

## DISTRICTS WHICH ARE BORN ALREADY DIGITIZED

# Valor ECONOMICO

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### Technological real estate projects by Algar and Planet

Granja Marileusa, Uberlândia (MG), and **Smart City Laguna**, Croata (CE) are projects based on the smart city concept similarly to projects in other countries. For example, Incheon in South Korea, is a community with advanced technology and improvement features such as roads with sensor and telepresence systems in homes or Masdar in the United Arab Emirates, is a pilot district which demonstrates sustainable technologies..

Alexandrino Garcia and his company Algar have developed the Minas Gerais neighborhood located on his farm. The site is more than 2 million m2 and will consist of residential, commercial, and industrial lots. Their first residential release was in 2013 in partnership with Construtora Realiza and consisted of 95 homes each 145 m2. The homes included smart features such as video surveillance and fiber optics. The 95 homes were sold in four hours, for an average price of R\$ 480,000, recalls the director of Granja, Flavio Resende. Shortly afterwards, the Alphaville Loteamento 1 (500 m2 lots) were sold in a weekend.

The neighborhood has a buried infrastructure, power supply and data networks, with eight phone lines and redundancy. Corporate space includes Algar Tech, corporate university, and group holding. He also attracted Cargill formed a partnership with the public to create a technology micro-hub and coworking space to attract innovative businesses.

The initiative has stimulated the creation of the project Cidades Conectadas, an Algar Telecom partnership with CnPQ to test technological solutions. The Easybus system, developed with the Federal University of Uberlândia, monitors the flow of passengers on board vehicles in real time with video analysis technology. "The prototype is ready to be scaled up," says João Henrique de Souza Pereira, an innovation expert at Algar Telecom.

Along with Nokia and CESAR, Recife (PE) the City Totem was developed. It provides information to the public and help services via video. Mio ID was also designed as a smartphone identification system, and finally wearable devices and NFC or RFID tags used for access and payments. The Ioton marks the platform for the development of IoT Maker applications, in addition to sensors and actuators.

The smart waste bins with volume sensors created by the New360 and Fabrimax gives points and awards to the user. Logicalis has delivered gutters and waste containers with volume and environment sensors that help prevent leakage. In collaboration with Altave the "balloon" extends data coverage, and Eugênio's IoT platform serves as the "Control Center for the Connected Neighborhood" (Centro de Controle do Bairro Conectado).

**Smart City Laguna** in Croata was conceived as the first social smart city in the world by the Italian/British Planet Group. This project was born in 2011 as a pilot, and the region was chosen due to its proximity to Pécs Harbor and the local housing shortage. The project is being executed by **SG Desenvolvimento** based on four pillars: social inclusion, urban planning, environment, and technology.

The 330-hectare site is divided as follows: 15% green areas, 10% institutional and "Fundo de Terra" areas, 31% for

infrastructure, 30.8% residential, 8.4% commercial, and 4.8% industrial areas and technology hub. The lots start at R\$ 30,000. Two-room apartments (50 m2) cost R\$ 100,000 and three-room apartments (75 m2) cost R\$ 145,000. The main street is 60 meters wide while the remaining streets are 32 meters. Sidewalks for pedestrians are at least 2.5 meters wide to accommodate trees.

An event square and a police station will be given to the municipal government once the community has reach 200 homes. A school will than be added once the community grows to 500 homes. The Planet Institute is responsible for the library and cinema already open, and the football school which is run collaboration with the Argentine team Boca Junior. These initiatives will also be available to people from nearby communities. The houses will be built based on the “**Minha Casa Minha Vida**” standard, with different architectural designs using the pre-molded Olé system by More Fácil construction company.

Only local companies with clean technology will be accepted to move into the community. The first such business **SG Prémoldados**, will produce the concrete pavers for the project. Technologies such as the **Planet App** will be provided to residents for free allowing them to: view neighborhood information, monitor water and energy usage, and stimulates shared economies.

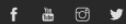
The project already has partners like **Siemens** and **Enel** for the app's energy metering feature. Tim is responsible for Biosite, which supports 3G and 4G services and free wi-fi signal distribution. Meanwhile, Tyco will provide security systems. The investment needed is R\$ 50 million of which 45% has already been secured, says Director **Susanna Marchionni**. “*We have already presented the project for cities such as Campinas (SP) and Juazeiro do Norte (CE)*”.

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