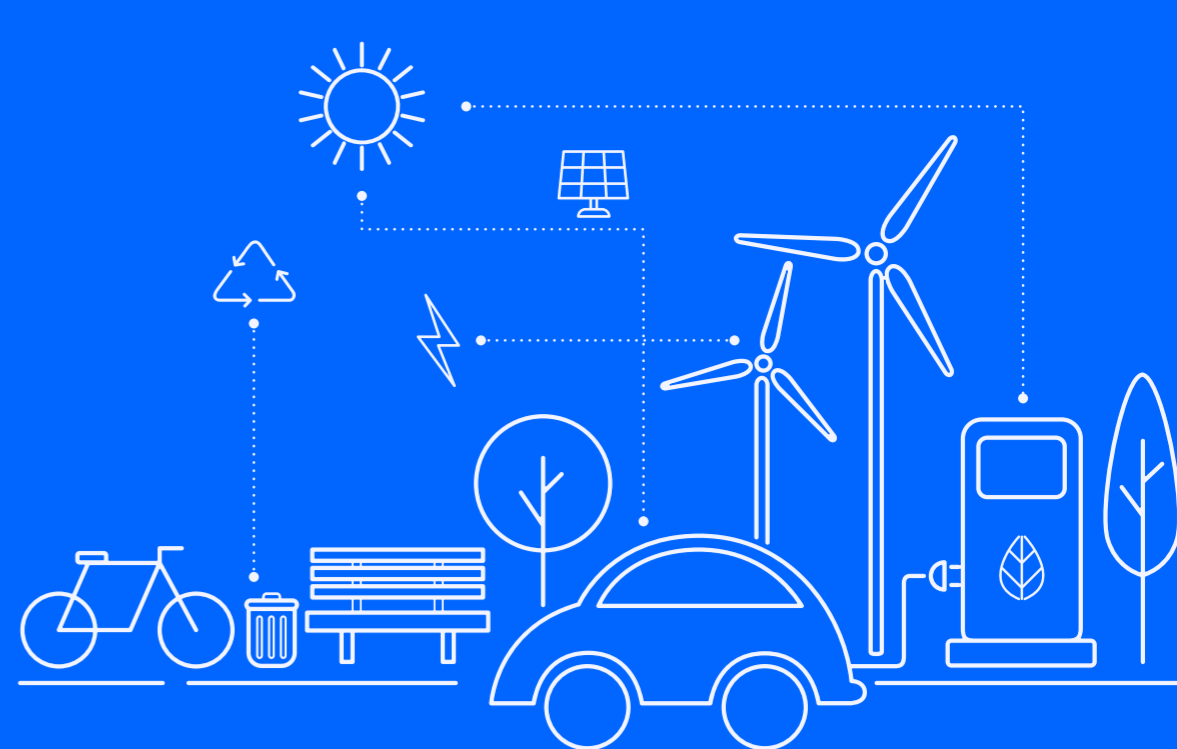


AI OF THINGS

Digitalisation for the present and future of Smart Cities



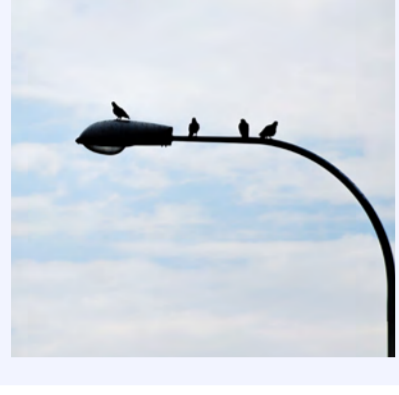
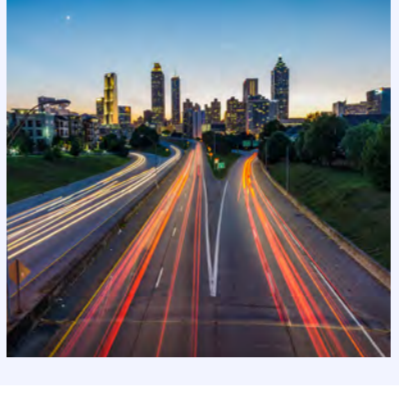
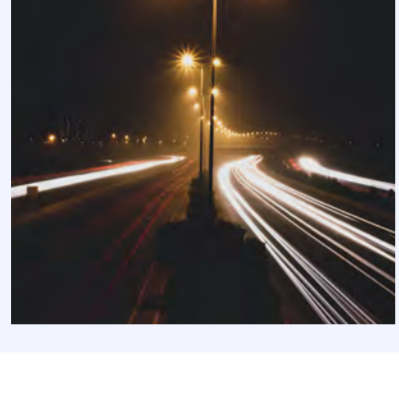
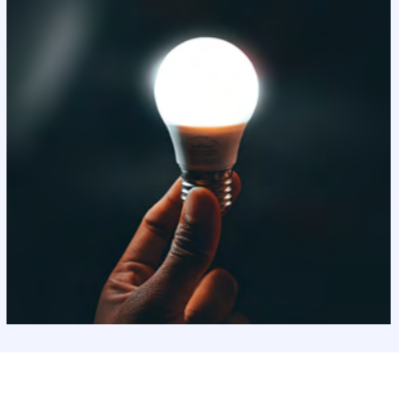
According to the United Nations, it is estimated that **70%** of people will be living in cities by 2050. Digitalisation is therefore the greatest ally for sustainable development and for improving the quality of life of citizens.

Thanks to digitalisation and the use of technology, such as **IoT, Big Data, Artificial Intelligence or Blockchain**, cities will achieve a more efficient management and a more sustainable use of the resources available to them.

SMART LIGHTING

Public lighting represents a large part of the electricity consumption in cities. IoT and digitalisation enables real-time remote management of lighting, providing great benefits.

Benefits

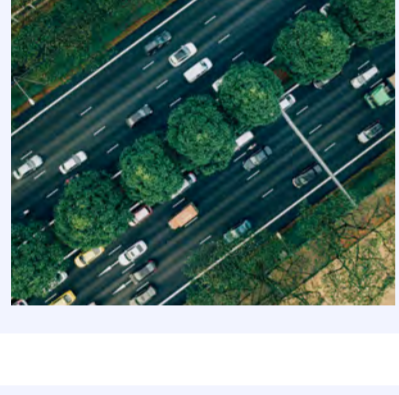
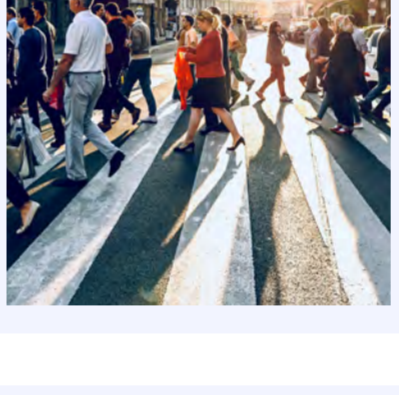
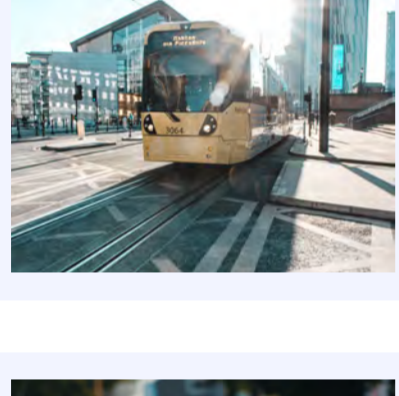
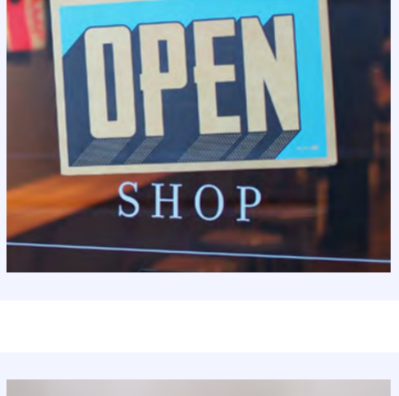
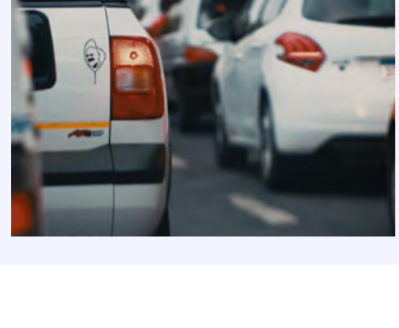
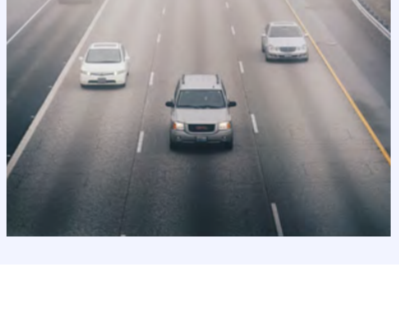
 <p>Improve energy efficiency and sustainability in the management of public lighting systems.</p>	 <p>Increased citizen satisfaction by adapting the service to the needs of the city.</p>
 <p>Increased cost savings by maximising the value of investments and extending the life of assets.</p>	 <p>Improved decision making based on real-time and historical data and predictive analytics.</p>

SMART MOBILITY

Smart mobility in cities

Pollution in cities accounts for **70%** of greenhouse gas emissions. Thanks to the use of IoT and Artificial Intelligence it is possible to analyse traffic flow in cities and make traffic predictions.


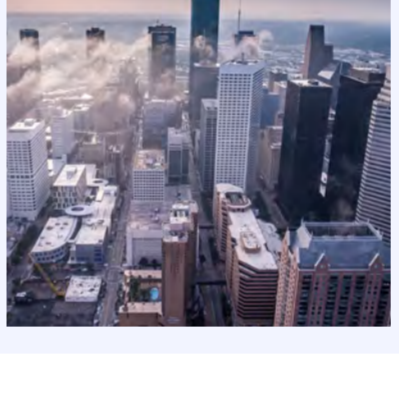

Benefits

 <p>More efficient mobility plans based on real data.</p>	 <p>Improved quality of life for citizens and visitors.</p>
 <p>Improved urban mobility through promotion of alternative transport and park and ride facilities.</p>	 <p>Promoting local commerce by improving travel efficiency.</p>
 <p>Traffic reduction by shortening parking search time.</p>	 <p>Pollution reduction through more efficient urban mobility.</p>

MEASUREMENT OF ENVIRONMENTAL PARAMETERS

In cities, the analysis of environmental or noise pollution is becoming increasingly important to provide more liveable environments for citizens. IoT-based solutions allow for the collection of advanced data about.

Benefits

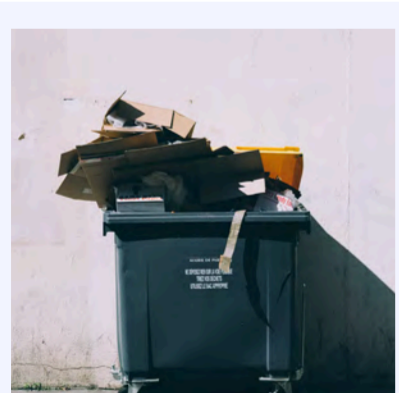



 <p>Increased transparency by making information available to citizens.</p>	 <p>Ability to predict pollution in cities using data analytics.</p>
 <p>Increased assurance of compliance with environmental regulations through the monitoring of environmental parameters.</p>	

WASTE MANAGEMENT

IoT technology enables smart waste management

Optimising waste collection routes and waste management is a challenge for smart cities. Through the solution, based on IoT technology and data analytics, it is possible to know how full the containers are and to organise the most efficient collection route accordingly.

Benefits

 <p>Avoidance of litter piling up on public roads through constant monitoring of bin fill levels.</p>	 <p>Improved urban planning, efficiency and cost reduction through more reliable data on the position of bins.</p>
 <p>Real-time bin incident detection capability.</p>	 <p>Improved collection optimisation through route planning.</p>

Why Telefónica Tech | AI of Things?

Integrating the potential of IoT technology, Big Data, Artificial Intelligence and Blockchain in the development of smart cities makes urban centers more habitable, improving people's quality of life, the environment and allowing cities to make better decisions.

We have the capacity to design the network and its operation according to the connectivity needs required by IoT devices, thus offering an end-to-end solution that includes connectivity to our customers. We also certify the correct functioning of the devices through the capabilities and testing of The Thinx's expert laboratory team, to guarantee the reliability and security of the devices that are part of our products.



Discover our solutions for the digital transformation of *Smart Cities!*

For further information **visit our website** 