

PRESS NOTE

TELECOM ITALIA – EXPO 2015: THE SMART CITY "CONTROL ROOM" IS BORN AT THE UNIVERSAL EXPO

Today, the creation of the Command and Control Centre is announced at the third edition of Expovisions.

Also presented today the “Telecom Italia Data Center - The Cloud Shelter” photographic project in association with Magnum Photos

Milan, 11 December 2013

Expovisions, the series of events organised by Expo 2015 and Telecom Italia leading up to the Universal Expo, continues with a focus on technological innovation. “Cloud City” and “Digital Security” were the buzzwords of the third stage of the programme, held this morning at the Leonardo Da Vinci Museum of Science and Technology.

On this occasion, the creation of the Command and Control Centre for the Milan World Fair was announced. This Smart City "control room" will use state-of-the-art technology to monitor and coordinate all the operational, logistical and public safety processes during the six months of the event.

The plan behind the Expo Milano 2015 Command and Control Centre on Via Drago, close to the exhibition area, is based on the technological solution supplied by Telecom Italia, which provides for the operational management of support services, including the single technical Help Desk for all the World Fair partners and the Control Room for supervising critical events, supplemented by the partners' centralised operation facilities.

Furthermore, Telecom Italia's Nuvola Italiana cloud platform will provide the Logbook solution allowing Expo Milano 2015 to control, coordinate and track all the technological, logistical and public safety processes during the event. The solution, operational 24-hours a day, available to the 850 operators employed for the event, provides a system for handling reports regarding both planned and unforeseen events. Using a smartphone data link, staff will be able to submit real time reports on situations that require action to be taken, allowing the Command and Control Centre to promptly verify the report and mobilise the relevant teams to take the action required, tracking the event until it is resolved,

Also presented during Expovisions was a photographic project entitled “The Cloud Shelter”, produced in association with the Magnum Photos international agency. This journey through the world of Cloud Computing and the Expo Milano 2015 Digital Smart City is the work of three of the agency's leading photographers. The purpose of the initiative is to display the technology and the people who work in the Telecom Italia Data Centre in Rozzano, which will host the whole

technological infrastructure of Expo Milano 2015. The next World Fair will in fact be the first to be accessible to people all over the world via Cloud Computing technology.

The web-based photo gallery www.expodatacenter.it produced by Magnum is split into three sessions, showcasing different styles and making three intangible assets of the Cloud concrete and visible: “Buildings” by Paolo Pellegrin, “Security & Rooms” by Peter Marlow and “Humans” by Harry Gruyaert.

The images aim to highlight the intangible value of Cloud Computing in order to give visibility and aesthetic dignity to the "central nervous system" of the Expo Milano 2015 Digital Smart City.

During today's event, awards were presented to the winners of the “Digital for Life: solutions for a smarter world” competition for ideas launched by Telecom Italia and Expo 2015, in collaboration with Domus, during the second stage of Expovisions, which turned to the world of design to identify innovative urban and domestic solutions with a positive impact on the local community and people's lives.

The third stage of Expovisions, entitled “Cloud City & Digital Security” was moderated by Veronica Gervaso (Tgcom24) and featured: Piero Galli (Expo 2015), Carlotta Ventura (Telecom Italia), the photographer Peter Marlow and CEO of Magnum Photos Giorgio Psacharopulo, Carlo Alberto Carnevale Maffè (Bocconi University School of Management), Mauro Palmigiani (Samsung Italia), Gianluca Pancaccini (Telecom Italia), Ottorino Passariello (Expo 2015), Agostino Santoni (Cisco Italia), Umberto Rapetto (Telecom Italia).

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