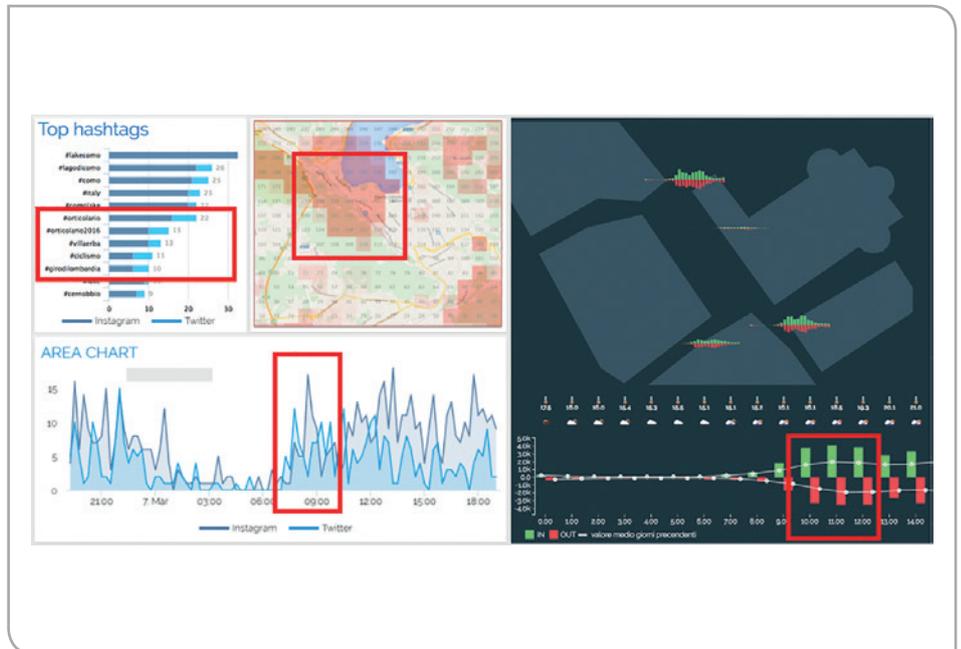


CrowdInsights

Digital Cities



Understand multi-scale city dynamics

CrowdInsights is a tool that actively monitors urban environments detecting the composition, dynamics and motivations of crowds. It provides data to support decision-making and planning among administrations and businesses.

Often, the processes to take informed decision regarding the quality of life in a city (e.g. surveys, territorial studies), are obsolete, resources-consuming, partial and error-prone.

CrowdInsights integrates data collected from IoT sensors, mobile phones and social media to provide comprehensive, multi-scale views on urban dynamics (e.g. how people move in the city, why, when and from where).

For example, with CrowdInsights, urban planners are able to decide on pedestrian areas based on the actual volume and frequency of presence counting. Tourism agent, event managers, commercial stakeholders can better organize and target their business based on city's insights.



Competitive Advantages

- Comprehensive and cross-sourced data
- Multi-scale and multi-detail perspectives of city dynamics
- Less expensive than traditional analysis
- Includes both real-time and post-hoc results
- Includes users and citizens (via social analytics and crowdsourcing)
- Cross-sourced data can be exploited to offer different services to citizens and tourists



Target Markets

- City administrators
- Urban planners
- Public security offices
- Commerce operators, local/city commerce consortiums, shop owners
- Tourist offices and agencies
- Events managers
- Italy and the Netherlands



Status/Traction

- First negotiations with the cities of Como and Amsterdam
- In the Netherlands, KPN (Dutch landline and mobile telecommunications company) and AMS (Amsterdam institute for Advanced Metropolitan Solutions) will contribute to the deployment and pilot based on the KPN's LoRa sensors' network
- More pilots to come in the North of Italy



Road Map

2017

- Refine and select the most relevant business cases
- Involve local stakeholders
- Focus on specific business cases on specific territory
- Front-end design
- Data sources integration and back-end deployment
- Front-end development and customization
- City deployments and thematic pilots
- Initial business launches



Connect



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Driving Europe's Digital Transformation