



LED Street Light Pole with LTE & Smart City Suite



Founded

1948

Publicly traded since

(TASE: CMER) **1992**

HQ

Israel

Employees

1,200

Global offices

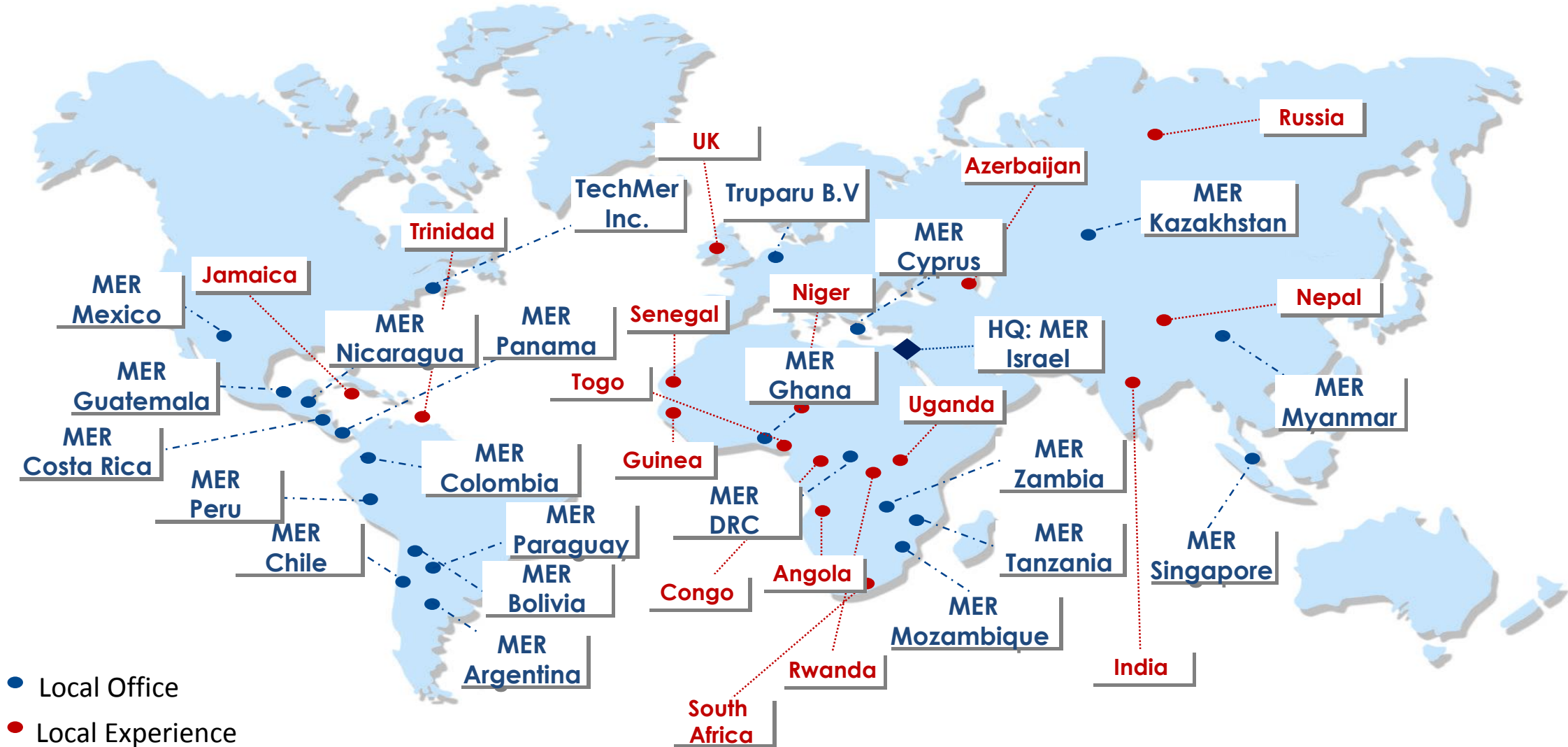
21

Revenue (2015)

≈ \$200 Mil.



Global Presence



Core Businesses



Communication
Infrastructure



Security, Intelligence
& Cyber



Others



Wireless Solutions

The background of the slide features a vibrant sunset sky with shades of orange, pink, and purple. On the left side, a tall telecommunications tower is visible, silhouetted against the sky. In the lower portion of the image, the dark silhouettes of city buildings and industrial structures are visible against the horizon.

Network planning and design

Site acquisition and civil works

Commissioning and maintenance services


Transmission network design & installation

Core network elements implementations

Turnkey project




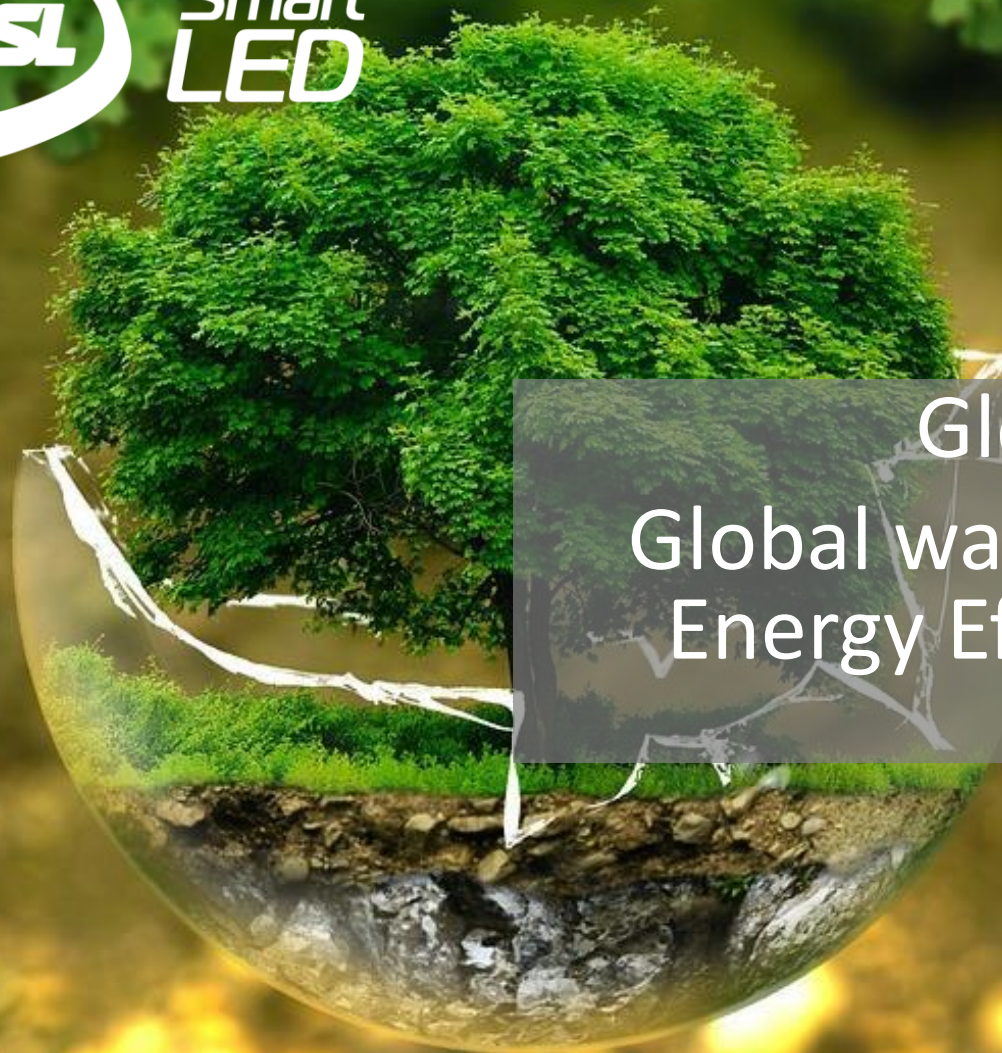
Security, Intelligence & Cyber

- 
- Safe & secure critical facility and ICT infrastructure
 - Coverage (Small Cells & Repeaters)
 - Smart City Security IoT Solutions
 - Intelligent System Integration
 - City Management System
 - Interoperability Communications

A person in a white dress walks away from the camera down a path in a vast green field. The sky is filled with large, dramatic clouds, with a bright light source breaking through on the left. A series of utility poles with power lines stretch across the horizon. The overall mood is contemplative and cinematic.

Others

- 
- Solar power projects
 - Wind farms
 - Cogeneration
 - Heat/Steam applications
 - Water Treatment & Reuse
 - Hybrid energy system solutions.

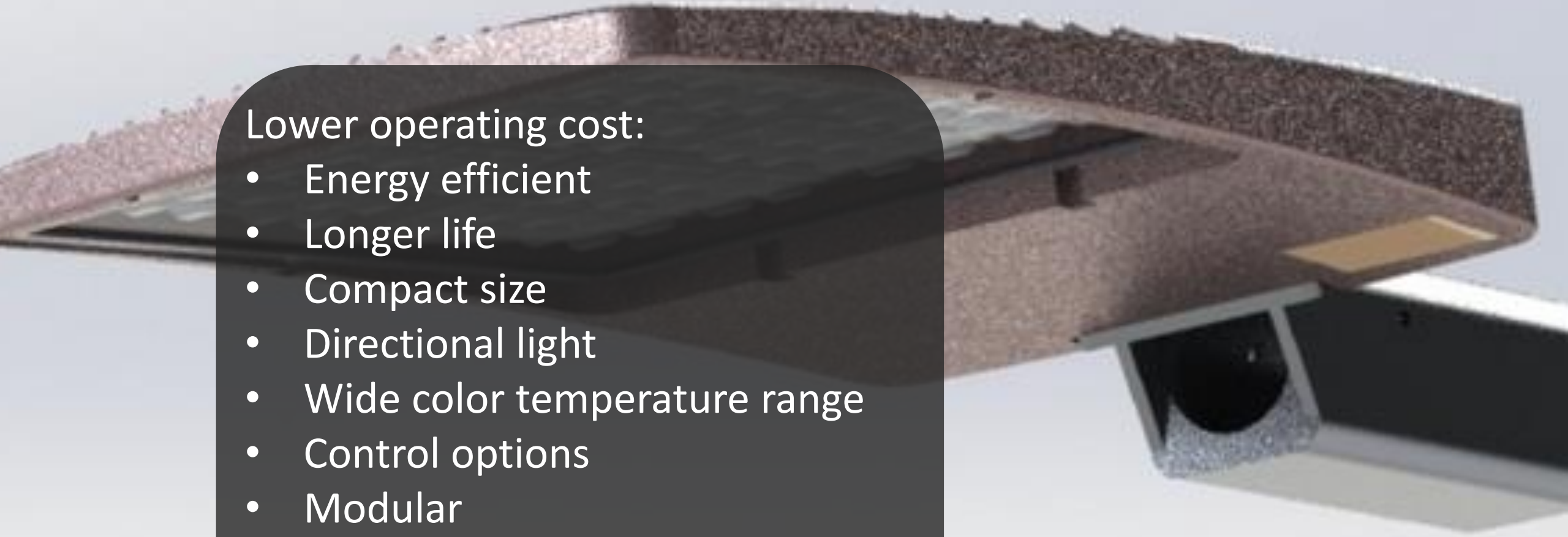


Global Trends
Global warming – increase in
Energy Efficiency Demands

Why LED Lighting?

Lower operating cost:

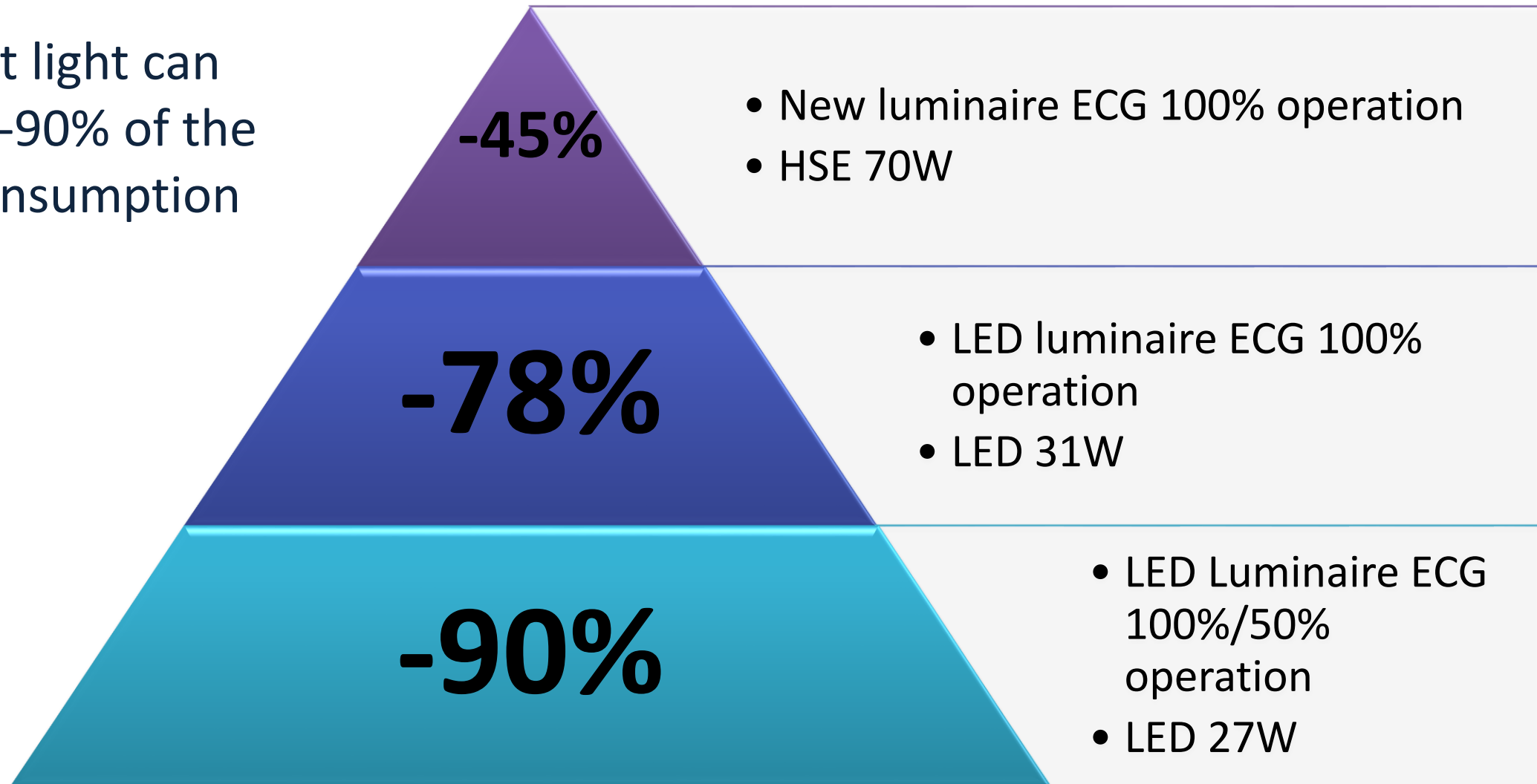
- Energy efficient
- Longer life
- Compact size
- Directional light
- Wide color temperature range
- Control options
- Modular
- No pollution



LED energy saving – Total saving



LED street light can save 60%-90% of the power consumption



With a growing range of connected home appliances, cars and wearable devices, we depend more on network connectivity than ever before

Roberta Robinette,
president, AT&T Colorado

Smart Phones – Mobile Data Traffic Growth



Radiation Standards

- Becoming stricter (up to 100 times more) resulting in reduced transmission power

Data Services

- Enter the wireless arena and require higher bandwidth usage which increases the interference probability

Higher Frequency Bands

- The new technologies (UMTS, LTE, etc.) allows for less distance

Poor Coverage, Weak Cellular Signals

- due to electromagnetic propagation wave characteristics

Security Awareness

An aerial night view of a city skyline, likely Dubai, featuring the Burj Khalifa and other skyscrapers. A multi-lane highway in the foreground shows light trails from traffic. The sky is a deep blue with a hint of sunset or sunrise colors on the horizon.

Focus on Safe & Smart Cities

LEDMER – Smart LTE Street Lighting



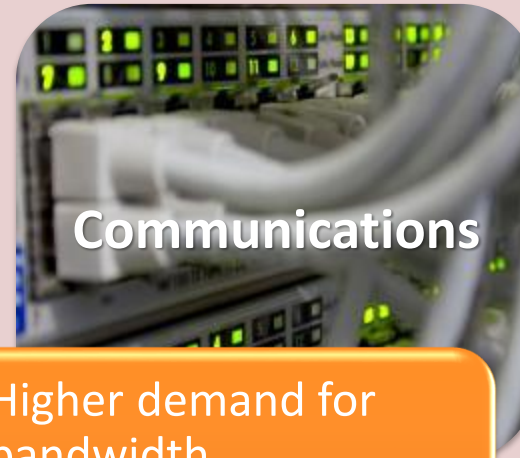
LED

- Electricity cost savings
- Quality light
- Low maintenance



Security

- Security
- Security Awareness



Communications

- Higher demand for bandwidth
- Higher frequencies – shorter distance demand
- Stricter radiation standards



LEDMER

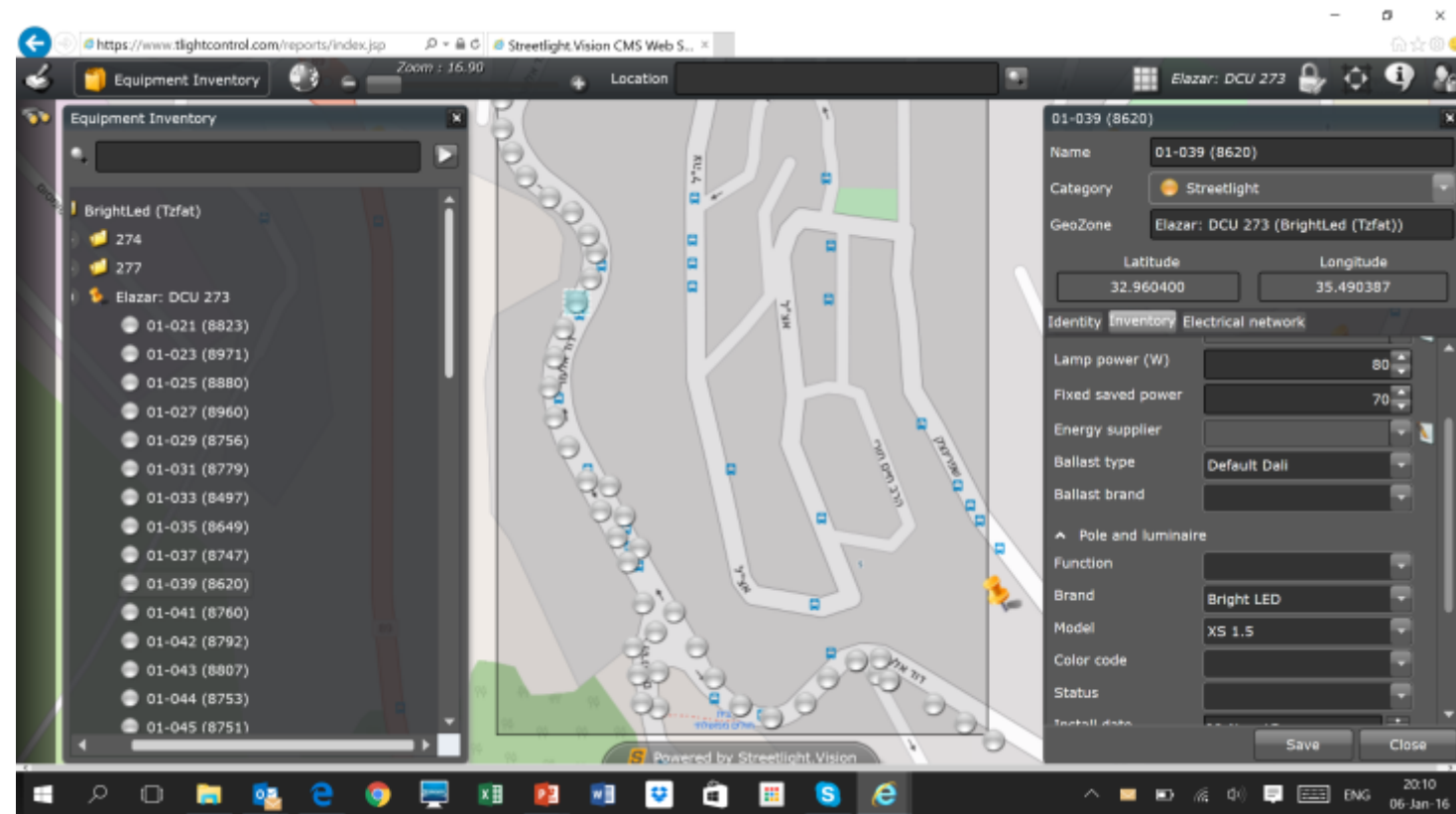
High Power Street LEDMER

- Compact and powerful
- Efficiency range- 40%-80% electricity savings
- High power (up to 300W) - ideal for 150/250W HID/HPS luminaire replacement
- Constant light output throughout luminaire lifespan
- Advanced remote programming and control

LEDMER Luminares Control & Monitoring



- All LED Street luminaires provide seamless connectivity to a remote monitoring and control system
- Complete Smart City integration



LEDMER Street light incorporating LTE Small Cell



LEDMER– Integrated solution

Intelligent LTE Street Lighting



LTE



CCTV

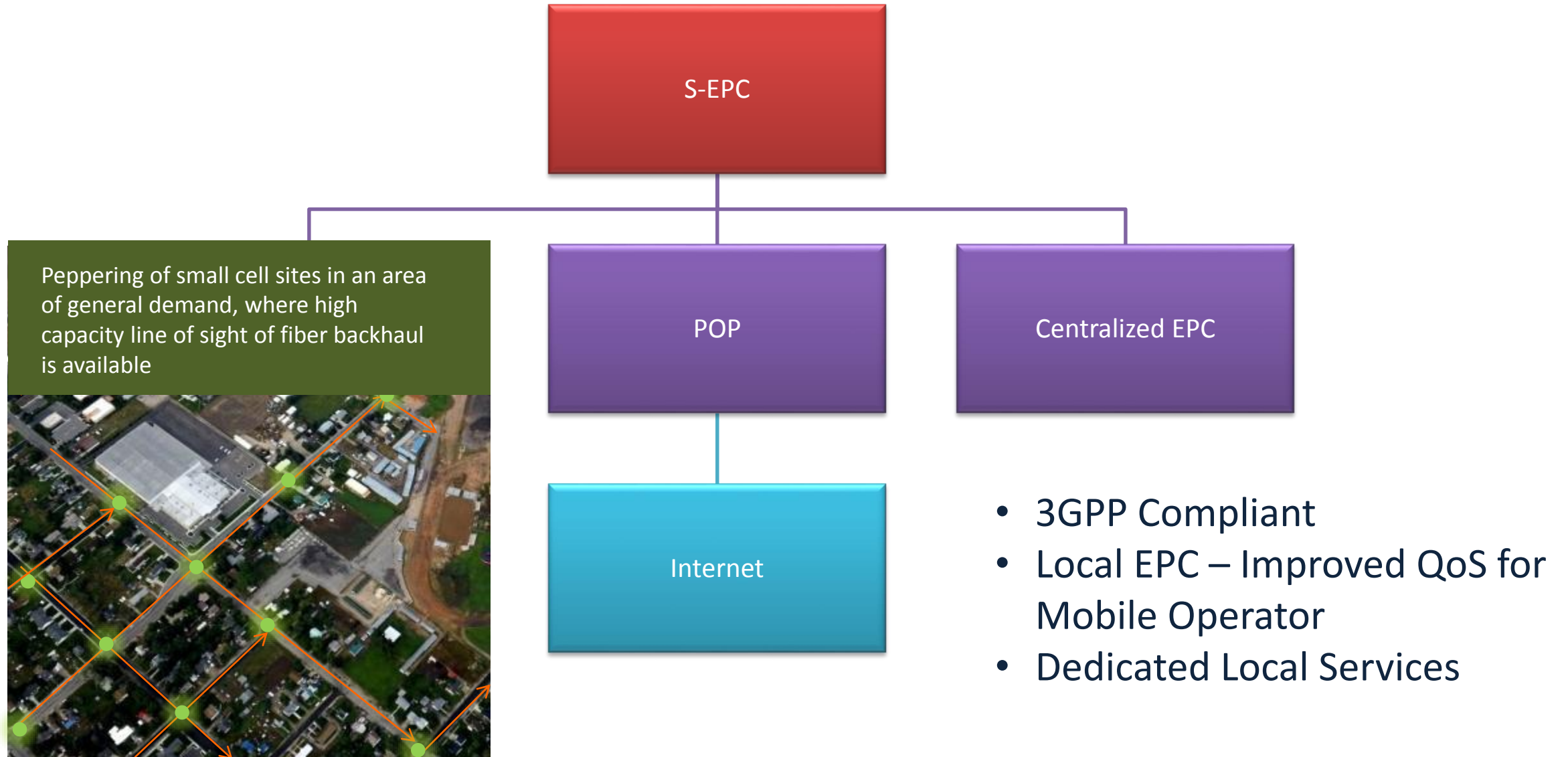


WiFi



Managed LED
Lighting Technology

End-to-End LTE Network



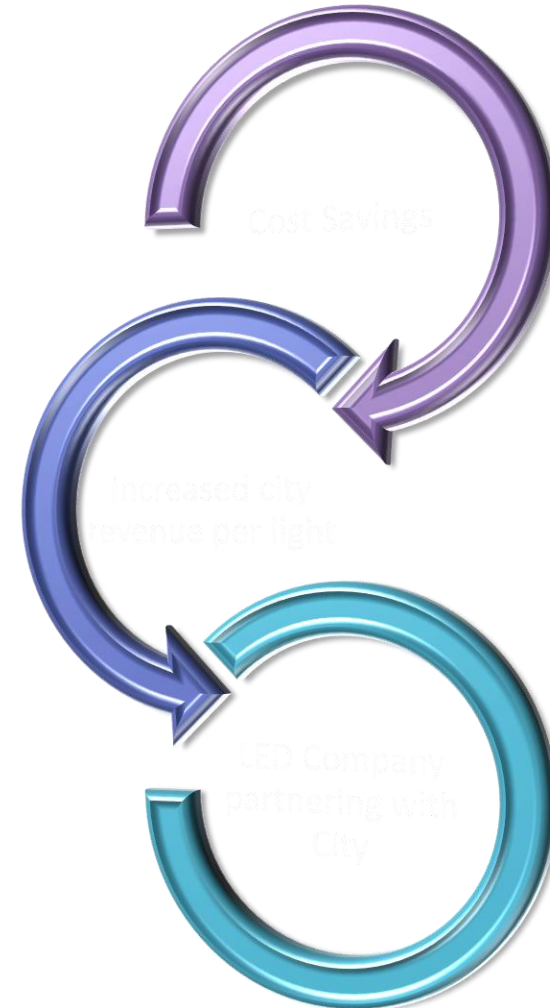
Today's business model



“Shared revenue” a contractor provides a budget which will lead to cost savings.

The above operational profit will be shared between the municipality and the contractor.

- This approach leaves only partial savings for the municipality.
- MER-LED offers the municipalities significant increase in revenue.
- How do we achieve this?

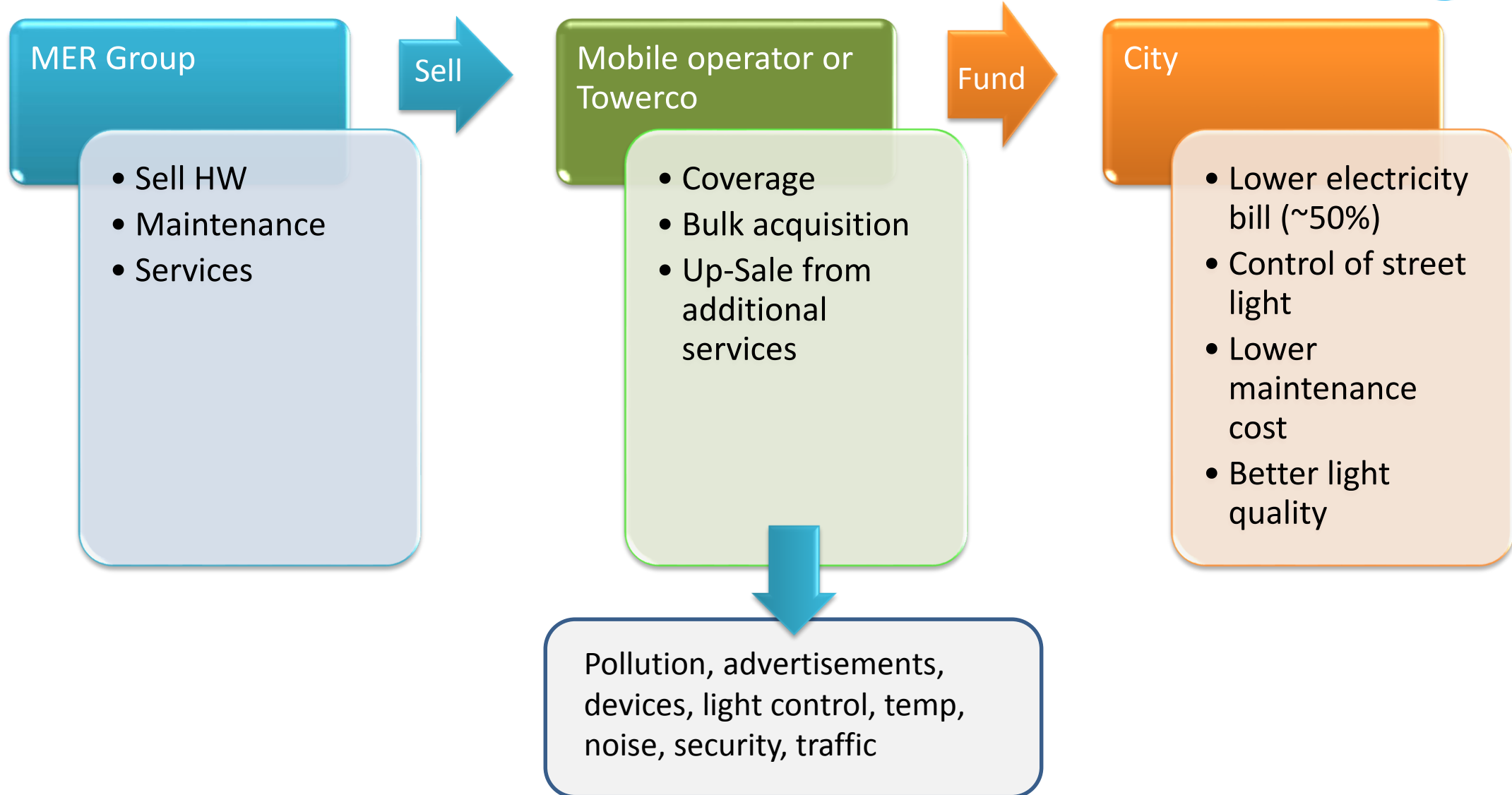


LEDMER's Concept

Cellular companies will invest in city infrastructure, deploying LED lighting systems to meet the needs of municipalities:

- Alternative funding source for the replacement of all street lights in the city
- Energy efficiency
- Outsourcing of maintenance
- Fast replacement turn-around
- Full solution

Combined business model



Smart City Suite includes IoT Gateway

Not just light....

- Network of connected Smart Street Lights
- The first open platform for IoT services
- Can seamlessly connect to unlimited number of 3rd party applications and devices
- Superb mobile connectivity performance through distributed independent LTE network



Thank You
