

臺北

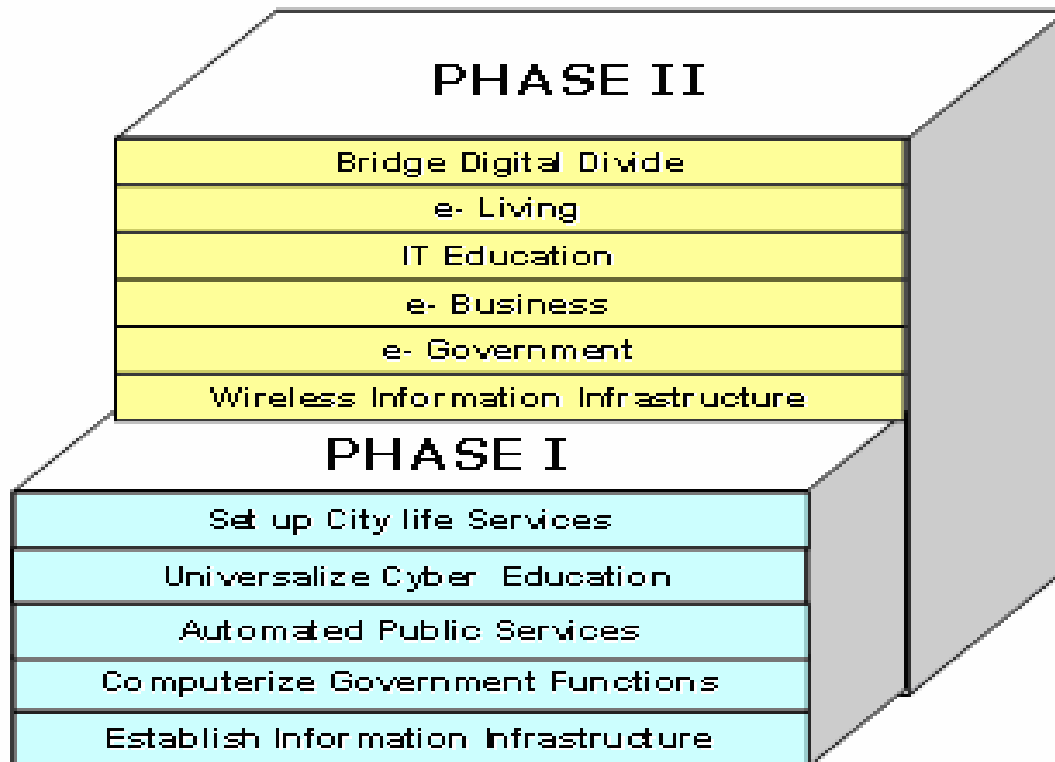
MAKING TAIPEI A CYBERCITY

*Dr. Ying-jeou Ma S.J.D.
Mayor of Taipei City
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Taipei CyberCity Framework

Strategies



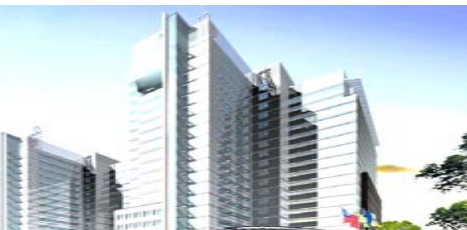
**Phase II
(2003 – 2006)
Follow-Up
CyberCity
Plan**

**Phase I
(1999 – 2002)
CyberCity Initiative**



Taipei Technology Corridor

- **Generating High Revenue**
 - Neihu Technology Park alone generated more than US\$52.8 billion in 2005, target is US\$63.5 billion in 2006
- **Attracting Investment and Business Opportunities**
 - More than 2,200 companies
 - Over 85,000 knowledge workers
 - 26.19% of Taiwan's R&D centers and 23.53% of Taipei's business operation headquarters are situated in Neihu Technology Park
- **Incubating Telecom Industry Chain**
 - Infrastructure for development of components, software, devices, and contents are available, including, for example, a content academy, software R&D centers and a semi-conductor academy





Taipei EasyCard

8 million EasyCards
issued to date

Innovative Device
EasyCard chips in
watches, handsets,
and MP3 players



Multi-functional value-added card for
Payment for parking, MRT,
parking, bus, and taxi;
Student ID card;
Self-service libraries



Wireless Campus

1. A total 10,070 APs spread among 240 public elementary and high schools.
2. Providing RFID Students Security System/ Campus VoIP/ M-learning over WLAN.





Intelligent Transportation System (ITS)

Searching citywide transportation information (parking/ e-bus/ e-taxi/ speed limits...) by PDA or notebook computer over WLAN.



(<http://its.taipei.gov.tw>)

Database of City Life Information

PDA access to cultural information and event news around Taipei.

(i.e. Culture Express)



Some Examples of Commercial Application Services

LBS/ VoIP/ VoWLAN/ Wireless Skype/ IPTV






P.Walker Service:
You can download movies, MP3s, and
games on Sony's PSP via WIFLY.



Mayor Ma talked with Niklas Zennstrom
by skype via WIFLY
in a Taipei MRT station.

Coverage of Wireless Taipei

	Duration	Coverage	City Population	APs	
The Phase I	2004/9/7 2005/1/31	30 subway stations. 5 underground shopping streets. 150 m outside the subway stations.	20% (520,000 people)	507	
The Phase II	2005/2/1 2005/11/30	All remaining subway stations (a total of 63 stations). Downtown area (about 28.2 km², one-tenth of the city).	50% (1.3 million people)	2,020	
The Phase III	2006/1/5 2006/7/31	An enlarged downtown area (134 km²)	90% (2.32 million people)	About 4,000	

Wireless APs in Taipei

On the major roads...



Wireless APs in Taipei

Above the traffic lights...



On the flyovers...





Welcome to Taipei
A city worthy of more investment!

Mayor Ying-jeou Ma