

Improvement of Citizen Communication through Cloud Connected Systems

Information and communications technology (ICT) is one of the cornerstones of a smart city, allowing for integration of various urban systems and their operational processes, along with citizen engagement. Smart city technology helps city stakeholders to communicate directly with both community and city infrastructure and to monitor the happenings in the city and track its development.



In line with this concept, New Town Kolkata, conceived as a smart city, aims to drive economic growth and improve the life of its citizens by harnessing ICT as a means to create smart outcomes for the citizens.

Citizen engagement and interaction is key to the concept of interconnectivity that lies at the heart of a smart city. To emphasize the importance of interconnectivity, New Town Kolkata envisions various ways to improve citizen communications through ICT components that are cloud connected. The city proposes to execute its citizen communication strategy through multiple means including, indoor and outdoor LED walls and transparent OLED displays at strategic locations across the city, like the Major Arterial Road, HIDCO Bhaban, Eco Park, etc. These LED walls and displays will be centrally operated and controlled through a cloud-connected system, which will be installed at HIDCO Bhaban. The LED walls will display messages for creating public awareness on key issues and will function as a variable message board for the city administration to communicate with citizens.



Key Benefits of the project

This project involving installation of LED screens across New Town envisages to attract citizens'/visitors' attention and create public awareness on various key social and civic issues as well as add to the overall digital footprint of the smart township.

Outlined below are a few characteristics of the devices proposed to be installed across New Town as part of this project.

Features of Transparent OLED Display

- Unrivalled Picture Quality
- High Transparency
- Customizable and Expandable Design
- Effective Information Delivery
- AR Effects in the dark
- Robust Design for Safety



Features of Indoor LED Wall

- Fast Installation and Teardown
- Front Module
- Easy Maintenance
- Simple Status Check
- Uniform Picture Quality
- Vividness with Colour Accuracy
- RoHS Certified Safe Product



Features of Outdoor LED Wall

- Lightweight and Slim Design
- Reliable Weatherproof Design
- Front or Rear Serviceability
- Easy Maintenance
- Easy Installation
- Uniform Picture Quality
- Vividness with Colour Accuracy

