friendlyway®

URBAN INNOVATION BRIEF

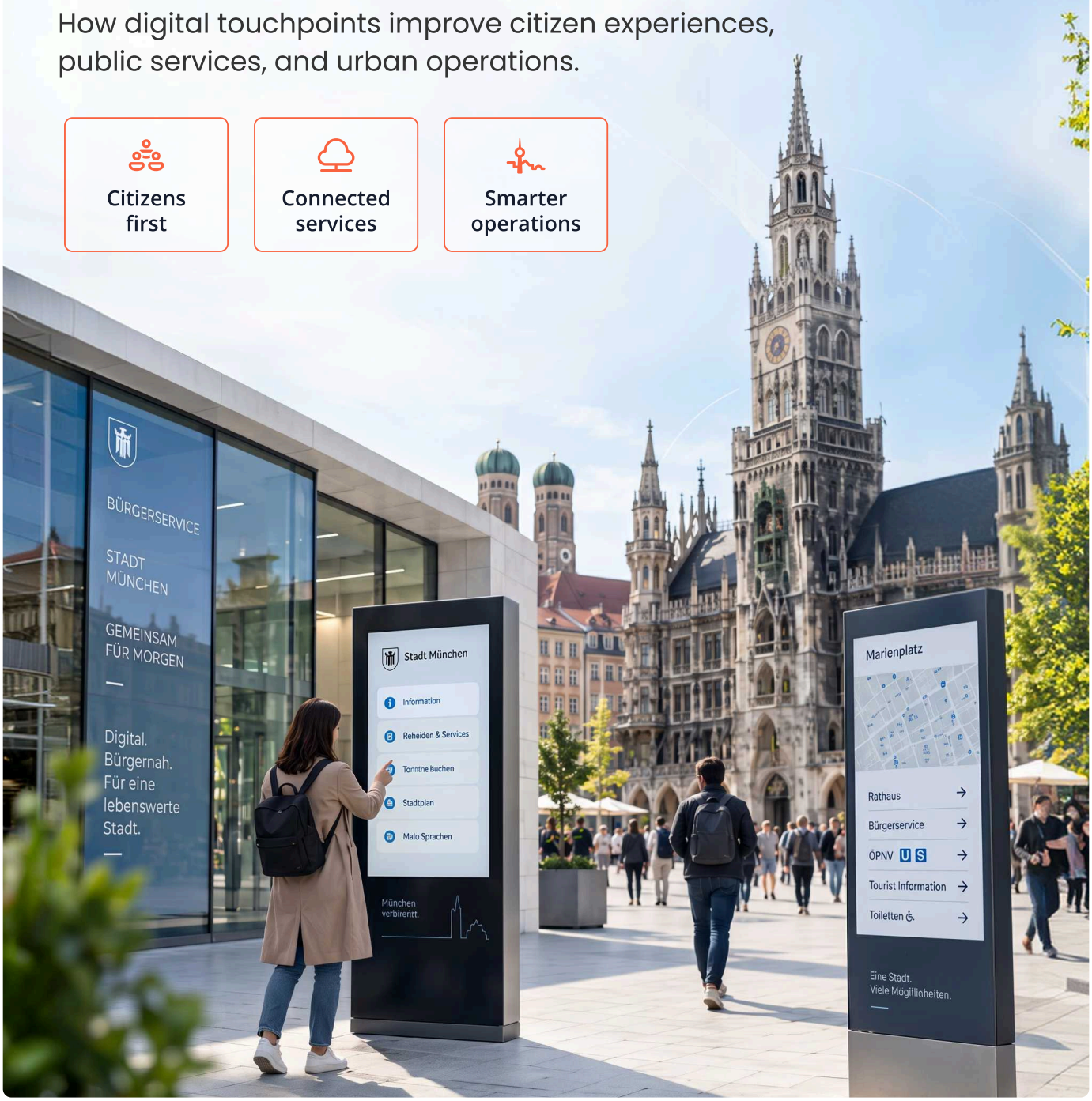
Digital Services for Smart Cities: Lessons from Munich

How digital touchpoints improve citizen experiences, public services, and urban operations.

Citizens first

Connected services

Smarter operations



Better citizen experiences

More efficient public services

A more livable, sustainable city

Smart Cities Start with Better Everyday Experiences

Smart cities are not only experienced through large infrastructure projects. People experience them in everyday moments, when they find information, enter buildings, navigate services, and get support.

Digital services connect the physical and the digital city, making public spaces easier to use, more inclusive, and more responsive to people's needs.

"A smart city is built around how people interact with urban services."

Why digital services matter

- **Easier access to information**
  People can quickly find the information they need, anytime, in multiple languages.
- **Faster service delivery**
  Digital touchpoints reduce waiting times and make processes more efficient.
- **More inclusive public spaces**
  Services are easier for everyone to use, including visitors, seniors, and people with disabilities.
- **Better operational visibility**
  Real-time insights help cities respond faster and continuously improve services.

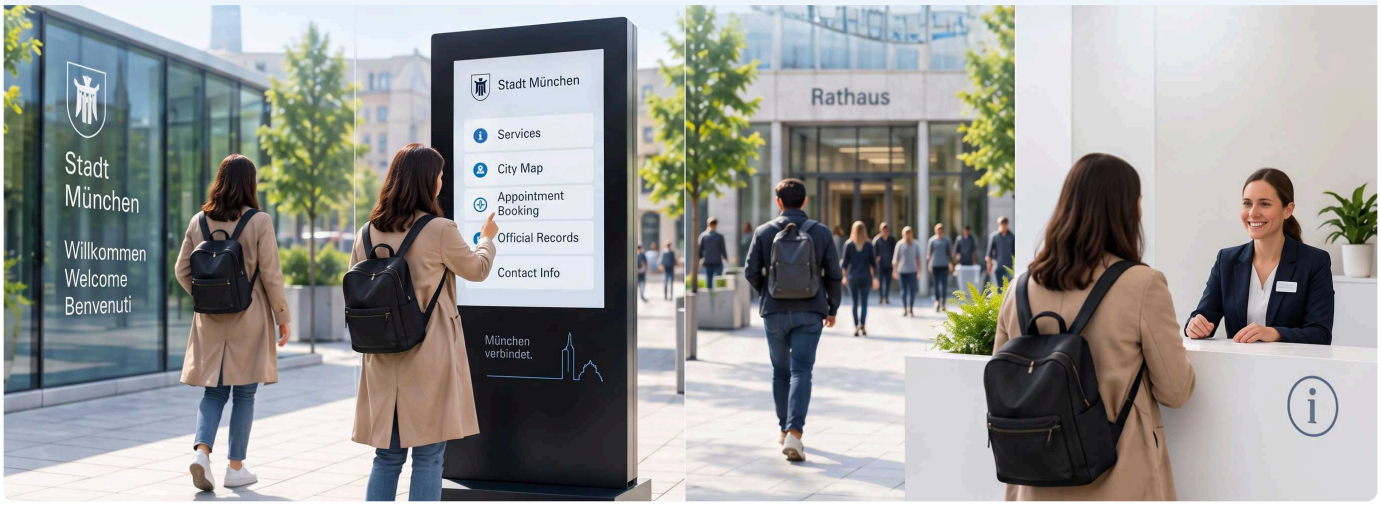
The citizen journey

1. Arrive
People reach a public space such as a city hall, mobility hub, or service center.

2. Orient
They find information on digital signage or kiosks and easily navigate their options.

3. Access service
They book appointments, check in, or complete tasks digitally — quickly and independently.

4. Get support
When needed, they receive personal support from city staff — informed and ready to help.



The Role of Digital Services in Smart Cities

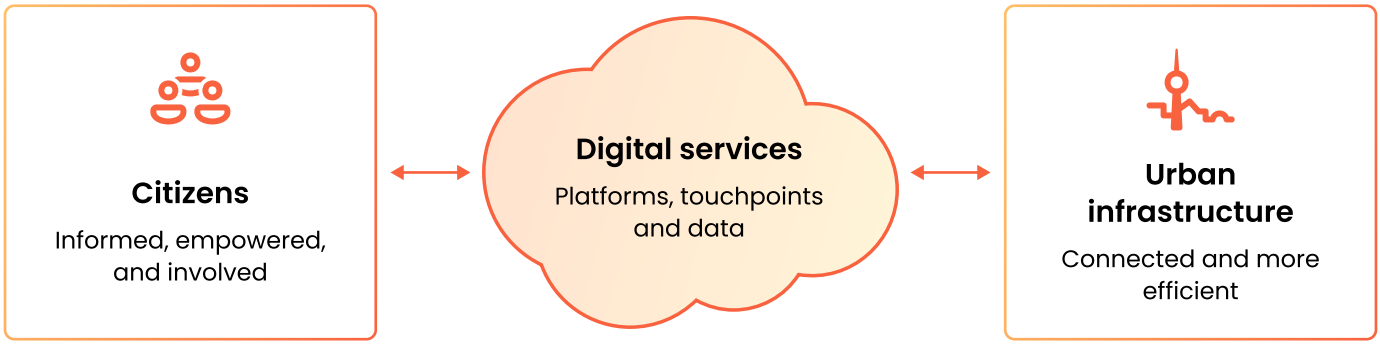
Digital public services connect citizens, organizations, and urban infrastructure — creating more livable, efficient, and inclusive cities.

From traditional services to smart services

Traditional city services	Smart city services
• Static information	• Real-time information
• Manual reception	• Self-service touchpoints
• Longer waiting times	• Automated workflows
• Fragmented communication	• Connected communication

Connected for a smarter tomorrow

Digital services bridge people, organizations, and the urban infrastructure that makes the city work.



People + Services + Infrastructure = Brighter cities

Munich: A Smart City in Practice

Digital transformation of public services and urban spaces

Munich provides a useful example of how digital touchpoints improve everyday urban interactions, making public services more accessible, city operations more efficient, and the city more liveable for all.

Public administration

Digital touchpoints simplify procedures and improve access to city services.

Municipal utilities

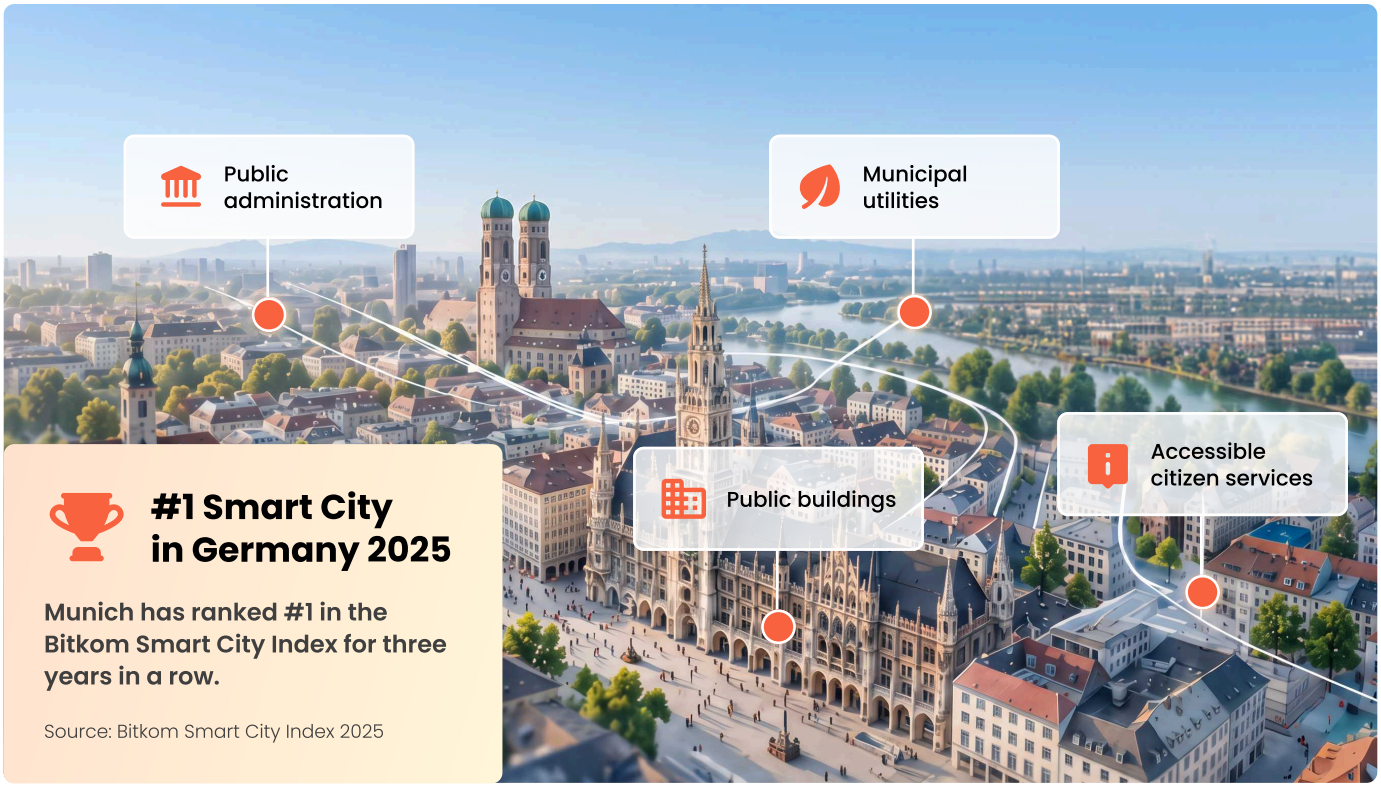
Smart technologies enable reliable, efficient, and more sustainable infrastructure services.

Public buildings

Digital information and services make city facilities easier for everyone to use.

Accessible citizen services

Multiple digital channels help citizens find information, complete tasks, and participate in city life.



Better citizen experiences

More efficient public services

A more livable, sustainable city

Case Study: Munich Government Service Center

Improving citizen navigation in one of Germany's largest public service centers

Challenge

The Munich Government Service Center (KVR) serves thousands of visitors every day. With multiple floors, departments, and services, navigating the building can be complex. It needed better visitor navigation, information delivery, and accessibility.

Solution

friendlyway implemented digital visitor guidance solutions:

- Interactive information points
- Digital signage
- Wayfinding services
- Real-time information updates

Impact

For citizens

- Easier access to services
- Reduced confusion
- Improved accessibility

For employees

- Fewer repetitive orientation tasks
- Smoother visitor flows

City of Munich
Department of Public Security and Order

7
floors

43,000+
sq. foot building

Up to 5,000
visitors per day

294
digital signage devices, kiosks, and wall-mounted interactive screens





Case Study: Stadtwerke München

Digital visitor management for essential urban services

Challenge

Manual, paper-based visitor processes were not ideal for Munich's municipal utility company. They were time-consuming, error-prone, and did not meet the high security and compliance requirements of a critical infrastructure environment.

Solution

A secure, digital visitor management solution with kiosk-based check-in and seamless integrations that support access control and registration. The solution digitizes the entire process, from visitor registration and ID capture to badge issuance and system handover, ensuring a secure, efficient experience for visitors and staff.

Impact

- **Better security**

Verified identities, controlled access, and full traceability across all sites.

- **More efficient operations**

Faster check-in, less administrative effort, and a smooth visitor experience.

- **Cost efficiency**

Reduced manual effort, lower operational costs, and scalability for future needs.

Stadtwerke München (SWM)

One of Germany's largest municipal utilities

Critical infrastructure operator

20 Empire 22 Pro kiosks

Tailored software integration for the registration process





Integrations (example)

- Interflex IF6040 (access control)
- ASIP (visitor management)
- PhotoCollect (ID capture & photo)

Secure. Integrated. Future-ready.

Digital Building Blocks of Smart Cities

Technologies that support better urban experiences

A connected smart city ecosystem

PEOPLE | DATA | SERVICES | SMARTER CITIES



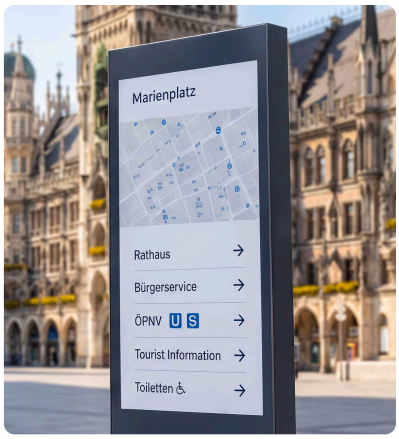
Visitor Management

Registers and manages visitors quickly and securely, making buildings safer and more welcoming.



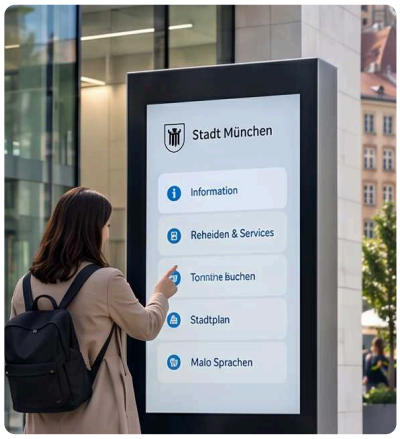
Digital Signage

Shares important information, news, and advertising content in real time.



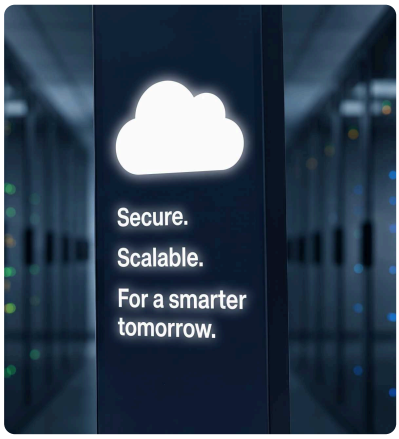
Wayfinding

Helps people find their way with clear, step-by-step directions across the city or in buildings.



Self-Service Kiosks

Lets citizens and visitors access information and services themselves, anytime.



Cloud Platform

Brings all solutions together in one secure platform, enabling smarter, more efficient cities.

Benefits

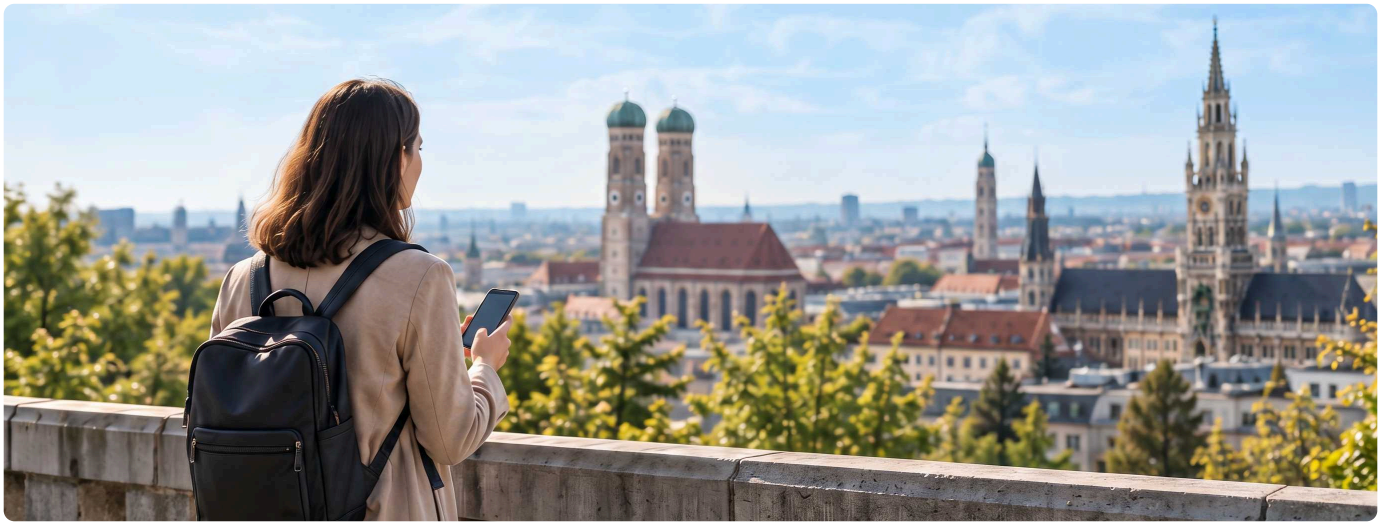
- Better citizen experiences
- More efficient public services
- A more livable, sustainable city

Designing Citizen-Centric Digital Services

Technology should simplify human interaction

Successful smart-city services are easy to use, inclusive, and integrated with existing systems. By putting people's needs at the center, cities can deliver digital services that create real value for everyone.





Lessons from Munich

What city leaders and students can take forward

Four practical lessons from Munich show how digital services can make cities more people-friendly, efficient, and inclusive.

01.

Start with real user journeys

Understand the needs and experiences of real people across different touchpoints.

02.

Add digital layers to physical places

Enhance public spaces with digital services that are easy to find and use.

03.

Combine automation with human support

Use technology for speed and scale, while keeping people at the heart of the service.

04.

Measure outcomes and iterate

Track impact, learn from feedback, and continuously improve services.

SMARTER CITIES TOGETHER

Useful smart city metrics

These indicators help city leaders track progress and understand the impact of digital services.

- **Visitor satisfaction**
- **Waiting times**
- **Successful self-service interactions**
- **Accessibility**
- **Security and compliance**
- **Staff efficiency**

About friendlyway

Digital experiences for connected physical spaces

friendlyway develops digital solutions that improve how people interact with services and physical locations.

25+ years of innovation in kiosk and digital signage solutions

All-in-one platform: hardware and software integration

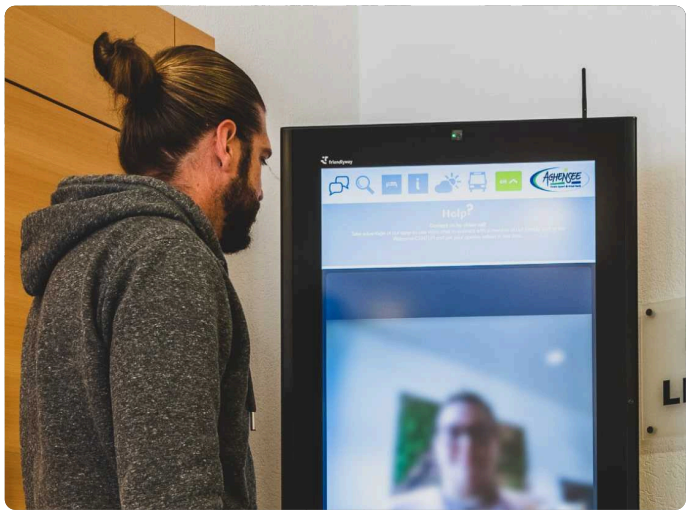
Modular and scalable — from single-site to global rollouts

Made in Germany, with the tech and security you can trust

Solution areas

- Visitor Management
- Digital communication in public spaces
- Wayfinding and navigation
- Self-service applications
- Onsite video assistance







Explore real implementations in Munich and beyond

friendlyway.com/case-studies