



# Imagining the City of the Future

IBCON | June 13-14, 2019 Nashville, TN



## Let's Visualize New Ways to Help Cities & Utilities Plan for the Future.

Join us at IBCON 2019 to discover how we're combining the strength of the Itron network and the processing power of Microsoft® Azure to imagine new possibilities for solving public health, safety and environmental issues across the globe.

Itron Idea Labs is exploring groundbreaking concepts, using emerging technologies such as:

- » Augmented Reality,
- » Machine Learning and
- » Spatial Intelligence

in new and bolder ways to shape the cities and utilities of the future.

Visit us at IBCON and peer into the lens of tomorrow's city planner. Take a virtual walk through a Los Angeles neighborhood. Install sensors, change rooftop materials, plant trees and experience the impact! See how virtual results inform your plans to improve the quality of life for real people in real places.

*What if you could use augmented reality to simulate the impact of neighborhood improvements before you install?*

Using Microsoft Azure HoloLens and Digital Twin technology, a city planner can "virtually install" smart sensors in a simulated environment that mirrors a real neighborhood. Planners can use real data, collected by real sensors, to inform city planning decisions.

Itron Idea Labs has partnered with Microsoft to imagine solutions that will transform energy and water management, transportation, city management and more, letting you experience the impact of data driven plans before they're implemented.

