

YOUR SMARTNESS QUOTIENT



SMARTNESS QUOTIENT:

The social intelligence quotient or SQ is a statistical abstraction similar to the 'standard score' approach used in IQ tests with a mean of 100. Scores of 140 or above are considered to be very high.

Unlike the standard IQ test, it is not a fixed model. It leans more to Jean Piaget's theory that "*intelligence is not a fixed attribute but a complex hierarchy of information-processing skills underlying an adaptive equilibrium between the individual and the environment*".

Therefore, an individual can change their SQ by altering their attitudes and behaviour in response to their complex social environment.

In short, the better you understand your social ecosystem the better you can communicate with others in your social ecosystem. The correctness of your communication shall ensure that the perception of you as an individual within the social ecosystem is ranked higher on the Smartness Scale.

For you, as an Individual to be termed as 'SMART' you require a lot of information: Correct Information at the Correct Time from multiple sources to utilize your Intelligence and Emotional Quotient to process and thereafter act upon the same.

Media, has a greater part to play on the type, method and quality of information you receive.

Traditional media provides semi structured quality of information / content, which needs to be collated in your brain utilizing your intellectual and emotional capability.

Social Media such as: Email, SMS, WhatsApp, WebSites, provide Subject oriented structured data.

Technology innovations in the media space today provide semi structured information, for example Social Media: FaceBook, Instagram, LinkedIn, Pintrest, WhatsApp and many more.

The "Internet Of Things" provide unstructured set of inputs to a cloud server: example: GPS (Location Data), Wireless climate Sensors, Wearable Sensors: your personal location and Biological data.

When Traditional and Social Media are converged with IoT data, the convergence helps your brain recognize and prioritize the Emotional Quotient of the Ecosystem which you are a part off and this liberates You

as an individual to concentrate on the priority areas by utilizing your IQ and thereby mimic 'Smartness' within your ecosystem.

The Convergence of all types of Media along with IoT data is available from "All-ways Connected" hand held devices such as Phones and Tablets.

Therefore these devices are termed as 'SMART' and using such devices therefore makes **YOU 'SMART'. A "Smart Citizen"**

The Idea of a mobile application which would Engage Citizens to empower them sufficiently and efficiently was therefore born.

SmartCitizen.One is the 1st Patented, Citizens engagement application which analyses and fuses Location Intelligence, Citizens Immediate Needs and Commerce to provide an intelligent multi featured platform, the user of which are surely termed as **Smart**.

SmartCitizen.one Features:

a) Nearby Features: The Ultimate City Guide, with a list of over 65 curated places to search from: more than 500000 unique features per City.

b) Nearby Best Deals: A Location based Coupon engine: receive coupons, Deals, Discounts and Vouchers from places Nearby You: Right time Right Place.

c) **Smart Parking: Citizens:** Find and Reserve parking near your destination, no more wastage of time & fuel. **Citizens:** Leverage your Car parking Space and generate revenue by renting out the space while your car is with you in Office! simply register with the App and get started. **Car Parking Contractors:** Use our application to increase utilization of the Car Park even during off Peak Hours; **Generate Revenue Beyond Parking With Our Patented System:** Merchants Near your Car Park shall push Coupons to the Citizens who have just parked.

The Citizens, The Merchants, The Car Park Contractor, all benefit.

d) **Eyewitness: A Citizens Journalism tool:** Push Real Time Video by selecting an incident or activity type to the nearest local Police Station, Urban Local Body (Municipal Corporation) or TV Broadcaster and ensure your Voice and Video reaches the concerned authorities.

Achieve:

a) Municipal Prudence through quality of service delivery monitoring.

b) Security: Police force multiplier and quicker reaction to incidents with proof of the situation for post incidence management.

c) Disaster Management: two way information of ground situation for better coordination and assessment.

d) Crowd Sourced content of incidents and events for TV broadcasters.

A Win Win Situation for the Citizens and the Administration.

Many more features for the SmartCity.one application are in the pipeline... imagine a retrofit for Cars to make them smart, not every

one can make driverless cars like Elon Musk, but we at NEXE infotech LLP have the ability to showcase retrofitment of every form of vehicle (including bicycles) to make them into IOT's.

Go ahead, download the app, make money and Be Smart.

www.smartcitizen.one