



mPrest to Deliver Smart City Application with Telecom Leader Bezeq

mPrest's cutting-edge Industrial IoT software will be the centerpiece of Bezeq's smart city and smart campus package

PETACH TIKWA, Israel, Aug. 22, 2017 /PRNewswire/ -- mPrest (<https://goo.gl/41tvNL>), a global provider of mission-critical monitoring and control software for the Industrial Internet of Things (IIoT) (<https://goo.gl/UTu3hY>), today announced a collaboration with Bezeq (<http://ir.bezeq.co.il/phoenix.zhtml?c=159870&p=irol-homeprofile>), Israel's largest telecom provider, to deliver a Smart City (<https://goo.gl/Me2kW4>) / Smart Campus software-as-a-service (SaaS) offering. The collaboration will bring mPrest's system-of-systems expertise to smart cities, integrating all of their IIoT systems, from video cameras to waste and water management to environmental and parking monitoring.

Bezeq's Smart City Application will use mPrest's software, renowned for powering the life-saving Iron Dome missile defense system, to connect sensors and smart systems across smart cities with advanced analytics, monitoring and control capabilities, including Video Management Systems, Smart Parking, Environmental Monitoring and Waste Management. The application also includes tools for monitoring public sentiment on city-related issues, a smart irrigation solution and smart water monitoring. These functions will help cities collect, analyze, manage and provide invaluable insights from complex sets of data in real-time. The data and insights cities receive from this application will allow them to provide a safer environment and better service to their citizens, together with enhanced bi-directional communications.

"With the Smart City SaaS solution that we are creating in partnership with mPrest, our municipal and campus customers will soon have access to a highly customizable, flexible and comprehensive system for creating more efficient and safer environments for the people they serve. All that is achieved with record time to market," said Yaki Zano, VP of Technologies at Bezeq. "After a detailed selection process, we chose mPrest, a world leader in IIoT software, because of the information and operational technology (IT/OT) integration and analysis capabilities that mPrest's application offers, which really bring the value of the Smart City application to new operational levels. This partnership is integral to our strategy for growing our business by providing intelligent IIoT solutions that operate within advanced telecommunications infrastructure."

The software platform will provide cities with unprecedented insight on how infrastructure and services are performing. Additionally, it will empower them to control and monitor systems across various departments in an integrated way, improving security and response capabilities. All systems integrated by the mPrest application can be expanded and upgraded without calling upon mPrest or other third-party software engineers—mPrest provides all the tools in-house operators need for such adjustments.

"This application is the first step towards smarter cities of the future," said Natan Barak, CEO of mPrest. "With our system-of-systems application, customers will be able to command, control and analyze city or campus assets from a single command center. As the number of IIoT devices increases in cities, so too will need for oversight to ensure harmonious operation of those devices and realization of the many benefits they offer."

About mPrest

mPrest is a global provider of mission-critical monitoring, control and big data analytics software. Leveraging the power of the Industrial IoT, mPrest's integrative "system of systems" is a proven catalyst for digital business transformation. Our management solution has been deployed in next-gen IoE (Internet of Energy) applications for power utilities, as well as innovative management applications for water utilities, smart cities, defense and HLS.

By connecting the dots across multiple disciplines, mPrest delivers unified situational awareness, sophisticated analytics, end-to-end IT/OT integration and process management. Featuring unprecedented interoperability and real-time data optimization, mPrest allows organizations to accelerate time-to-market, improve system performance and reduce operational costs. For more information, visit us at www.mprest.com (<https://www.mprest.com/>).

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