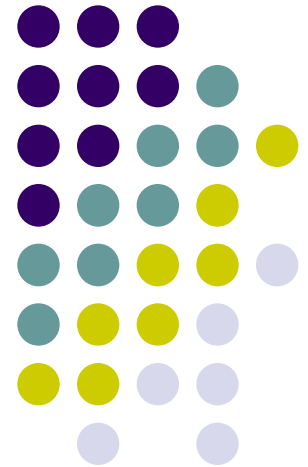
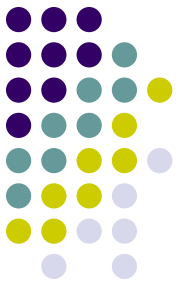


Intelligent Cities Conference Makkah

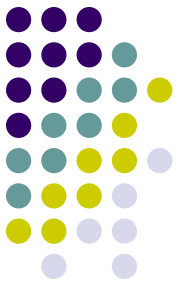
Soma Sekhar
CEO, TrackIT Solutions
Dubai Internet City, Dubai
soma@trackitme.com



Why a city should be Intelligent or a home be a smart home?

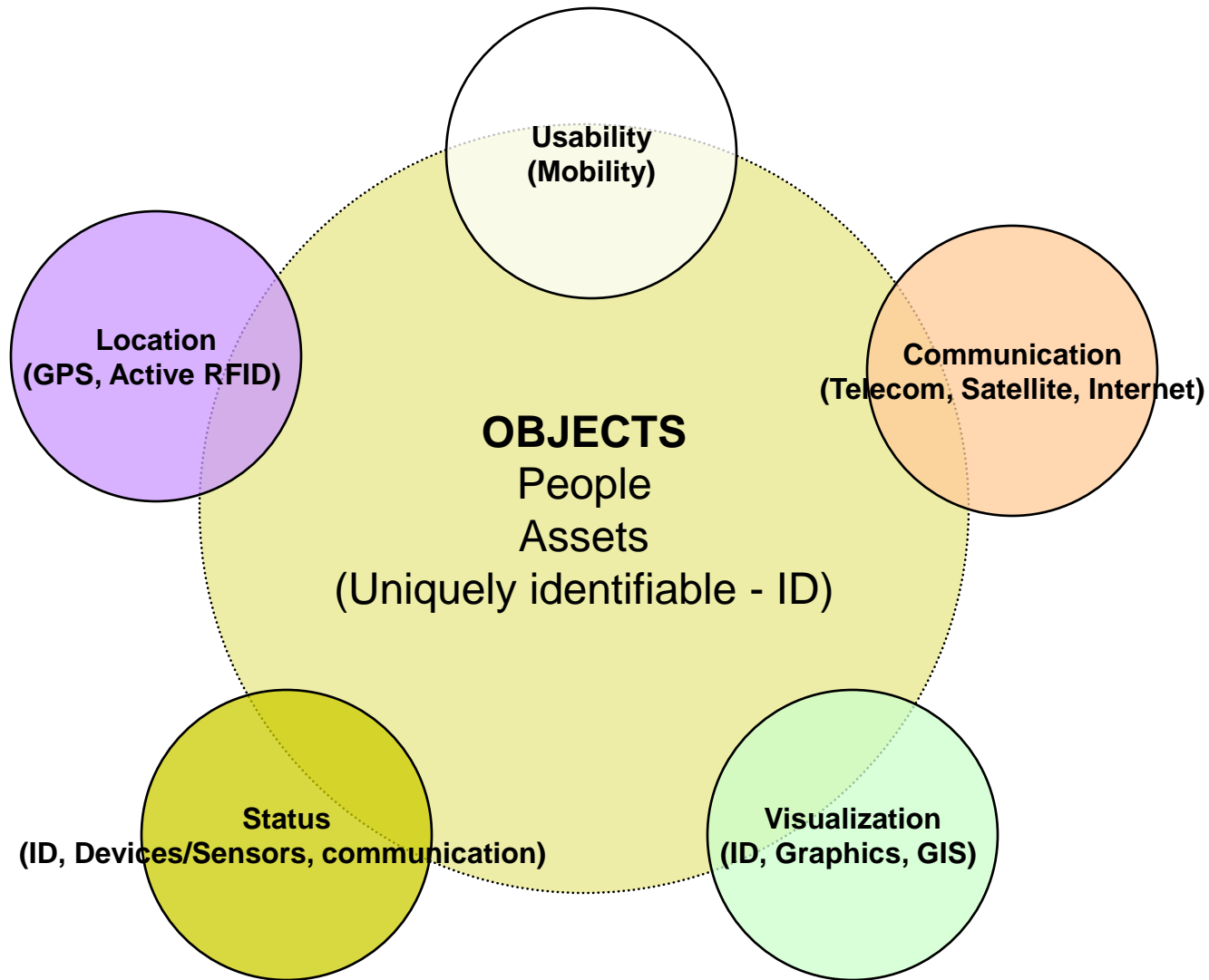
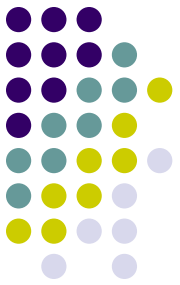


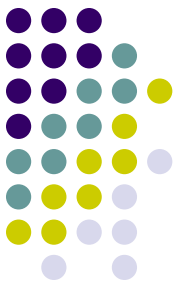
- It shall make the living more happier
- Living there shall make us more productive
- Local services shall provide better services at lower costs
- Better adoption of renewable energy sources
- Safer and Secure Society
- Shall be positive about the future



Future Should Be Better Than The Past

Intuitive/ Intelligent Solutions

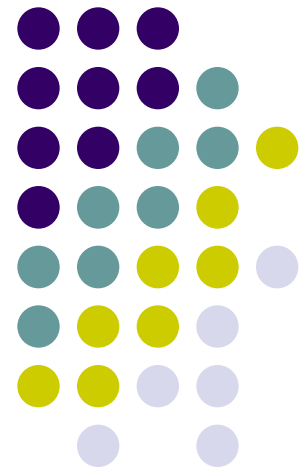




What is involved...

- No Single technology can provide the total solution
- Convergence of Technologies and providing context and event driven response
- Collaborative Technology development
- Operational support from Government and service providers

Critical Technology Components

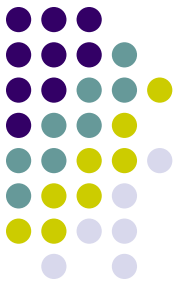




Identification

- Name badge for an object – People/Asset
- RFID- Different pill for different ailment
 - Passive RFID
 - Active RFID – UHF, Wi-Fi, Microwave, Ultra Wide band

Location



- GPS
 - Out Door Positioning
 - Coupled with tele / satellite communication
- Active RFID
 - Indoor positioning systems

Many hardware vendors provide GPS devices

Communication



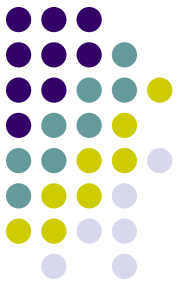
- Communication is going to be Critical
 - IP Connectivity – wired/wireless connectivity
 - VoIP
 - Data/Video exchange
 - Internet
 - Tele Communication
 - Voice Communication
 - Mobility

CISCO, Motorola etc.... Are doing good work

Mobility



- Mobile communication – service providers, Zain, Mobily, Etisalat etc.
- Mobile devices – phones, PDAs etc. from manufacturers like Motorola, Nokia etc..



Devices/Sensors

- Device response for an event
- Context sensitive services
 - Temperature
 - Radiation
 - Weight
 - Humidity
 - Pressure
 - Etc...

Many vendors do provide sensors



Visualization

- Where am I?
- Where is the service provider I need
- How can a service provider find where I am?
- Quick glance information for decision makers and monitoring personnel

ESRI, Autodesk, Intergraph, etc.. Provide platforms

Whole picture- What is missing?



Manufacturing
 Vehicle Identification/tracking
 People tracking
 Inventory tracking
 Fixed Asset tracking

Innovative Applications

TrackIT



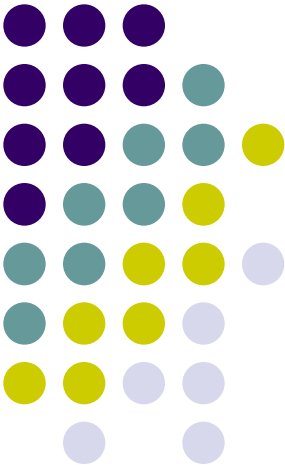
Utility Services

E-Government

Service Providers				
Operating Systems		Internet	Visualization	
RFID	GPS	Mobile Tech	Sensors	IP Communication



Example Applications

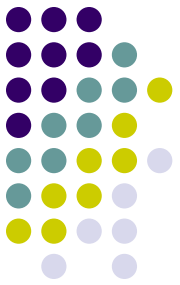




Pilgrim Identification

- Identification / Tracking?
- E-Identification for health care/Emergency
- E-Ticket for travel
- Kiosk based route identification (Muzdalifa)
- Jamaraat traffic monitoring to prevent stampede
- cash Card

- Affordable technology
- Global Standard for easy adoption



Field services

- Mobile Inspection management
 - Hotels
 - Restaurants
 - Visa Services
 - Municipal services/certificates
 - ...
- Environmental services
 - GPS tracking
 - Field Data Collection
 - Inspection and antidote application
 - Digital reporting



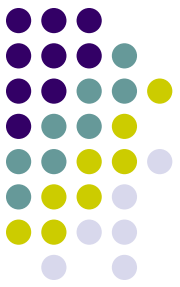
Key Success Factor

- Adopt Top-Down Approach for standards implementation
- Adopt Bottom-Up approach for solution deployment

[Local deployments as per set standards, will get connected nationwide automatically]



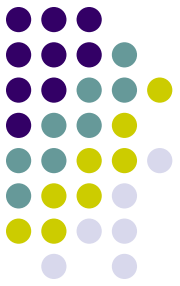
**A Nation's Strength lies in
not only in the
Preparedness of its Armed Forces
but also in the
Quality of Research of its Scientists**



Recommendations

- Empower and Consume Local Research & Development
- Creativity has no boundary... Encourage it

Great Cities are not built in a day...



Intelligent / Intuitive Cities

The way forward for Saudi Arabia

TrackIT will commit its best for the cause

Thank you

