

Press release

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Cities represent between 60 and 80% of the planet's energy consumption, according to ONU's data

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Urban centers cover only 3% of the Earth surface, but consume up to 80% of energy. The Internet of Things and domotics are some technological solutions for designing "smart cities".

According to the United Nations Program for Development (SDG – Sustainable Development Goals), the cities represent from 60 to 80% of the planet energy consumption. Currently, half of the world population lives in urban centers, thus several governments both from developed and underdeveloped countries drive projects to promote "smart cities".

Thanks to the Internet of Things, domotics and technology applied to sensors and applications, cities can offer more security, reduce the use of energy, improve traffic, become more efficient and, in consequence, improve the life quality of the people who live there.

Guido Justo, Commercial Director of Smarmation, states that “ remote management in street lighting is one of the bases of smart cities and use it substantially improves the service supply, reduces the costs in up to 35% and can generate an energy save of approximately 15% where dimmerization (the possibility of regulating lighting intensity) is applied”. Besides, the company’s CEO, Pablo Servent, said: “the city of Buenos Aires today has 100% of remote management lights and is laying the foundations for the whole Argentina to go this way, since lights have been replaced by LED and are apt to use this technology.”

From CADIEEL, the organizing chamber of BIEL Light + Building Buenos Aires*, José Tamborenea says that a smart city is a system of subsystems, whose aim is to optimize resources, solve critical situations and promote the welfare of people. An example of this is sensorization, which is an option for saving energy that offers efficiency and automatization: apply it in the interior of public buildings can have an energy save of up 80%. He also said that “all the cities, included the Argentine ones, tend to become smart cities. The time this takes will be a consequence of the decisions and planning of each one.”

An example of this is the project “Red Inteligente Modelo” in Caucete, San Juan, carried out by the Instituto de Energía Eléctrica (IEE), executing unit that depends of the Universidad Nacional de San Juan

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(UNSJ) and CONICET. “This network allows to set consumption patterns and sustainable generation, to promote a more efficient electric supply, that is to say, a more rational and economic use of electric power in the city. The aim is to implement a smart electric network in the city through the incorporation of distributed solar energy and smart remote measurement systems and network monitoring”, said Dr. Eng. Mauricio Samper, Director of Grupo REID I+D.

As well as homes and buildings can be programmed to react against certain stimuli and act in consequence, by automatically turning on lights at dusk, regulating home temperature or detecting a gas leakage, today cities should be thought in a smart way. In this sense, the aim of smart cities is not only being modern but also being able to reduce energy consumption, take care of the environment and achieve that people who live there can have a superior life quality.

BIEL Light + Building Buenos Aires will be carried out on September 11-14, 2019 in La Rural Trade Center. The 16th International Trade Fair of the Electric, Electronic and Lighting Industry is organized by CADIEEL and Messe Frankfurt Argentina.

The exhibition is only for businessmen and professionals of the sector. With an invitation: free of charge. People under 16 years will not be admitted, even if attending with an adult.

Further information:

www.biel.com.ar

Press information and photographic material:

<https://biel-light-building.ar.messefrankfurt.com/buenosaires/en/prensa.html>

Links to websites:

www.facebook.com/BIELBuenosAires | www.twitter.com/BIELBuenosAires | www.instagram.com/bielbuenosaires | www.linkedin.com/showcase/biel-light-building

Background information on CADIEEL

CADIEEL, the Argentinean Chamber of Electronic, Electromechanic and Light-Technology Industries, represents and defends the interests of more than 3,200 companies from the electric - electronic industry, which employ more than 40 thousand highly qualified technicians and export to more than 60 countries on five continents. The industries represented by CADIEEL are the main drivers of technological progress of the country because their products are crosscutting technologies that determine the pace of innovation and economic growth. For more information, please visit our website at: www.cadieel.org.ar

Background information on Messe Frankfurt

Messe Frankfurt is the world's largest trade fair, congress and event organiser with its own exhibition grounds. With more than 2,500 employees at 30 locations, the company generates annual sales of around €718 million. We have close ties with our industry sectors and serve our

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customers' business interests efficiently. Our comprehensive range of services – both onsite and online – ensures that customers worldwide enjoy consistently high quality and flexibility when planning, organising and running their events. The wide range of services includes renting exhibition grounds, trade fair construction and marketing, personnel and food services.

Headquartered in Frankfurt am Main, the company is owned by the City of Frankfurt (60 percent) and the State of Hesse (40 percent).

For more information, please visit our website at: www.messefrankfurt.com.

Background information on Messe Frankfurt Argentina

Messe Frankfurt Argentina is the affiliate of the worldwide trade fair organization leader. The purpose of the fairs is to promote actual business meetings to boost activity in regional markets, in the domestic market and in turn prompt the development of the technological pole in each area. The current portfolio of shows of Messe Frankfurt Argentina includes the following exhibitions: Automechanika Buenos Aires, BIEL Light + Building Buenos Aires, Confemaq, Emitex, ExpoCehap, ExpoFerretera, ExpoMant, Moto Show, Intersec Buenos Aires, Simatex, Tecno Fidta. In addition to numerous congresses and special events for third party, such as Argentina Oil & Gas Expo Buenos Aires, Argentina Oil and Gas Expo Patagonia, Arminera and Electronics Home, among others.

For more information, please visit our website at www.argentina.messefrankfurt.com

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