Cal/Amp®

# Connecting the Shared Micromobility Ecosystem

Managing Shared Micromobility with Technology

The widespread adoption of smartphones coupled with the popularity of car-free lifestyles in congested urban cores has led to the growth in demand for bicycles, ebikes and scooters. The U.S. Federal Highway Administration's travel survey found that 59.5% of all U.S. vehicle trips are 5 miles or less. McKinsey & Company forecast the shared micromobility U.S. to be $200-300 billion by 2030.

Unfortunately, the fast growth has created issues such as abandoned or damaged equipment and safety concerns. Therefore, cities and providers need a connected infrastructure to help manage and maintain their Mobility-as-a-Service ecosystem. Technology provides many of those solutions from GPS tracking to solar charging stations.

Shared Micromobility Requires Managing Equipment

Visibility at the Docking Station, on the Road or on Location

Docking Station

Work

Locate Scooter

Subway

Rent Scooter
[LMU]
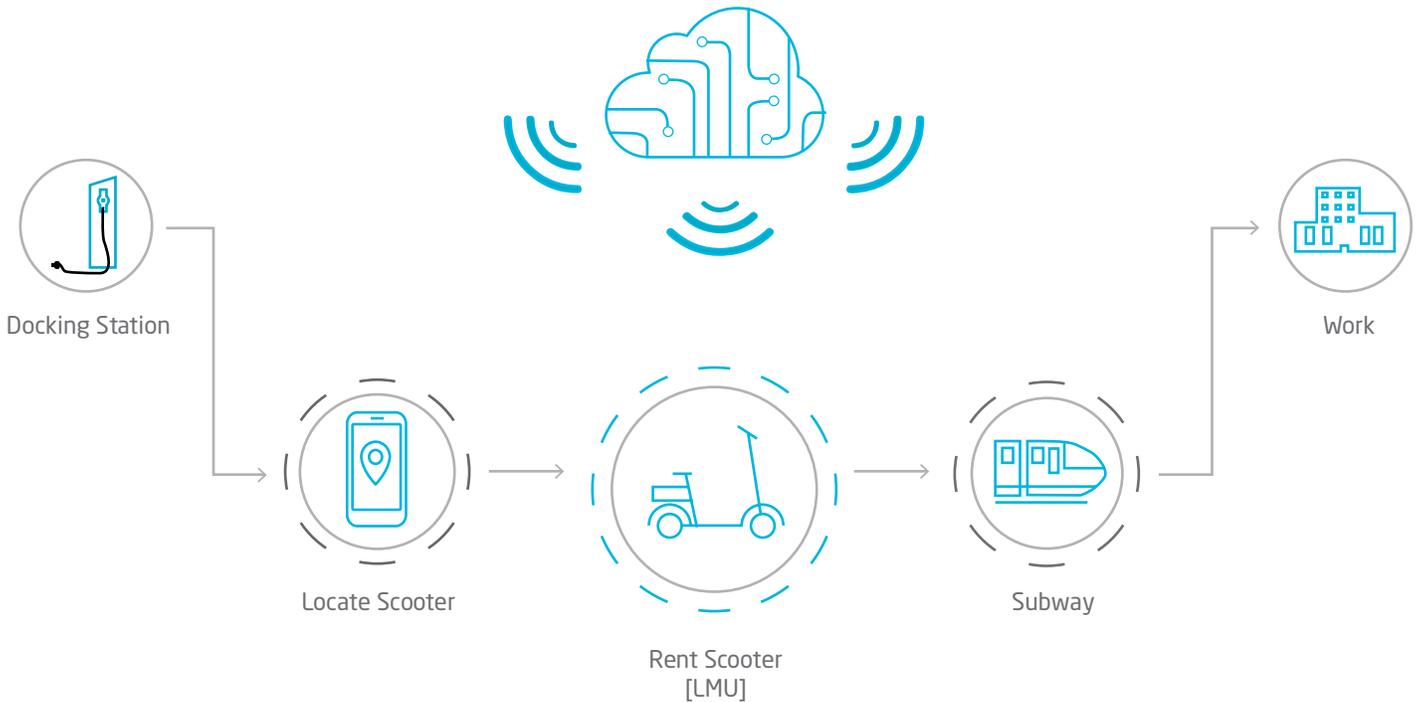
/Monitor Location and Status in Real-Time

Analyze valuable utilization data and display real-time location on the ride-sharing application with a provider or CalAmp cloud platform.

/Access Operational Data

Activate API integration to provide device logistics, management, tracking and data usage delivering effective remote device lifecycle management and monitoring of device connectivity.

/Real Time Notifications

Know when an activity is occurring in the field that requires immediate attention as it is happening. Enable real time alert notifications with CalAmp solutions on pre-defined conditions that can be pushed to email or text message.

/Improve Total Cost of Ownership

Track mileage and battery levels to know when equipment is due for charging, maintenance or retirement. Monitor unattended autonomous solar-powered charging stations powered by installed CalAmp solutions that provides data on the health of the vehicle and its battery.

Shared Micromobility Requires Managing Users

Make Sharing Easy

Pair platform provider apps with on-demand information that is unique to the rider and the equipment so they can conveniently locate, unlock and rent.

Monitor User Activity

Discover trends of popular drop-off locations to site new docks or peak rental times for rebalancing your fleet. Capture key data such as mileage, rental times (minutes/hours) or battery charge times.

Create Safety Zones

Control speeding by creating pre-defined zones that restrict miles per hour, such as on college campuses or residential streets.

Manage Returns With Geofences

Define off-limit areas where equipment cannot be dropped to reduce random abandonment. Accrual of charges continues until it is returned to an approved location or dock.

Staying in Motion Requires a Smart Ecosystem

CalAmp solutions help you connect and manage your fleet

Use IoT technology to monitor and manage your fleet at the dock or on the road. Gain maximum visibility and control with an intelligent ecosystem of solutions that you can easily plug, play and outperform or customize to your operations.

- Consolidated view of asset, customer and usage
- Real-time alerts to isolate specific conditions
- Visualization of status, progress and problems
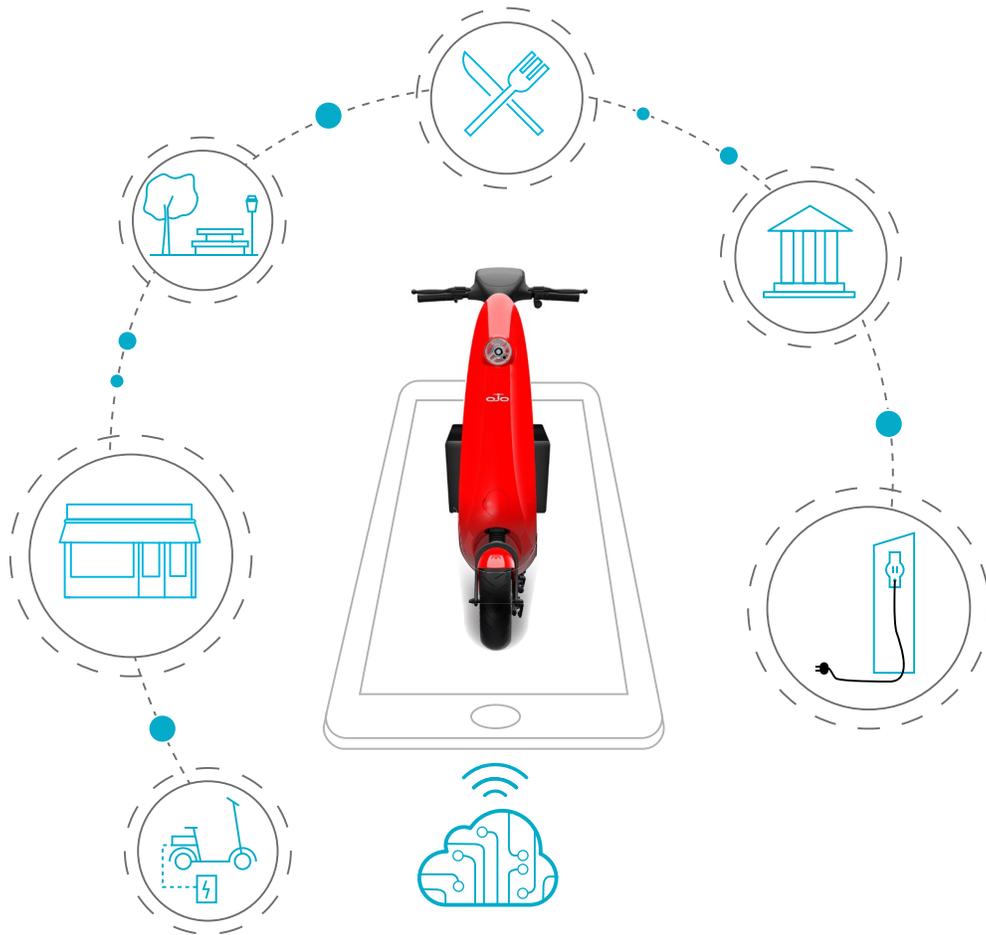
"Our goal is to create a safer, more collaborative e-scooter program for cities that want to have rideshare," said Max Smith, CEO of OjO. "Initial entrants in the electric scooter sharing space were market disruptors. We have the technologies in place to help keep riders in check and help them comply with city regulations. We're taking a different path by collaborating closely with municipalities and integrating advanced telematics to improve road safety and regulation compliance."

About CalAmp

CalAmp (Nasdaq: CAMP) is a technology solutions pioneer leading transformation in a global connected economy. We help reinvent businesses and improve lives around the globe with technology solutions that streamline complex IoT deployments and bring intelligence to the edge. Our software applications, scalable cloud services, and intelligent devices collect and assess business-critical data from mobile assets, cargo, companies, cities and people. We call this *The New How*, powering autonomous IoT interaction, facilitating efficient decision making, optimizing resource utilization, and improving road safety. CalAmp is headquartered in Irvine, California and has been publicly traded since 1983. LoJack® is a brand of CalAmp and a leader in stolen vehicle recovery and innovative automotive services. For more information, visit calamp.com, or LinkedIn, Facebook, Twitter, YouTube or CalAmp Blog.

Cal/Amp®

CalAmp
15635 Alton Parkway, Ste 250
Irvine, CA 92618
888.3CALAMP
calamp.com