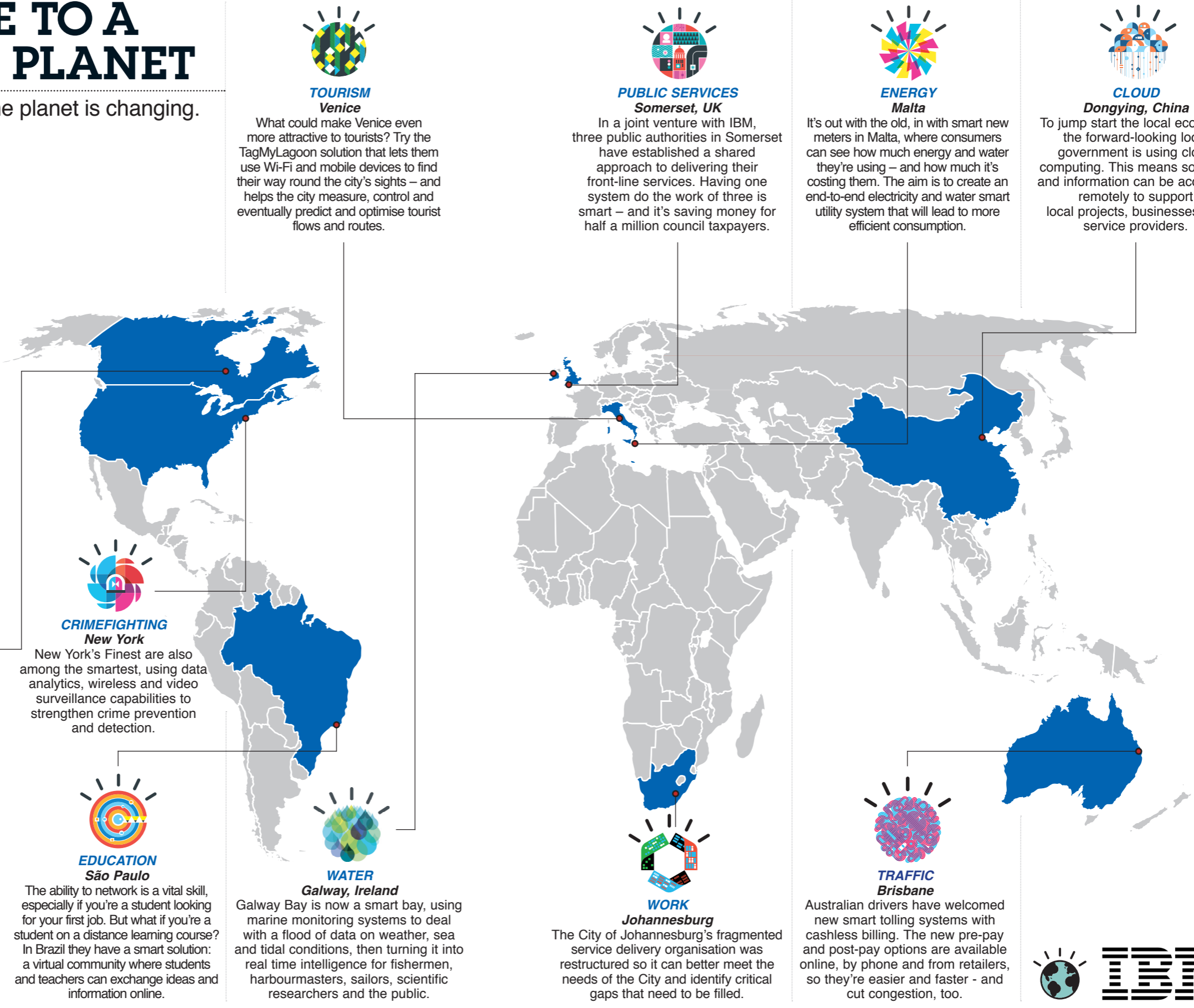


WELCOME TO A SMARTER PLANET

Everywhere you look the planet is changing.

It's becoming connected like never before - economically, socially and technically. Events in one area are having an impact on the other side of the world within days or even hours. And we're starting to see the dangers of increasing global integration. Climate change and energy. Global supply chains for food and medicine. Security concerns from identity theft to terrorism. Fortunately, something is happening that holds new potential: the world is getting smarter. The world is ready for it. The technology is available and affordable. People want it. And we can do it. To this end, governments, environmental groups, research organisations and commercial enterprises of all kinds are working together to build a smarter planet. Here you can see snapshots of the progress being made in diverse sectors and countries. For more information and insights into the smarter systems being created around the world, visit us online at ibm.com/uk/smarterplanet/worldmap



TOURISM
Venice

What could make Venice even more attractive to tourists? Try the TagMyLagoon solution that lets them use Wi-Fi and mobile devices to find their way round the city's sights – and helps the city measure, control and eventually predict and optimise tourist flows and routes.



PUBLIC SERVICES
Somerset, UK

In a joint venture with IBM, three public authorities in Somerset have established a shared approach to delivering their front-line services. Having one system do the work of three is smart – and it's saving money for half a million council taxpayers.



ENERGY
Malta

It's out with the old, in with smart new meters in Malta, where consumers can see how much energy and water they're using – and how much it's costing them. The aim is to create an end-to-end electricity and water smart utility system that will lead to more efficient consumption.



CLOUD
Dongying, China

To jump start the local economy, the forward-looking local government is using cloud computing. This means software and information can be accessed remotely to support local projects, businesses and service providers.



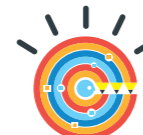
CRIMEFIGHTING
New York

New York's Finest are also among the smartest, using data analytics, wireless and video surveillance capabilities to strengthen crime prevention and detection.



HEALTHCARE
Ontario

To gain understanding of cancer initiation, progression and treatment, one Canadian research institute used an IBM Grid Computing solution to process over 86,000,000 3D images of cancer-related proteins. Without this solution, the task would have taken 100,000 years to complete.



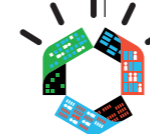
EDUCATION
São Paulo

The ability to network is a vital skill, especially if you're a student looking for your first job. But what if you're a student on a distance learning course? In Brazil they have a smart solution: a virtual community where students and teachers can exchange ideas and information online.



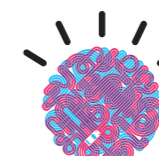
WATER
Galway, Ireland

Galway Bay is now a smart bay, using marine monitoring systems to deal with a flood of data on weather, sea and tidal conditions, then turning it into real time intelligence for fishermen, harbourmasters, sailors, scientific researchers and the public.



WORK
Johannesburg

The City of Johannesburg's fragmented service delivery organisation was restructured so it can better meet the needs of the City and identify critical gaps that need to be filled.



TRAFFIC
Brisbane

Australian drivers have welcomed new smart tolling systems with cashless billing. The new pre-pay and post-pay options are available online, by phone and from retailers, so they're easier and faster - and cut congestion, too.

