

Murata Manufacturing Co., Ltd.



- ❑ Address: Nagaokakyo-shi, Kyoto
- ❑ Employees: 9,771
- ❑ Established in 1950
- ❑ Business: Research, production and sales of electronic devices

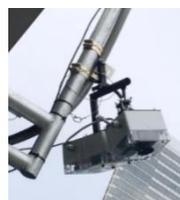
<https://www.murata.com/>

Outline of the demonstration project

- POC project on IoT platform implementation for real-time traffic monitoring

Cooperation with local companies/governments

- Local partners: NIINUMA VIETNAM CO., LTD.
- Details of cooperation and collaboration: Installation work and co-evaluation of system



Real-time traffic sensors



Targeted economic/social issues

- Vietnam suffers from air pollution and economic losses (about \$1B a year in Hanoi) caused by urban traffic congestion.
- Since DX in the mobility and logistics sector is a priority area for the Vietnamese government, there is a strong need to collect accurate traffic data as a basis for DX.

Details of demonstration

- Conducting fixed-point observations of traffic data, we evaluate usefulness of real-time high-resolution traffic data and identify issues in our system development for its penetration in Vietnam
- Starting with a proven system in Indonesia, we develop a system that can acquire more accurate data to suite local traffic conditions.
- In collaboration with a company who has experience in street-lighting installation in Hanoi, we develop a system that can be installed in a short period of time and at low cost.

Expected outcome of beneficiary effects

- High-resolution field data is expected to be used for advanced applications in various industries such as road and transportation administration, logistics and mobility.
- The market is expected to expand through the establishment of global supply chain that will enable the sale of data overseas.
- Local enterprises and industries are expected to grow with O&M business for the installed digital infrastructure.