



Jon Corner
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City of Salford

WELCOME TO SALFORD – A MODERN GLOBAL CITY

249,000 PEOPLE, 9,600 BUSINESSES, 37 SQUARE MILES, 60% GREEN SPACE, FASTEST GROWING ECONOMY IN GM, £5 BILLION GVA, UK'S HOTSPOT FOR START-UP GROWTH, 7.5 MILLION VISITORS A YEAR, BRITAIN'S LARGEST INLAND WATERWAY, ONE MINUTE WALK FROM MANCHESTER CITY CENTRE, NORTHERN HOME OF THE BBC AND ITV, MEDIACITYUK, THE LOWRY, RHS GARDEN BRIDGEWATER, ONE LEADING UK UNIVERSITY, ONE OUTSTANDING NHS TRUST, ONE AIRPORT.

**# Digital
Salford**

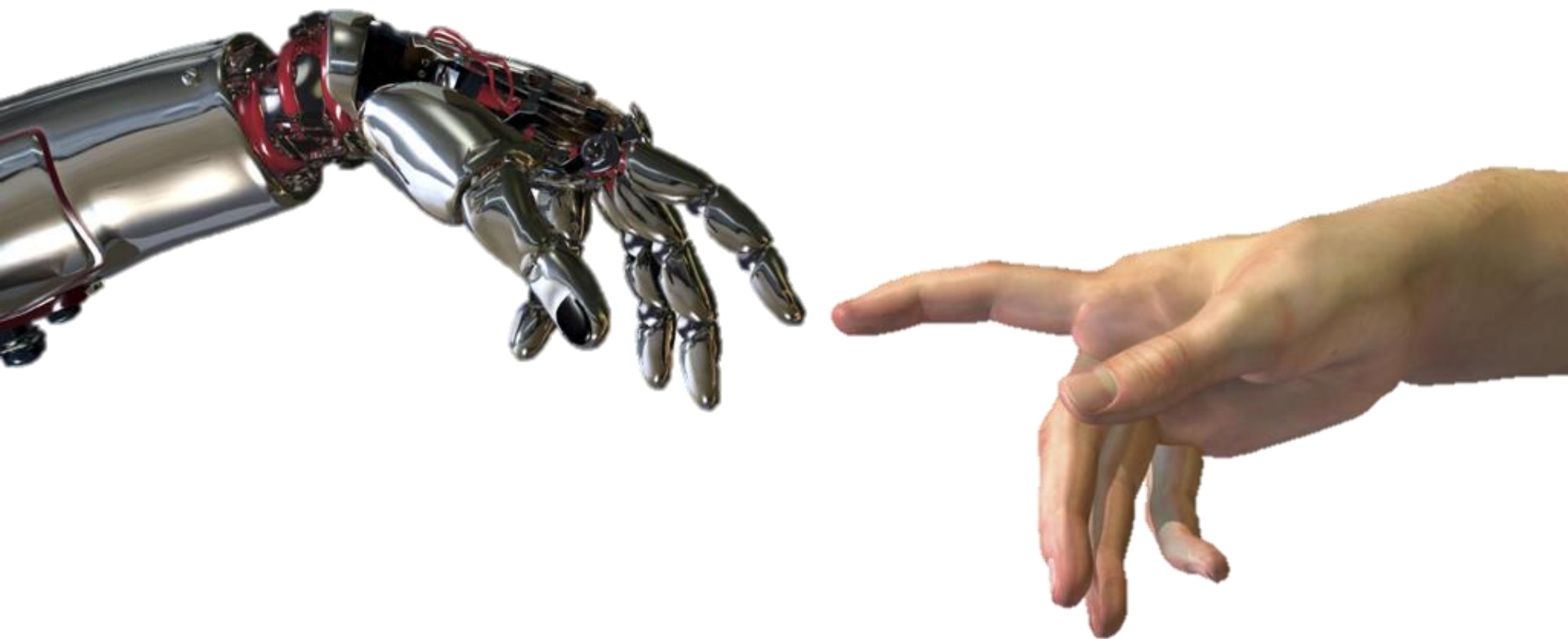


OUR AMBITION –

to become one of the world's most attractive cities for digital enterprise

to realise a genuine connected digital city for the people of Salford.

**# Digital
Salford**



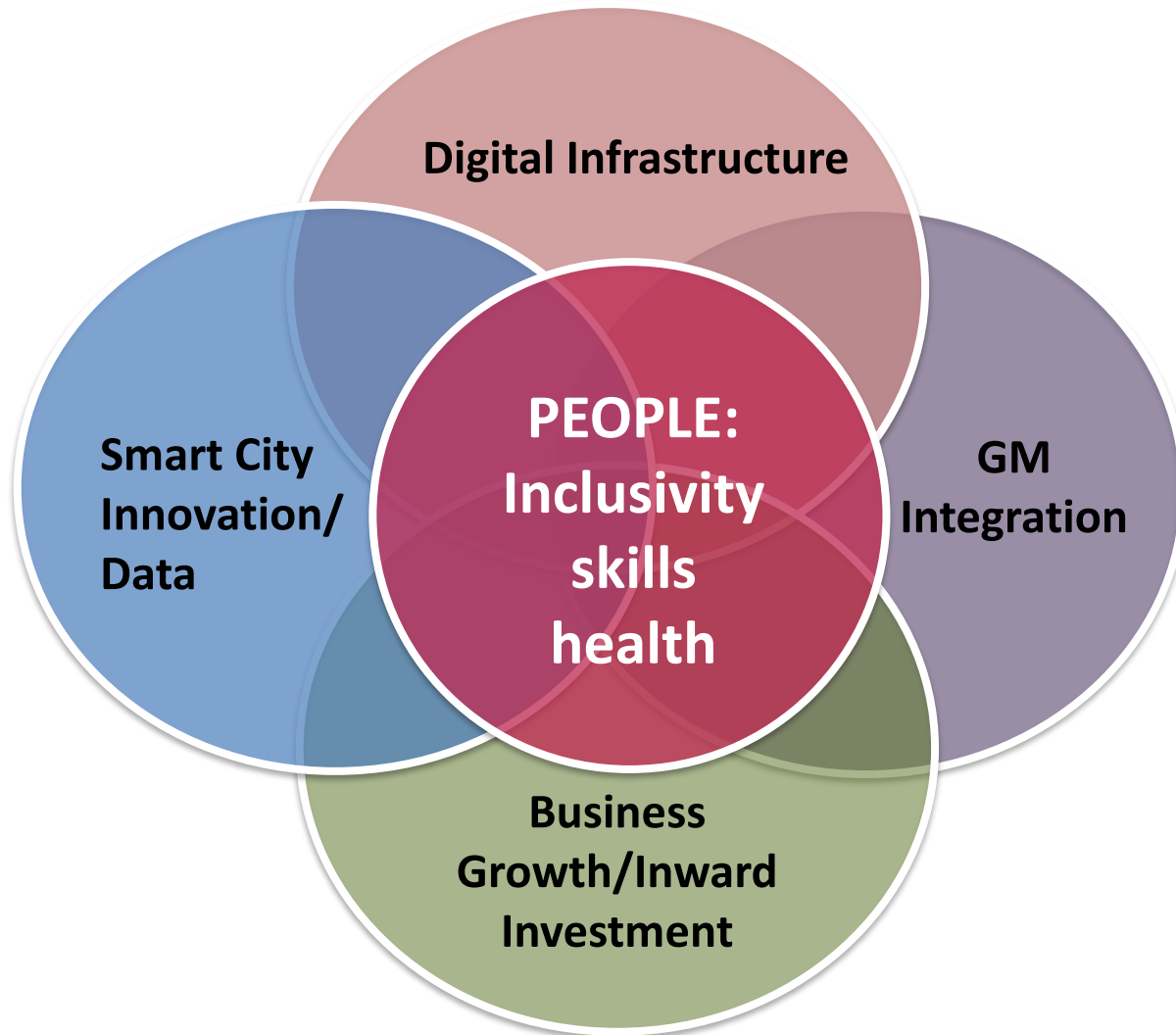
Digital
Salford



Core Partners

20+ corporate partners

Digital Salford





...so what next?

Digital
Salford



**# Digital
Salford**



**# Digital
Salford**

MediaCityUK



THE HUT GROUP®

BBC

THE LANDING
Broadcast Anywhere
Timeline TV

Bupa

University of
Salford
MANCHESTER

itv

M&S

ERICSSON

dock 10

Kellogg's

Raytheon

TalkTalk

utc
@MediaCityUK
An Aldridge Community Academy

Digital
Salford

MediaCityUK

an urban microcosm

DIGITAL INFRASTRUCTURE ADVANTAGE

- flooded point-to-point fibre network interconnecting every building
- largest teleport in the North
- Distributed Antenna System (DAS)
- Multiple points of presence (POPs), together with an additional 100+ equipment bays/racks of spare capacity
- More than 20 national & international connectivity service providers
- **central Building Management System (BMS) for cross-site utilities/fire/ security/data management/power, as well as its large- scale cross-site data centre.**

an urban microcosm

A CULTURAL & ECONOMIC CENTRE

- Salford Quays is already one of the UK's most successful regeneration projects – 30,000 jobs and 1000+ high value businesses
- MediaCityUK itself is the most concentrated technology campus in the UK for the creation and management of content
- a University of Salford campus and University Technical College (UTC) school on site.
- substantial visitor economy including the Lowry Theatre and the Imperial War Museum
- an expanding commercial, leisure and residential cluster

**# Digital
Salford**

MediaCityUK

**Smart City
Innovation/
Data**

**Digital
Infrastructure**

MediaCityUK

A map of MediaCityUK in Salford, showing various buildings and streets. The map is overlaid with a semi-transparent grey box containing the text 'MediaCityUK'. The buildings are color-coded: red for 'The Garage', white for 'Short stay car park', blue for 'The Greenhouse', green for 'The Stage', and purple for 'The Quays'. Other labels include 'Development plot', 'White Tower', 'Orange Tower', 'COITA', 'Bridge House', 'Quay House', 'MediaCity UK tram stop', 'Coronation Street', and 'BROADWAY'. A 'Vehicle exit' is also marked.

**Business
Growth/In
ward
Investment**

**GM
Integration**

**# Digital
Salford**



**# Digital
Salford**

MediaCityUK



The power of our network

Salford – MediaCityUK
Vodafone 1st for live trial 5G
network

Vodafone has largest share of
3.4Ghz spectrum

MediaCityUK enabled for NBloT
services

**# Digital
Salford**



vodafone

MediaCityUK 5G Tech Hub – Tech Innovation Lab



Smarter buildings

- Visual analytics
- Building smart security
- Analytics and people



Smarter Infrastructure

- Lighting and grid control
- Citizen interaction
- Automation



Smarter transport

- Cars, trains, buses, bikes,
- Traffic flow, lights and park
- Transport hubs, Airparks



Smarter control

- Asset management
- Maintenance control
- Supply chain evolution



Smarter usage

- Utility monitoring and use
- Air quality, temperature
- Water and services

**# Digital
Salford**

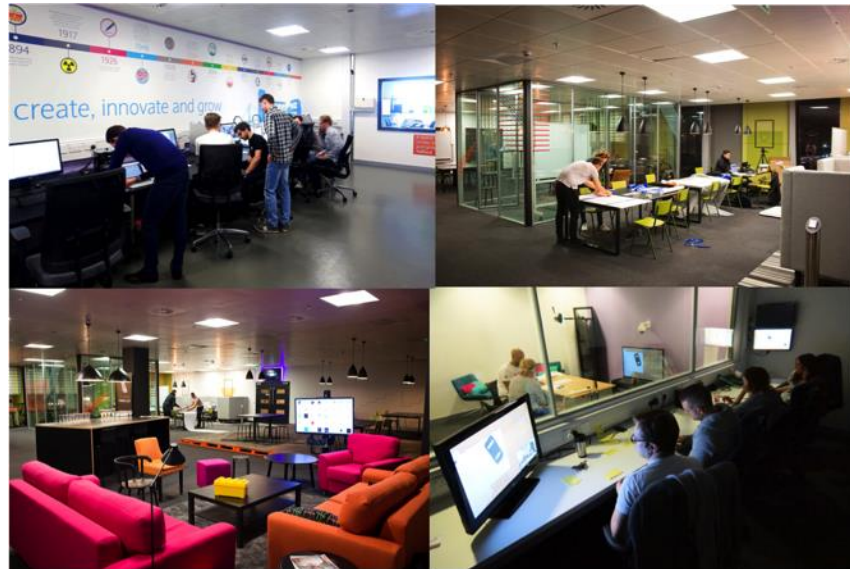

vodafone

MediaCityUK 5G Tech Hub – Tech Innovation Lab



THE
LANDING

**# Digital
Salford**



a revolutionary facility
of scale - spanning
seven floors and
53,000sq ft



**# Digital
Salford**





MVP (minimal viable product) & prototyping

Network Benefits

Launch Services

A new type of scale-up hub

Initial USE CASES 5G

- **Mobile content applications innovation**
 - enhanced mobile broadcast feed
 - content assets “at the edge”
 - Multiple live camera remote production
- **Digital Catapult VR/AR Centre/ Immersive Content**
- **Public Sector innovation – Local government services**
- **Quays traffic management**
- **Waste management/energy management**
- **Data management and network slicing/campus wifi mesh grid**
- **University of Salford Connected Autonomous Vehicles**





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