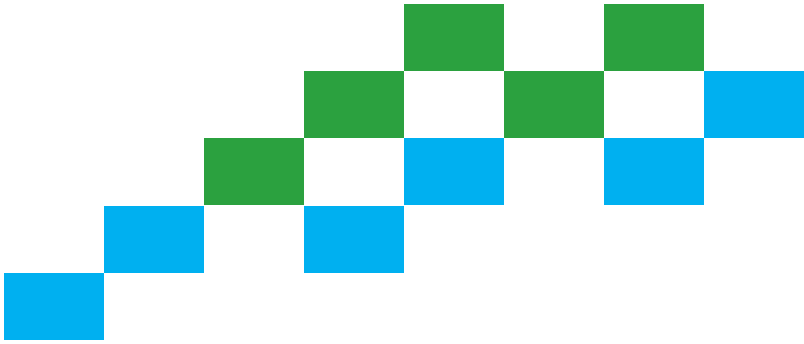




# **QATAR Mobility Innovations Center**

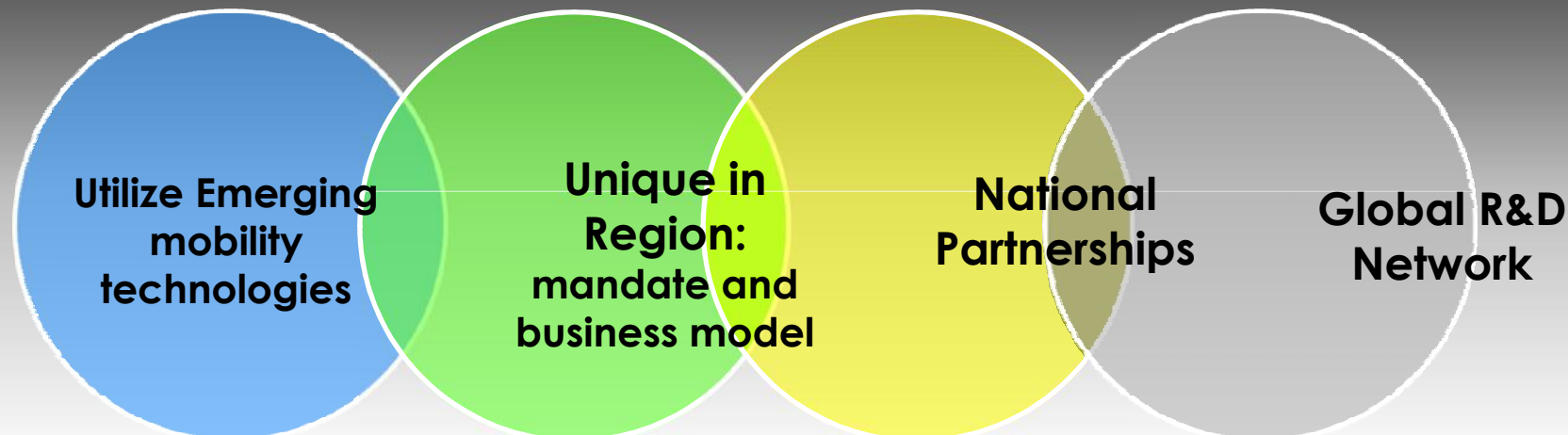
*“Creating Knowledge-Based Ventures”*

Dr. Adnan Abu-Dayya  
Executive Director (CEO), QUWIC

**QUWIC: Enabling Smart Living Services**

## QUWIC is the First Independent Regional Innovations Center:

- Created by QU in partnership with QSTP/QF
- Autonomous Operating and Financial Model
- Strong team of +50



- Innovative solutions & apps in sectors like ITS, Environment, mHealth
- Focus on innovations delivery to the market
- Build strong partnerships and a global R&D program

# Qatar Science & Technology Park

QATAR SCIENCE & TECHNOLOGY PARK 



- **600,000-square-meter campus.**
- **State-of-the-art facilities.**
- **Free trade zone.**
- **Promotes economic diversity, job creation and commercial investment in Qatar.**
- **40 tenants including QUWIC**



# MOBILITY- A Key Driver for Innovations

- **Key Trends:**
  - **Data everywhere**
  - **Adoption of Smart phones**
  - **Ubiquitous connectivity**
  
- **Convergence of industries: new innovations opportunities**
  - **Mobility + Transport= Intelligent Transport**
  - **Mobility + Healthcare= mHealth**
  - **Mobility + Environment= Sustainable Environment**

**According to GSMA Association [Feb. 2012]:**

- **By 2020: number of connected devices to reach 24B [12B M2M]**
- **Economic impact of connected life: \$4.5 TRILLION [\$2.5B new revenues]**

# National Priorities in Action

## QUWIC's Initiatives Addressing Key Market Segments:

### Transport & Logistics

ITS



### Environment

Air Quality



### Mobile Apps

Local Content



### mHealth



### Digital eContent Delivery

Arabic eBooks



**Intelligent Platforms, Smart Apps & Services**

# Local Partners



Coming Soon

**ExxonMobil**



# International Partners and Memberships



Fraunhofer



# QUWIC's Activities: **R + D + C**

## 1. Applied Research (R)

- **Create IP assets**
- **Med-long term projects (2-3 years)**
- **Develop new tech/product Concepts**

## 2. Innovative Solution Development (D)

- **From Idea to Market**
- **Demo → Pilot → Deploy**

## 3. Commercialization (C)

- **Deliver Solution/Services to market**
- **Creating Spin-offs, JVs**

**Creating Local Knowledge and Technology/Product Assets**

# Product Innovations Portfolio



# Key Emerging Global Trends

**Smarter Cities: A world of Sensors?**

**Internet of Things,  
M2M communications**



**Mobile Applications:  
The NEW Web**

**Converged Services**

# PRODUCT INNOVATIONS STRATEGY (1/3)



## SMART LIVING SERVICES

# From Data to Smart Applications and Services

## Smart Living Services



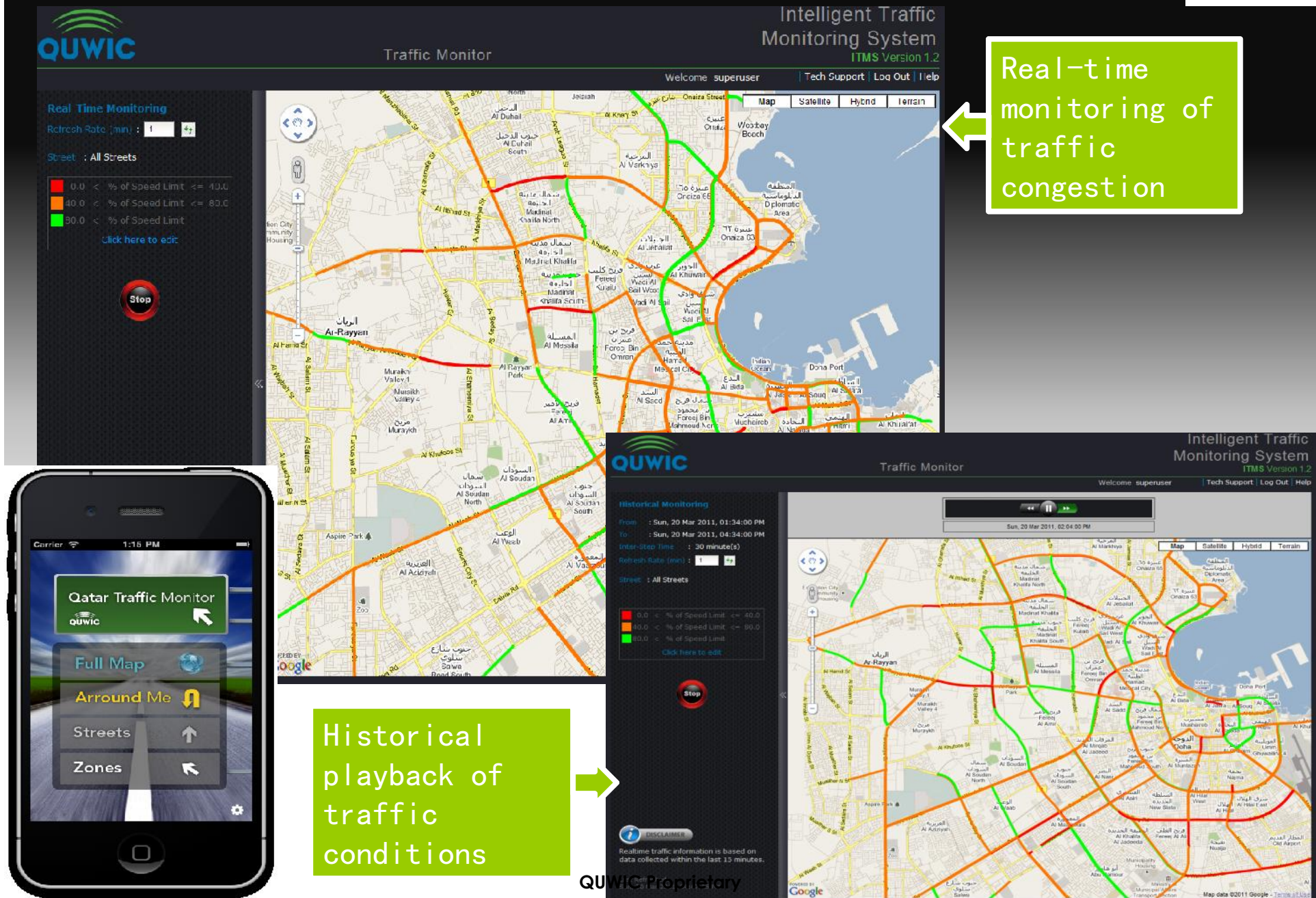
**QUWIC's LABEEB™ Intelligent Sensing  
& Services Platform (M2M)**



QUWIC Proprietary



# Masarak: ITS and Logistics Services



Weather alert: I should go home

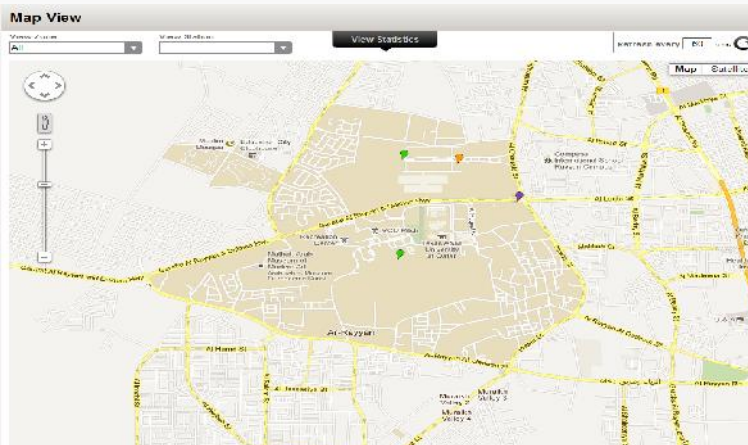
Alerts

Central control room

**DATABASE**



## Web-based Applications



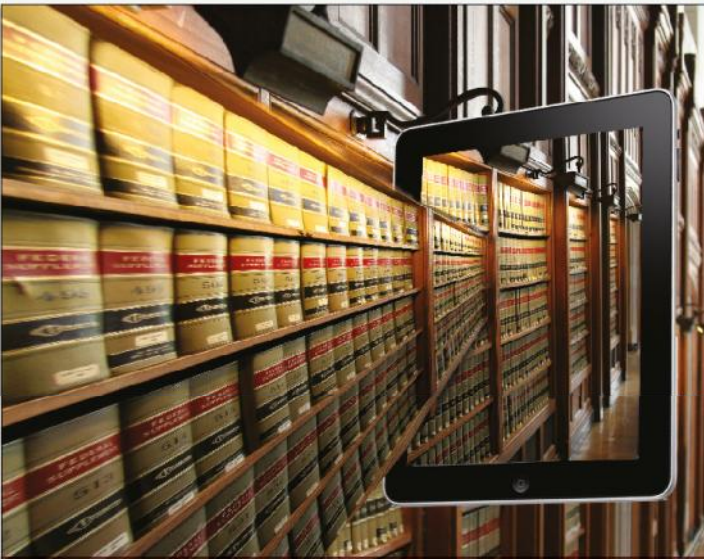
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# PRODUCT INNOVATIONS STRATEGY (2/3)



## CONTENT DELIVERY AND MOBILE APPS

## Content Delivery and Mobile Apps Optimized for Arab Users



**كوتوبي**  
KOTOBİ

Kotobi is an Arabic/English Digital Media delivery platform fully developed by QUWIC. Kotobi will enable residents of Qatar and the region to select, purchase, download, and view Arabic & English eContent like eBooks, eMagazines, and eNewspapers on their Mobile Devices (phones, tablets) and computers. Kotobi will allow publishers to manage and optimize delivery of their content to different user segments.

**QUWIC**  
QU WIRELESS INNOVATIONS CENTER

P.O. Box 5825 Qatar Science & Technology Park, Doha, Qatar  
Tel +974 44592700 email info@quwic.com www.quwic.com

### Mobile Applications Development



**First Mobile App Development Center in Qatar**

QUWIC has launched the first mobile app development center in Qatar to focus on developing/delivering regionally-relevant apps and creating the supporting content to serve:

- Enterprises
- Consumers
- Public Sector

**QUWIC**  
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## CONNECTED CARS

# CAR TO CAR COMMUNICATIONS

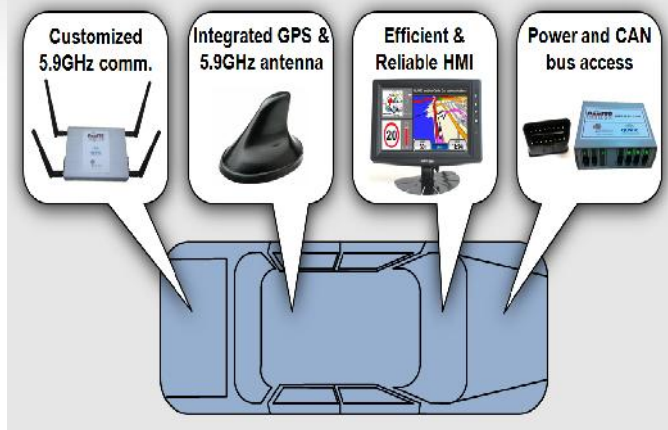


# Car2x Applications

## Three Main Categories:

- ❑ **Active Safety Applications**
- ❑ **Traffic Efficiency Applications**
- ❑ **Infotainment Applications**

# First Implementation in Feb 2012



# QUWIC at first ETSI CTI Plugtests



Cool, our  
implementation  
is standards  
compliant

# Applied Research & Tech Dev Strategy

## □ Intelligent Transport & Mobility

- Cooperative ITS Systems
- Connected Cars

## □ Sensors and Emerging Applications

- Intelligent Airports
- Water Leakage

## □ Multimedia Delivery Services

- Personalization
- Open Services Testbed

## □ Broadband Wireless

- 4G Networks
- Location Technologies