



MUNDO 4.0

SMART CITY

REGRESO A LA ESCALA

HUMANA



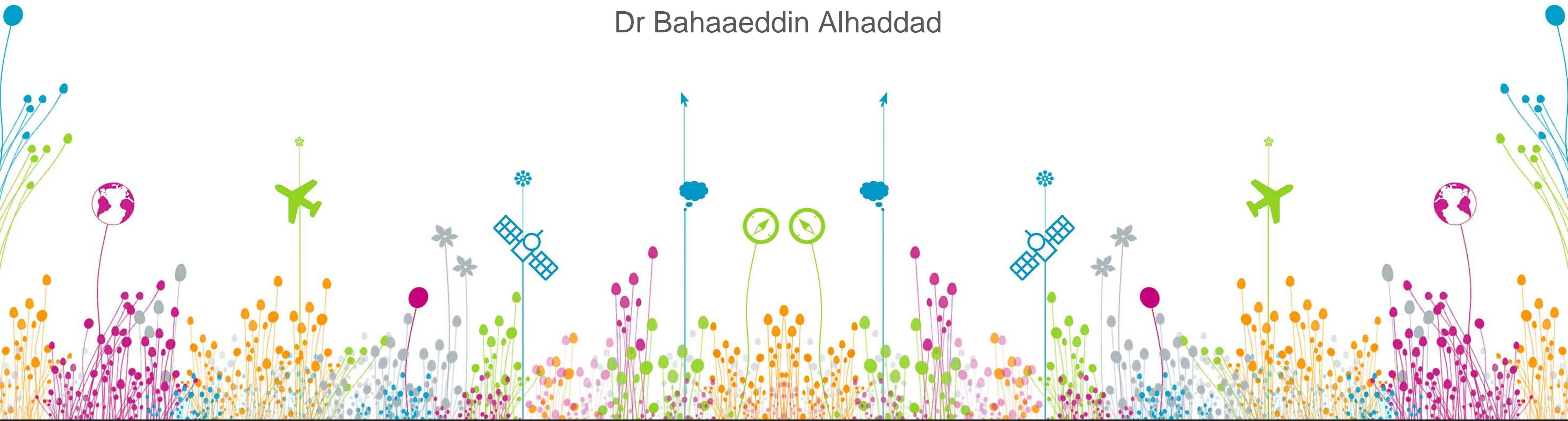
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REGRESO A LA ESCALA HUMANA

EN BUSQUEDA DE 'CIUDADES FELICES'
"IN SEARCH OF HAPPY CITIES"

Dr Bahaaeddin Alhaddad



Roca Barcelona Gallery

 RocaBarcelonaGallery

 @rocabarcelonagallery



Roca

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Facts!!

The Top 20 Smart Cities Globally, Consolidated Performance 2017

	City	Region
1	Singapore	Asia Pacific
2	London	West Europe
3	New York	North America
4	San Francisco	North America
5	Chicago	North America
6	Seoul	Asia Pacific
7	Berlin	West Europe
8	Tokyo	Far East & China
9	Barcelona	West Europe
10	Melbourne	Asia Pacific
11	Dubai	Middle East & Africa
12	Portland	North America
13	Nice	West Europe
14	San Diego	North America
15	Rio de Janeiro	Latin America
16	Mexico City	Latin America
17	Wuxi	Far East & China
18	Yinchuan	Far East & China
19	Bhubaneswar	Indian Subcontinent
20	Hangzhou	Far East & China

Source: Juniper Research

If we have a successful city and our people are not happy then it's not worth anything !!

TOP 10 HAPPIEST COUNTRIES 2018

Source: The World Happiness Report 2018

-  FINLAND
-  NORWAY
-  DENMARK
-  ICELAND
-  SWITZERLAND
-  NETHERLANDS
-  CANADA
-  NEW ZEALAND
-  SWEDEN
-  AUSTRALIA

www.happinessresearchinstitute.com & www.42courses.com

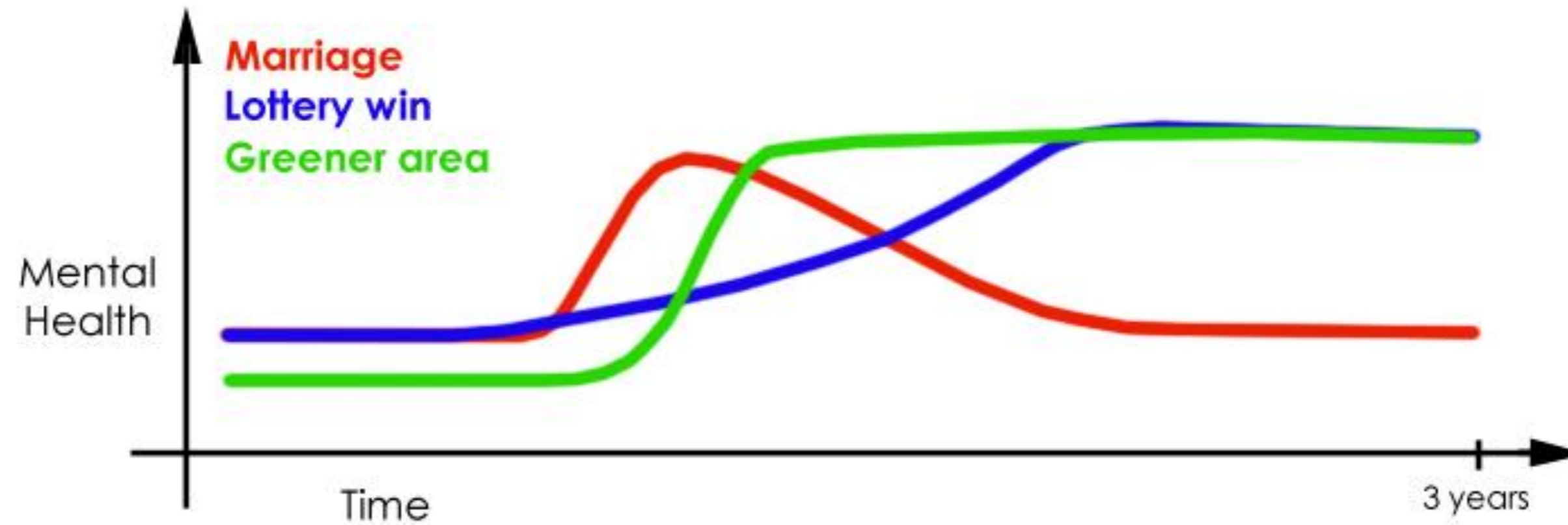


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What makes us happy?



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What makes us happy?

Factors influencing happiness

1. The situation you were born into

Parents and family

Life situation born into

Time and place

2. Inner world

Thoughts and Beliefs

Feelings and Emotions

3. Outer world

Our home

Work

City

Country and World



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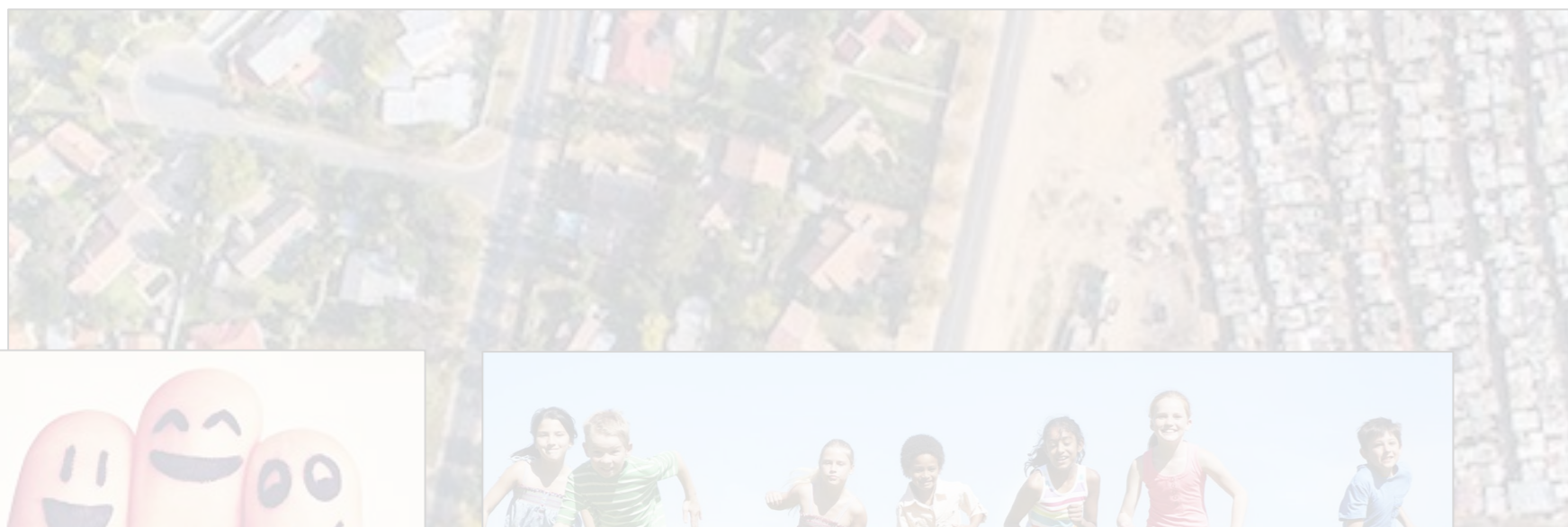
3. Outer world

Our home

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Our mission

Create a data on which to build innovative solutions for the valuation of the urban environment to improve our **Quality of Life** and boost **Happiness**.



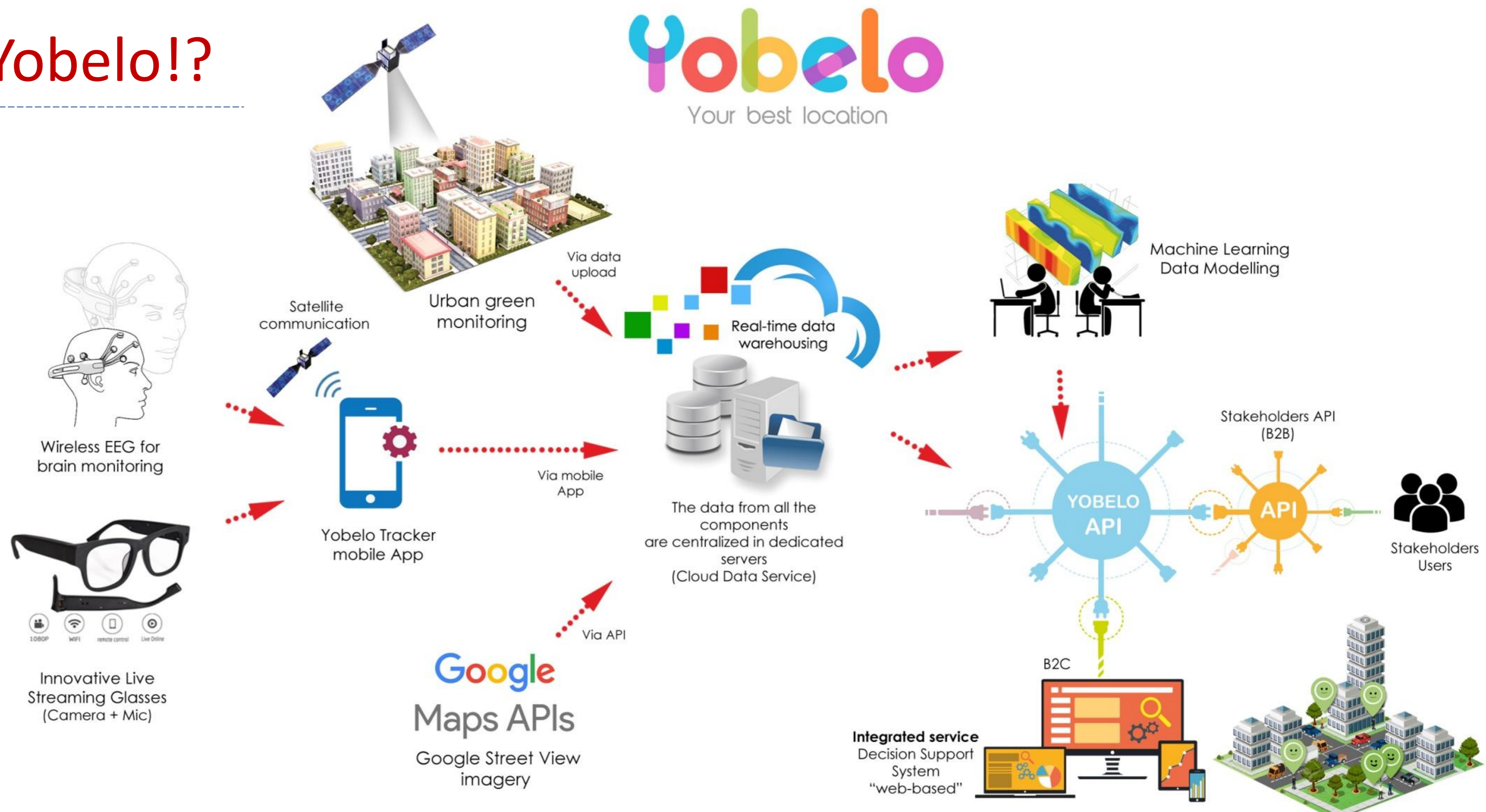
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We created Yobelo!?



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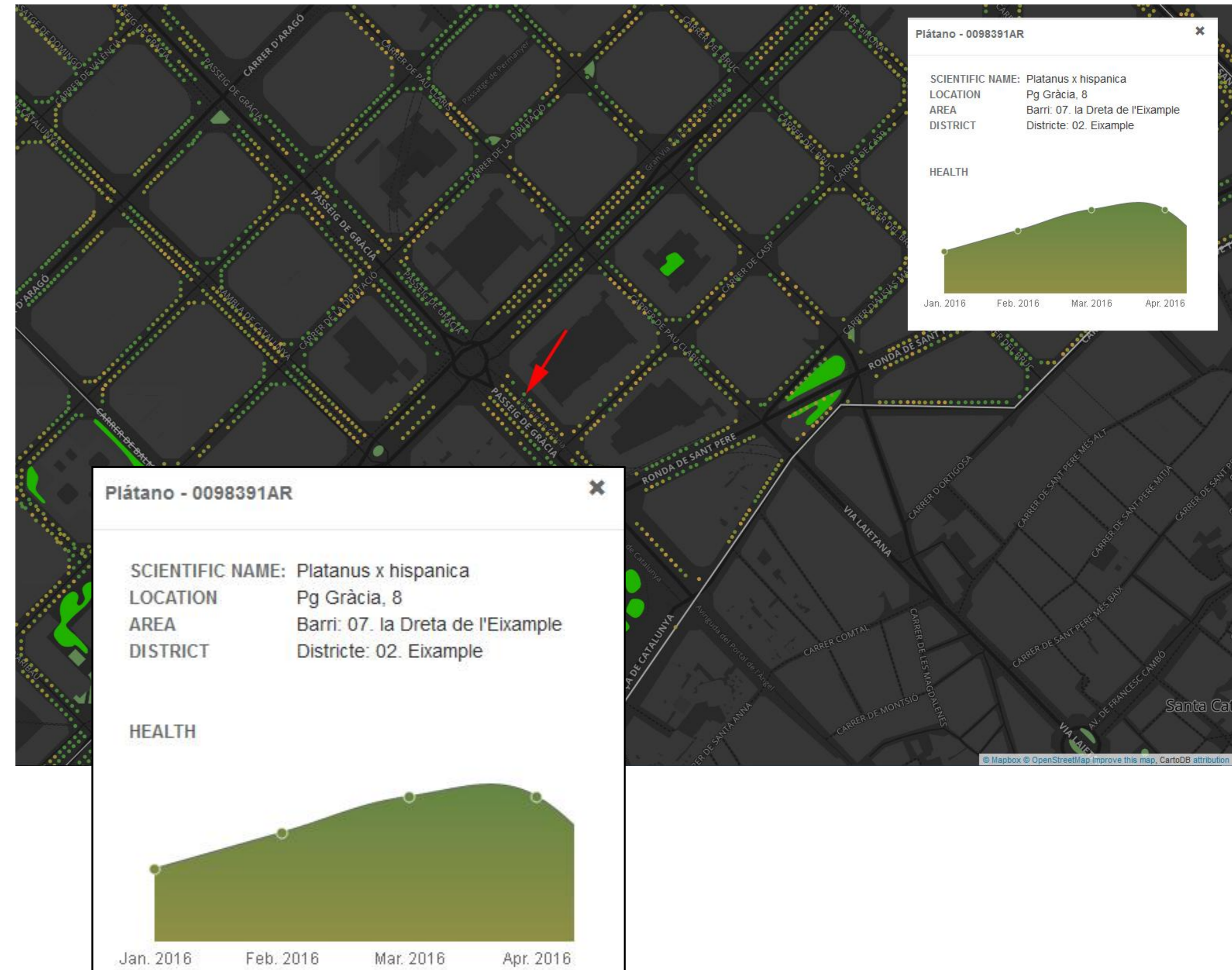
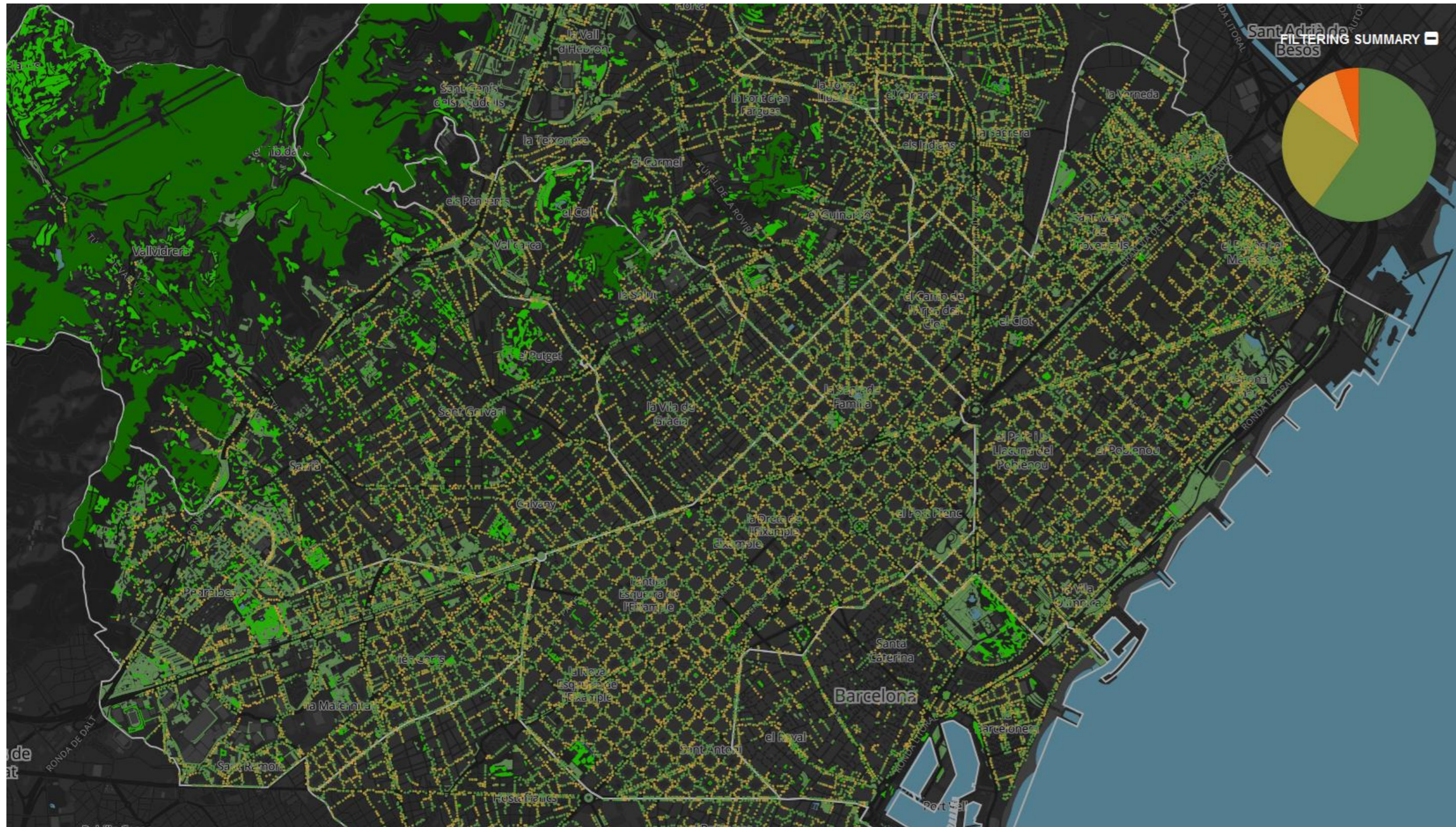
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How does it work?

- Green space



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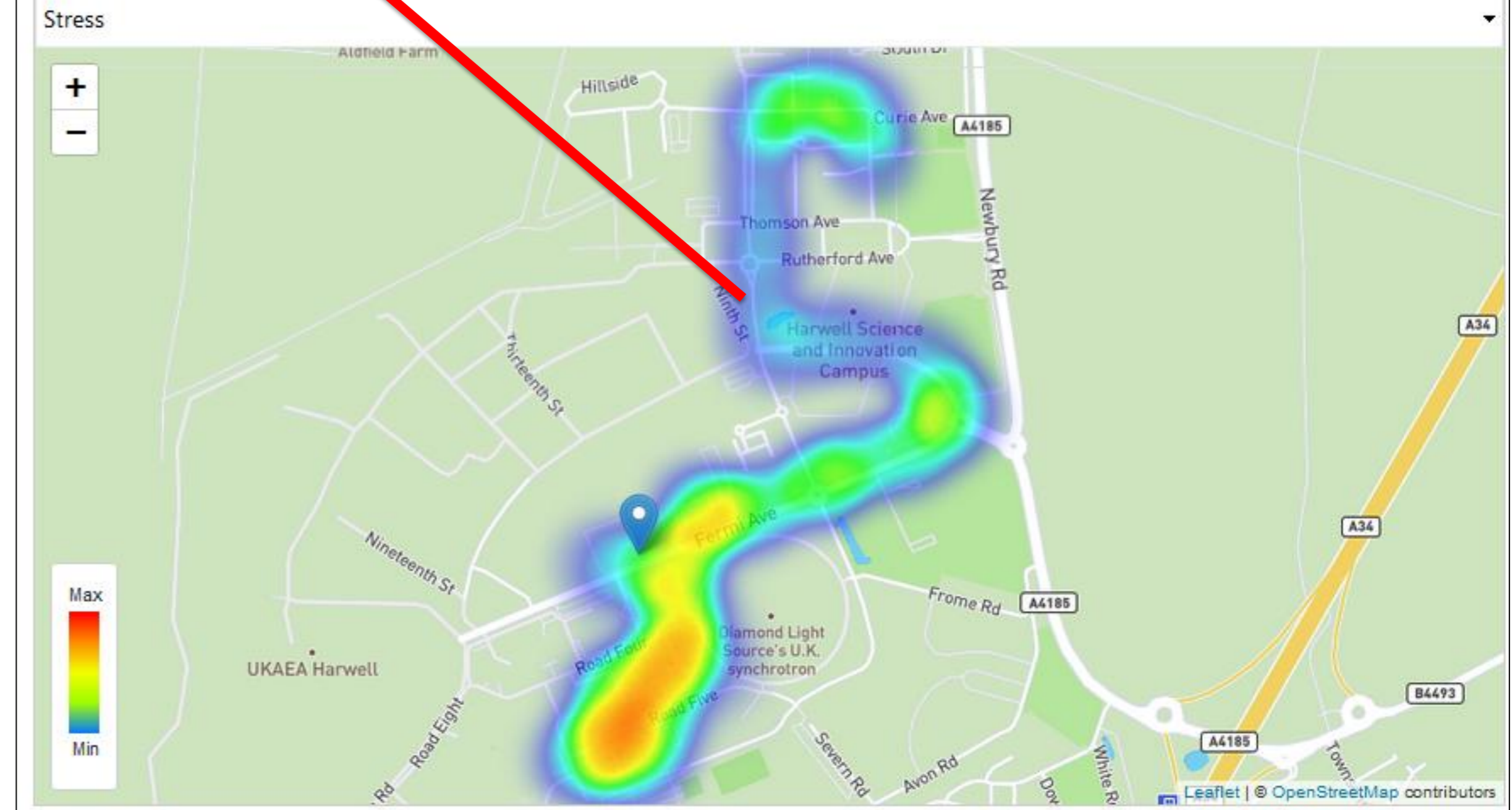
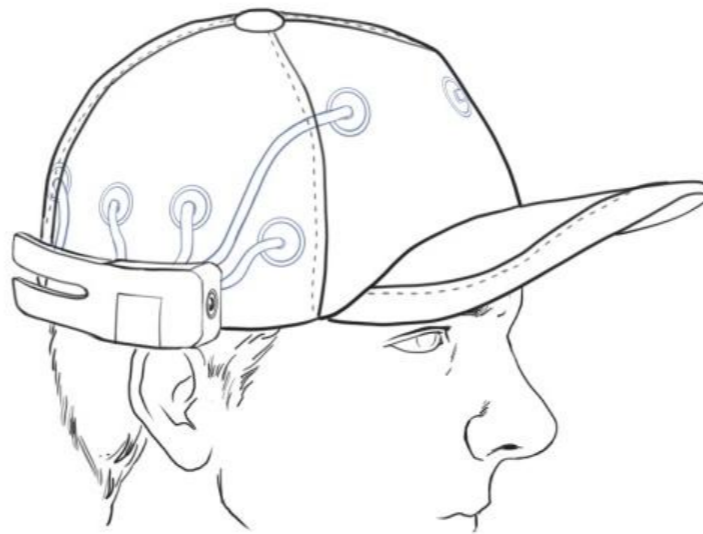
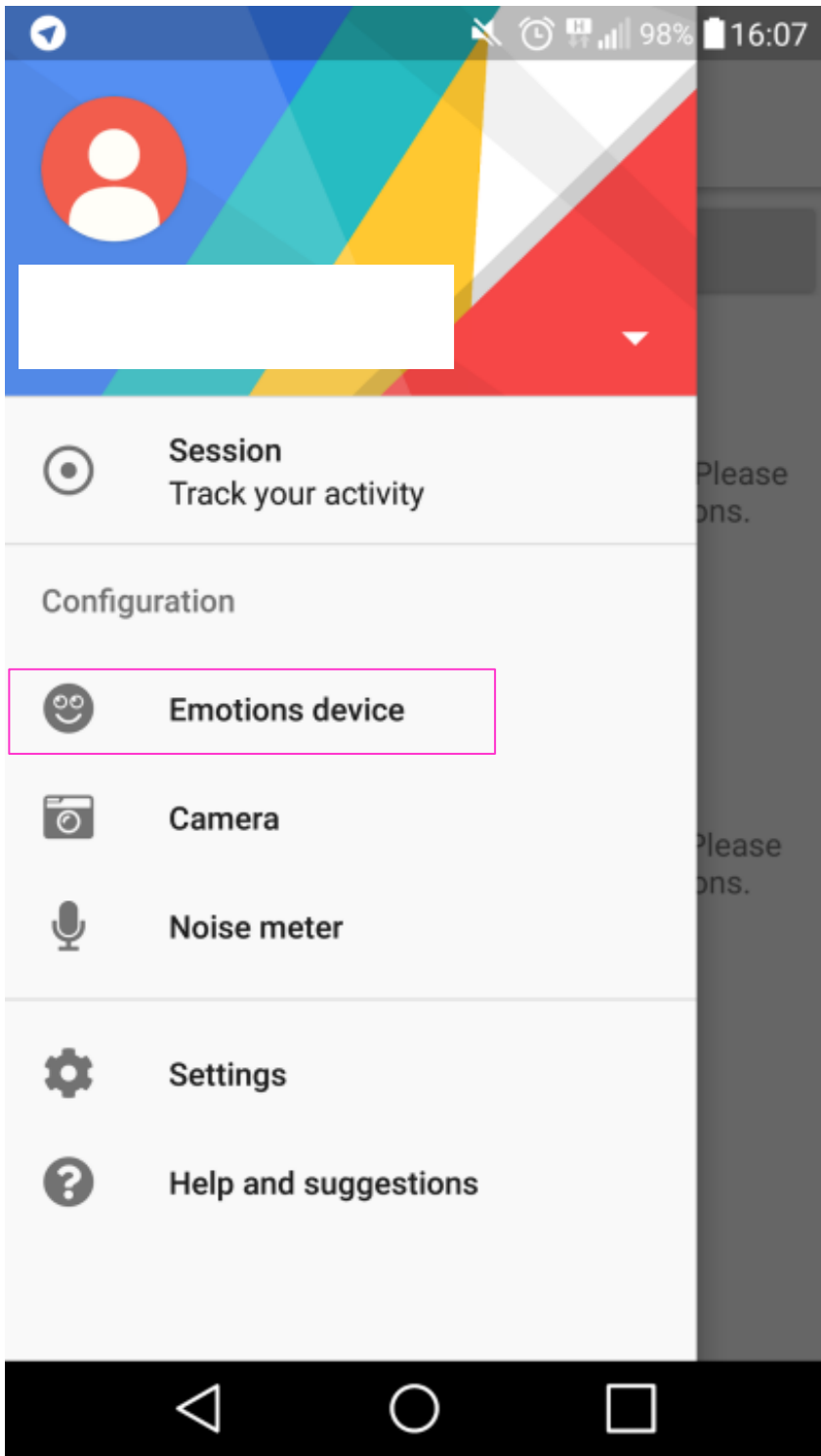
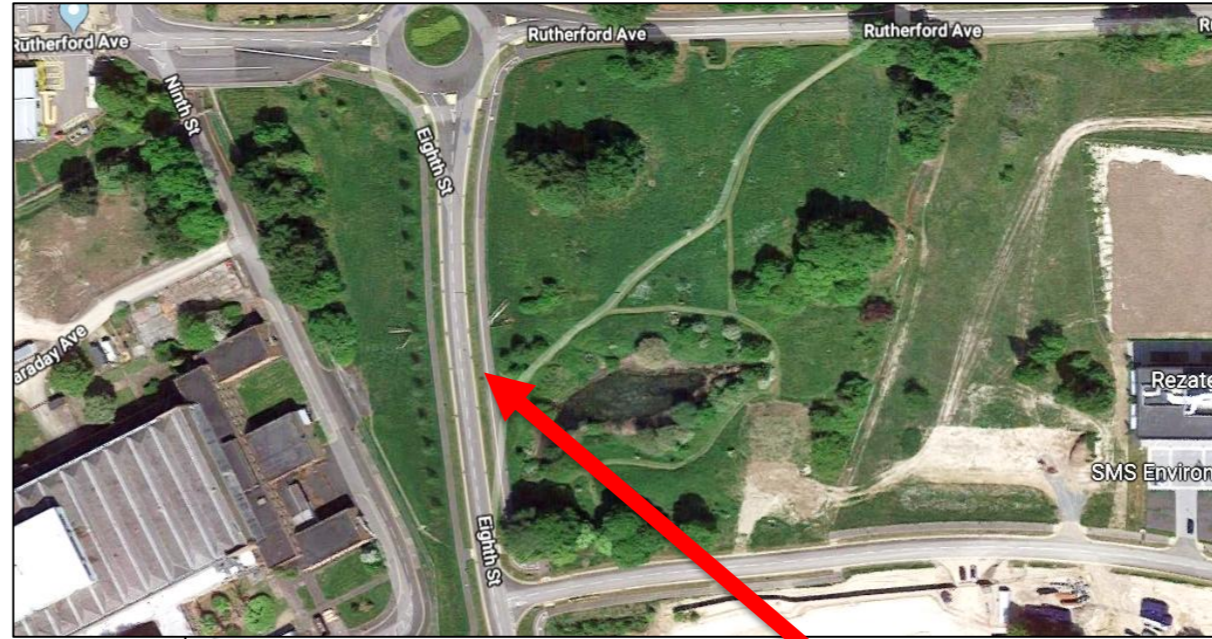
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How does it work?

- Emotional influence



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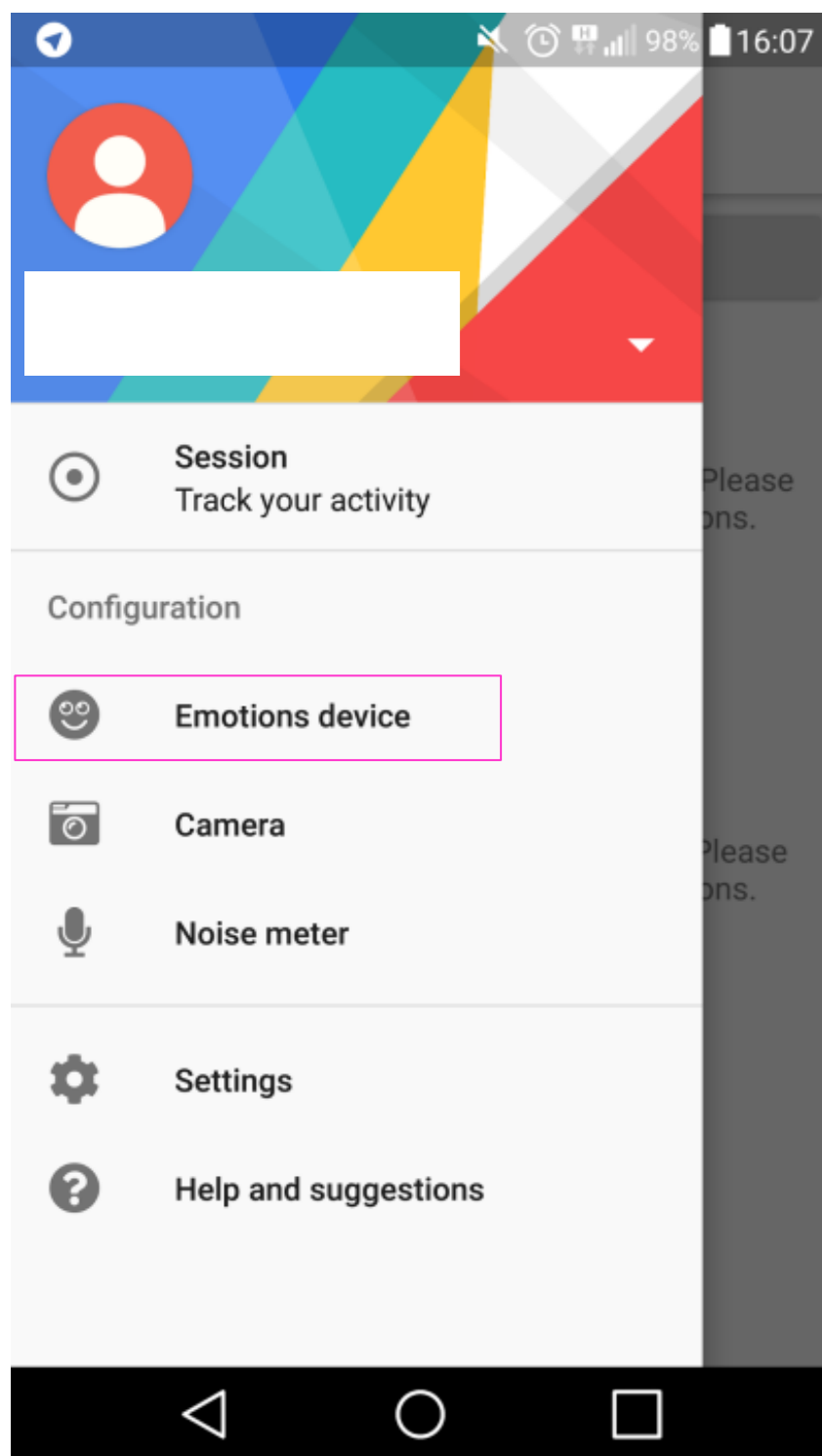
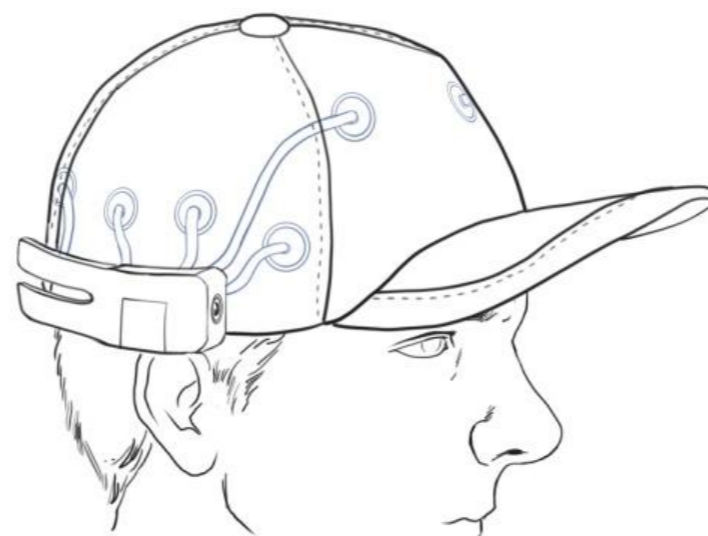
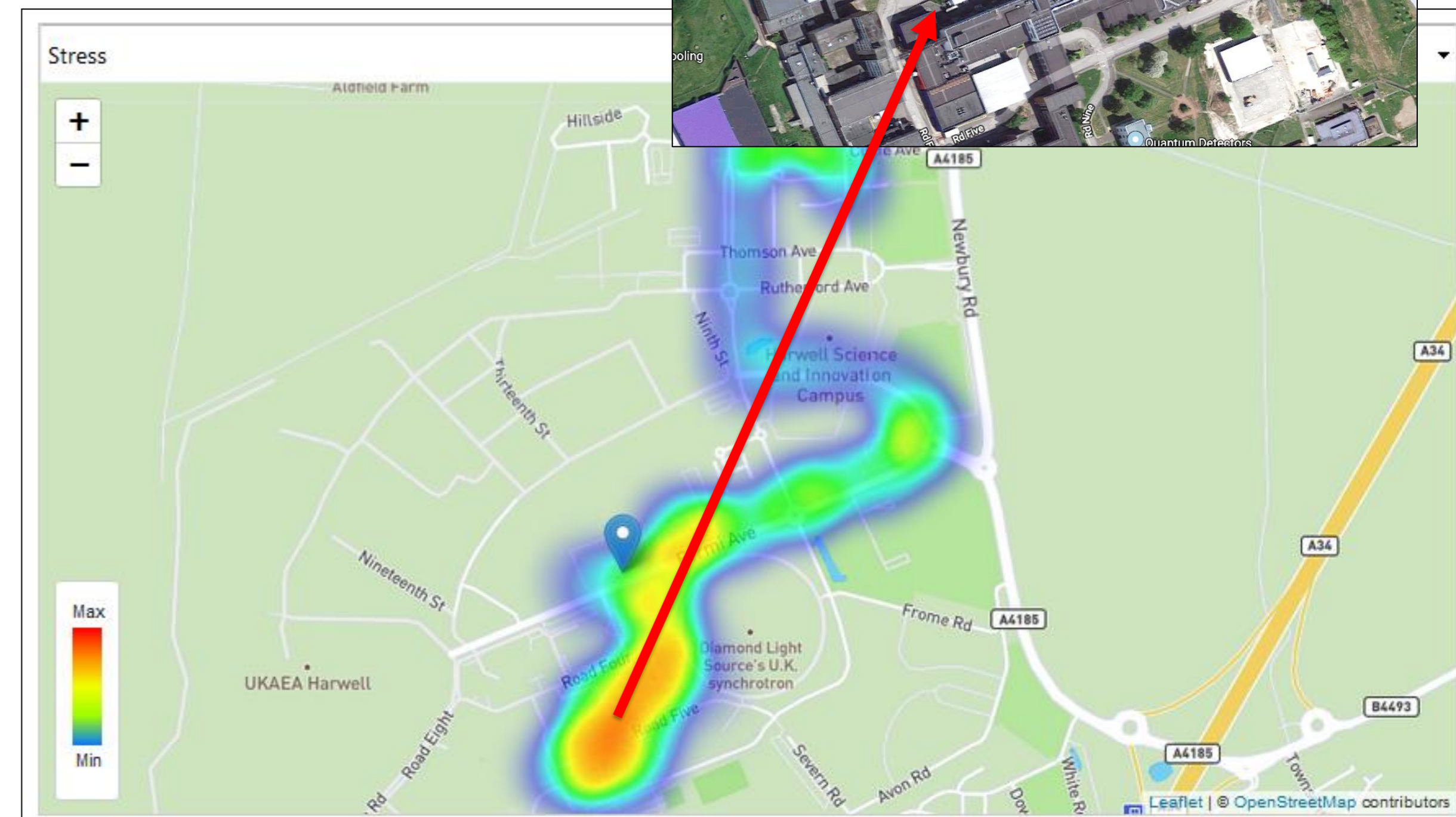
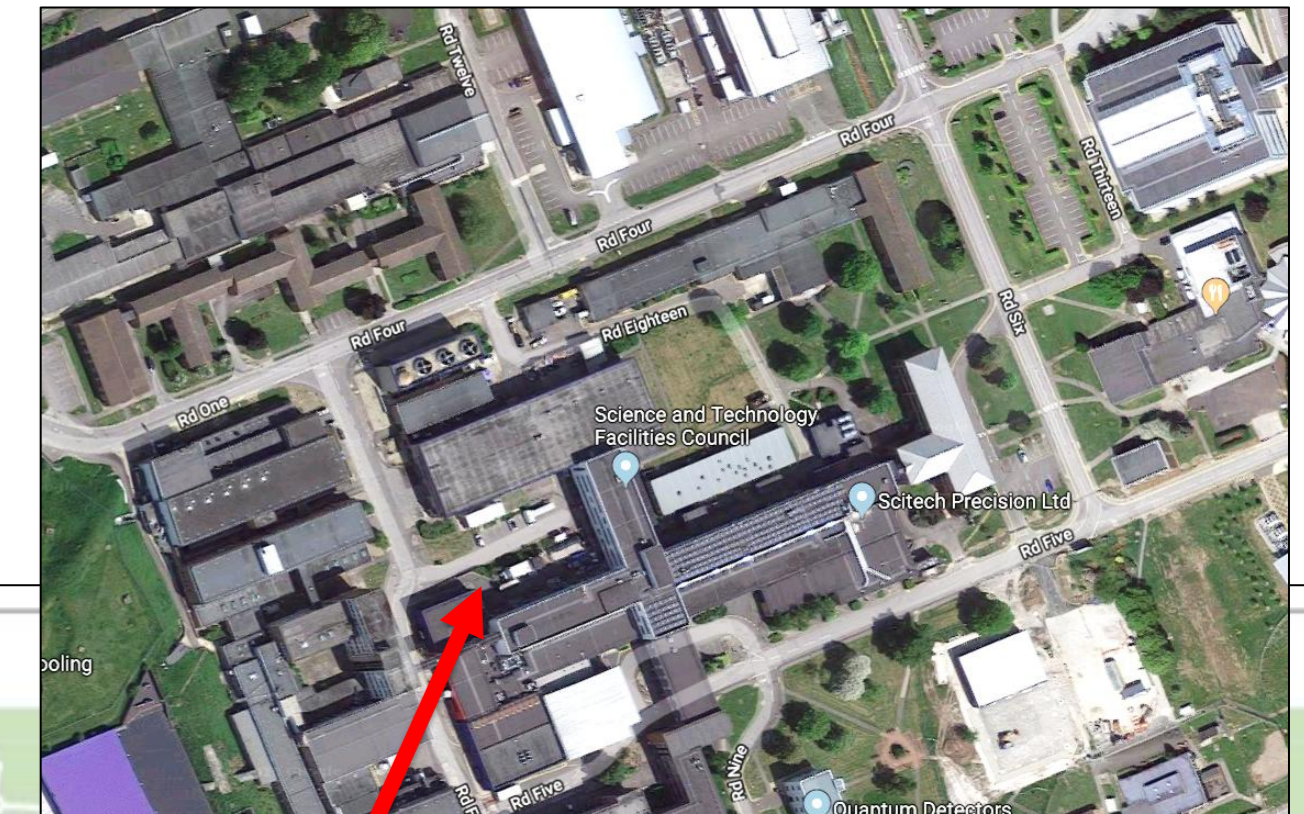
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How does it work?

- Emotional influence



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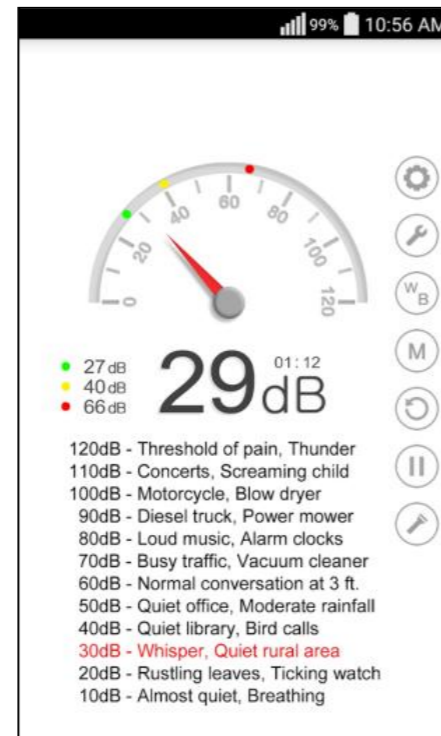
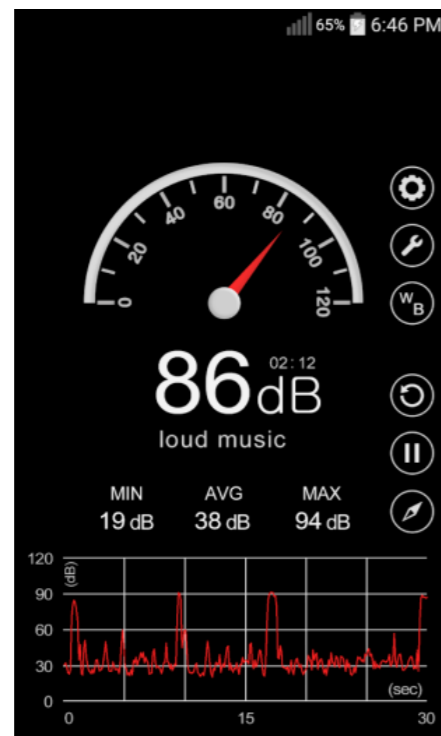
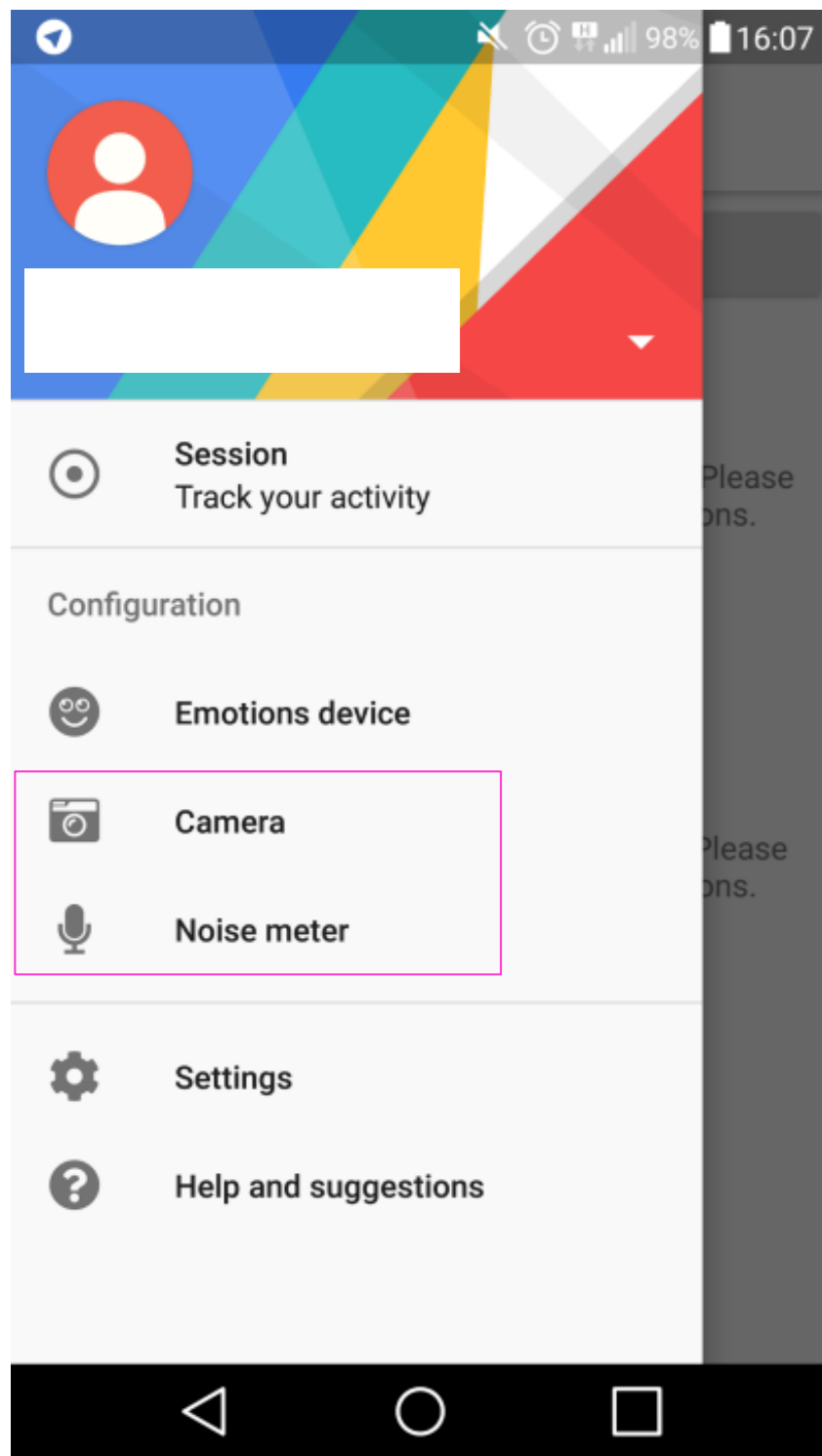
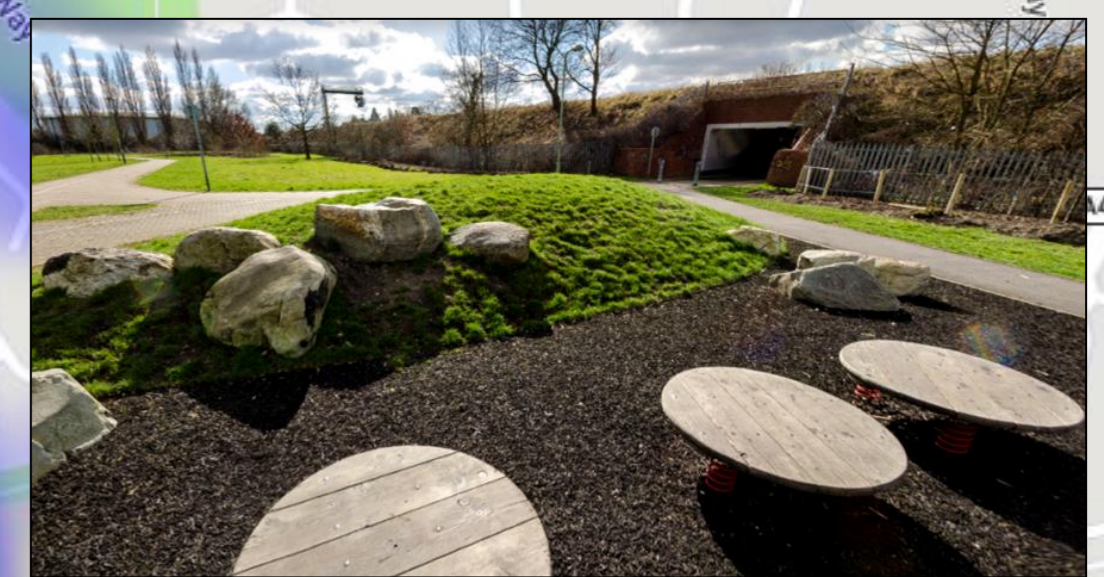
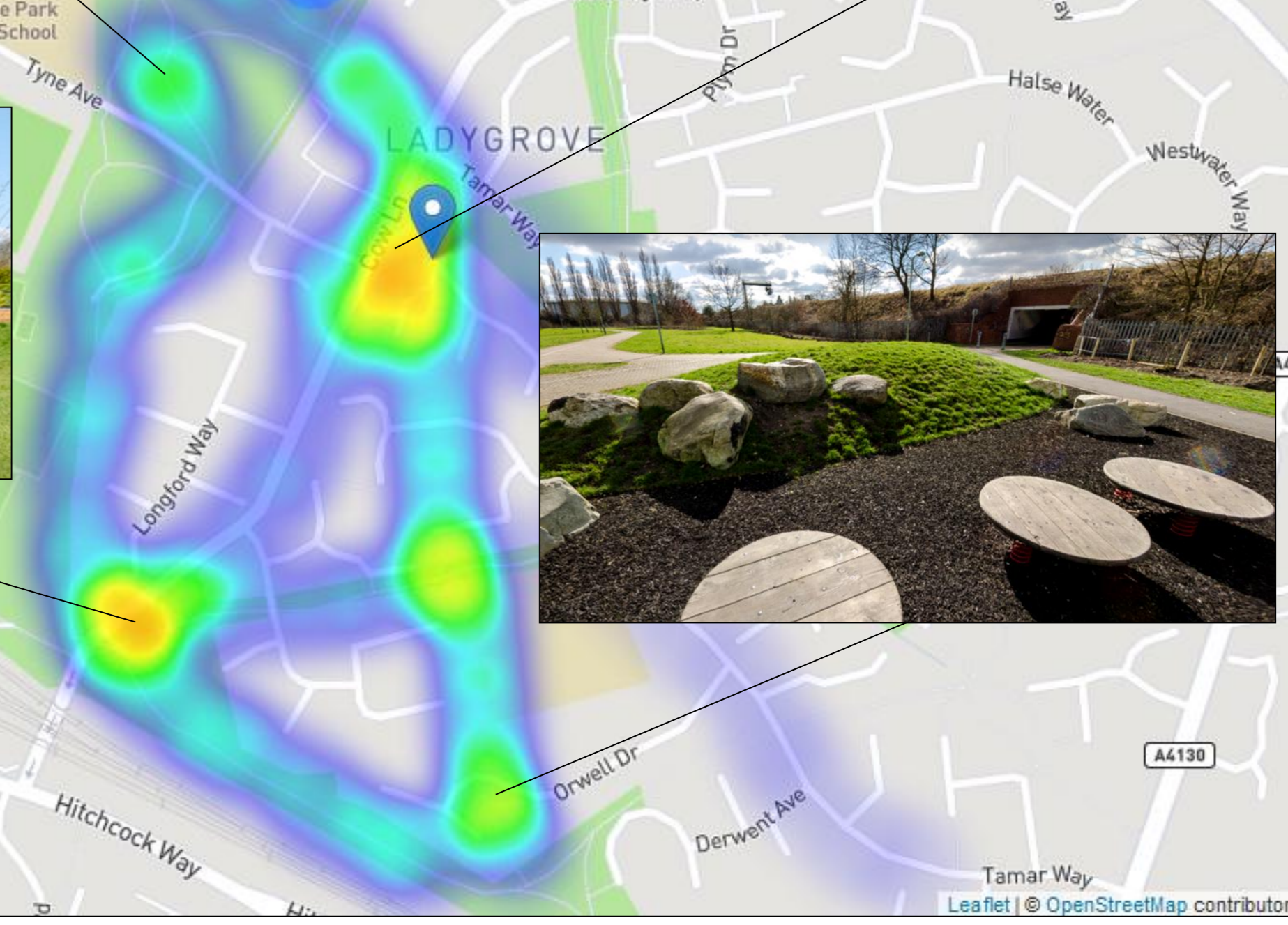
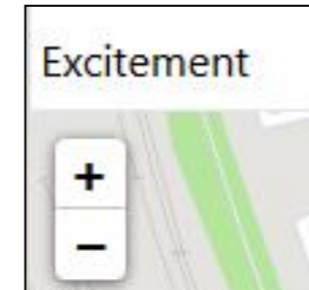


How does it work?

- **Soundscape** & Geo-tagged pictures



- 1080P
- WIFI
- remote control
- Live Online



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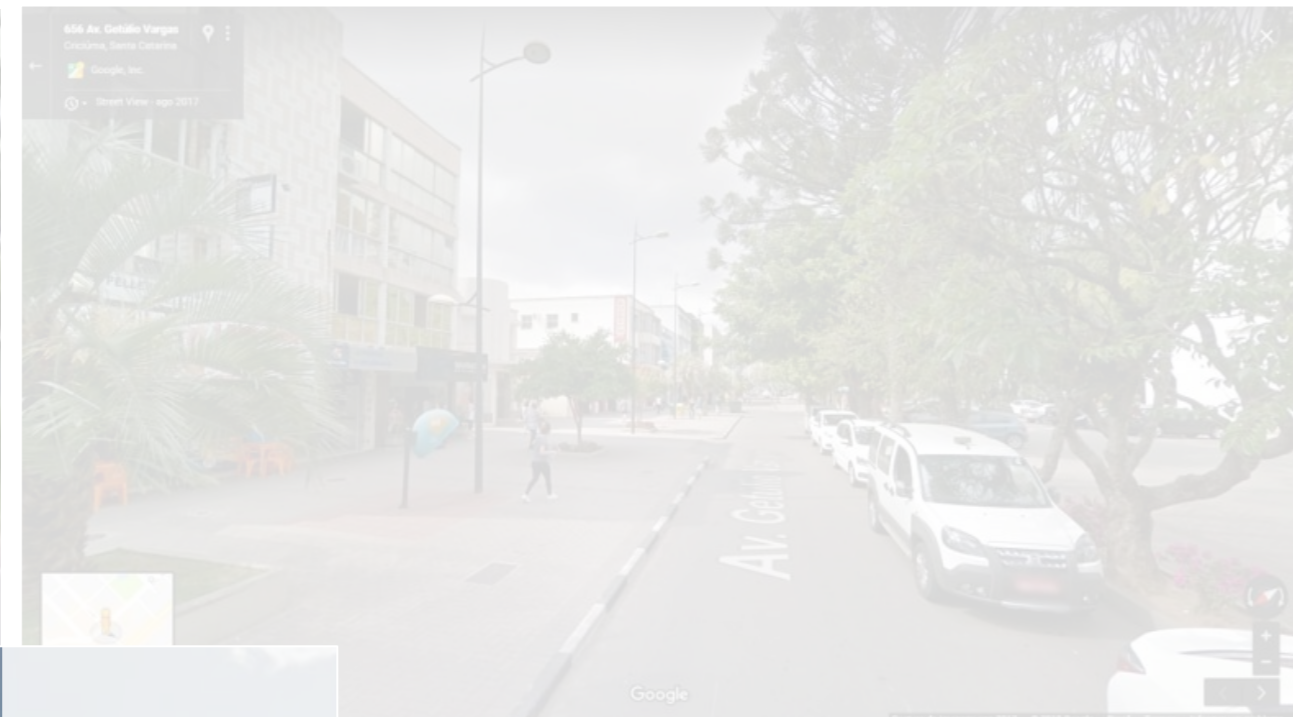
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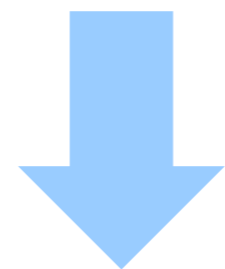
How does it work?

- Artificial Intelligence



grass	46.60%
field	42.87%
land	42.54%
landscape	41.56%
plain	39.30%
sky	37.38%
farm	27.05%
clouds	27.01%
rural	26.87%
summer	26.82%

Search similar



Google Maps for Work

86% Relaxation

90% Excitement

26 dB Noise

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How does it work?

- Artificial Intelligence



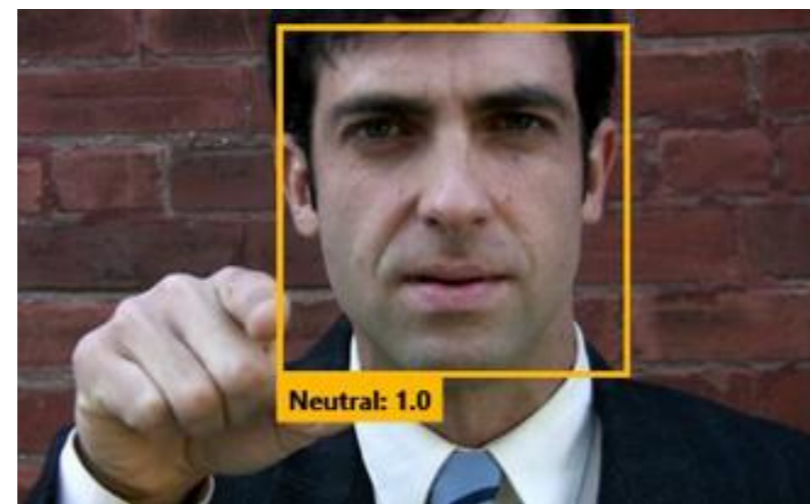
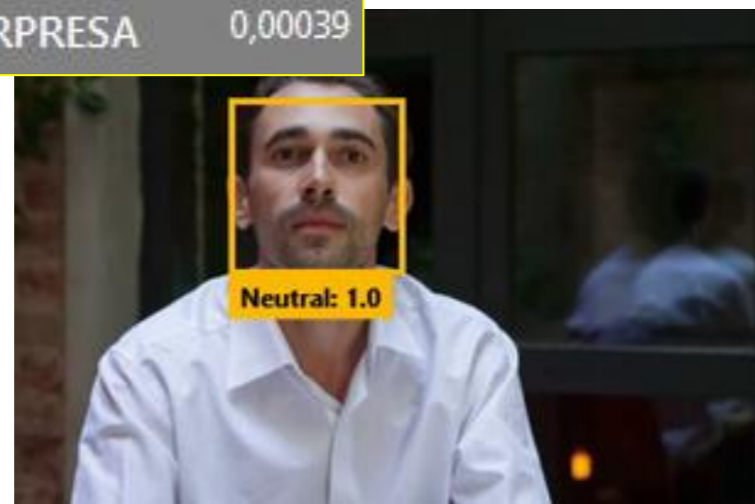
```

Resultado de la detección:
4 caras detectadas

JSON:
[
  {
    "faceRectangle": {
      "top": 114,
      "left": 212,
      "width": 65,
      "height": 65
    },
    "scores": {
      "anger": 1.0570484E-08,
      "contempt": 1.52679547E-09,
      "disgust": 1.60232943E-07,
      "fear": 6.00660363E-12,
      "happiness": 0.9999998,
      "neutral": 9.449728E-09,
      "sadness": 1.23025981E-08,
      "surprise": 9.91396E-10
    }
  }
]

```

ENFADO	0,00245
DESPRECIO	0,00055
DESAGRADO	0,00633
MIEDO	0,00012
FELICIDAD	0,95892
NEUTRALIDAD	0,02225
TRISTEZA	0,00898
SORPRESA	0,00039



Great Bourton, Banbury, UK

Project ID: 8
 Project location: 52.10603, -1.33459
 Number of Routes: 28
 Number of Stations: 192

Routes

- Main Street (3 stations)
- Valley View, (7 stations)
- Crow Lane (7 stations)
- Foxden Way - Northern section. (13 stations)
- School Lane - south section (7 stations)
- Church Close (6 stations)
- South View (8 stations)
- Main Street- western section (18 stations)
- Main Street - upper central section (8 stations)
- School Lane - central section (6 stations)
- School Lane - western section (3 stations)
- South View - norther section (5 stations)
- The Close (2 stations)
- The Green (6 stations)
- Manor Close (6 stations)

OXFORD BROOKES UNIVERSITY

4.55 VQ index | **1** | **4.85** Cvi index

3.98 VQ index | **2** | **7.40** Cvi index

9.20 VQ index | **3** | **8.73** Cvi index

*Scenes of signage and vehicles are consistently given low VQ scores but achieve higher Cvi values - content modifier to be applied

Least beautiful
Least interesting
Least likeable
Most monotonous
Most ordered
Most coherent

Most beautiful
Most interesting
Most likeable
Least monotonous
Least ordered
Least coherent

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REGRESO A LA ESCALA HUMANA



Great place to live

2 bed semi-detached house for sale Just added **£270,000**
 Torridge Drive, Didcot OX11 Check your credit score

2 1 1

Property details Floorplan Map & nearby Street view Area stats Local info

Transport Schools Healthcare Food stores
 Restaurants/bars Places of worship Sports/health clubs Parks/recreation

Map Hybrid Heat

Google Map data ©2016 Google 100 m

Healthiest?

Zoopla.co.uk
Smarter property search

2 bed semi-detached house
 Torridge Drive, Didcot OX11

2 1 1

Property details Floorplan Ma

Transport Schools
 Restaurants/bars Places of wor

Google Map data ©2016 Google 100 m

2 bed semi-detached house for sale Just added **£270,000**
 Torridge Drive, Didcot OX11 Check your credit score

2 1 1

Property details Floorplan Map & nearby Street view Area stats Local info

Transport Schools Healthcare Food stores
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Map Hybrid Heat

Google Map data ©2016 Google 100 m

Happiest?



THE WORLD'S BEST PLACES TO LIVE



THE WORLD'S BEST PLACES TO LIVE

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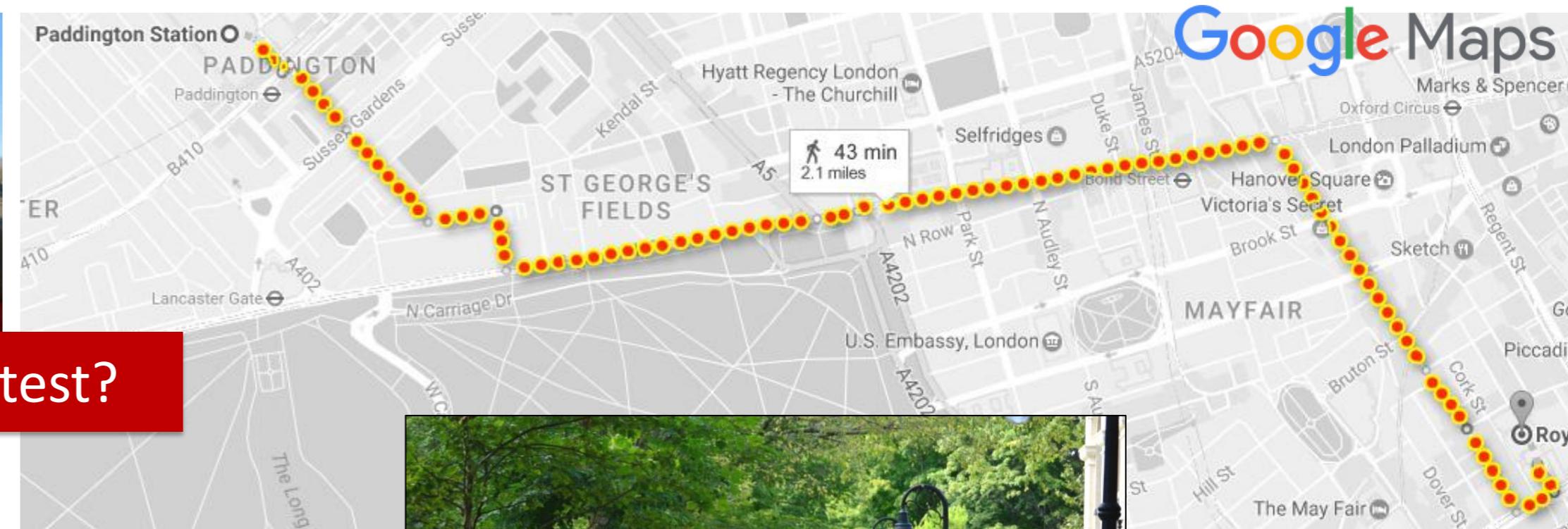
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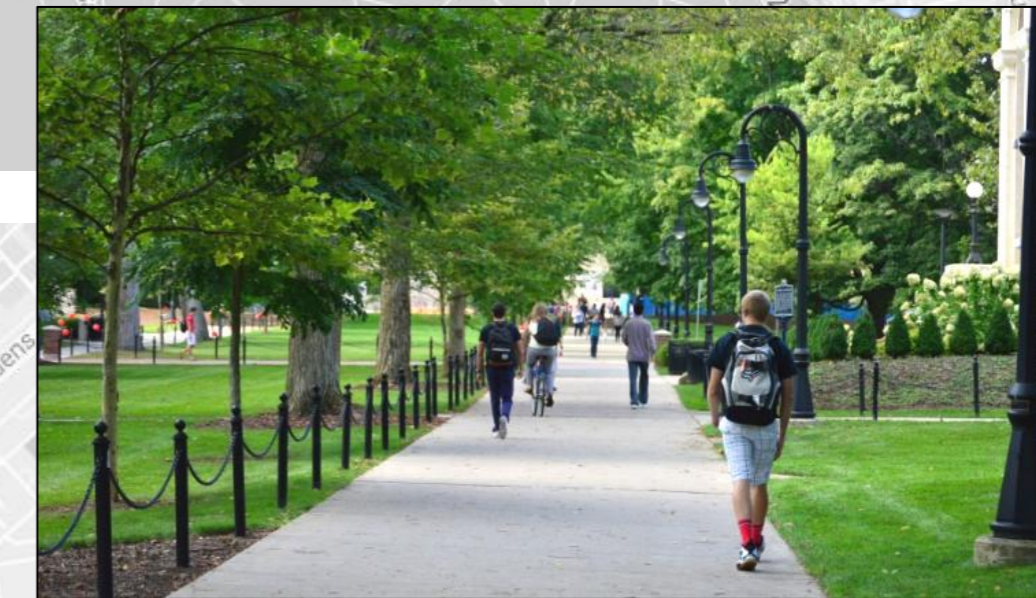
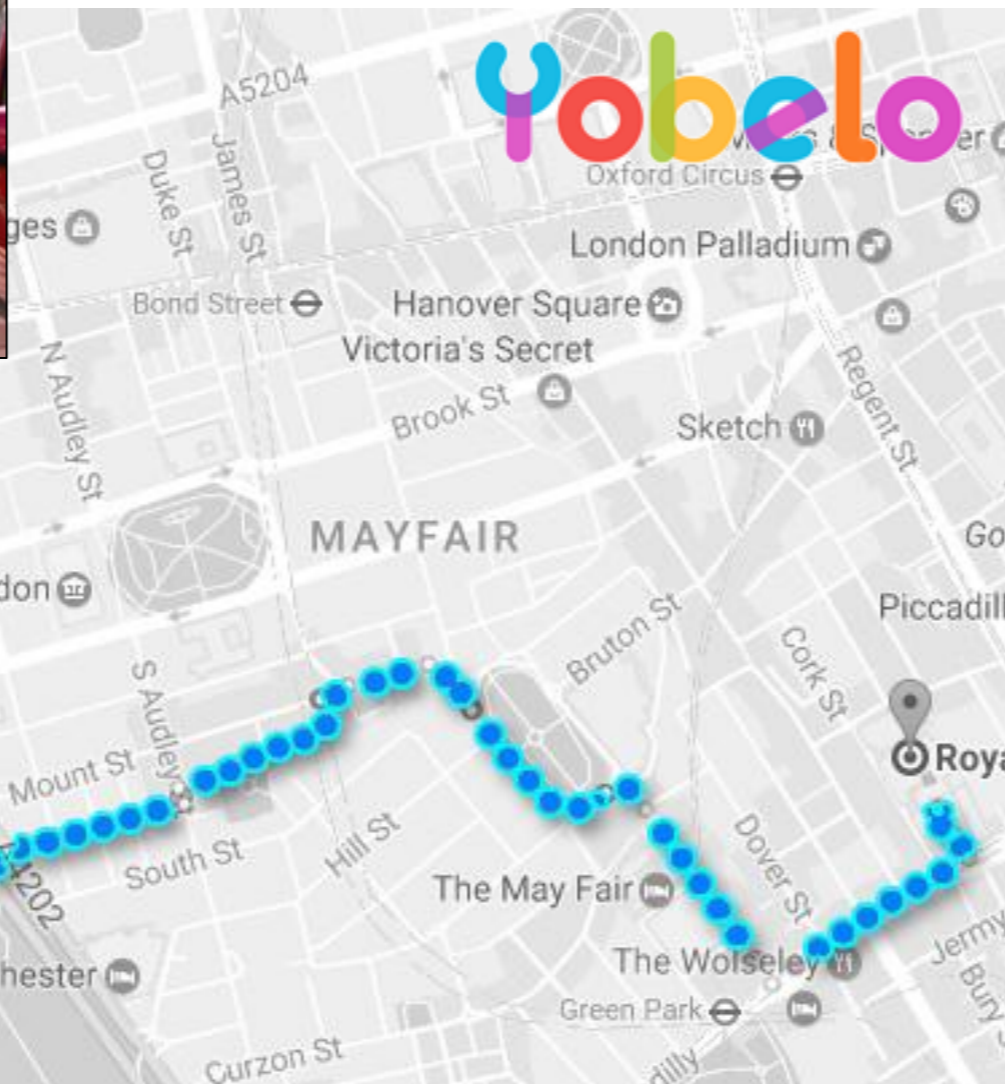
Best route in city



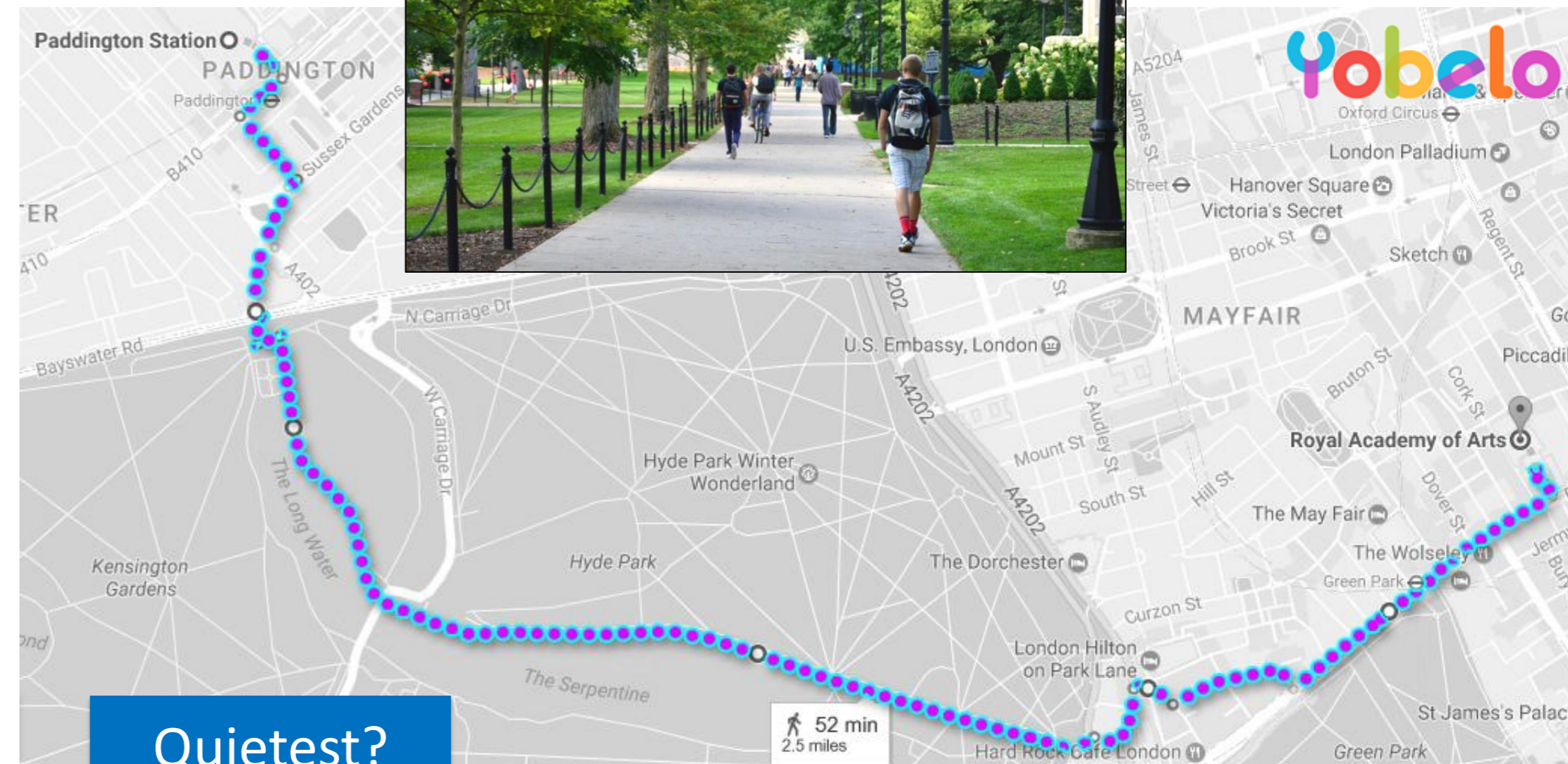
Shortest?



Happiest?



Quietest?



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Dr Bahaaeddin Alhaddad

Technical Team Manager

RHEA Group Ltd.

b.alhaddad@rheagroup.com

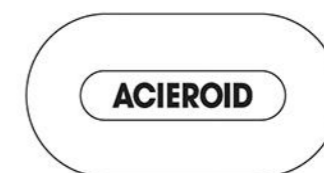
 @bahaaeddin-alhaddad

Thank
You

Roca Barcelona Gallery

 RocaBarcelonaGallery

 @rocabarcelonagallery



Roca