Press Release
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"The Mobility Space Report: What the Street!?": new moovel lab project visualizes mobility in international metropolises

- **"The Mobility Space Report: What The Street?!" visualizes urban mobility in a new way**
- **Interactive website invites visitors to explore spatial distribution in their own city**
- **Premiere of the project on June 21 in a Facebook Live event**

Stuttgart, June 21, 2017. The moovel lab today announced its "Mobility Space Report: What the Street!?" project, which uses an interactive online platform to visualize the distribution of mobility spaces in cities around the globe. Mobility scientists and interaction designers at moovel lab used data from OpenStreetMap and created a new method to interactively explore and compare how space for cars, trains, and bikes varies from city to city.

Do our cities shape mobility or are our cities shaped by mobility? How is public space divided up among the various means of transport? In **"**The Mobility Space Report: What the Street!?" the moovel lab is addressing these questions. The interactive platform, which can be visited at whatthestreet.moovellab.com, illustrates in a playful way how daily transportation choices shape cityscapes. It also forecasts how emerging mobility technologies, such as autonomous vehicles, could create redistributions of mobility space.

The moovel lab analyzed OpenStreetMap data from 23 cities around the world, including New York, Beijing and Singapore to create unique, comparative data visualizations of parking and movement spaces in each city.

Take for example the case of Berlin. Berlin has a total urban area of 891 km² of which approximately 55,2 km² could be assigned to mobility space – cars, trains, and bikes - according to the calculations by the moovel lab on behalf of OpenStreetMap. Therefore, considering the number of inhabitants in the German capital, there is about 15,7 m² of mobility space per person. By examining Berlin's transport infrastructure data, moovel lab's research found that each person in Berlin owns 11,3 m², 3,1 m², and 1,3 m² of space for cars, trains, and bikes, respectively.

moovel is an urban mobility company that aims to make cities smarter. With this project, the moovel lab would like to better understand and analyze the city and its mobility structure. moovel lab will open "What the Street!?" to city planners and interested parties as an open source project in Q4 2017, giving them full access to use the data base and its analysis tools to create the cities of the future.

Interactive tool invites visitors on a tour of discovery

Numerous "What the Street!?" features invite website users to discover the mobility structure in the 23 selected metropolises. The moovel lab packs the entire mobility space into mosaic pictures and thus creates unique visualizations. Mobility spaces in each city selected by the user can be compared with others. Even more, each city's longest streets can be shared by users in a GIF animation on social media. The visualizations of the 23 cities are also available online as a poster version from the website whatthestreet.moovellab.com.

Digital world premiere on Facebook Live

On June 21, 2017 from 7 p.m. CET, Raphel Reimann (moovel lab) will be joined by the moovel lab Resident Artist Stephan Bogner, Rudolph Klöckner, URBANSHIT.de and Sascha Pallenberg, Head of Digital Content of Daimler AG, to discuss the project and the city of the future. The discussion will be broadcast on the moovel Group Facebook page www.facebook.com/moovelUS. Anyone who is interested can take part in the discussion live and ask questions via Live-Chat.

About the moovel lab

The moovel lab is an interdisciplinary team of three which uses innovative projects to look at future questions of mobility and human behavior in urban areas. The creative working environment of the lab is open to employees of moovel Group GmbH as well as interested third parties, such as universities or commercial enterprises.

Further information is available on the Internet:

moovel-group.com

lab.moovel.com

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moovel Group GmbH

moovel Group GmbH, a wholly owned subsidiary of Daimler AG, has made it its mission to simplify mobility in cities. It is working on an operating system for urban mobility that offers access to suitable mobility options and paves the way for a future with autonomous vehicles.

moovel acts as a partner to cities, transport associations and customers. In the German market, moovel is represented with the moovel app. The moovel mobility app combines local public transport, the car-sharing provider car2go, mytaxi, rental bicycles and Deutsche Bahn. Most services can be booked and paid for simply and directly via the moovel app. With the moovel transit product portfolio, the moovel Group offers white label solutions for transport associations and companies around the world. In the USA, moovel North America, with moovel transit, is the market leader in mobile ticketing solutions for transport associations.