

# SMART INNOVA

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## WHAT

The Smart Living theme offers an ideal opportunity for companies to showcase their advancements in the fields of smart homes, smart work, smart society and smart leisure. In addition to showcasing products and solutions, participants will be able to meet, network and share alongside other companies operating in smart living related fields.

## WHEN

ITU Telecom World 2011, Geneva, Switzerland, 24-28 October 2011

## WHY

The way we live our lives will change dramatically over the next 20 years thanks to advances in ICT. Embedded chips will enhance the intelligence of systems, cloud computing promises increased efficiency, and further integration will blur the boundaries between technologies. Across markets and regions, ICT will make lives better.

## SMART HOMES

Smart Homes are those that incorporate ICT for greater efficiency and convenience. Today's connected home can be carbon-smart and remotely managed.

## SMART WORK

ICT has a long history in the workplace and new developments continue to improve performance and efficiency.