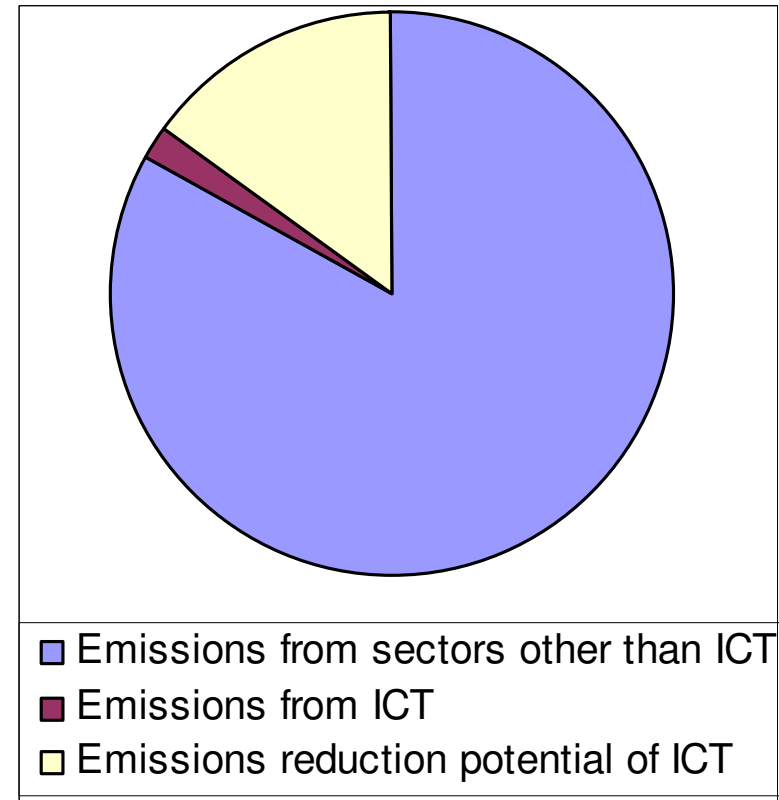
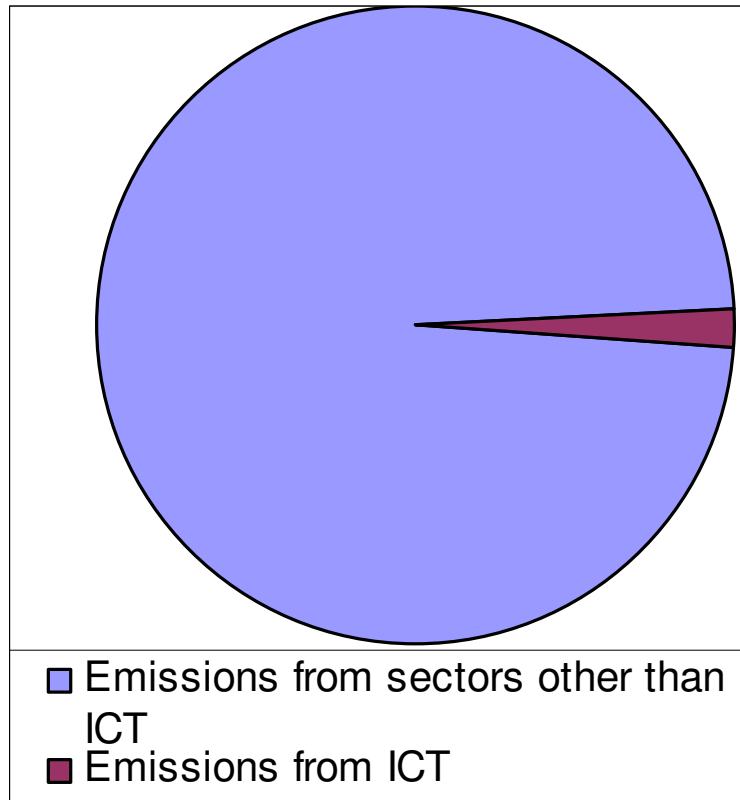


▶ **Technology for Improved Sustainability**

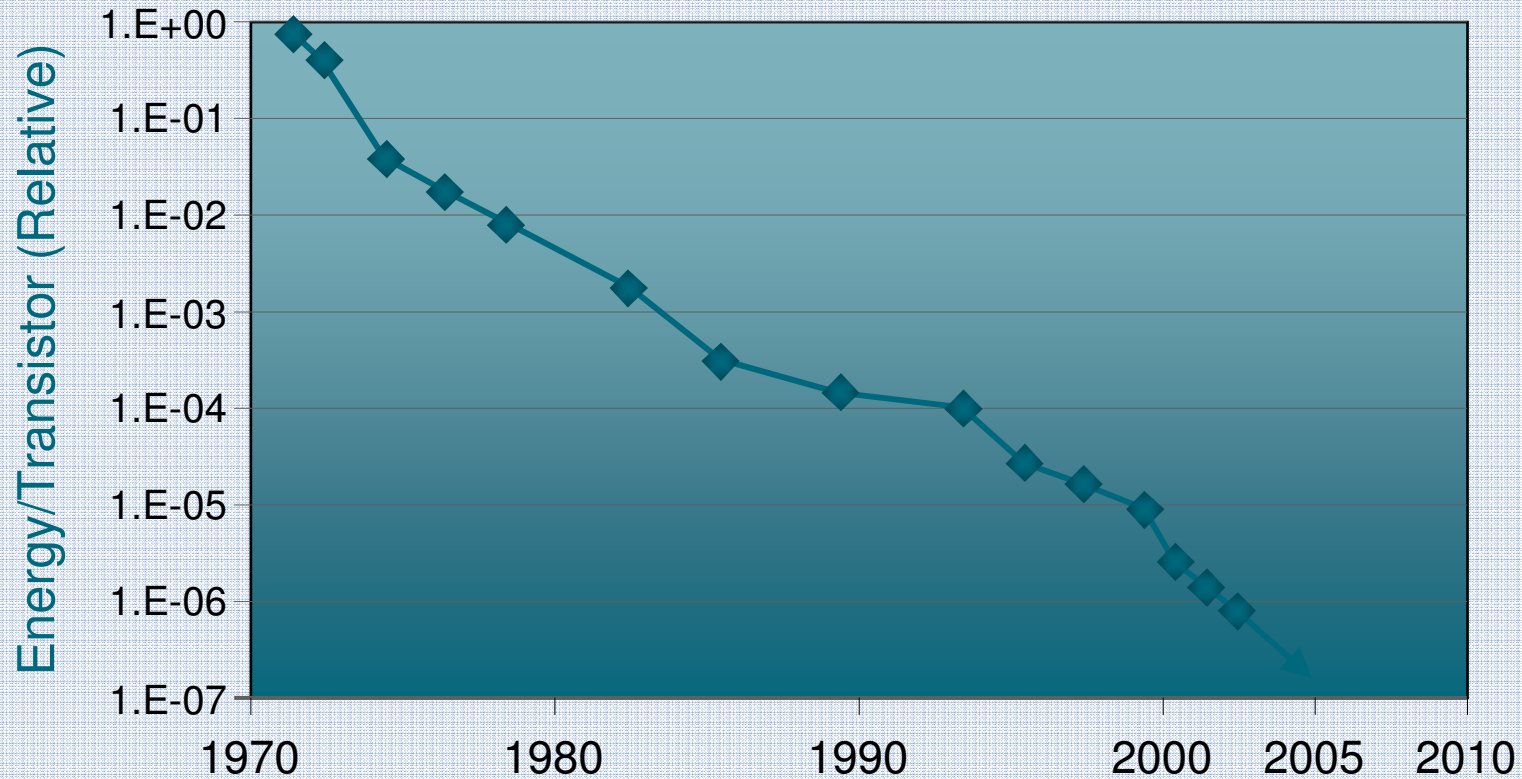
Emma Fryer

Head of Climate Change Programmes

► The role of ICT

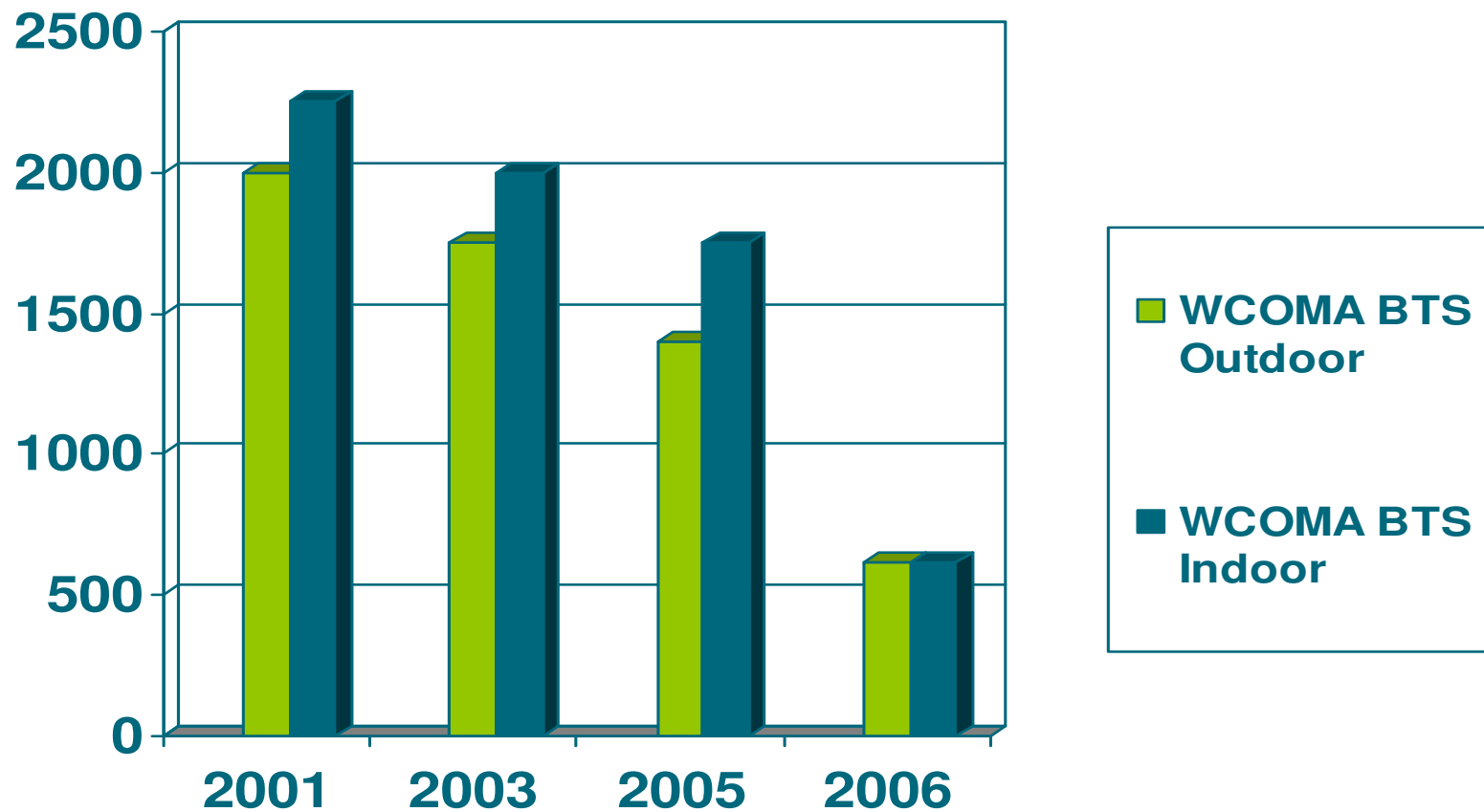


► Power Benefit of Moore's Law



~ 1 million times more efficient in 30+ Years

► **Nokia Base Station power demand (W)**



Enhance, Enable, Transform

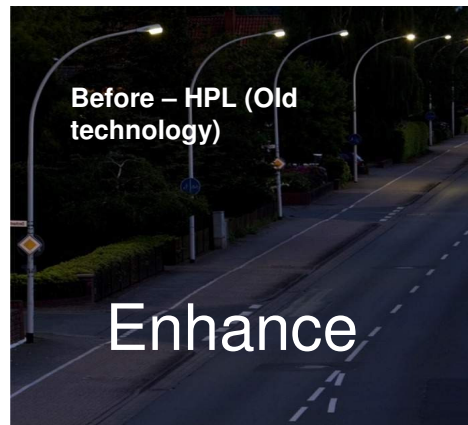
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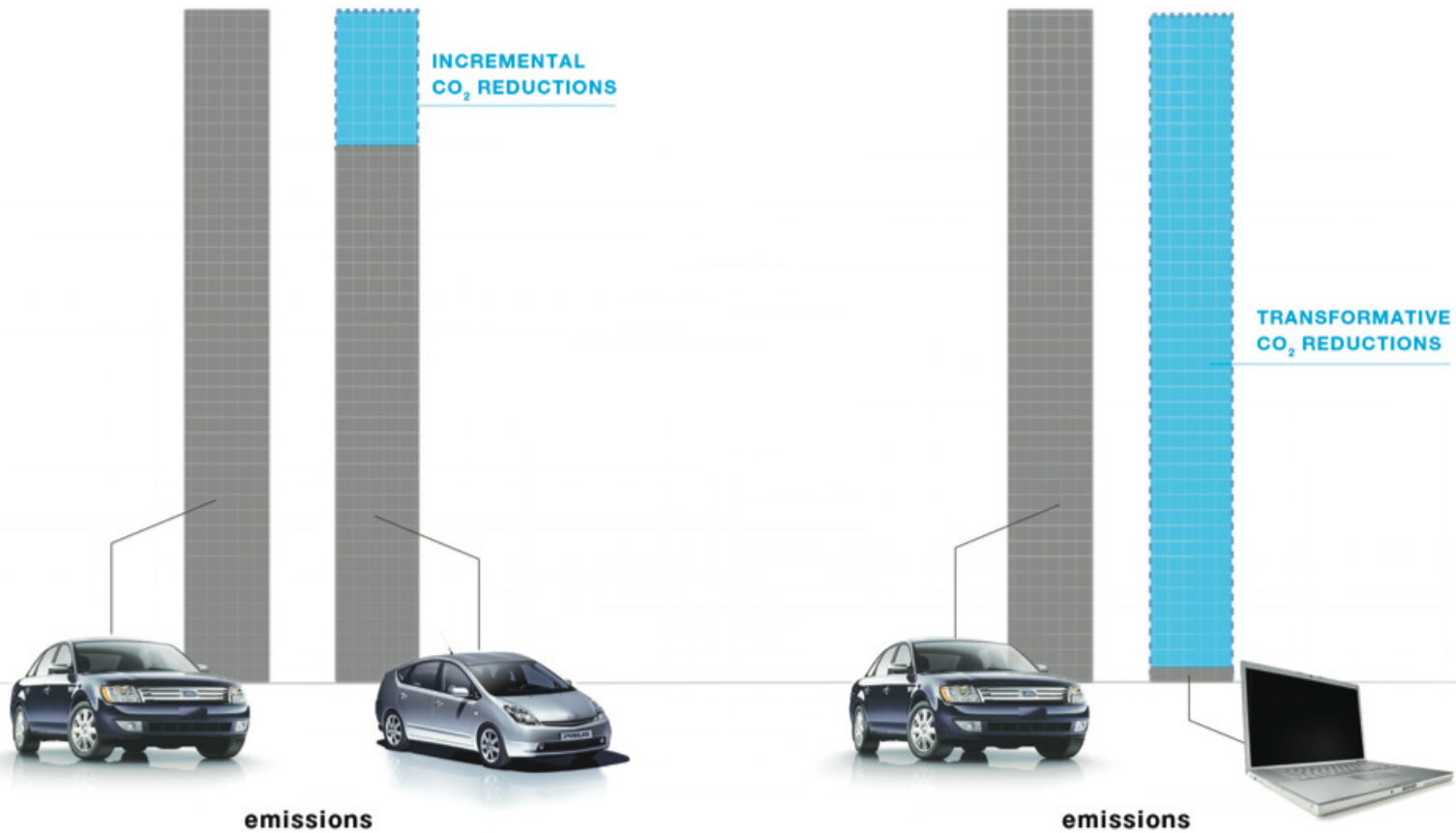


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► The potential of ICT

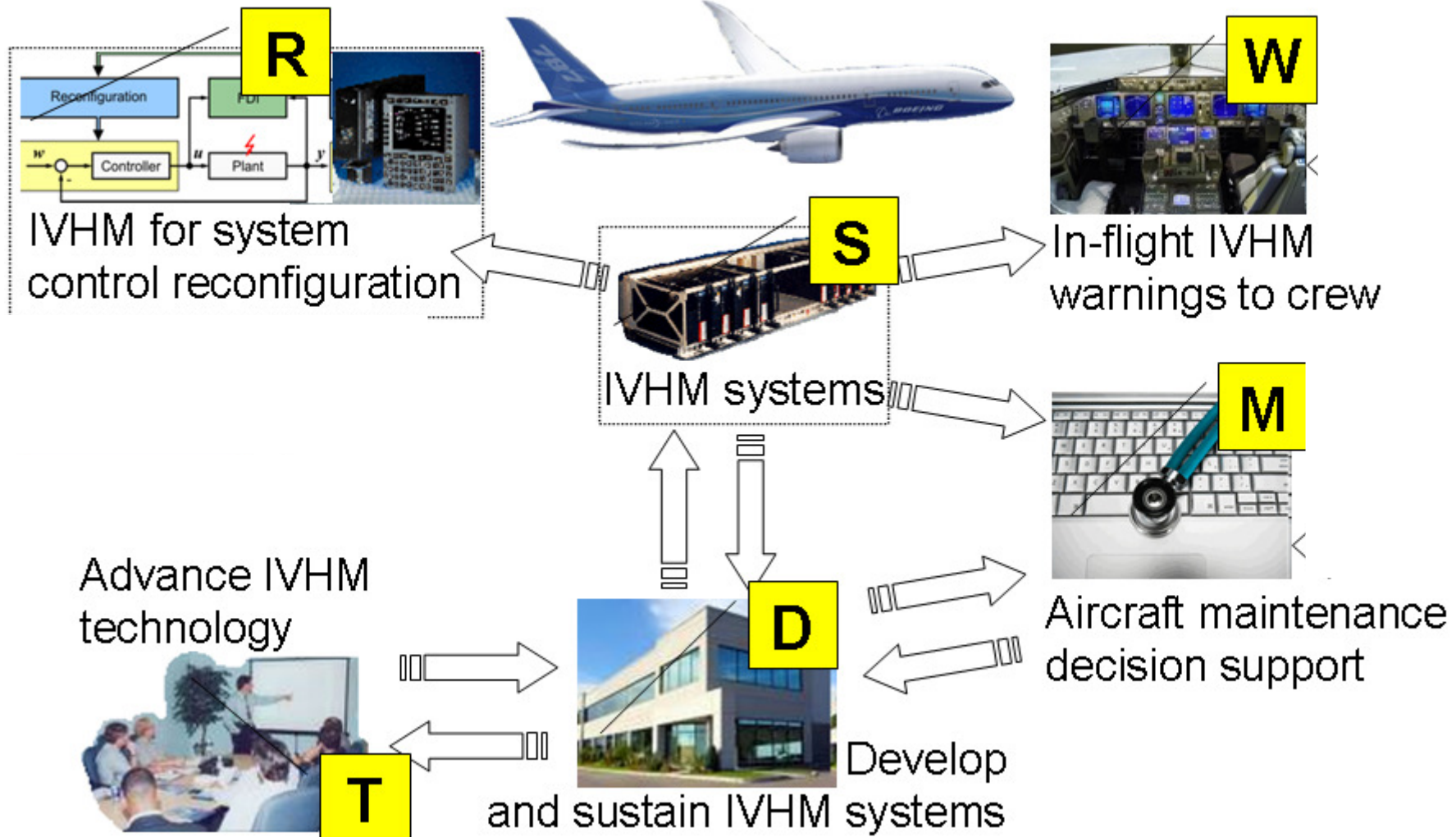
TRADITIONAL AND TRANSFORMATIVE REDUCTION PERSPECTIVES



▶ Case Studies

- New trends that are changing business models.
- Miniaturisation – (IVHM and HUMS)
- Service delivery – (BAE, Hitachi)

► Miniaturisation: IVHM



► **Miniaturisation: HUMS**



► Service delivery – managed print



► **Service Delivery – flying hours**



▶ Contacts

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