Expo Digital Smart City

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Expo 2015 Digital Strategy

A core component of Expo 2015 Strategy
to attract visitors and contribute to the success
of the event.

In site Experience:
The Digital Smart City

On Line Experience:
The Digital Expo

The Digital Smart City Expo

Layer 5
Services

Layer 4
Edutainment

Layer 3
Safety & Security

Layer 2
ICT

Layer 1
Energy & infrastructure

The Digital Smart City Expo

is build up with 5 technological and service layers

Partners Contribution to the Digital Smart City

The portfolio of **technology partners** to build the Digital Smart City Expo is now accomplished.

Layer 5
Services

Layer 4
Edutainment

Layer 3
Safety & Security

Layer 2
ICT

Layer 1
Energy & infrastructure

accenture
High performance. Delivered.
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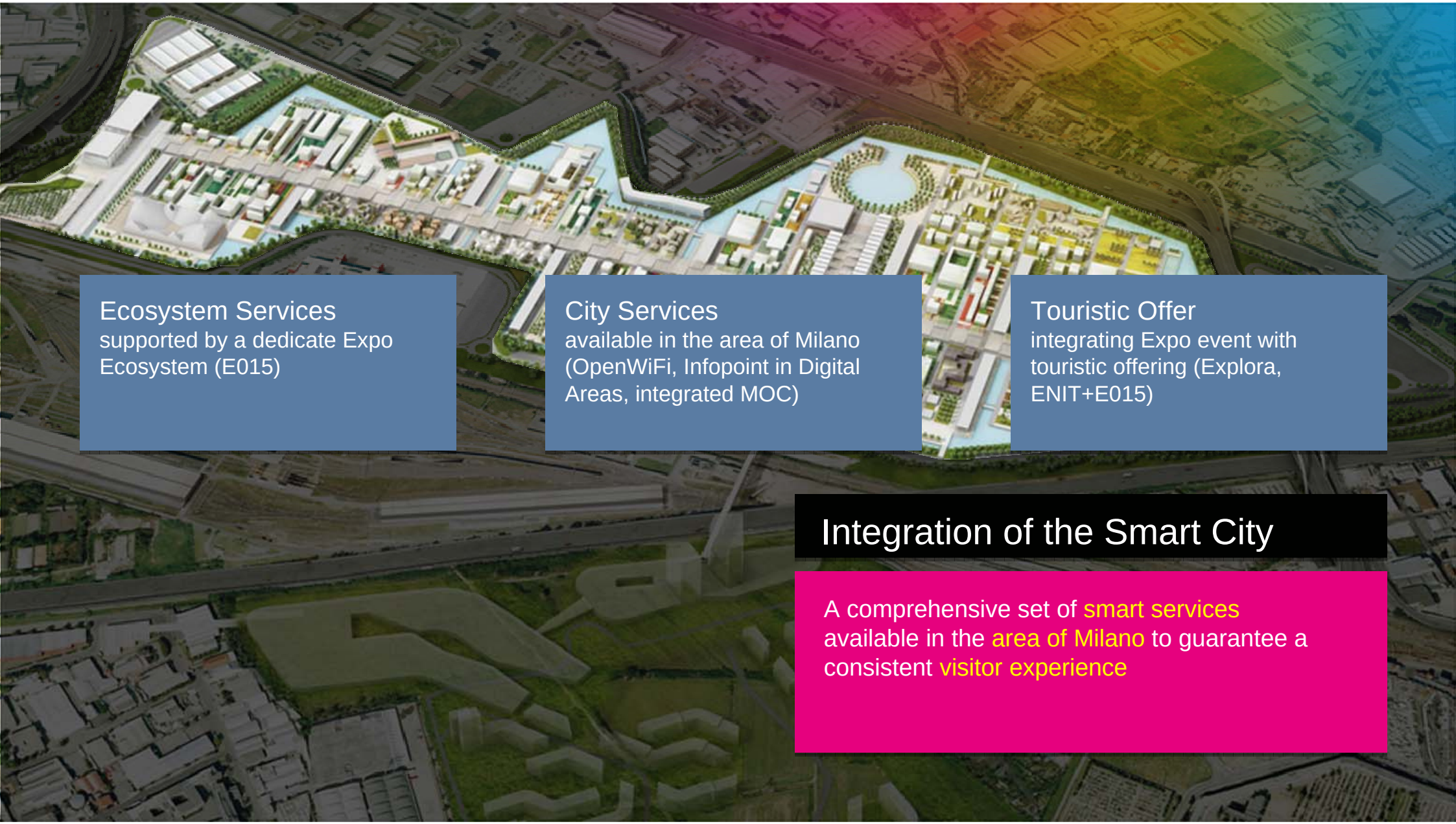
CAME
coop
Enel
eutelsat
FIAT
CHRYSLER
CNH
FIERA MILANO
illy
INTESA SANPAOLO
SAMSUNG
Selex ES
TELECOM



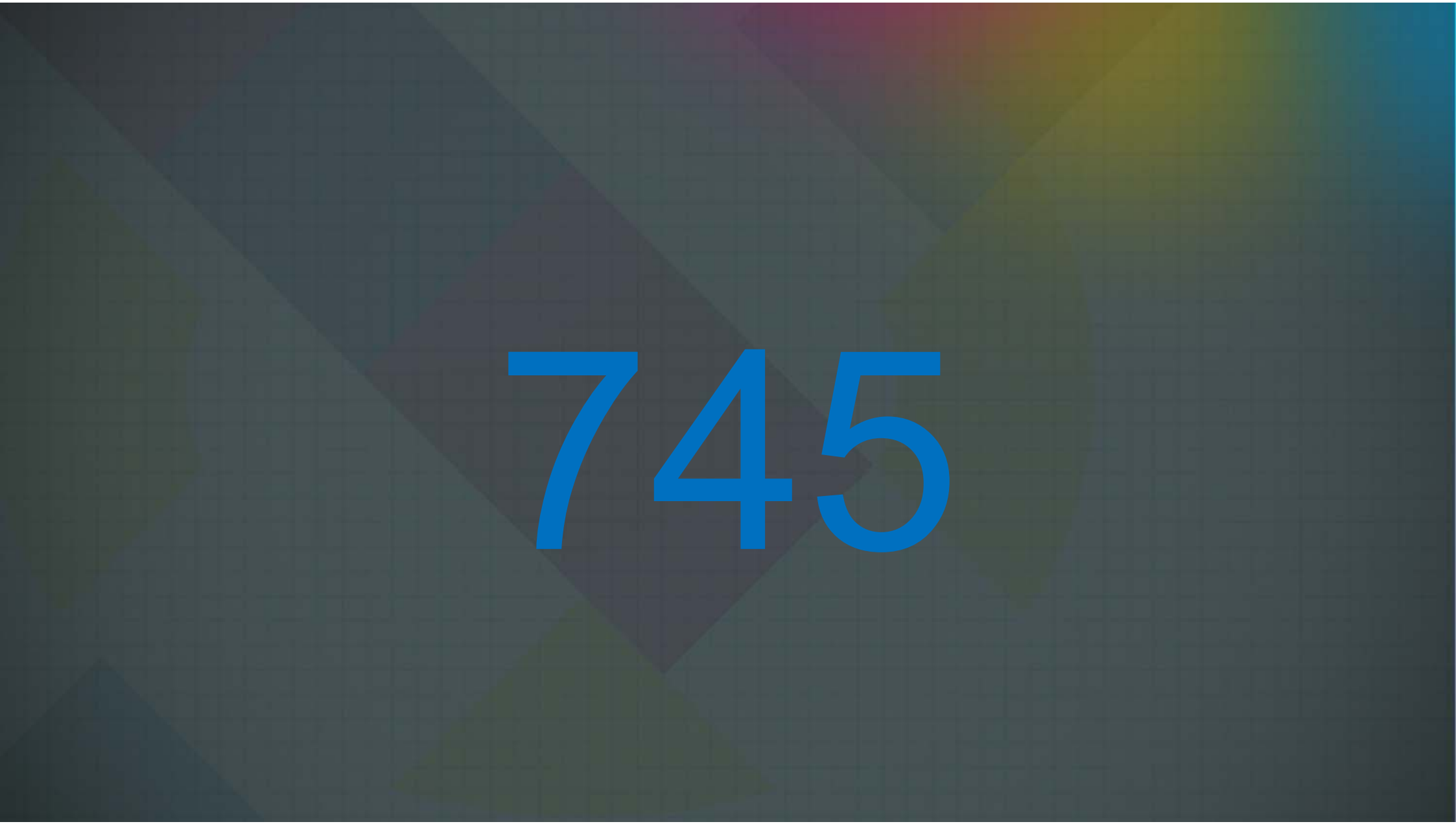
Ecosystem Services
supported by a dedicate Expo Ecosystem (E015)

City Services
available in the area of Milano (OpenWiFi, Infopoint in Digital Areas, integrated MOC)

Touristic Offer
integrating Expo event with touristic offering (Explora, ENIT+E015)

Integration of the Smart City

A comprehensive set of smart services available in the area of Milano to guarantee a consistent visitor experience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