

# MAXIMIZING THE VALUE OF CITY DATA:

FYBR'S SMART CITY  
QUICK-START PROGRAM

# YOUR SMART CITY DATA COULD BE WORTH BILLIONS

40  
calories

1000  
steps

5  
minutes

By managing city and third party investments in IOT services, your city can maximize city revenue and savings

Your Smart City plan should not only allow your community to realize the value from data, but do so without placing significant strains and risks on your balance sheet, operating capital, or services.

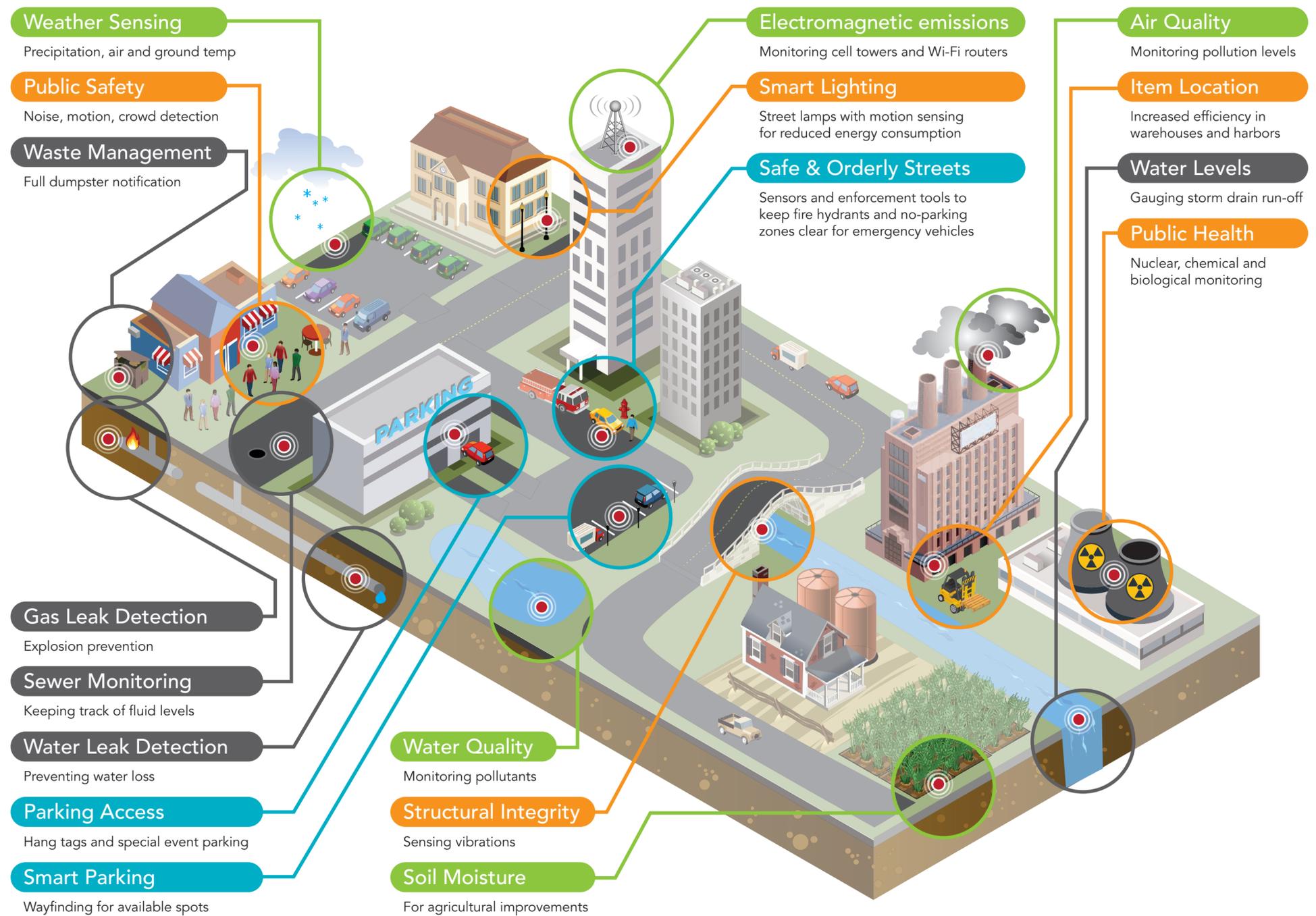
**Let Fybr show you The Way to Smarter™**

# The BIG Vision

Minimize risk while maximizing opportunity.

Investing in a single infrastructure is one way to maximize your value.

By deploying Smart City capabilities in parallel (e.g., smart parking, smart streets, storm drain monitoring, smart lighting), you can exponentially increase value with minimal incremental cost - all while increasing overall revenue potential.



# ELEMENTS OF A SMART CITY FRAMEWORK

Technology cannot be the driver for smart cities. Smart City planners should consider economic sustainability as well as the impacts of the systems on people and the environment - then design the technology around those considerations.

Fybr's Smart City Platform maximizes value in all four of these critical success measures.



# THE FYBR SMART CITY PLATFORM



## PARKING

World-leading on-street parking sensor.  
Single-space sensing in open lots and garages.  
Vehicle counting: in and out of lots and garages.  
Lighting control solution for in-garage lights.  
Air quality monitoring for in-garage application.



## TRANSPORTATION

Count traffic in driving lanes.  
Track stopping locations of route-based services vehicles via distance measuring hangtag.  
Fybr gateway configured to provide real-time tracking of vehicles, crowds, movement, or noise.  
Roadbed temperature sensing.



## WATER

Monitor water/sewage depth+flow-rate in sewer and storm drain systems, as well as open drainage canals, retention ponds, and flood-prone rivers and creeks.  
Monitor soil moisture in public green spaces.  
Moisture sensor to assist in monitoring road conditions and other flood prone areas.



## LIGHTING

Lighting controls for LED lights.  
Dynamic Intensity Control - Manage brightness over time of year and other various external conditions with pre-set parameters.  
Integration with Fybr SCiaB sensors.  
Monitor health and welfare of lights.



## ENVIRONMENTAL

Hyper-local weather adds multipurpose value, as it impacts nearly every Smart City component.  
Adds value to healthcare and city services, while meeting emerging regulatory monitoring requirements.

# MAXIMIZE YOUR SMART CITY INVESTMENT

Many times, the devil is in the details. While some solutions may appear to be a great value, they can impact current and future revenue potential, as well as operating outcomes.

- Start with the financial model & planning
- Integrate across silos and partners to maximize value
- Adopt a known roadmap
- Plan and execute in parallel

**FYBR'S QUICK START PROGRAM LETS  
YOU MANAGE THE ENTIRE IOT JOURNEY**





# SMART CITY QUICKSTART KIT

## We Make Getting Started Easy

To get started on your journey to building a Smart City, we've created a quickstart kit that will let you get up and running with a full platform – whether it's on a single block to serve as a pilot, or across an entire community.

To get started, we include:

- All necessary hardware (see contents below)
- Fybr Engine™ to manage devices and data
- Parking Genius, Fybr Enforce and Fybr Insights applications
- FybrLynk™ to enable an application of your choice and design
- Fybr toolkits to configure the data and devices as best for your needs
- Dedicated platform support
- Consulting to help plan and grow your Smart City initiatives

**QuickStart kit includes the following hardware for installation on 1 city block:**  
up to 40 parking sensors, 2 gateways, 4 traffic counting sensors, 2 sewage/storm drain sensors, up to 4 irrigation sensors, 2 LED lighting controllers, 2 gas air quality sensors, 2 particulate air quality sensors, 1 weather station.

FAST TO  
DEPLOY

FAST TO  
GROW

#### Group I

- Parking
- Traffic
- Vehicle ID base-station
- Weather
- Air Quality
- Gateway
- Engine
- Mobile Tools

30 days

#### Group II

- Lighting Analysis\*\*
- Sewer/ Storm Water
- FybrLynk project planning\*\*

60 days

#### Group III

- Lighting
- FybrLynk project

90 days

We've built a solution that grows both horizontally and vertically with ease. Fybr's parking sensors can also be used to count traffic, while our gateways can easily be upgraded to monitor air quality and micro-climates.

With the addition of smart lighting via FybrLynk, light monitoring and management can increase security and visibility while decreasing energy costs. Plus, we can easily add new devices to the network as different needs arise – all increasing the value of your Smart City solution.



# PARKING

## THE FAST TRACK TO ROI

FYBR'S FULLY-INCLUSIVE  
COST AVERAGES ONLY  
\$0.43 PER DAY PER SPACE.\*

The average city only collects about 60% of the maximum possible parking revenue from each meter, and typically captures less than 10% of violations.

The Fybr Smart Parking Solution only costs \$153 annually per space, making single space vehicle detection a means to not only see ROI in as little as 12-18 months, but begin generating incremental revenue that can then be used to expand your Smart City efforts without the need for new capital.

To achieve this rapid ROI, your city could:

- Write 3.4 more parking tickets per year per meter (assumes \$45 ticket).
- See an increase in paid compliance of 3.4% from people who normally don't pay.
- Increase the rate per hour by approximately 5 cents.
- Some combination of the above

The bottom line is, Fybr's platform and single space sensing is actually very affordable and profitable, while being one of the easiest solutions on the market to implement. With minimal adjustments to your current policies and procedures, your city can quickly recover the cost and start generating additional revenue from normal operations.

Plus, the high-value benefits of significantly reduced congestion, enhanced safety, lower carbon footprint, and the impact of a smart parking system on a city's environmental sustainability and livability benefit the entire community, even beyond drivers.

Fybr's fully-inclusive cost to City A for 1,000 sensors averages \$225 per sensor installed with warranty, plus \$9 per month per sensor, for a five-year contract to provide parking data and various applications. This is only \$153 per year per sensed space, \$12.75 per space per month, 42.5 cents per day.