

Press Release

Salzburg AG 4th Innovation Challenge: 300 competitors, 1 winner! SML

Munich, 19 March 2020 – SML brought home the winner prize of 100.000 Euros project budget in Salzburg AG's 4th Innovation challenge on March 5th with its Live Video Solution.

The 4th Innovation Challenge received more than 300 applications from 65 countries. An initial competition took place on October 11th, 2019 to narrow down the finalists who in turn competed on the 5th of March for the prize money of 100 thousand Euros.

Smart Mobile Labs pitched its live video solution at Salzburg AG's head-quarter's in Bayerhamerstraße. The basic concept shows a Motorist with a body cam capturing the ride using the Sender App and transmitting the stream to ten spectators using the Smart Stream Apps on Android Devices. A total of three streams were transmitted to the ten Smart Stream mobile applications with an SD overview of the three steams and an HD full screen of the spectator's camera Angle of choice. In addition to the mobile applications, one 4K camera was transmitted to a video wall.

The transmission environment ran in a LTE Network using 5G frequency of 3.4 GHz. Band 42 phones were used to capture and receive the streams. SML used both Pixel 3 and Essential Phones. TDD - Time Division Duplexing – used recorded approximate 150 msec latency glass to glass.



The winning project group "5G Now" with CEO Leonhard Schitter from Salzburg AG.

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Mr. Rüdiger Hnyk, Partner and Chief Product Officer (CPO) of SML pitched the viability of immersive fan experience to the judges with real-time immersion and second screening. "We are happy about this prestigious award from Salzburg AG and would like to enter into a strategic partnership with Salzburg AG for the development of new 5G products and services" commented Mr. Hnyk

"Salzburg AG will be introducing new 5G service with SML for our customers. Now the corresponding app is being developed - together with experts from Salzburg AG. The first deployment is planned in the VIP area of the Electric Love Festival from 9 to 11 July at the Salzburgering", said Herbert Stranzinger, project head of the 5G NOW project in Salzburg AG.

The CO-CREATION PROGRAMM aims to bring together Innovators and the leading Austrian energy and technology company Salzburg AG to launch a pilot project towards a more sustainable and smarter world. The Challenge supports innovations in (a) 5G Campus Services and (b) Digital Platform Business Models.

About Smart Mobile Labs

Smart Mobile Labs is a start-up company based in Munich, Germany. Established in 2013 as a spin-off from Nokia SML has become a global leader in real-time many-to-many video transmissions. With its core technology EVO (Edge Video Orchestrator), the company enables secure, dynamic and high-quality distribution of video, audio and data streams over the mobile network – with a maximum latency of 300 milliseconds. Smart Mobile Labs uses its unique technology to create unprecedented solutions for sports & event venues, public safety and connected cars. www.smartmobilelabs.com

About the Salzburg AG

Salzburg AG contributes to the quality of life and economic development of the region of Salzburg. Its unique portfolio in Austria includes products and services in the fields of electricity, natural gas, district heating and transport, as well as cable TV, internet and telephony, assuring reliable infrastructure for the citizens of the state of Salzburg and beyond. Salzburg AG actively seizes opportunities for its customers and wants to make life in the future more comfortable, more interconnected and more sustainable. Therefore Salzburg AG also invests in 5G frequencies and a 5G test campus will be realised to prototype possible 5G use cases

More about the 4th Innovation Challenge <https://www.salzburg-ag.at/ueber-die-salzburg-ag/unternehmen/innovation/innovation-challenge--4.html>

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