



ERICSSON

# NETWORKED SOCIETY 2015

## SMART CITIES DRIVING FORCE

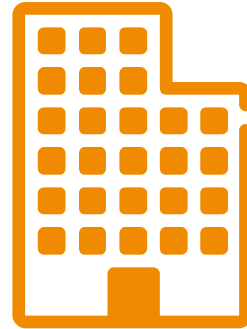
# DRIVERS OF CHANGE



PRODUCTIVITY  
DEVELOPMENT

DIVERSITY AND  
INCLUSION

SUSTAINABLE  
PARADIGM



EFFICIENCY  
ADVANCEMENTS

IMMERSIVE  
EXPERIENCES

MARKET  
INNOVATIONS



ENGAGING  
CULTURE

CONVENIENCE OF  
SERVICES

PEOPLE  
EMPOWERMENT

# FROM TRANSPORTATION TO MOBILITY



TRANQUILIEN



“I always get a suggestion for a train where I can be sure to get a seat “

BLA BLA CAR



“I always share my car travel with others”

UBER



“I prefer taxis with drivers recommended by my community”

# FROM RETAIL TO EXCHANGE



BLUE APRON



“I save time and money by subscribing to my grocery supply”

AIRBNB



“When traveling I usually stay at a home away from home”

YERDLE



“In my neighborhood we share lots of stuff that’s good to have but seldom used”

# FROM EDUCATION TO LEARNING



COURSERA



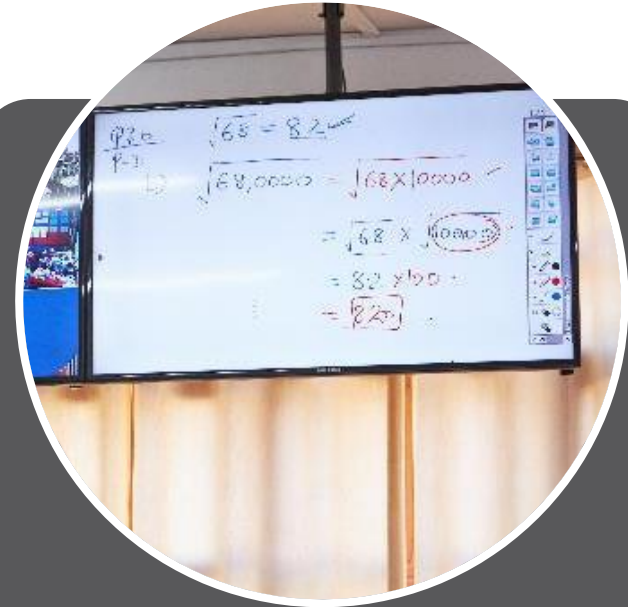
“Learning has become a lifelong experience”

KNEWTON



“My education and pedagogic method was totally personalized”

UNIVERSITIES



“I got my Masters degree on-line”

# FROM MEDIA TO CULTURE



YOUTUBE



“I have my personalized media streams with me everywhere”

SPOTIFY



“I have never bought a CD”

CREATE SPACE



“I produce as much as I consume”

# FROM BANKING TO TRANSACTING



MOBILE MONEY



“I use my mobile for everything I buy”

KICKSTARTER



“I got my project founded by crowdfunding”

FIDO



“I have high trust points at my bank so I get a lower interest”

# FROM UTILITY TO FUNCTION



STOCKHOLM ROYAL SEAPORT



“Energy systems are much more effective now. We have smart apps that control how much we spend”

IKEA SOLAR PANELS



“You know, you might not need all the energy you produce”

SUMO



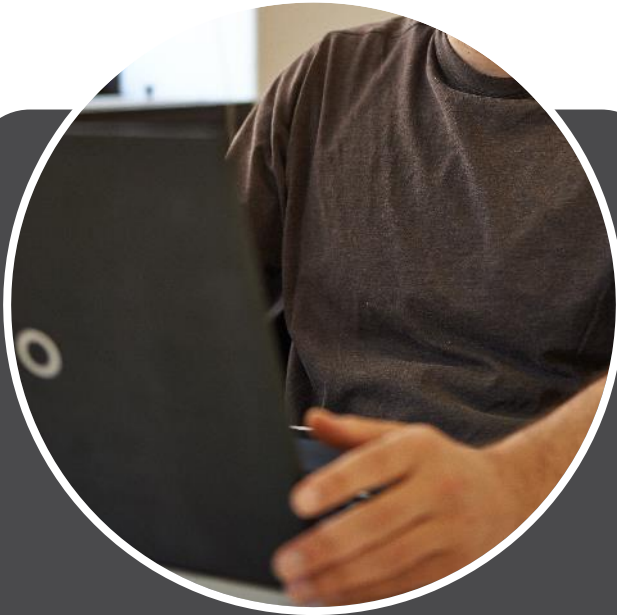
“We have a footprint bonus system based on how much resources you consume”



# FROM PUBLIC SECTOR TO COMMUNALITY



E-ESTONIA



“It takes less than 17 minutes to start a new business and get all the paper work in place”

FIXMYSTREET



“Today we are all engaged in the local community”

ICELAND'S CONSTITUTION



“We collaboratively wrote a new constitution”

# FROM HEALTHCARE TO WELLNESS



GLOW CAPS



“My medicine boxes remind me to take my medicine”

LECOM



“My fitness center takes care of my health better than the traditional hospital”

NOOM



“I’m constantly updating my health records, monitored by wearable technology”



# A NEW LOGIC

# NEW LOGICS



MUSIC



CULTURE

RETAIL



EXCHANGE



HEALTHCARE



WELLNESS



EDUCATION



LEARNING



TRANSPORT



MOBILITY

UTILITY



FUNCTION

BANKING



TRANSACTION

# NEW ASSETS



1. Digitalization – exponential and ubiquitous
2. Data – own, shared and open
3. Things – connected and intelligent
4. Users – participating and active
5. Platforms – economics and scale
6. Capabilities – available and on-demand



# INDUSTRY TRANSFORMATION



OUTSIDE DRIVERS

PATH OF EVOLUTION

PATH OF DISRUPTION

INSIDE CONTROL



# ICT-LED TRANSFORMATION

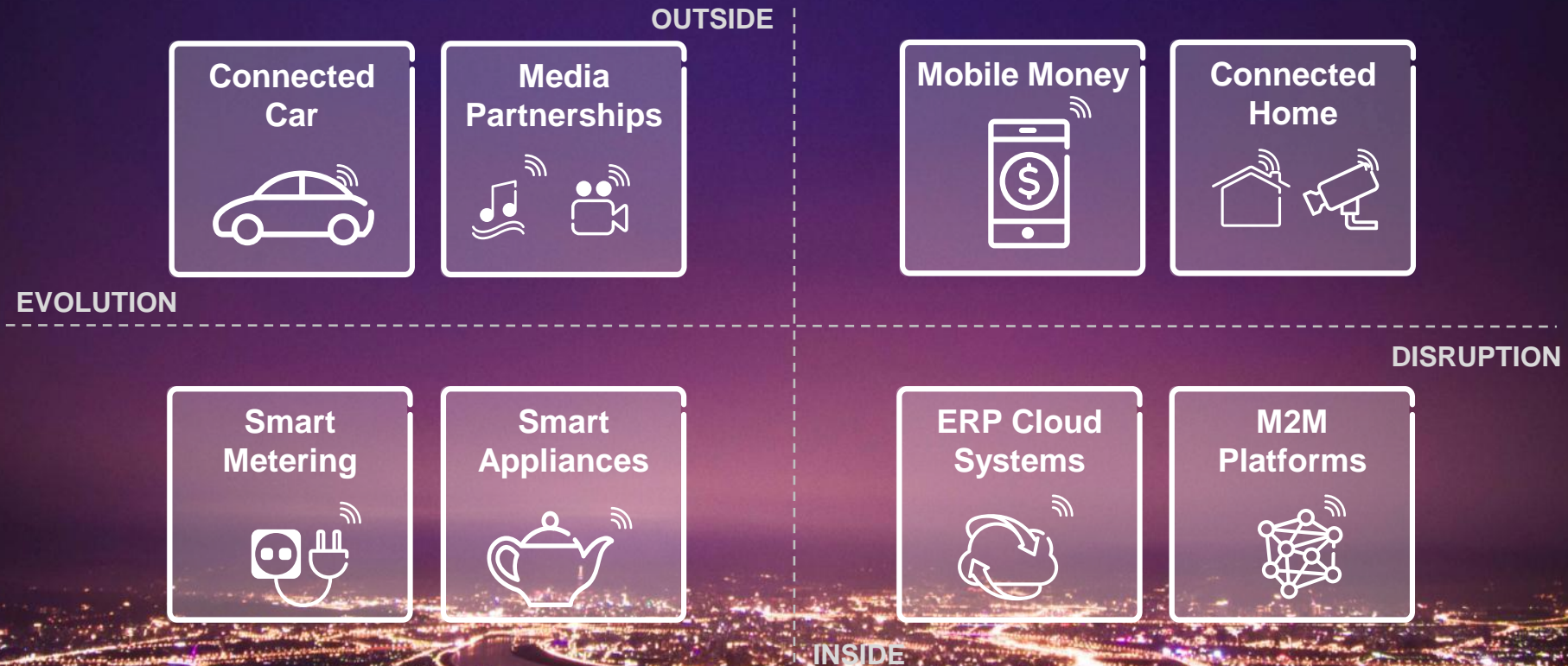


# INDUSTRIES IN TRANSFORMATION

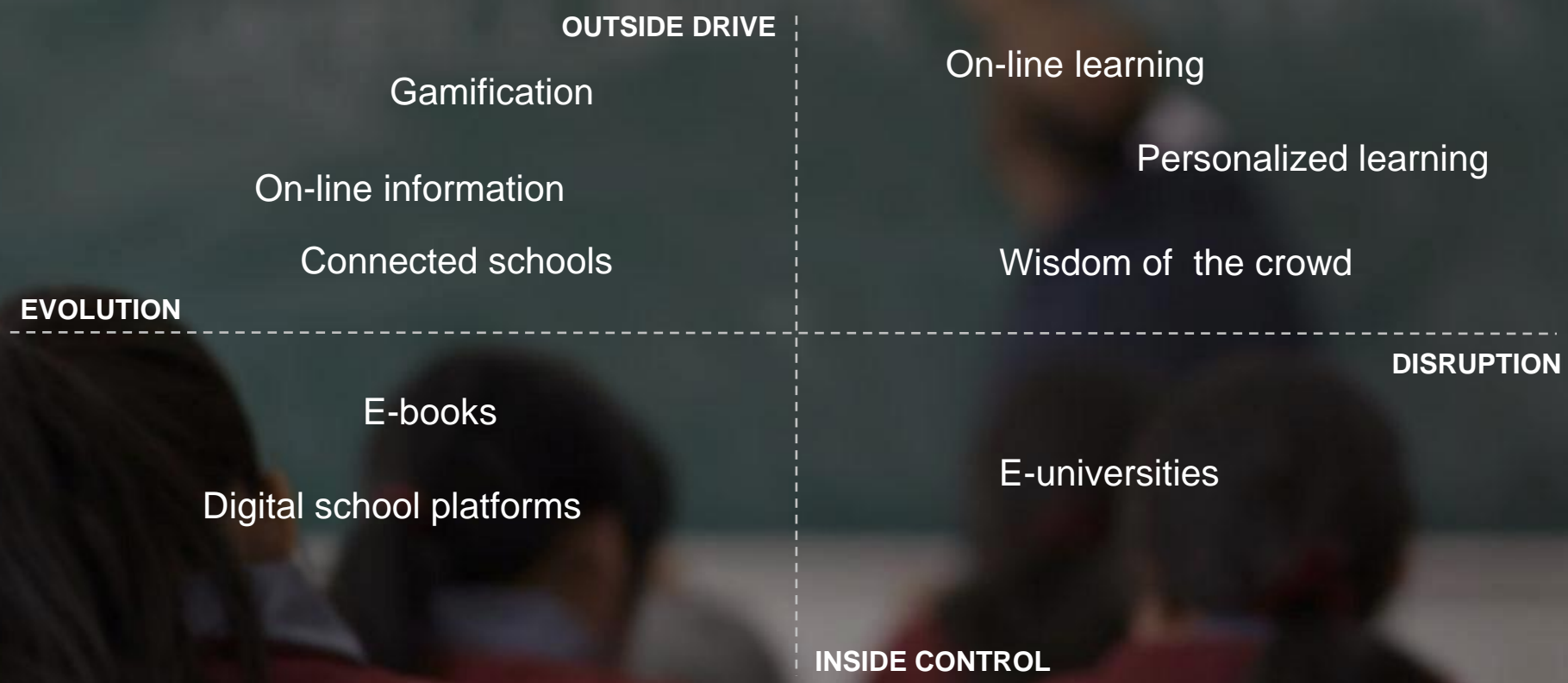




# OPERATOR OPPORTUNITIES



# EDUCATION



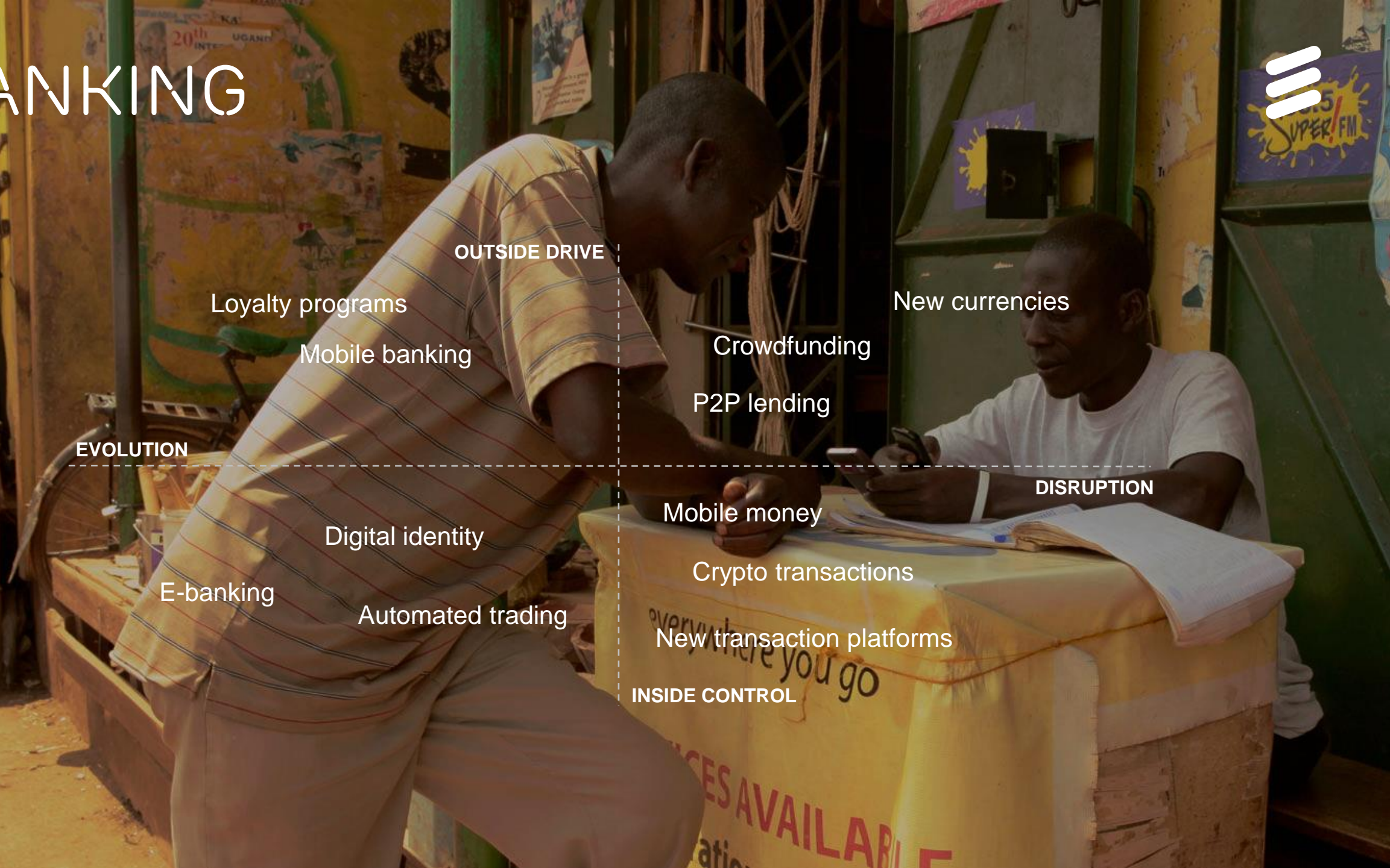
# MEDIA



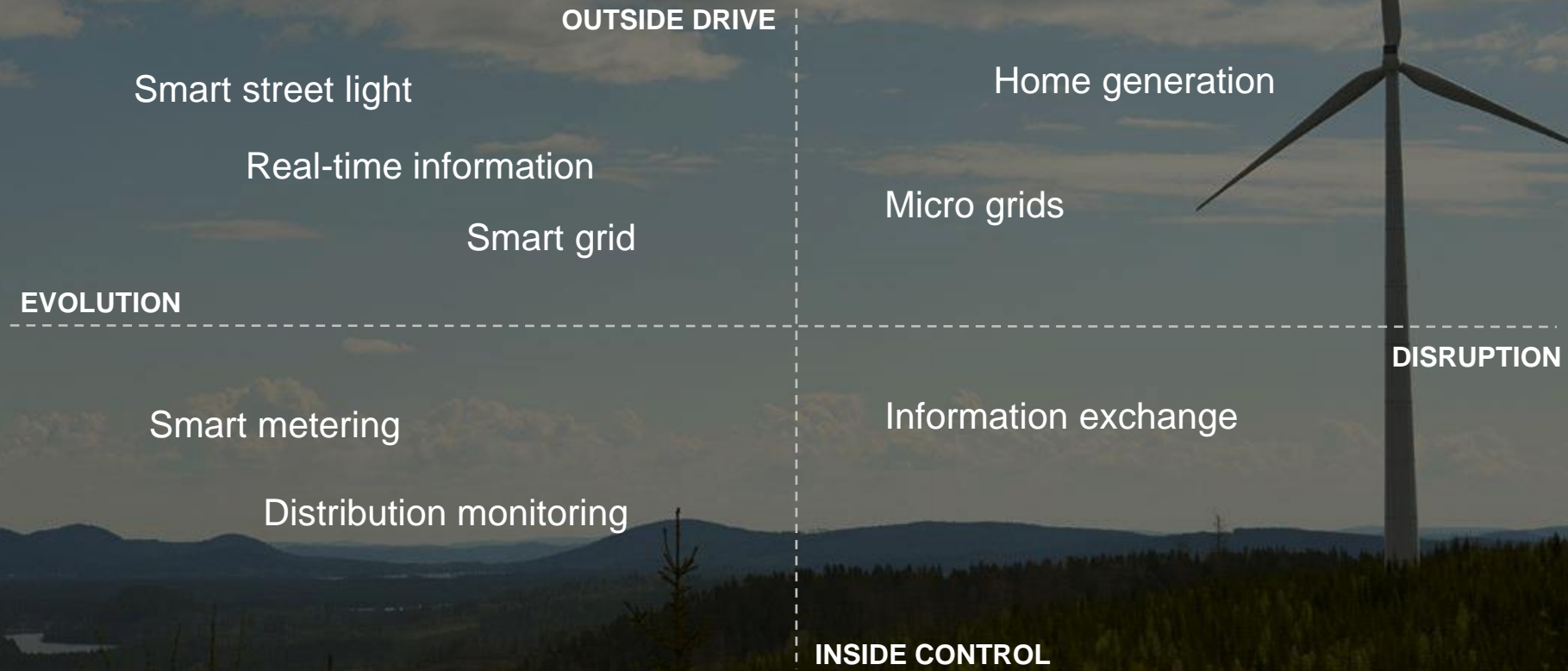
# TRANSPORTATION



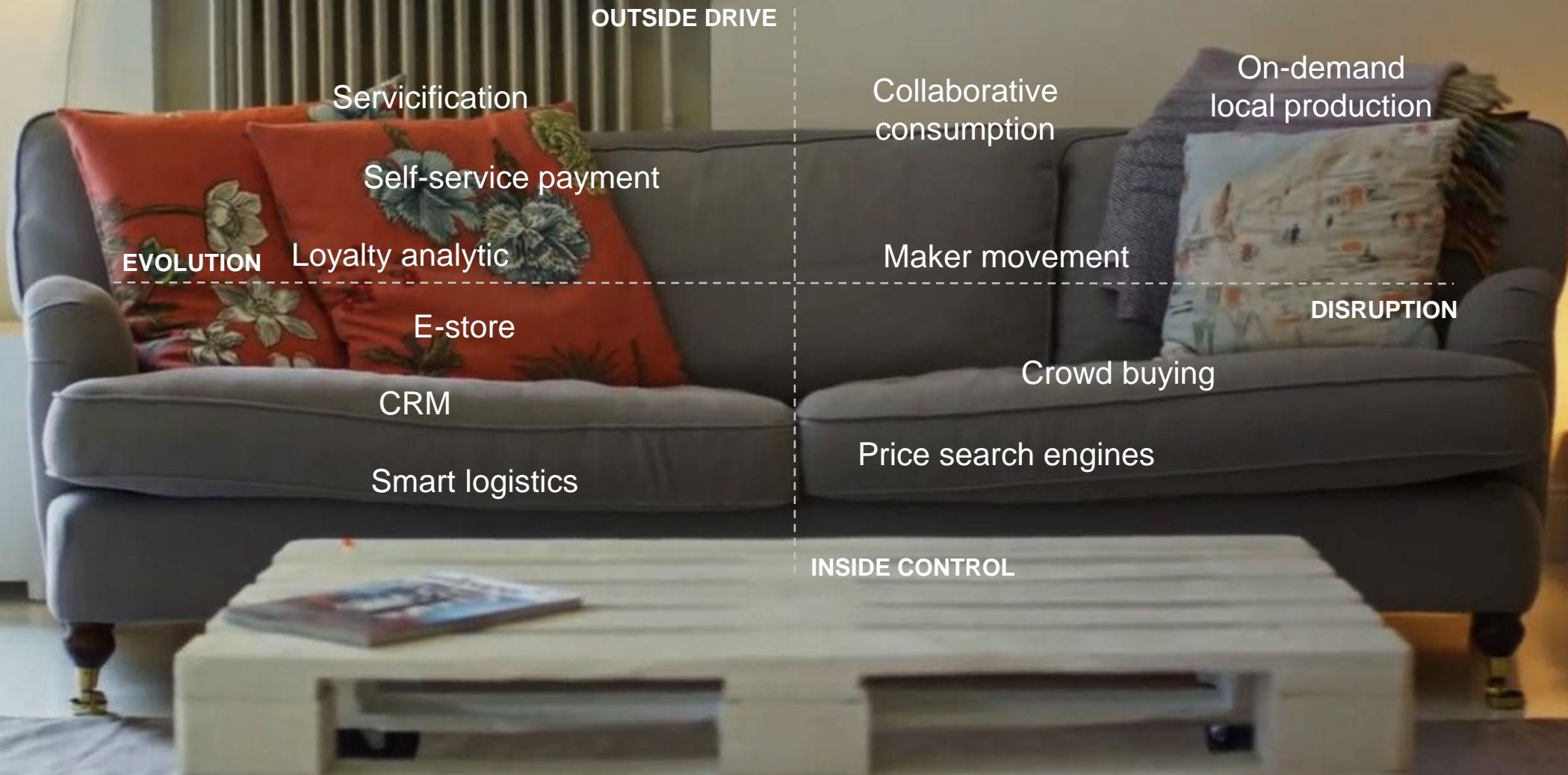
# BANKING



# UTILITIES



# RETAIL



# PUBLIC SECTOR



OUTSIDE DRIVE

Transparency

Mobile voting

Direct democracy

New identities

Awareness services

EVOLUTION

DISRUPTION

Surveillance and security

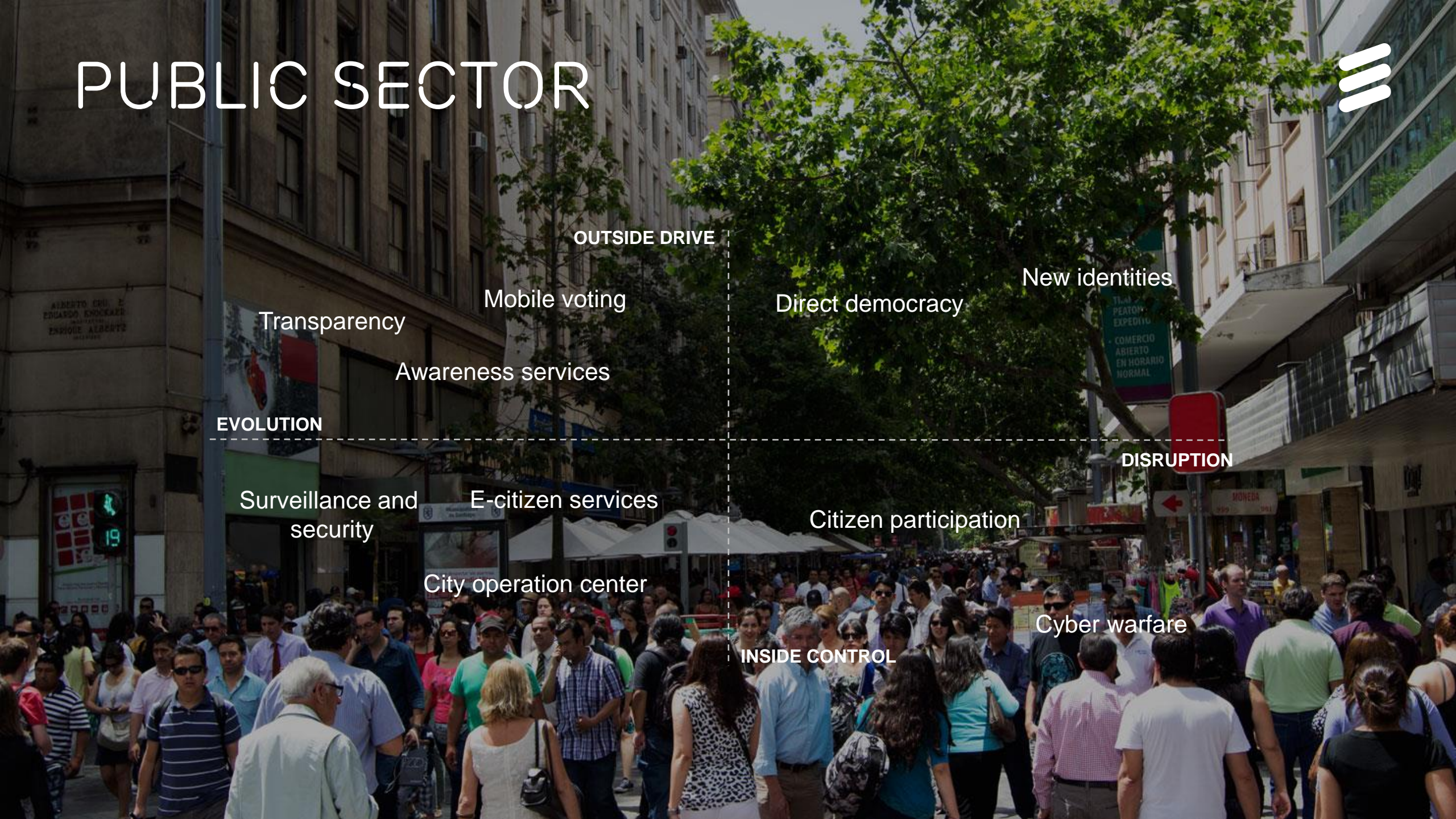
E-citizen services

Citizen participation

City operation center

Cyber warfare

INSIDE CONTROL





# HEALTHCARE



# IN 2030...



Millions of people have a life expectancy of 150 years or more

Food is grown in skyscrapers

3D printing and drone delivery provides close to real time supply

New buildings generate more energy than they consume



Learning a second language is no longer necessary

You don't need to drive your car unless you want to

Actors are out of work, replaced by animated artists

Cash is all digital and virtual currencies capture a large share of GDP



**ERICSSON**