



THE FUTURE OF URBAN AIR MOBILITY AND ACCESSIBILITY BY EMBRAER

News / Manufacturer



EmbraerX aims the enhancement of urban air mobility acceptance in a human-centric experience, by showing its collaborative ecosystem mind approach.

So if you are attending SXSW festival, meet the stage of EmbraerX's first Prototype Room, a space for connection between technology, accessibility, collaboration and creativity.

The Prototype Room will feature a series of interactive experiences for people to know, understand and imagine the Flying Vehicle and Urban Air Mobility. The proposal is to invite the public to know and interact with EmbraerX from their projects and ideas more audacious and revolutionary.

All this technologies and activities developed by partner companies that are part of the EmbraerX collaborative ecosystem will take place at Hilton Austin Downtown hotel, room, 602, March 8-13.

“The industry needs to build a collaborative ecosystem to reinvent mobility. But it will only be possible, if we ignite people’s imagination and show we are not offering product, but a social transformation. SXSW is an obvious stage to spread this message by demonstrating Embraer moves toward to the future of urban air mobility and accessibility”, said Antonio Campello, CEO of EmbraerX.

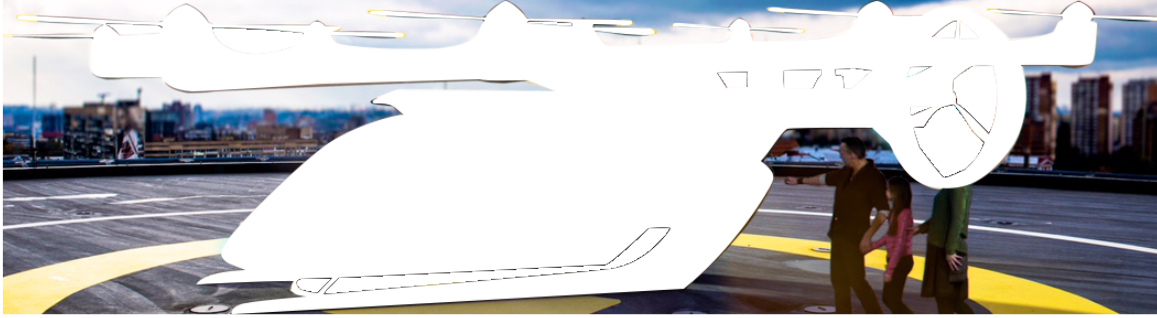
This year the Tech Industry & Enterprise Track is presented by Embraer. This interactive track has focuses on the forward-thinking innovation of today and what we project to be trending tomorrow. Executives and leaders from a variety of industries will be gathered to discuss the evolving landscape of technology driven services. Session topics include new developments from established organizations; technology ecosystems from around the world; strategic B2B practices; and the changing nature of tech-based services within industries.

EmbraerX team will be also attending the panel Mobility, Reimagined: Co-Designing at the Hilton Austin Downtown hotel New Futures, on March 12, at 9:30am, at room 400. The panel will explore how people and technologies will interact in the new age of smart cities and autonomous vehicles. In this opportunity, the Company will address its vision on a truly build safe future-forward transportation for all, which users will be the first to benefit from these new technologies and revolutionary services, what will be the implications on mobility and the design of new frictionless technologies.

EmbraerX, a wholly owned Embraer subsidiary, exists to build disruptive businesses, considering that transportation will probably be disrupted by the exponential growth of new technologies as well as the development of new business models. Embraer has existing partnerships with dozens of universities and research centers and also co-creates with customers and aerospace companies around the world, in truly collaborative knowledge networks, based upon open innovation concepts, with shared achievements, budgets and risks. The company 50-year successful history is a representation and endorsement of what is being built for the future. eVTOL

Embraer is part of the Uber Elevate Network, sharing the vision that on-demand aviation has the potential to radically improve urban mobility, improving the quality of life for people who live in congested urban communities.

Urban air mobility can be leveraged by using the eVTOL (electrical Vertical Take Off and Landing). However, the entire ecosystem has to be developed, which demands a significant integration among ride-sharing platform, aircraft manufacturer, infrastructure for vertiports, air traffic management, certification authorities, etc. As the leading manufacturer of commercial jets with up to 150 seats and a major player in business aviation, in addition its important role in defense and security, Embraer is one of the most experienced partners in this space and Uber recognizes and values Embraer’s ability to bring affordable, yet advanced flight systems to much smaller aircraft.



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