

Urban performances doesn't rely upon hard infrastructure alone anymore: the amount of information available, how easy is to access them and their quality are key factors to analyze the efficiency of a modern Smart City.

Italian dictionary Treccani defines Smart City as "a urban-planning strategy linking innovation and opportunities offered by new technologies to the improvement of the citizen's quality of life (...) It's aim is to innovate and optimize public services." We can therefore measure the quality of a smart city in direct proportion to the quality of its citizen's urban experience. The "Digitalization" is a great benefit for administrations: the capability to integrate different technologies with the communication infrastructures makes data, collected by the urban IoT, easily accessible. An omni-comprehensive solution, able to stream ads, deploy free public WiFi, show transport scheduling, manage events and even collect data regarding the environmental footprint of the city.

Digital Signage isn't just replacing the static notice boards: it's ability to integrate and communicate with all the smart technologies installed throughout the city allows administrations to collect real-time updated reports from every corner of the city, providing valuable insights to improve services.

Furthermore, highly congested areas are interesting to media buyers, always looking for new advertising possibilities. This could even generate revenue to support services to the citizenship: that's already happening in Italy, where Imecon's outdoor solution are financing the bike sharing "BikeMi" project offered by the Metropolitan City of Milan.

With a custom backlight design, these hyper-connected ultra-bright devices stream 4K contents managed by our cloud system: every single totem can show the right info at the right time and place, collecting data in an online database sharing information with the municipality. It shouldn't surprise that Milan has recently been awarded as the best italian city to live in.