Urban Tech Xchange

Detroit's Urban Tech Xchange (UTX) was founded in October 2023 through a partnership between Bedrock, Bosch, Cisco, and KODE Labs. Located at 1520 Woodward Avenue, this collaborative lab, operated by NextEnergy, provides a real-world environment for startups to test, develop and deploy a range of technologies aimed at enhancing the way we interact in urban landscapes. For more information, please visit UrbanTechXchange.com.

About Bosch

Having established a presence in North America in 1906, today the Bosch Group employs 37,000 associates in more than 100 locations in the region (as of Dec. 31, 2022). Bosch generated consolidated sales of \$15.1 billion in the U.S., Canada, and Mexico in 2022. For more information visit www.bosch.us, www.bosch.ca and www.bosch.mx.

The Bosch Group is a leading global supplier of technology and services. It employs roughly 421,000 associates worldwide (as of December 31, 2022). The company generated sales of \$93.1 billion in 2022. Its operations are divided into four business sectors: Mobility Solutions, Industrial Technology, Consumer Goods, and Energy and Building Technology. As a leading IoT provider, Bosch offers innovative solutions for smart homes, Industry 4.0, and connected mobility. Bosch is pursuing a vision of mobility that is sustainable, safe, and exciting. It uses its expertise in sensor technology, software, and services, as well as its own IoT cloud, to offer its customers connected, cross-domain solutions from a single source. The Bosch Group's strategic objective is to facilitate connected living with products and solutions that either contain artificial intelligence (AI) or have been developed or manufactured with its help. Bosch improves quality of life worldwide with products and services that are innovative and spark enthusiasm. In short, Bosch creates technology that is "Invented for life." The Bosch Group comprises Robert Bosch GmbH and its roughly 470 subsidiary and regional companies in over 60 countries. Including sales and service partners, Bosch's global manufacturing, engineering, and sales network covers nearly every country in the world. With its more than 400 locations worldwide, the Bosch Group has been carbon neutral since the first quarter of 2020. The basis for the company's future growth is its innovative strength. At 136 locations across the globe, Bosch employs some 85,500 associates in research and development, of which nearly 44,000 are software engineers.

The company was set up in Stuttgart in 1886 by Robert Bosch (1861–1942) as "Workshop for Precision Mechanics and Electrical Engineering." The special ownership structure of Robert Bosch GmbH guarantees the entrepreneurial freedom of the Bosch Group, making it possible for the company to plan over the long term and to undertake significant upfront investments in the safeguarding of its future. Ninety-four percent of the share capital of Robert Bosch GmbH is held by Robert Bosch Stiftung GmbH, a charitable foundation. The remaining shares are held by Robert Bosch GmbH and by a corporation owned by the Bosch family. The majority of voting rights are held by Robert Bosch Industrietreuhand KG, an industrial trust. The entrepreneurial ownership functions are carried out by the trust.

Additional information is available online at www.bosch.com, www.iot.bosch.com, www.bosch-press.com, www.twitter.com/BoschPress

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