

Lagoa will be the first intelligent city in the Algarve region

NOS SIGNS PROTOCOL WITH THE CITY COUNCIL AS PART OF THE SMART CITIES INITIATIVE

NOS and Lagoa city council have today signed a cooperation protocol that aims at making the city and the town council the first Smart City of the Algarve.

The protocol signed by the NOS board director, Manuel Ramalho Eanes, and the mayor of the Lagoa City Council, Francisco José Malveiro Martins, defines the sharing of information and knowledge in areas of common interest between the involved parties, the undertaking of joint initiatives and the disclosure of specific solutions in areas of Smart Cities.

The protocol has a clear objective: to contribute towards technological innovation and the promotion of a more innovative policy for the city, closer to its citizens and relevant to local development. To that end, the set up of a global Smart Cities platform is planned, based on the reciprocal use of the technical, technological and human skills of NOS and the City Council of Lagoa.

There currently exists a series of technological solutions developed in order to make cities more intelligent. Interactive apps that strengthen the links between councils and the citizen, water management, electricity and waste systems, modernisation of administration and the reduction of operational costs are some examples that demonstrate the undoubted advantages of investing in these projects.

Through this partnership, the Lagoa city council has taken an important step towards a high profile position in the Algarve region as an “intelligent city”, which leverages sustainability, mobility, accessibility, efficiency and proximity through technologically innovative solutions.

The mayor of the City Council of Lagoa, Francisco Martins, believes it to be “important to have taken this step to sign the protocol with NOS with the goal of creating a *Smart City*, since, when we talk of “smart cities”, with the potential to rationalise and monitor the management of the entire energy sector, of the water supply system, of waste and even of the modernisation of the administration, we are being consistent with the goals defined in the strategic plan established for the future of Lagoa”.

Francisco Martins also stresses that “the objective of *Smart Cities* – to use communications and information technologies that enable the key data of an urban area to be measured, analysed and integrated, thus making it more efficient – is a serious challenge that Lagoa accepts with pride and satisfaction, after appreciating the added value that its implementation will bring to the city, in terms of



the modernisation sought for the Lagoa area as well as the sustained improvement in the quality of life of its citizens.

Against this background of the constant update and availability of information, it also becomes possible to better manage the financial resources allocated to annual budgets, in order to successfully complete development projects and renew infrastructure. All the possible component parts of this “intelligent environment” back up our decision to establish this partnership – after careful reflection – to transform Lagoa into a *Smart City*, the first in the Algarve region”.

According to Manuel Ramalho Eanes, executive board member of NOS, “the cooperation between companies and town councils is becoming increasingly important to develop new platforms and processes that promote the life quality of citizens and their relationship with councils. These manifest themselves as technological experiences that facilitate mobility, security and the energy efficiency of councils and municipal authorities”.

About NOS

NOS is the biggest communications and entertainment group in Portugal. It offers latest generation fixed and mobile phone, television, Internet, voice and data solutions for all market segments. It is leader in Pay TV, new generation broadband services and in cinema exhibition and distribution in Portugal.

In the business segment, it has positioned itself as a sustainable alternative in the Corporate and Mass Business segments, offering a broad portfolio of products and services with tailor made solutions for every sector and businesses of different sizes, complementing its offer with ICT and Cloud services.

NOS is part of the main Portuguese stock exchange index (PSI-20), and has more than 4.3 million mobile phone, 1.6 million television, 1.7 million fixed telephone and 1.2 million fixed broad band Internet customers.