



FOR IMMEDIATE RELEASE

WHICH IS THE FIRST URBAN AIR MOBILITY CITY?

ARCH UAM GLOBAL CHALLENGE Launches in December 2020

Ljubljana, 10.12.2020

The ARCH UAM GLOBAL CHALLENGE For Trendsetting Cities is a challenge that allows cities to become the world's first UAM CityLab with a UAM flight simulation hub for testing and evaluating scenarios in the field of Urban Air Mobility. It launches on the 10th of December at <https://arch.aero/>.

The purpose of the ARCH UAM Global Challenge is to invite the world's trendsetting cities to work together on the project ARCH (Global network of UAM CityLabs) and to offer their citizens the opportunity to explore and experience urban flying, by winning the challenge and receiving their own Flight simulation Hub. It includes the UAM flight demonstrator and a digital twin of their city.

The ARCH UAM flight simulator is a full-size cabin with UAM flight simulator inside. It has all the functionalities of a flying VTOL, without the need to leave the ground. It helps the citizens discover **how flying in the future will look like - today.**

It also supports everything from route optimization, testing the fear of flying and overall comfort, noise levels, and the impact of sustainable flying in the urban areas.

Using this technology represents importance for Urban planners, as it allows them to **face and fully understand users' experience**, enabling them to offer their cities **seamless, connected, integrated multimodality in sustainable environments.**

Another opportunity arises for the Master creators of traffic-plans as well, as it helps them move a large mass of people and cargo in megacities from one point to another much faster and smoother.

Timeline of the Challenge:



The Jury of the Challenge will consist of:

- **Dr. Vassilis Agouridas**, European Innovation Partnership on Smart Cities and Communities and AIRBUS UAM, with focus on Cities, Policymaking and Legislation,
 - **Daniel Avdagic**, AV Living Lab, member of the Ljubljana's City Council, with focus on User Centric Design and Multimodality, Interoperability, and MaaS development,
 - **Neri Friedlander**, Daimler AG with focus on Investments, Accelerators, Incubators and Startup Ecosystems,
 - **Andrea Linder**, Marketing Manager at Digital Motors Corporation with focus on Marketing, Market Research & Segmentation, Customer Behavior and Public Acceptance
 - **Jennifer Raffin**, Italdesign, with a focus on City Strategies and Visions,
 - **Luka Velepik**, the President of Slovenian-Arab Business Council, with focus on operations, staffing, legal, finance, and project management.
 - **Matej Vengust**, Nervtech, with focus on Simulations, Digital Twins, data analysis and interpretation for implementation,
- ENDS -

For information or questions, please contact us at:

challenge@arch.aero

+386 51 680 820 (CET timezone)

About AV Living Lab

AV Living Lab is a technology startup, focusing on the development, pilot testing, and implementation of new technologies and business models in their real-life CityLab environment. They are also the organizer of the City as a Lab Summit, where leading brands share their new mobility innovation work. The company has successfully implemented multiple (more than 30) proofs-of-concept, including clients such as Google, Daimler, Toyota, and Volkswagen Group.

About Nervtech

Nervtech is a high-tech R&D company specializing in vehicle simulator technologies in the fields of biometric and cognitive driver evaluation, deep machine learning, and data integration. Nervtech is an advanced tool for driver and operator training in variety of driving scenarios. It is also a tool for automatic evaluation of drivers' performance and collection of physiological and biometrical big data through a set of external medical grade sensing equipment, synchronized with the simulation software.