

A street view of a European-style town with colorful buildings, balconies, and a paved road. The buildings are multi-story with balconies and shutters. The street is paved with asphalt and has a brick sidewalk. A few people are walking on the sidewalk. The sky is overcast.

# Events, Tourism, Mobility & Corona in the City

## ID and Data Management as "new normal"

Project outline of a city for the digitalization of important process flows for the tourism, event and mobility industry in Corona time.



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20+ years of experience as a serial entrepreneur in  
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## **ID and Data Management as "new normal"**

**Project outline of a city for the digitalization of important process flows for the tourism, event and mobility industry in Corona time.**

**The idea - The city becomes a digital ecosystem for its businesses, citizens as well as visitors to the city.**

**Due to the pandemic, digitalization is gaining momentum and we are all sure: There will be a "New Normal". A secure ID & data management is the basis for an ecosystem in this context. With myEGO, the citizen or visitor is given a self-sovereign identity management tool and can use it throughout the city.**

**Today, in times of pandemic, there will be other requirements that are still unclear. For example, the submission of a negative test or even a guest data entry for a restaurant visit may become the new normal. Flexibility is required: tomorrow, or perhaps the day after tomorrow, additional data, such as a driver's license, may be needed to implement mobility concepts.**

**Whether it's a verified ID card or other required data sets in the future - with myEGO you have a total solution for all requirements at hand - digital and smart. So the current pandemic situation at least contributes to a sustainable digitization strategy:**

- 1. The city becomes a digital ecosystem based on the myEGO ID management platform.**
- 2. The city works with a blockchain technology and becomes a digital pioneer.**
- 3. The city supports the event, tourism and mobility sector.**

**Become a digital pioneer with your city for businesses, citizens and visitors.  
Let's just talk about it.**

Tanja Ludwig, CEO & Founder

# 3 Steps

for more safety on site



## 1. Online registration of the citizen

On the WebApp (powered by myEGO) citizens can register conveniently and securely.



## 2. ID & Data Management

During registration, the user can verify his/her ID card and linked to it a Corona test result and/or proof of vaccination.



## 3. Secure data transmission with individual QR code

With the help of an individual QR code/link the required data can be shared securely with partners.



supports the tourism and event sector by digitalizing necessary processes in the context of the pandemic



powered by



Secure data transfer to  
EVENTS | RESTAURANTS | CONCERTS |  
MUSEUMS | PUBLIC TRANSPORT and so on

# Benefits...

## ... for the city & project partners

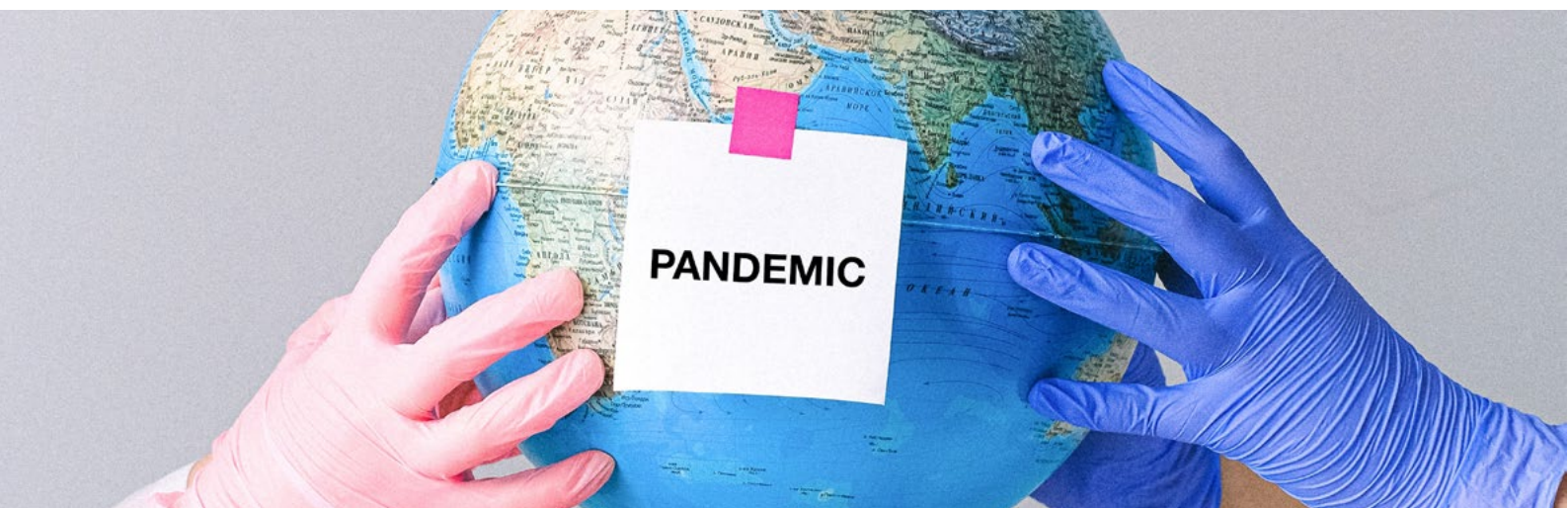
- Marketing and branding opportunities for the city (e.g. patronage)
- Secure digital data transfer, GDPR compliant
- High flexibility in the selection of data points & requirements of the different industries such as guest data collection and/or negative test results
- Expandable and adaptable to new requirements - fast and easy
- Smart city during the pandemic and later with blockchain technology

## ... for the citizen

- No clear data of individuals is transferred - secure data transfer & only necessary data is transferred with consent of individual, e.g. negative test result yes/no; vaccinated yes/no).
- Protection of the data sovereignty of the persons
- Can be used with or without app
- Citizen can use data multiple times, even outside the city ecosystem

## Why myEGO?

- Cooperation with health sector: existing cooperation with Impfsystem.de & Ubrich
- myEGO takes over the entire data collection and registration pathway
- Implementation of a self-sovereign identity (SSI) based on blockchain, which creates a digital and sustainable system
- No technical integration required in the standard application,
- full integration into other systems possible



The city -  
a digital ecosystem smart and simply implemented

Talk to us!  
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