

# Tokyo2020 and Scinario-based Totalized Smart Cities

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Session8: Smart City & Region



## 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
  - ✓ Governmet of Japan has started Local Creation projects for regional vitalization since 2014



# “Toward 2020 and BEYOND” – NTT’s Vision



**Collaboration**



**Trusted, Safe and Beneficial Services**



**A timeless Legacy**



- Have stratified deployments in the various fields
- Will support everybody’s activity for regional vitalization with solutions using total power



<http://2020.ntt/>

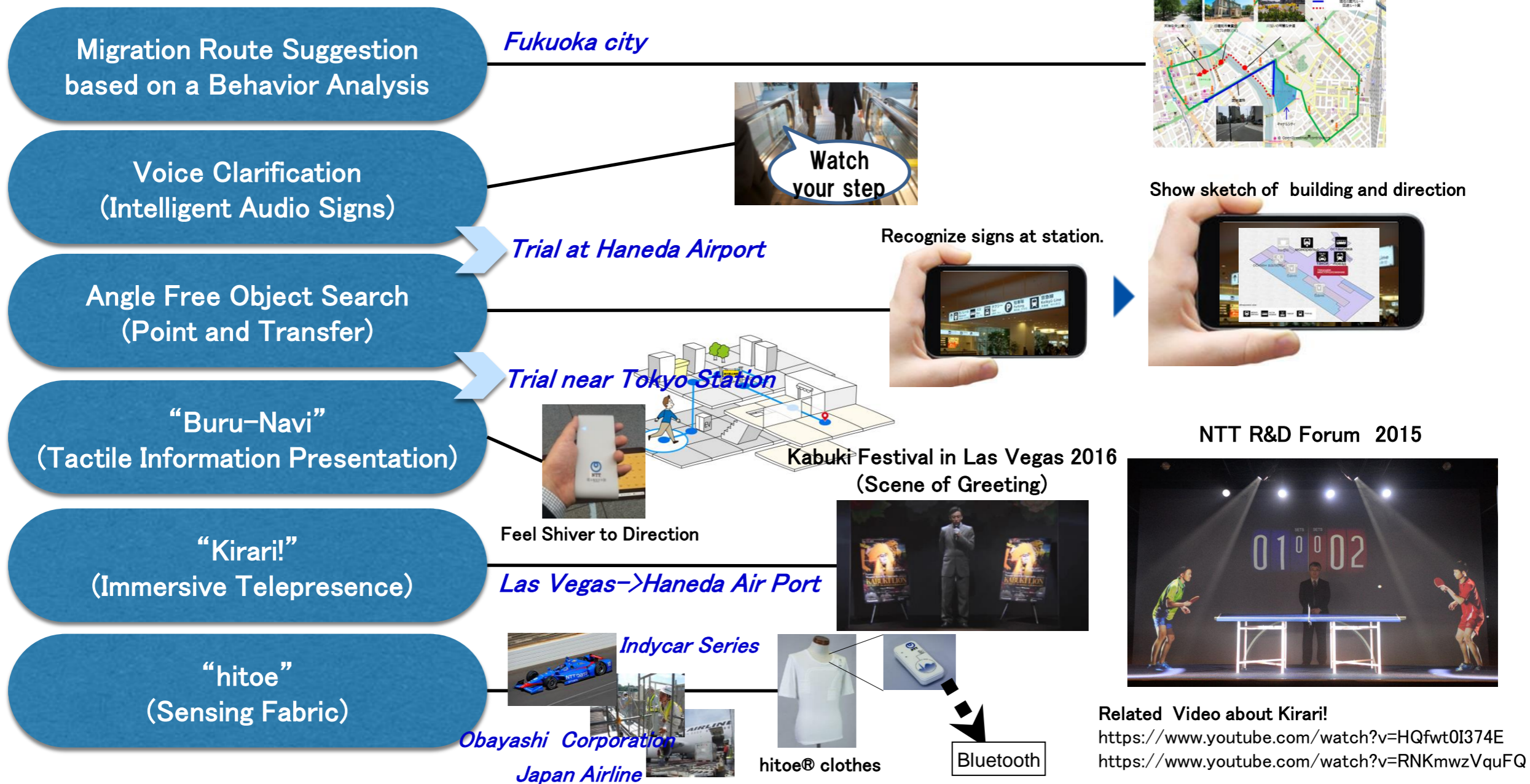
## Tokyo2020 × Local Creation Projects, NTT

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



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

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



## 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 **outside of the stadium** 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>



