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SUSTAINABLE URBAN DEVELOPMENT +  
INFRASTRUCTURE / SMART CITY

DIGITAL INDUSTRIES / START UPS

HEALTHCARE COOPERATION

BUSINESS SUPPORTER

# SOM SOLAR OUTDOOR MEDIA

## Data-Driven - Smart Waste Management

*Solar Outdoor Media GmbH, a data-driven, smart waste-management, green technology company Solar Wi-Fi Eco Bin. In essence, we use our sensors, algorithms and data analytics to reduce waste, pick and rout optimization costs up to 30% on waste management and recycling and lower up to 60% on carbon emissions. We are powered by solar energy and collect data on product consumption and wastage optimization. Our solar-powered interactive recycling bins feature either static or digital sustainable advertising displays, while our citizen app and all units provide free Wi-Fi and USB for mobile device charges to anyone in the vicinity that logs into our network.*

- *Outdoor & indoor smart recycling bins*
- *Data-driven - smart waste management recycling station, powered by solar energy*
- *Free-of-charge provision to city mayors and government offices*



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