

Eviden and Partners drive Innovation for Safer Cycling at Cycling Hack 2024 in Zurich

Zurich, Switzerland – November 18, 2024 – [Eviden](#), the [Atos Group](#) business leading in digital, cloud, big data and security reached an exciting milestone with the successful conclusion of the Cycling HACK 2024 Pitch Session, held on September 26th at ETH Zurich. Co-organized with Swiss Cycling, alongside key partners The Zurich Sports Analytics Club, Veloforum, Stadt Zürich, and Kanton Zürich, the event gathered approximately 30 participants, organized into eight teams, who presented their solutions for improving cycling safety in Zurich to a panel of judges.

The teams, composed of cycling enthusiasts, developers, and creative thinkers, had been working intensively over the previous week, developing ideas ranging from app prototypes to infrastructure improvements using open data like traffic accident statistics and city cycling data. The Pitch Session allowed these teams to showcase their solutions in five-minute presentations, competing for a chance to advance to the final award ceremony and win some top prizes.

Eviden played a central role in not only organizing the event but also in providing participants with access to its digital expertise and guidance. This approach reflects Eviden's broader mission to leverage technology to solve complex challenges in society.

Tom Mault, Eviden AG highlighted the energy and creativity on display, stating, *"The quality of ideas presented at the Pitch Session exceeded our expectations. It's inspiring to see so many innovative minds come together with a shared vision for making Zurich a safer place for cyclists."*

Lucas Schmid, Swiss Cycling's representative praised the collaborative spirit of the event, saying, *"The Hackathon has truly shown how innovative thinking and data can drive positive change. We're excited to see how these projects will contribute to making cycling in Zurich safer."*

The top five teams were selected to proceed to the final round, held the following day at the Stadthaus in Zurich, where an award ceremony celebrated the most promising ideas. The top prize went to **Daylight ASAP**, a team that developed a solution using aerial imagery to identify high-risk intersections and proposed targeted improvements, such as removing parking spaces that obstruct cyclists' visibility. This practical yet data-driven approach immediately caught the attention of representatives from the city and canton, who engaged with the team about potential implementation.

The top team was awarded tickets to the Cycling Road World Championships, a velodrome cycling experience, and signed cycling jerseys, along with an exclusive opportunity to meet Eviden's recruiting team. Following the award ceremony, participants, partners, and

judges gathered for a celebratory reception at Haus zum Rügen, where they shared ideas and reflected on the event.

Eviden extends a special thanks to its partners, including Swiss Cycling who helped lead the initiative, The Zurich Sports Analytics Club, Veloforum, Stadt Zürich, Kanton Zürich, and ETH Zürich. Their collaboration and support made Cycling HACK 2024 a success. The event highlighted the potential of technology and community collaboration in driving the future of urban mobility.

For more details about the event please visit cyclinghack.ch.

About Eviden¹

[Eviden](#) is a next-gen technology leader in data-driven, trusted and sustainable digital transformation with a strong portfolio of patented technologies. With worldwide leading positions in advanced computing, security, AI, cloud and digital platforms, it provides deep expertise for all industries in more than 47 countries. Bringing together 41,000 world-class talents, Eviden expands the possibilities of data and technology across the digital continuum, now and for generations to come. Eviden is an Atos Group company with an annual revenue of c. € 5 billion.

About Atos

Atos is a global leader in digital transformation with c. 92,000 employees and annual revenue of c. € 10 billion. European number one in cybersecurity, cloud and high-performance computing, the Group provides tailored end-to-end solutions for all industries in 69 countries. A pioneer in decarbonization services and products, Atos is committed to a secure and decarbonized digital for its clients. Atos is a SE (Societas Europaea) and listed on Euronext Paris.

The [purpose of Atos](#) is to help design the future of the information space. Its expertise and services support the development of knowledge, education and research in a multicultural approach and contribute to the development of scientific and technological excellence. Across the world, the Group enables its customers and employees, and members of societies at large to live, work and develop sustainably, in a safe and secure information space.

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1 Eviden business is operated through the following brands: AppCentrica, ATHEA, Cloudamize, Cloudreach, Cryptovision, DataSentics, Edifixio, Energy4U, Engage ESM, Evidian, Forensik, IDEAL GRP, In Fidem, Ipsotek, Maven Wave, Profit4SF, SEC Consult, Visual BI, Worldgrid, X-Perion.