Contact:
Franck Milet
Franck@secondworld.ch
076 707 00 01
Sustainable Development Goals (SDGs): The Swiss Perspective

The Smart City

A combination of digital technology and collective intelligence for the improvement of the quality of life in cities (environment, social, economic, governance...)
Secondworld: **OUR GOAL**

Immersive experience,

Gaming for **groups**

and **individuals**
OUR GOAL

Leverage on Innovative B2B services

- Travel
- Property
- Training
- Marketing
OUR GOAL

Bring VR/AR closer to where people live and work
Smart Cities and AI

Why not in our « regular sized » cities?

- Intelligent Lighting Motion Detector
- Automated Waste Management
- Intelligent Parking

Instant 3D City model with reaction adjustment capabilities
Switzerland is much more than that...
Purchasing power Europe: the Swiss maintain their top spot
Switzerland Remains The World Leader in Innovation
Major International Corporates:
High B-2-B Market Potential
So why do we have ...this?
Drafting a model

**Acquire**
- « IoT »
- Intelligent sensors
- Geolocation
- RFID tags
- Beacons

**Process & Analyze**
- « Artificial Intelligence »
- « Big Data »
- AR / VR devices

**Visualize**

**Feed Back**
- (to machines or humans)
- Apps
- AR Glasses
- « IoT »
Obstacles to Overcome

Technology (hardware) is fine but...

- Acquire
- Process & Analyze
- Visualize
- Feed Back (to machines or humans)

- Role
- User adoption
- Customer adoption
- Culture
Our intention
Thank you!