

APG|SGA Interaction tests blockchain application in the smart city area

APG|SGA is taking part in a proof of concept for the blockchain start-up IOTA in order to test forward-looking and data-driven business models. This will make data from the public domain available on a data marketplace in the Internet of Things (IoT).

APG|SGA Interaction conducted a test case in the smart city area. To do so, ten sensors were installed on APG|SGA advertising media throughout Switzerland to measure values such as temperature, CO² and other factors. The sensors are connected to the Internet via Swisscom's LoRa network, and regularly supply data to the APG|SGA server. The aim is to make these data available to interested research institutes, cities or municipalities. In collaboration with blockchain start-up IOTA, the sensors were connected to a data marketplace which interested parties can use to acquire the data. During the test phase, the data were made available at no cost. In the long-term, the data from these sensors will be commercialized. If the test is successful, APG|SGA Interaction wishes to further expand the network of sensors and support cities and municipalities as a technology partner in the smart city area.

APG|SGA is part of a group of over twenty companies around the world – including Bosch, Deutsche Telekom, Fujitsu and Philips – who are working together with IOTA on this proof of concept. IOTA is a non-profit organization headquartered in Berlin whose aim is to establish a blockchain standard in the IoT area. IOTA is one of the top 10 most valuable cryptocurrencies in the world.

Alex Zimmermann, who is responsible for implementation at APG|SGA Interaction, explains: "The IOTA data marketplace allows us to make our data available to interested third parties in a simple way and to monetarize these data via microtransactions. Of course, the technology is still new, and the first applications in the IoT area are still being tested, but I am convinced that the underlying technology has great potential to create transparency and trust in trading IoT data. During this test, many other interesting application opportunities in the smart city area are coming to light for APG|SGA in collaboration with cities and municipalities."

Information

<http://lpn.swisscom.ch>

<http://iota.org>

<https://data.iota.org>

<https://www.apgsa-interaction.ch/de/uber-uns/news>

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About the company

APG|SGA Interaction, Allgemeine Plakatgesellschaft AG, is part of APG|SGA, Switzerland's leading Out of Home media company. It links Out of Home and mobile media. Specialized in gathering and evaluating movement as well as location data, it provides planning, realization and measurement of target-specific mobile advertising campaigns along the customer journey