



Strawberry Smart Benches Launch in London's Canary Wharf

London's Canary Wharf shows its smart city credentials with solar-powered benches

London (16th of October, 2015) - Solar-powered Strawberry Smart Benches, have been unveiled in a world first at London's Canary Wharf. The launch of this new smart city technology follows Strawberry energy's success at the Canary Wharf Cognicity Challenge.

Strawberry Smart Benches represent reliable and smart city infrastructure made to meet the daily needs of the mobile generation, by providing on-the-go access to energy to recharge mobile devices.

The four benches have been specially designed to suit the needs of any district that is oriented toward smart city concept. They are installed across the estate, at Jubilee Park, Cabot Square, Westferry Circus, and in front of Crossrail Station in Canary Wharf.

As well as powering-up mobiles, tablets and portable music players, the Strawberry Smart Benches track air quality and noise levels in the surrounding area and include an emergency call button linked to the Canary Wharf Help Estate Centre.

A further benefit of the benches is greater community feeling in public spaces, as users are motivated to chat and spend more time outdoors. Public reactions have been strong, with passers-by attracted to the elegant and striking design by Belgrade-based architect Miloš Milivojević.

The launch in Canary Wharf is the first in a roll-out across London and the UK. Value of Strawberry Smart Benches has already been recognized by local authorities, institutions and public. This innovative street furniture has recently been chosen as a winner of the 'Connecting people and creating communities' competition, organized by the Institute for Sustainability in partnership with the Mayor of London's Office and supported by EIT Digital.

"We are in negotiations with real estate companies and boroughs in London, so we expect that at least 10 more smart benches like these will be on service to Londoners until the end of this year," said Miloš Milisavljević, CEO and founder of Strawberry energy.

To speed the placement of benches, Strawberry energy is offering an early adopters programme, until 1 November, with benches provided at an introductory price.

"We invite Londoners to suggest locations where they would like Strawberry Smart Bench to be installed by tweeting the location with the hashtag #SEBenchLDN, and we will do our best to make it happen", he added.



Camille Waxer, Chief Administration Officer of Canary Wharf Group said: “Camille Waxer, Chief Administrative Officer, Canary Wharf Group said: “Through the Cognicity Challenge, we were introduced to Strawberry Energy, whose innovative concept of a sustainable and functional bench immediately caught our attention. These solar powered benches will not only help power mobile devices, but will create a platform for people to interact with new and inventive technology.”

About Strawberry energy

Strawberry energy’s mission is to enhance the outdoor experience of the 21st century mobile generation. Their network of public solar charging and WiFi stations, Strawberry Trees, reached 400.000 users so far. Strawberry energy won the Verge Accelerate 2014 in San Francisco and was the finalist for the World Technology Award 2013, while the Strawberry Tree was named as one of ‘top ten urban innovations that work’ at the New Cities Summit in Dallas in 2014.

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@e_strawberry, #StrawberrySmartBench

ABOUT CANARY WHARF GROUP

Canary Wharf Group plc has overseen the largest urban regeneration project ever undertaken in Europe, designing and building more than 16m sq ft of iconic London real estate which now houses local and international companies and renowned retailers.

Canary Wharf Group is a wholly owned joint venture between Brookfield Property Partners and the Qatar Investment Authority.

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About Cognicity Challenge

Cognicity is the city of the future, realised today. This pioneering project identifies and accelerates the development of smart city technologies, transforming Canary Wharf into a smarter, more aware city.

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