

Smart Containers Bring Total Visibility To Multimodal Transport

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Who? What? When? The Man Who Changed The World



Malcom McClean, Ideal X, 1956
The first specialised container-only ship



From 60's to 2016





The Missing Link

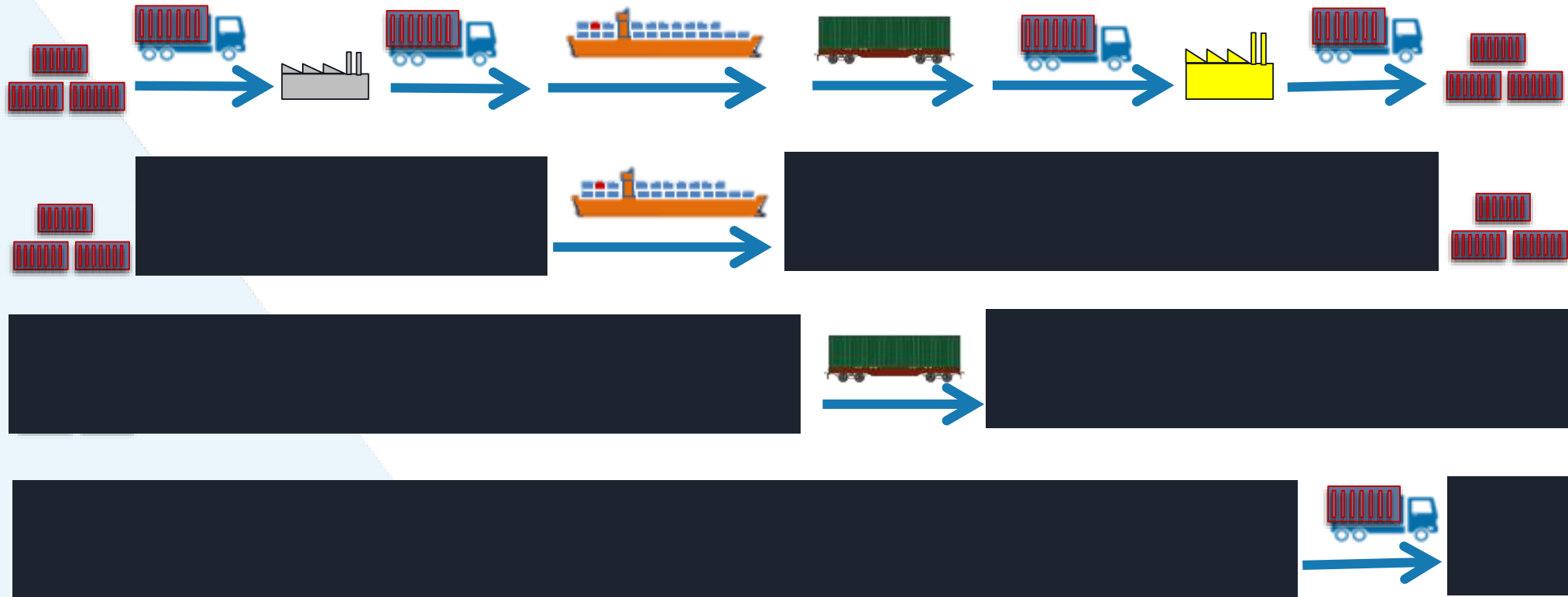
Digitalized Supply
Chain



Digitalized Supply
Chain



Partial Visibility



80% Manufactured Products and Foodstuffs



Most Multimodal Container Data Capture



Data is incomplete, inaccurate, and late



Smart Container

- Automatically generate data
 - Position
 - Door Open/Close status
 - Temperature
 - Movement
 - Impact
 - + extensions
- Communicate near real-time
 - From (nearly) anywhere
 - Economically



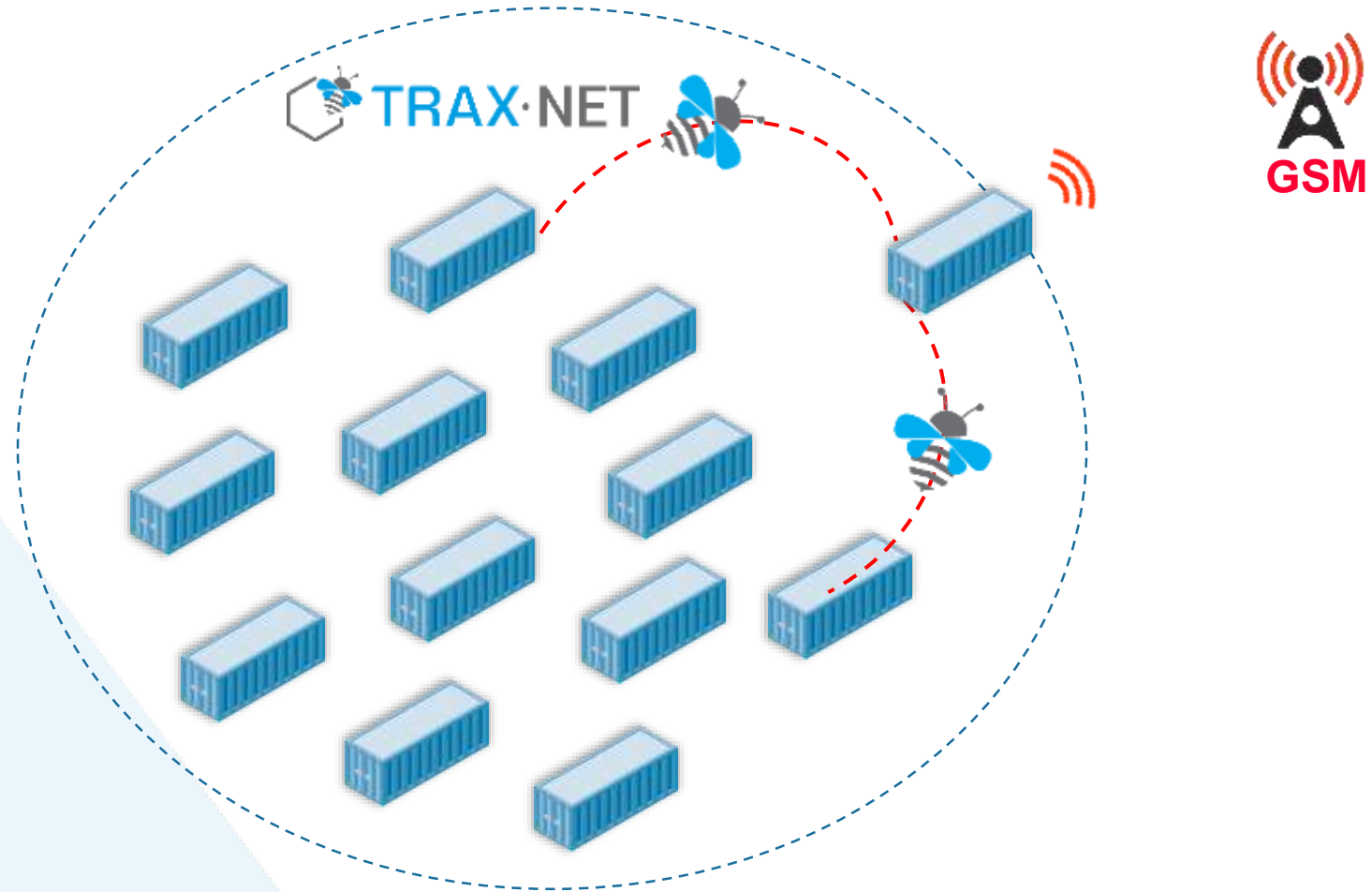
Smart Container Challenges

- Technological
 - Power consumption
 - Wireless coverage and reach
 - Cost
- Making Data useful
 - The right information to the right person at the right time
- Business Model
 - Creating a win-win situation for all





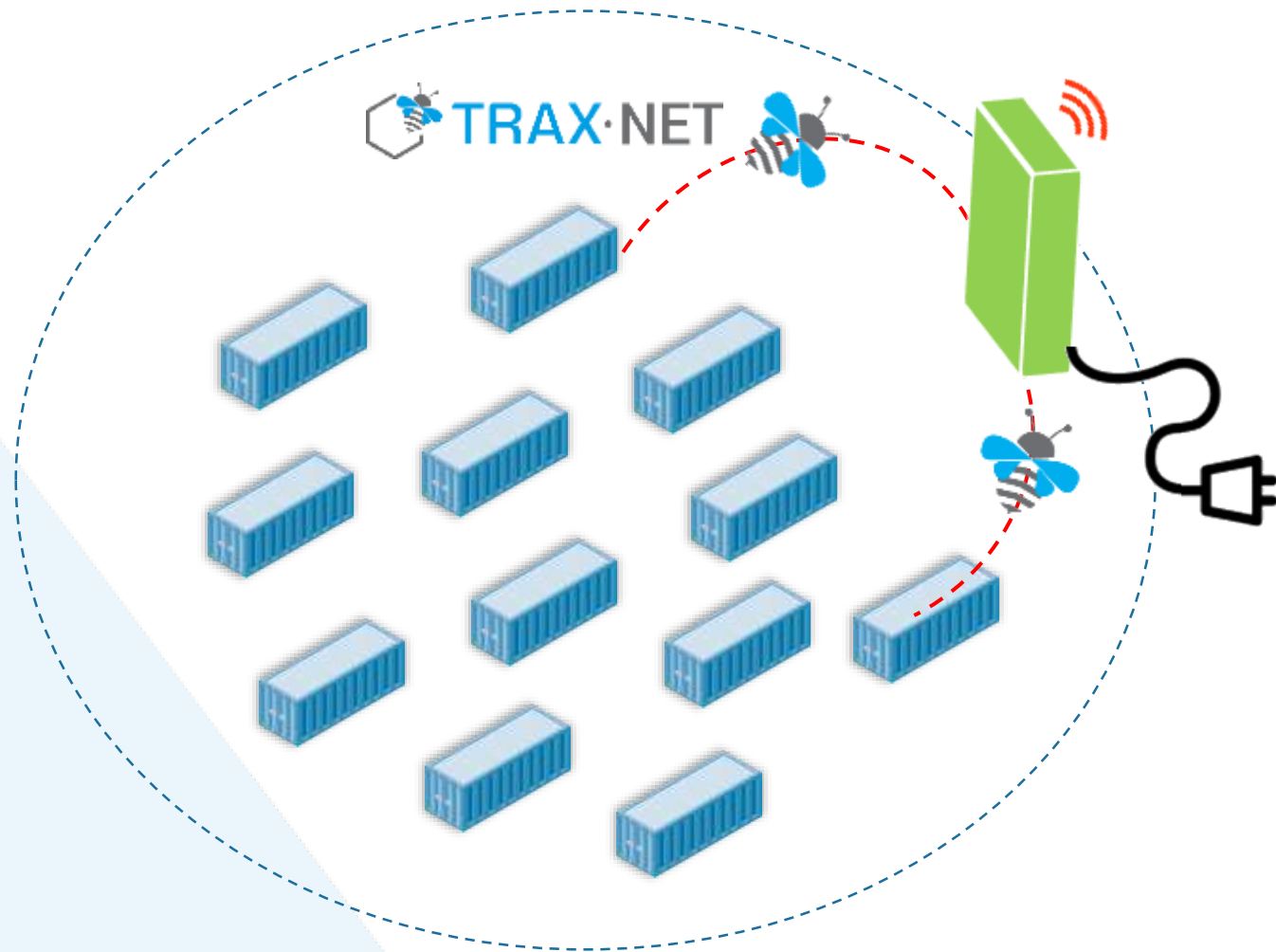
TRAX-NET benefits: Power Sharing



Self organising cluster with election of head
(battery + signal strength)



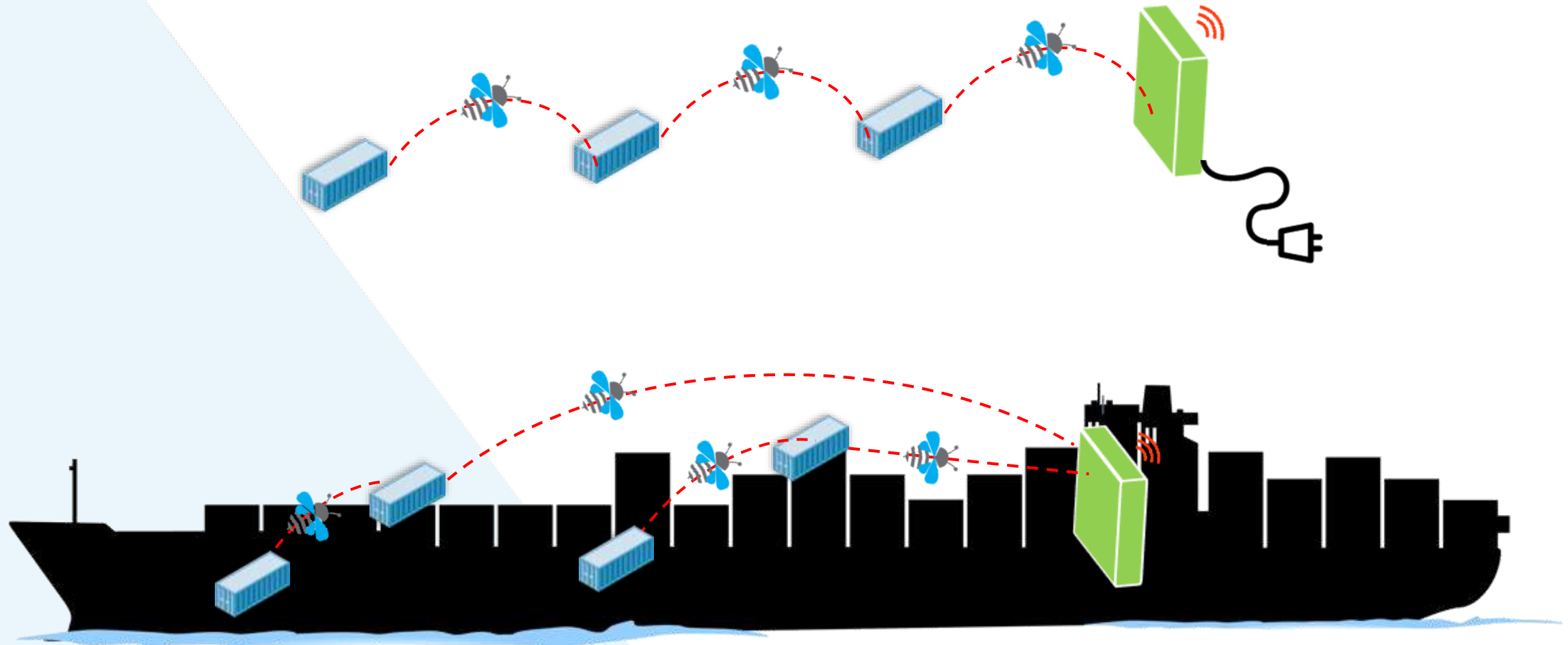
TRAX-NET benefits: Power Sharing



Powered Cluster Heads on Ships, Yards, Ports

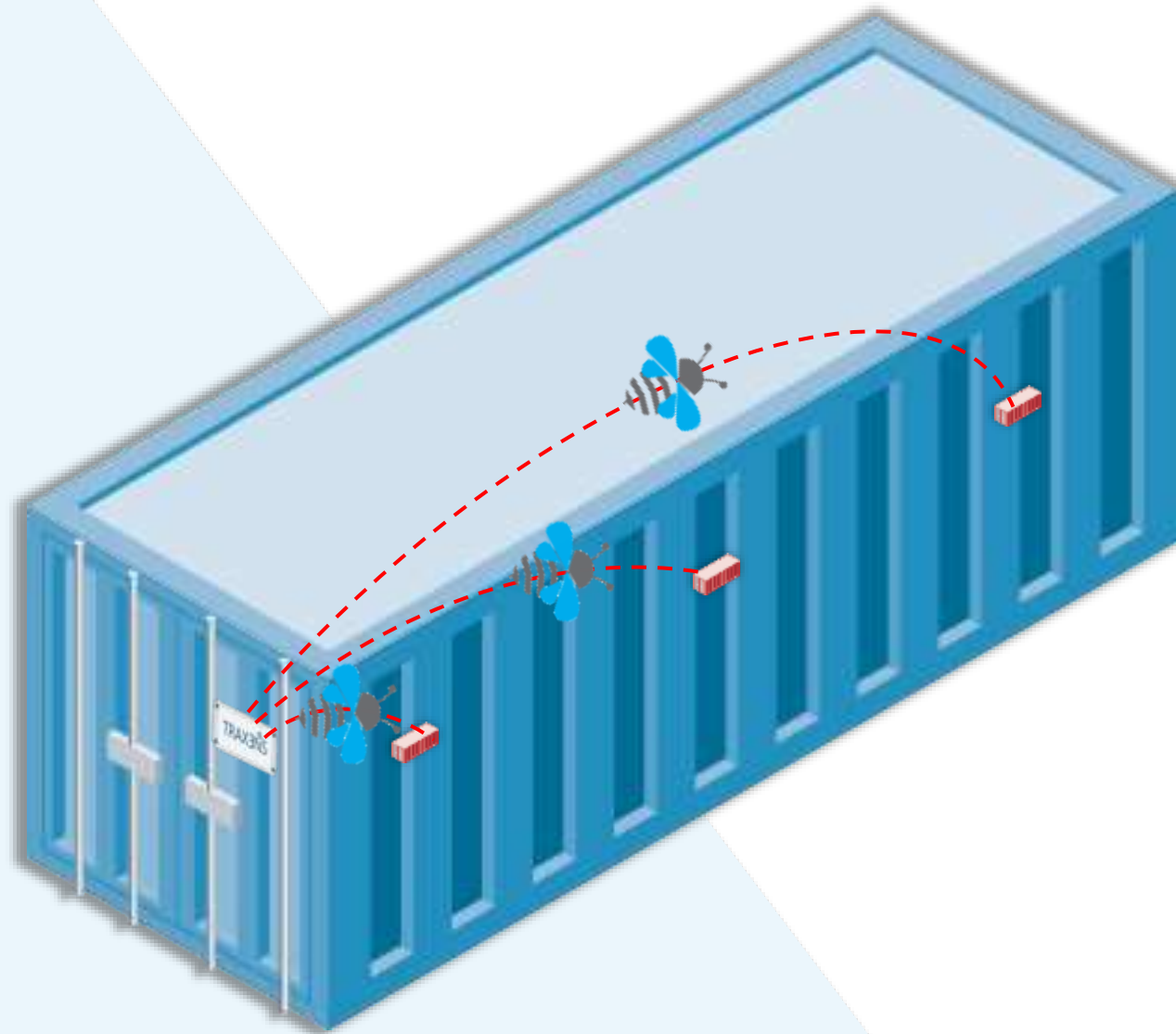


TRAX-NET benefits: Reach





TRAX-NET Benefits: Sensor Extension



- Cargo Temperature
- Humidity
- Pressure
- Gas detection
- Human presence detection
- Specialized Sensors



Supported by #3 & #2 Shipping Lines
(25% WW containerised cargo)





The Container in 2020?



Dumb Container



~~**Smart Container**~~

How will you use Smart Containers to Enhance your Supply Chain?



Thank You

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