Calling for a safe and congestion-free future: MOBI and TIoTA announce the launch of MOBI Grand Challenge to unlock new Blockchain-connected autonomous vehicle solutions
Over one million dollars of token prizes to be awarded over the three-year Challenge series

New Mexico, October 10, 2018 (Embargoed Oct 10, 2018 10:00 AM PST) - Imagine a new mobility solution that guarantees us safe and congestion free transportation. A world where vehicles can communicate with each other to negotiate paths, map out obstacles, and provide on-demand services, while ensuring our environment is protected.

MOBI, the Mobility Open Blockchain Initiative, and TIoTA, the Trusted IoT Alliance, today announced the launch of the three-year MOBI Grand Challenge (MGC) series with its first Challenge -- a four-month long tournament to showcase potential uses of Blockchain in coordinating vehicle movement and improving transportation in urban environments -- kicking off on October 12. This phase will end with a public demonstration of selected technologies at an event hosted by the BMW Group, MOBI community member, in Munich, Germany on February 15, 2019.

Ocean Protocol, a blockchain enabled data exchange protocol, has committed one million dollars' worth of token prize to the three-year MOBI Grand Challenge series to enable the data sharing needed for developers, data and AI specialists to offer the world an autonomous and better mobility solution.

Beyond Protocol, a Silicon Valley-based distributed ledger technology (DLT) company creating the new internet and the ethical language of machines, has committed to 250,000 dollars' worth of tokens to be used on the Beyond Protocol network.

Worldwide, drivers spend an average of over 40 hours per year in traffic congestion; in cities like Los Angeles, drivers can waste over 100 hours in congestion.[1] From an environmental perspective, transport consumes 25% of energy produced and 50% of oil globally and accounts for 25% of greenhouse gas emissions.[2] More importantly, road traffic injuries are the leading cause of death among people between 15 and 29 years old and more than 1.25 million people die each year as a result of road traffic crashes.[3]

"Today, many pieces of the smart mobility future are already in place and there are no fundamental roadblocks to realizing the full benefits of blockchain connected vehicles," said MOBI's CEO and Co-

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[1] INRIX Global Traffic Scorecard, INRIX Research, Graham Cookson, February 2018.

[2] Roger Gorham, Air pollution from ground transportation an assessment of causes, strategies and tactics, and proposed actions for the international community, Division for Sustainable Development and Department of Economic and Social Affairs, United Nations, 2002.

[3] http://www.who.int/news-room/fact-sheets/detail/road-traffic-injuries

founder Chris Ballinger. "Through the MGC, MOBI and TIoTA aim to spark corporate, government and academic cooperation, connect developers with key stakeholders to drive progress, and fully exploit the potential of blockchain technology."

Blockchains and distributed consensus protocols offer new solutions for urban mobility. They enable vehicles to autonomously verify identity, enforce complex rules, negotiate with other vehicles and infrastructure, and bind behavior, creating a safer, more efficient, and greener future.

"Mobility is a breakout IoT industry vertical for blockchain," said Zaki Manian, Executive Director of the Trusted IoT Alliance and a member of MOBI's Board of Advisors. "Only a small percentage of companies have completed end-to-end proof of concepts in this area and our intent is to fill this gap. With this collaboration, we will further the viability of applications of blockchain for smart contract enabled IoT devices."

MOBI and TIoTA are already collaborating on two essential use cases: Roadside Infrastructure & Autonomous Vehicles and Supply Chain. For the MGC, TIoTA will support participants in building out and testing automotive and mobility solutions on the open TIoTA Testnet.

Winners of this first Challenge will receive 350,000 dollars' worth of awards in several categories, including:
● 250,000 dollars' worth of tokens awarded by Beyond Protocol, to be used on the Beyond Protocol network
● 100,000 dollars' worth of tokens awarded by Ocean Protocol, to be used on the Ocean Protocol network for data exchange and AI advances

"Through our participation in MOBI and the MOBI Grand Challenge, we are empowering its members and the next generation of blockchain technologists to build the architecture in an open fashion," said Jonathan Manzi, co-founder and CEO of Beyond Protocol. "Distributed ledger technology allows for the transparent consensus and collaboration of all the vehicles on the road, supporting our belief in an efficient autonomous future."

Participants in the this first Challenge will be expected to demonstrate how distributed consensus, blockchains and related technologies can coordinate behavior to solve specific problems in urban mobility, including machine identity, position, collective sensor fusion, obstacle mapping, path planning, and micro payments.

"We are proud to partner MOBI and sponsor the three-year series of challenges as we believe in an autonomous future," said Daryl Arnold, Co-founder of Ocean Protocol. "In order for autonomous vehicles to thrive, access is required to a vast and diverse ecosystem of data assets and services much of which today is locked up in silos. Through blockchain technology, Ocean provides an infrastructure for data providers and related services to build on, enabling data to be shared and traded in a trusted, secure and transparent manner, while retaining privacy rights. Our mission is to unlock data, particularly for AI, and build a new data economy."

Learnings uncovered in this first tournament will be used to create the next series of the three-year challenge. The ultimate goal of the MGC is to develop the first viable decentralized, ad hoc, network of blockchain connected vehicles and infrastructure that can reliably share data, coordinate behavior, and improve urban mobility. Winners from this first Challenge will be chosen and announced at a collaborative and public event hosted by the BMW Group in Munich, Germany.

Current MOBI and TIoTA community members working together using blockchains and related technologies to make mobility safer, greener, and more accessible. Their ongoing support makes the Grand Challenge possible.

- MOBI community members: Accenture, Achmea, Aioi Nissay Dowa Insurance Services USA, AMO Labs Pte Ltd, Beyond Protocol Inc, BigchainDB, Blockchain at Berkeley, BMW, Bosch, CarVertical, Chorus Mobility, Chronicled, Cognizant Technology Solutions, ConsenSys Systems, Constellation Labs, Context Labs, Crypto Valley Association, Cube Intelligence, Cyber Physical Chain Foundation Ltd, Dashride, Decentralized Autonomous Vehicles, DENSO International America Inc, Deon Digital AG, Digital Twin Labs, DLT Labs, DOVU, Evernym Inc, Faraday Future, Fetch ai, Filament, FOAM, Ford, FutureMove, General Motors, Groupe Renault, Hyperledger, IBM, iN2CAR, the IOTA Foundation, KAR Auction Services Inc, Leep Network, Luxoft, MotionWerk, MoveCo, Noblis Inc, NuCypher, NXM Labs, Oaken Innovations, Ocean Protocol, Outlier Ventures, Pravici LLC, Riddle&Code, Ride Austin, RouteOne, R3 LLC, ShareRing, Shift, Sovrin Foundation, Spherical Analytics, Streamr, Swiss Re Management, Tesloop, the Trusted IoT Alliance, VeChain, World Economic Forum, Xain, Xapix, XYO Network, ZF Friedrichshafen AG
- TIoTA community members: Atonomi, Augmate, Beyond Protocol Inc, Block Array, Blockchain of Things Inc, Blockpass IDN, Bosch, Chronicled, Cisco, Clause Inc, CPChain, Cube Intelligence Ltd, Deutsche Telekom AG, DNV GL Business Assurance, eciotify GmbH, EDF Innovation Lab, Elastos Foundation, Fetch AI, FOAM, FoxConn, Fysical, Gemalto, Global Blockchain Technologies Corp, Hashgraph Consortium LLC, Homeboy Inc, INS Ecosystem, IOTA, IoTex, LAMAR, Ledger, modum io AG, Moeco, Monetha GmbH, Morpheus Network, Oaken Innovations, OpenSingularity Foundation, Qtum, Riddle & Code GmbH, Rivetz Corp, Shanghai Q&E Information Technology Co Ltd, ShipChain, SKU Chain, Slock it GmbH, Slync Inc, Smartify It, Sofocle Technologies Pvt Ltd, Streamr Network AG, Swiss Re Management, Tech Project Group, ubirch GmbH, UBS AG London, VeChain Foundation, XAIN AG, XYO Network

More information on the MOBI Grand Challenge can be found at mobihacks.devpost.com/.

About MOBI

MOBI is a nonprofit organization working with forward thinking companies, governments, and NGOs to make mobility services more efficient, affordable, greener, safer, and less congested by promoting standards and accelerating adoption of blockchain, distributed ledger, and related technologies. For more information, visit dlt.mobi.

About TIoTA

TIoTA is a result of the collaboration amongst passionate technologists working to leverage blockchain infrastructure to secure and scale IoT ecosystems. TIoTA seeks to enable trust in the data produced by such IoT systems in a distributed ledger/blockchain agnostic fashion, thereby enabling a decentralized trust model for interoperable digitized identities of physical goods, documents, immobilized assets, sensors, and machines. Visit trusted-iot.org to find out more.

About MOBI Grand Challenge (MGC)

The MGC is loosely modeled on the 2004 DARPA Grand Challenge, where robotic vehicles competed to autonomously navigate through the Mojave Desert. While the most successful vehicle traveled only 5% of the course, the 2004 event ignited worldwide interest in autonomous cars and launched billions of dollars capital investment. Just eighteen months later, when the event was repeated, five vehicles completed the full course and 22 of the 23 teams surpassed the best result of the previous year.

The MOBI Grand Challenge will be a virtual event that is open to teams from all over the globe.

More information on the MOBI Grand Challenge can be found at mobihacks.devpost.com/.

MOBI has selected **The Blockchain Society** (TBS) to assist with organizing the Grand Challenge. TBS works behind the scenes with innovative startups and projects to advance blockchain technology integration in the mainstream. For more information on TBS, visit theblockchainsociety.ca/.

About Ocean Protocol

Founded by BigchainDB and DEX, Ocean Protocol is a decentralized data exchange protocol to unlock data for AI. Through blockchain technology and token, Ocean Protocol connects data providers and consumers, enabling data to be shared while guaranteeing traceability, transparency, and trust for all stakeholders involved. It allows data owners to have control over their data assets and prevent them from being locked-in to any single marketplace. Flexible pricing and asset staking mechanisms that signal quality and relevance are among features that allow Ocean Protocol to maintain fairness and integrity of the network. By bringing together decentralized blockchain technology and an ecosystem for data and related services, Ocean Protocol is committed to kick-starting a new Data Economy that touches every single person, company and device, giving power back to data owners, enabling people to reap value from data to better our world. Visit oceanprotocol.com to find out more.

About Beyond Protocol

Beyond Protocol is creating the ethical language of machines. The company's blockchain-based distributed ledger technology secures Internet of Things devices in a revolutionary way, permanently preventing the spread of viruses. Beyond Protocol allows machines to communicate, coordinate and

transact with other efficiently and securely across a digital economy. For more information, visit https://beyond.link.

About the BMW Group

With its four brands BMW, MINI, Rolls-Royce and BMW Motorrad, the BMW Group is the world's leading premium manufacturer of automobiles and motorcycles and also provides premium financial and mobility services. The BMW Group production network comprises 30 production and assembly facilities in 14 countries; the company has a global sales network in more than 140 countries.

In 2017, the BMW Group sold over 2,463,500 passenger vehicles and more than 164,000 motorcycles worldwide. The profit before tax in the financial year 2017 was € 10.655 billion on revenues amounting to € 98.678 billion. As of 31 December 2017, the BMW Group had a workforce of 129,932 employees.

The success of the BMW Group has always been based on long-term thinking and responsible action. The company has therefore established ecological and social sustainability throughout the value chain, comprehensive product responsibility and a clear commitment to conserving resources as an integral part of its strategy.

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