

## PRESS RELEASE

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### Concept and strategy are the foundations of digital city developments

**City leaders perceive digital city initiatives with positive attitude and openness. According to Ipsos Plc.'s research performed upon T-Systems Hungary's assignment in settlements with more than 20,000 residents - it is a valid and actual task to align info-communication solutions to existing urban development plans.**

It is the key objective of the Digital Hungary program to make super high speed internet available in all Hungarian households by 2018 which is two years earlier than the deadline set out in the European Union's Digital Agenda. This network development objective creates an opportunity for municipalities to establish city-level digital services that, besides offering direct economic advantages, also improve the comfort of citizens. Last month Ipsos surveyed which factors support and hinder the implementation of digital city services. The research pointed out that the majority of Hungarian cities have started some kind of info-communication development, mainly in the area of public transportation, public area surveillance or intelligent community services. Further investments and their elevation to system-level have been hindered by lack of resources, however, in the period between 2014-2020 EU resources will be available for this purpose.

The existence of a conceptional vision is a key prerequisite for the success of these developments and the long-term return of investments. "In our vision digital cities are uniform concepts both at basic and system-level where seemingly remote elements support each other" - pointed out Tibor Rékasi, T-Systems Hungary's CEO. "Our industry is responsible for calling attention to the underlying opportunities of the digital city concept and to implement developments in partnership with municipalities with which cities will not only be more livable but more sustainable as well" - said the Chief Executive Officer.

The Ipsos research threw light upon the fact that the already operating and well known T-City solutions and services are exemplary for other settlements as well. The City Card is a good example for this integrated vision as the card can not only be used as an entry card to schools or social spaces but the citizens of Szolnok can also use it as public transportation tickets.

"The research made it clear that some cities do not have dedicated organizational units to prepare for the development of info-communication and community services although it would be worth creating expert teams for this purpose. Such professional communities would be capable to assess the actual needs of the given city's community and prepare a long-term digital development strategy for the municipality's decision-makers. This is further supported by the fact that the relevant EU resources will be available soon" - added Tibor Rékasi.

In order to implement the above vision T-Systems Hungary makes available the digital city base-system which is able to manage existing and planned developments together, customized to the individual needs of the respective city. Thus city leaders can more effectively manage settlements and the joint operation of services provide better return of the investment and more focused digital services.

For more information please visit the company's digital city website on <http://www.t-systems.hu/digitalisvaros>

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#### About T-Systems Hungary:

Being a 100%-owned subsidiary of Magyar Telekom, T-Systems Hungary provides large corporations, the public sector and institutions with comprehensive telecommunications and IT infrastructure, as well as application development and system integration services that are indispensable for their day-to-day running. With more than 1600 employees and 1700 supplier partners, it is Hungary's market-leading info-communication service provider. The expertise and experience amassed by the company has a history of several decades.

For further information, please, visit the company's official site at [www.t-systems.hu](http://www.t-systems.hu)