

Monday 19th & Tuesday 20th September 2016 Evoluon Center, Eindhoven, Netherlands

Tokyo2020 and Scinario-based Totalized Smart Cities

Eikazu NIWANO, NTT Corporation Session8: Smart City & Region





Monday 19th & Tuesday 20th September 2016 Evoluon Center, Eindhoven, Netherlands

Around Smart City in Japan – What's Driver?

- Society 5.0 by Government of Japan (New)
 - IoT/BD/AI for hyper smart society
 - Combine particular system beyond region and sector
- Tokyo 2020 and Local Creation
 - Many companies have started preparation of ICT-based solution for olympic game 2020 held in Tokyo
 - ✓ Govermnet of Japan has started Local Creation projects for regional vitalization since 2014





Monday 19th & Tuesday 20th September 2016 Evoluon Center, Eindhoven, Netherlands



http://2020.ntt/

"Toward 2020 and BEYOND" – NTT's Vision



Tokyo2020 × Local Creation Projects, NTT

Aiming to solve various issues of local government and regional enterprise by utilization of ICT, projects of NTT Group are proceeded.

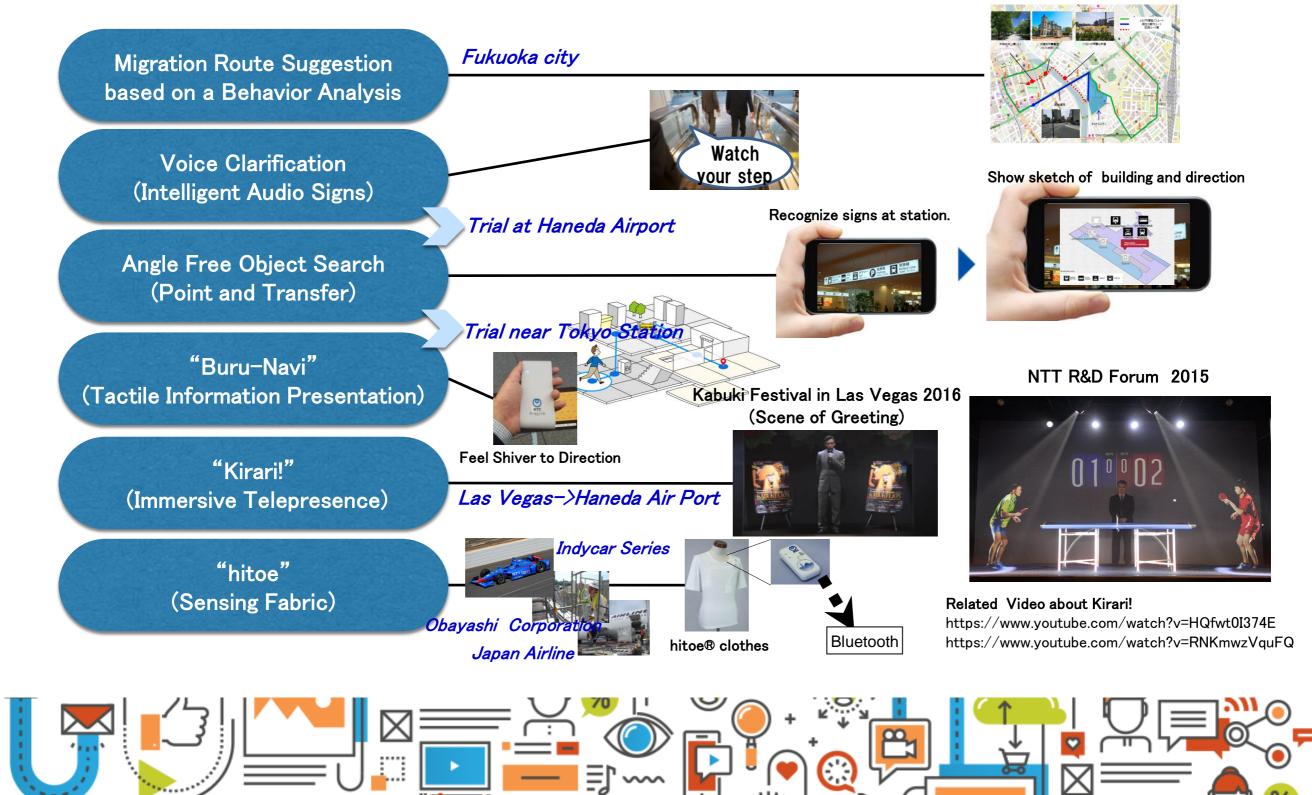




Monday 19th & Tuesday 20th September 2016 Evoluon Center, Eindhoven, Netherlands

Some Activities of NTT R&D for Tokyo2020 and Local Creation

Future Vision 2020 by NTT Laboratories. https://www.youtube.com/watch?v=kt3HoKry3WI





Monday 19th & Tuesday 20th September 2016 Evoluon Center, Eindhoven, Netherlands

Smart Stadium (Nack5 Stadium Omiya)

- Business model creation by smart sports and local creation by stadium
- J.League, DAZN(live sports streaming service provided by Perform Group), and NTT
- 10-year agreement, initiative to promote ICT in J.League stadiums and club hometowns
- Offering a new way to enjoy the match through innovative technologies
 - See live stats or view instant replays of goals
 - Offering a new way to watch the match whether inside or outside the stadium.
 - Using sports to stimulate local economies via digital marketing
 - New fans will be attracted via marketing opportunities <u>outside of the stadium</u> provided through smartphones, tablets, and digital signage.
 - Will work with communities, businesses, and tourist attractions in order to mutually refer customers as well as encourage fans to support local industry and trade.

http://www.ntt.co.jp/news2016/1607e/160720a.html



https://youtu.be/ORy3d98vPws





Monday 19th & Tuesday 20th September 2016 Evoluon Center, Eindhoven, Netherlands

Some Issues to be Addressed for Smart City/Region

- From single smart XX to integrated totalized smart cities
 - Synergy among smarted services/technologies in multiple "smart XXs" environment (sectors).
 (ex. Smart Stadium->"Tourism" in conjunction with "Agriculture", "Education", "Employment", etc.)
- Scenario analysis from single sector to combined multiple sectors
 - Value added work flow analysis from "a starting smart XX" to "other various smart XXs"
 - Apply existing methodologies such as persona marketing, scenario based design (goal directed design) over multiple smart XXs beyond sector, region and many types of actors.

