

1 October 2012

Professor Dirk Helbing
ETH Zurich
Chair of Sociology, in particular of Modeling and Simulation
Clausiusstrasse 50
8092 Zurich
Switzerland

FuturICT Letter of Support

Dear Prof Helbing

I am writing to express Crowd Vision's support for and interest in the FuturICT FET flagship. As you know, Crowd Vision is an early stage highly innovative company developing an international reputation as a leader in Live Crowd Analytics. Our aim is to use advanced sensing and analytics to help the world's population engage more effectively, pleasantly and safely with the physical world we occupy. As populations become larger and more urban, this is clearly critical for sustainability of social and economic well-being.

For an early stage company like ours, interaction with experts and a knowledge base of the type offered by FuturICT is important and plays a role in ensuring we can grow confidently and rapidly. We look forward to strengthening our relationship for mutual benefit.

Best Regards,



Fiona Strens, CEO