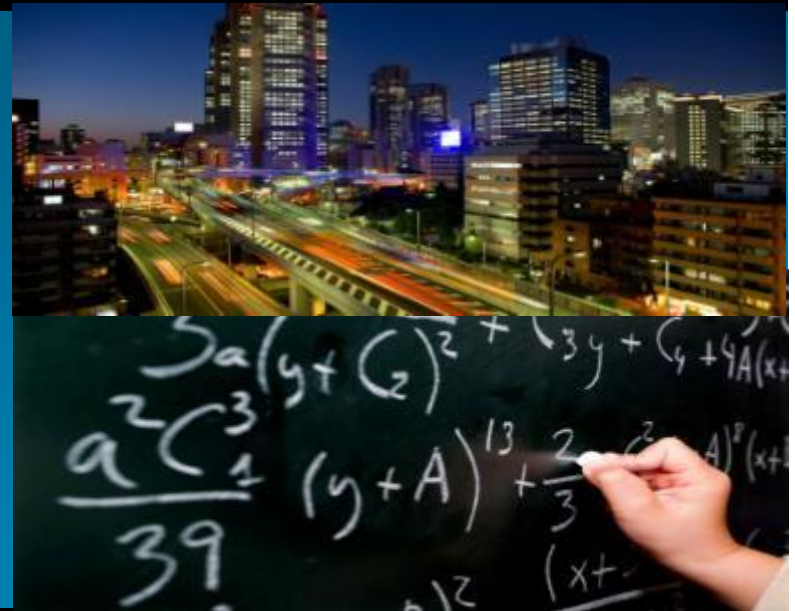




# Rebuilding the Transatlantic Bridge: US-Polish Cooperation Conference

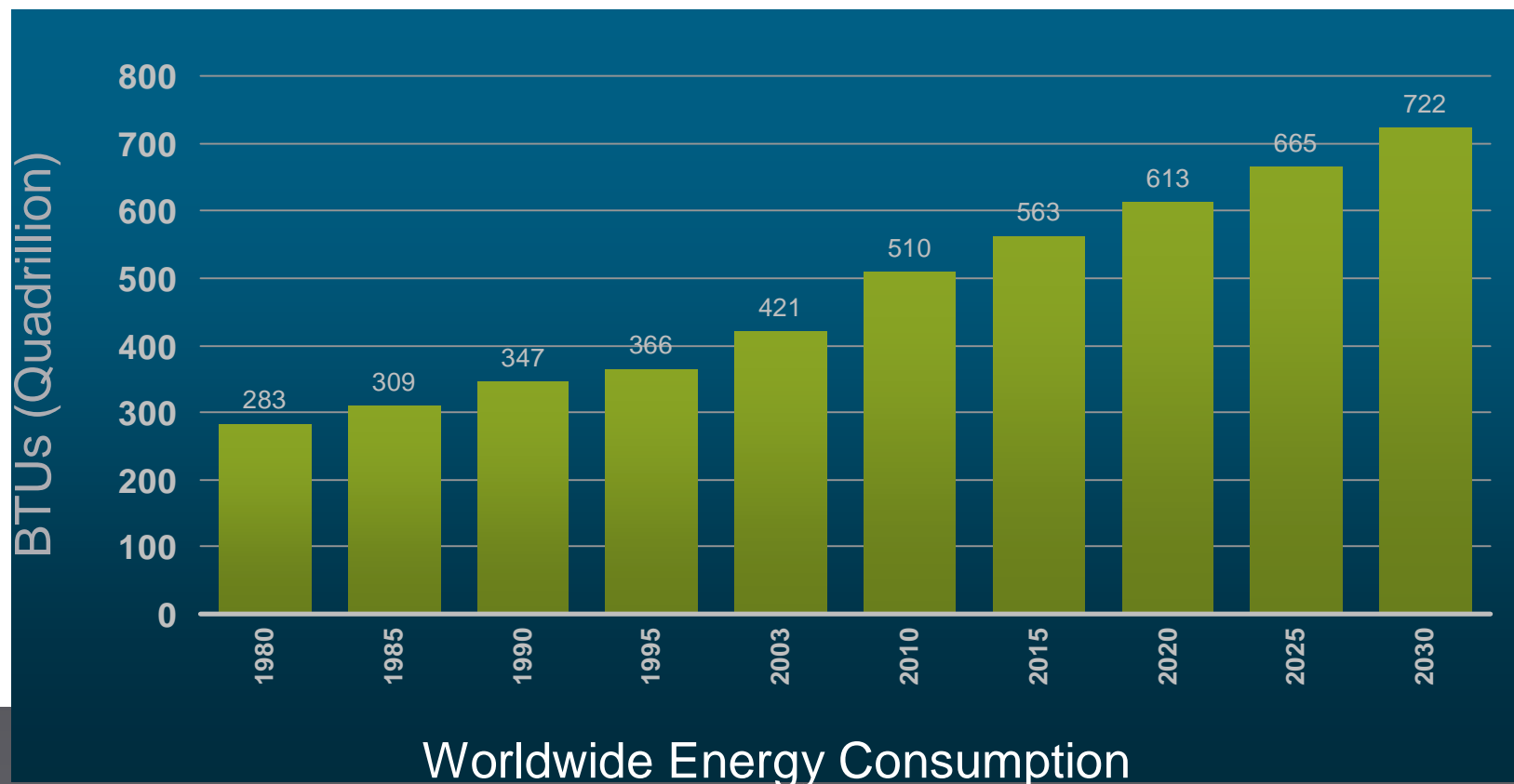
December 3-4, 2009



**Bartek Michalowski**  
**Public Sector Manager**  
**Cisco Systems**

# Increasing Demand

[1 BTU (British Thermal Unit) = about 1.06 kJ (kilo Joules)]



\* Source: History—Energy Information Administration (EIA) International Energy Annual 2003 (May-July 2005).

Projections—EPRI Assessment of Achievable Potential from Energy Efficiency and Demand Response Programs in the U.S., Jan 2009

\*\* Source: World Development Indicators Database 2004, Cisco IBSG Analysis

# The ICT Contribution: New Applications for Energy Efficiency



Gas



Electricity



Water



Internet

**Essential Utilities**

**4th**

Reduce Cost and Complexity by  
Replacing Disparate Networks with One  
Simplified, Flexible, and Scalable IP Platform



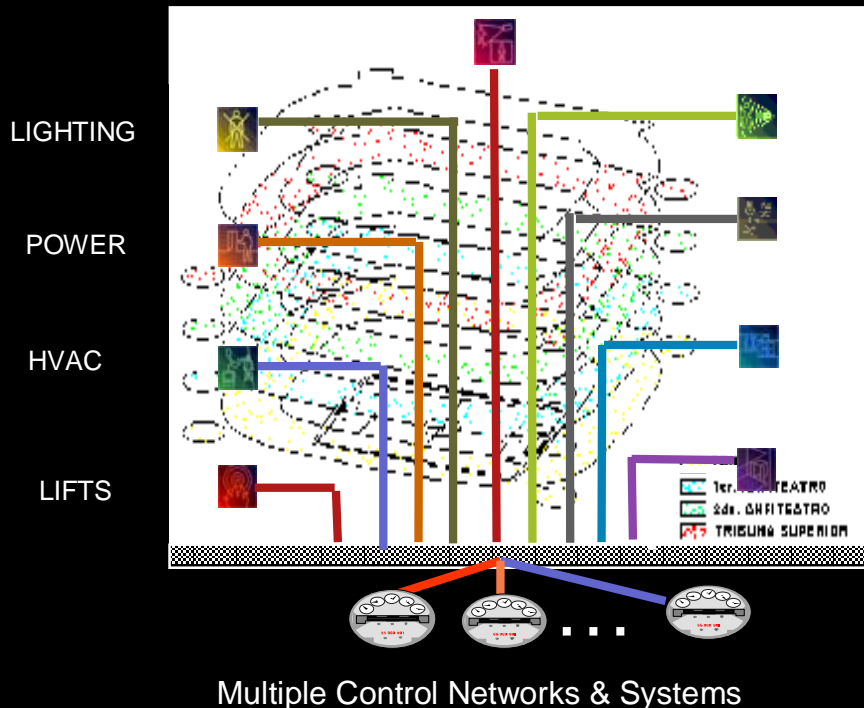
# The ICT Contribution: New Applications for Energy Efficiency

## Legacy building

- Disparate Building Networks
- Proprietary and Redundant
- Sub-Optimal Information Usage

## Intelligent building

- Interoperable
- Efficient and Scalable
- Multi-use Systems Information
- Maximized ROI and Lower TCO

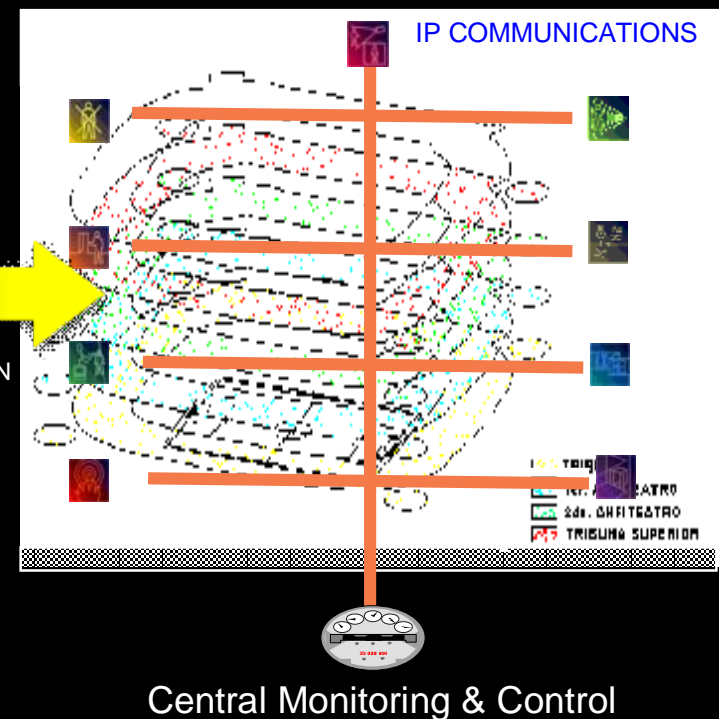


VIDEO  
SURVEILLANCE

ALARM/ ACCESS  
CONTROL

INTERACTIVE  
COMMUNICATION  
SYSTEMS

FIRE

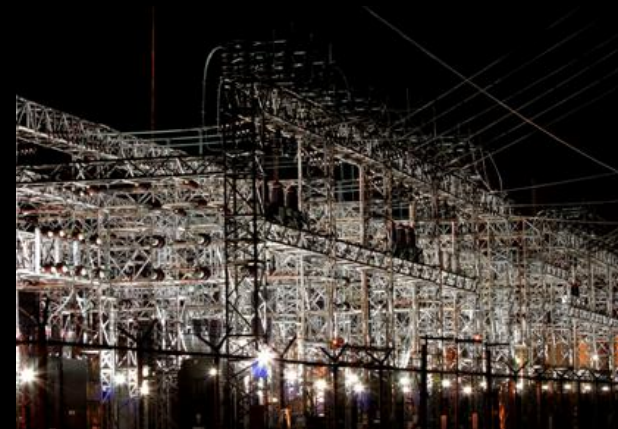


# The ICT Contribution: New Applications for Energy Efficiency

**Cisco Smart and Connected Community**



**Cisco Smart Grid**





# Smart+Connected Community



City  
management

Economic  
development

Citizen quality  
of life

# Smart + Connected Communities



# Connected Bus





# Personal Travel Assistant



The image shows a handheld PDA device displaying the 'Seoul Personal Travel Assistant' application. The screen is divided into several sections:

- Title Bar:** 'Seoul Personal Travel Assistant' with three icons on the right.
- Tabs:** 'My Today' and 'Travel Planning'.
- Left Panel:**
  - Green Route 1:**
    - \*관광코스정보
    - 출발지 : 순화동 5-1
    - 도착지 : 영등포 3-4
    - 이동거리 : 5.89 Km
    - 예상시간 : 26.42 분
    - 환승횟수 : 0.33 회
  - 세부코스정보**
    - 1. BIK, 순화동 5-1 ~ 영등포대문시장, 8분 / 1.79Km
    - 2. SUBWAY, 영등포대문시장 ~ 영등포시장, 4호선 9분 / 3.46Km
    - 3. WALK, 영등포시장 ~ 영등포 3-4, 9분 / 0.79Km
  - Green Route 2**
  - Shortcut-Time Route**
- Map:** A map of Seoul showing the highlighted green route. The route starts at 'Origin' and ends at 'Transfer'.
- Legend:** WALK, BIK, SUBWAY, BUS, AUTOMOBILE.



# Personal Travel Assistant





# Personal Travel Assistant

The screenshot displays the 'Seoul Personal Travel Assistant' web application. The interface is divided into several sections:

- My Today:** A list of tasks for May 19, 2009, including 'Seoul PTA 업무협의 [ ]', 'Meeting [무학동 7]', and 'PTA 회의 [쌍림동 1-1]'. A navigation bar shows '1' as the current page.
- Travel Planning:** A section for selecting travel options. It includes a table with columns for 'Origin', 'Carbon Emission', 'Travel Distance', and 'Travel Time'. The table lists 'GreenRoute1' and 'GreenRoute2' as options for the trip from '쌍림동 1-1'.
- Selected Route:** A section detailing the chosen route: 'Bike → SUBWAY → WALK'. It provides specific data: Origin (순화동 5-1), Destination (쌍림동 1-1), Distance (5.89km), Time (26.42분), and Carbon Emissions (0.33 g).
- Map:** A map showing the route from 'Origin' to 'Destination' through a city street grid.
- Virtual Assistant:** A panel featuring a cartoon character and a 'Transcript' section that reads: 'You have selected "Green Route 1". It is the route which has the least carbon impact.'
- Route Guide:** A button at the bottom left, which is being pointed to by a blue mouse cursor.



# Personal Travel Assistant

Seoul Personal Travel Assistant

My Today

Travel Planning

Green Route 1

**\*전체경로정보**

- 출발지 : 반포교문사
- 도착지 : 공덕계발
- 이동거리 : 9.16 Km
- 예상시간 : 56.46 분
- 탄소배출량 : 595.25 g

Carbon Detail

**\*세부경로정보**

1. WALK, 반포교문사~종로6가, 27분/ 2.26km
2. BUS, 종로6가~아현동주민센터, 260번 25분/ 6.54km
3. WALK, 아현동주민센터~공덕계발, 4분/ 0.36km

Green Route 2

Shortest-Time Route

Start Route Guide

**Carbon Emissions**

Transport Modes of Selected Travel Route

No	Transport Mode	Distance	Carbon Emissions	Carbon Reductions	Expected Mileage
1		2.26 km	0.00 g	330.46 g	0.03 P
2		6.54 km	595.25 g	361.18 g	0.04 P
3		0.36 km	0.00 g	52.93 g	0.01 P
Total		9.16 km	595.25 g	744.57 g	0.07 P

Close Carbon Detail

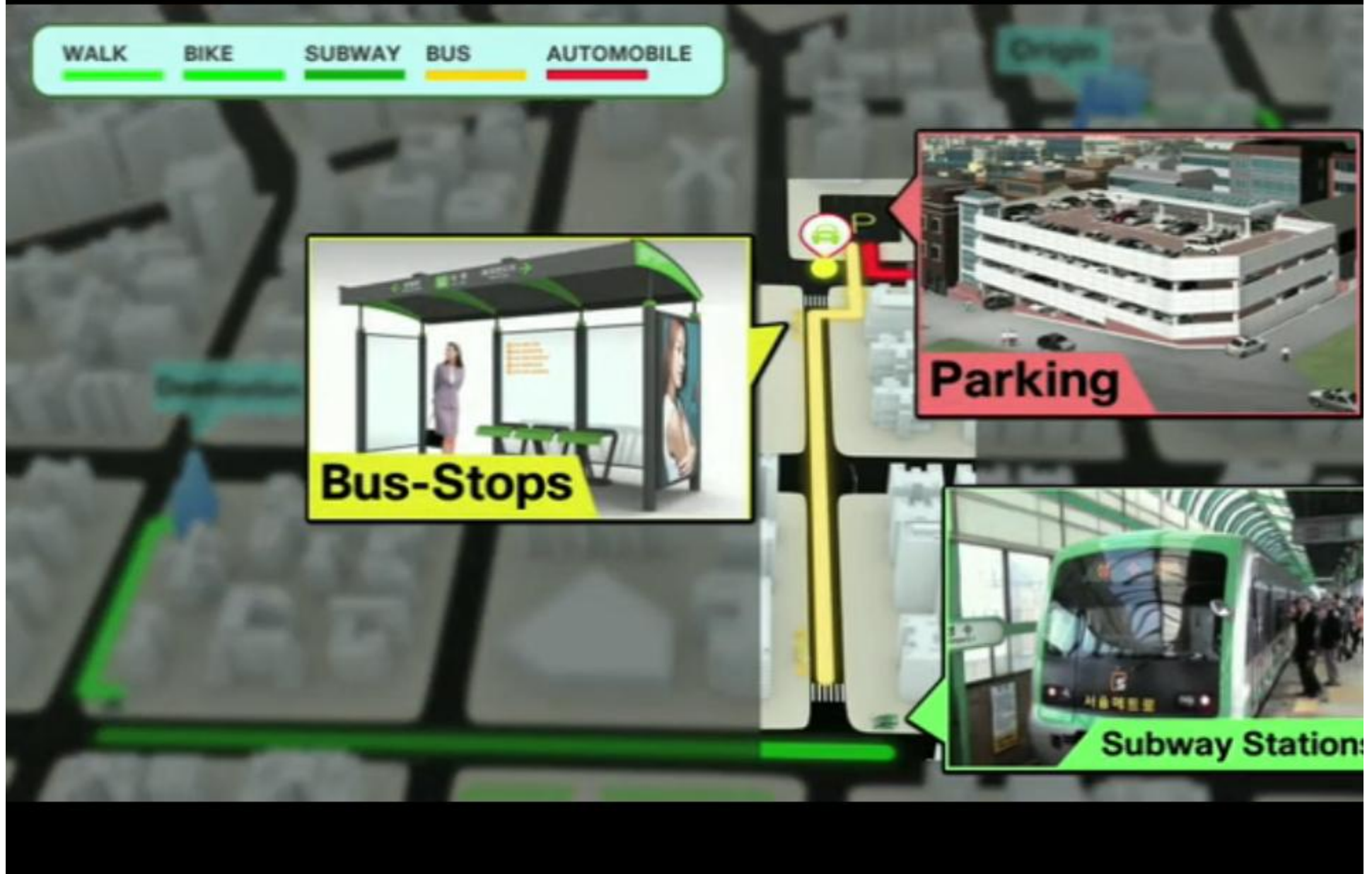
# Personal Travel Assistant



Not Saved	Carbon Emission	Travel Distance	Travel Time
Route1 : <b>GreenRoute1</b> ★			
Route2 : <b>GreenRoute2</b>			
Route3 : <b>Shortest-Time Route</b>			



# Personal Travel Assistant



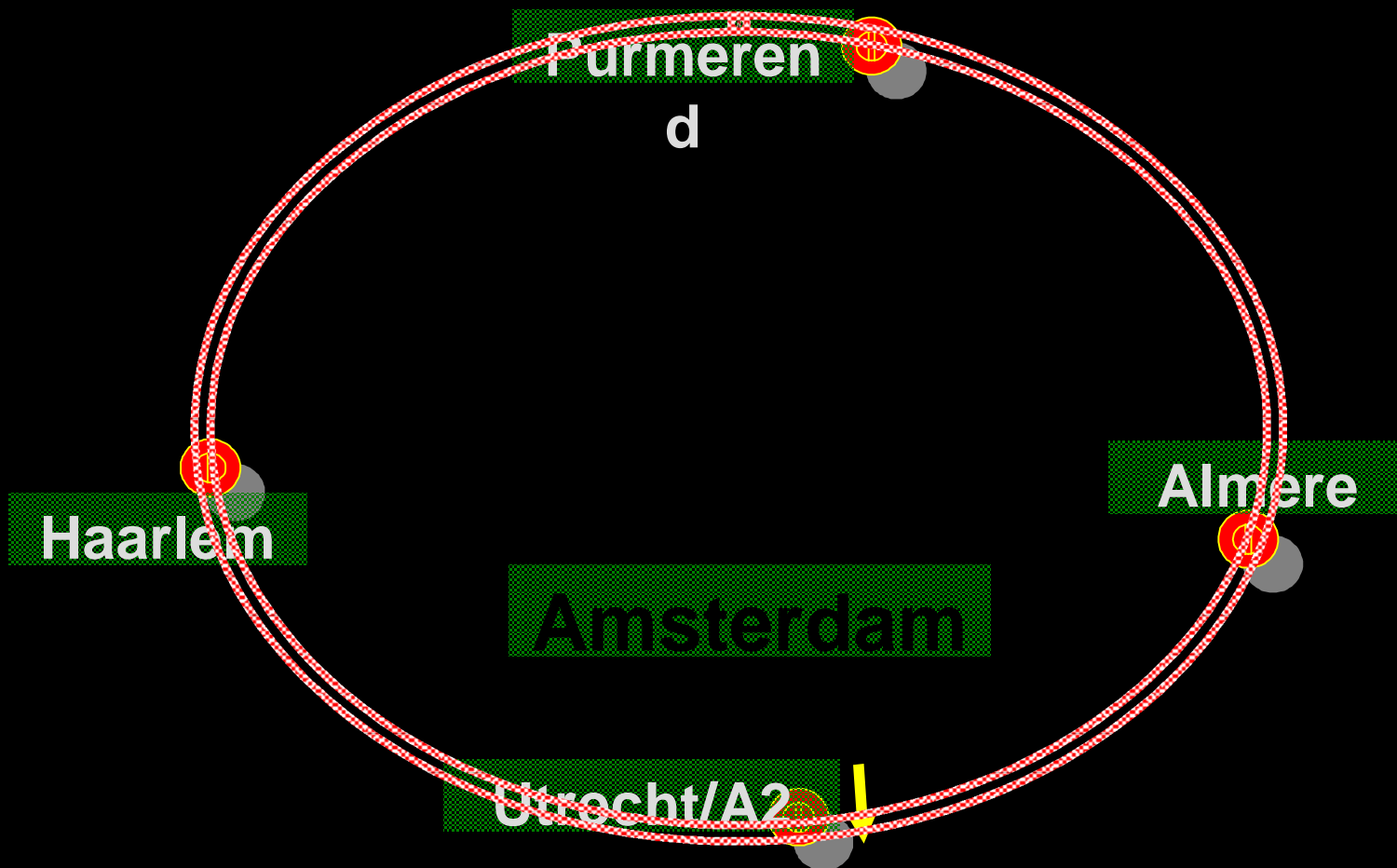


# Why moving people and information, if you can move information alone?





# Smart Work Centres



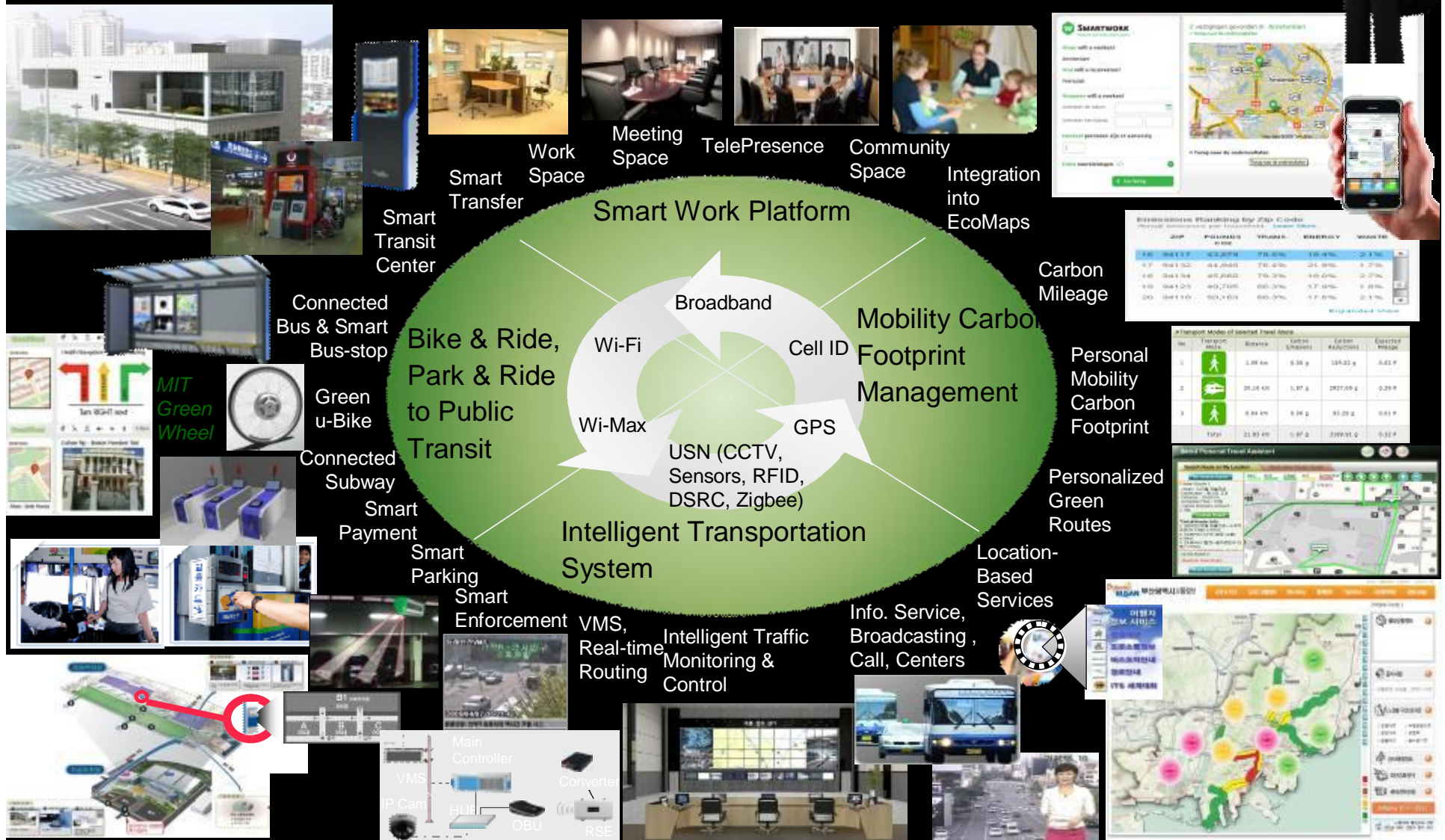
# Smart Work Center: an Integrated Service Concept



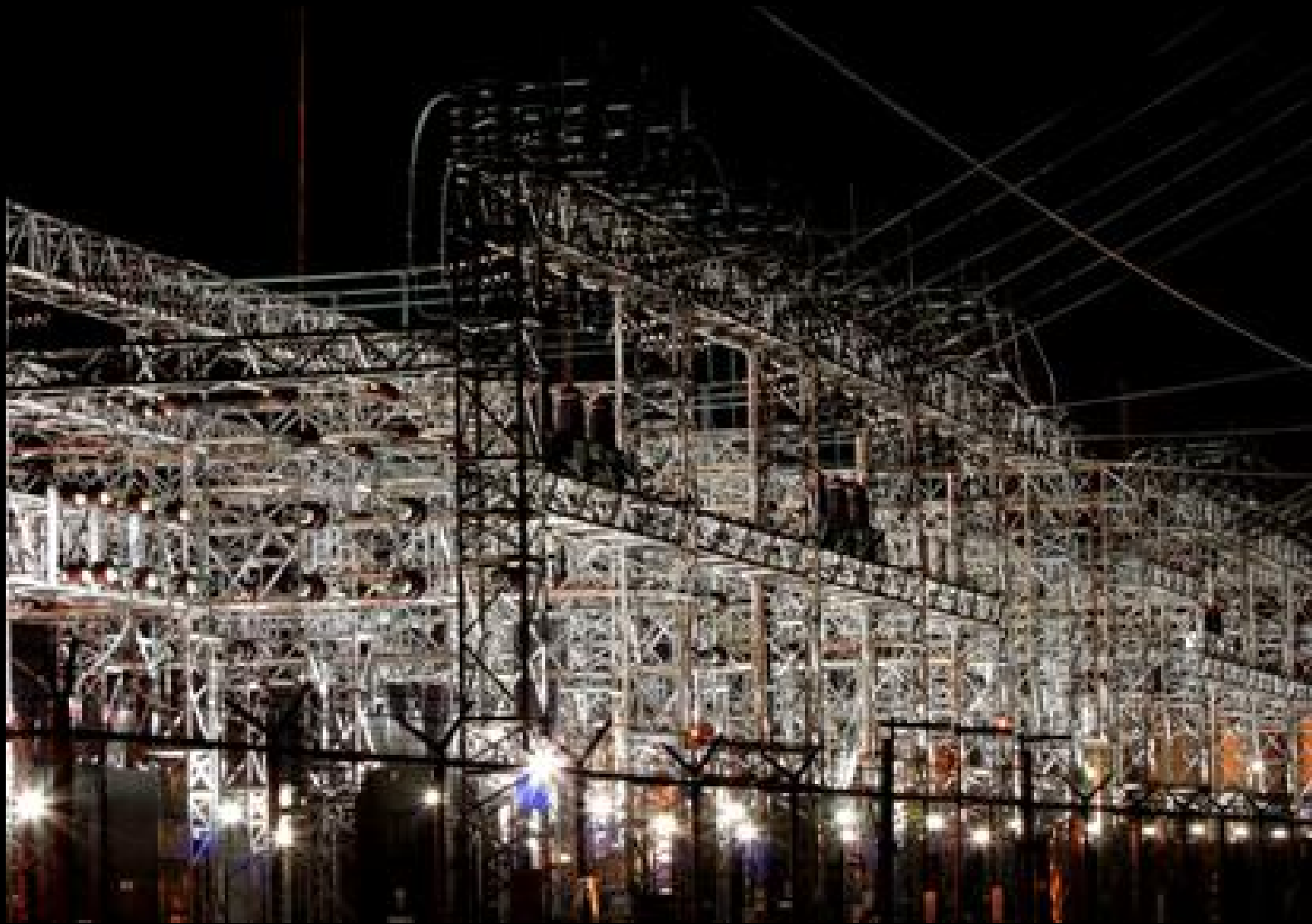
- § Flexible work stations/ conference rooms
- § Lounge work places
- § Telepresence facilities
- § Restaurant/ Business Club/ Catering
- § Child day care
- § Bank
- § IT Support
- § Notary and legal advice
- § Employment agency
- § Easy physical access, close proximity to highway

# Public Transportation & Smart Work Centers

## Smart + Connected Urban Mobility Platform



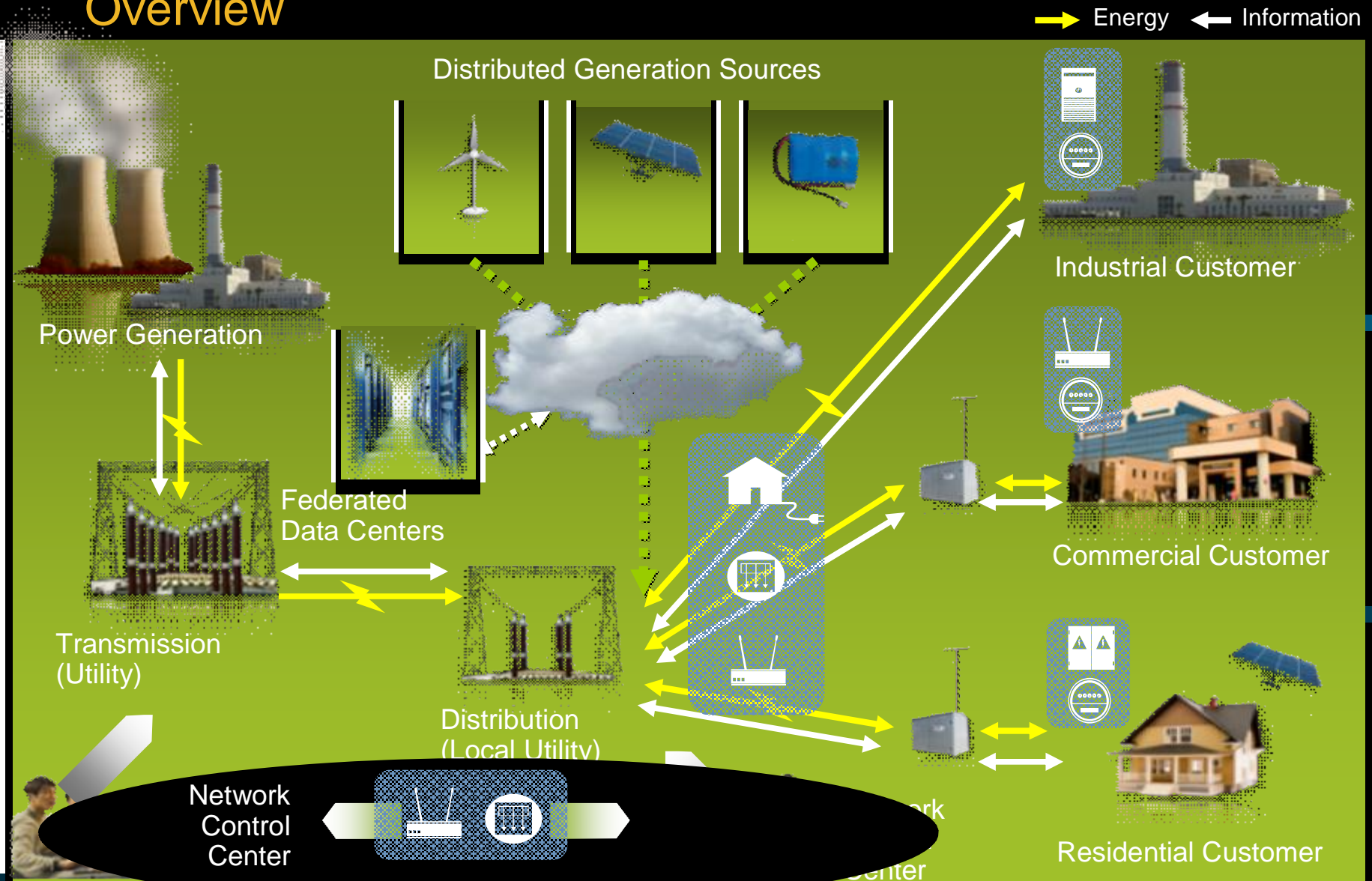
# Cisco Smart Grid



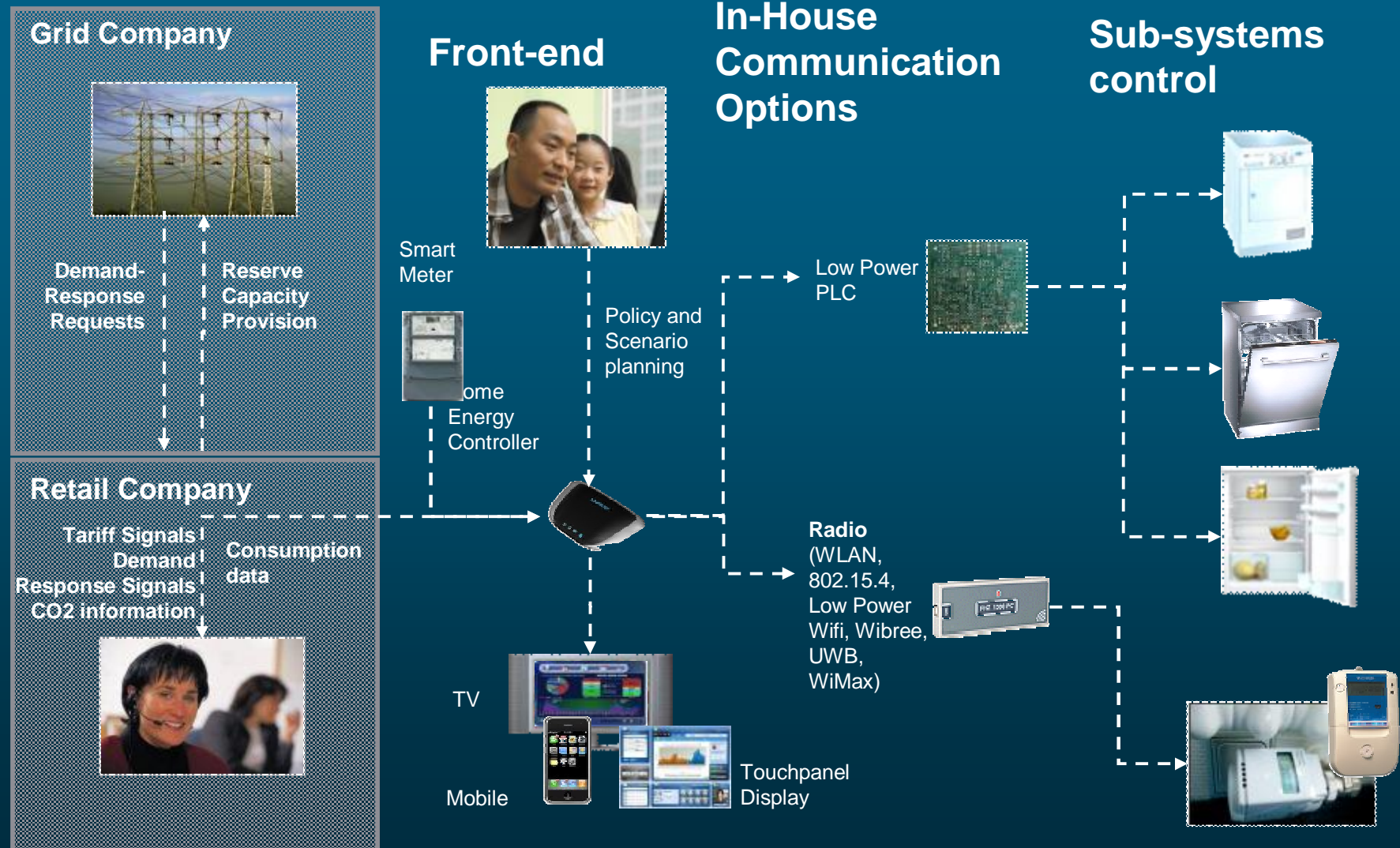


# Smart Grid

## Overview



# Creating intelligent homes...



# Home Energy Management Solution—Functionality Overview



Energy Monitoring



Energy Efficiency Portal



Electricity and HVAC Control



Digital Energy Passport



Demand-Side Management



Demand Response

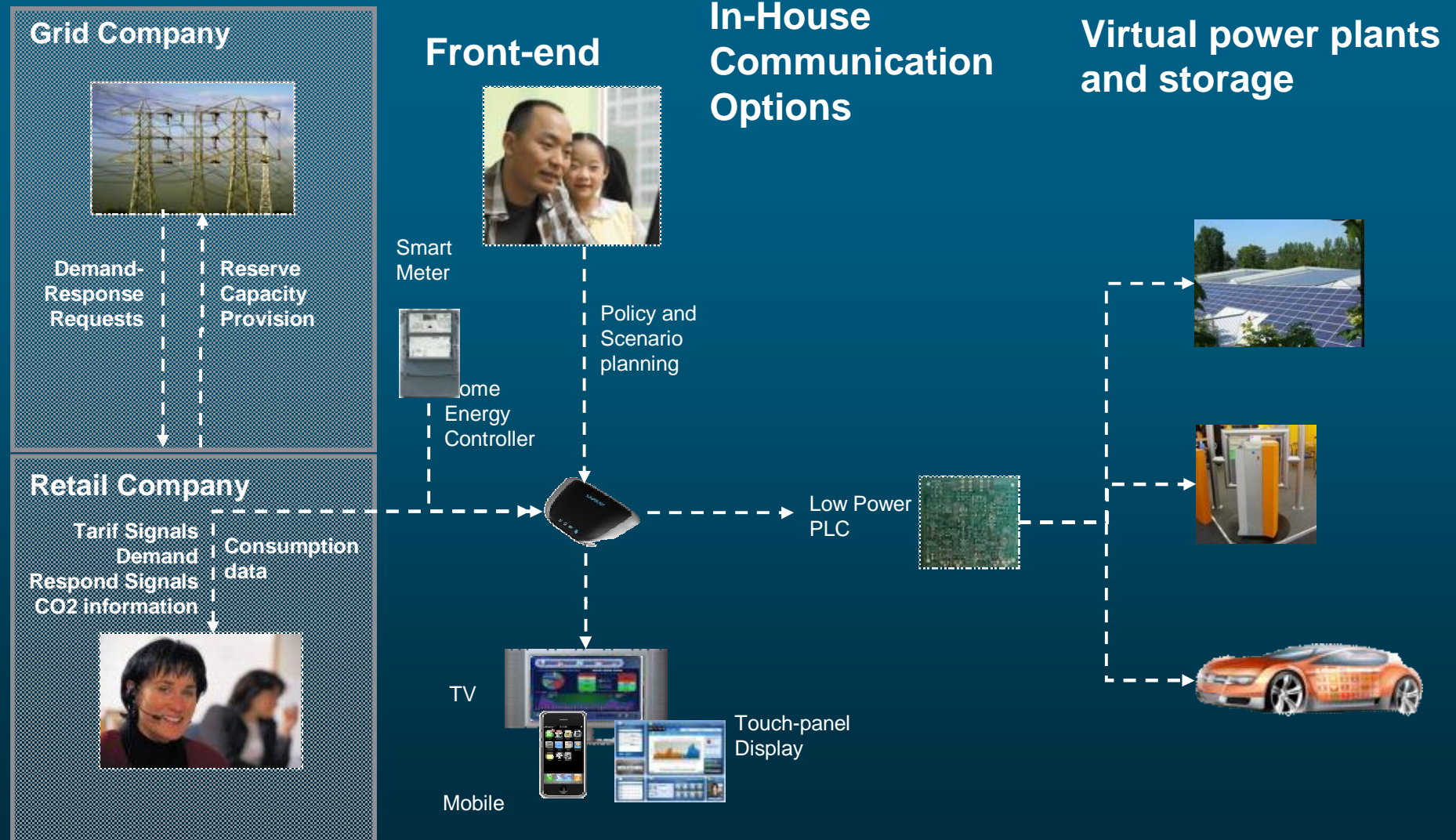


Management of Distributed Generation



Management of Electric Vehicles

# ...with integrated distributed generation and storage





# Next step

## Healthcare



„One button” contact

High Definition video  
and High Quality  
audio

=

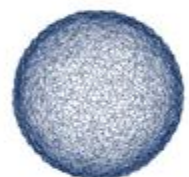
real doctor visit  
experience

On-line medical  
data



Back

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## Virtual Conferencing at COP15



  
4H863C4F

Thank you.

Bartek Michalowski  
[bamichal@cisco.com](mailto:bamichal@cisco.com)