



BASS × JAXA Webinar | Smart Cities Collaboration

Mining air data for smarter, healthier decisions.

Environmental awareness for citizens

24 SEPTEMBER 2026

PRESENTED BY AIRMINE



Airmine Team



Norwegian tech-company

Established in 2018 with a strong foundation in scalable technology.

Environmental modelling

Passionate about exploring and predicting environmental dynamics.

Global intelligence platform

Building the world's most trusted pollen and air quality intelligence platform.

Airmine's Mission



USER VALUE

30% of worldwide population suffer from pollen allergies



IMPACTFUL TECHNOLOGY

Health
Sports
Lifestyle



PARTNERING

with industry leaders to engage the mass markets



SOCIAL RESPONSIBILITY

\$230B+ annual societal cost of pollen allergies across the US, Europe & Japan

Smart cities can be happy with low-resolution data. Citizens can't.



City-wide averages

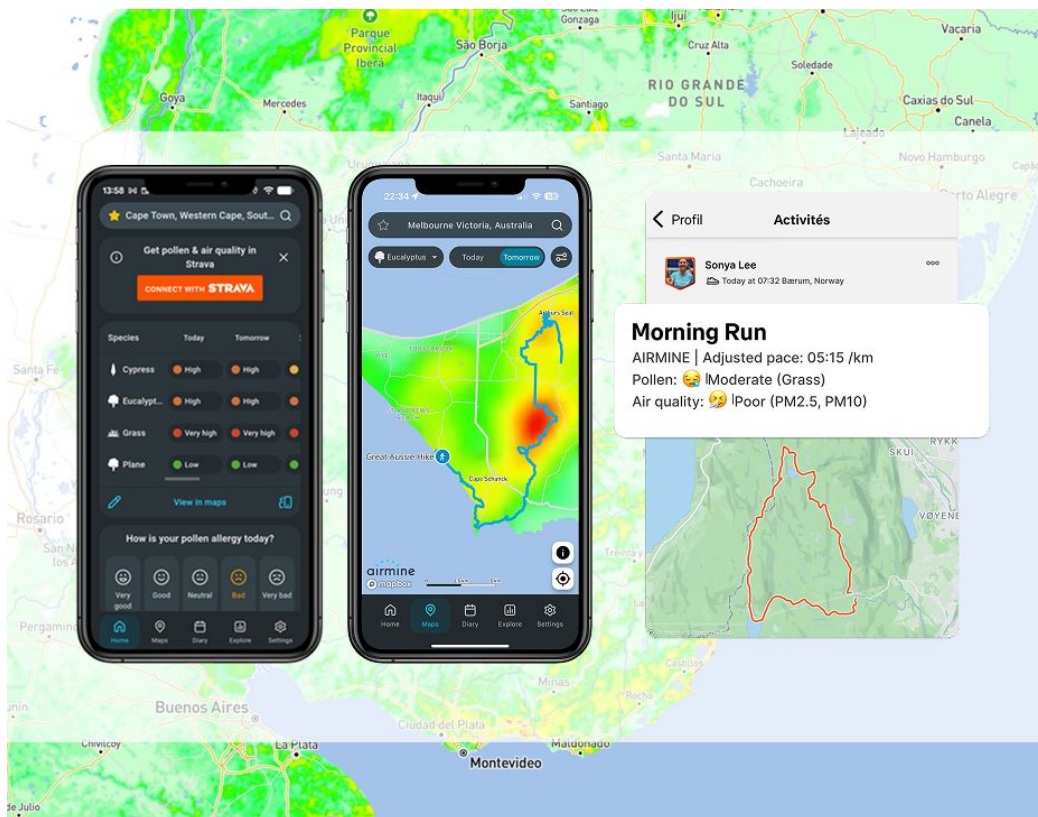
- Meets reporting requirements
- Doesn't reflect real exposure
- Same number across a whole district



Street-level insight

- Reflects local conditions where people are
- Builds real citizen trust
- Enables real decisions — routes, timing, health

Backed by the European Space Agency



- 1 Satellite-driven models**
Developed with support from European Space Agency
- 2 Personalized**
For health, lifestyle, and training
- 3 High-resolution**
Proprietary models and maps (400x400m)
- 4 Premium Air Quality forecasts**
Reliable insights and predictions
- 5 New environmental layers**
Deliver more value and support environmental readiness

Two billion people in the target market

Service Portfolio

Pollen Service

- Active: 25% pollen allergic population
- Japan Expansion: 40% pollen allergic population

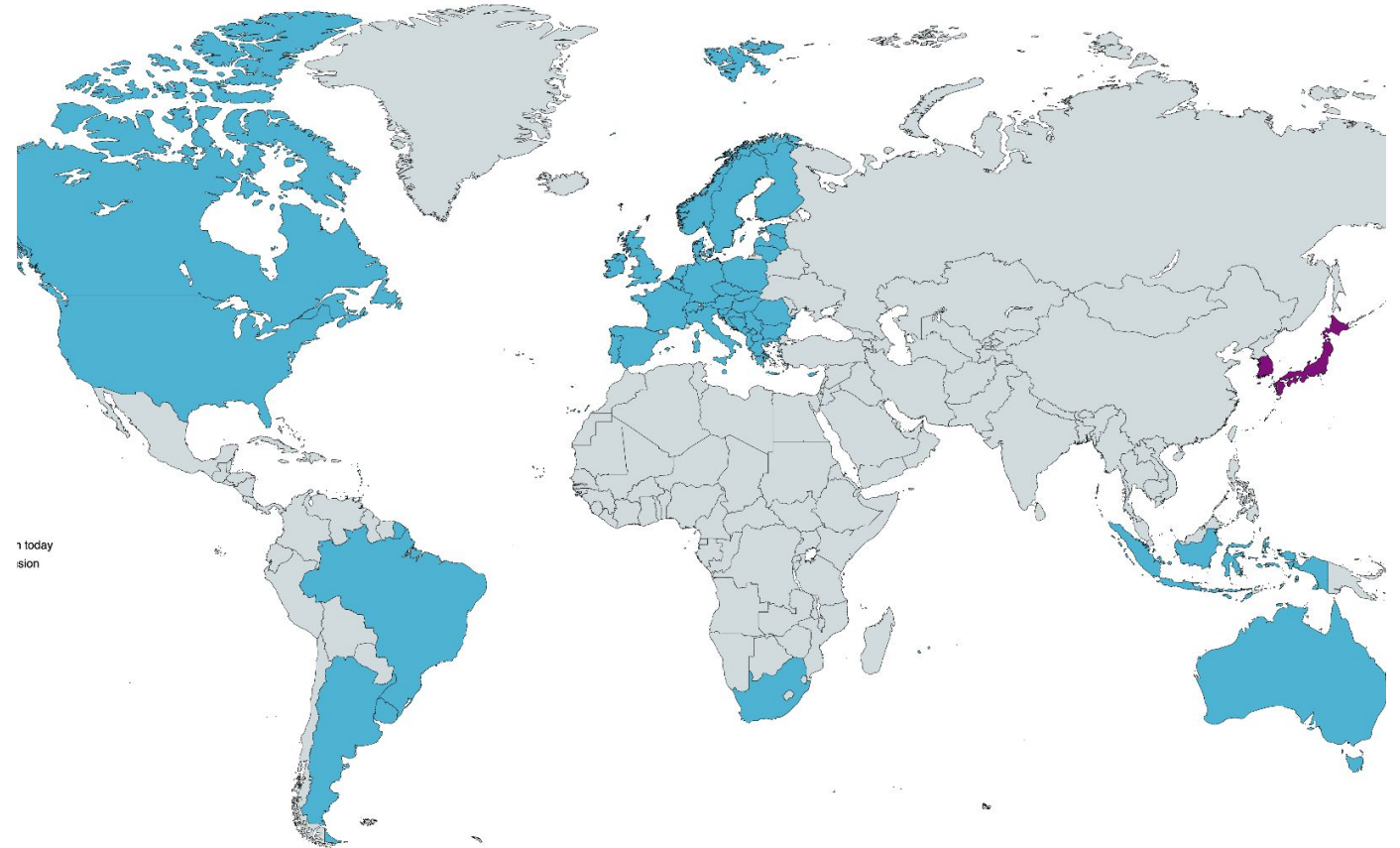
Air Quality Service

- Global Coverage

JAPAN: HIGH-PRIORITY EXPANSION MARKET

One of the world's most significant pollen markets with an immense seasonal allergy challenge.

Primary Drivers: Cedar pollen (sugi), Cypress pollen (hinoki)



One data layer, many applications

◆ Citizen awareness

- Citizen self-care
- Personal preparedness
- Citizen warnings
- Health & Safety communication

♥ Discovery awareness

- Citizens' information search
- Easy to use
- Communication channel

◆ Location insights

Environmental insights at any location

For cities, landmarks, events, venues, outdoor activities, adventures, travel ++



The same environmental intelligence layer serves pharmacies, smart cities, media, event organisers and citizens alike.

Dynamic content. Easy to use.

Public awareness



News media & Citizen solutions

23:45 5G 29%

VG Les VG+ KG

Slik blir det fremover

	I dag	I morgen	Neste 7
Gress	Høy	Moderat	→ Økende
Selje	Moderat	Lite	→ Stabilt
Or	Lite	Lite	→ Stabilt

ny tjeneste:

Sjekk pollen-varselet der du bor

GEO: On-Page & Partner content

Environmental Exposure Detail

Forecast for 12 August 2026

Pollen species	Score	Grade	Value
Alder	0/100	Good	6.9/100
Birch	0/100	Good	2.5/100
Hazel	12/100	Good	6.5/100
Gross	45/100	Good	18.7/100
Mugwort	8/100	Good	0.4/100
Cypress	3/100	Good	0.0/100
Willow	5/100	Good	1.4/100

Substance	Grade	Value
PM2.5 (fine particles)	Good	6.9/100
PM10 (coarse particles)	Good	2.5/100
NO2 (nitrogen dioxide)	Good	6.5/100
O3 (ozone)	Good	18.7/100
SO2 (sulphur dioxide)	Good	0.4/100
CO (carbon monoxide)	Good	0.0/100
HCOD (formaldehyde)	Good	1.4/100
PM2.5 (submicron particles)	Good	3.5/100

Mold Spore Activity

Spore Type	Intensity	Score
Cladosporium	Low	12/100
Alternaria	Low	14/100

Understanding the Scale

Scores are measured on a 0-100 scale. Here's what each level means for runners:

Score	Meaning
0-25	No significant exposure detected. Ideal conditions for all runners.
26-50	Moderate exposure. Safe for all runners, including those with mild sensitivities.
51-75	High exposure. Runners with sensitivities should consider wearing a mask or avoiding the area.
76-100	Very high exposure. Runners with sensitivities should avoid the area.

From space-grade science to smart-city impact

Together, we can align advanced Earth observation with local environmental insights to enhance citizen well-being and drive shared market growth



JOINT PILOT

Share hyperlocal environmental layers in a Japan awareness solution for citizens, or partner on Airmine's geo-solution.



COMBINED EARTH OBSERVATION

Pair JAXA data with Airmine's proprietary environmental models.



MUTUAL MARKET ACCESS

Bridge EU and Japanese community communication for shared growth.

LET'S TALK

Building the environmental intelligence layer for smart cities — Together

We'd welcome the opportunity to explore a pilot collaboration with Japanese partners and JAXA — building on our space-grade approach to environmental intelligence, for the benefit of cities and the people who live in them.

"Space-grade science. Street-level insight. Built for the people and cities that move through it."

airmine



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