

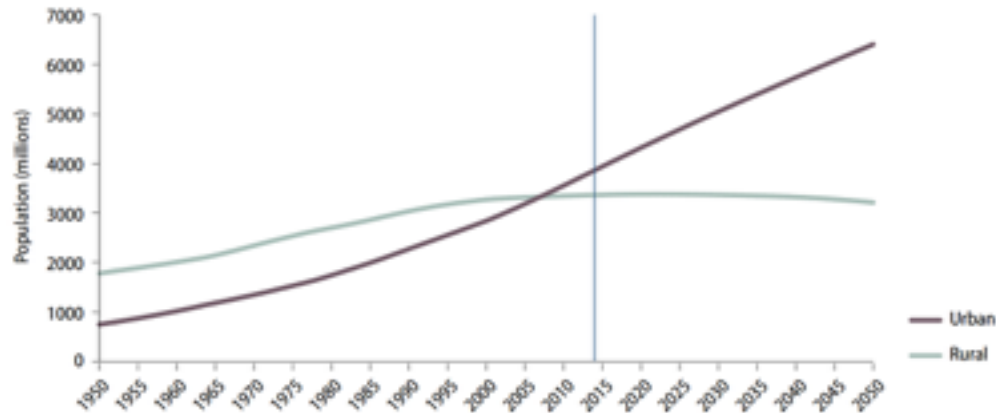
Smart Cities

Why 'Smart city' is an important concept and how telecommunication companies may support it?

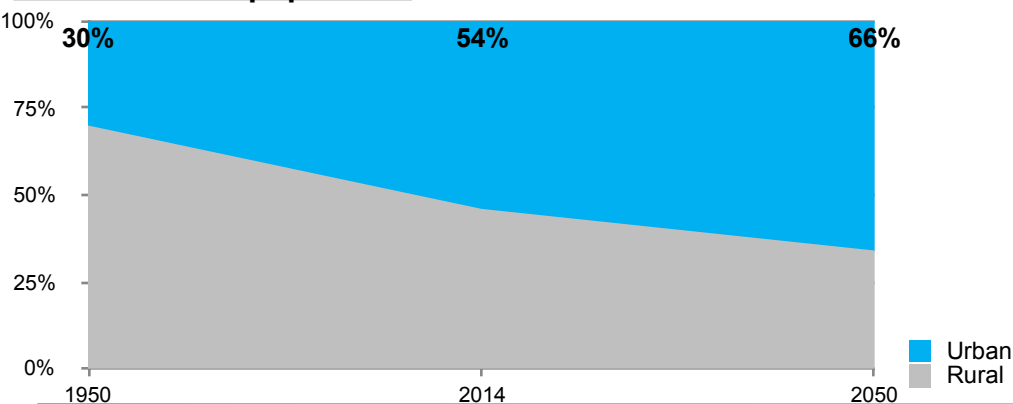
Innovation Academy, Sofia 2016

Today cities are facing great challenges and must have vision how to become 'smarter' to solve them.

World population: MLN people



Share of urban population



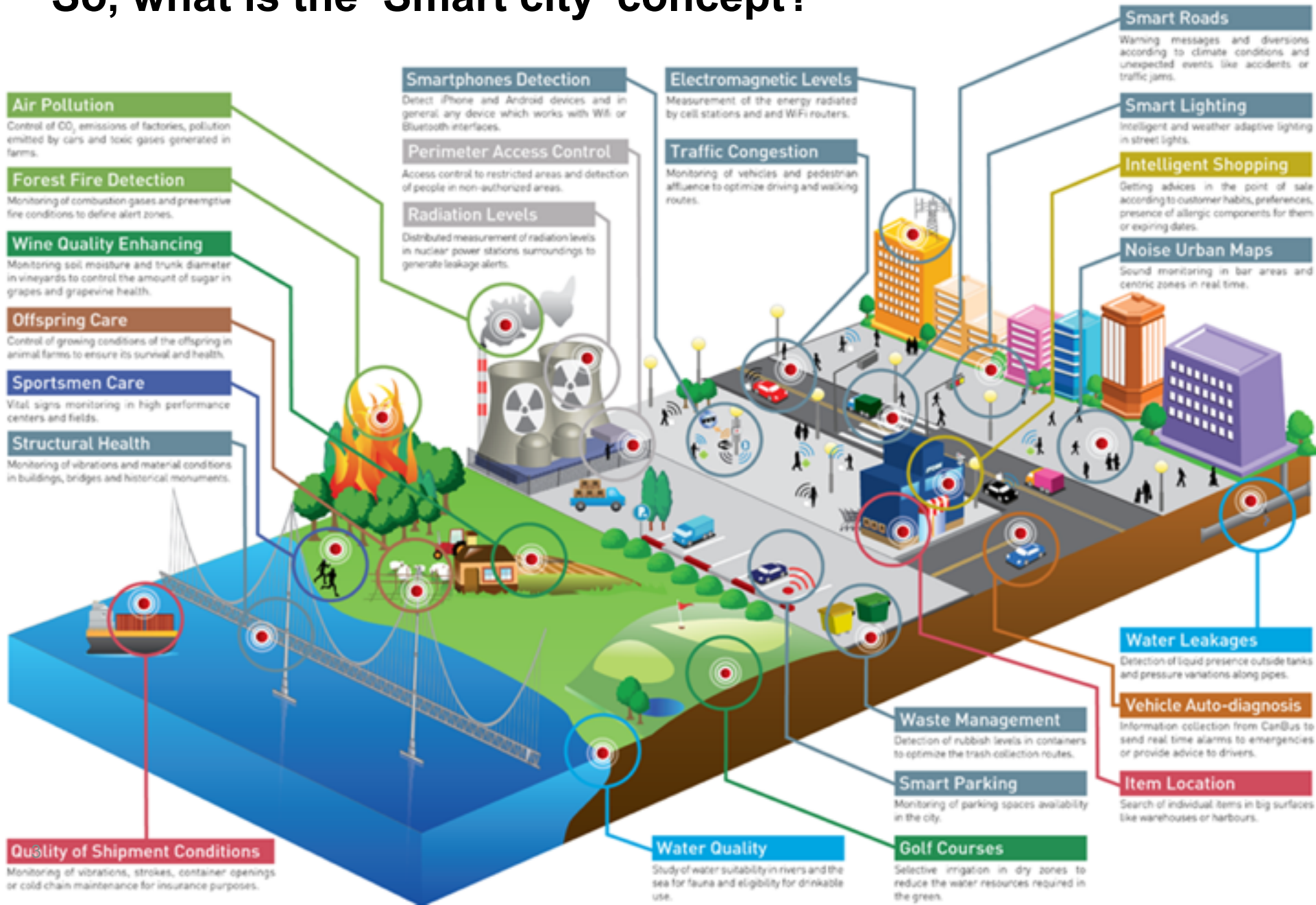
Challenges cities face today

- Growing population - Traffic and Space
- Resource management - water and energy
- Global warming (carbon emissions)
- Tighter city budgets and aging infrastructure

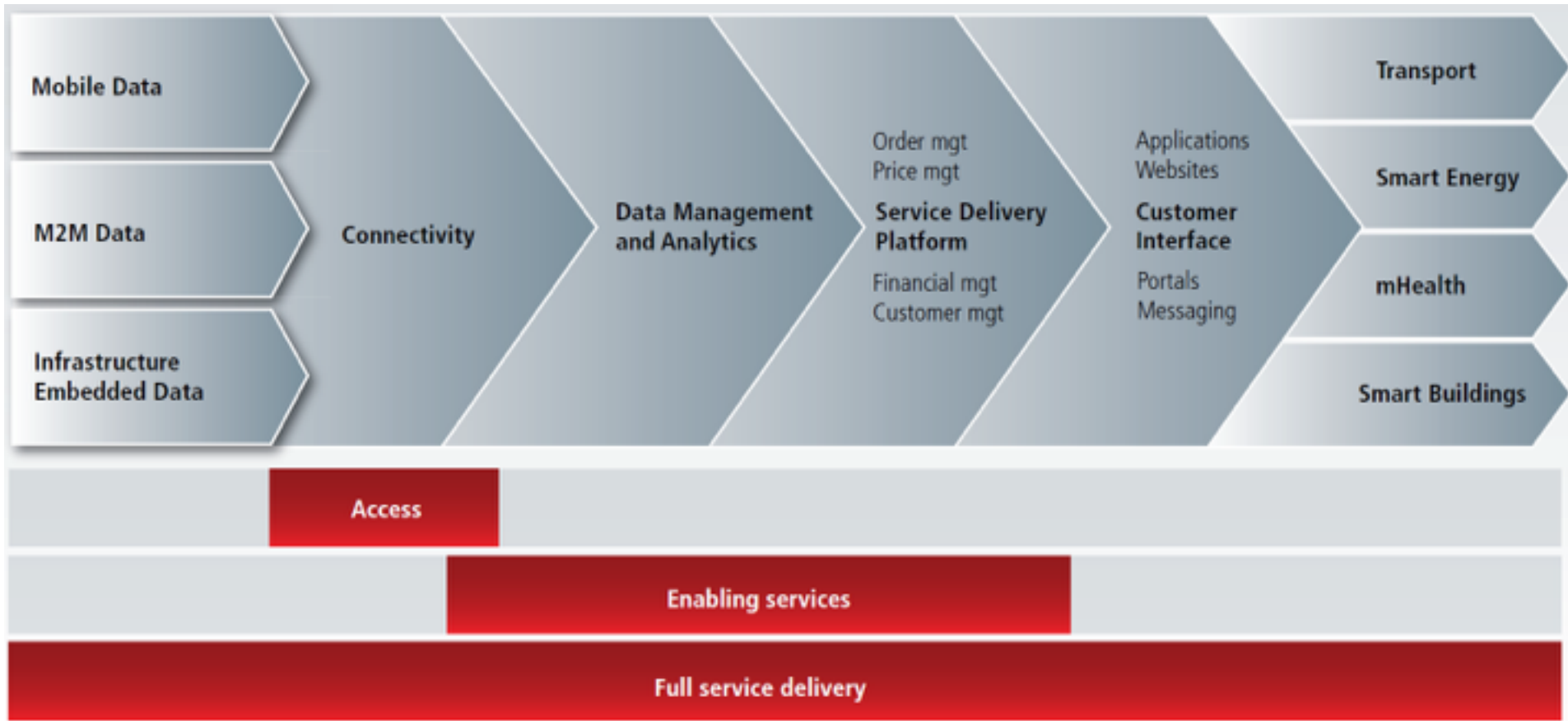
Vision of smarter cities

- Environmental sustainability and efficiency
- Sustainable homes and buildings
- Efficient use of resources
- Efficient and sustainable transportation
- Better urban planning

So, what is the 'Smart city' concept?



Telco companies should connect everyone in the society and build the 'highway' for smarter services.



Telenor strongly believe in 'smart services' and developed a dedicated Internet of Things (IoT) company.

SMART Health



- 'Tonic' Telenor's mHealth service
- T4P by SRETT

SMART Energy



- Streetlights in Oslo
- Energy metering in Copenhagen

SMART tracking



- Trax - tiny GPS tracker working with embedded SIM

Telenor Connexion:

- Fully owned by Telenor Group
- Dedicated Internet of Things company
- In 2018 Combined all Group M2M solutions into one entity
- Designs and operates connected business solutions for the global market.
- In 2015, Telenor Group passed 6.5 million connected devices globally on its IoT platform.

Remember this geometrical regression and think globally.

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Number 'NINE' in the World is there to support you:

- Telenor is having more than **200 mln mobile** subscriptions worldwide
- Telenor most important goal is '**Engaging Digital Products**' and to be in top 5
- Telenor mission is '**We're here to help our customers**'

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'THREE' industrial revolutions were delayed in Bulgaria:

- Steam industrialization
- Electricity and mass production
- Internet and computers

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The power of 'ONE':

- ONE single person
- ONE great idea
- ONE innovation which will improve the quality of people's live

Thank you!

For further details:

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