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RUNWITHIT SYNTHETICS LAUNCHES REGIONAL EDMONTON ADVANCED LAB (REAL) IN OCTOBER 2023

For Immediate Release

EDMONTON, ALBERTA — (October 27, 2023) — RUNWITHIT Synthetics Inc. (RWI) announces the launch of an RWI and the world's first Synthetic Twin collaborative, the Regional Edmonton Advanced Lab (REAL) initiative on October 18, 2023, in Edmonton. As regions grow, become more complex, and face mounting acute and chronic events, RWI's new dynamic digital twin technology can support leaders facing interconnected and human-centric futures. People, place, and scenario-based generative AI can now inform successful investments by providing access to dynamic and visualized analytics for measuring generational equity, resilience, and sustainability.

Regional leaders from government, urban planning, charity, education, airports, health, tourism and economic development are guiding REAL, all working together to make the Edmonton Metropolitan Region a better place to live, work, play, and invest. Together, RWI and two early adopters to the precursor of REAL, SEEITAL, are finalists for three prestigious ASTech Awards - "Innovation of the Year," "Early Adopter of Innovation," and "Indigenous-Led Entrepreneurship and Contribution to Knowledge." the world's first multi-community RWI Synthetic Twin Advanced Lab. REAL Partners include Edmonton Global, Edmonton Health Cities, Edmonton Airport Authority, Explore Edmonton, MacEwan University, NorQuest College, Edmonton Metropolitan Regional Board, United Way of the Capital Region, City of Edmonton, City of Beaumont, City of St Albert, City of Spruce Grove, and Parkland County.

Interconnected Energy Futures was the first theme, where the participants explored the next 20 years of energy transition in the growing region with RWI's generative AI. Using today's Synthetic Population and Residences, participants examined the impacts of current energy price spikes in detail, mapping and quantifying the most vulnerable in the region and the differences that density makes.

The insights from REAL provide a detailed, mapped and quantified view into the complex intersectionality of energy futures, dependence, and burden. Seniors, people with children, and those on the economic margins consume energy differently, predominantly live in different building envelopes, and have less agency in energy efficiency and health considerations that considerably impact their energy burden. When the participants dialled REAL forward to 2044, new technologies, density and building envelopes help the region to become more efficient. The addition that new electricity demand from the electrification of cars, heat and cooling creates was also detailed and explored. Electrification adds significantly to energy dependence, affordability and resilient electricity planning, looking forward. The Region's Synthetic Senior Population in 2044 also quantifies the dependence of seniors who will be relying on remote patient monitoring and connected care.

"EMRB is pleased to join so many regional leaders in the Regional Edmonton Advanced Laboratory, and play a key role in the development of the Synthetic Edmonton Metropolitan Region. As decision-makers, we recognize the potential for this powerful sandbox environment to enable leaders to expedite and optimize their decision-making process and see what unintended outcomes and consequences might occur. With this dynamic tool, we are helping support and share decisions that will ensure a prosperous, resilient future for the entire Edmonton Metropolitan Region," says Karen Wichuk, CEO of EMRB.

“Edmonton Global is pleased to be a member of the Regional Edmonton Advanced Laboratory, and to have been a founding partner of the Synthetic Edmonton Metropolitan Region. We recognize that a groundbreaking, decision support tool such as this, will strengthen regional sustainability and inform pivotal decisions that will carry lasting economic, environmental, and social impacts for generations,” says Malcolm Bruce, ICD.D.

RUNWITHIT Synthetics creates living, digital models of regions, complete with people, lives and livelihoods, and infrastructure to support strategic decision-makers answering unprecedented questions around decarbonization and resilience. RWI's Synthetic Modeling Platform generates data from future scenarios and quantifies impacts and outcomes for people, infrastructure, and policies. REAL is based on the Synthetic Edmonton Metropolitan Region, which allows people to look forward and see the future of their regions by optimizing resilience and mitigating growing risks to economies, communities, governments and the environment.

"Exploring community futures in a holistic framework was the goal of REAL, and seeing this diversity of leaders come together is the reciprocity we hoped to inspire. Together we will be connecting silos, converging sectors and sharing knowledge using a Synthetic Twin technology to activate sustainable opportunities in the region,” says Myrna Bittner, CEO and Co-founder of RUNWITHIT Synthetics.

About RUNWITHIT Synthetics Inc.

RUNWITHIT Synthetics is a women-led, certified Aboriginal business that accelerates the design and de-risking of complex global systems. RWI creates synthetic twins, living geospatial models of cities, citizens, activity, and infrastructure through the intersections of people, technology, and infrastructures like roadways and utilities. Leaders dial forward limitless future scenarios to analyze, compare, validate, and quantify unexpected ripple effects and outcomes. RWI works with global leaders to get ahead of disruptive change. www.rwisynthetics.com

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