

A new idea of city

Services tailored to citizens

The impact of technological innovation on the urban experience translates into the optimization of resources and greater efficiency of public services with the aim of improving the quality of life.

How to harness the potential of new technologies to make cities more efficient, safe, and ideal places to live, work, and invest.

Key Trends:

\$165,8

BN

Global Smart Cities market estimate by 2028.

\$43

BN

Projected revenue from the global IoT sensors market by 2025.

\$100

BN

Revenue generated from Smart Cities infrastructure by 2024.

DATA SOURCE: STATISTA

It's the ability to integrate **technology** into processes and services that makes the difference. The **synergy** between the **Public** and **Private** sectors is essential to carry out initiatives of interest to the community and **innovative solutions**.

The Value of Technology's Impact

Social Cohesion

Telepresence and online services contribute to reducing travel ("15-minute City") and narrowing the Tech Gap; monitoring and alert systems enhance citizen safety. **Digital platforms** promote broader and transparent participation, while universal accessibility solutions ensure fair access to services, regardless of users' physical or cognitive abilities. Finally, **extended reality** offers immersive and customizable experiences.

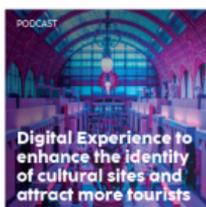
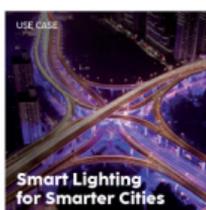
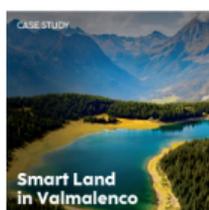
Intelligent Mobility

AI and **Digital Twin** support urban planning by assessing impacts and developing integrated mobility solutions. **Cloud platforms** manage various aspects such as congestion charge rates, parking, and city logistics, also utilizing **IoT** devices. Regarding **MaaS**, digital intermediary platforms provide personalized information on traffic/ accessibility, facilitating the search and booking of multimodal travel solutions and related payments.

AI-Driven Value

Artificial Intelligence is essential for analyzing large amounts of data from sensors, cameras, and mobile devices to optimize traffic by reducing travel times; improve public safety; efficiently manage waste, reducing costs for authorities and users; enhance the energy efficiency of buildings and infrastructure; provide personalized services, such as in the tourism sector; and finally, integrated systems of digital services form the basis of proactive and data-driven public policies (welfare).

Our Toolbox



Our Impact

