



# Smart Cities | Smarter Signage Regulating the Tomorrow's Tech

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When was the  
first car phone in  
use?

1946!



# Technology Adoption

## NUMBER OF YEARS IT TOOK FOR EACH PRODUCT TO GAIN 50 MILLION USERS:





# Introduction to Smart Cities



# Enter... the Smart City

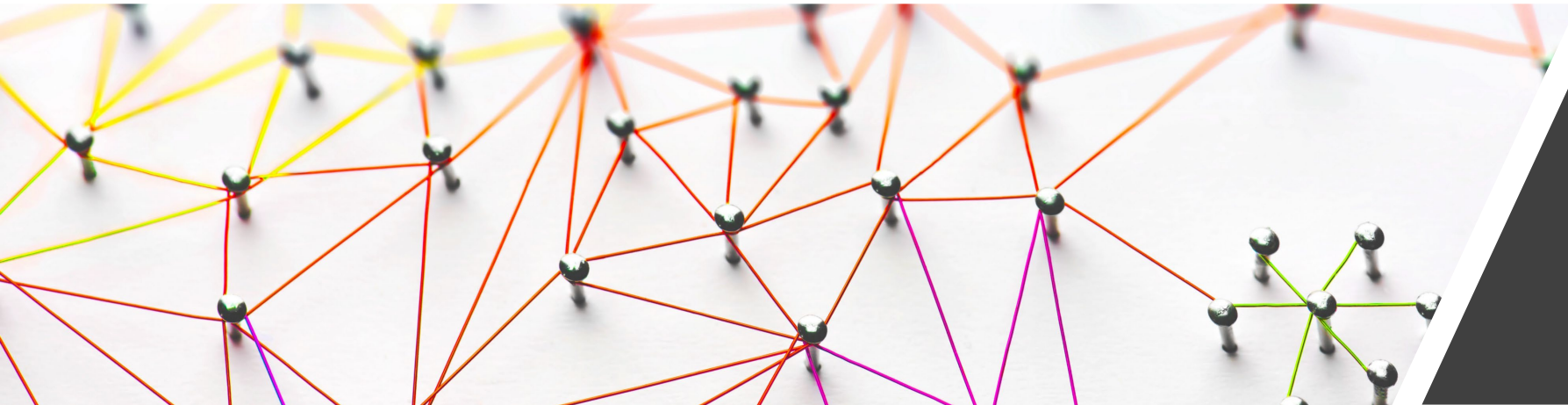
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Everything is connected  
IoT





Bluetooth BR/EDR, streaming rich content, like video and audio.

Devices that connect with both Bluetooth BR/EDR and BLE.

Low-power devices, sending small bits of data using very little energy.

# BLE – NFC – RFID – Smarter Signage Tech



# IoT Applications for Smart Cities

E-Services

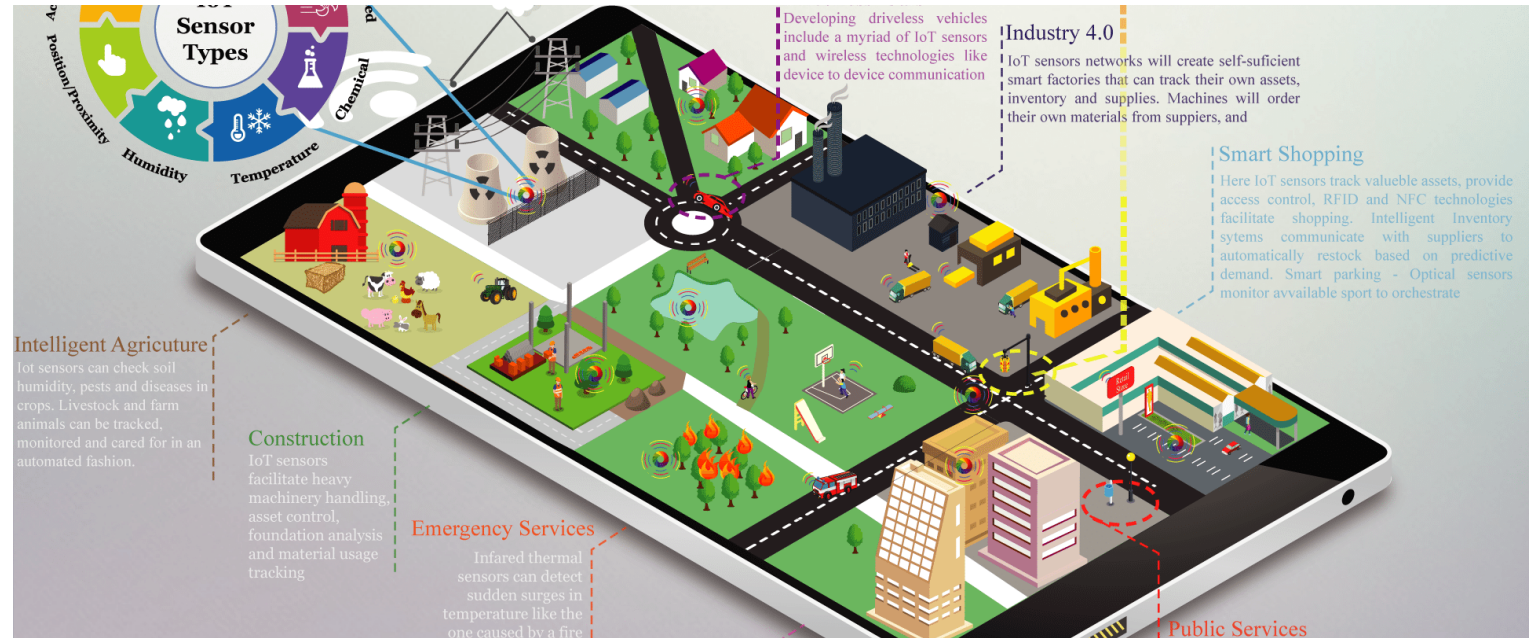
Transport Systems

Smart Traffic management

Health Cards

Water Level Monitoring

## Advanced Color ePaper



# Smarter Cities Smarter Signage



# A Connected Community









# MAKING SMART DECISIONS ABOUT SURVEILLANCE



CAMPAIGN ZERO





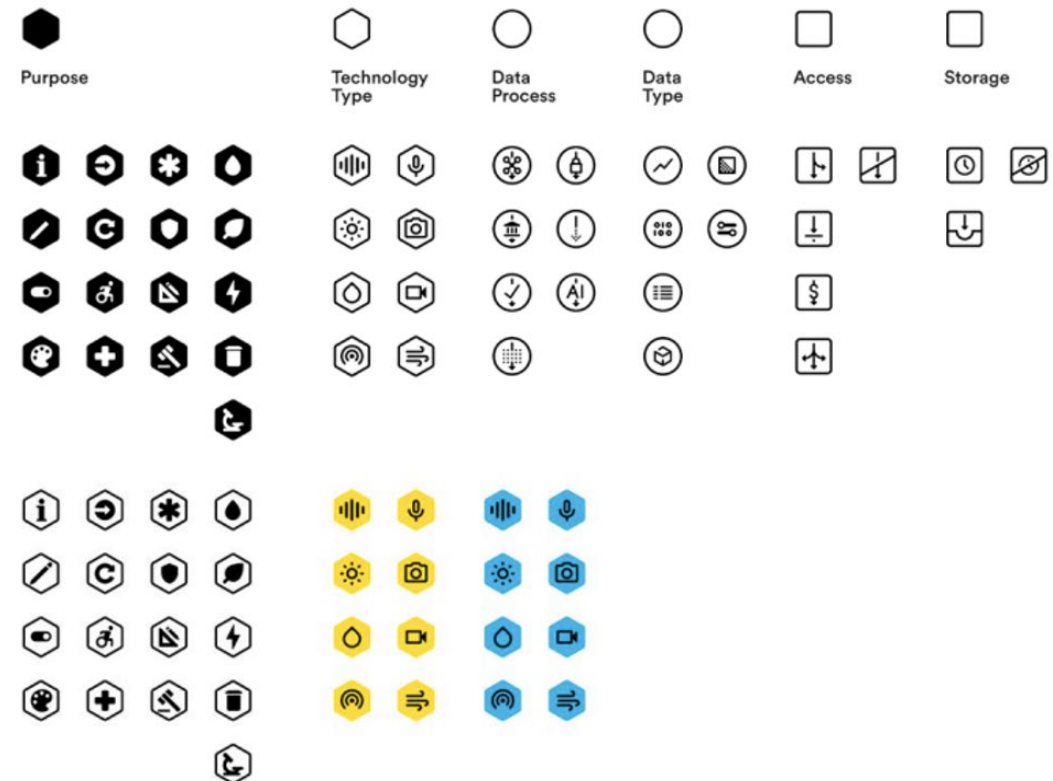
# Sidewalk Labs – Toronto, ON, Canada

## Numina

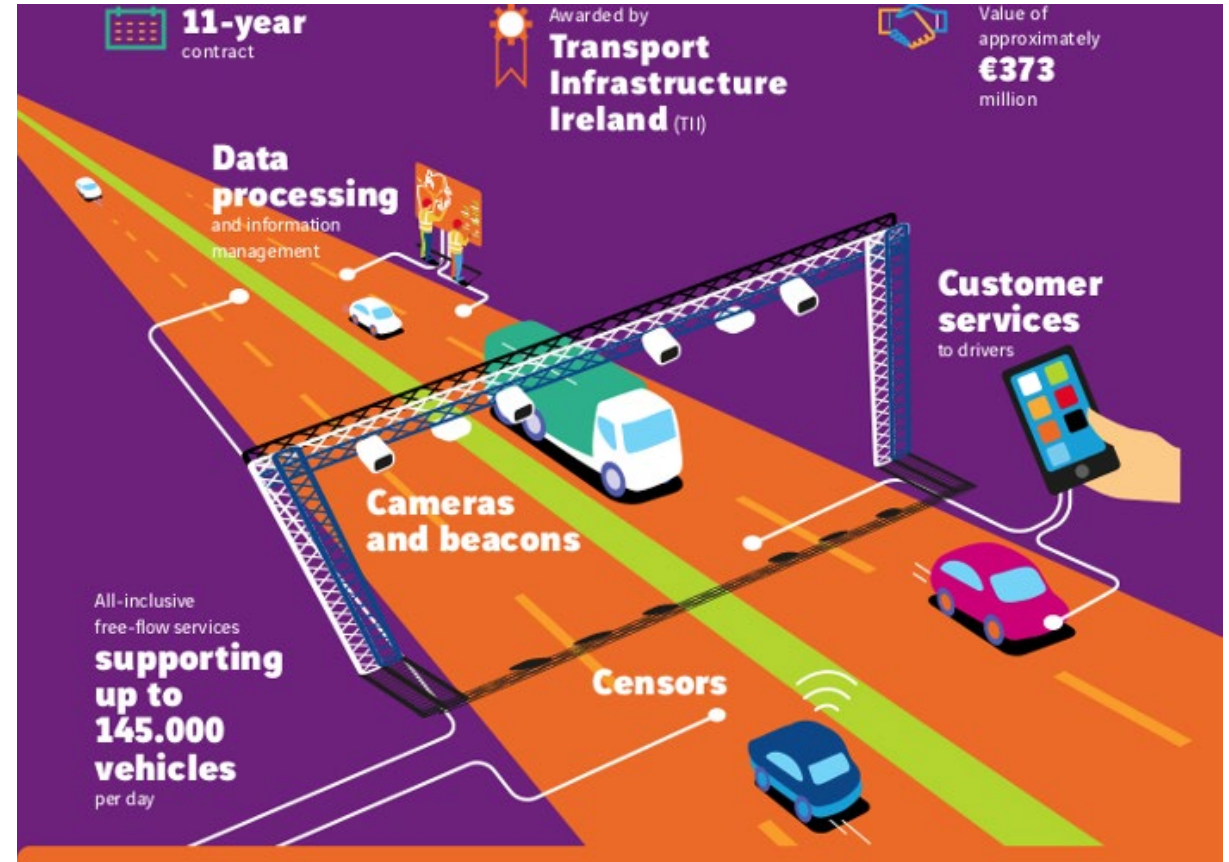
These icons convey the data collection activities underway for the Numina pilot.

De-identified data for planning and research purposes is collected in this area for Sidewalk Labs to measure how visitors move around and engage with our exhibits and prototypes inside 307. Images are collected which are immediately processed on-device to create non-identifiable pedestrian movement and count data, which is retained for five years. A low-resolution sample image is collected once every hour for calibration and data validation purposes, and are de-identified by blurring potentially identifiable information. Low-resolution sample images are not shared with anyone except Numina (the vendor) and are retained for 30 days.

If you have any questions contact  
hello@sidewalklabs.com





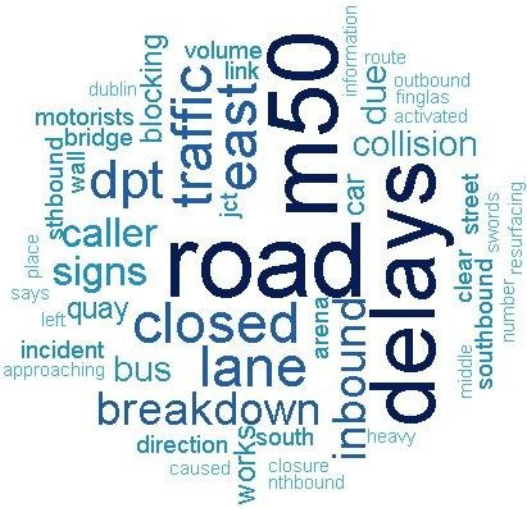


# Social Regulation in Smart Cities

# Smart Cities & Smart Citizenship



**Dublnked**™

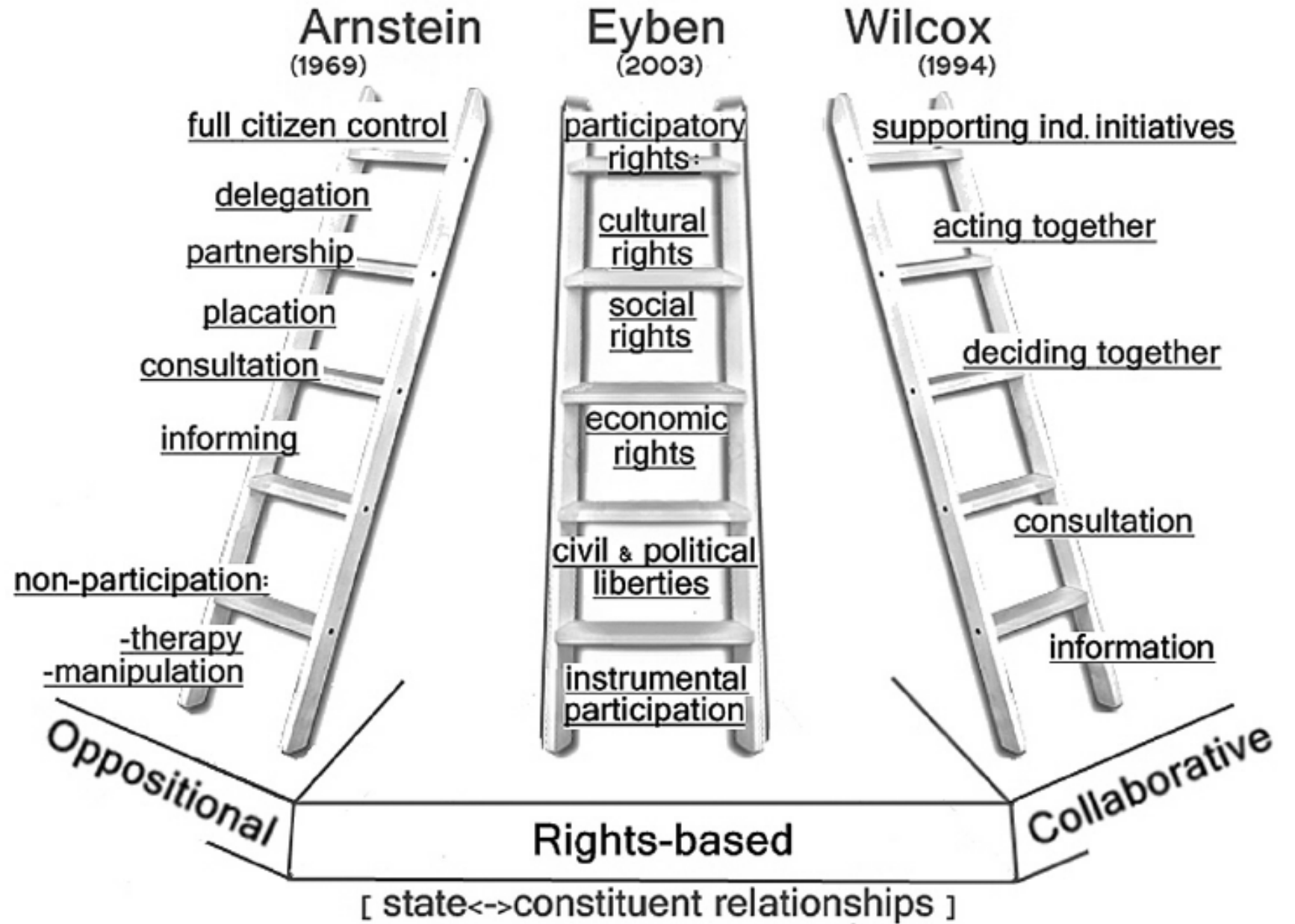








# Participation Ladders



**Wider benefits  
of building a  
learning city**

Individual empowerment  
and social cohesion

Lifelong learning for All  
in our city's future

Economic development and  
cultural prosperity

Sustainable development

Sustainable Development

Inclusive learning in the  
education system

Re-vitalized learning in  
families and community

Effective learning for  
and in the workplace

Extended use of  
modern learning tech

Enhanced quality and  
excellence in learning

A vibrant culture of  
learning throughout life

**Major building  
blocks of a  
learning city**

Strong political will and commitment

Governance and participation of all stakeholders

Mobilisation and utilization of resources

**Fundamentals  
conditions for  
building a  
learning city**

**Get S.M.A.R.T.**

**SMART –  
Specific  
Measurable  
Achievable  
Realistic  
Time-Centric**

