

**Valerann**  
**GREAT Britain & Northern Ireland Pavilion,**  
**Eureka Park, CES, 7-10th January 2020**  
**Booth no: 5190-U Sands, Hall G**

31 December 2019 – Valerann the leading data and traffic management platform will be launching its Smart Roads Platform at CES. Working in conjunction with Valerann’s IoT multi sensors it will provide high resolution, real time data about traffic conditions including predicting the potential for accidents and congestion. By communicating this information to drivers, mobility apps and connected vehicles Valerann’s Smart Roads Platform will help to make journeys, safer, more efficient and importantly bring technology to roads - future proofing our largest infrastructure. The Smart Roads Platform has been awarded the **2020 Best of Innovation in the CES Innovation Awards**.

“There’s been a great deal of hype around driverless cars and the focus has been on building in-vehicle technologies with the belief that the car could operate itself without input from its surroundings. That view is now changing.” Said Shahar Bahiri, Founder and Chairman, Valerann  
“There’s a real need for new sources of data and a holistic eco-system of technologies that will work together to make our roads safer. And that’s the beauty of Valerann’s Smart Roads, our solution will reduce risk, improve the customer journey and bring technology to an infrastructure which has remained almost unchanged since the 1970s” concluded Bahiri.

Valerann’s IoT sensors are integrated into roads forming a network which gathers and shares real time data with the Valerann cloud which in turn uses machine learning algorithms to transform the data into real-time analysis. The network tracks the exact driving patterns and location of each vehicle on the road providing alerts, such as merging vehicles, risk factors and navigation recommendations with lane-by-lane traffic updates, directly to drivers. In the case of self-driving vehicles, the system will provide resources such as exact in-lane location, detection of out-of-sight risks and enable connection to non-connected vehicles. At CES Valerann will be demoing a user interface of its “Cloud Control Center” app an interactive dashboard which will provide easy to read data and insights with a filtered urgency level to the driver about their current road conditions enabling them to make faster, informed and effective responses.

ends

**For more information or to talk to Shahar Bahiri, Founder and Chairman, Valerann,**

**please contact: Madalene Whitson, Summerhouse PR, [Madalene@summerhousepr.co.uk](mailto:Madalene@summerhousepr.co.uk)**

**About:** Valerann is a leading data and traffic management platform, supporting the intelligent transportation ecosystem. Valerann's solution is based on the "Smart Roads System", an end-to-end IoT solution integrating innovative sensing technologies into roads, transforming them into a future-ready, connected infrastructure that provides a new and comprehensive source of real-time data. By providing exact insights about incidents and driving patterns of every single vehicle on the road, Valerann's technology can save lives, reduce accidents and predict congestion. Valerann currently works in Europe and Israel.

### **The Valerann Journey**

August 2016 - Company founded

December 2016 - 1<sup>st</sup> prototype

June 2017 - Smart Roads Alpha Product

April 2018 - 1<sup>st</sup> deployment in Israel

May 2018 – deployment in the US

July 2018 – IoT partnership with Softbank

October 2018 – deployment in the UK

January 2019 - Smart Roads Beta Product

July 2019 – Strategic Partnership with Highways England

October 2019 – V2X Partnership ConVEx

November 2019 – deployment in Spain

January 2020 – launch of Smart Roads Product v1 at CES

### **Awards**

Winner of the Pitch, The Journey Award 2017

Highways UK, Intelligent Infrastructure Hub 1<sup>st</sup> Prize 2017

NCE Tech Fest, Best of Technology Award, 2018

2018 South Summit Best of Mobility Award, Most Disruptive Start up

2020 Best of Innovation in the CES Innovation Awards

### **Funding**

August 2016 \$800k Pre seed round

October 2018 \$5m Seed round

Current fundraising will be used to execute business opportunities in 2020 and penetrate three new markets.