



21st Century Smart+Connected Cities

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posco e&c



- Increased value and efficiencies for building owners
 - Reduce operating costs
 - Improve sustainability
 - Enhance controls/responsiveness
- Improved quality of life for residents, workers and visitors
- Potential income stream through creation of operating services platform



- The “wired” Republic of Korea
 - Highly developed ICT industry and infrastructure
 - High ICT market penetration
 - Market affinity for ICT
 - Relatively high income levels
- Songdo IBD advantages
 - Central government and IFEZA support
 - Greenfield development
 - Commitment to quality and international vision



- Importance of planning – think ahead
- Importance of connectivity and open systems – the power of the network
- The power of partnership



The Road Ahead...

- Opening of the Songdo IBD – we've come a long way but we've still got a long way to go
 - Retrofit requirements
 - Implementation in new design/ construction projects
 - Linkages with the public realm
- Ongoing evolution of ICT to mesh changing technology with local market forces
- Cisco-Gale International-NSIC collaboration



Thank you!

 Songdo

