Vision for the Digital FUTURE ~draft ~

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- **Good morning, distinguished guests, ladies and gentlemen !**

- **I am Mr. ARITOMI, Vice-Chairman of KDDI, a Japanese major Telecommunications operator.**
- **I am very glad to join this plenary session and to have this opportunity of making a presentation.**

- **Before starting my presentation, concerning the East Japan Earthquake Disaster, I would like to say thank you for all of your heart warming messages and various supports .**

- **Well, I would like to begin this presentation by reporting some features concerning ICT trends in JAPAN which could be apparent at and after this disaster.**

- **Firstly, major means of communications have been transferred from *Fix* to *Mobil*e. The number of mobile service subscribers in 1995 was below 5 million, however, it rapidly increased to more than 100 million at the end of March in 2011.**
- **Secondly, the means of safety confirmation and information gathering at the disaster shifted from *Voice* and *Broadcasting* Communications to Data *Communications*, in other words, the Internet services , such as e-mail, twitter, Social Networking Services, and You-Tube.**
- **Thirdly, in terms of information sharing, such as announcement for companies'activities and provision of information about business services, a lot of companies used their *Web-Site* and some of the companies introduced a *Tele-Working* system.**

- **Well, the massive "*tsunami*" carried away anything and everything.**
- **After witnessing the situation, we strongly recognized the necessity that information, such as Clinical Record, Residential Registration, should be uploaded onto *Cloud*.**
- **Also we have to save energy and seek for alternative power supply , because of the Incident of the Nuclear Power Plant . Today , "*Smart Grid*" is very hot issue in Japan.**

- **This trend of ICT suggests something about the Vision of Digital Future. Then, what are the components of "Digital Future"? I would like to point out 3 components.*Telecommunications, Broadcasting and Data-Processing.***

- **Telecommunications have been advanced from *Telephony* to *Internet* ,**

Broadband, Mobile and Wireless **.We can enjoy the transmission speed from Kilo , Mega, Giga to Terabit. At an application layer, various new services have been provided.**

e.g.) SNS, Streaming, M2M

- **Concerning "Broadcasting", the Digitalization of Terrestrial Broadcasting has been promoting the flow of Digital Contents . New services, not over the analogue broadcasting system, are now available.**

  e.g.) 3D, Image Recognition, Smart TV

- **Data-Processing has been faster, Cost of Data Processing has been smaller, and Data Storage has been larger. High spec devices and sophisticated information retrieval services are now available.**

  e.g.) Smartphone, data-mining, Cloud, AR (augmented reality)

- **Today, we are already able to see the convergence of these 3 components.**
- **From now on, it will be expected to be much more advanced.**

- **Now, I would like to introduce KDDI' s new Strategy ; *3M Strategy*.**
- **3M is the first capital letter of Multi network, Multi device, Multi use of contents. The catch-phrase for that is " *Your Future, Your Choice* "**

- **KDDI has various transmission media such as 3G, WiMAX, Wi-Fi, optical fibers and CATV. LTE will be added next year.**
- **We call them a Multi-network as a whole. We are able to accommodate rapid increase in traffic to provide a faster, more comfortable connection environment and to reduce total network costs by the seamless combination of these media.**
- **We support various internet terminals such as feature-phones, smart-phones, tablets, and STBs. KDDI now provides Android-phones, a Windows-phone and i-Phone . It is very unique in Japan .**
- **And we are also providing contents delivery services through LISMO and other application markets.**
- **We are striving to provide Multi-network capability as efficiently, to serve for Multi-device as fully-utilized and to explore Multi-use to be flourished.**

- **A "Common carrier"has no intensions to come down in the world of a *"dumb-pipe"* business, which just provides only connectivity, transmitting signals over a distance .**
- **It would like to develop its activities to a *"smart-pipe"* business, which provides both connectivity and higher-value services , to its end customers.**
- **Nowadays, various kinds of new services , new products, new business models , through the combinations of various technologies and services, have been developing .**
- **Some parties at an upper-layer are providing some higher-value services.**
- **So, taking advantage of these advanced ICT environment, KDDI would like to provide opportunities that *its subscribers can enjoy various contents and services, anytime and anywhere, using their preferred devices, on the best network,* in terms of "multi-network, multi-device and multi-use".**

- **KDDI's"3M Strategy" is, as it were, the Convergence *Ecosystem.***

- **Speaking of "Convergence", KDDI is now trying to create some new values in the movements for a new "*ICT Business Convergence".***
- **KDDI is seeking for a new business convergence with other industries, such as ICT+finance, ICT+medical and welfare, ICT+education, ICT+energy and so on.**

- **I would like to conclude my presentation by touching upon some technical, social and regulatory Issues, which should be discussed for vitalizing the Digital Future.**
- **Technical issues are , for example, how to deal with the openness via interconnectivity or interoperability and how to cope with increasing huge wireless data traffic.**
- **Social issues are ,for example, how to secure Safety and Security, how to protect Privacy , how to protect Copy-Right and how to deal with illegal or harmful information on the network.**
- **And concerning Regulatory issues , we have to *re*consider *legacy* regulatory frameworks and Policies applied for the present time.**
- **These issues are expected to be tackled nationally and internationally amongst industries, academics and governments.**

- **Thank you very much for your attention!**