



# BRIGHT

## INNOVATIONS

AN OPEN DATA PLATFORM FOR  
THE WORLD'S SMARTEST CITIES.



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# WE ARE AT THE BEGINNING OF THE “DATA & INTERCONNECTIVITY REVOLUTION”



**Internet revolution**

**2000s**

Data availability  
Data generation  
starting to build up



**Smartphone  
revolution**

**2010s**

Data available  
anytime anywhere



**Data  
Interconnectivity  
revolution**

**2020s**

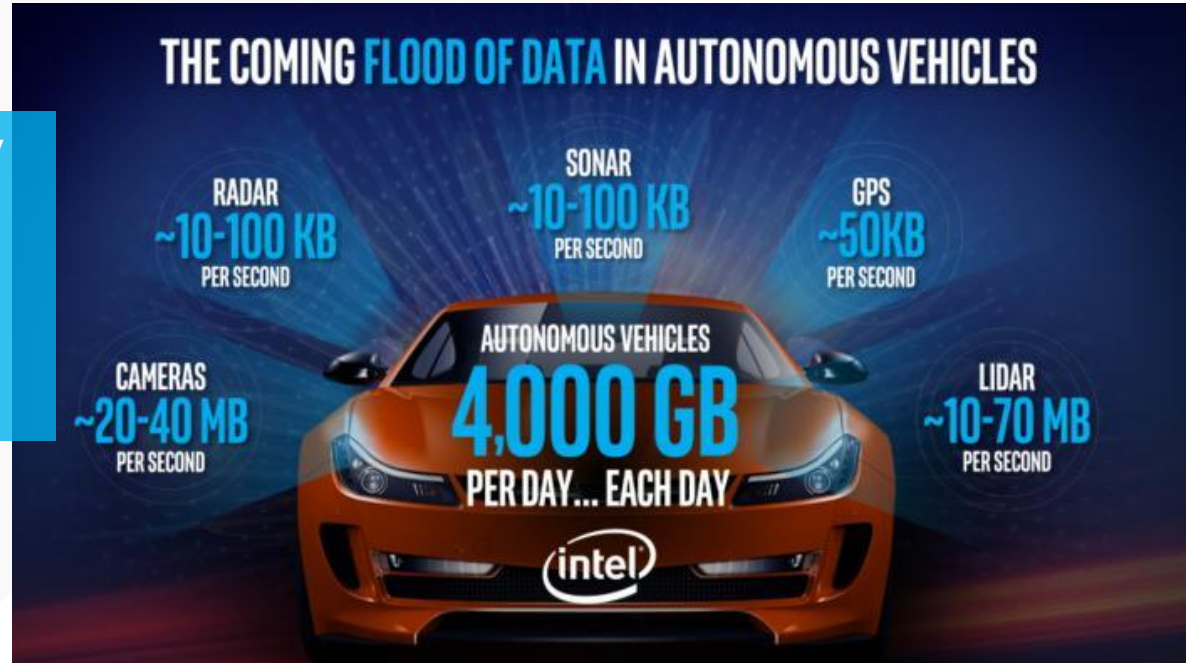
Exponentially more  
data generated.  
People, devices,  
environment are  
interconnected



# ONE AUTONOMOUS VEHICLE WILL GENERATE DATA EQUIVALENT TO OVER 2,600 HUMAN USERS

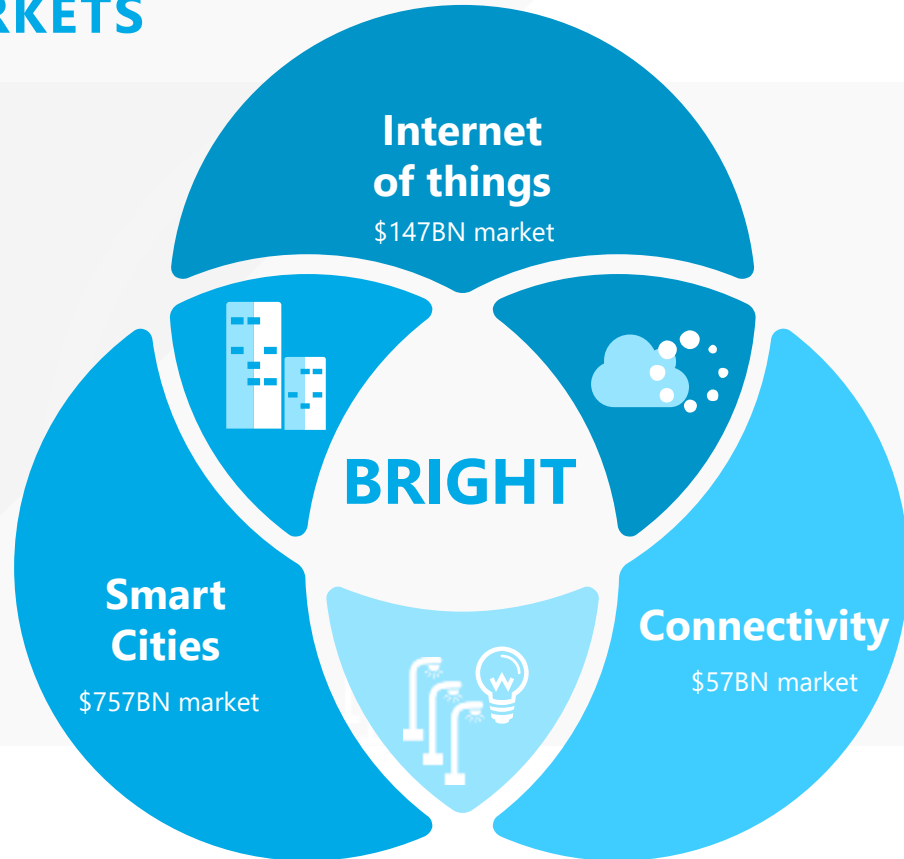
1 car = 4,000 GB of data per day  
(1 hour driving)

1 person = 650 MB of data per  
day and will escalate to 1.5 GB  
per day by 2020.



# BRIGHT IS AT THE CROSSROADS OF CONVERGING GLOBAL MARKETS

Harnessing collected DATA and using advanced technology to deliver better, more efficient services to citizens. Enabling access to information via big-data collected from devices and sensors.

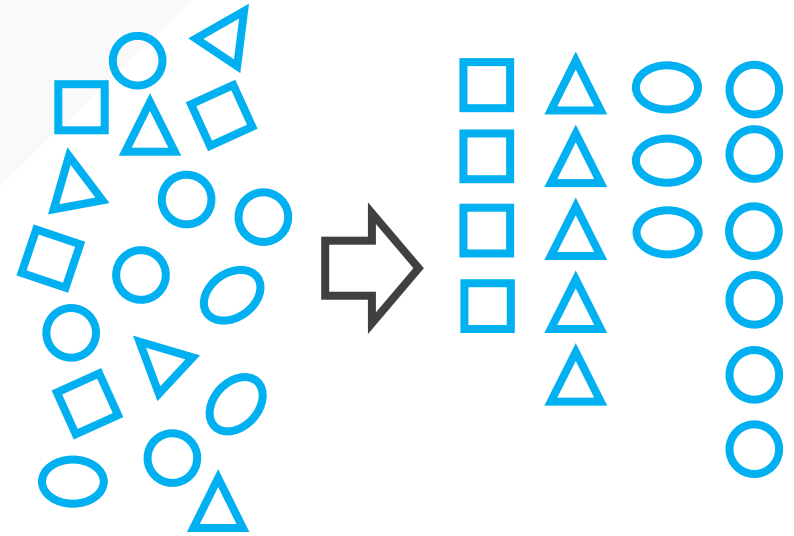


An aerial night view of a city with glowing light trails from traffic and buildings. A large blue circle is centered over the city, containing white text. The background is a dark, high-angle shot of a city at night, with numerous buildings and roads. White light trails from cars and buses are visible on the roads, and some buildings are illuminated. A large blue circle is superimposed over the center of the image, containing white text. The overall mood is futuristic and technological.

“ Connecting  
people, devices  
and the urban  
environment to  
build smart and  
interactive cities  
of the future. ”

# PROBLEM – MANY SINGLE SOLUTIONS, NOTHING TO UNIFY THE ECOSYSTEM

- Multitude of data sources – need for Standardization
- Multitude of vendors requiring separate deployment and hardware installations
- No one place to tap into this data to generate insights and value





# A CONNECTED STREET VISION

An open platform for connecting people, IoT devices, cars, infrastructure and applications...









# BRIGHT'S CORAL REEF™ PLATFORM

An open, multi-application, big data platform harnessing existing streetlight infrastructure




# BRIGHT INNOVATIONS' CORAL REEF™ PLATFORM APPLICATIONS EXAMPLES

   **CORAL REEF** - Connecting the city




 Welcome,  
**Rami**


[Dashboard](#)  
[My Apps](#)  
[App Store](#)  
[Financial](#)  
[Configuration](#)  
[Support](#)  
[Tickets](#)  
[Log out](#)

### Installed Apps







**Easy CCTV**  
by CCTV  
Security for all time.









**UBNT**  
by Ubiquiti  
Application for management of Wi-Fi networks












**123 Lighting**  
by BRIGHT innovations  
Simple street lighting control application





**Parking Spotter**  
by BRIGHT innovations dev team  
Application for parking occupancy monitoring





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Search for:  in: **BRIGHT**

### Incidents

Drag a column header and drop it here to group by that column

T	C	Control	S	Lo	SLA						
6	Cc				(-9d) 17:53	0	0	0	0	1	
14	Li				(-9d) 18:03						
	Si				(-8d) 04:57						

Items per page: 200 1-2 of 2 items

### Users

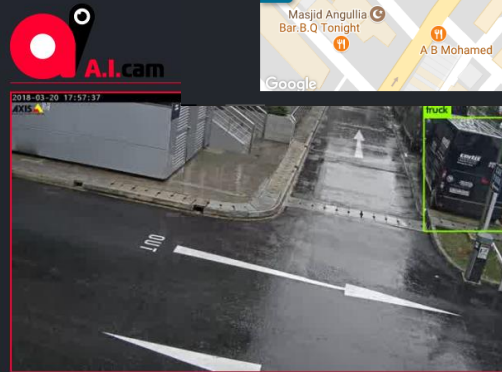
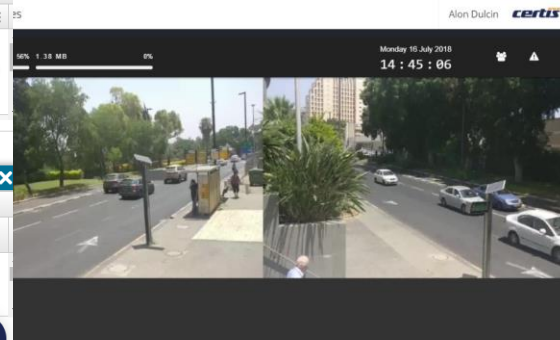
Drag a column header and drop it here to group by that column

	Usr	Nat	Grc	Rel	Eqi	Sci	Inc	Sta	Upi	Loc	Pei	Tra	Actions
	API	Ext											
	API	Do											

Last Location Update: ● <10 min ● <1 Hours ● <24 Hours ● Over 24 Hours

Fixed Location

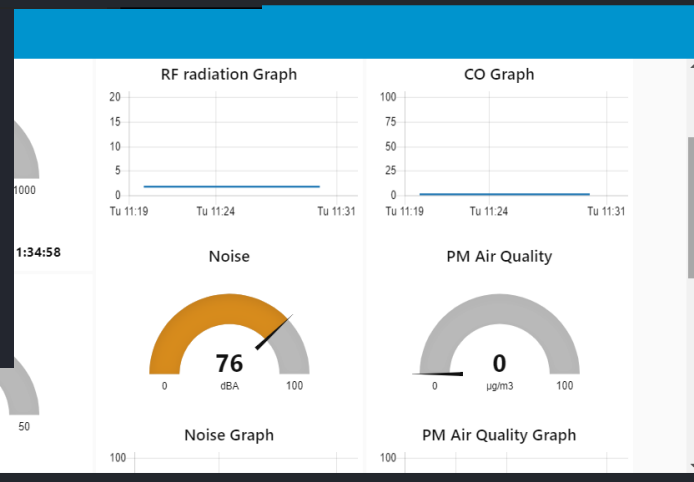
Filter users by status: None



← Camera name / address →

**Current data:**

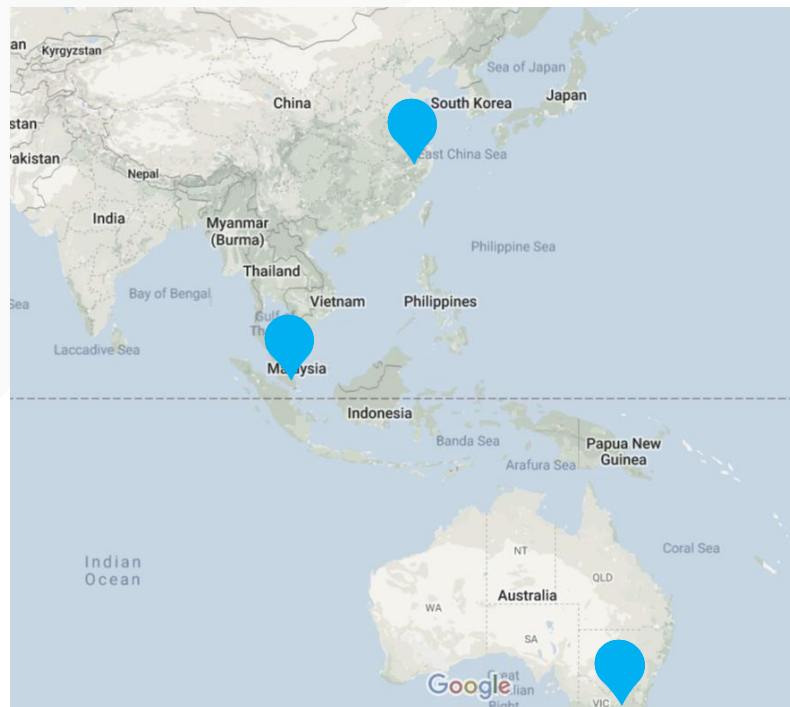
Vehicles:	1
People:	0
Motorcycle:	0





# BUSINESS STATUS

- **IPO on ASX Australia**
- **Existing commercial activities in Australia, Singapore, China**
- **Raising capital to facilitate international growth**



## GO-TO-MARKET

Initial focus in South East Asia, namely Australia, Singapore and China



Bright will utilize local sales and support personnel as well as partner with local distributors. Bright will also pursue an M&A strategy to boost its presence and offering



Australian entity to be established upon ASX IPO  
Chinese entity already in place



Commercial agreement in place in Australia, Singapore and China



Deployment in Singapore (Certis), China underway

# TEAM



**RAMI MIRSKY**  
CHIEF EXECUTIVE  
OFFICER & DIRECTOR

Over 15 years of international business management, sales & marketing experience in Hi-Tech companies and establishing overseas operations (Celletra, Optomic MW, Fore Group). BA, LLB, MBA (honors)



**Alon Dulzin**  
VP MARKETING  
& BUS. DEVELOPMENT

Savvy manager and sales executive in technology companies; former CEO of publicly traded corporations. BA Economics & Management



**MICHAEL HAYMAN**  
CFO

An admitted lawyer in Australia and Israel with previous commercial and capital markets experience in one of Israel's leading law firms.



**ITAY SAGIE**  
VP STRATEGIC  
PARTNERSHIPS

Experienced business executive in the Communications and Cyber industries B.Sc, MBA IESE Business School



**ANTON SHIFMAN**  
SOFTWARE &  
SYSTEMS

Expert System Engineer and software architect. Former developer at Intel Inc. and entrepreneur, B.Sc., EE; M.Sc. Bioinformatics from the Technion Institute of technology, Israel



# BOARD OF DIRECTORS



**DR. URI MIRSKY**  
Director

CEO of MCL Ltd., former Head of Microelectronics of Rafael – Israel Armament Development Authority. PhD Material Engineering, Technion, Israel



**DR. MICHAEL COHN**  
Director

Former owner and CEO of Parameter AB, largest Machine Vision distributor in Nordic countries; Hi-Tech Investor; expert in Photonics and Machine Vision. MD, Karolinska Institute, Sweden



**LEVY COHEN**  
Director

CEO of 365 Technologies Ltd., Serial entrepreneur & CEO of hi-tech companies, expert in operations & software development. BA Computer Science & Economics, Bar Ilan University, Israel



**DR. ADRIAN BIANU**  
Observer

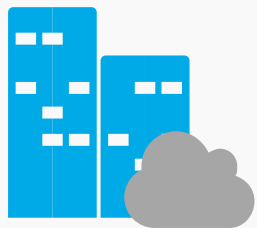
Senior VP, Israel Electric Corporation, expert in electrical and power systems, PhD Electrical Engineering, Technion, Israel



**JON BRETT**  
Chairman (Au)

Jon has extensive experience in the areas of management, operations, finance and corporate advisory. Jon's experience includes several years as managing director of a number of publicly listed companies and was also formerly the non-executive deputy president of the National Roads and Motoring Association. Director, **Vocus Group**; former director of **Investec** Wentworth Private Equity Limited and others

# SUMMARY



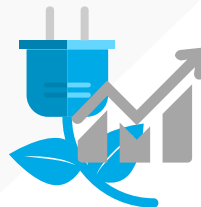
## OPEN SMART URBAN DATA PLATFORM

There is currently no single, integrated data platform servicing smart cities



## SIGNIFICANT ADDRESSABLE MARKETS

China, APAC, Europe all implementing programmes



## CLEAR GROWTH PATH AND PLAN

Cooperation and partners in target markets



## PROVEN CAPABILITIES

Ground-breaking technology, project implementation experience; first smart connected street projects in Israel



# BRIGHT

## INNOVATIONS

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