

# Expo 2015 Opportunity for NFC

**EXPO**  
MILANO 2015





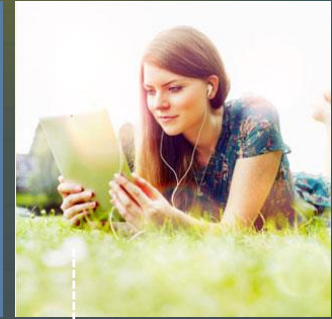
## When

1 May – 31 Oct  
2015



## Visitors

20 million



## Theme

Feeding the Planet,  
Energy for Life



## Participants

138 Countries  
+ 10  
International  
Organizations



## Digital EXPO

Millions of users  
through digital  
Expo 2015

## Expo 2015 Digital Strategy

A core component of Expo 2015 Strategy to **attract visitors** and contribute to the **success** of the event.

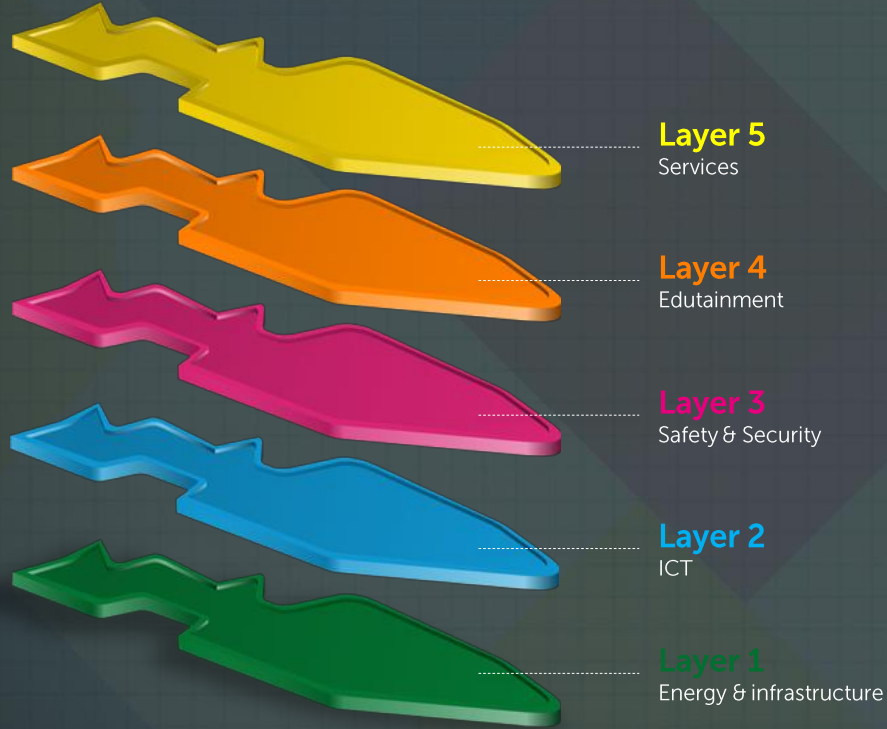
**In site Experience:**  
The Digital Smart City



**On Line Experience:**  
The Digital Expo



# The Digital Smart City Expo

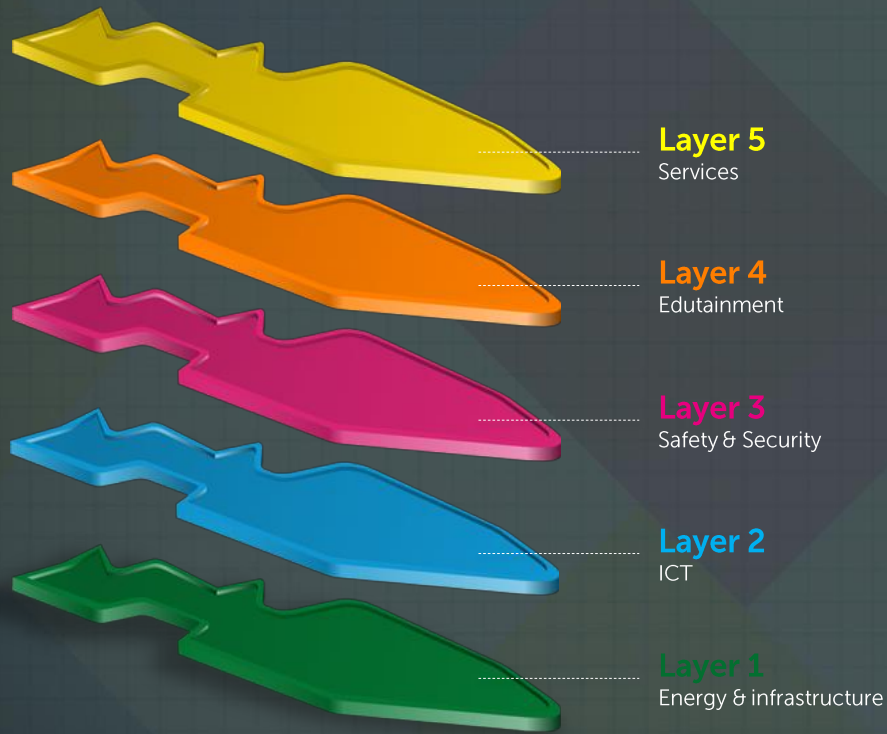


## The Digital Smart City Expo

is build up with **5 technological** and **service layers**

# Partner Contribution to the Digital Smart City

The portfolio of technology partner to build the Digital Smart City Expo is now accomplished.





### Authentication

Site access and **visitor profiling** enabled through NFC tagging, also applied to **staff and site operations**.

### Payments

All merchants in the exposition site will adopt **NFC enabled POS** for retail transaction.

### Services

Value Added Services offered to Visitor using **NFC as tagging tool** (e.g. booking, queue management, etc.).

## NFC visitor experience

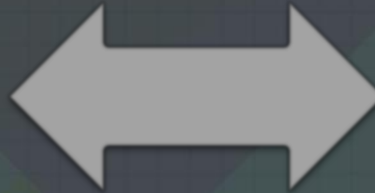
A comprehensive set of **smart services** available in the **exposition site** to guarantee a convenient **visitor experience**

## Case 1: Smart Electronic Ticket - NFC



### Benefits of Cloud Based ICT services

- Cost Effectiveness
- Service Integration
- Economies of scale
- Security
- Resilience
- O&M
- ... *and other*



### Benefits of NFC-enabled SIM Cards

- Security & Privacy
- Assurance
- Economies of scale
- Interoperability
- Service aggregation
- Service portability
- ... *and other*

## Case 2: Smart Electronic Ticket - Card



Event  
Ticketing



Digital  
Services



Payments



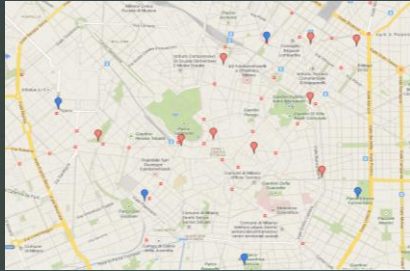
Event  
Booking



Coupons



## Case 3: Isole Digitali (Comune di Milano)



Electric Car Sharing



- WiFi
- Device charging
- Infomobility services
- Smart Lighting
- Smart Camera
- Electric Car Charging
- NFC Based Services
- ....

15 Islands launched, up to 40 by 2015



Interactive Totem with NFC & POS





[guido.arnone@expo2015.org](mailto:guido.arnone@expo2015.org)

Thank you