

Post

M2M General



The revolution of the hyperconnected world at Móvil Forum Conference

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If there is a word to describe the everlastingly dynamic flux of the digital market, it is one that was heard many times during the conferences of Móvil Forum Conference 2012: revolutionary. Barcelona's International Convention Centre was packed to the roof with visitors seeking to learn about the solutions aimed to revolutionize their areas of work.

The expo, which ended yesterday, was arranged as a miniature smart city. All the technologies were displayed in stands simulating everything a smart city has: offices and homes fitted with energy efficiency solutions, hospitals equipped with eHealth devices, bus stops that allow payment via NFC technology, electric vehicles charging points.





However, and despite the busy professionals performing demos of the different solutions, the scaled Smart City of Telefónica became deserted when the conferences started.

The conferences revolved around two axes: the digital user and connected devices. While one can't be understood without each other, machine-to-machine technology definitely had most of the focus, with success cases, pilot projects and solutions by Telefónica playing the main role.

Among all the technological applications presented, smart cities stole the show a week after the Smart City Expo, revealing that this is probably the most attractive sector.

After an amazing musical kickstart with a rock band playing virtual instruments on their tablets and smartphones, Strategy & New Business Director at Telefónica Grandes Clientes Paco Salcedo introduced the audience to how the hyperconnected world has driven change to every aspect of society and how smart cities are the prime engine of this change.

Jaume Reventós, Chairman at Vall d'Hebron Research Institute and Hospital presented a number of eHealth innovations and pilot projects, including a solution that allows analyzing blood pressure data in a tablet, and José Luis Núñez (Wayra) spoke about the optimization of energy consumption.

After that, a coffee break followed, in which the visitors flooded the stands witnessing demonstrations. Masternaut's stand was especially crowded, and their fleet management solutions raised a lot of questions of interested guests. Sergio Domingo, one of the professionals at Masternaut's stand stated: "This is one of the best organized expos I have been. People are able to approach us and get to know our products".

The second batch of conferences started with a powerful presentation by Diana Caminero, Product Marketing and Business Development at Telefónica, and David Brazell from

Masternaut, explaining the many benefits of their joint fleet management solution with Telefónica. The conference was centered around the importance of data visibility such as the analysis of routes, fuel consumption and driver behavior to allow to cut costs.

Great interest in Smart Cities

Paco Salcedo returned with Huawei's Chris Mills to talk about efficiency and sustainability in smart cities. Salcedo shared the integrated vision of a smart city in which vertical services are supported by a horizontal smart city platform that receives all the data.

To make this real, Telefónica also seeks to create a "partner ecosystem" to cover all the value chain and provide all the Smart City services. Salcedo sentenced: "None of this can be done without the collaboration of the mayors" and, for that matter, "without the participation of both big companies and startups".



On the other hand, Huawei's Chris Mills shared a few experiences about different apps and their uses in cities which concluded with an interesting statement: "I think the United States aren't going to be pushing smart cities, but rather Europe. Here's where most of the projects are being developed".

The stars of the first day, Carlo Ratti and Carlos Jean, were the lasts. Carlo Ratti's conference was one of the most followed through social networks. The director of MIT's Senseable City Lab talked about how smart cities should aim to become "sensitive cities", where both the "digital and physical world merge, atoms and bits coming together".

M2M handed over the undisputed main role to a second day of conferences centered around the other part of the digital ecosystem: the digital user and the possibilities offered by apps and mobile devices.



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