Itron

Augmenting smart city planning

How we helped aim engage

Finding tools that drive efficient, smart city planning is now more important than ever. Itron Idea Labs partnered with Microsoft and Launch by NTT DATA to create the first-ever HoloLens experience connected with the Azure Digital Twin platform.

This experience provides users with an immersive means to visualize and interact with a 2D map with 3D holograms to demonstrate real-time impacts of the changes they were testing. Neighborhood improvements could impact energy usage, air quality, and ambient temperature. In the years leading up to the 2028 Olympics hosted in Los Angeles, the experience would allow city planners to experiment with proposed solutions, shifting a global stigma of smog and pollution to an emerging leader in clean air.

Image recognition and spectator view

The experience spawns a 3D holographic overlay of a neighborhood using seamless image recognition. In order to expand the impact of the first-person experience, we enabled a spectator view for an improved larger audience setting. Spectator view enables for a presenter to cast from the HoloLens to an iPad and Apple TV.

Street sensor data

The holographic overlay is accompanied by a simulated infrastructure of Itron smart city equipment to provide street level sensor data within the digital twin simulations.

Providing value through transparency

Experience the value and importance of energy and environmental initiatives and the infrastructure upgrades required to track them. By providing valuable information Itron builds a relationship and trust with city planners.

> “At Itron Idea Labs, we are exploring groundbreaking concepts by using emerging technologies, such as augmented reality, to realize new and bold solutions.”
>
> **Roberto Aiello**
> Director, Itron Idea Labs

THE IMPACT

The city of the future demands improvements for the environment and for the residents. With the cloud architecture of Azure Digital Twin and the presentation capabilities of Microsoft HoloLens, Itron Idea Labs has taken great steps forward in arming city planners and government officials with the capability to test and validate proposed improvements. Cities of the future will have a digital twin.