



IOTA, Jaguar Land Rover & the Economy of Things

Wednesday 28th August 16.30-18.30

Venue: NTNU Gløshaugen Sentralbygg 1 1. etasje Auditorium S1

Originating from Norway, the IOTA Foundation is a global not for profit organisation developing an open source Distributed Ledger Technology (DLT) beyond Blockchain fit for the Internet-of-Things and the Economy of Things. Working across energy, mobility, real estate, industrial IoT or supply chains, IOTA and its global ecosystem address challenges associated with digital trust and enable new solutions and business models. IOTA is a partner to the EU H2020 project +CityxChange (cityxchange.eu) coordinated by NTNU - opening doors to real world testbed development in Trondheim and many other European cities.

Jaguar Land Rover (JLR) [announced](#) earlier this year the development of an IOTA car smart wallet to secure and monetize data exchanges with its vehicles. Aligned with JLR's Destination Zero vision (zero accidents, zero congestion, and zero emissions), the innovation opens up for new possibilities in smart mobility and smart cities.

IOTA, Jaguar Land Rover and +CityxChange invite you to hear about their developments on wednesday 28th August 16.30 at NTNU Gløshaugen Sentralbygg 1 1. etasje Auditorium S1

- IOTA updates: Organisation, Technology, Use cases, Ecosystem updates
- +CityxChange: Smart City Transitions to Positive Energy Blocks
- JLR: IOTA car smart wallet and its potential applications
- IOTA: What's happening next in Norway? How to get involved and innovate together?

Speakers:

Wilfried Pimenta de Miranda
IOTA Foundation

Aaron Hetherington
Jaguar Land Rover

Dirk Ahlers
NTNU / +CityxChange

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ABOUT IOTA FOUNDATION

IOTA is a global not-for-profit foundation incorporated and headquartered in Germany. The IOTA Foundation's mission is to support the research and development of new distributed ledger technologies (DLT), including the IOTA Tangle. The Foundation encourages the education and adoption of distributed ledger technologies through the creation of ecosystems and the standardization of these new protocols.

More information: <http://www.iota.org>

ABOUT JAGUAR LAND ROVER

Jaguar Land Rover is the UK's largest automotive manufacturer, built around two iconic British car brands: Land Rover, the world's leading manufacturer of premium all-wheel-drive vehicles; and Jaguar, one of the world's premier luxury sports saloon and sports car marques.

More information: <https://media.jaguarlandrover.com/en-us/news>