



International Wireless Cities Conference

Advanced Wireless Services for Citizens

www.wirelesscities.org

Holger Bach

Wirtschaftsförderung Region Stuttgart

Stuttgart, Germany - 24th of April 2007



PROJECT PART-FINANCED
BY THE EUROPEAN UNION



Wirtschaftsförderung
Region Stuttgart

Nord Est SUD Ouest
INTERREG III C



Agenda

- **Wireless Cities Project**

- **Regional Approach on WIC**
 - **MobilCity Stuttgart Region**

- **Conclusions**



Project summary

- **Project duration**
01. October 2005 – 30. September 2007
- **Interregional cooperation between six partners**
- **The regions and cities are characterised by their interest in the use of new technologies illustrated by local/regional plans and policies**
- **Promotion of the economic development of the cities and regions through the development of new services based on wireless technologies**



Objectives I

Improve citizens' quality of life by using wireless technologies

Further objectives:

- Increase the acceptance of information technology
- Development of new location-based services based on wireless technologies
- Narrow Europe's digital divide



Objectives II

- **The creation of a networked structure of skills centres to support the activities to promote this technology and the demonstration of wireless services**
- **Increase the level of ICT (Information Communication Technologies) usage**
- **Enhance local and regional development thanks to the promotion of the use of wireless networks as a tool for information, communication and work**





Activities I

The following activities will be realised:

- **Workshops to exchange ideas on the organisation, task and services of Wireless Innovation Centres (WICs)**
- **Activities to jointly define and set up a wireless public information service**
- **Pooling of task and organisation of the WICs**





Activities II

- **The exchange of ideas about the organisation, tasks and services for the public of the WIC**
- **Five pilot projects to demonstrate wireless technologies by developing new location-based services**
- **Design, description, creation and management of the WIC in each region and city**



The Consortium



FOMENTO DE
SAN SEBASTIAN

Project Coordinator

Fomento de San Sebastian, Bask
Country (Spain)



City of Oulu, Region Länsi-
Suomi (Finland)



ERNACT EEIG –Derry/Donegal,
Region Border, Midland and
Western (Ireland)

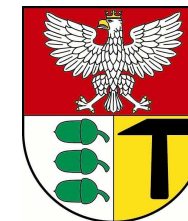


Wirtschaftsförderung
Region Stuttgart

Wirtschaftsförderung Region
Stuttgart GmbH (Germany)



ERVET – Emilia-Romagna
Valorizzazione Economica
Territorio (Italy)



City of Dabrowa Górnicza,
Region Silesia (Poland)

International
Wireless Cities
Conference

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speaker)

Stuttgart
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2007

Slide 8



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MobilCity Region Stuttgart



- [MobilCity Portal](#)
Gebührenfreie Informationen zur Region Stuttgart

Gehen Sie online mit The Cloud

The Cloud ist Europas führender Wireless LAN Anbieter und bietet Internetzugang im öffentlichen Raum mit MobilCity.

Und so funktioniert der The Cloud Service bei MobilCity:

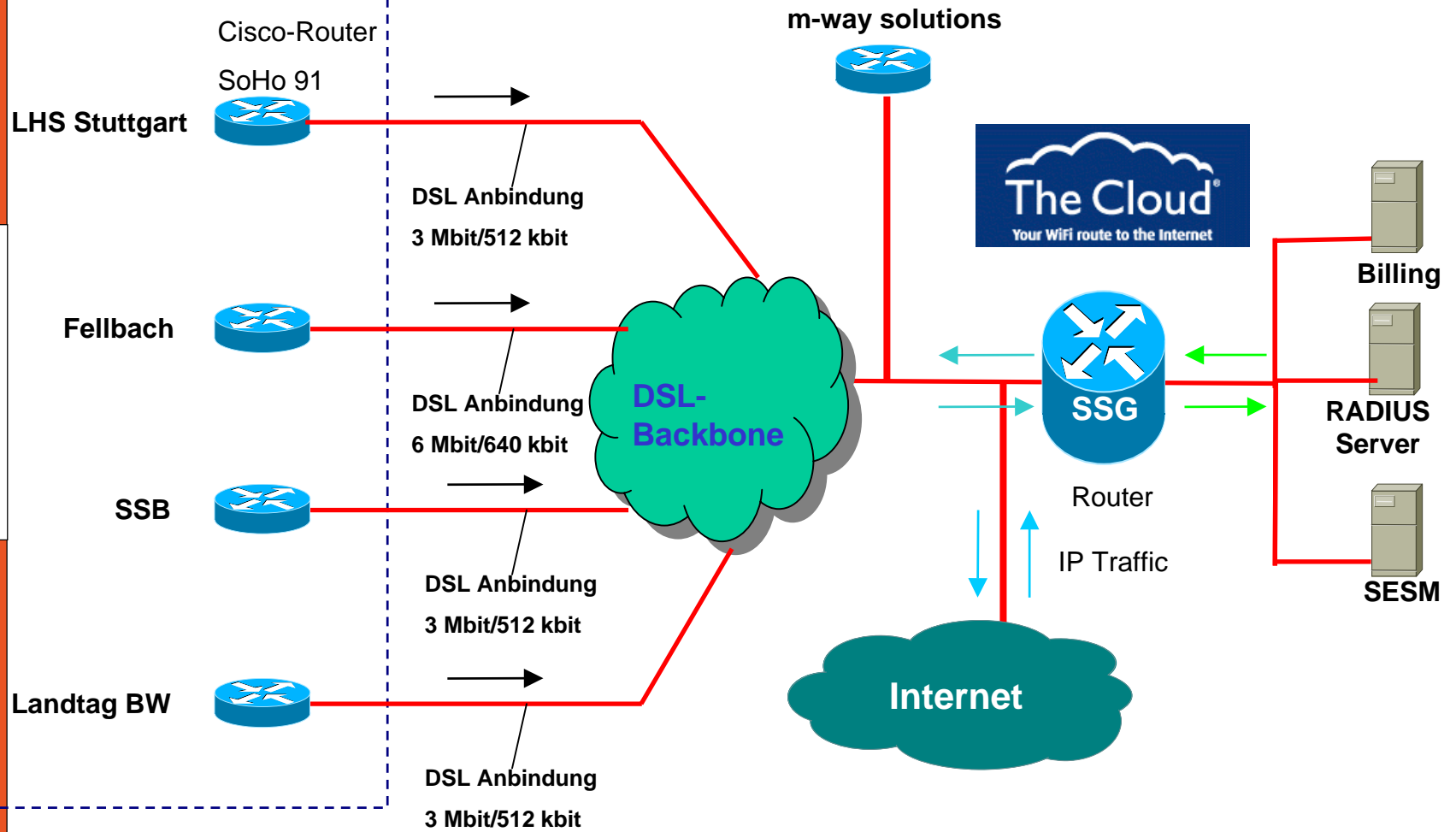
1. Sie benötigen einen WLAN-fähigen Laptop oder PDA.
2. Gehen Sie zu einem MobilCity Hotspot. Hier finden Sie [MobilCity Hotspots](#).
3. Verbinden Sie Ihr Gerät mit der SSID **MobilCity**.
4. Entscheiden Sie nun, ob Sie sich direkt über Ihren Provider verbinden lassen möchten oder ein festgesetztes Minutenpaket erwerben.

Informationen über The Cloud und alle Hotspots finden Sie unter www.thecloud.de

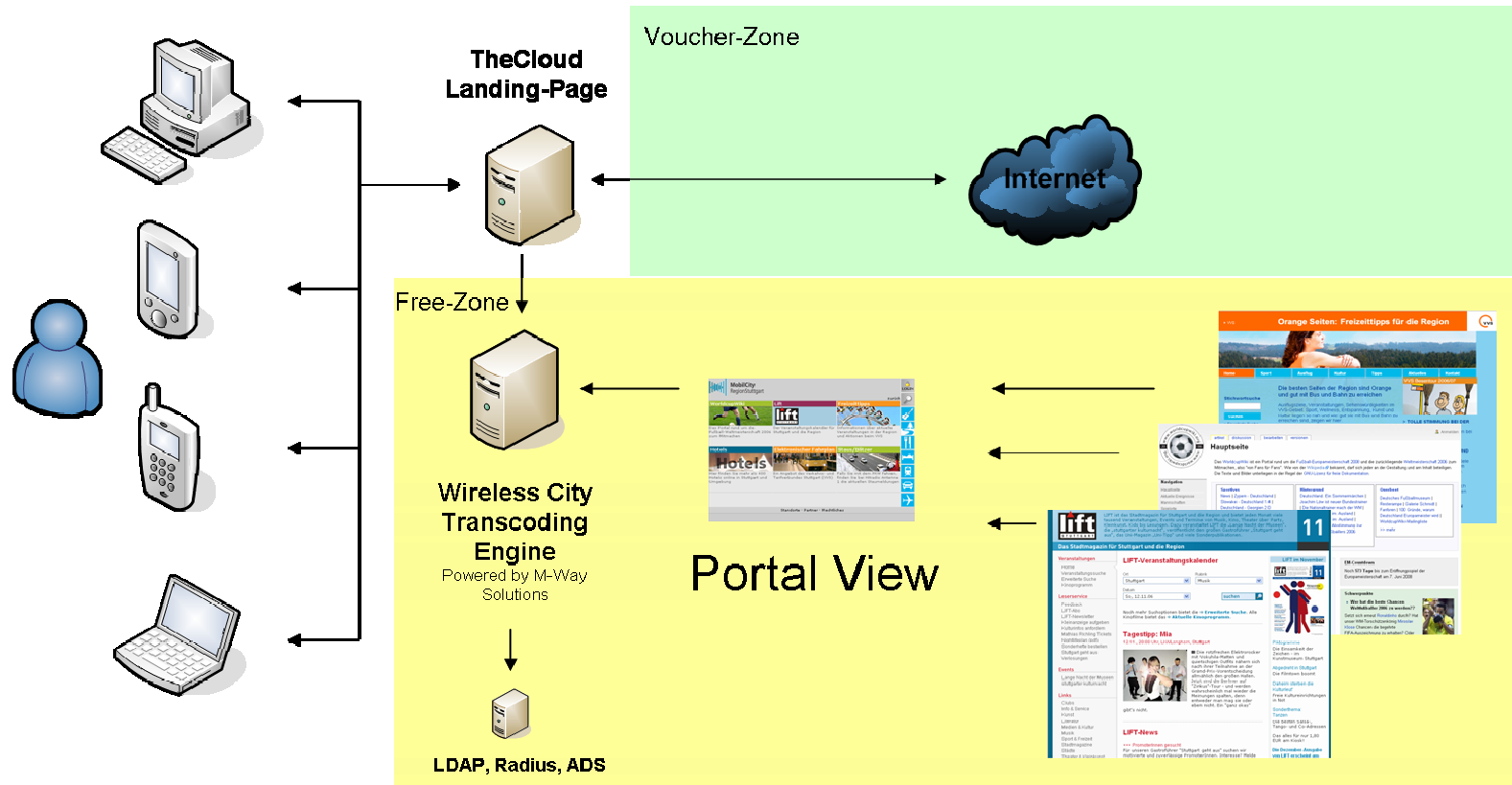
Hilfe · Datenschutz · Nutzung/Impressum

The screenshot shows the MobilCity Region Stuttgart website interface. At the top right, there is a 'LOGIN' button with a padlock icon and a search icon. Below the main header, there are several service tiles: 'WorldcupWiki' (with a soccer player image), 'Lift' (with the lift logo), 'Freizeittipps' (with a Ferris wheel image), 'Hotels' (with a hotel image), 'Elektronischer Fahrplan' (with a tram image), and 'Staus/Blitzer' (with a highway image). A vertical sidebar on the right contains icons for a guitar, a Christmas tree, a fork and knife, a bed, a train, a car, and an airplane. At the bottom of the interface, there are links for 'Standorte', 'Partner', and 'Rechtliches'.

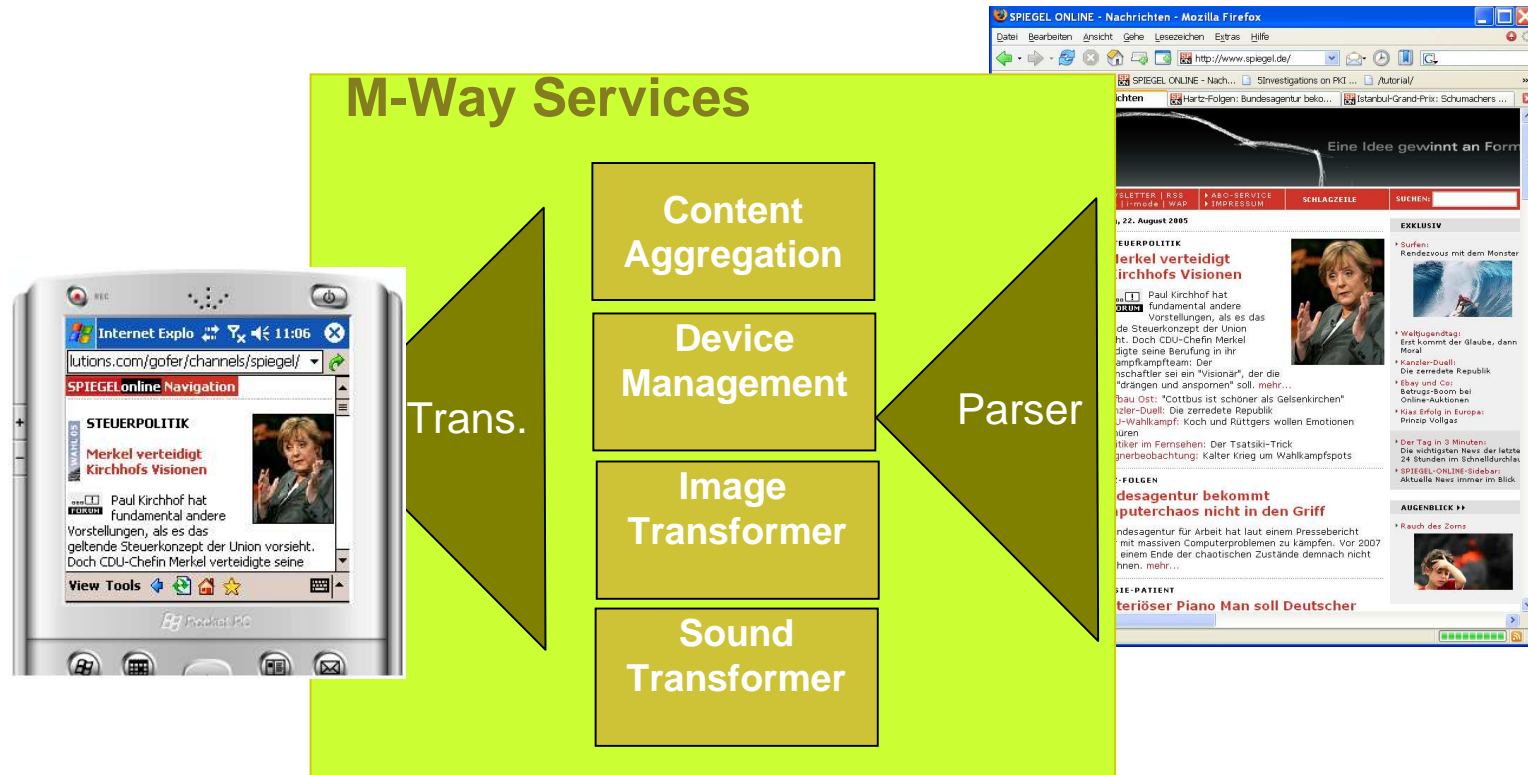
Structure of MobilCity



Portal and free internet access



Mobile Internet Solutions



Total of 1.500 mobile devices supported

- Handys, Smartphones, Blackberry
- PalmOS, Mobile Windows, PDA
- (Sub-)Notebook's



Contact

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