

# Collaboration between Government and Industry to Fabric the Blue Ocean of Novel ICT Applications

## *WA! M-Taiwan Sailing into the Future*

(WiFi/WiMAX Applications)



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# Agenda

## TAIWAN

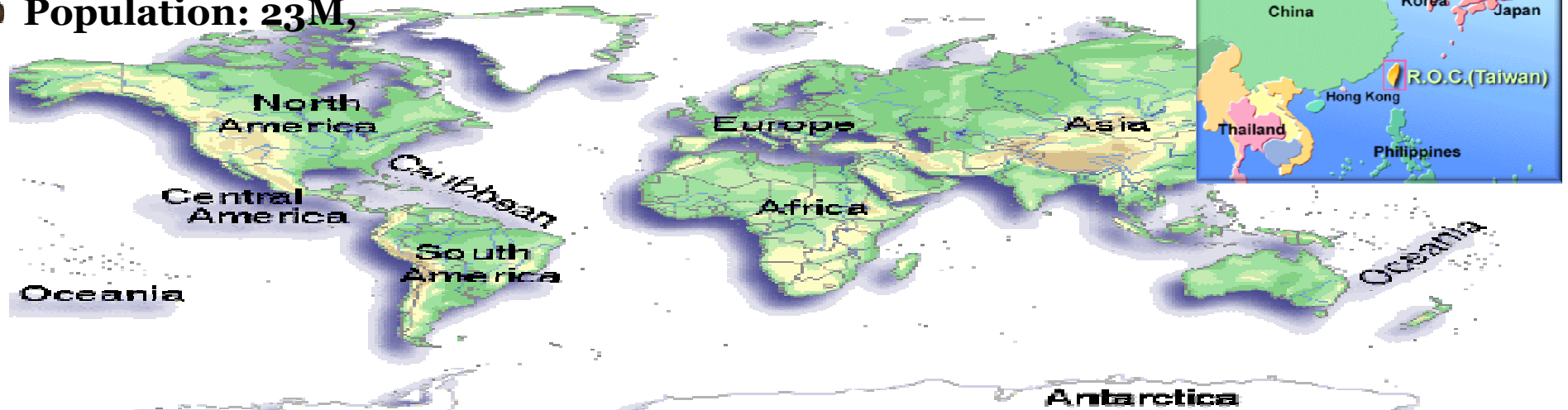
- Introduction
- What, Why and How?
- Conclusion



# Taiwan - "Formosa"



- Area : 35,980 km<sup>2</sup> , one seventh that of Romania
- Population: 23M,



- *Enchanting Scenery and Culture*
- *Limited Natural Resources*



National  
Palace  
Museum

















"Taipei 101":  
The Tallest  
Building in the  
World



# Leading Global Supplier of ICT Products

## No.1 ICT Products in the World

Product 	2008 Worldwide Market Share	Product 	2008 Worldwide Market Share
Netbook PC 	99.0%	Cable Modem 	90.2%
Motherboard (0.21) 	92.5%	WLAN NIC 	89.0%
Notebook PC (0.35) 	92.5%	DSL CPE 	77.8%
LCD Monitor (0.27) 	67.2%	VoIP Router 	76.1%
CDT Monitor 	52.9%	IP Phone 	69.1%
DSC (0.63) 	41.1%	IP STB 	44.3%

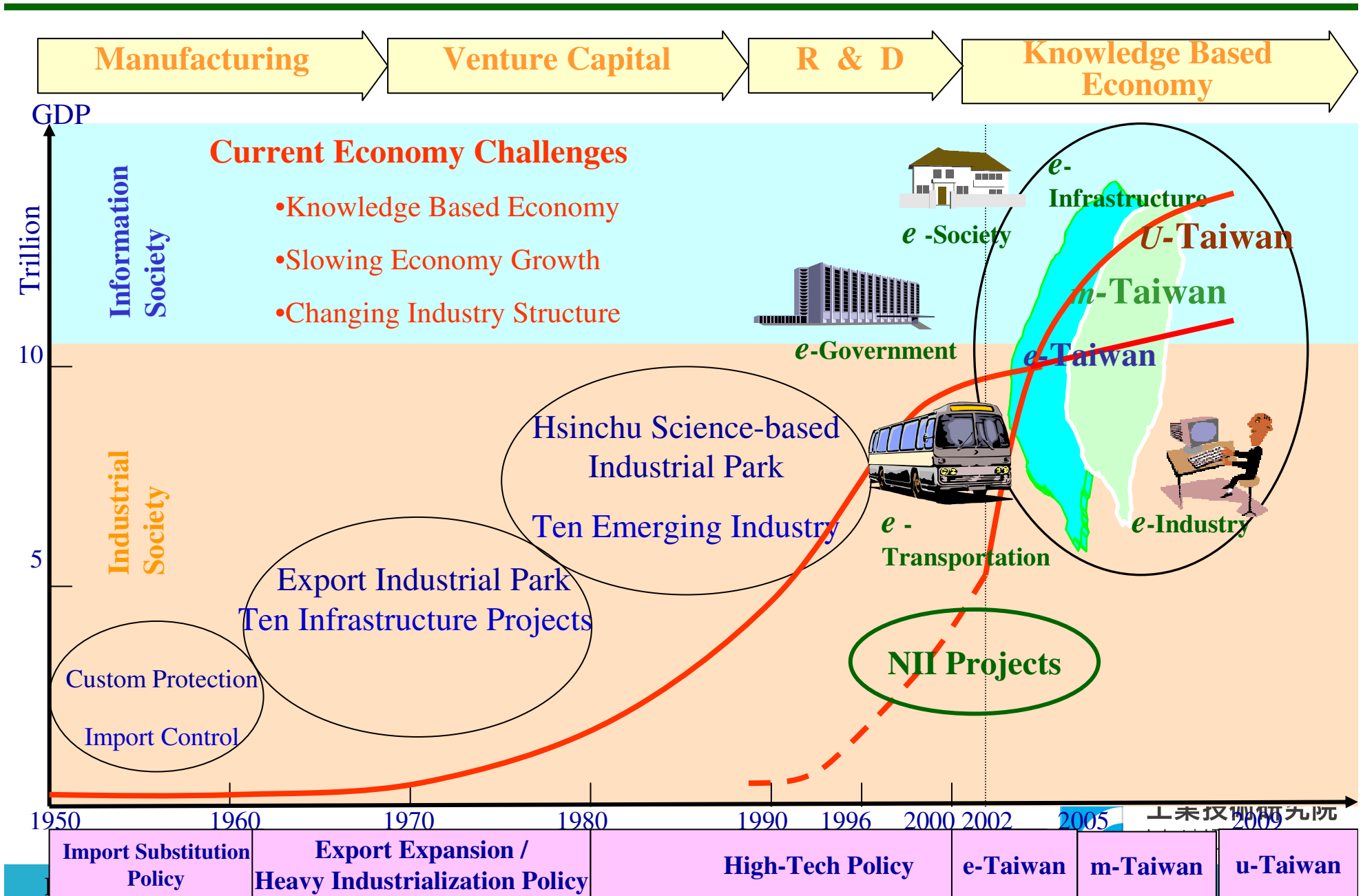
Source: MIC, September 2009

(The Speed of Taiwan ICT Production, seconds)



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# Taiwan's Economic and S&T Development



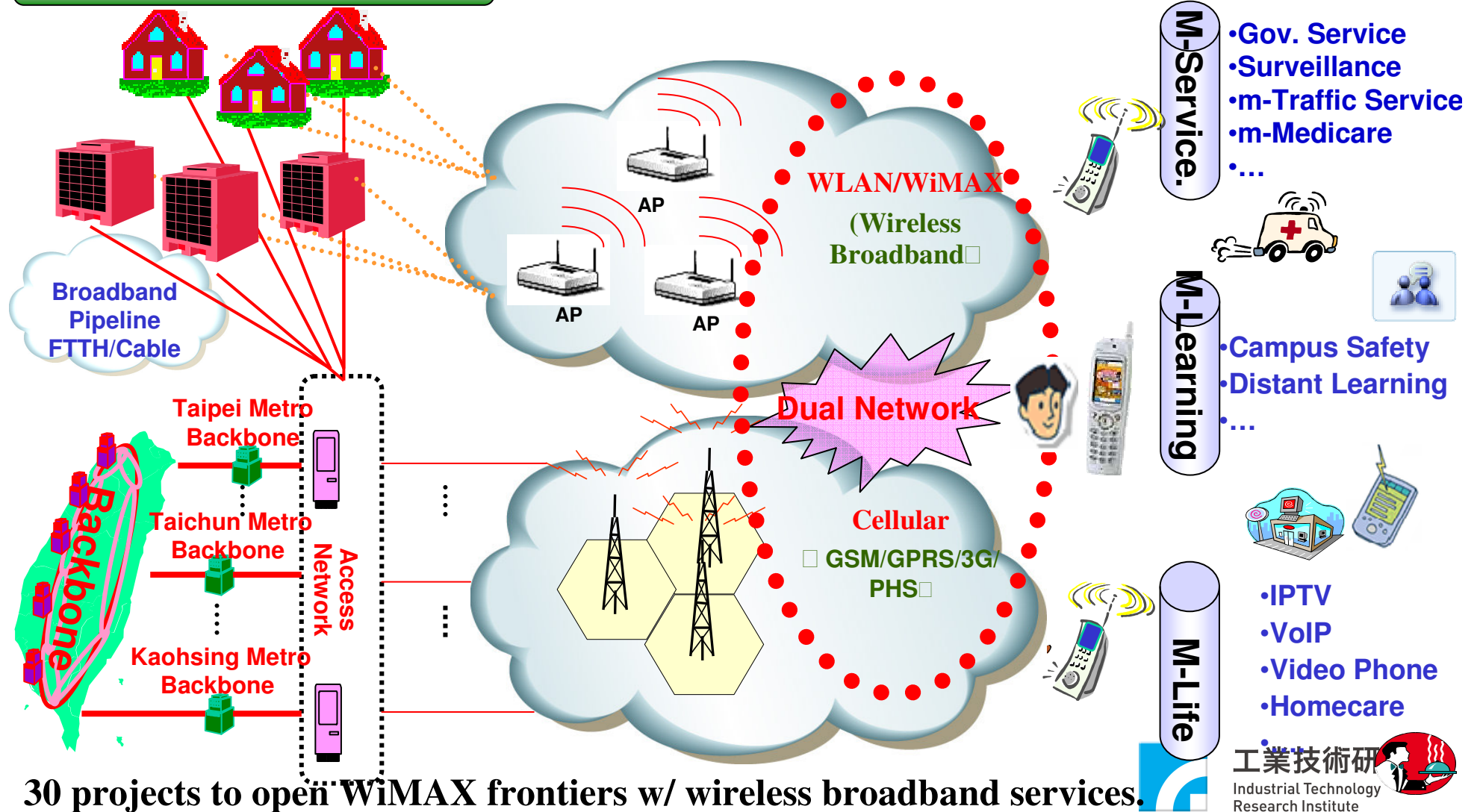
# M-Taiwan to Open Frontiers w/ Novel Services

1 Billion \$USD

Broadband Pipeline

220 Million \$USD

Mobile App. and WiMAX/WLAN-Cellular Dual Networks



30 projects to open WiMAX frontiers w/ wireless broadband services.

# Mobile Learning and After School Tutoring

## Linking Renai Village to the World, Bridging Digital Divide

- Nantou County is famous for its tourist landscapes, it suffers from resource scarcity as it is located in a fairly remote area with no easy access to resources.
- Chunghwa Telecom cooperated with National Chi Nan University to promote the application platform for wireless distance learning.
- Students now is able to log into courses available on the interactive distance learning platform.
- Tutors from National Chi Nan University offer students with one-on-one or many-on-many distance tutoring

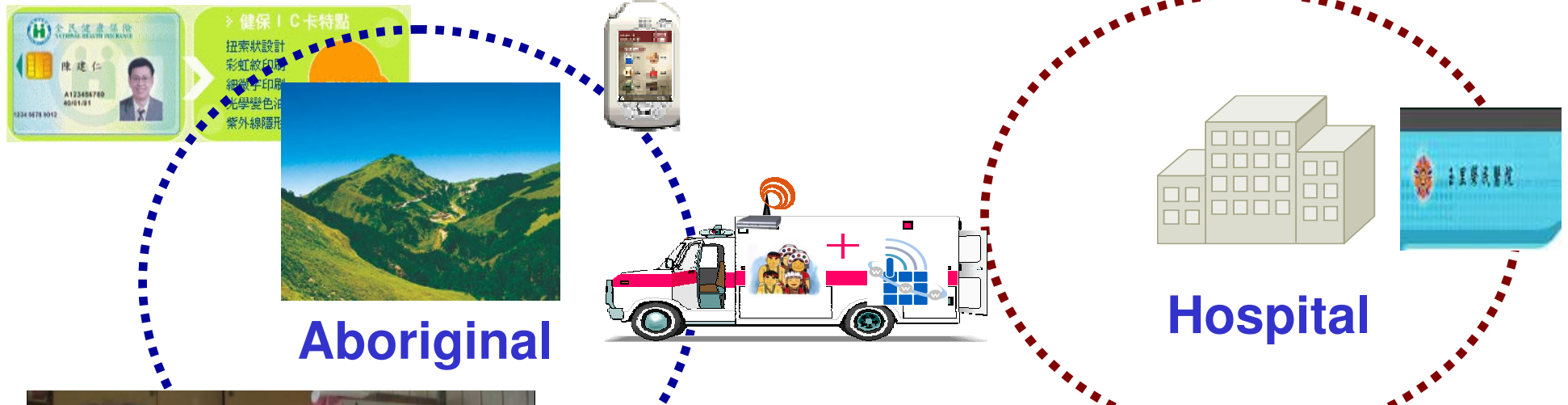


# M-Healthcare Applications

Tatung/NEC implement WiMAX system in Hualien County resolving the last-mile issue in remote areas



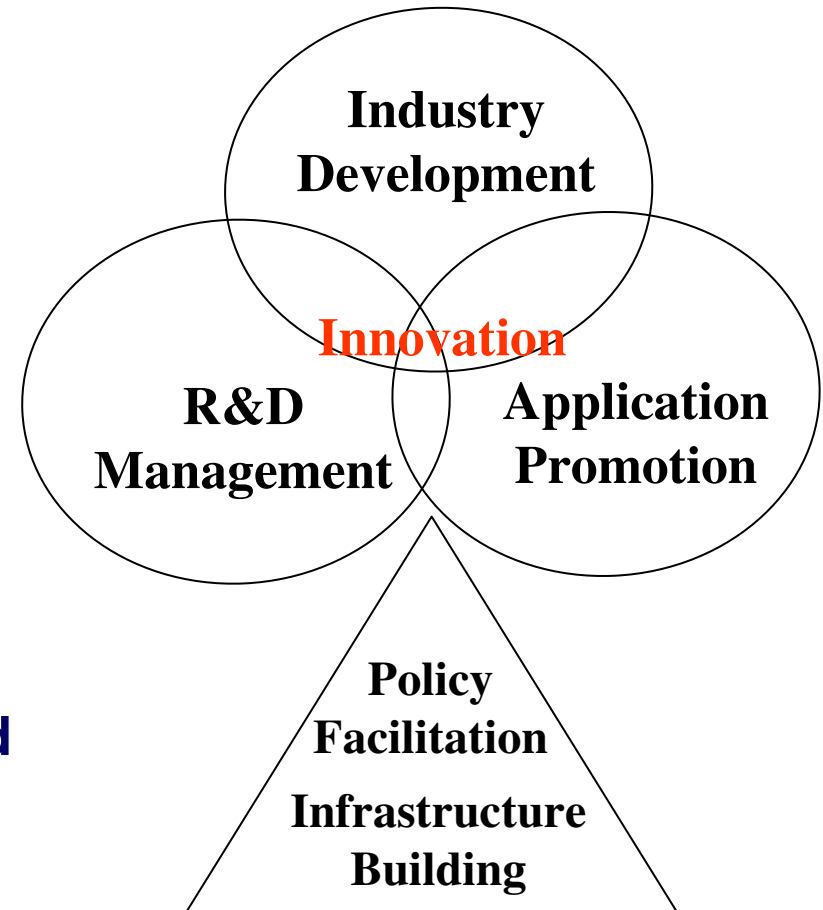
M-Security, M-Living, M-Commerce, Green applications are under deployment, citizens can benefit from these user-friendly services





# Strategies

- **Taiwan WiMAX Blueprint (2005)** to integrate the government's policy and provide guidelines for:
  - Product focus for Taiwan industry
  - Nationwide R&D projects
  - Radio spectrum allocation
- To create 10 large scale wireless cities as test beds for technology, operation, and business models
- To set up test centers and establish the M-Taiwan WiMAX Applications Lab (MTWAL) to promote innovative applications and conduct Interoperability testing for WiMAX operators
- Partnership w/ global leading companies (Intel, NEC, ALU, Nokia Siemens, Sprint Nextel & Starent, etc.)



# Conclusion

- **Industry**

- ✓ **Increase Business for 5C Industry & digital opportunities for SMEs**

- **Society**

- ✓ **Create a Broadband Wireless Internet Environment**

- **Nation**

- ✓ **Strengthen Taiwan's ICT Competitiveness**

- **Narrow digital divide & offer better digital opportunities for SME**
- **Form a WiMAX ecosystem, Host International events to facilitate WiMAX development, Contribute to WiMAX Forum Body**
- **Follow the standards, then gained enough experience to be recognized as a Global Partner, Set up the world's largest commercial Test Bed**

**Taiwan can offer total solutions from network construction, mobile devices, application services to operation patterns, serving as value experiences for emerging economies short of fixed networks**



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# Thank You



The World Games  
2009 Kaohsiung  
高雄世界運動會

July 16 ~ 26, 2009

**Global events held in Taiwan  
with Extraordinarily Creativity**



21<sup>st</sup> Summer  
Deaflympics  
*Taipei 2009*

Sept. 11 ~ 15, 2009

Mobile visual  
devices + sign-  
language  
translation  
services for  
hearing-  
impaired people



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