



# Urban Analytics

*Good Data. Better Decisions.*

# 4. Digital Island

## A smart city solution

### Distinctive elements

- **Analytics:** number of pedestrians and means of transport in the area, socio-demographic classification, etc.
- **Video surveillance:** detection of abnormal behaviour for security purposes
- **Air quality sensor:** to monitor possible pollutants
- **Electricity:** possibility of wireless charging for IoT devices (phones, etc.) or with an electrical socket. Charging possibility for e-bikes
- **Elements of street furniture:** benches for pedestrians, planters, etc.
- **Digital screens:** to enable useful content for citizenship or advertising messages (with audience measurement enablement)





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