



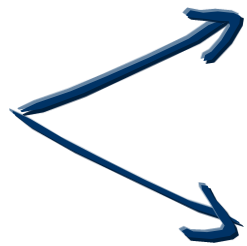
LEAP AHEAD

MOBILE WORLD CAPITAL BARCELONA



BARCELONA SMART CITY - THE VISION

*The city of
people*



*Improve citizens' welfare
and quality of life*

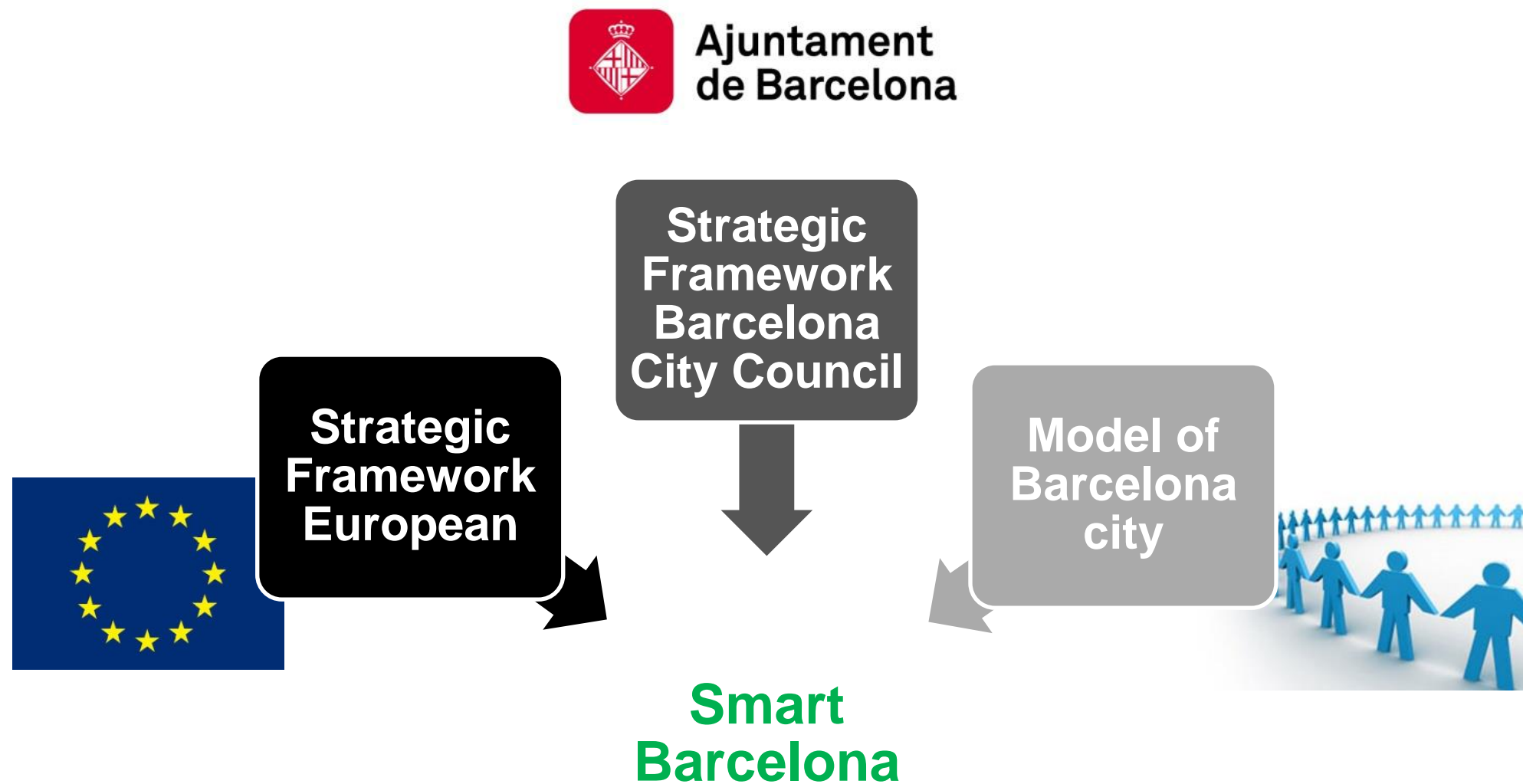


Economic progress



To become a city of productive neighborhoods, at human speed, interconnected, eco-efficient, re-naturalized, energetically self-sufficient and regenerated at zero emissions, inside a high speed interconnected metropolitan area.

CITY STRATEGIC FRAMEWORK



CITY COUNCIL. NEW URBAN HABITAT AREA

The Barcelona City Council has created a wide Area, **Urban Habitat**, to face the challenges of **transforming the city in the next 40 years** and, at the same time, take advantage of the opportunities that the smart city models will generate.



CITY COUNCIL: MES STRATEGY

MOBILITY



Ecosistema Smart Mobile



eADMIN

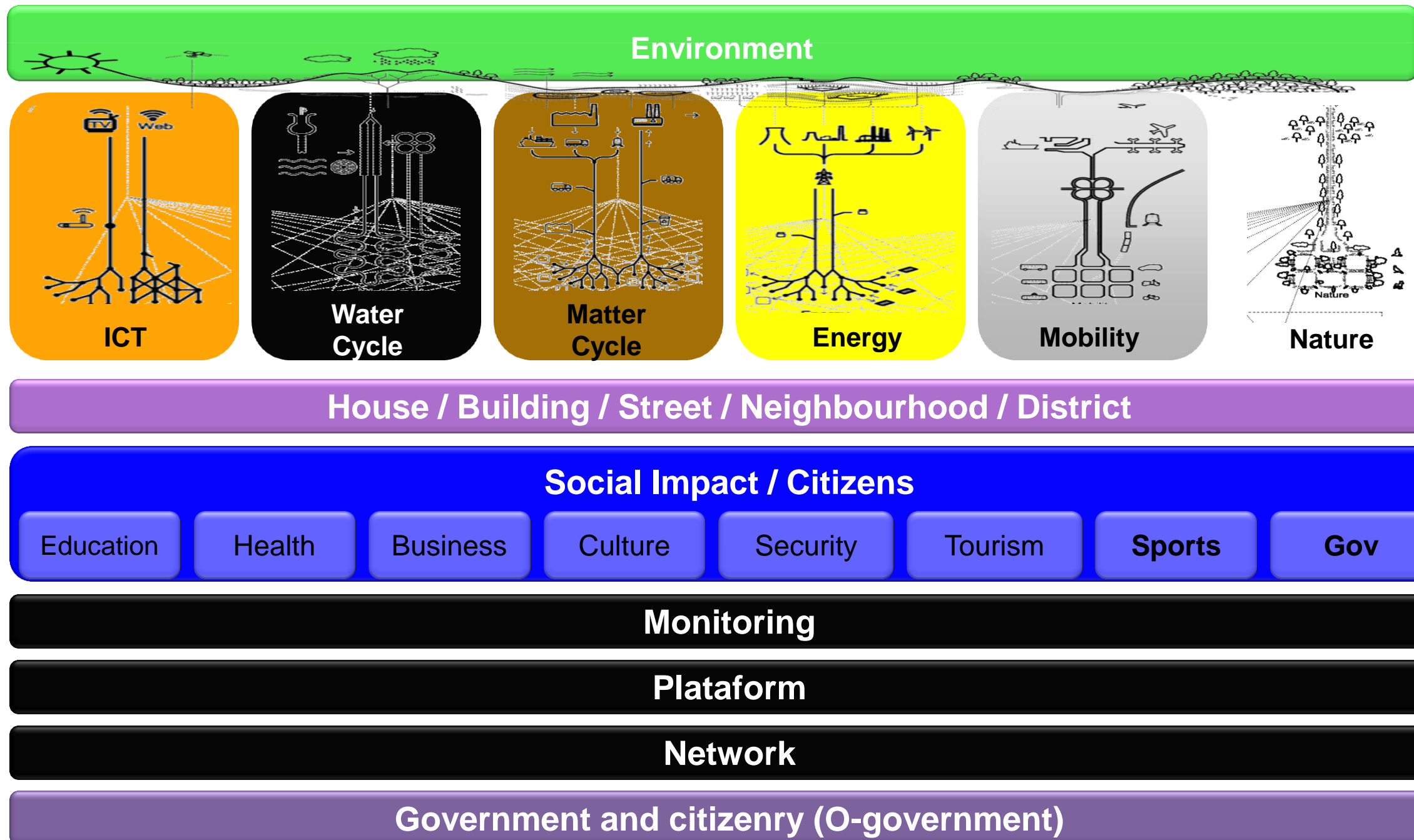


SMART CITY




An intelligent and integrated management of IT infrastructures is one of the key elements to achieve the objectives of the MES Strategy (Mobility, E-Government, Smart City)

BARCELONA LOCAL PROGRAM: Anatomy of Smart City





MAIN CITY PROJECTS: Transformation of a running city

- 
1. Next generation Telecommunication networks
 2. Urban Platform
 3. Intelligent Data
 4. Water/Irrigation
 5. Smart Lighting
 6. Self-sufficient buildings / zero energy blocks
 7. Electric Vehicles
 8. The City in your pocket (contactless and mobile applications)



URBAN PLATFORM: ICITY



www.icityproject.eu



Under the frame of iCity project, be offered public infrastructure to third parties so that they can offer the public service of public interest.



Target:

1. Creating a platform that allows channeling requests for applications that provide public interest services platforms to manage municipal open infrastructures.
2. Implementation of pilots in the first phase and subsequent operation of the platform.
3. Development of a methodology and commitment to attracting developers (companies, SMEs or individuals) as generating applications.



GREATERLONDONAUTHORITY

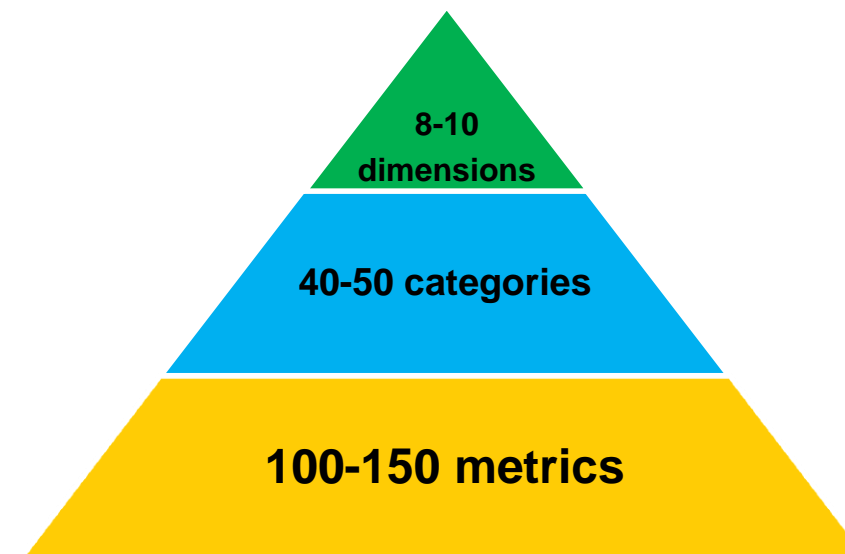
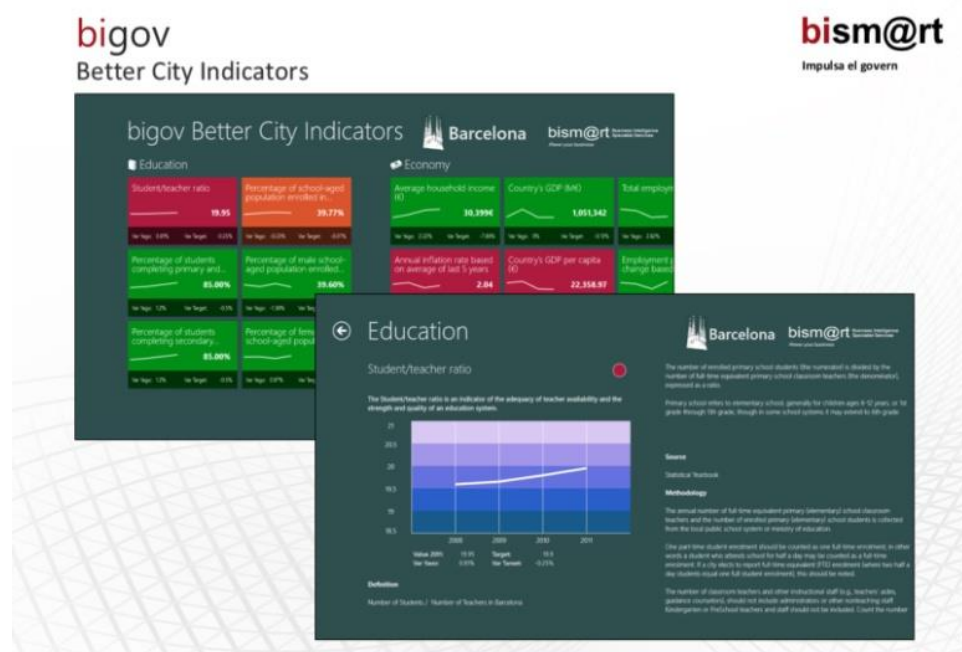
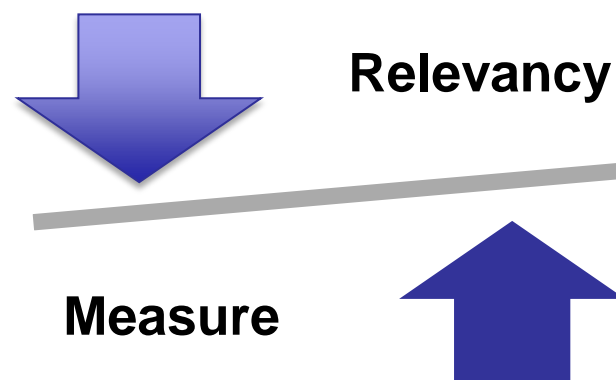
abertis telecom





INTELLIGENT DATA: CITY INDICATORS

- **Target:** Generate a city indicator panel from the purpose of **Global City Indicator Facility**, who allows measure the development level of the city and its attractive as a town where live or run a business.



- Develop an open product under the sponsoring of Microsoft and taking the world bank indicators as a basis.
- The application development will be carried out by Bismart (Microsoft partner).



SMART LIGHTING: LIGHTING PLAN

GOAL

Lighting Plan in Barcelona is a strategic plan that sets the criteria for lighting the city. Therefore, it defines the criteria which requires the city light: color temperature, levels, uniformity, contrast, control systems and operational management. It is not determined the number of lamps and lighting technology; it is the basis for the business model and technology to implement the concept of smart lighting in the city.



MILESTONES

- Early interventions lighting plan of the city have been on many places: Galileo st., Tarradellas Av. and Monument Cinto Verdaguer.
- Pending implemented a comprehensive solution to Paseo de Gracia.
- Analysis to develop a pilot with technological innovation Avenue Parallel.
- Analysis to find new business models to implement solutions pay per light.



THE CITY IN YOUR POCKETS: CONTACTLESS





URBAN LAB : 22@



Key information:

- Started in 2008
- 43 pilot proposals
- 14 pilots
- Environment, Mobility, Telecom,...

Some pilot projects:

- Lighting street poles -Eco Digital- with LED technology
 - Electric vehicle charging points
 - Electric solar-energy powered bike
 - Traffic control cameras
- Smart measurement of electricity and
 - FTTH
 - Bike lanes
- Public parking sensors
 - Noise sensors



THE MOBILE WORLD CAPITAL



The ICT industry is one of the main driving forces behind social progress. Mobile will lead society's transformation not just as a result of incorporating apps in the daily habits of individuals, but as part of a profound mechanism of change. Mobile will pioneer the technical advances of our future.

Mobile World Capital Barcelona has that vision and is leading this transformation process by bringing the ICT industry closer to other industries and to people. It is the catalyst; a mobilizer of change, an inspiration for new projects.

Mobile World Capital Barcelona offers an organized model for innovation designed to accelerate growth and improve people's lives.

THE ADVANTAGE

The Mobile World Capital is uniquely positioned to accelerate the growth of mobile by creating an ecosystem of public – private partnerships, communication platforms, and a city living lab.

TWO PATHS

1. TRANSFORMING INDUSTRIES
2. ENGAGING CITIZENS





1. TRANSFORMING INDUSTRIES

TWO DRIVING ENGINES

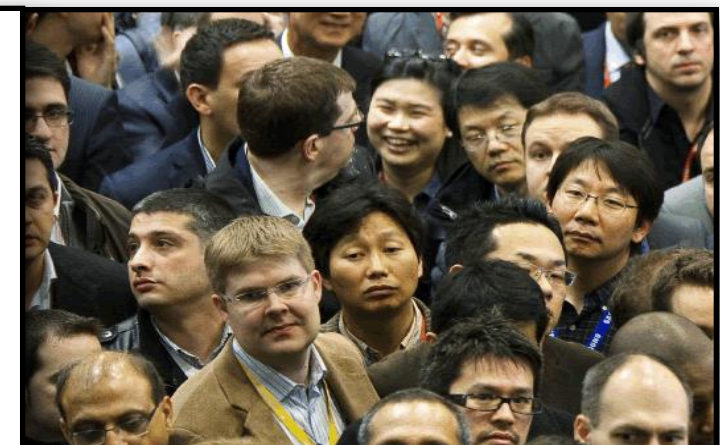
MOBILE™
WORLD CONGRESS

Where mobile industry leaders advance global Business and the main companies of other sectors get in touch with the ICT industry



 **MOBILE
WORLD CAPITAL
BARCELONA**
HUB

Permanent meeting point between the ITC sector and companies and organizations from other sectors, focused on the design and management of key projects that will transform the world's mobile economy



2.ENGAGING CITIZENS

TWO AMPLIFIERS



An open platform and state of the art exhibition showroom where visitors are able to understand and experience how mobile is enhancing their lives.



Inviting citizens to celebrate the mobile lifestyle through a series of creative leisure and entertainment events.





1. TRANSFORMING INDUSTRIES: THE HUB



TARGETED EFFORT

We have identified key vertical areas where the impact of mobility is greatest to involve the main players in both public and private sectors:



mTravel/Transport



mHealth



mContent/Tourism



mWallet



m4All



Smart Cities

KEY PROJECTS

Project leader who coordinates the multi-sectorial players with a closed development agenda, seeking concrete commitments among the participants

LAB

A worldwide living laboratory will be created to test the development of integrated solutions across services, networks and devices.

SPACE

2800 square meters in “The Best Building in the World” (2011 WAF) located in Distrito 22@ well known area for its innovation in technology.



**MOBILE
WORLD CAPITAL
BARCELONA**

www.mobileworldcapital.com