







~ 400

reported cases of sexual harassment  
in public transport in Berlin, 2023 <sup>1)</sup>

-28%

are women likely to choose  
autonomous ridesharing in the future  
than men <sup>3)</sup>

1. The Berliner. (n.d.). Sexual violence on public transport: Berlin Greens propose women-only carriages. Retrieved January 8, 2025, from <https://www.the-berliner.com/berlin/sexual-violence-on-public-transport-berlin-greens-propose-women-only-carriages/>

2. Uber. (n.d.). U.S. safety report. Retrieved January 8, 2025, from <https://www.uber.com/us/en/about/reports/us-safety-report/>

3. Pakusch, C., Stevens, G., Boden, A., & Bossauer, P. (2016). Unintended Effects of Autonomous Driving: A Study on Mobility Preferences in the Future. Sustainability, 10(7), 2404. <https://doi.org/10.3390/su10072404>

# NORA

(Navigation and Onboard Response Assistant)

Keeping you safe on your way home



# NORA

*Infotainment System*



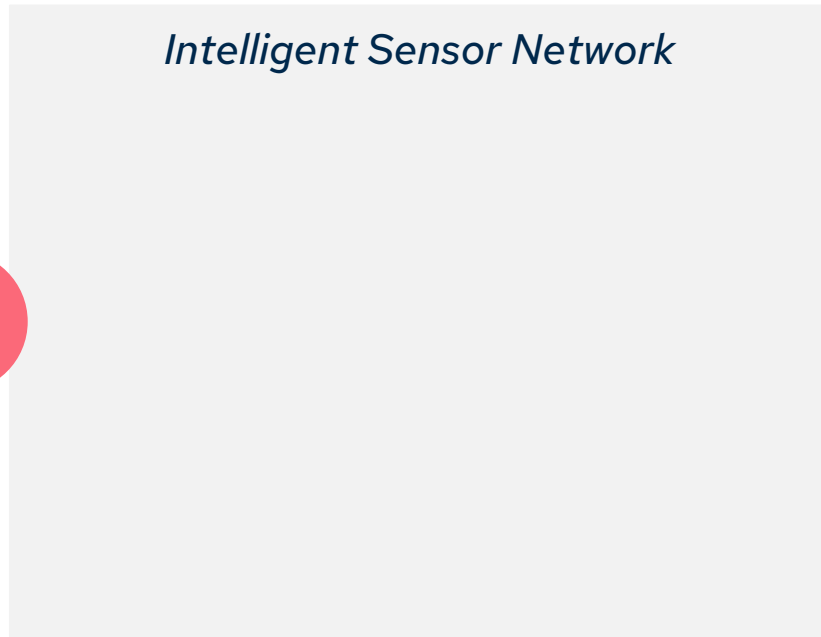
*Intelligent Sensor  
Network*

# NORA

*Infotainment System*



*Intelligent Sensor Network*



# NORA

## *Infotainment System*



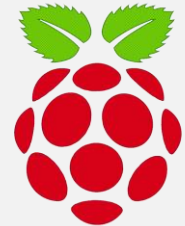
## *Intelligent Sensor Network*

# NORA

## Infotainment System



## Intelligent Sensor Network



# NORA

## Infotainment System

1500 €



## Intelligent Sensor Network

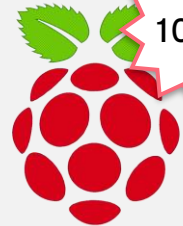
> 1500 €



200 €



100 €

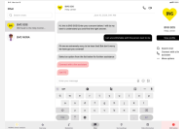


+

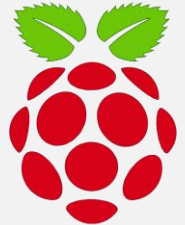


# NORA

## Infotainment System

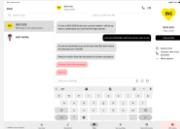


## Intelligent Sensor Network

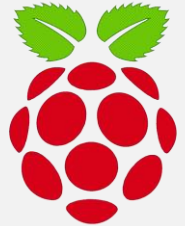


# NORA

## Infotainment System



## Intelligent Sensor Network



# NORA

*Personalized Infotainment*

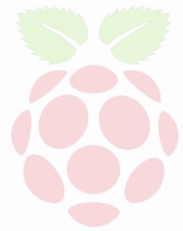


We have detected a possibly heated or risky situation in the bus.  
Should we will connect you with the BVG Control Room?

**Cancel**

**Call now**

*Intelligent Sensor Network*



## Chat

 Search chats

BVG

BVG SOS



BVG Nora



BVG SOS

Chatbot, always active



BVG Nora

Chatbot - Always active

[View profile](#)

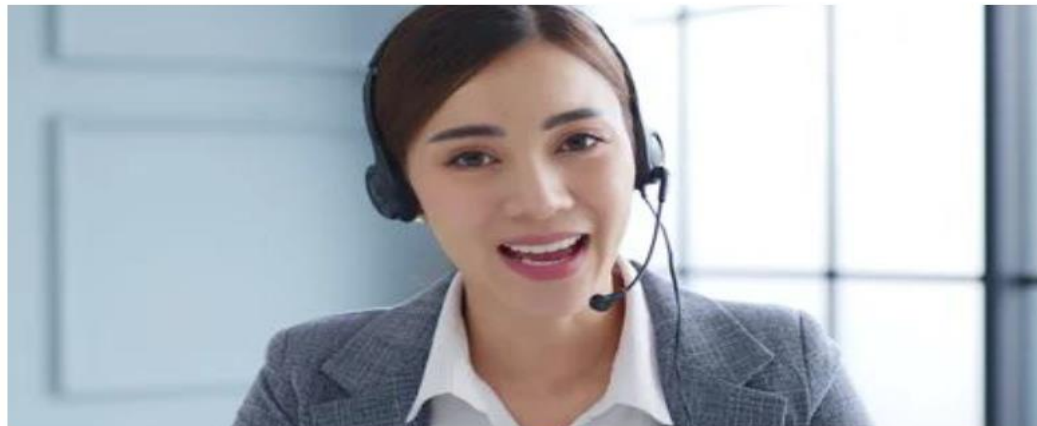
Search chat



Connect with a live assistant



More options



End call

Enter your message





# NORA's benefits

1

Enhanced Security and Perceived Security

2

Improved Passenger Comfort and Experience

3

Increased User Adoption

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Providing a reliable and enjoyable journey for everyone!

# **But wait...**

**Isn't it also scary to be under supervision  
all the time?**

# Surveillance with NORA?!?!

1

## Prior surveillance

Monitoring technology already exists for BVG Control Room interactions

2

## GDPR compliant deletion

All data will be deleted after 72h

3

## Open source, locally run

- Open-source software is used
- Analysis is only run locally
- Data only saved locally

4

## Bias

- Cannot be predicted currently
- Algorithm can be trained
- Analysis is only first step of an alert, human decision is final

# Join us now...

... in making public transport a better experience  
through NORA!

