

Technology is full! Shanghai's first "smart runway" debuts in Daning Park

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In the outdoors can run out of the feeling of beyond the gym, sports mileage, consumption card, running steps, travel speed and other sports data can be at a glance, running results can generate a leaderboard so that runners are one to one higher... On December 8, the first "smart runway" in the central city of Shanghai was officially put into use in Daning Park. Since then, runners can meet on the runway in a clear morning or a quiet evening, measure the "most beautiful track" with their feet, enjoy the beautiful scenery of the park while running, and truly feel the new way of running interactive, fun, and full of science and technology.



Located in the Jining Park, No. 288 Guangzhong West Road, Jing'an District, with a total area of 680,000 square meters, it is the largest park in the central urban area of Puxi. The park is positioned as an "ecological landscape-type urban public green space", with mountains and waters, and the construction of natural landscapes, equipped with colorful trees, shrubs, lawns and ground quilted plants, and built some wetlands according to local conditions to form stable

plant communities and ecological natural landscapes. Not only that, the park gardening method is superb, the four seasons of the scenery is clear, fully highlighting the people-oriented concept and cultural connotation, and the concept of gardening between China and the West, ancient and modern, throughout the park, is a successful case of Haipai garden exploration. For a long time, the park is also the first choice for major cultural tourism brand activities in Jing'an District such as the "Shanghai Jing'an International Women's Half Marathon". **According to statistics, the average annual passenger flow of the park can reach more than 336,000 people.**



The "smart runway" is 5 kilometers long, with the north gate of the park as the end of the runway, passing through the cherry blossom avenue, the big water view, the Roman Square, the mountain gate, the mushroom pavilion, the sports promenade, the scenery of the South Country, the Convention Center, the white beach and many other landmark attractions in the park. The runway combines the characteristics of the park's "three seasons with flowers and four seasons with scenery", with special tulips, cherry blossoms, lotus running area, and matching the corresponding flower path and rainbow line, both like a winding, gorgeous ribbon surrounded by the lake light mountain, the perfect integration of natural scenery and scientific and technological charm, and providing perfect visual enjoyment and sensory experience for runners.



"After three months of polishing the "smart runway" system is actually a smart running outdoor sports Internet of Things platform, the main purpose of the construction of the "smart runway" is to provide free diversified sports services to the general public." Wang Enming, party branch secretary and executive director of Shanghai Daning Park Management Co., Ltd., a subsidiary of Shanghai Daning Asset Management (Group) Co., Ltd., said, "Runners, as long as they are in front of the interactive intelligent screen at the beginning of the runway, after completing the registration through face recognition, they can collect running data in time by setting up 3 AI data collection points such as runway ending point, 1.5KM and 3.5KM. Scan the QR code below the interactive intelligent screen, register the login, and check your own motion data ranking.

"The opening of the smart track" can not only make my usual outdoor fitness and exercise equipment minus a lot, but also inadvertently organize a "cloud competition" for runners at the same time, which is both practical and interesting! Mr. Wang, a running enthusiast, praised the "smart runway". After the launch of the "smart runway" will become a carrying a large number of sports data, AI analysis, cool and fashionable net red sports playing ground, so that runners run every day more ceremonial sense. Runners can also participate in various competitions organized by "Wisdom Runway" at any time through the "QueenRun" APP/mini program, and

query their own historical achievements and other relevant data, so that the movement integrates traffic and atmosphere.



Since the beginning of this year, as the main body of the construction of Daning functional area, Daning Group has closely focused on the Shanghai Urban Digital Transformation Strategy and the Jing'an District Government's practical projects for private affairs, and actively empowered the regional science and technology parks, vegetable markets and other fields, so that enterprises and employees in the region and the public can fully experience the real happiness, sense of gain and satisfaction brought about by scientific and technological innovation.

For example, on June 1 this year, after three months of intelligent transformation and upgrading, the Ningjia Baode Vegetable Market, which belongs to the Ningjia Baode Vegetable Market, which not only makes the surrounding elderly population account for 42.72% of the residents of Linfen Road Street in Jing'an District, can publicize the LED screen through information, save time and effort to choose the most desirable dishes, and realize the traceability of dishes through the two-dimensional code on the shopping ticket, which greatly enhances the public's sense of security. At the same time, business merchants can also use AI to identify intelligent electronic scales, accelerate the speed of morning peak shopping, and understand the sales information ranking in real time through the information publicized LED large screen, adjust the purchase in time to achieve accurate hoarding; vegetable farm management can also quickly locate and stop uncivilized phenomena or security risks in time through the behavior recognition detector; through the newly implanted passenger flow detector to understand the passenger flow in real time, strengthen guidance when the instantaneous passenger flow increases, to ensure the safety of the public to buy vegetables.

For example, the Daning Group promoted the second phase of the Daning Central Square Park digital upgrading and transformation project was put into operation in late July, using the latest AI algorithm and side-end neural network processor technology to achieve the dynamic balance of terminal distributed computing power and cloud center computing power, forming a campus super brain, and effectively solving the needs of intelligent Internet of Things. The project also includes the establishment of an integrated park operation and management platform, the digital way to complete the whole process of investment, leasing, management, rentback, etc., to improve the efficiency of operation and management, while providing financial management and other application functions for park enterprises and tenants, and providing venue leasing, repair services. The construction of the Internet of Things management platform and high-definition network AI cameras can realize the intelligent management means and data analysis entrance of key populations and mobile populations, reduce labor management costs, and help the park's energy conservation and efficiency.

In the future, Daning Group will also digitally empower other places and fields belonging to the Daning functional area, continuously optimize the business and living environment in the region, enhance the sense of acquisition of enterprises and the masses, further expand the four advantages of ecological pleasantness, convenient transportation, complete supporting, and high-quality service, accelerate the construction of a spatial development pattern of "one core, two industrial agglomeration circles, one commercial agglomeration belt, and four integrations", and make every effort to create an international quiet ecological business district to provide strong "digital" support for regional economic and social development.