

JCDecaux, as a partner of Panama City's ambitious Smart City project, introduces new connectivity and information services

Out of Home Media

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Paris, 14 February 2017 – JCDecaux S.A. (Euronext Paris: DEC), the number one outdoor advertising company worldwide, is working with Panama City in its move to turn itself into a “Smart City” by rolling out innovative digital services.

Free Wi-Fi

JCDecaux has been Panama City's bus shelter concession holder since 2002. Working in tandem with Wigo, Panama's largest free hotspot network with more than 1.3 million unique users, JCDecaux launched free Wi-Fi service on 16 January this year at 50 bus shelters in the country's capital. Users can now access the web easily and free-of-charge through a portal that also provides transit information, such as which buses serve a particular stop. It also allows them to geo-locate the next bus on a city map and receive public-service announcements from the city government.

To fund this service and to extend it to more bus shelters, JCDecaux has chosen to explore new market opportunities, such as the sale of advertising on the Wigo connexion portal. This new connected advertising opportunity offers brands a premium audience and a perfect fit with the power of traditional networks.

Small cells

With connectivity being essential to building tomorrow's Smart Cities, JCDecaux has partnered with mobile network operators by offering them its street furniture in which to install small cells. This helps enhance coverage and performance of phone and data networks in the densest urban areas.

In mid-December 2016, for example, JCDecaux joined with Telefónica SA to install a pilot 3G small cell in a Panama City bus shelter, in order to test the device's performance.

A multi-year national framework contract has also been signed to help the operator replicate this initiative in other street furniture in Panama, where JCDecaux operates more than 550 bus shelters.

A new premium digital offering

To expand its range of new innovative digital services in Panama City, JCDecaux has installed 10 digital CIPs on masts, and manages, sells and maintains them. With a broad range of connected services and interactivity options, this premium network is a huge benefit to both advertisers and the city government, which uses it for real-time public-service or emergency announcements on Panama City's main traffic arterial routes.

These developments form part of Panama City's pioneering ambition to become Latin America's first Smart City. JCDecaux's vision is to facilitate the circulation of public-service announcements in real-time, in publicly accessible areas, using an enhanced wireless network and connected street furniture, all the while meeting advertisers' needs.

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Jose Blandón Figueroa, the Mayor of Panama City, said: *"I am very pleased to have inaugurated the free Wi-Fi provided by JCDecaux and Wigo in 50 Panama City bus shelters on 16 January. Wigo and JCDecaux are well renowned for their standards of user service. This joint initiative has been welcomed by Panamanians with open arms. It enables us to offer even more services to our citizens, allowing them to stay connected and abreast of general-interest messages from our city government. I am very proud that the capital of Panama is Latin America's first "Smart City", thanks to a sustainable business model and a fruitful relationship with JCDecaux, the number one outdoor advertising company worldwide and a pioneer in digital outdoor advertising."*

Jean-Charles Decaux, Chairman of the Executive Board and Co-CEO of JCDecaux, said: *"I would like to thank Panama City's government for the trust it has placed in us by making us a player in its "Smart City" strategy. In fitting our bus shelters out with Wi-Fi access points and small cells, and in expanding our network of digital CIPs, we have once again served notice of our determination to be one of the major players in Smart Cities and to take part in the emergence of a connected city that is ever more human, open and sustainable.*

Through a virtuous ecosystem, we facilitate access to information for the greater good of cities and citizens for their mobility, as well as for advertisers and their brands. The roll-out of high-quality networks has become one of the major strategic challenges of urban attractiveness and competitiveness, and we are convinced that our expertise, our know-how and our innovative capacity will position Panama as a model "Smart City" for all of Latin America."

Key figures for JCDecaux

- 2016 revenue: €3,392.8 billion
- JCDecaux is listed on the Eurolist of Euronext Paris and is part of the Euronext 100 index
- JCDecaux is part of the FTSE4Good and Dow Jones Sustainability Europe indices
- No. 1 worldwide in street furniture (524,580 advertising panels)
- No. 1 worldwide in transport advertising with more than 230 airports and 280 contracts in metros, buses, trains and tramways (395,770 advertising panels)
- No. 1 in Europe for billboards (177,760 advertising panels)
- No. 1 in outdoor advertising in Europe (731,390 advertising panels)
- No. 1 in outdoor advertising in the Asia-Pacific region (236,760 advertising panels)
- No. 1 in outdoor advertising in Latin America (62,860 advertising panels)
- No. 1 in outdoor advertising in Africa (32,840 advertising panels)
- No. 1 in outdoor advertising in the Middle East (16,280 advertising panels)
- No. 1 worldwide for self-service bicycle hire: pioneer in eco-friendly mobility
- 1,129,410 advertising panels in more than 75 countries
- Present in 4,435 cities with more than 10,000 inhabitants
- Daily audience: more than 390 million people
- 12,850 employees

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