

**IoT'HON**

**Bits Please!**

**Do we take enough  
advantage of the  
current technology?**



**IoT HON**

# Smart now!

**2019**

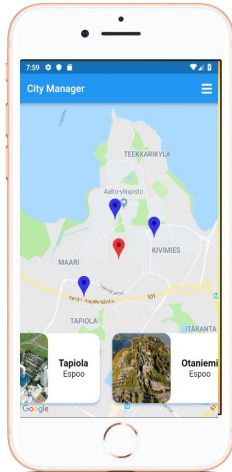
Internet of Things, Big data,  
Renewable energy, etc...



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# **CITY MANAGER**

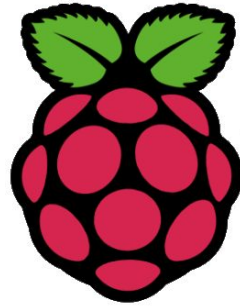
Digital city management one click away!



## Functions

- **Public transport**
- **Smartpoles**
- **Traffic**
- **Energy consumption**
- **Personalized advertisement**
- **Crowdsourcing**
- **Security**





RaspberryPi

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**Bluetooth®**

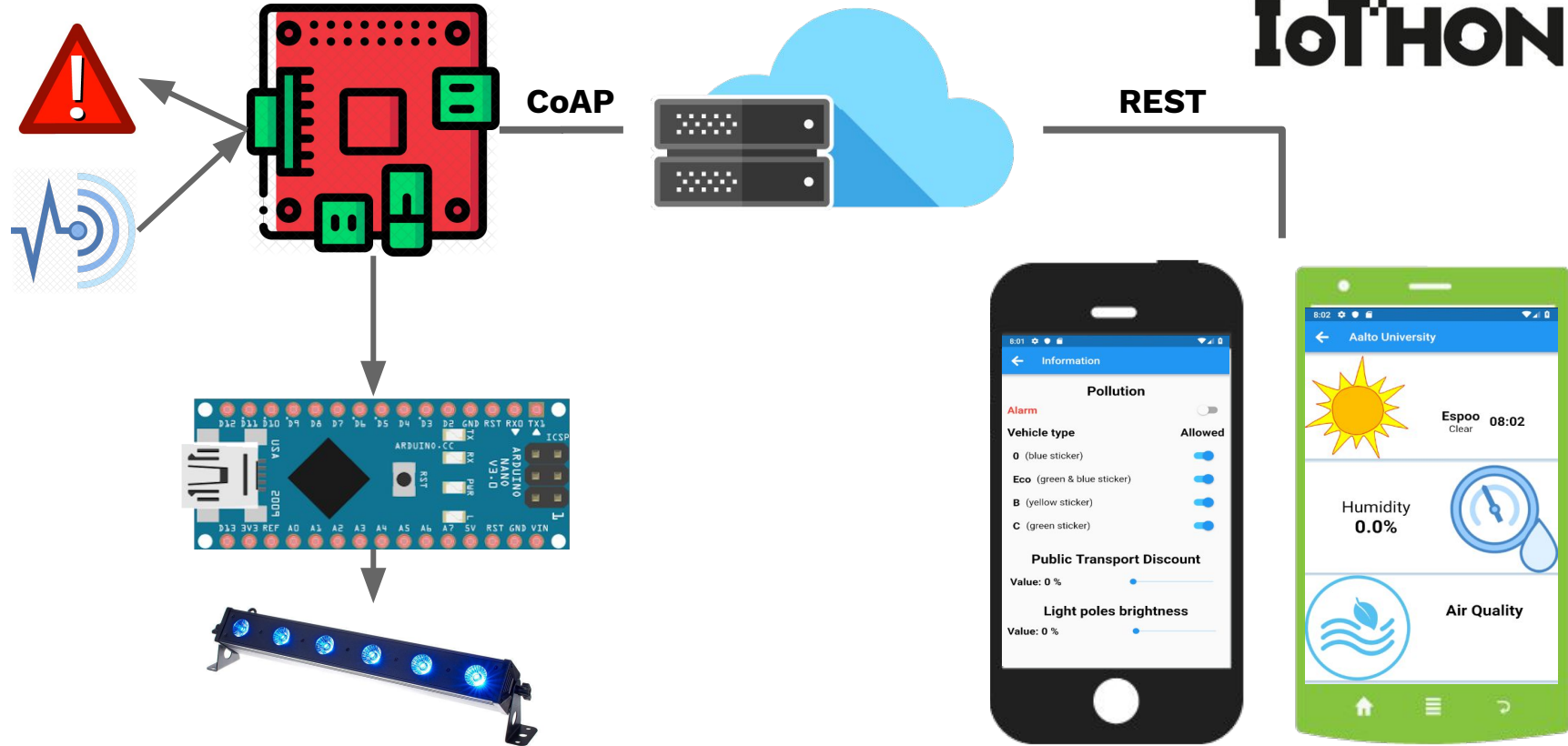


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**Red Bull®**

# IoT'HON









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# **The market**

Let's talk about money



## **City halls as customers**

That's a lot of money



## **Citizens as users**

And a lot of users



## **Cleaner cities**

Happier citizens!

**IoT'HOON**

European Investments in Technologies Enabling Smart City Initiatives in 2021

**31,000,000,000 €**

Whoa! That's a big number!



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**ANY QUESTION?**

# **BACKUP**