



## The new frontiers of info mobility

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## - Cities in history

- Actual Cities
- Technology evolution
- Technology in day2day life
- Technology in cities
- Speakers

## Cities > Damascus (Syria) 10,000 to 8,000 BC

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## Cities > Jericho (Palestinian Terr.) 9,000 BC



## Cities > Aleppo (Syria) 8,000 BC



## Cities > Byblos (Lebanon) 8,800 BC

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## Cities > Sidon (Lebanon) 6,000 BC



## Cities > Plovdiv (Bulgaria) 4,000 BC

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# Cities development

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## Newest ones

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- Jerusalem (Israel) – 4,500 BC
- Athens (Greece) – 4,000 BC
- Gaziantep (Turkey) – 4,000 BC
- Varanasi (India) – 11<sup>th</sup> Century BC
- Rome 5<sup>th</sup> Century BC (753 BC)



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## List of cities proper by population

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- 1<sup>st</sup> Shanghai (China) - 17,836,133
- 2<sup>nd</sup> Istanbul (Turkey) - 13,854,740
- 3<sup>rd</sup> Karachi (Pakistan) - 12,991,000
- 4<sup>th</sup> Mumbai (India) - 12,478,447
- 5<sup>th</sup> Moscow (Russia) - 11,977,988
- 6<sup>th</sup> São Paulo (Brasil) - 11,821,876
- 7<sup>th</sup> Beijing (China) - 11,716,000
- 8<sup>th</sup> Tianjin (China) - 11,090,314
- 9<sup>th</sup> Guangzhou (China) - 11,070,654
- 10<sup>th</sup> Delhi (India) - 11,007,835
  
- 18<sup>th</sup> New York City (USA) - 8,336,697
- 19<sup>th</sup> London (UK) - 8,308,369

# London

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# New York



# London 2<sup>nd</sup>

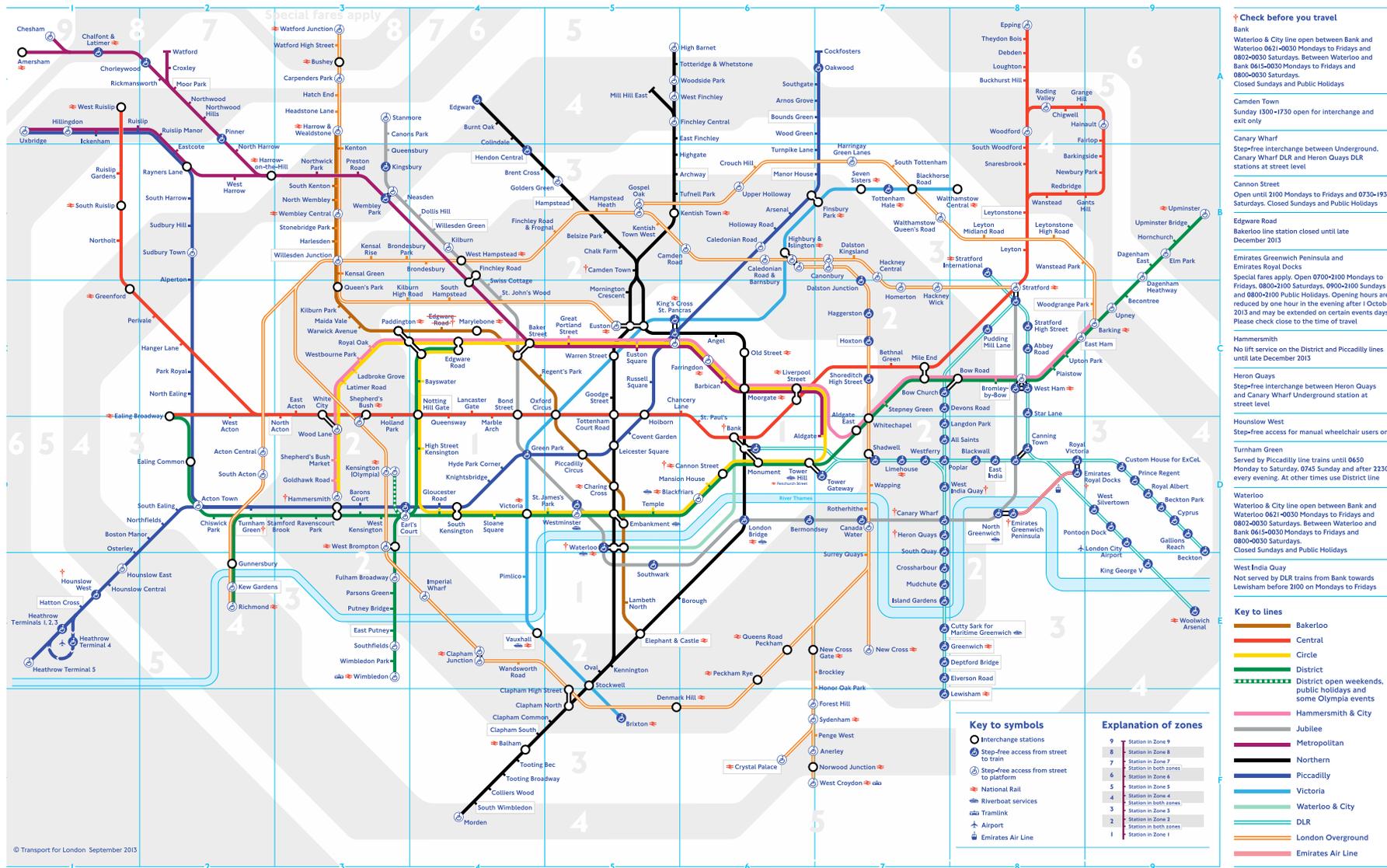


# New York 2<sup>nd</sup>





# London Tube Map





# London rail & tube services

## London Rail & Tube services

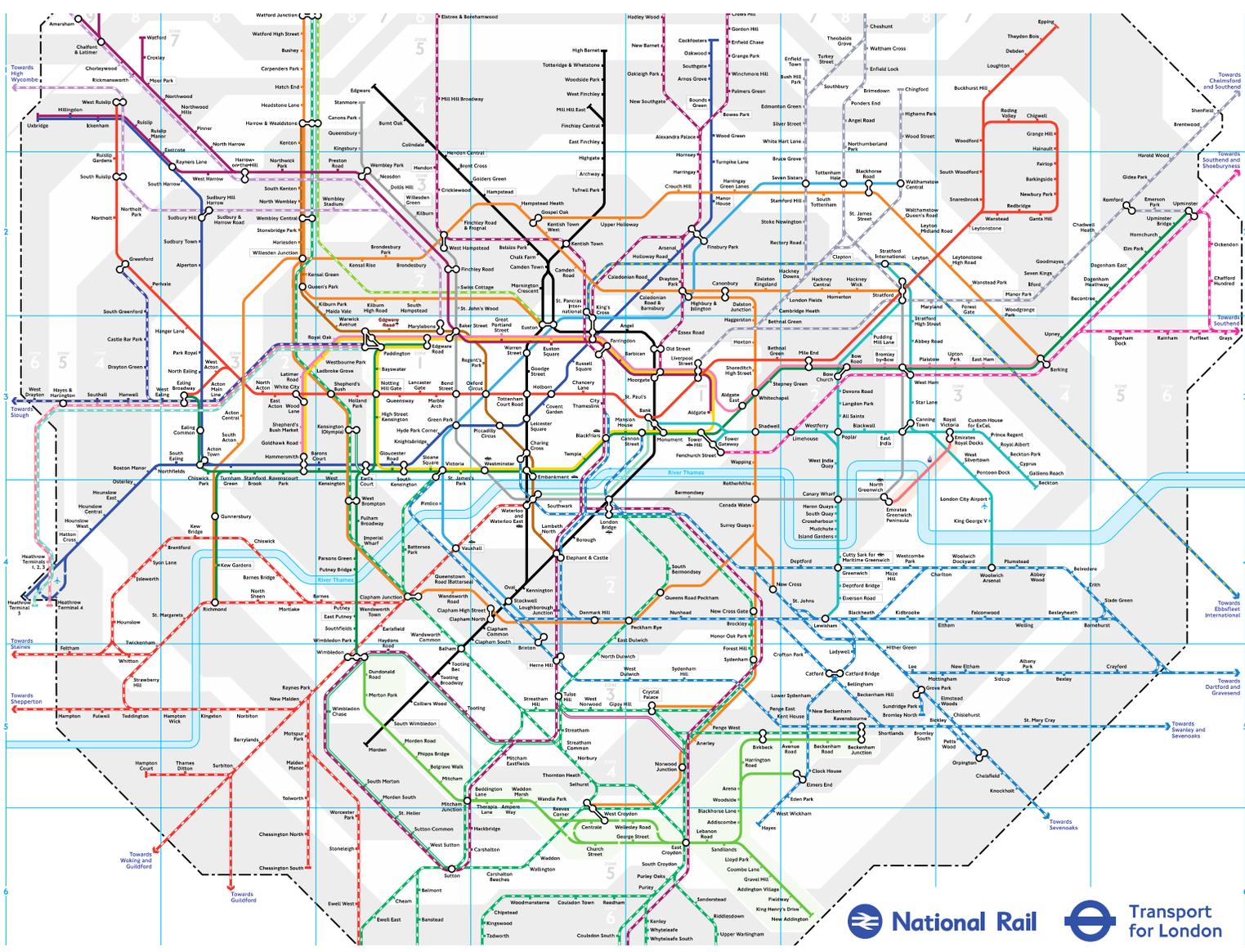
**Key to lines and symbols**

- Bakerloo
- Central
- Circle
- District
- District (limited service)
- Hammerhead & City
- Jubilee
- Metropolitan
- Northern
- Piccadilly
- Victoria
- Waterloo & City
- Docklands Light Railway
- London Overground
- London Tramlink
- Emirates Air Line
- Chiltern Railways
- c2c
- First Capital Connect
- First Capital Connect (limited service)
- First Great Western
- Greater Anglia
- Heathrow Connect
- Heathrow Express
- London Midland
- Southern
- Southern (limited service)
- Southeastern
- Southeastern (limited service)
- Southeastern high speed
- South West Trains
- Interchange stations
- Airport
- Riverboat service
- Emirates Air Line
- Station in both fare zones
- Tramlink fare zone
- Emirates Air Line fare zone
- Edgware Road
- Bakerloo line station closed from 25 May until late December 2013

Oyster pay as you go fares are available between all stations within the black broken line **except** for travel on:

- Southeastern high speed,
- Heathrow Express and
- Heathrow Connect between Hayes & Harlington and Heathrow.

For fares information visit [tfl.gov.uk/tickets](http://tfl.gov.uk/tickets)



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# The Sistine Chapel (1508 - 1512)



# Snow White & The Seven Dwarfs (1937)



# The Apple I (1976 - 1984)

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# Woody & Buzz (1995)

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# GSMA Video (150s)

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# Educate ?

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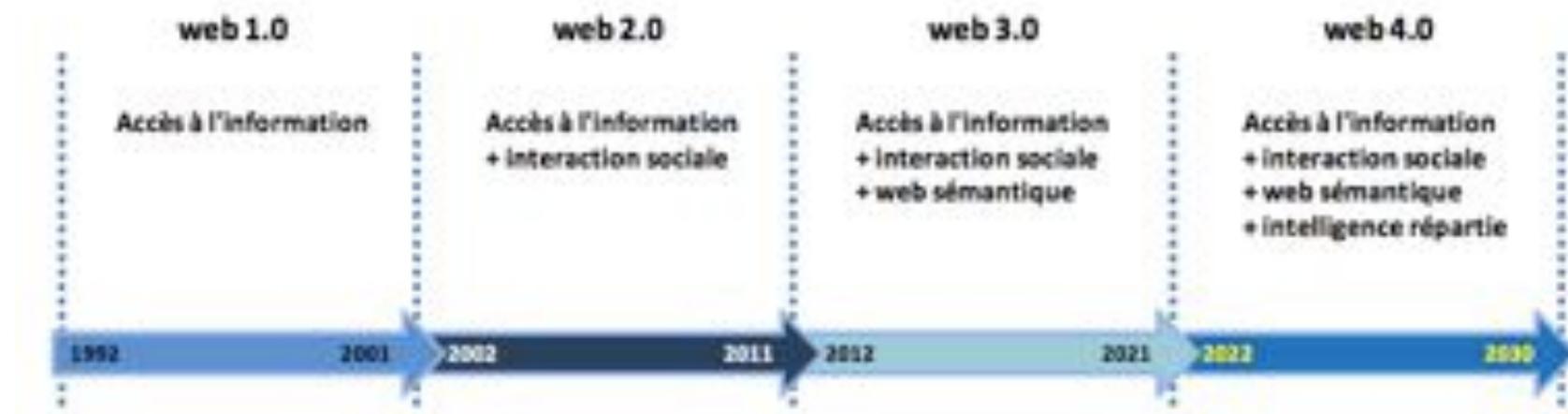
# Technology is competition

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# Web evolution

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# Adidas SmartBall

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# The August Lock

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# Flower Power by Parrot

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# Lifx

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# Tile

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# NFC Rings

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# Huggies nappies

## Como Huggies TweetPee funciona

**Design ergonómico**  
O design leve e confortável e seguro para o bebé. Fácil de instalar e retirar para utilizar as próximas trocas.



← 360° →

- 

O sensor de fealdade monitoriza a humidade e avisa em sinal quando a troca for vital.
- 

Todas as trocas têm a possibilidade para responder a urgências de bebé são utilizadas.
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Alerta de APP monitoriza e pede mensagens sempre trocas sem sair de casa.

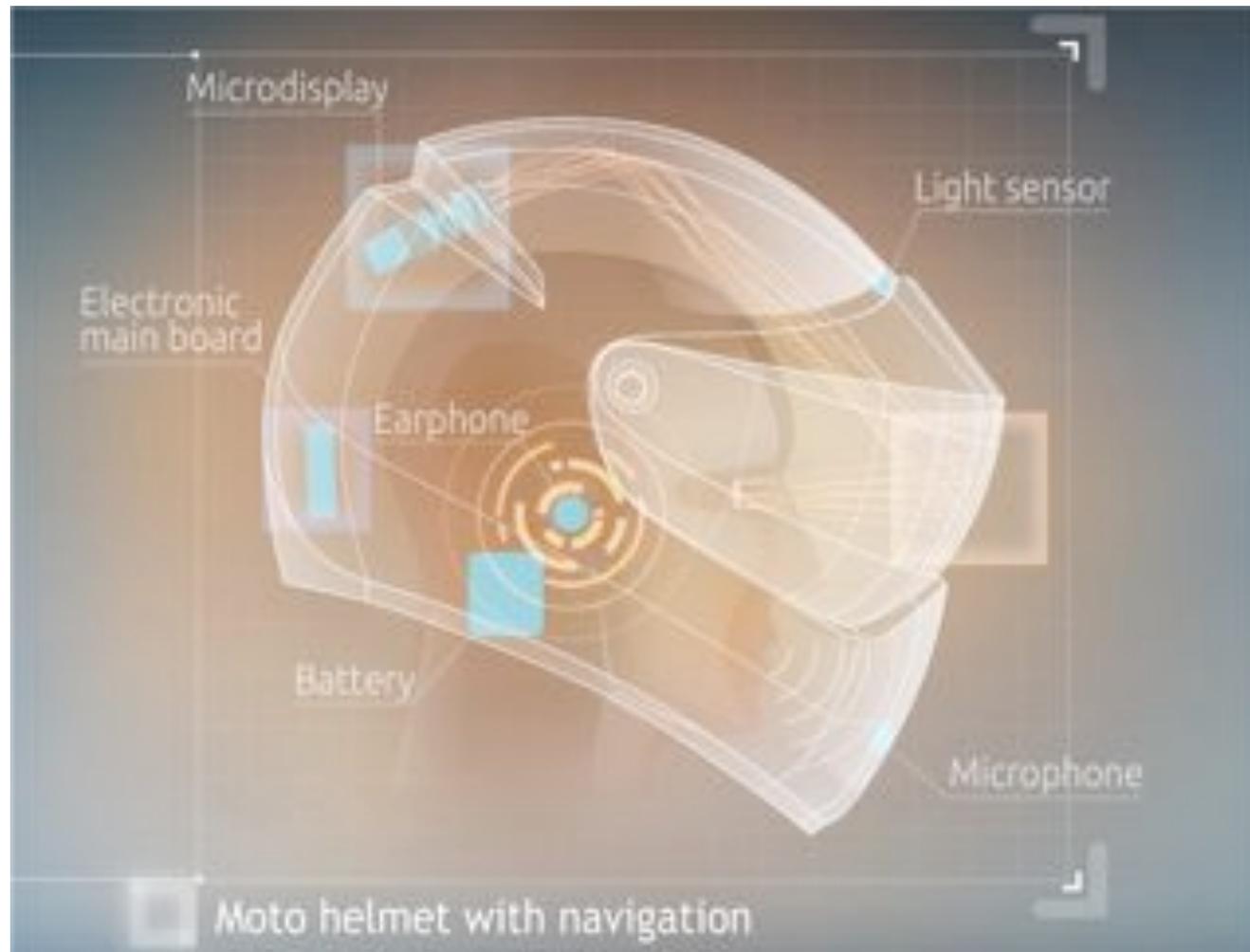


Como funciona

O aplicativo controla a capacidade de fealdade e avisa a hora certa de trocar.

# Livemap helmet

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# Withings connected scale

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# Kolibree toothbrush

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# Trends

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## Withings

Tout-en-un.  
Intégralement.

Le Smart Body Analyzer mesure le poids, la masse grasse, le rythme cardiaque et la qualité de l'air.



**Terrailon®**  
LE BIEN-ÊTRE PRÉCISÉMENT

Pour garder la forme, restez connecté à votre Web Coach !



Web Coach

# Evian drop

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# Start Cap

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# Gamification and opt in value creation

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**GUINNESS**  
MADE OF MORE™

**1** Take your phone and ensure NFC is turned on in settings

**2** Tap your phone against the tap on the front

**3** Enter to win a complimentary pint

**4** If you win, enjoy a pint on us

# Integrate into third party ecosystems

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# Information & Communication



# Automazione e Controllo



# Control & Automation



# Energy



# Health



# Trash bin



# Technology on the road

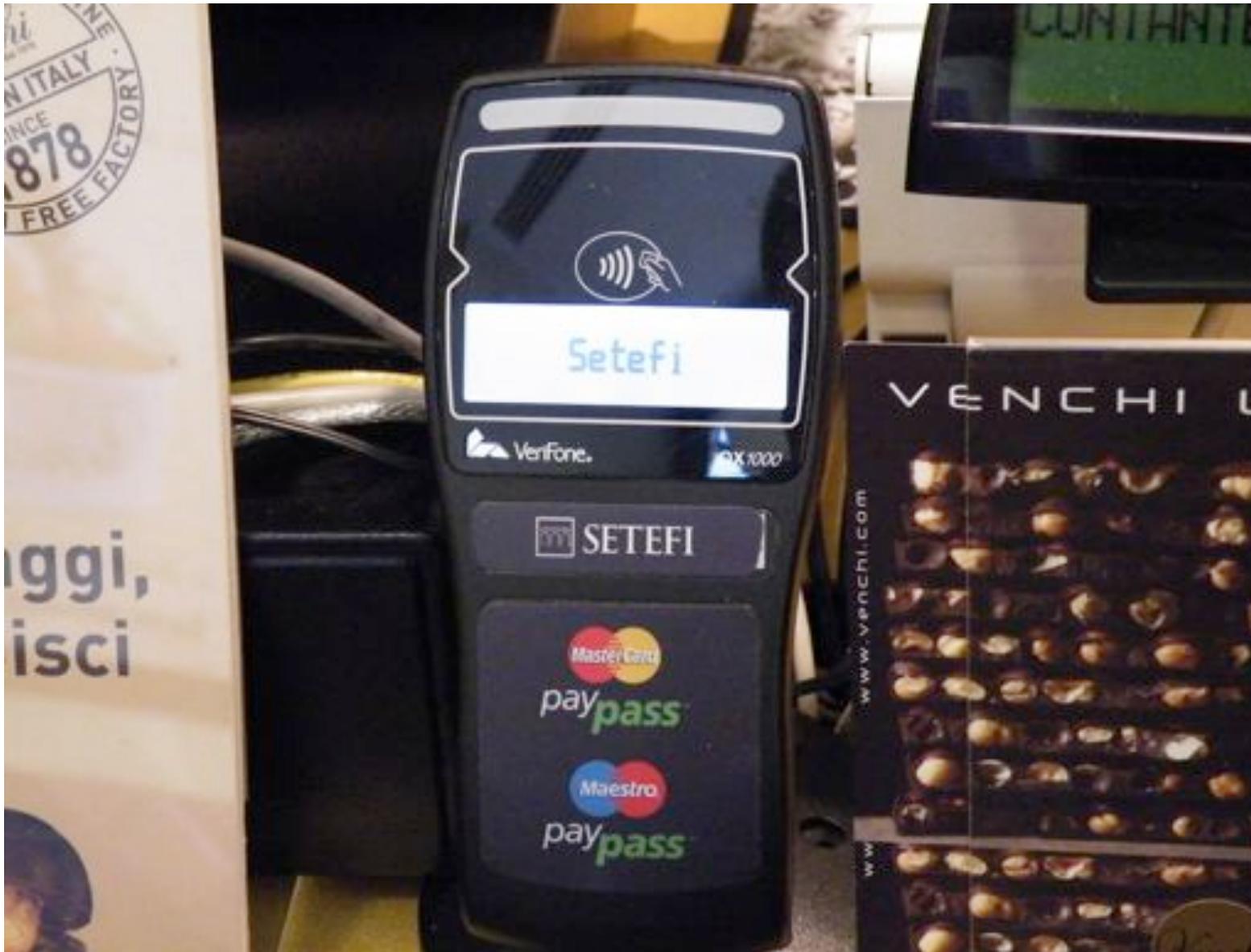
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# Conference



# Chock ?



# Flowers ?



# Advert



# Personal Advert



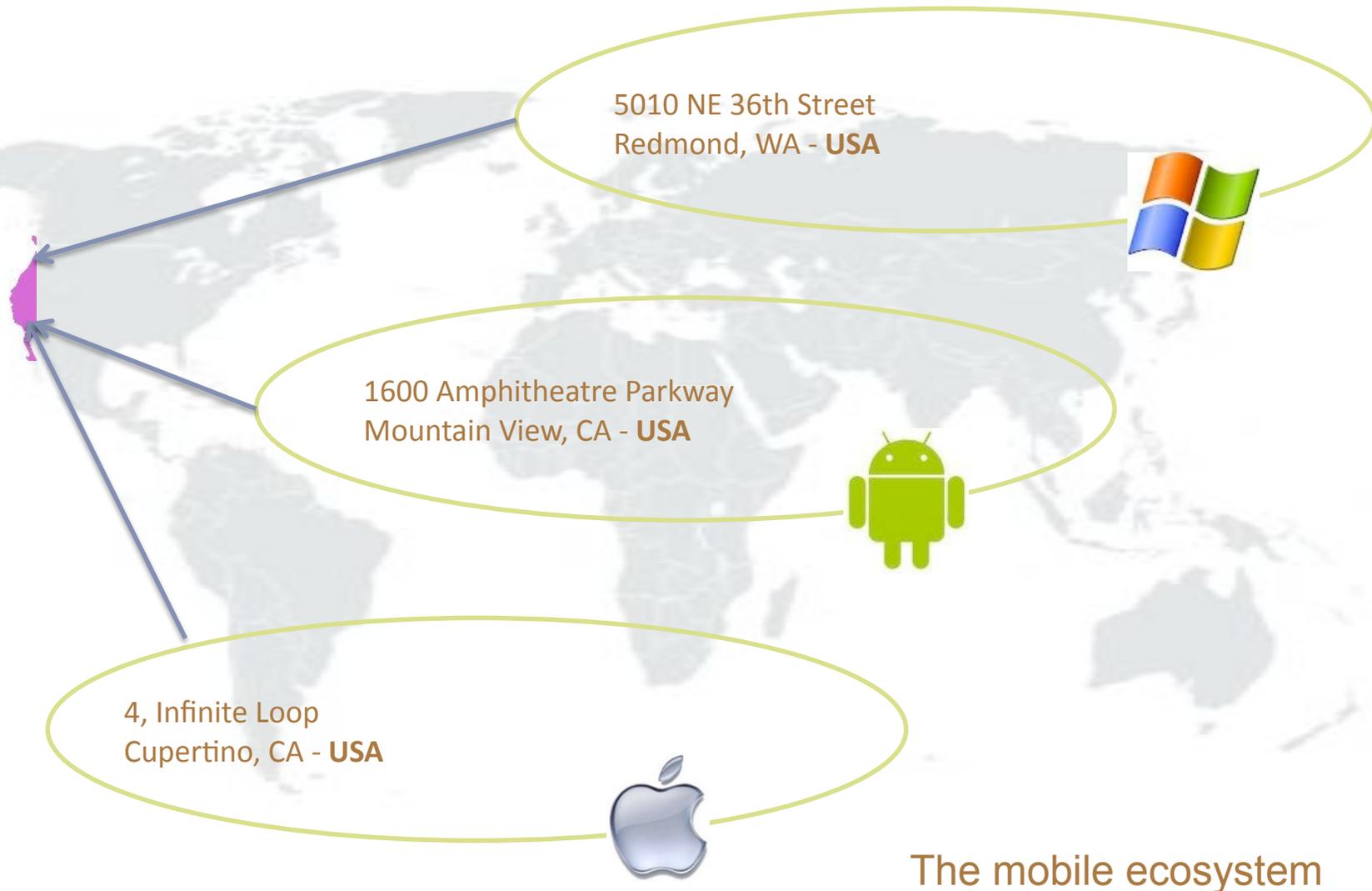
## Proxama Video (150s)

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# Mobile platforms and closed environments

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## La Smart City

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*Secondo la nostra visione una Smart City è uno spazio urbano dotato di un ecosistema di servizi che utilizzano per la propria fruizione tecnologie contactless.*

Lo standard tecnologico individuato per l'attivazione dei servizi di prossimità è NFC.

L'insieme dei servizi di trasporto, loyalty, payment e generici concorrono alla generazione di un ecosistema che consente al cittadino di fruire in modo più immediato, semplice e veloce di un numero significativo di servizi, spesso interconnessi.



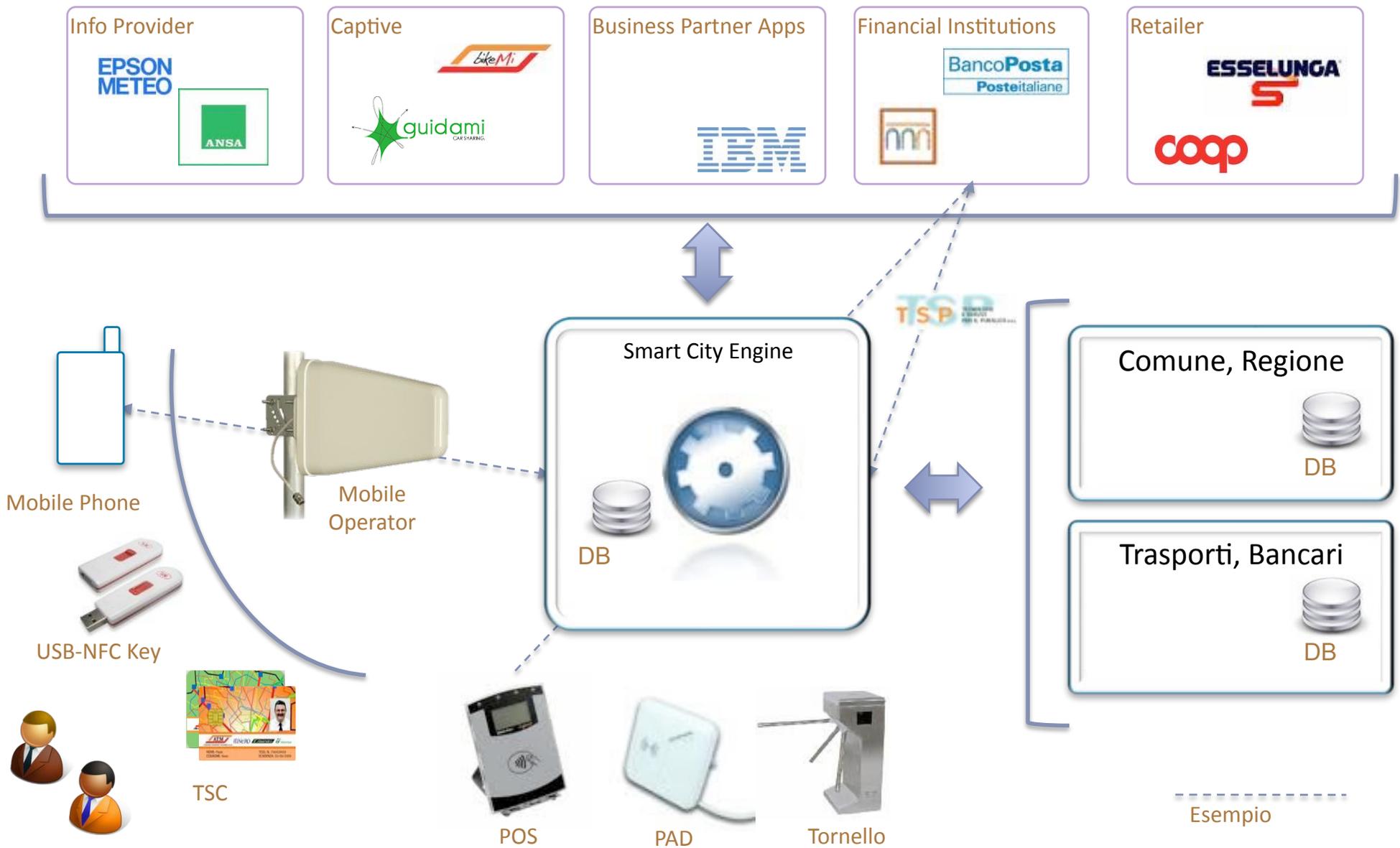
# Il ruolo di Milano e della Lombardia nel sistema paese

- 1,3 milioni di abitanti in città, 4 milioni nell'area metropolitana
- 174.000 nuovi studenti l'anno negli 11 poli universitari e 44 facoltà
- 7,8 Milioni di turisti all'anno, seconda città più visitata d'Italia
- 4 milioni di spostamenti di persone in città, ogni giorno
- Nell'area metropolitana 1.600 km di ferrovia, 40.000 km di strade e autostrade (vi circola il 20% di tutte le merci italiane), 30 milioni di passeggeri nel sistema aeroportuale
- L'area economica più sviluppata d'Italia
- In città hanno sede 340 mila imprese, circa il 7% del totale nazionale
- Un cittadino su dieci è imprenditore
- A Milano viene prodotto il 10% del PIL Italia
- Investimenti in R&D pari al 22% del totale nazionale
- Sede dei principali gruppi industriali, bancari e delle Borsa Italiana

Fonte: Assinform



# Smart City, possibili attori



## I servizi possibili in una Smart City

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- Trasporto
- Turismo
- Sanità
- Servizi al cittadino
- Servizi generici delle Pubbliche Amministrazioni
- Cultura
- Impianti sportivi e spettacolo
- Università
- Gestione eventi fieristici sportivi
- Gestione programmi di loyalty multi-brand

# Miglioramento dei servizi

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# Ricadute socio economiche

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# Grazie dell'attenzione

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# Bizdev & Strategy

MANAGEMENT CONSULTING

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## Speakers

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- **Gabriele Giustiniani** - CTL Università di Roma La Sapienza
- **Claudia Guenzi** - SIEMENS
- **Cristina Massari** - IVU
- **Lorella Montrasio** - VISLAB - DISS Parma
- **Davide Shingo Usami** - CTL Università di Roma La Sapienza
- **Luca Tosi**, AMAT - Agenzia Mobilità e Ambiente del Comune di Milano
- **Amelia Valletta** - Domus Academy