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## **Peachtree Corners Adds Visual Communication Technology to its Curiosity Lab Autonomous Vehicle Track**

**PEACHTREE CORNERS, GA., Dec. 21, 2020** – [Curiosity Lab at Peachtree Corners](#), the nation’s first 5G-enabled autonomous vehicle and smart city living laboratory, announced [LG-MRI](#) will deploy its [BoldVu](#)® displays to further integrate visual communication, IoT, analytics and connectivity at Curiosity Lab.

Formed in 2014, LG-MRI is a 50-50 joint venture between outdoor LCD technology pioneer, Manufacturing Resources International, and consumer electronics powerhouse, LG Electronics. Designed, engineered and fabricated in Alpharetta, Ga., LG-MRI’s BoldVu displays feature 3500 Nits daytime brightness, IoT powered architecture, intelligent self-optimization and an environmentally sealed chassis for extreme outdoor durability and thermal management.

The pole-mounted, high-brightness screens will share traffic-related updates, city announcements and other relevant information with Peachtree Corners’ residents and businesses. In addition, each platform is equipped with an environmental sensor board to detect and track environmental factors, such as carbon dioxide and other greenhouse gasses. The sensor boards are currently monitoring Peachtree Corners’ local microclimate and generating anonymized traffic data as part of a research initiative with the Georgia Institute of Technology.

“Curiosity Lab at Peachtree Corners facilitates technology innovation by offering a real-world smart city ecosystem for testing,” said Betsy Plattenburg, executive director of Curiosity Lab. “Peachtree Corners is building on its legacy of innovation while providing cutting edge services for residents.”

Eric Hornsby, LG-MRI’s vice president of sales added: “While budget is often a barrier to implementing smart city technology, BoldVu creates new opportunities for public-private partnerships where our displays can be funded through media partnerships or advertising. LG-MRI’s BoldVu displays provide a significant first step towards becoming a true smart city, and

Curiosity Lab offers a unique environment for us to continue enhancing our technology in a living environment where people live and work.”

Curiosity Lab is actively recruiting innovators working on mobility and smart city technologies. Infrastructure including 5G is available to test, demo and deploy new concepts. To learn more, visit <https://www.curiositylabptc.com/contact/>.

### **About Curiosity Lab at Peachtree Corners**

Curiosity Lab is a 5G-enabled autonomous vehicle and smart city living laboratory located in Peachtree Corners, Ga., a northern suburb of Atlanta. The centerpiece of the lab is a 3-mile test and demo track which provides a real-world environment to explore emerging technologies. Additional infrastructure includes a network operations center, smart poles, DSRC units, dedicated fiber and a 25,000 square foot tech innovation center. Additional information can be found at [www.curiositylabptc.com](http://www.curiositylabptc.com).

### **About LG-MRI**

LG-MRI is delivering on the promise of a digital future where technology makes our lives better. With digital displays engineered for extended performance in outdoor spaces, and a housing for devices that empower wireless communications and more responsive usage of IoT data, LG-MRI's BoldVu displays are multi-use endpoints that transform how we engage and communicate within our communities. LG-MRI is based in Alpharetta, Ga. and is home base for the teams that design, engineer, fabricate, and support BoldVu displays. For more information visit [www.lg-mri.com](http://www.lg-mri.com)

### **About Peachtree Corners**

Situated in Gwinnett County, one of the fastest growing counties in Georgia, Peachtree Corners is conveniently located to major highways, I-85, I-285 and GA 400 and just 30 minutes northeast of Atlanta's international airport. The city was founded July 1, 2012 and is home to [Curiosity Lab at Peachtree Corners](http://www.curiositylabptc.com). The city is 17 square miles in size with over 43,000 residents and 3,000 businesses. The new city and located in the southwest corner of the county. Seven miles of the Chattahoochee River define its western border. For more information visit [www.peachtreecornersga.gov](http://www.peachtreecornersga.gov)