Ubiquitous Society Symposium

u-Society 2010 - Insights and Issues -

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4) Issues for Successful u-Society





Social Change: Some Statistics



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Social Change: Some Statistics

Breaking Year when New Technology Dominates the Old



Social Change: Some Statistics



eSociety to uSociety



lational Company

Ubiquitous Worldwide: Concepts & Terms

Different Terms, but Same Meaning



Sample: 1,700 Citizens; June - July 2005



Question: When do you think is the ubiquitous society realized?



Potential Demand: Preference Priority



Key Barriers to Ubiquitous Society, out of 13 Items



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Ubiquitous Computing for u-Society



u-Society Framework Model



u-Society Development Model



What if Ubiquitous Society



Our Future, u-Society

u-Society with Advanced Social Infrastructure for Future Society



Our Future, u-Society

u-SocioInfrastructure, u-Life, u-Business, u-Government



u-Society 2010: Snapshot

Computers become an environment out of a tool in u-Society Networked & intelligence-embedded SoC in every object



u-Society Cases



u-Society Case 1: Mobile

m-Society: First & Essential Step towards u-Society





u-Society Case 2 : u-Infrastructure

IT839 Strategy of Korea for National Ubiquitous Infrastructure

8 New Services	3 New Infrastructure	9 New Devices
WiBro Service		Post Mobile
(2.3GHz Mobile Internet)	*****	DTV
DMB	Broadband Convergence	Digital Home
Digital Home Services	Network (BcN)	IT SoC
Telematics	Libiquitous Soncor	Post PC
RFID Services	Network (USN)	Embedded S/W
W-CDMA Service		Digital Contanta
Terrestrial DTV	Internet Protocol v6	
Internet Telephony		lelematics
	**********	Intelligent Robot



u-Society Case 2 : u-Infrastructure

National u-Infrastructure for Ubiquitous Society



u-Society Case 3 : RFID/USN



Electronic Tags (RFID) enable anything to communicate with other things at any time and any where without any limits.



u-Society Case 3 : RFID

Year 2004-2005

Six RFID Pilot Projects in Public Sector with Budget \$4M Public Sector RFID Diffusion Master Plan (June 2005)



u-Society Case 3 : RFID

Year 2005

Another Six RFID Projects in Public Sector with Budget \$3.4M

Greatly Contributed to Public Sector RFID Diffusion:

ex: Candidate RFID Projects increased to more than 200



u-Society Case 4: u-FoodDistribution



Real-time food management through its whole life-cycle with RFID



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u-Society Case 5: Intelligent Road



Intelligent Traffic System, Intelligent traffic lights



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u-Society Case 6: u-WellBeing



u-WellBeing: Well-being with Digital

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diana Airma

u-Society Case 7 : uCity



uCity, An Important Component of u-Society in Future



u-Society Issues





u-Society Issue 1 : Strategic Plan



Government-wide e-Society Strategy

e-Society Targets

Government-wide Priority Programs u-Society Strategic Plan

Try to Make Out One by One!

mSociety Strategic Plan

Public Sector RFID Master Plan

u-Society Infrastructure Blueprint

It is Time to Begin to Make a u-Society Strategic Plan



u-Society Issue 2 : Privacy



Privacy Issues, More Critical; Big Brother & Little u-Sisters



u-Society Issue 3 : Risk Taking



Trade-offs to be Accepted between ROI & Risk Taking in case of u-Society



u-Society Issue 4 : Central Fund



Central Fund is still a Key Enabler for Successful u-Society Deployment



u-Society Issue 5 : Business-Oriented



e-Society toward u-Society



e-Society toward Ubiquitous Society



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Scenarios for Future Society

Key Trends toward Future Society

- 1. Mobility and Embeddedness
- 2. Convergence and Hyper-convergence
- **3. Constant Monitoring of Everything Valuable**
- 4. High Intelligence Overcoming Time & Space
- 5. Nice Management of Everything to be Managed
- 6. Take "e" from e-Everything, Embed "u"

Lead us to Ubiquitous Society!



Scenarios for Future Society

Let's Think of Future Scenarios

- 1. If mobile, RFID, u-infra,...diffuses & converges
- 2. If no boundaries for public & private services
- 3. If services & businesses move
 - towards more customer-oriented
 - and more towards human-oriented
- 4. If everything valuable is identified & managed
- 5. If every activity & process is monitored & intelligent

for u-Society



Conclusion



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Thanks for Your Attention!

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