

# The Republic Expands: Software République welcomes JCDecaux

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Temps de lecture : minute

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What will the cities of tomorrow look like?

Each generation tried to take a guess. In the late 19th century, we can find drawings of what people thought the future would look like. In the 1980's, most people were betting on flying cars. But as time goes by, none of our expectations are really fulfilled.

Why is that? Because fiction has limits that technology ignores. Our imagination is boosted by our fantasy, and our fantasy is influenced by our surroundings.

We think the world in terms of what we already know. Pictures from the 19th century showed people speaking remotely using a gramophone, looking at each other thanks to an image projected on a screen. It was impossible back then to think that Zoom, Skype, the internet, the computer would ever be created.

The technology already available to the public therefore doesn't allow us to properly anticipate the future. This is not a matter of imagination, but one of innovation.

The inventors, engineers and entrepreneurs of today are the ones shaping the cities of tomorrow. Vying to be the most ingenious, not only to improve cities but also the fate of the human race, innovators are already uniting and working on projects to reinvent what tomorrow will look like.

## A league of super-companies

Founded in April 2021, *Software République* will celebrate its 3<sup>rd</sup> anniversary by welcoming *JCDecaux* amongst its members, thus demonstrating its collective drive to explore new business opportunities, working towards making mobility more innovative, safer, sustainable, and accessible to all.

The Software République is defined as an open innovation ecosystem dedicated to intelligent, secure, and sustainable mobility. It was created in April 2021 by six founding members: *Dassault Systèmes*, *Eviden*, *Orange*, *Renault Group*, *STMicroelectronics* and *Thales*. In March 2024, *JCDecaux* became the seventh partner member.

Software République's attractive open-innovation ecosystem based on collaboration between large companies, start-ups and institutions demonstrates its effectiveness. With 20 innovations developed in a record time of 6 months, the Software République H1st Vision concept car is a compelling example of how combining forces enhances innovation and accelerates transformative solutions.

## Major ally

Global leader in outdoor advertising JCDecaux will bring its expertise in designing and deploying innovative solutions with communities, local authorities, and smart cities to expand Software République's technological and business footprint. JCDecaux possesses significant expertise in data, mobility and traffic analysis as well as in advertisement

technology. Integrating this with the founding partners' complementary capabilities, the Software République's open ecosystem reinforces its mission to develop innovative services for towns and cities and their citizens, positioning it as a key player in shaping digital solutions for the future of communities and territories.

*“We are proud to join the Software République to keep providing innovative services to cities and citizens, airports and transport partners. As we strongly believe in collective intelligence and shared knowledge, we look forward to partnering with Dassault Systèmes, Eviden, Orange, Renault Group, STMicroelectronics and Thales.” says Jean-Charles Decaux, Co-CEO of JCDecaux*

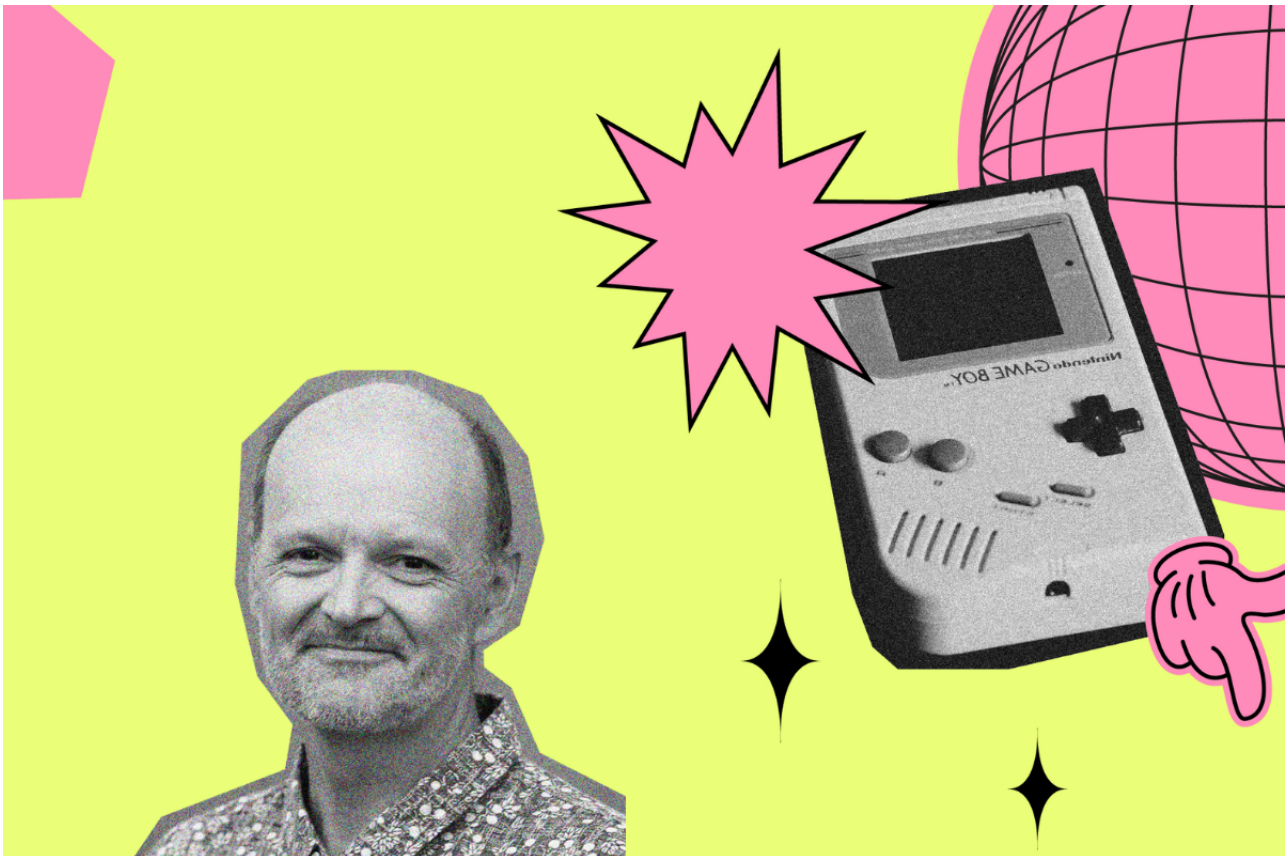
In 1964, JCDecaux was created thanks to an innovation: the advertising bus shelter. And with it arrived a new business model: to create sustainable products and services financed by advertising that benefit cities, residents, and visitors. Ever since, JCDecaux has placed innovation at the heart of its business, constantly offering its services in cities, to improve the quality of urban life and to develop sustainable mobility solutions; in transport and retail environments to enhance the travel and shopping experience.

With a truly entrepreneurial spirit, invested in data-driven digital solutions, engaged in an open-innovation strategy, JCDecaux SE (Euronext Paris: DEC) is the number one outdoor advertising company worldwide, present in over 3,900 major cities across the globe.

# An impressive record

Since its creation, Software République is proud to have 10 operational projects, and many more in the pipeline. For example:

- “Detect and Respond” is an automotive cybersecurity tool using AI to detect and defend against cyber threats,
- In-car apps for smart devices (BYOD) have been developed and are included in the Dacia range as a recently as February 2024,
- Mobilize PowerBox ® - an intelligent, secure bidirectional charging station - was industrially launched and will soon be marketed in the Renault network.



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