

News

Smart cities



Telefónica integrates its M2M offering of services for Smart Cities in a global solution

Based on its M2M solutions, the new offering will create an open ecosystem which will enable town councils, urban service providers and entrepreneurs to integrate all the technology required by this type of service in a single solution

As part of the services for Smart Cities, Telefónica Digital also announces two cooperation agreements with the companies Streetline, specialist in Smart Parking end-to-end solutions, and Libelium, developer of M2M Smart Cities sensors

13th November 2012 – At the Smart City Expo World Congress in Barcelona [Telefónica Digital](#) presents a Smart City solution based on the company's M2M capacities. It is an offering which will allow municipal corporations, urban service providers and entrepreneurs from worldwide to integrate in a single scalable, flexible and self-managing solution the complex environment of necessary sensors and technology, which are characteristic of the so-called "Smart Cities".

This integrated offering will provide professionals in the sector with access to Telefónica's M2M capabilities and services, capabilities which deliver added value to town councils and other bodies in the supervision and management of connected devices, their installation and maintenance, and the collection and analysis of data.

The solution presented today by Telefónica will allow the creation of an open ecosystem which will generate new business models, helping entrepreneurs to develop their own applications on top of it. For the cities, meanwhile, the fact that the solution is fully adaptable to their particular needs will allow them to improve management and optimise the services they offer to their citizens.

"With this offering, Telefónica is demonstrating its capacity to respond in an open and flexible manner to the needs of its customers in the increasingly important M2M sector. We are convinced that the solution we are presenting will allow us to deliver an integrated, quality solution which covers the whole value chain in Smart Cities", said Carlos Morales, Telefónica Digital's Global M2M Director.

As part of this offering, Telefónica Digital is also announcing today the signing of two important agreements. The first, with Streetline, the global leader in sensor enabled real-time vehicle detection and telematic services and applications designed for the



optimisation and management of Smart Parking. Under the terms of the agreement, Telefónica will offer its Smart City customers the chance to enjoy Streetline's Smart Parking solution. Telefónica contributes with its M2M capabilities, financial services, sales network and customer support, while Streetline will provide the Smart Parking services, applications and technical support necessary. Streetline will be Telefónica's primary smart parking partner.

The second agreement reached by Telefónica Digital is with the developer of wireless sensor networks for Smart Cities, Libelium. This agreement enables Telefónica to integrate wireless sensors made by Libelium, which have been certified to operate with Telefónica's M2M technology, in its portfolio. This will allow integrators to create M2M applications based on real-time information flows quickly and at low cost.

Telefónica's Smart City offering currently has 27 different applications, including traffic management, Smart Parking and environmental and agricultural monitoring.

About Telefónica Digital

[Telefónica Digital](#) is a global business division of Telefónica. Its mission is to seize the opportunities within the digital world and deliver new growth for Telefónica through research & development, venture capital, global partnerships and digital services such as cloud computing, mobile advertising, M2M and eHealth. It is also driving innovation in over the top communications under a new umbrella brand called TU and in Big Data through Telefónica Dynamic Insights. Telefónica Digital will deliver these new products and services to Telefónica's 311 million customers as well as entering new markets. It is headquartered in London with regional centres in Silicon Valley, Sao Paulo, Spain and Tel Aviv. Jajah, TokBox, Terra, Media Networks Latin America, 48 and giffgaff are all managed under the Telefónica Digital umbrella.

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About Streetline

Streetline's mission is to make smart cities a reality through the use of sensor-enabled mobile and web applications. As the leading global provider of smart parking solutions for cities, airports, universities, private garages, and consumers, Streetline's pioneering technology connects citizens with critical information to improve the way they live and



work, while making cities more efficient and lessening their environmental impact. Streetline is a privately-held company headquartered in Foster City, Calif. with smart parking deployments in Braunschweig, Germany and across the U.S. including California, Delaware, Florida, Indiana, Maryland, Michigan, Nevada, New Jersey, New York, North Carolina, Oregon, Virginia and Washington, DC. The company was named one of Fast Company's 10 Most Innovative Companies in Transportation, as well as IBM Global Entrepreneur of the Year. In October 2012, Streetline was named a finalist for the prestigious 2012 World Technology Awards.

About Libelium

Libelium (established in 2006) designs and manufactures hardware for the implementation of wireless sensor networks so that system integrators, engineering and consultancy companies can deliver reliable Smart Cities solutions with minimum time to market. All Libelium's products are modular, easy to deploy and include extensive documentation and support through a global community of developers. Libelium's customers range from startups to large international corporations implementing Smart Cities projects in North America, Asia and Europe. Libelium is privately held and has headquarters in Zaragoza, Spain. www.libelium.com