Living Lab Assen
A great innovation opportunity
Assen
Capital of Drenthe

• Capital of province Drenthe
• 67.036 inhabitants; 80.000 inhabitants expected in 2030
• Florijnas project: large programme to improve city’s accessibility
• Dutch TT: biggest one day sport event in the Netherlands
Living Lab Assen
Focus on sensor technology

Elements of Living Lab Assen

- Living Lab: open innovation system focussed on end-user
- Co-creation of products and services in a real-life environment
- Living Lab Assen: Living Lab with focus on sensor technology
- Sensor City: technical hart Living Lab Assen
Living Lab Assen
Real time data collection

- Temperature
- Light intensity and wind
- Rain intensity
- Traffic flow
- Noise
- Wind
- Particulate matter & CO2
Living Lab Assen
Focus on urban themes

- Safety
- Health
- Mobility
- Energy
- Climate
Ramified glass fibre network
Range can be extended with wireless technologies
Innovation in travel information and traffic management

Experiment with 150 users

Focused on improved traffic flow, safety and emission reduction

Developed services include:

- Way of driving monitor
- Smart Routing
- Smart parking
- Multimodal travel advice

Knowledge development on handling Big Data
Goal: development and application of knowledge in the area of sound sensors

Monitoring, interpretation and controlling urban sounds

Realised:

- Pilot with 4 audio systems
- Network audio system for continuous sound analysis
- Flexible sound measurement systems that can be used at events
- (Interactive) sound maps
TT Festival
Living lab for crowd management

• TT Festival: 4 days event around Moto GP/TT Assen
• Over 160,000 visitors
• Ideal living lab for crowd management innovation
• Collaboration with UT Twente and TU Delft
Smart Sewage in Assen

- Global warming leads to heavy rainfall
- Current sewage systems are not sufficient
- Building infrastructure is expensive
- Assen is working on smart sewage systems using sensor technology
Mobility in Assen
Living Lab for Mobility

- Assen is equipped with an advanced Traffic Management System
- The systems receives real time data from the Sensor City network
- Traffic Management Systems is part of Living Lab Assen
SensorCircuit Assen

- Unique test facility for areas like:
  - Sport monitoring
  - Crowd management
  - Smart mobility
- Extension of Assen as a ‘Living Lab’ facility: a safe test environment
- Improve visitor safety and user experience
- Strengthen position of TT as a renowned and progressive circuit
Living Lab Assen
Why should you innovate in Assen?

Operational and reliable network
- Glass fibre and sensor network is operational and reliable
- Network is open to everyone

Privacy guaranteed
- Network is owned by independent foundation
- Network and supplied data is approved by governmental supervisory agency

Safe and efficient data exchange
- Data management system for safe and efficient data exchange

Relevant test environment
- Assen is a smaller city with large city characteristics
- Relevant scale, but with room for experimenting

Relevant knowledge institutes nearby
- Hanze Institute of Engineering
- Incas3 and Astron
- Connected to knowledge network in Groningen

Supported by local government
- Actively supported by and collaboration with local governments