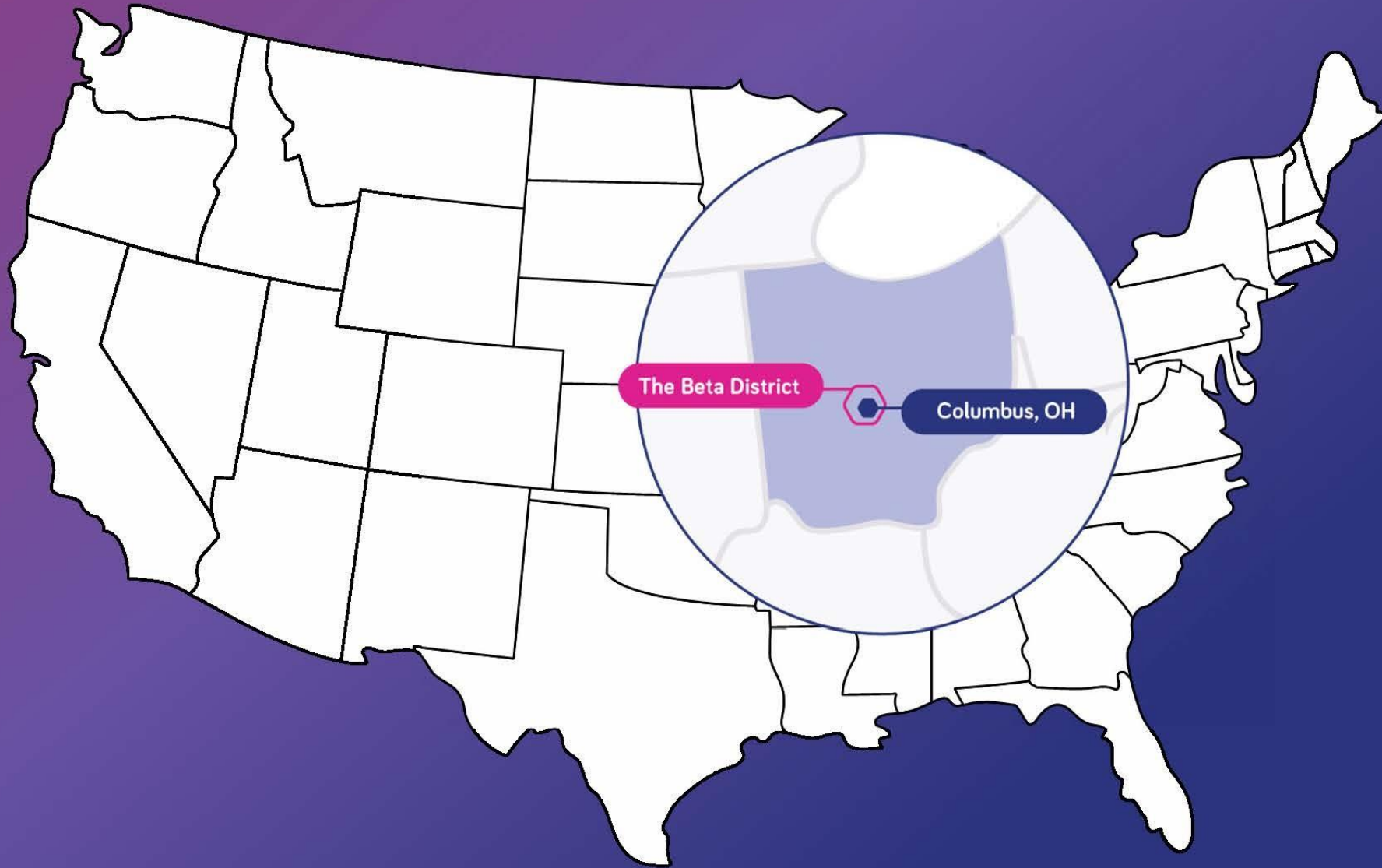


BETA
DISTRICT

Where the future is tested in the Columbus Region

PARTNER COLLABORATION

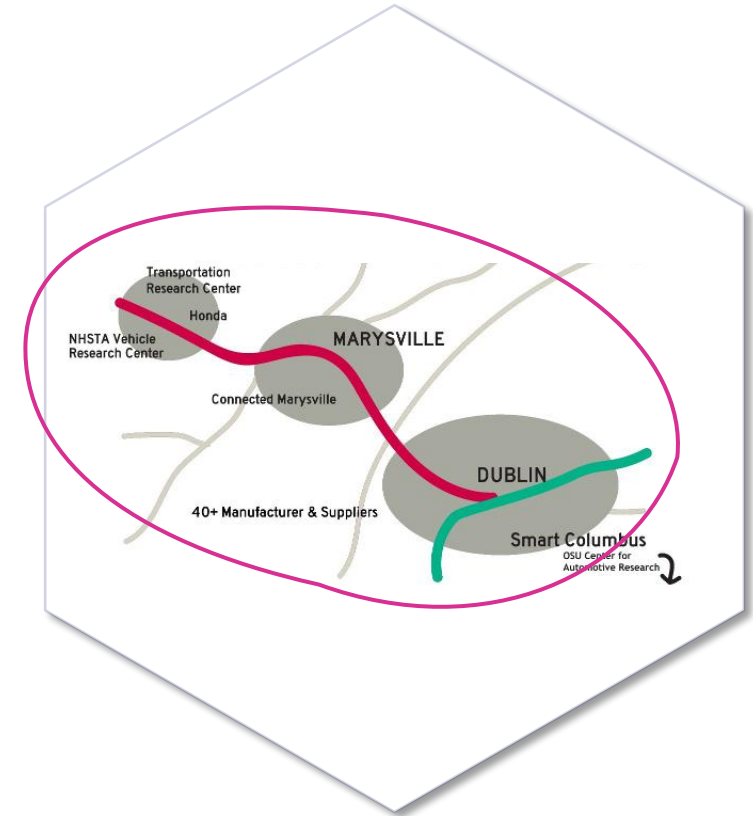




What Is The Beta District?

A building **region** where private sector, government and academia **work together** in an **open playground** to safely **test and deploy** technology in **real-world scenarios**.

Our positioning statement



How It Started

**The NW33
COG** (Council of
Governments)

How It's Going

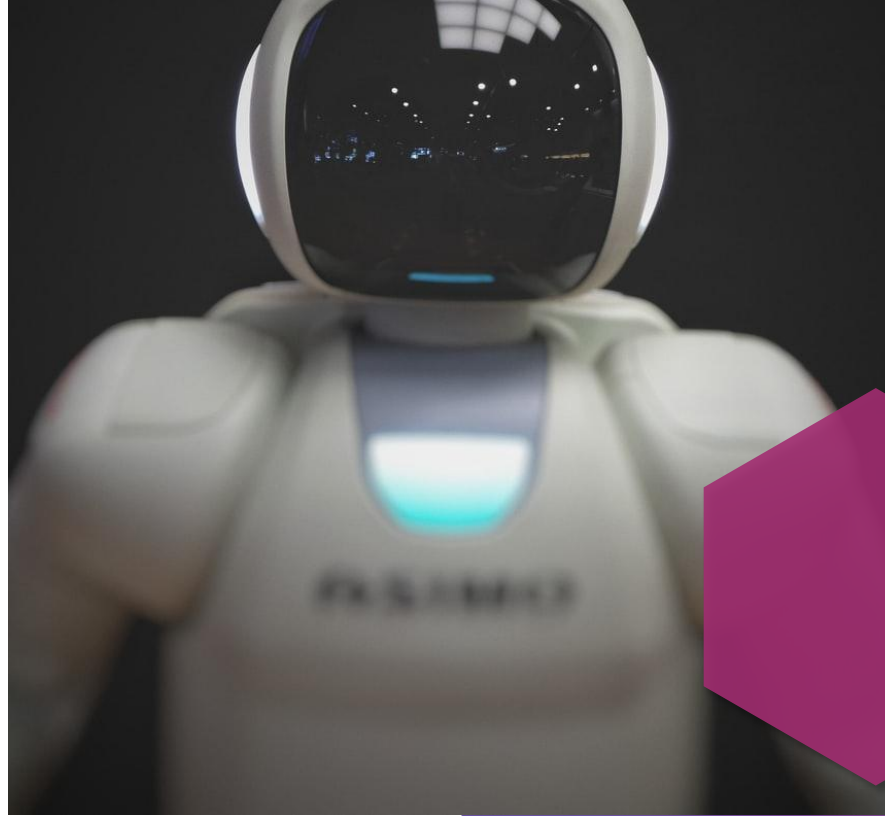


Where the future is tested in the Columbus region

Built, led, and optimized by a team effort.



We aren't just
building a smart
road, we're
creating **an
ecosystem.**



| A Platform For
Innovation Of *All*
Kinds





The ideal environment for collaboration, research, and **innovation.**

Located in the Columbus, Ohio region
—one of best cities in the US for
technology and business success.

Where the world's
leading minds play,
together.

HONDA
Honda of America Mfg., Inc.



XPO
Logistics

J.P.Morgan



HAGERTY

updox



fiserv.

GOODYEAR

THE IDEAL ECOSYSTEM FOR COLLABORATION, RESEARCH, AND INNOVATION.

PARTNERSHIP OPPORTUNITIES

Innovative government projects, cross-industry collaborations, and close access to CROs and specialized vendors.

UNIQUE RESOURCES

From closed labs to data centers to supercomputers, find the tools you need to scale your research efforts.

CONNECTED PLATFORM

Real-world environments outfitted with fiber and collaboration.

GOVERNMENT COLLABORATION

Local and state incentives encourage investment in new technology, equipment, and projects because local communities thrive on innovation.

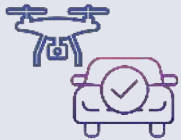
LIVING LABS

Deploy and test year-round in all weather conditions in growing city, exurban city, open highway, and field environments.



We Need Your Help To Build Awareness **Among The** **People That Matter Most**

TARGET INDUSTRIES:



SMART MOBILITY



MANUFACTURING



SUPPLY &
LOGISTICS



SMART CITY &
IoT

THE VISIONARY



Founders, Presidents, & Chiefs

THE CHAMPION



VPs, Directors, & Heads Of

THE PROJECT LEADER



PMs, Technical Leads, & Engineers

The real world, optimized for innovators.

Diverse environments, fully connected and
ready for big ideas.

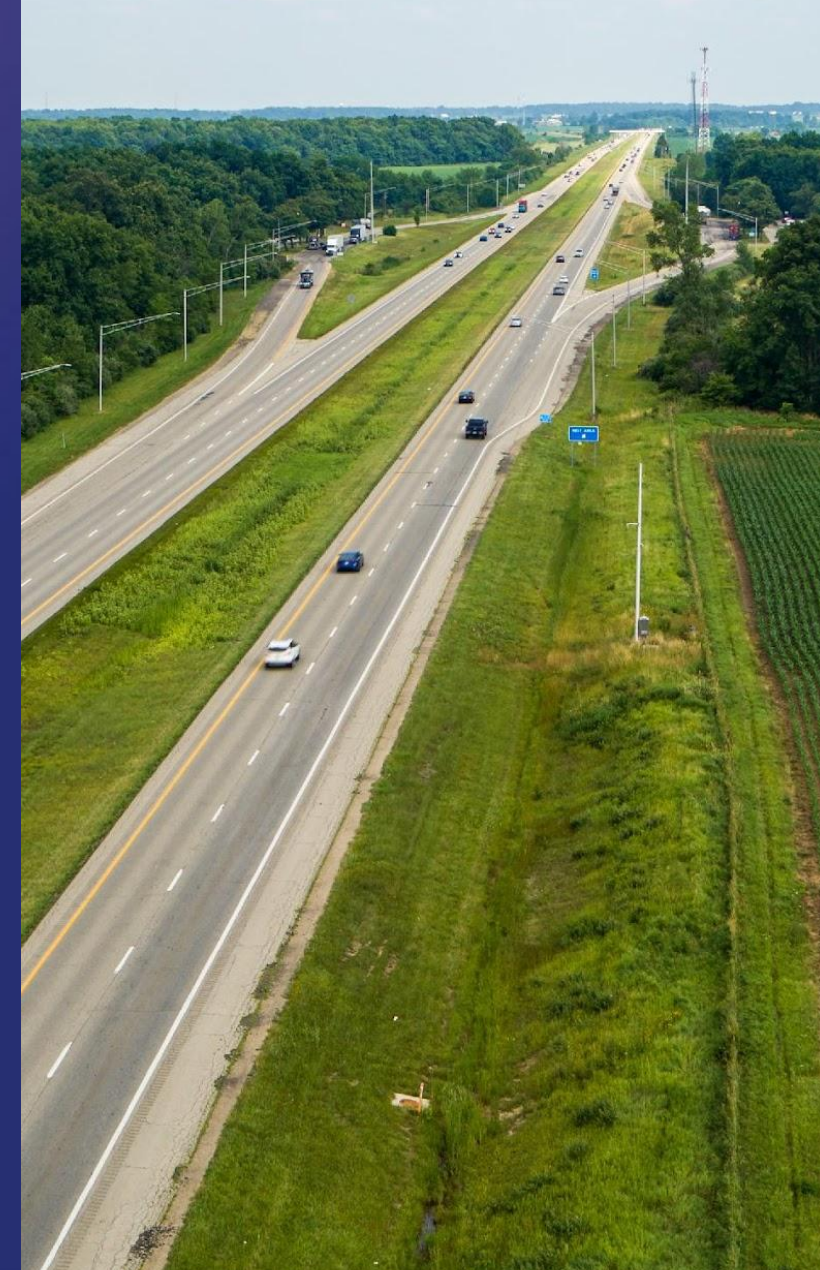


33 Smart Mobility Corridor

- World's most connected highway: \$100+ million invested, including \$15 million from DriveOhio/ODOT
- Home to 70+ automotive companies doing research and manufacturing
- Diverse testing environments in all weather conditions and land uses (rural, exurban, suburban, urban)



SMART MOBILITY
CORRIDOR

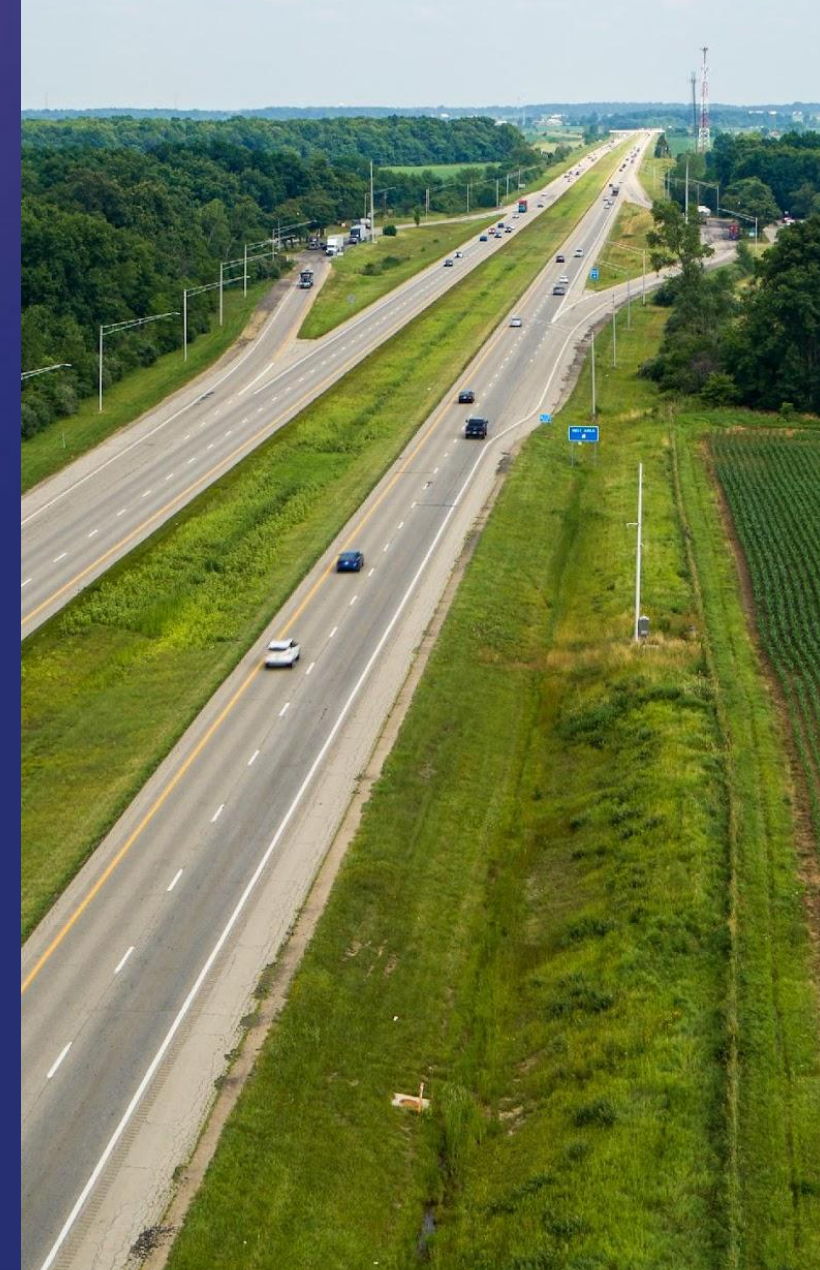


33 Smart Mobility Corridor

- 63 roadside units installed
- 200+ onboard units installed on Honda vehicles
- 200+ to be installed on Dublin, Marysville, Union County fleet vehicles by end of 2021

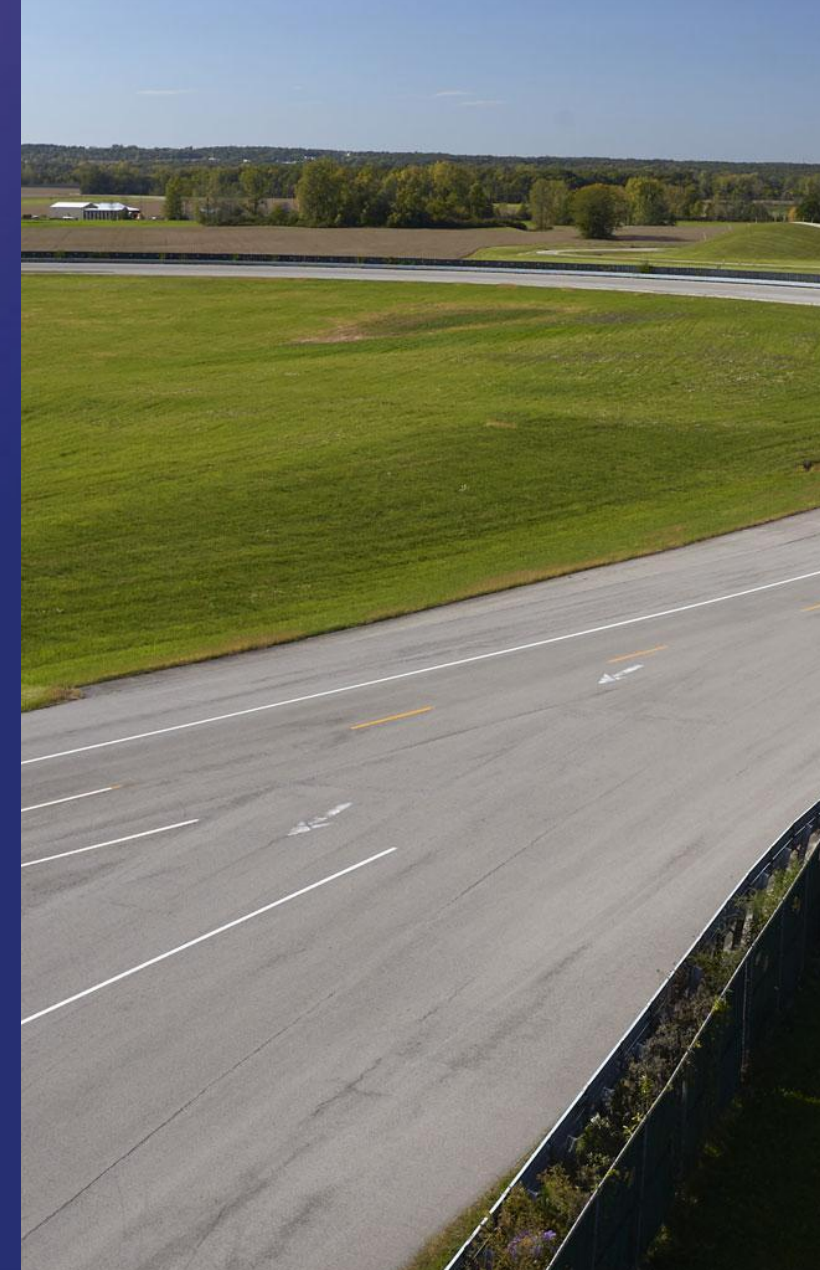


SMART MOBILITY
CORRIDOR



Transportation Research Center

- Home to National Highway Traffic Safety Administration's Vehicle Research and Test Laboratory
- The 540-acre TRC SMARTCenter: North America's most comprehensive closed track for testing connected and automated vehicles



Connected Marysville

- “World’s smartest intersection” – Honda
- First fully connected city in the U.S.
- 29 (ALL) connected intersections
- 400+ onboard units to be installed on private vehicles; recruit spring, 2022
- Other testing by Honda, Panasonic, Hyundai-Kia
- Soon: ConnectedMarysville.com



Connected Dublin

- 100-gig Dublink broadband network
- 20 connected intersections
- 1st connected roundabout in the U.S.
- \$1.42 million DENSO smart mobility ecosystem
- GoDublin Responsive City app
- Fujitsu smart parking lot
- EASE Logistics & The Goodyear Tire and Rubber Company tire intelligence project
- Testing by Bosch, Derq, NoTraffic, RockSolid, Elysian Fiber, TRAXyL



5 Immediate Ways You Can Help

INFORM

Let your team know
about The Beta
District

LINK

Mention & link to us when
promoting relevant news

FOLLOW

Follow us on LinkedIn &
share our social
content to your
audiences online

USE

Use the tools we
provide today

ALERT

Alert us when you
have news – we want
to support you too!

TheBetaDistrict.com
LinkedIn/BetaDistrict