

Smart City

A Case Study From the Netherlands

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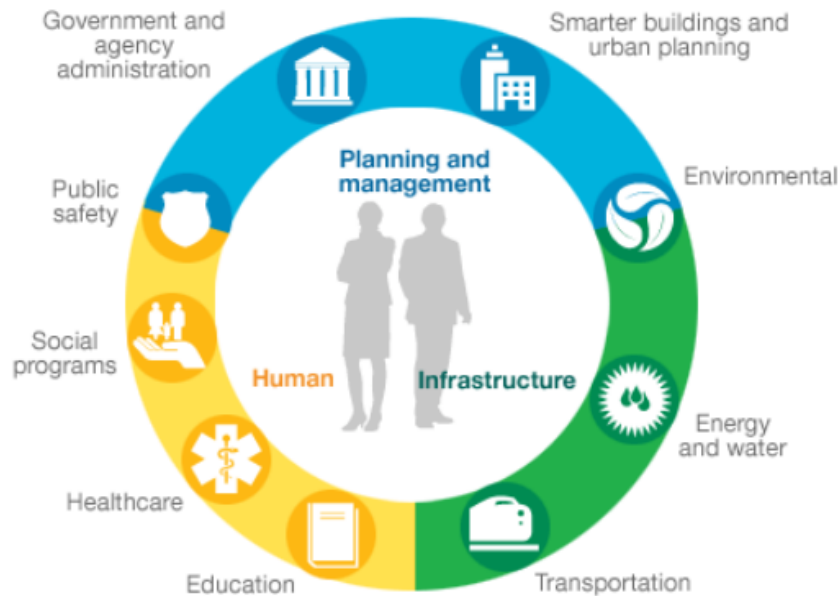
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Why Smart Cities

Cities increasingly need to be able to do more with less, to **compete** in a globally-interconnected **economy**, and to provide for the **well-being** of their **citizens** in a truly **sustainable** way. In short, to **become smarter**.

Ensuring future, sustainable economic activity, globally.

What is a Smart City



a Smart City consists of effectively integrated physical, digital and human systems in an urban environment to deliver a sustainable, prosperous and inclusive future for its citizens.

Smart City Visions

Well Planned City



Healthy and Safe City



Sustainable Eco-City



Cultural or Convention Hub



City of Innovation



Smart Commerce

Clarify Needs

Create value for Citizens, SME's and Government

SME's

- ↗ Drive business
- ↗ Scalable
- ↗ Insight new opportunities
- ↗ Customer Engagement

IoT - Technology

- 🎵 Smart Objects
- 🎵 Smart Infrastructure
- 🎵 Creativity
- 🎵 Solutions

Smart Governance

- Guidance
- Agility in the decision-taking
- Partner Eco-System
- Swift, Transparent and Clear

Citizens

- 🎵 Engaging human-beings
- 🎵 Creativity
- 🎵 Usability
- 🎵 Simplicity

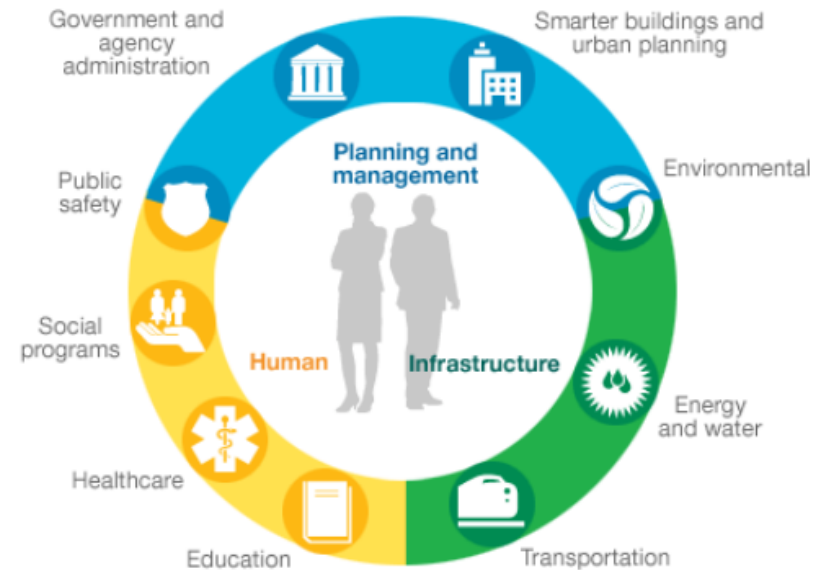
iCity Data

- Real-time Dashboards
- Various data-sources
- Easy to Analyze Data
- For better decision making

Clarify Needs

The Smart City Roadmap

- City Vision, a vision that **Embraces** both the city of **Today** and the **Future**
- Prioritized **Theme's** for implementation
- Transparent **Leadership** and **Governance** model
- Common **Technology** and **Reference Model**



Almere City Center



City of Almere

**7th largest city in the Netherlands,
willing to climb up to be the 5th largest
city**

**has approx. 200.000 inhabitants, willing
to go up to 350.000**

**needs competitive economy, successful
enterprises, happy, healthy and
participating citizens to achieve her
goals**

**has ambition to be the Data Capital of
the Netherlands**

Almere City Center in numbers

in 7 public squares

- 542.000m² of public area
- Approx. 4000 inhabitants
- 1 casino
- 1 hotel
- 320 stores
- 72 bars/restaurants
- 14 dance clubs
- Library
- Cinema/Theater complex
- 10 parking garages

Almere Smart Society - show-case

The Smart City Studio: instance for the City of Almere

- Vision to Realization

- Connecting **Citizens**, SME's and Government



Value Case

When Citizens shall spend more time in the City Center

- Value for SME's More business
- Value for Citizens Entertainment, socialization
- Value for Almere Economic growth, happy Citizens



Almere Smart Society - show-case

“Experience-first”

Several connected Smart Objects

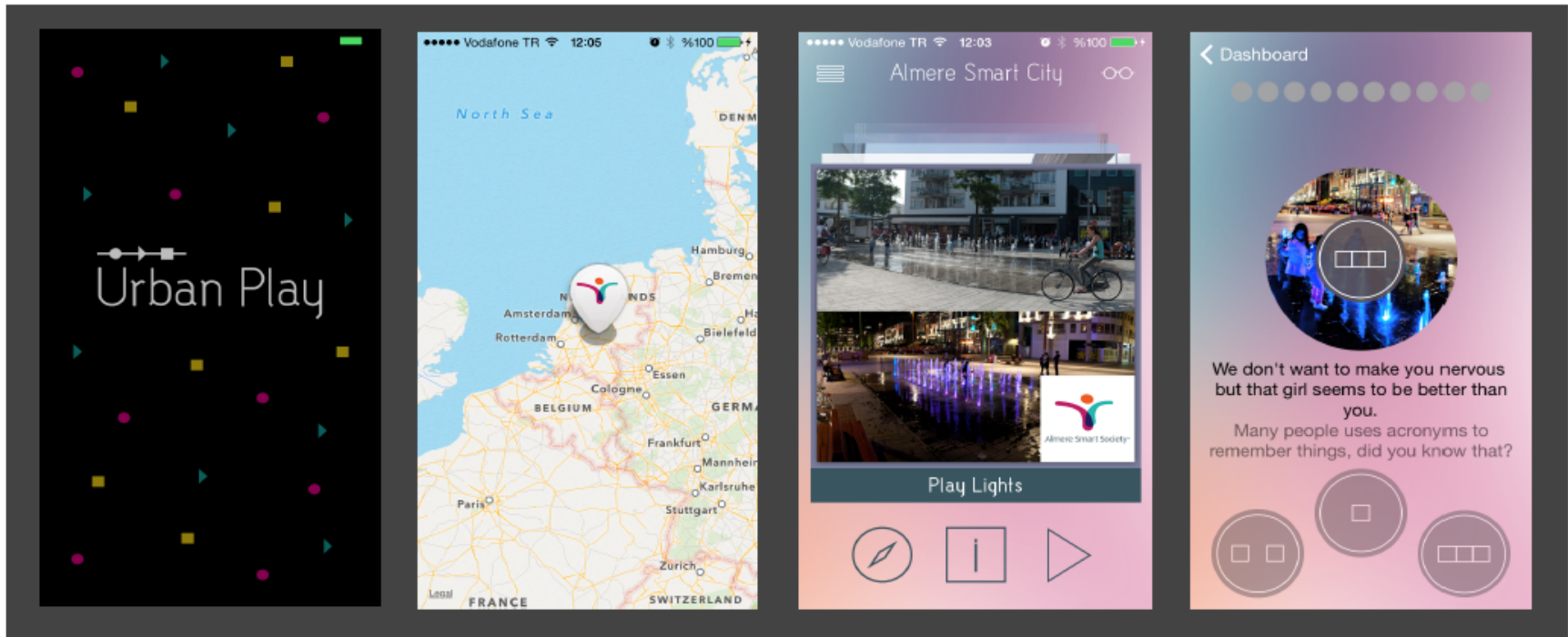
- ☀ Smart **Fountain**
- ☀ Smart **Camera**
- ☀ Smart **Lights**
- ☀ Smart **Urban Screen**

Almere Smart Society - show-case

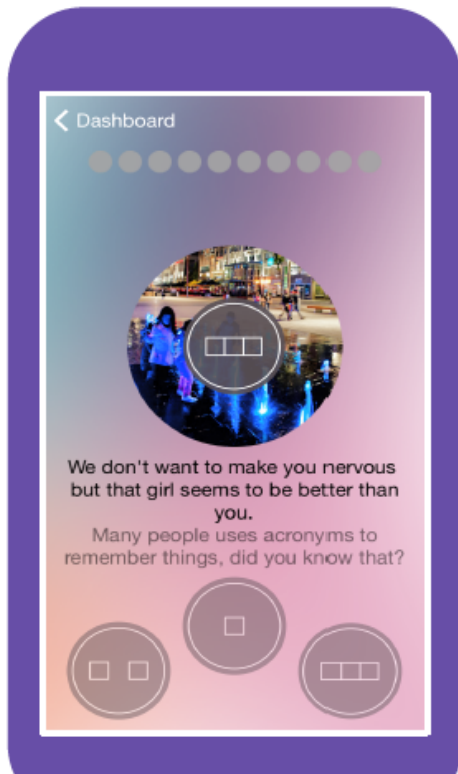
FUN



Urban Play - Play LIGHTS



Urban Play - Play LIGHTS



Urban Play - Play LIGHTS



Urban Play - Play LIGHTS



Get Discount Vouchers



Dashboards for SME's & City Authorities



CONNECT THE THINGS

INTELLIGENT TECHNOLOGY

CREATE VALUE

EXPERIENCE

INTERNET OF HUMANS