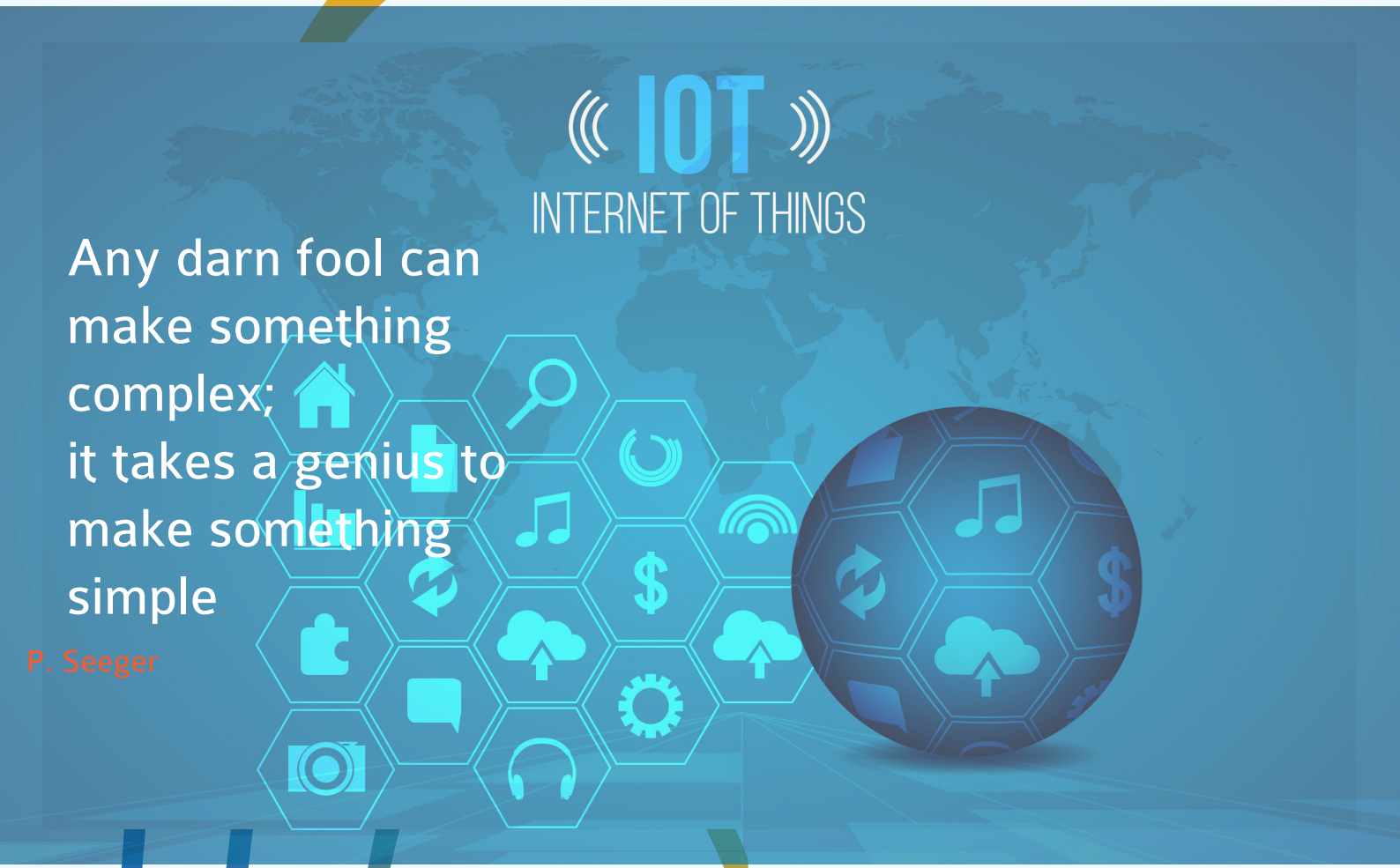
Urbana Smart Solutions

The Cloud of Services

How to make it smart



Any darn fool can make something complex; it takes a genius to make something simple.

P. Seeger

URBANA SMARTCITY

Urbana Smart Solutions Pte Ltd

www.urbanasolutions.net

About Us

> International company investing in R&D, leveraging on production facilities.

Urbana Smart Solutions Pte Ltd has been established as a engineering company in Singapore, spin-off of the industrial group Ostan Group, working in the IT and ICT field, mainly oriented the Internet of Things (IoT). Our core business is the design and implementation of services for the IoT, realizing complete end-to-end solutions in terms of hardware devices and software platforms. Our business model is customer oriented and varies according to the specific market. The world wide approach is to deliver customized solutions that fit the customer's need. Thus we follow our customers from the design till the system set up, developing customized products.

Based on the decision of the company to tackle the IoT market globally, we leverage on three production plants in China, Poland and Romania, one R&D center in Italy and one headquarter in Singapore.The R&D investments have been nearly US$2,500,000 in the last five years and they are expected to grow in the next period. We have established our distribution structure in several countries where we are present thanks to strong relationships with local distributors. Actually the countires where we are present are: Italy, Poland, Romania, Singapore, China, Indonesia, Malesya, Australia, India. Furthermore, besides R&D investments Urbana can rely on strong assets of production plants.

Our Core Values

Respect

We believe in treating our customers with respect and faith.

Growth

We grow through creativity, invention and innovation.

Integrity

We integrate honesty, integrity and business ethics into all aspects of our business functioning.

Cooperation

We believe in cooperation and mutual respect for one another in order to deploy innovative technologies able to improve life style all over the world.

Our Strategy

Purpose: To be a leader in the field of IoT by providing enhanced services, relationship and profitability.

Vision: To be a leader in the field of IoT by providing enhanced services, relationship and profitability.

Mission: To build long term relationships with our customers and clients and provide exceptional customer services by pursuing business through innovation and advanced technology.

Goal: To increase the assets and investments of the company to support the development of services and technologies; To build good reputation in the field of IoT and become a key player in the industry; To increase the number of strong partnerships with key players in the market.

It was 1999 when the entrepreneur Kevin Ashton coined the term while working at Auto-ID labs referring to a global network of connected objects. The basic idea is the pervasive presence around us of a variety of things or objects able to interact with each other and cooperate with their neighbors to reach common goals.
Many challenges occour when addressing such a disruptive level of innovation where a lot of different competences are mixed together.
Urbana IoT platform has been conceived to reduce the gap between the technical world of engineering and the typical world of needs.

Just Make It

The task of systems integrator often begins with a client meeting, or a series of meetings, in which the systems integrator assesses the client's business needs and defines the technical requirements for an IT system that meets those needs. The resulting integration plan sets the foundation for the integration process. That process may involve designing or building a customized architecture or application and integrating it with new or existing hardware, packaged or custom software, and networking infrastructure. System integration involves integrating existing often disparate systems and is also about adding value to the system, capabilities that are possible because of interactions between subsystems.

Our Job in 4 steps

We focus straight to customer's needs to collect detailed and precise requirements about the IoT project. **1**

Sometimes there are many ways to reach the target. But what's the best one? Here we start building the customer's idea. **2**

It's time to draw the line. We interact with customer to design the perfect solution customer wants and needs. **3**

This is when idea comes to reality. The first real touch of the project. If you like the work done so far, let's make it a professional and reliable product! **4**

Urbana services

We help you digitize your world!
Always!

- Project feasibility and requirements collection
- Project planning and proposal
- Design, engineering and industrialization
- Mass-market production

Our Job

As an engineering company with manufacturing plants all over the world, we are able to integrate the entire "product chain" from the design to the installation. Every IoT project, to be successful, needs specific skills to be seamlessly united.

Application

Application is the first touch of the customer and it is in charge of managing platform resources to give the user the right service.

It is fundamental for the success of a project. It repreents the interface through which services are presented to the user.

User friendliness, on demand availability, fluid impression, ease of use, interoperability, robustness and reliabililty are all aspects that defines the Quality of Service experienced by the user.

All our applications are designed with these priciples in mind. A simple guarantee for the success.

Network

Network is the funamental component of a IoT platform. since it is the enabler of the communications. It must be reliable and robust, assuring high degrees of freedom in letting the integration of several heterogeneous devices.

LPWAN is an acronym that identifies a specific kind of network. Properly designed to enable "machine-type" communications and host millions of devices, they represent the foundation of the network of services.

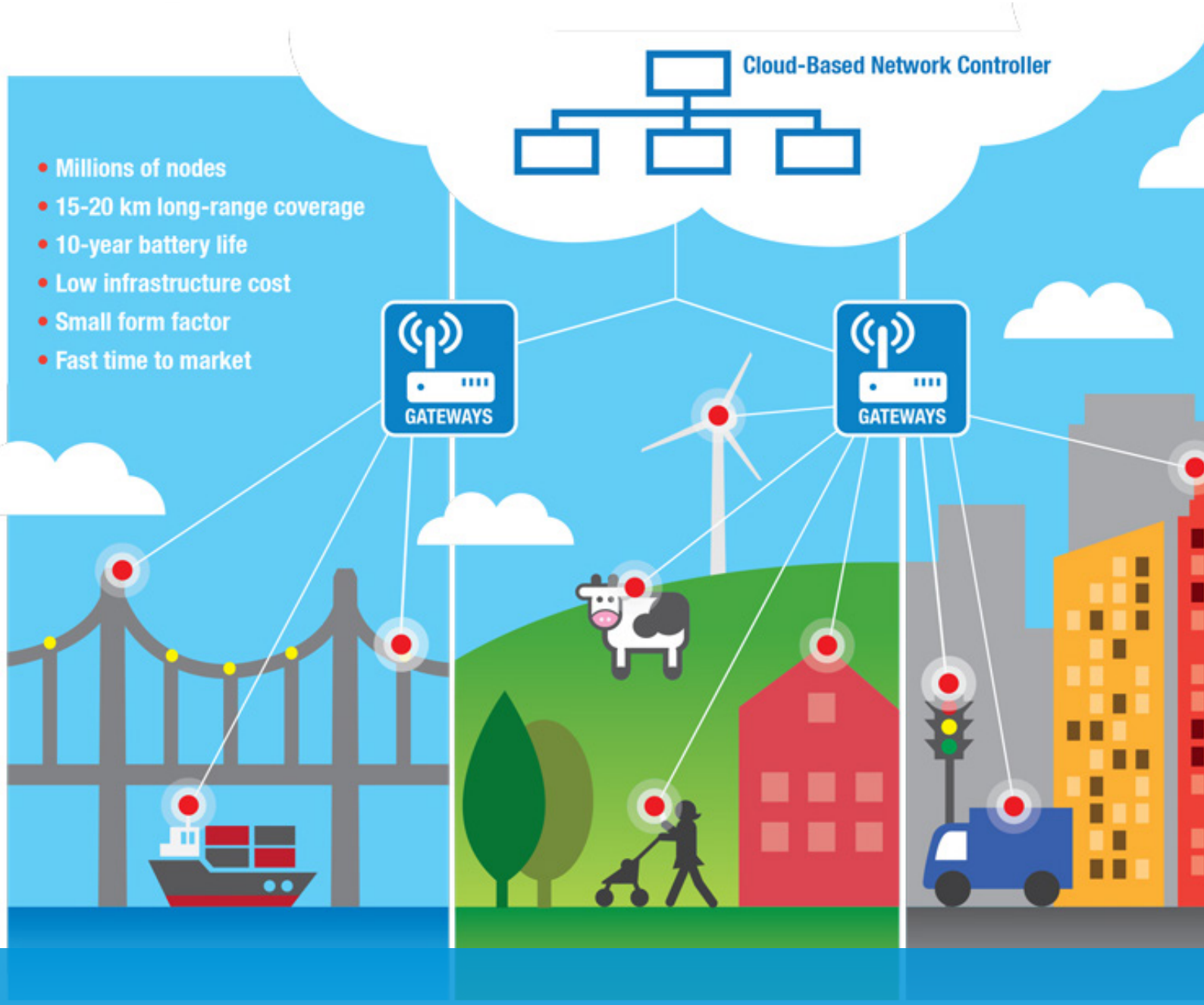
Urbana builds its IoT platfom solutions on these networks, adopting LoRaWAN™ protocol, the "de facto" standard for the market.

Device

Devices are the sensing tools for every IoT system. They are the actors in charge of collecting data from real world and making them digital and usable.

IoT devices must be small scale, low power, low cost devices and need accurate and precise design to work properly even in very harsh environments.

Urbana employs skilled professionals for making robust, innovative devices that enable the final user to enjoy the proposed IoT service.



Single framework, multiple services.

The ability to network embedded devices with limited CPU, memory and power resources means that IoT finds applications in nearly every field. Such systems could be in charge of collecting information in settings ranging from natural ecosystems to buildings and factories, thereby finding applications in fields of environmental sensing and urban planning.

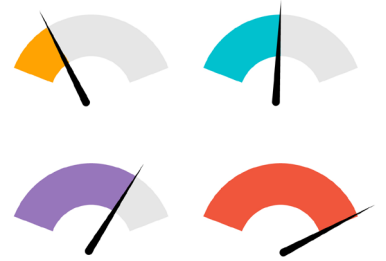
Urbana IoT Services

Energy and water usage

Remote control

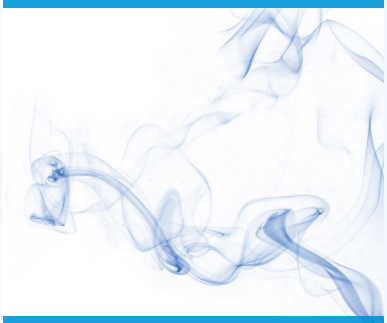
Air quality

Fire detection



Fluid level

Temprature and humidity

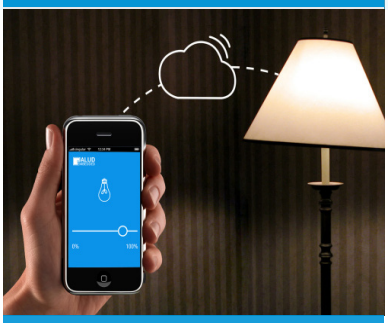


Gases presence and analysis

Climate HVAC control

Ambient noise

Home automation



Light control

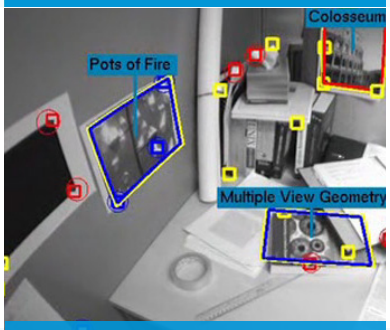
Tracking and asset management

Urbana IoT Services

Logistic management

Security and assistive living

Veichle flow control

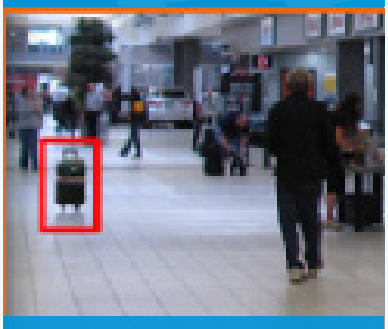


Object tracking

Vehicle classification

People tracking

Stolen object detection



Abandoned object detection

Parking management

Access control

Intrusion detection

Off-limit region monitoring

Some New Products...

Specially developed for industrial usage, Urbana Metering Modem is a robust modem that provides simple and seamless integration of telemetry and data control. Urbana Metering Modem features a compact form factor and is also available in different interfaces to allow the flexible and easy integration into existing application infrastructures. Built to withstand harsh and demanding environmental conditions, meets specifications IEC60068 for environmental testing and EN60529 for IP code protection, and extended temperatures of -40°C to +85°C. Urbana Metering Modem is a plug-and-play solution for integrating any meter into Urbana IoT Platform..

Urbana RFTN Module is a Plug&Play control device for general lighting applications. The device incorporates the multifunctional control unit which is able to track power parameters and set operating values. This board is a plug-and-play solution for integrating any luminaire into Urbana IoT Platform. Customize power and light level dinamically and in real-time to the preferred power level. All lamps, thanks to Urbana RFTN Module, can be programmed and reprogrammed whenever needed with a personalized lighting plan so the lamp will shine accoriding to the requirements.

Urbana IoT Platform is a framework for implementing digital services in a variety of contexts, ranging from geographically distributed systems to home automation applications. The term framework does not refer to any specific system ready to be installed "as is", rather to a more general context in which solutions specifically addressing users' needs can be developed. Urbana IoT Platform will provide the required connectivity and tools that allow the development of systems such as sensor monitoring in geographical context, traffic supervision, and intelligent lighting management.

Some New Products...

Urbana Gateway is a Plug&Play device for smart city applications. The device incorporates multifunctional interfaces which are able to connect a wide range of devices to Urbana IoT Platform. Urbana Gateway is a plug-and-play device for integrating any sensor and actuator into Urbana IoT Platform.. he device deploys LoRa™ radio technology for last mile communication. This innovative low-power and long-range technology is used by the local controller for communicating with Urbana Lamps. It can operate on 868/915 MHz frequencies with coverage radius up to 5 Km for indoor scenarios and up to 15 Km for outdoor. LoRa technology provides the highest performance for radio communication in terms of reliability, scalability and obstacle penetration with low power consumption.

Urbana Tracker is a smart tracking deviceß with a small form factor, long lifetime and long range communication capabilities. The GPS, gyroscope and accelerometer give to this device applicability to several scenario like fleet management, objects and people tracking, emergecy call, man-down alerts, fall detection. The device is battery operated and can be charged wirelessly. It transmits data through a LoRaWAN interface that makes this device an ultra low power device.

Thank You!

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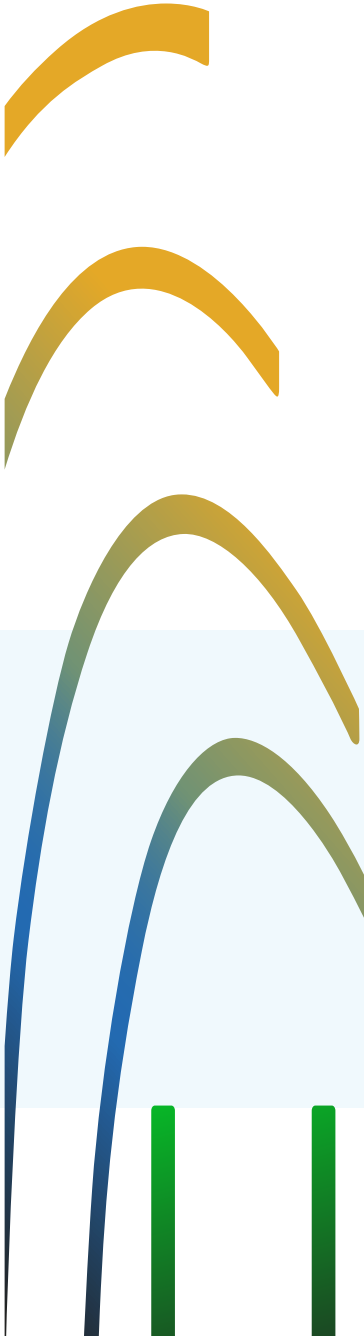

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