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# 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

Intelligent Lighting Motion Detector

Automated Waste Management

Intelligent Parking

Instant 3D City model  
with reaction adjustment  
capabilities

**Why not in our  
« regular sized  
» cities ?**

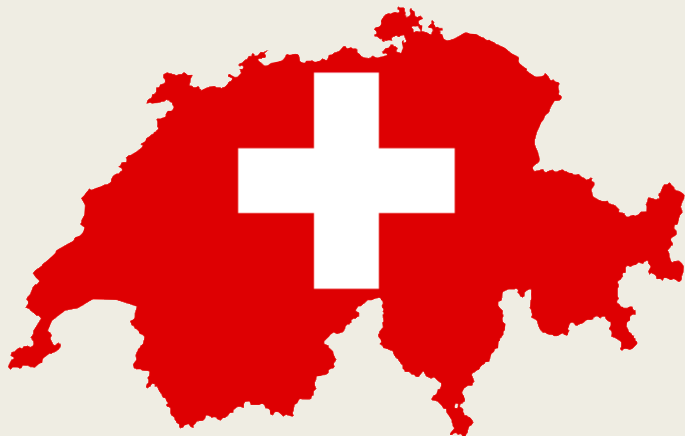


# Switzerland is much more than that...

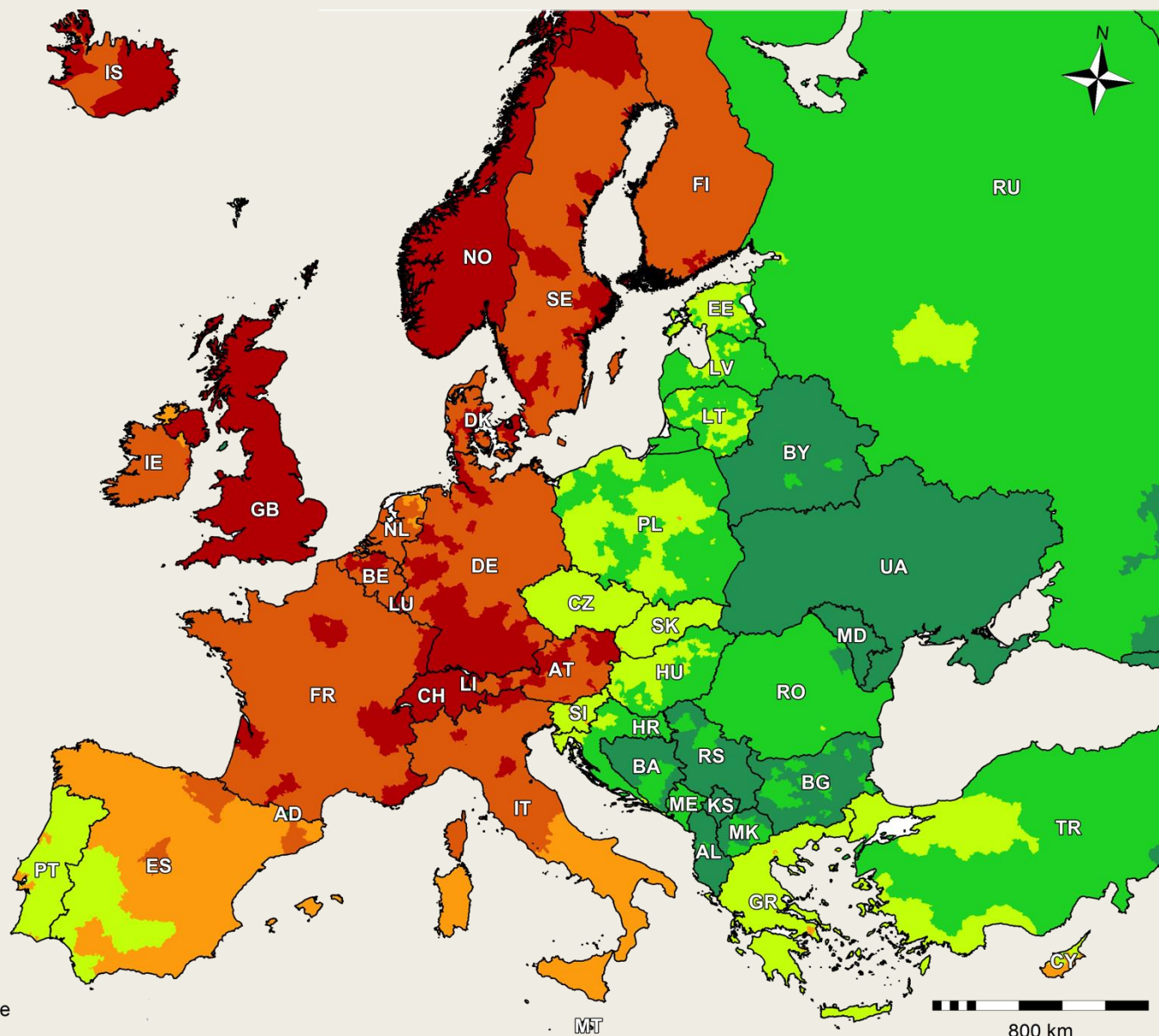




# Purchasing power Europe: the Swiss maintain their top spot



**Absolute purchasing power  
per inhabitant in €**





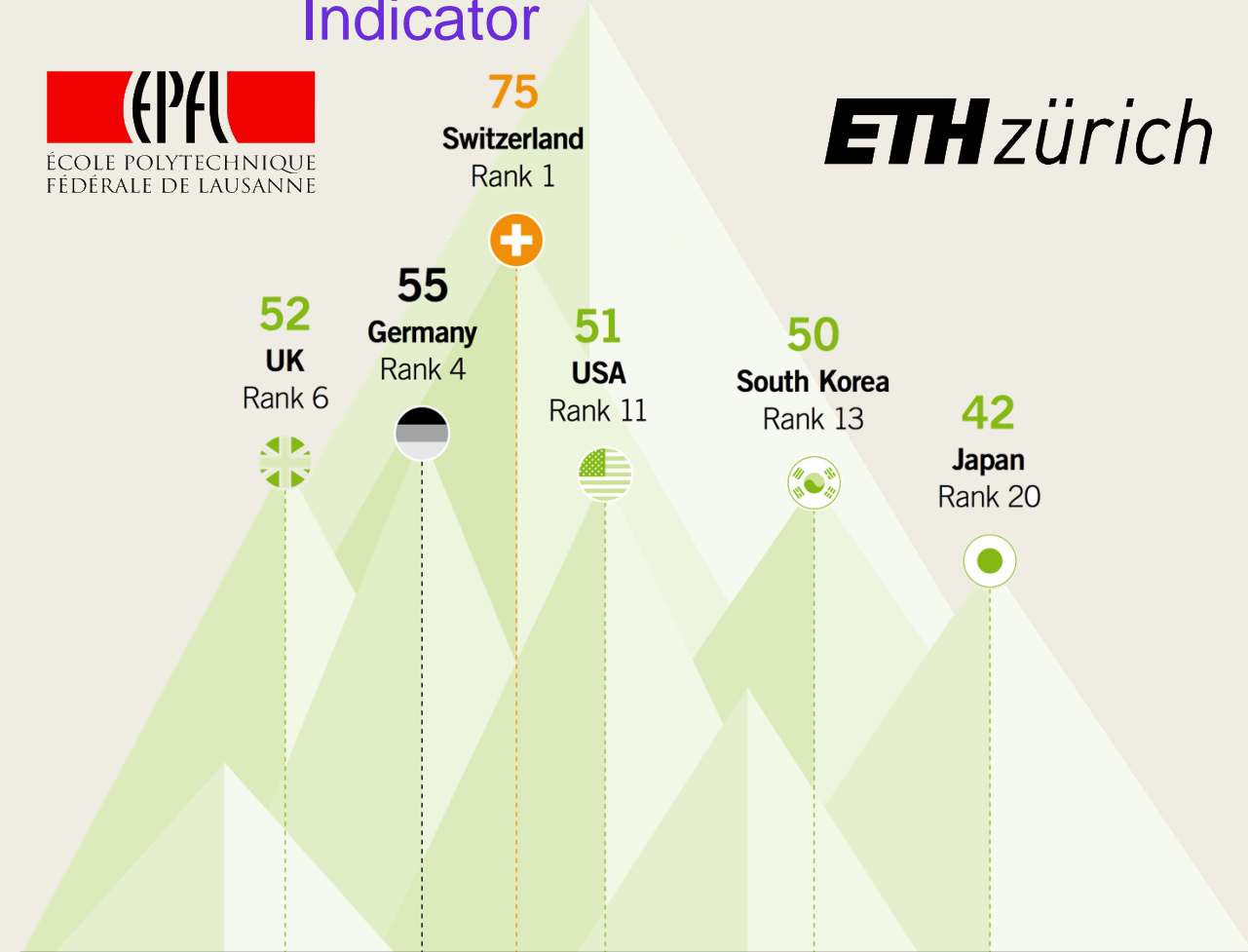
# Switzerland Remains The World Leader in Innovation



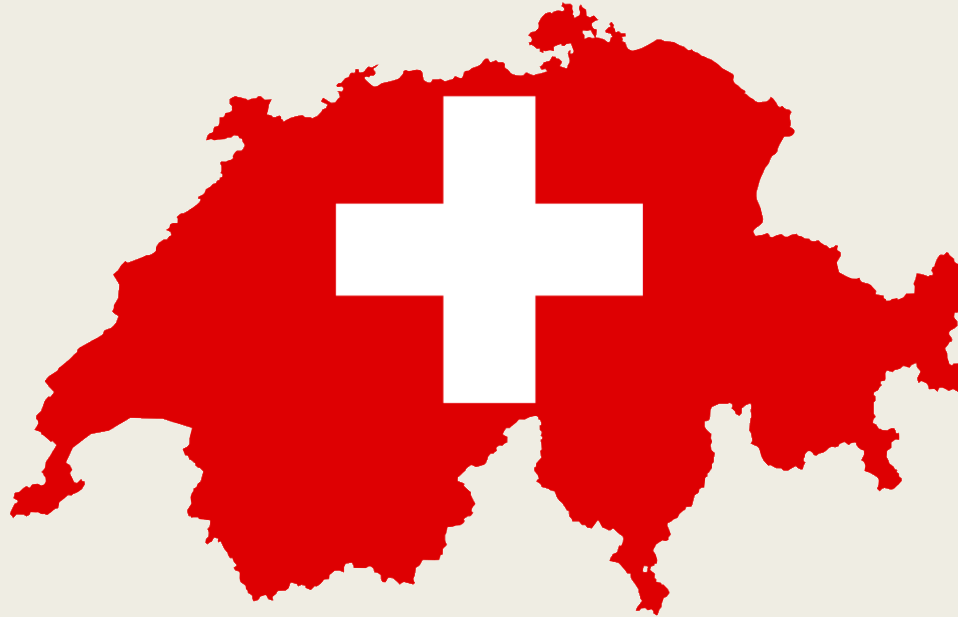
## Innovation Indicator



**ETH** zürich



## Major International Corporates: High B-2-B Market Potential

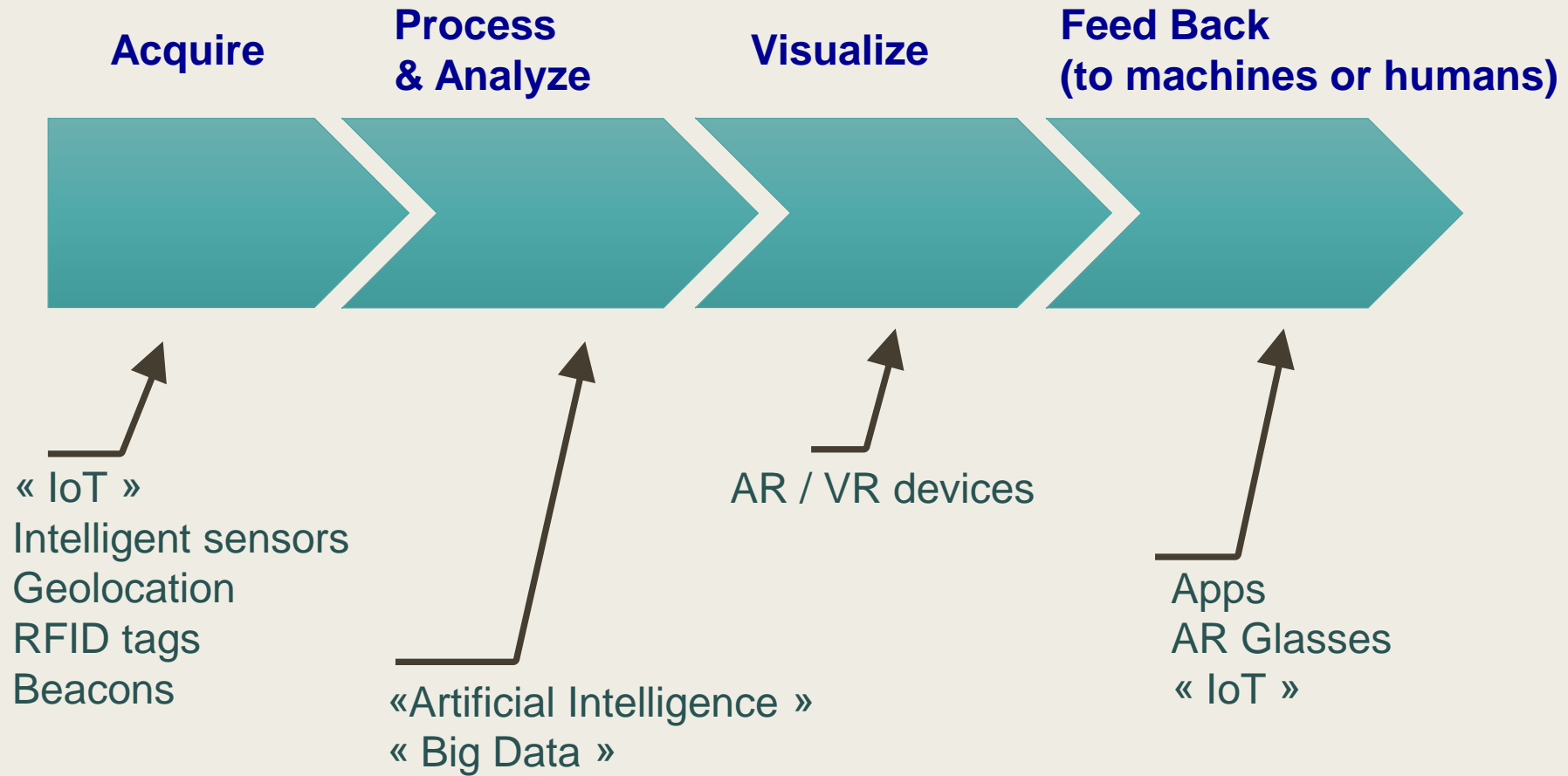




# So why do we have ...this ?

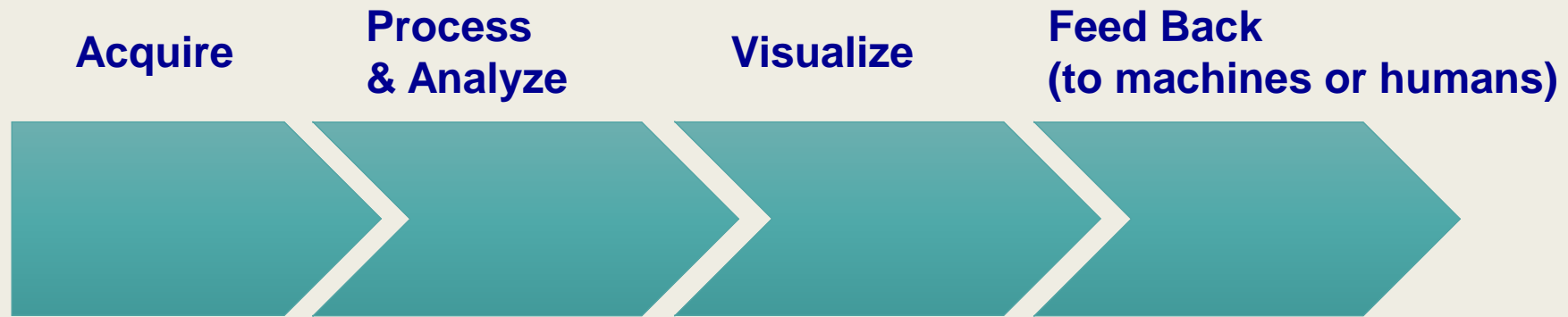


# Drafting a model

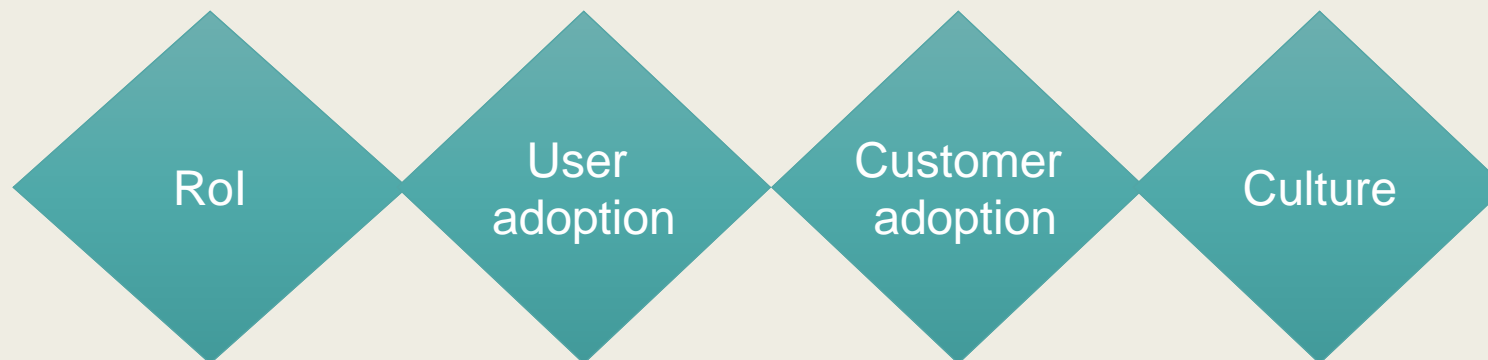




# Obstacles to Overcome



Technology (hardware) is fine but...



# Our intention





Thank you !