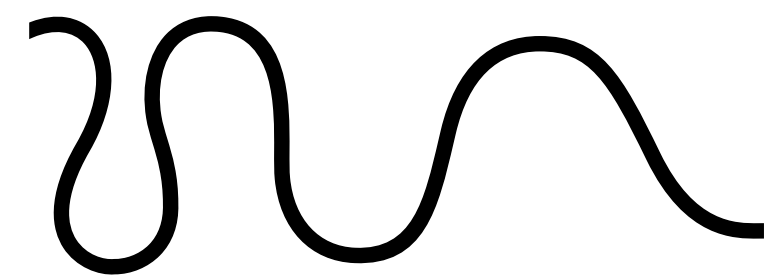


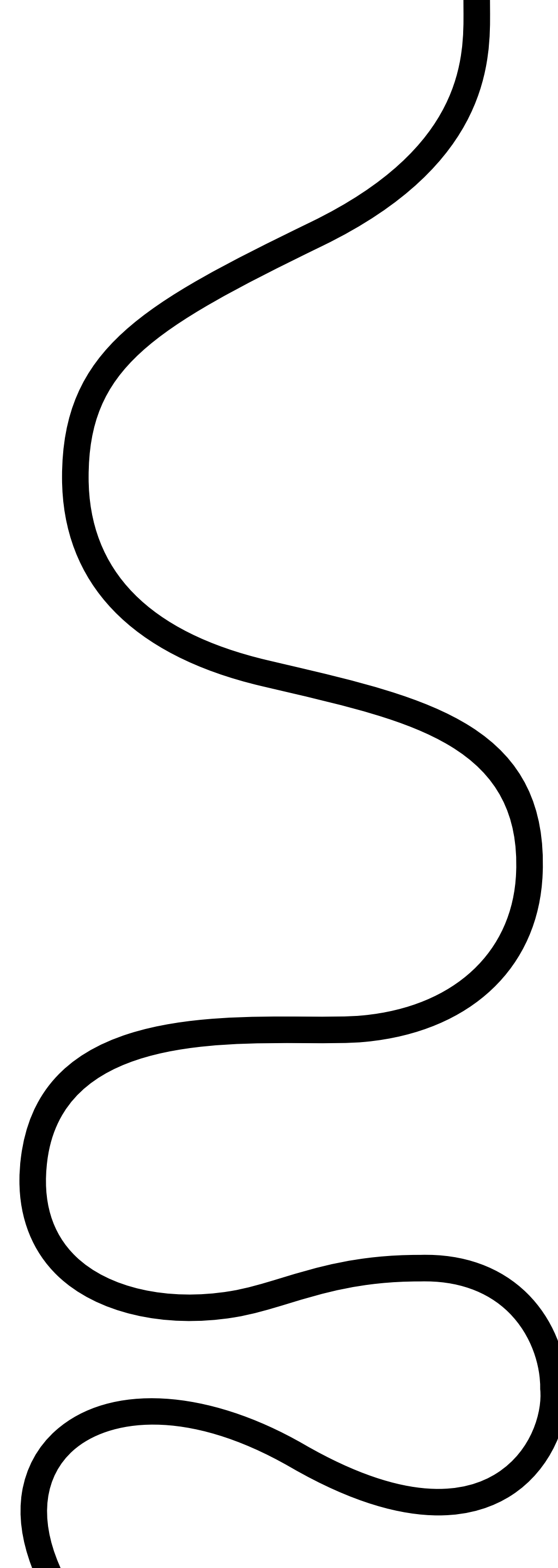
W E L C O M E
T O D I G I T A L
M U T A T I O N !



OWIT 2020

Technological innovation as a solution to business problems

2



**To generate real
value
and to benefit all
the parties involved
in a project:
our definition
of business.**

|
O W I T 2 0 2 0

INNOVATION

Business technological solutions

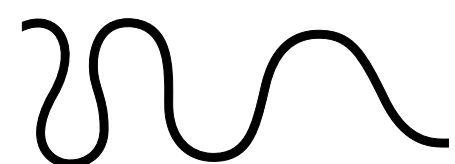
4

The current technological environment and its evolution demand a critical analysis of the market and its agents, questioning what has been the norm so far and evaluating the real capacity to generate actual value in projects. But, above all, we must assume that we cannot take advantage of 21st century technology assuming 20th century modes of operation.

The market demands companies the ability to create technological ecosystems, to evolve at the same time as knowledge does and to be competent to build collaborative scenarios in a natural, flexible and efficient way.

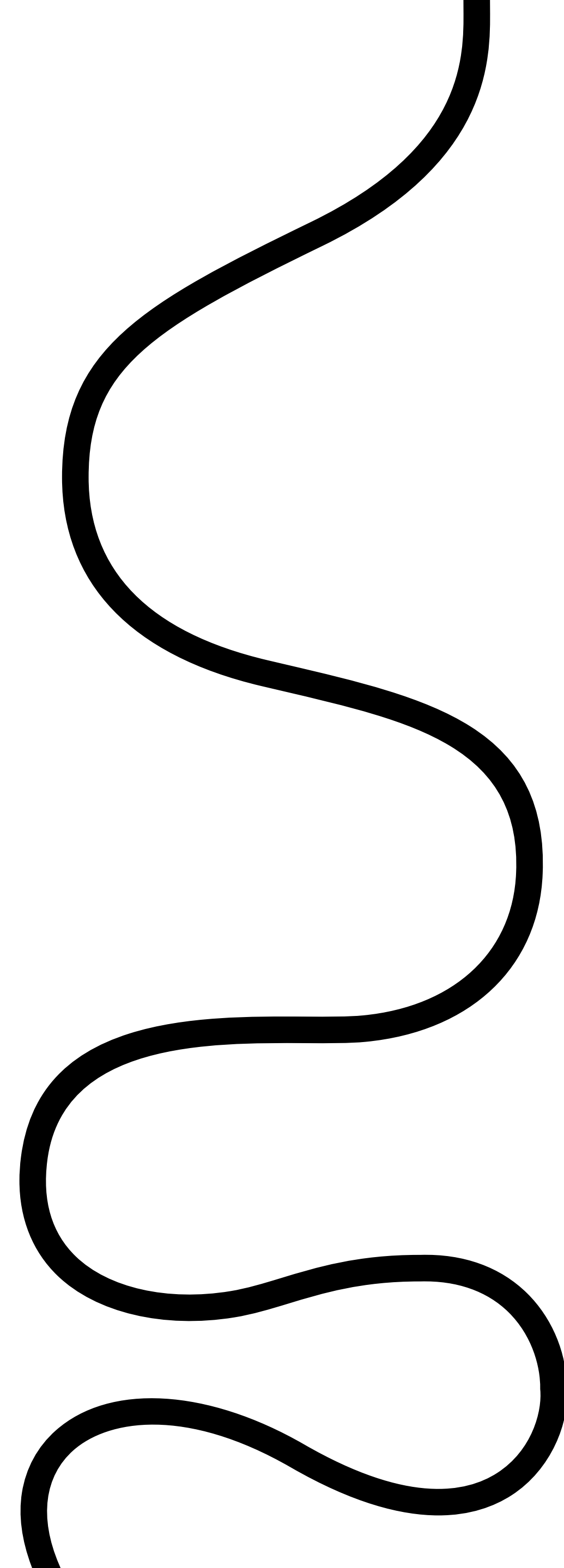
We discard the traditional way of working in which standard technological tools are shoehorned into the client regardless of the utility and functionality level they actually contribute.

Our approach is clear: we leave the classic customer-supplier relationship behind and we commit to a **collaborative process**, developed in the most convenient technological ecosystem to obtain maximum performance.



**Internet of
Things (IoT) and
Artificial
Intelligence (AI)
in real time:
the key to
success.**

5



OUR SOLUTIONS

(IoT+AI)*real time*

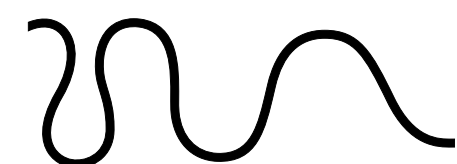
6

We design solutions based on **technological hybridization**.

We combine IoT devices and systems with real-time AI techniques to create new layers of value for your business.

We iteratively adapt the technology to the problem conditions.

We validate each development stage focusing especially on the cost/benefit ratio.



OUR SOLUTIONS

(IoT+AI) *real time*

7

Sensor Fusion

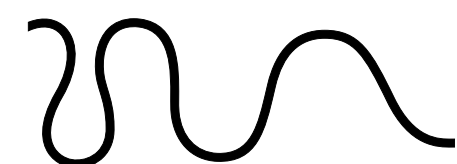
Complementary information combination, redundancy and pattern detection from multiple input sources.

Edge Computing

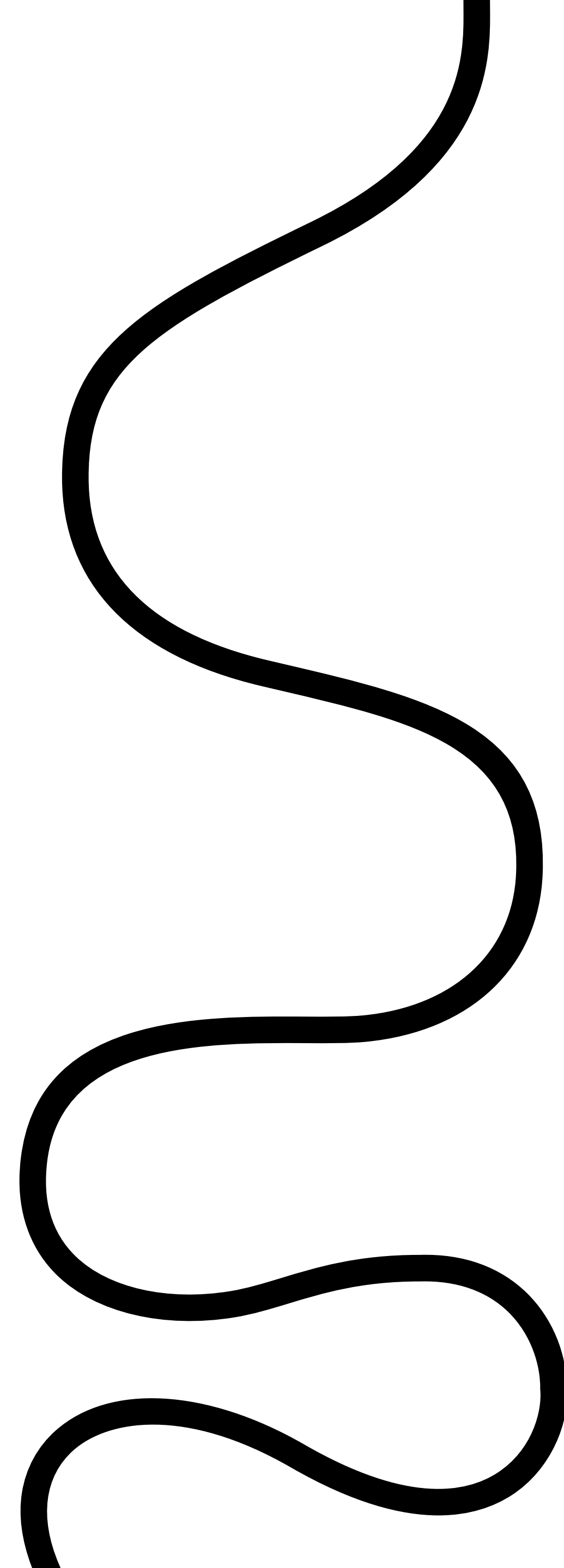
Distributed computation to add value to the information understood as the final product, closer to where it is needed.

Hybridisation

We combine the IoT paradigm with essential concepts such as transparent technology, autonomy, energy efficiency, mesh communications...



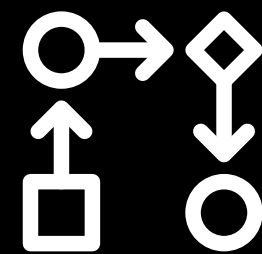
**Our own
development
platform for
IoT+AI solutions**



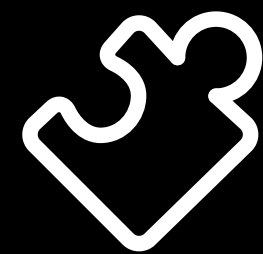
IOT SOLUTION DEVELOPMENT PLATFORM

OWnIoT

9



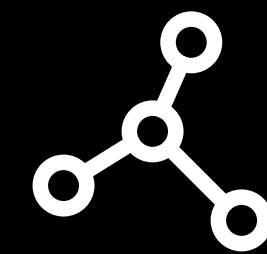
Agile Prototyping
& Scaling



Modular
Development

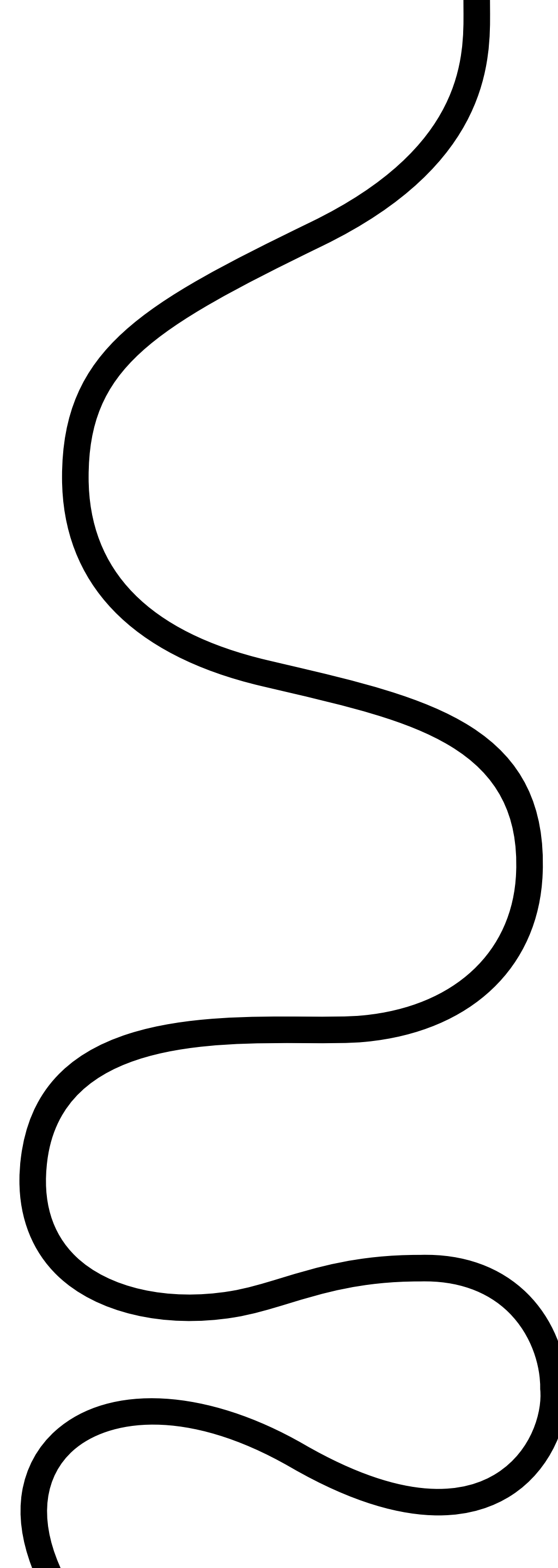


Open Source
based



Interoperability

Strengths & Capabilities



**In our collaborative
projects, every layer
and every action
must produce value
and fix it to the
project.**

|
O W I T 2 0 2 0

STRENGTHS & CAPABILITIES

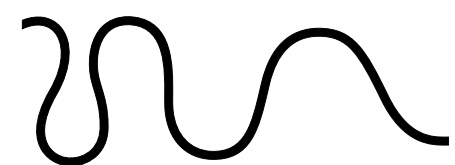
Focused on Business

We have a real knowledge of the ecosystem in which companies live and fight for their market share. We are also familiar with the processes, management criteria and strategies that our clients develop while struggling for their survival.

Whether we start from predefined strategies or we develop them along collaboration with our client, our experience and capabilities ensure that projects meet their objectives.

Our approach is always focused on a critical –although not always considered– aspect in business: **common sense**.

This is the basis of our customer orientation. That is why we can increase profitability, include socially responsible design and bring success to all the projects in which we collaborate with our clients.



**We don't skimp on value
to our customers,
we share it with them.**

|
O W I T 2 0 2 0

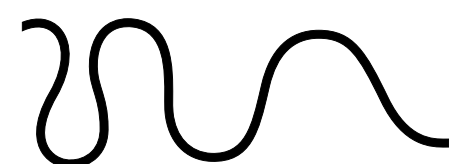
STRENGTHS & CAPABILITIES

Focused on Business

Our flexibility and knowledge allow us to organize according to the client's needs and also to their environment and market. Our strategic area gives the operational team the right support for every stage in the project.

Our team analyzes the problems, the risks, the needs, etc., from different angles to create suitable solutions. Not the most complex, not the most powerful, not the most expensive: just the right answer for each customer.

Our organisation allows us to execute iterative processes efficiently and quickly. At the same time, we apply ourselves to evolve through continuous improvement.



**Every project's
generated value must
always exceed its cost.**

|
O W I T 2 0 2 0

STRENGTHS & CAPABILITIES

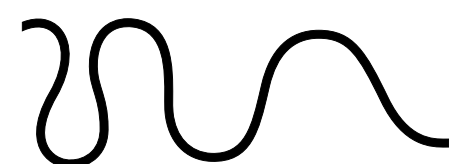
Deep Technological Knowledge

Our main axes of knowledge and experimentation are IoT, AI and their hybridization.

We accumulate years of experience in strategic technological projects for the European Administration. We cooperate with organizations and entities in the development of R&D&I from different areas of knowledge, creating solutions for multiple business areas and needs.

We strengthen our capabilities to explore and reach emerging technologies by collaborating with innovative teams and by working alongside prestigious research centres.

Our strategy in knowledge management allows us to continuously evolve avoiding common risks in the sector like hypes or the generation of *hollow projects* (very complex technically, with high cost, but lacking real value for the client).



STRENGTHS & CAPABILITIES

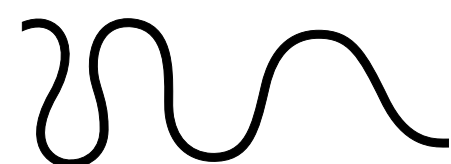
Deep Technological Knowledge

We observe the technological ecosystem from different levels and approaches in order to anticipate disruptive proposals and get familiar with all the advances before they reach the market.

We work with the appropriate hardware for each project. If it does not exist or is not yet available, our expertise in the design, development and production management of sensors and electronic devices allows us to solve the problem. This advantage helps us to successfully complete our clients' projects with a suitable solution.

From the earliest stage of development, all ideas, proposals and solutions are analyzed according to **business efficiency** and ensuring the **maximum real value** generation possible.

We strive to avoid the most common problem in the sector: to consider technology both the means and the end, generating hollow projects always paid and suffered by the client in the end.



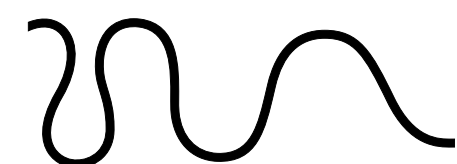
STRENGTHS & CAPABILITIES

Product Design & User Experience

18

We work and design focusing on people (**human-centered design**). We address every design aspect: from concept to implementation with the user as the key element; from branding to UX (user experience); from tech devices to production management. We create products, services, systems and spaces. We devise significant concepts to improve the way we live, work, do business or have fun.

We believe that good design emerges from **empathy** with our users. Our team collaborates with our clients in iterative **co-design** and **co-creation** processes to integrate experiences in which technology becomes essential and invisible at the same time.



Innovation Process Management

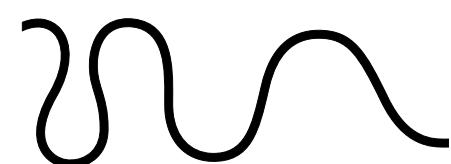
19

We master project management, covering all aspects of innovation: talent search, team management, budget, deadlines, dialogue with stakeholders... This has been key to our staff successfully executing several European H2020 projects and participating in PPI (Public Procurement of Innovation) processes.

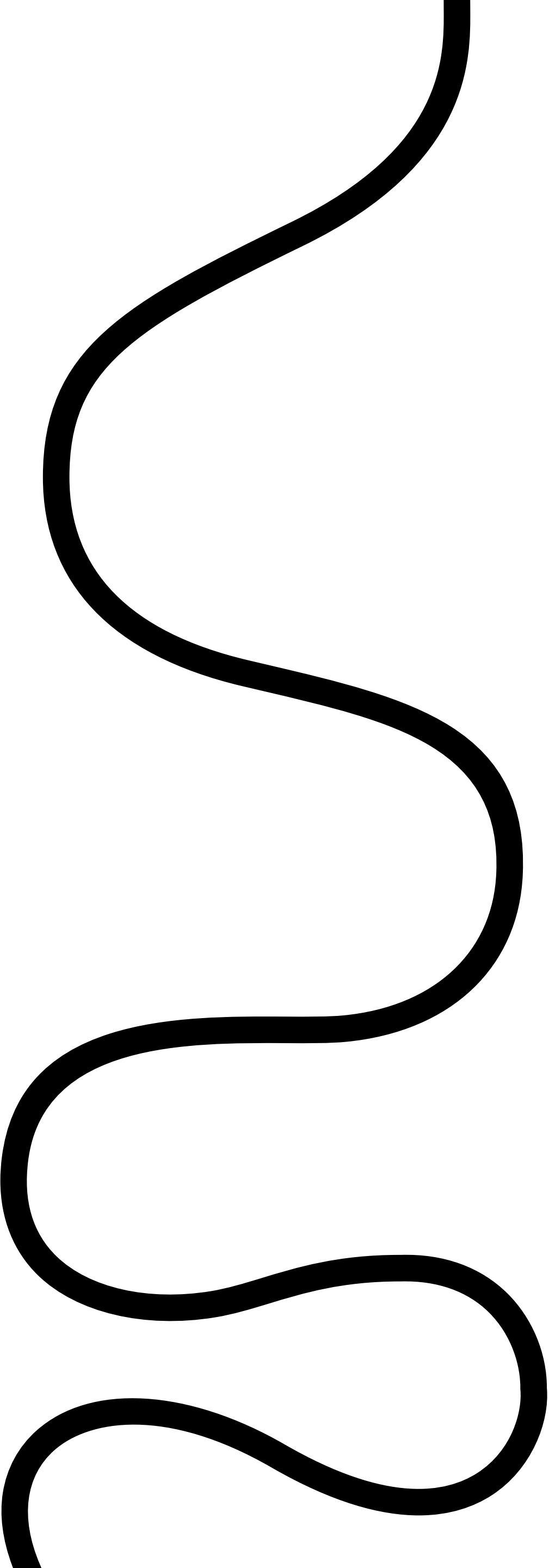
Open innovation is in our DNA.

We commit and work with our wide network of collaborators (SMEs, large companies, universities, technology centres...)

We create contexts: we navigate the environment, interact with the experts and direct the process so that the results solve the challenges we face.



Experience



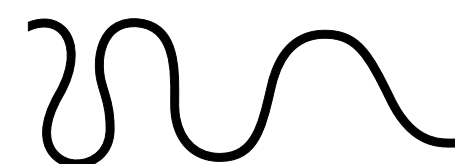
EXPERIENCE

Far-Sighted Present

21

Our team's track record is extensive. We have developed sensorization, data analysis and communications technology for the mobility and personal safety sector; smart embedded systems for industrial equipment; robotic dispensers for the biohealth sector; researched and implemented deep learning algorithms and computer vision for IoT devices; won the first public procurement of innovation contest by the Spanish Ministry of Public Works and Transport with a road driving support system in conditions of extreme low visibility...

... it is clear that we are **passionate about shaping the future.**



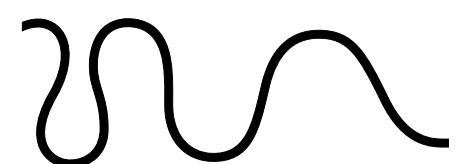
EXPERIENCE

Far-Sighted Present

Currently, we develop IoT projects through vibration and sound sensors. We also work with sensor fusion systems.

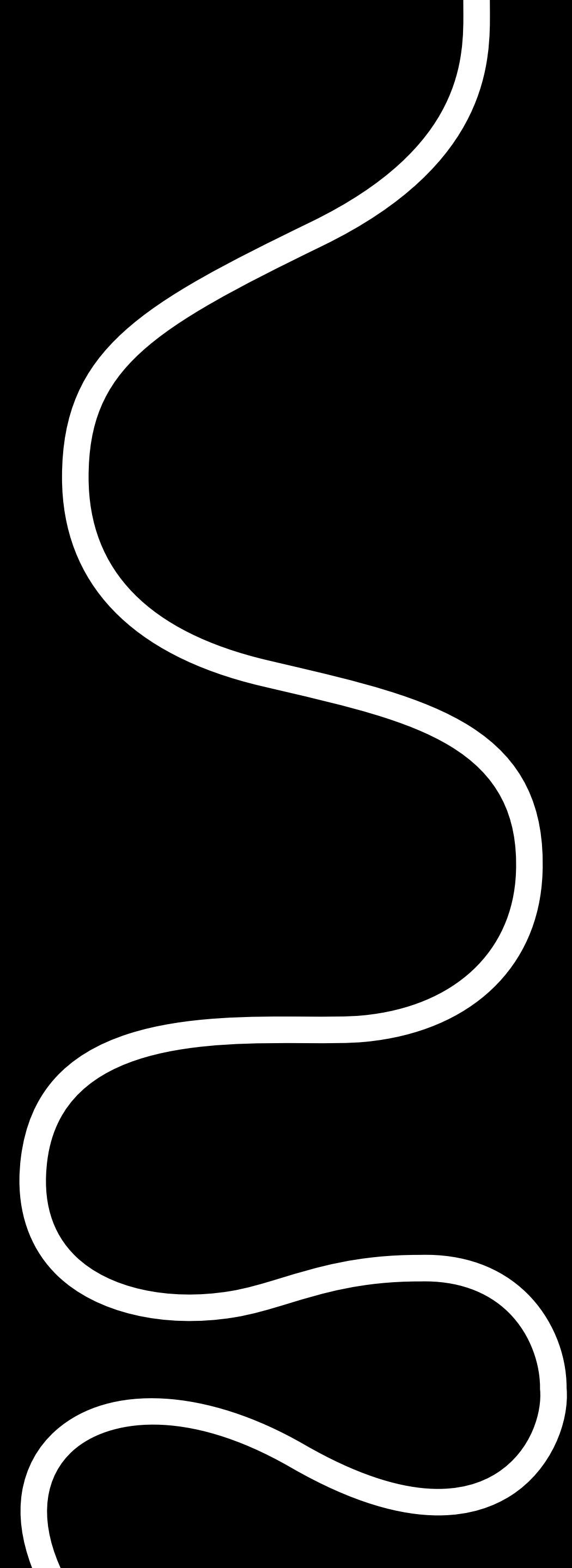
The main areas of our current work (until January 2020) are:

- Neuromarketing
- IoT networks
- Smart ports
- Industry 4.0
- Biohealth
- Energy



**You know better
your business.
We know better
about digital
mutation.**

***What could we
possibly do together?***

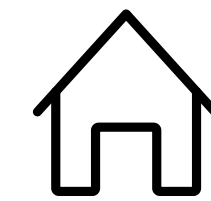


Contact



Write to us:

info@owit.eu



Visit us:

Plantage Muidersgracht 24

Amsterdam 1018TV

The Netherlands

Neàpolis

Rambla de l'Exposició 59-69

08800 Vilanova i la Geltrú (Barcelona)

Spain



Follow us:

www.linkedin.com/company/owit/

