



Spain's First SmartCities Lab Opens

A Cluster of Leading Private Companies have launched their first tier of Innovative Smartcity and Sustainable Urban Solutions

Barcelona, February 28th 2012.-

A private consortium of companies composed by Ficoso, Intel, JCDecaux and ADMira have set up Spain's first technological laboratory to develop innovative and citizen oriented solutions with a SmartCity scope. The SmartQueue - an innovative and sustainable marquee - is the first result of a joint effort of the lab.

This Barcelona originated project has an international scope and will be presented in coming months to the administrations of different cities around the world.

The unique selling proposition and key functionalities of SmartQueue is to improve the quality, experience and services offered in the public transport network. As a result of this sustainable and creative concept of a station, the user will be able to:

- Buy transport tickets - NFC powered - with your mobile (mTouch & Go)
- Plan the route and find information in one of the mobile digital displays (mTouch & Know)
- Download information and purchase services using tactile information systems (mTouch & Shop)
- The SmartQueue has photovoltaic self sufficient technology of Ficoso which generates energy via solar panels.

This project is the first SmartCity Barcelona Lab, an initiative that aims to make cities better for their citizens through the use of new technologies