



The Community of Tomorrow is Here Today

...a Smart+Connected Community

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Smart City Hamburg



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- Make the urban area more attractive for new residents, workers and visitors (tourism is growing 30% a year and a third cruise ship terminal is being built now).
- Hamburg is transforming an old and largely unused industrial sector across from the port into an IoE-powered “City within a City.” Called HafenCity Hamburg, the area expands the city by about 40% and will add 6,000 residences, 45,000 jobs and attract about 100,000 visitors each day.
- Further, the port anticipates that it will need to handle a doubling of throughput to nearly 17 million containers by 2025 without expanding its footprint.
- To make traffic and life flow more efficiently in HafenCity, plans call for embedded sensors in parking spaces that can tell drivers with the right apps on their mobile devices where vacant spaces exist.
- Reduced 15% of traffic congestion, which is affected by thousands of ships, cars, trucks and about 85 railroads” • Enabled 75% of savings in Operational Expense (OpEx) • Reduced servers from 242 to 48, resulting in 20% reduction in capital costs