



## **Bâtir une ville plus intelligente : Découvrez Venise comme vous ne l'avez jamais fait !**

***En collaboration avec IBM, la ville de Venise propose aux touristes équipés de téléphones portables une façon nouvelle de visiter la Cité des Doges.***

*Via le wifi en libre service et une application appelée TagMyLagoon, les visiteurs pourront découvrir les sites réputés et les coins les plus secrets de la ville, éviter la foule et ses embouteillages piétons et recevoir des informations sur les sites historiques. L'opportunité de réaliser une plongée sans contrainte dans ce haut lieu touristique.*

**\* \* \* \* \***

### **Italy's "City of Water" gets smarter with IBM**

**Venice, Italy, 3 July 2009** - IBM (NYSE:IBM) today announced it is working with the city of Venice on a mobile phone-based pilot initiative to guide tourists to discover lesser known parts of the city, provide instant information on historical sites and prevent "walking jams".

Using a new free wifi network provided by Venice around the city, visitors with a wifi-enabled mobile device can download an application called TagMyLagoon.

Passive sensors have been placed on selected locations by the Association of Tourist Guides of Venice around the city, denoting points of interest. Users simply take a picture of these places of interest with their mobile phone, automatically enabling the system to provide contextual information and prompts to the visitor.

TagMyLagoon is a project that embodies the IBM Smarter Planet vision. Users can interact with sensors and devices that put them in connection with people, physical locations, information, using the Internet and wifi network in entirely new ways.

*"With more than 20 million visitors a year, one of the world's most famous cities is also facing increasing pollution, mounting pressure on a fragile ecosystem and an urgent need to manage the flow of visitors." Said Michele Vianello, Vice Mayor of Venice "Working with IBM we hope that the TagMyLagoon project will help to address some of the challenges we are facing and make the city smarter and more efficient by using existing infrastructure to optimize our resources."*

Elsewhere, IBM is working with many other authorities on smarter systems. The cities of Singapore, Brisbane and Stockholm are all working to reduce both congestion and pollution through intelligent transport solutions. These solutions and many more are making a real impact today, the first step towards creating a true smart city.

*"It is vital for the future that we transform our cities into accessible, dynamic, thriving communities." said Luciano Martucci, President of IBM Italy. "In cities like Venice, a world heritage site, technology can make the local systems and existing infrastructure smarter and create benefits directly related to improving the quality of life for all its citizens and promote the historical and cultural heritage, in a cost-effective way".*

The project runs for three months, from July 3<sup>rd</sup> to October 3<sup>rd</sup> 2009. Once the pilot is completed, IBM and the City of Venice will use the project results to evaluate extending the solution.

**For information:**

[http://www.ibm.com/ibm/ideasfromibm/us/smartplanet/20081106/index.shtml?sa\\_campaign=message/ideas/learnabout/all/smarterplanet](http://www.ibm.com/ibm/ideasfromibm/us/smartplanet/20081106/index.shtml?sa_campaign=message/ideas/learnabout/all/smarterplanet)

For press:

IBM Italia: Alessandro Ferrari, +39.348.4554535, Paola Piacentini +39.335.1270646

Comune di Venezia: [ufficio.stampa@comune.venezia.it](mailto:ufficio.stampa@comune.venezia.it)