

Smart Territories

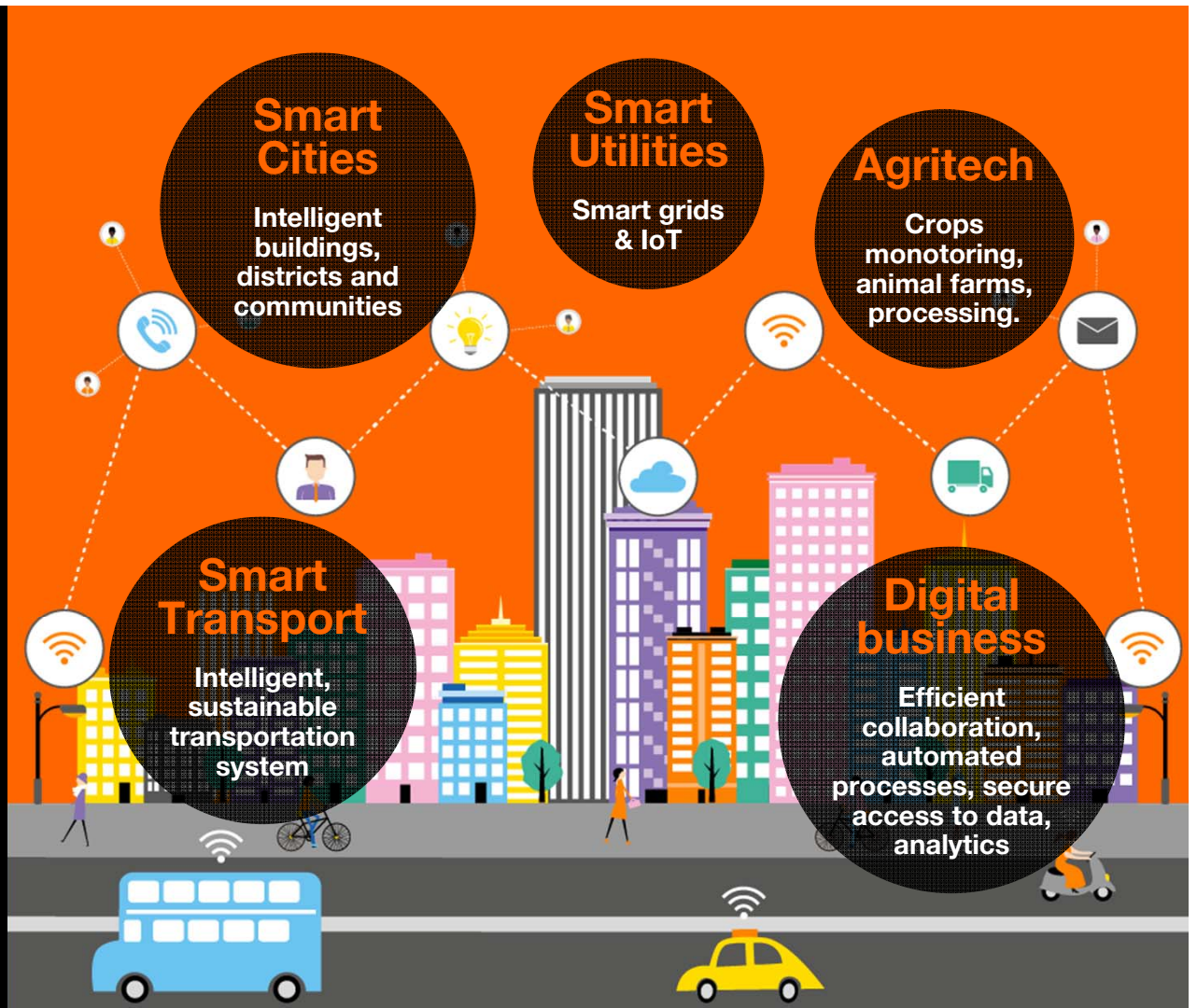
Our approach to intelligent businesses,
communities and cities.

Cristian Pațachia, Development & Innovation Manager
May 24, 2017



Orange combines the strength of an **operator** and the expertise of a specialized **digital services company** to ensure the **successful** design, development, implementation and operation of your **Smart Territories program**.

Our services cover intelligent businesses, communities and cities.



our approach

partnering with top technological suppliers and key stakeholders

Cities

The product owner, who faces daily issues and will define the objective, the planning and the scope of the project

Businesses

Local and international companies improving their processes, customer journeys, employee collaboration and working environment.



City operators

Companies established in the urban space (furniture, lighting, traffic lights, transportation ..)



Telcomms vendors & telcos

Leveraging their core expertise (Fiber, Wi-Fi, M2M, IoT)



Hardware manufacturers

Turn-key energy, mobility, security and building solutions



Start-ups & local innovation

City or state driven initiatives promoting local innovation ecosystem



Alba Iulia

From the medieval citadel to
the first open data pilot in Romania



Alba Iulia city development vision translated in strategies and project plans

1

Tourism: a digital & design-centric approach to attracting visitors

Starting with: brand book & guidelines, travel website, mobile app, travel guide, navigation system, advertising campaigns, digital strategy, visitor center, unique interactive landmarks, design concept store, interactive museum experience and unique annual events.

2.

Community: empowering citizens

by implementing the first EDD (Electronic Direct Democracy) system in Romania

3.

Education: increasing the city's role as one of the education capitals of Transylvania

4.

Startups: stimulating the local economy by building a startup incubator that helps youth retention and stimulates an inflow of highly-qualified human resources

selected smart city enablers based on open data and open platform



Azi la Innovation Labs, mâine în Silicon Valley

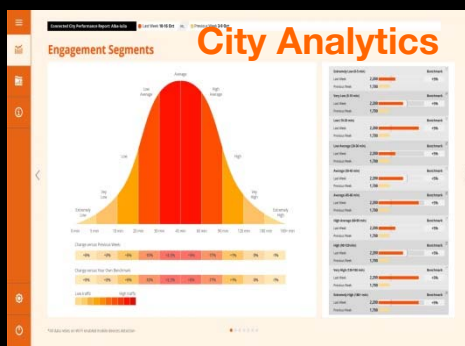
Tehnologie

Mentorat și workshopuri

Dezvoltare și testare de prototipuri

Înscrie-ți proiectul până pe 3 martie
www.innovationlabs.ro

orange It's all about what matters to you



My business? Safe!

Security

Business Internet Security

Identifying threats

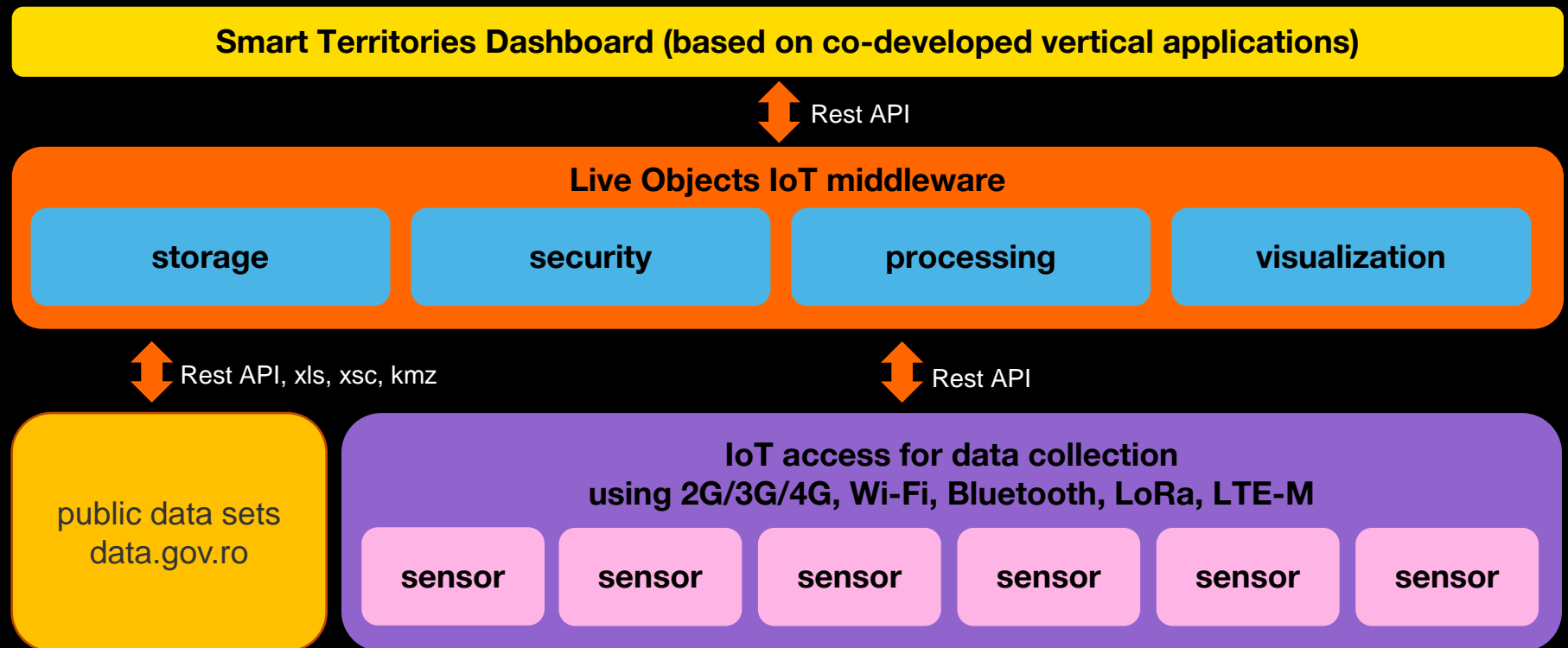
Blocking attacks

Safe web

Control and protect your internet connection against cyber attacks.
orange.ro/business-internet-security

orange It's all about what matters to you

open framework architecture for co-innovation and urban collaboration



from connectivity to data collection for customer engagement citizen polling through public Wi-Fi

1 Wi-Fi AP per bus with Orange 4G backhaul, 15 buses
enhanced users experience during bus travel

opening the door for a new set of on-board value added services

public interest information dissemination, collection and analytics based on on-line questionnaire

real time analyzes with bus dispatch, occupancy and location

safe internet surfing, secured access to digital content and public services, as well as to the preferred applications on smartphone, tablet or laptop

unlimited connexion (time or traffic)



from hardware to mobile apps for customer enrollment

Civic Alert crowdsourcing and civic participation

<http://www.civicalert.ro>



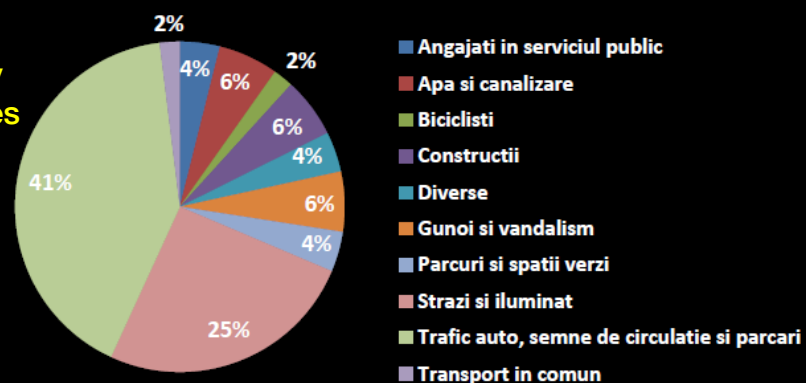
26,127 all cases

18,414 all cases in handling

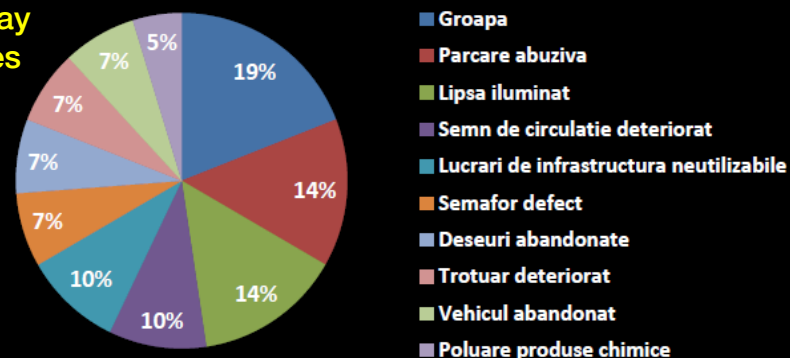
10,164 authorities responses

996 solved cases

top 10 alerts today
per main categories

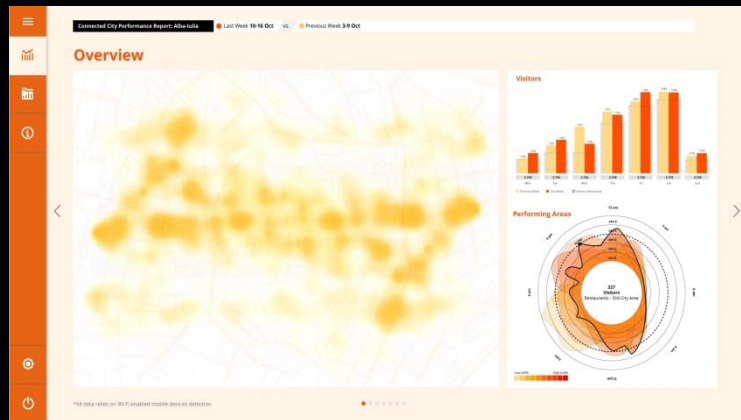


top 10 alerts today
per subcategories



from networks to big data analysis for public service optimization

connected City Analytics



we use **Wi-Fi tracking technology**, **triangulation**, and **device detection** to create **real-time analytics** around visitors patterns and match these with other public services specific information to **improve Alba Iulia brand awareness** and boost citizens & visitors interactions with local authorities

10



Fullscreen Digital

innovation partner

Innovation Labs 2014 winner



> 65%

of citizens & visitors will be anonymously traked

from offline to online for e-Governance & Electronic Direct Democracy iBeacons for augmented real life experiences

225 strategic
tourist spots
and other
places in Alba
Iulia are
promoted with
beacons

visit the most beautiful Vauban-style
citadel in Romania



Alba Iulia
becomes a
national
example and
a landmark in
tourism
innovation

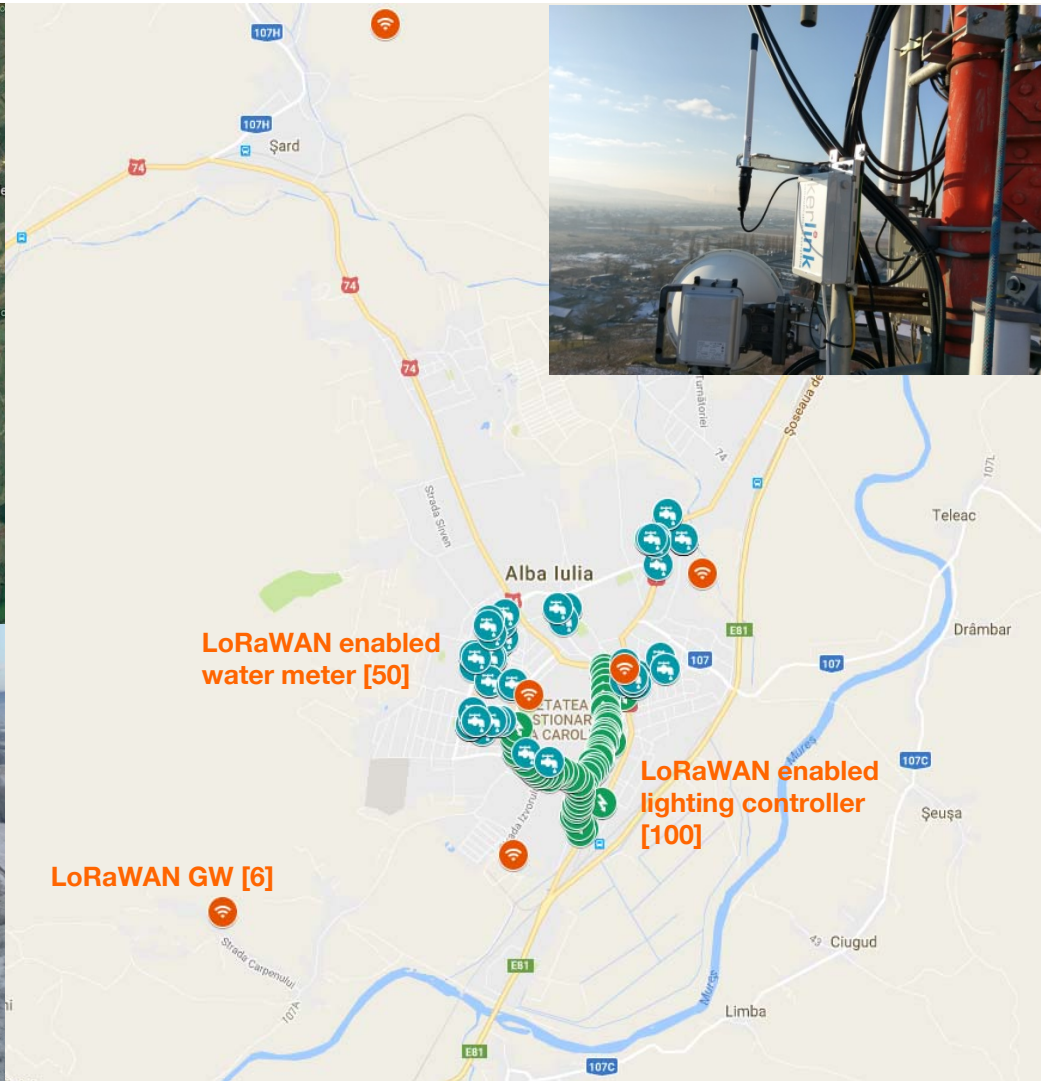
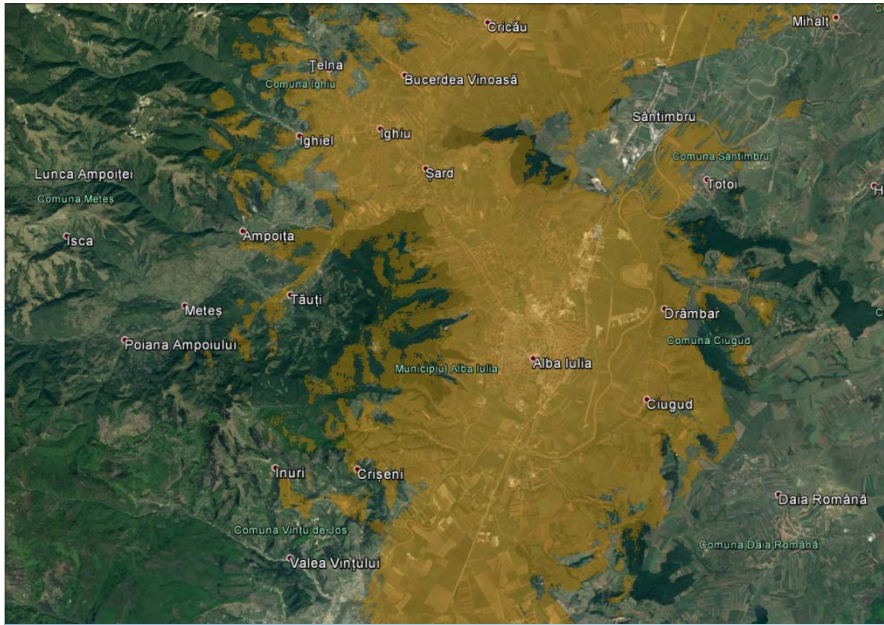
LoRaWAN infrastructure to address current opportunities considering also the available applications and modules ecosystem



testing lighting control, energy sub-metering and water metering for optimizing energy and water consumption + air quality

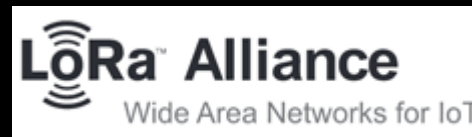
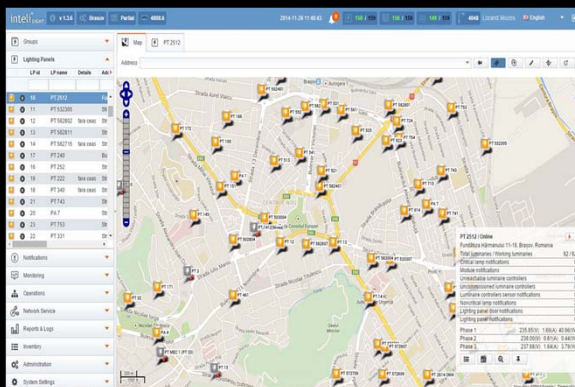
LTE-M to address most of IoT use cases starting with 2018





from sensors to operational data for efficient resource planning

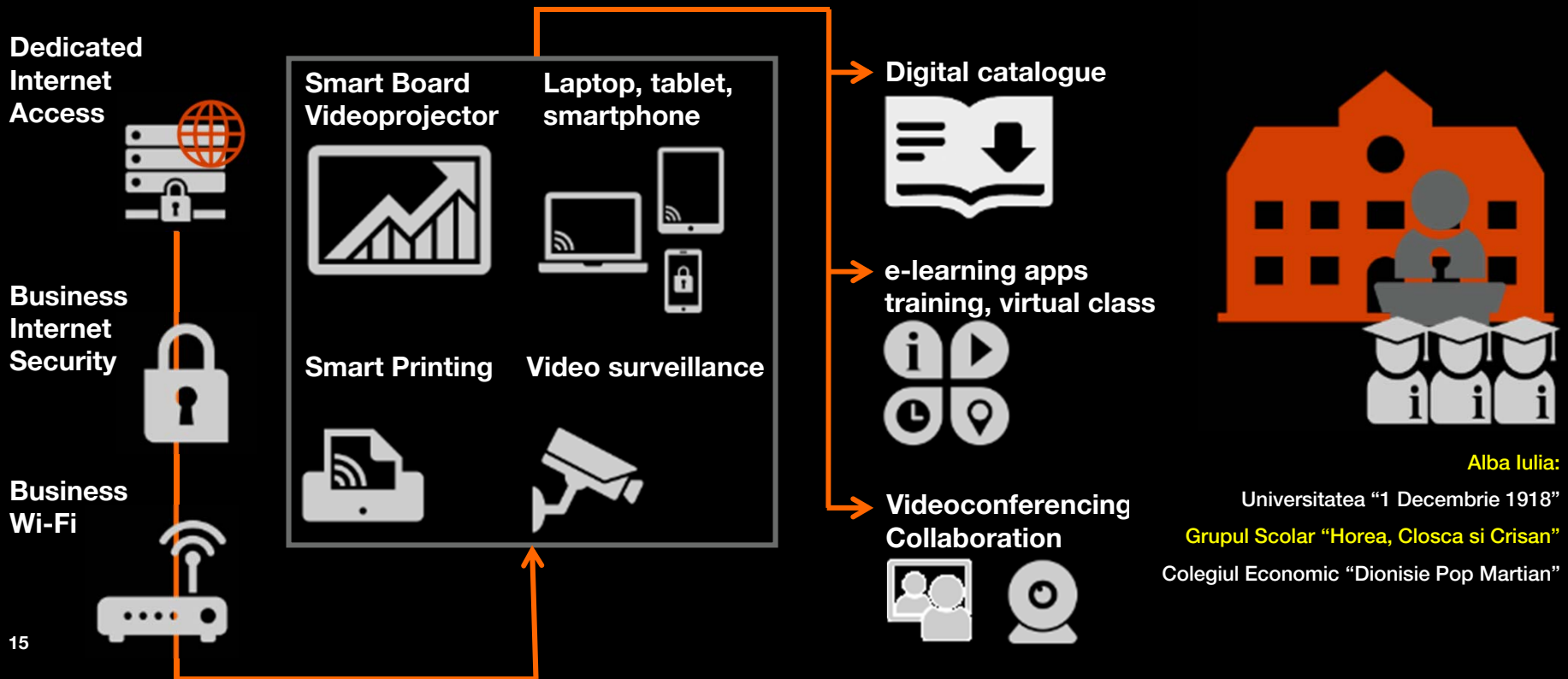
LoRaWAN for IoT applications and devices



digital class room a complete solution for education



Innovation Labs 2017

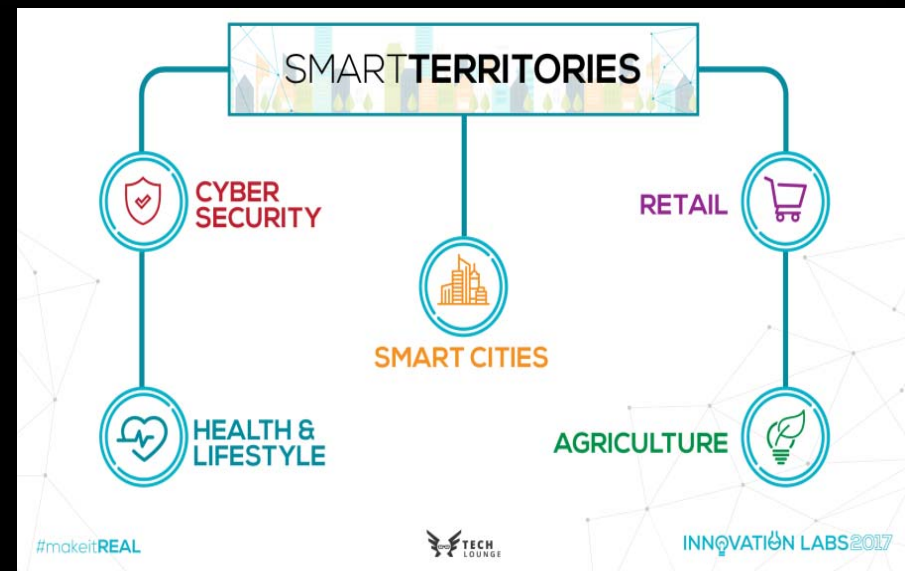


INNOVATION LABS 2017

INNOVATION LABS

1.0	1 Hackathon 20 teams 40 ideas	185 participants 23 mentors	12 teams in the program 10 Demo Day MVPs
2.0	2 Hackathons 42 teams 67 ideas	266 participants 56 mentors	26 teams in the program 20 Demo Day MVPs
2015	2 Hackathons 54 teams 73 ideas	244 participants 85 mentors	30 teams in the program 24 Demo Day MVPs
2016	4 Hackathons 90 teams 125 ideas	345 participants 100 mentors	49 teams in the program 31 Demo Day MVPs
2017	6 Hackathons 110 teams 150 ideas	450 participants 140 mentors	63 teams in the program 36 Demo Day MVPs

 BUCHAREST
  CLUJ
  SIBIU
  TIMISOARA
  IASI
  ALBA IULIA



2014



Fullscreen Digital

2016



2017



open innovation for students & early start-ups providing access to Alba Iulia smart city infra

- open data hackathons on smart city
- **Wi-Fi and environmental big data API**
- co-innovation methodology
- **real life prototyping and testing environment**
- crowd information platform
- **LoRa and 4G IoT kits**
- Infrastructure as a service (cloud)
- **use available data sets**



**Azi la Innovation Labs,
mâine în Silicon Valley**



Înscrie-ți proiectul până pe 3 martie
www.innovationlabs.ro



It's all about
what matters to you



<http://www.innovationlabs.ro>

Customers as focus.
Networks as enablers.
Applications as facilitators.
Data as strategic business lever.