



Japanese New Standardization Activities in a New Paradigm



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*For Public Happiness and for members
benefit through Inter/Intra-Regional
collaborations*



More Than 140 Years

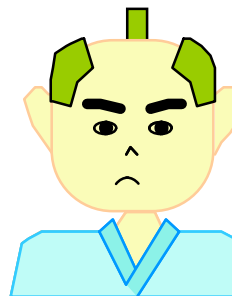
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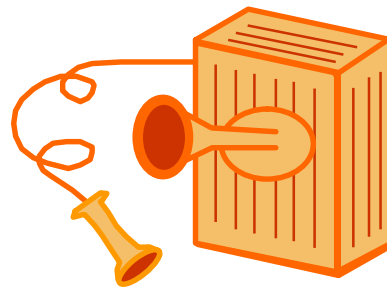
17 May, 1865



1868

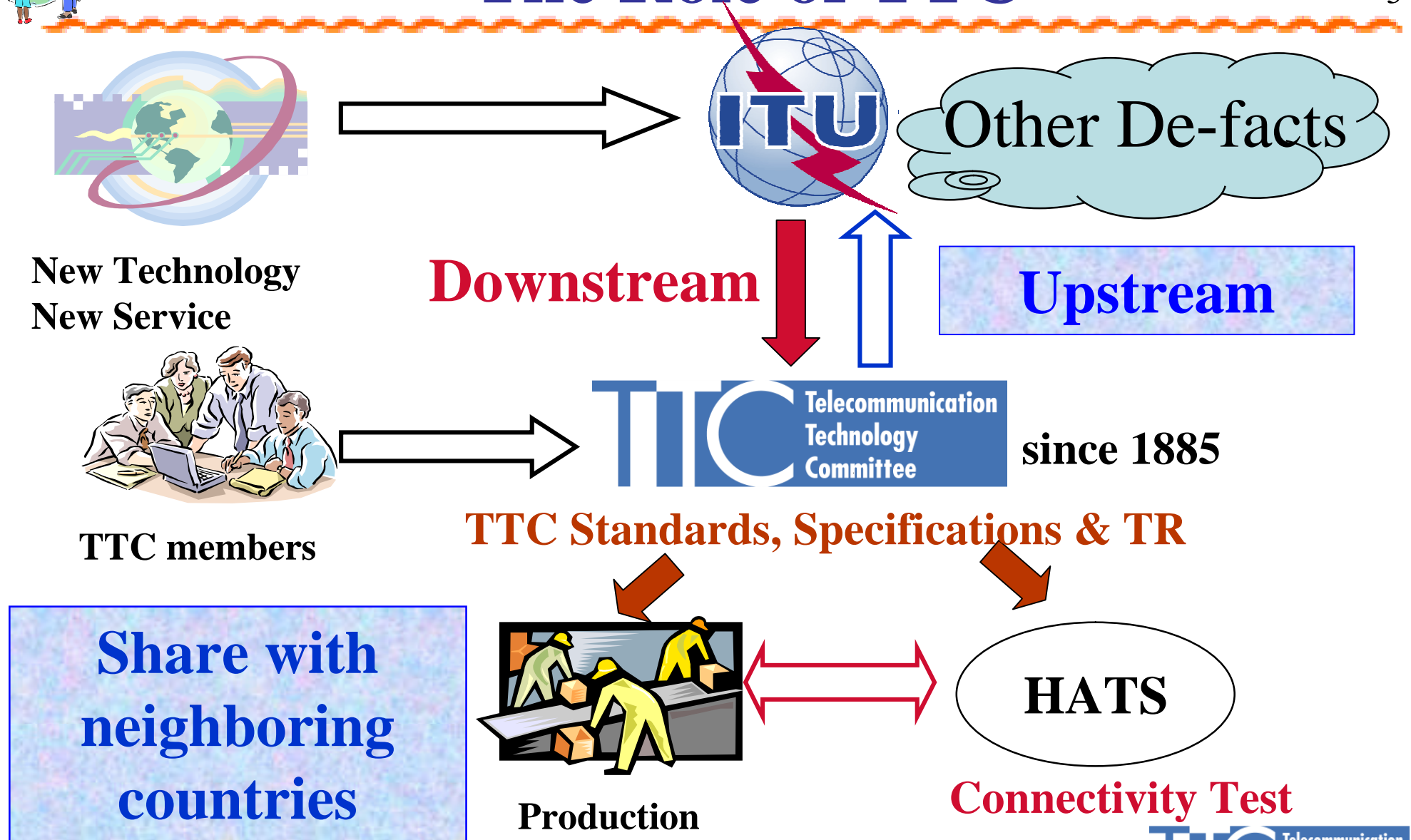


1876





The Role of TTC





ICT Standardization & IP Promotion Center⁴

TTC Telecommunication
Technology
Committee

ITU

CIU

ARIB

TELEC

JCTEA

iSIPc

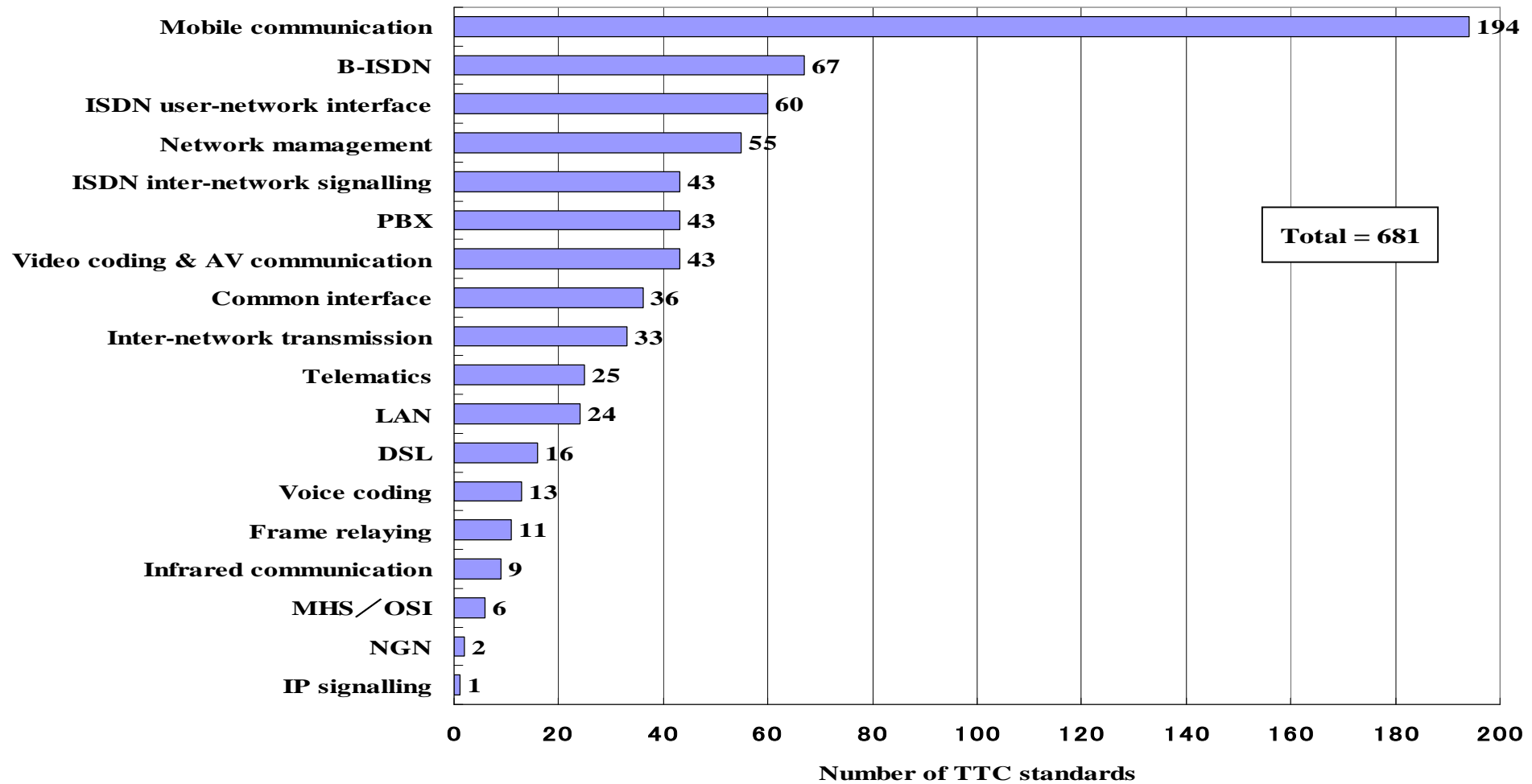
SCAR

Since July '08

JATE

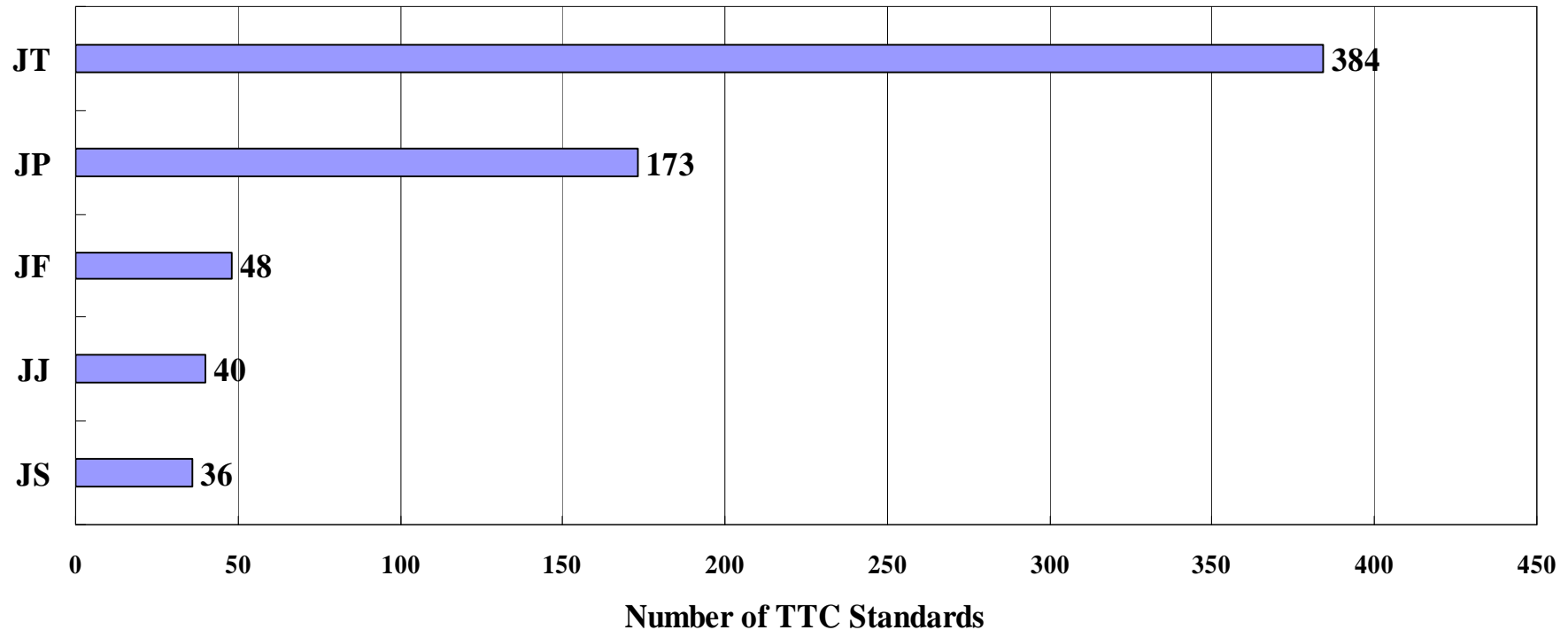


No. of TTC Standards (as of July 2007) (1)





No. of TTC Standards (as of July 2007) (2)



JT: based on ITU-T Recommendations

JS: based on ISO Standards

JJ: TTC Original

JF: based on specifications globally recognized by international forums

JP: in cooperation with or by other regional standard organizations



Officers

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Chair of the Board: Prof. Mitsutoshi HATORI

President & CEO: Yuji INOUE

Senior Vice President &

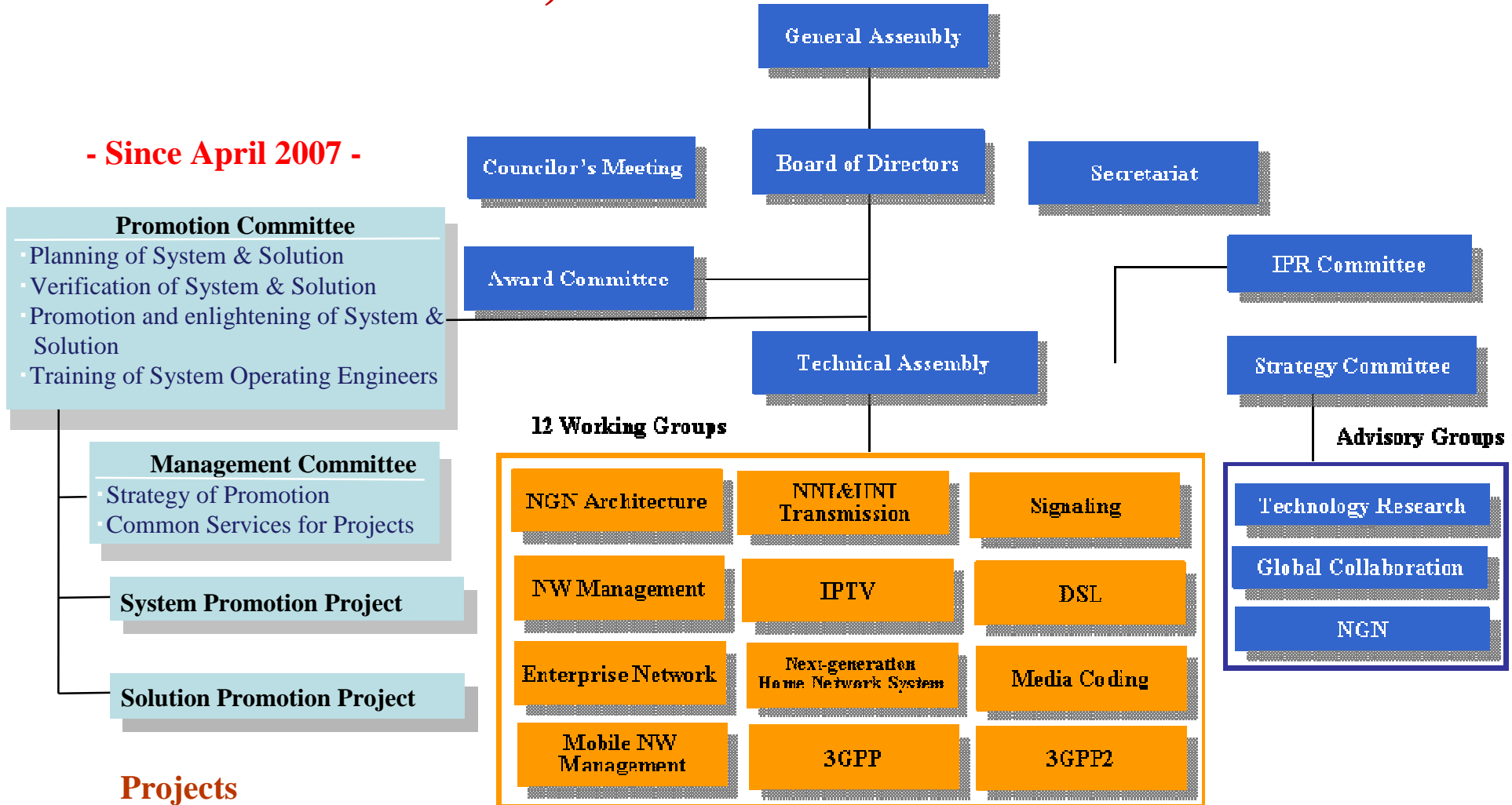
Secretary General: Taku KIYASU



TTC New Organization from 4.'07

- Double Drivers; Standardization & Promotion -

- Since April 2007 -





TTC's HISs for 2008

- ❑ **HIS-A : to be studied by WGs to draft TTC Standards**
 - a. SIP for enterprises
 - b. Emergency communications
- ❑ **HIS-B : to be surveyed in Advisory Groups**
 - a. Security
 - b. NGN & future network
 - c. Car communications (new)
 - d. ICTs and climate change (new)
- ❑ **HIS-C : for information gathering**
 - a. Accessibility
 - b. QoS
 - c. Ubiquitous networking
 - d. ID portability (new)
 - e. Next-generation audio visual technologies (new)



Another New Direction

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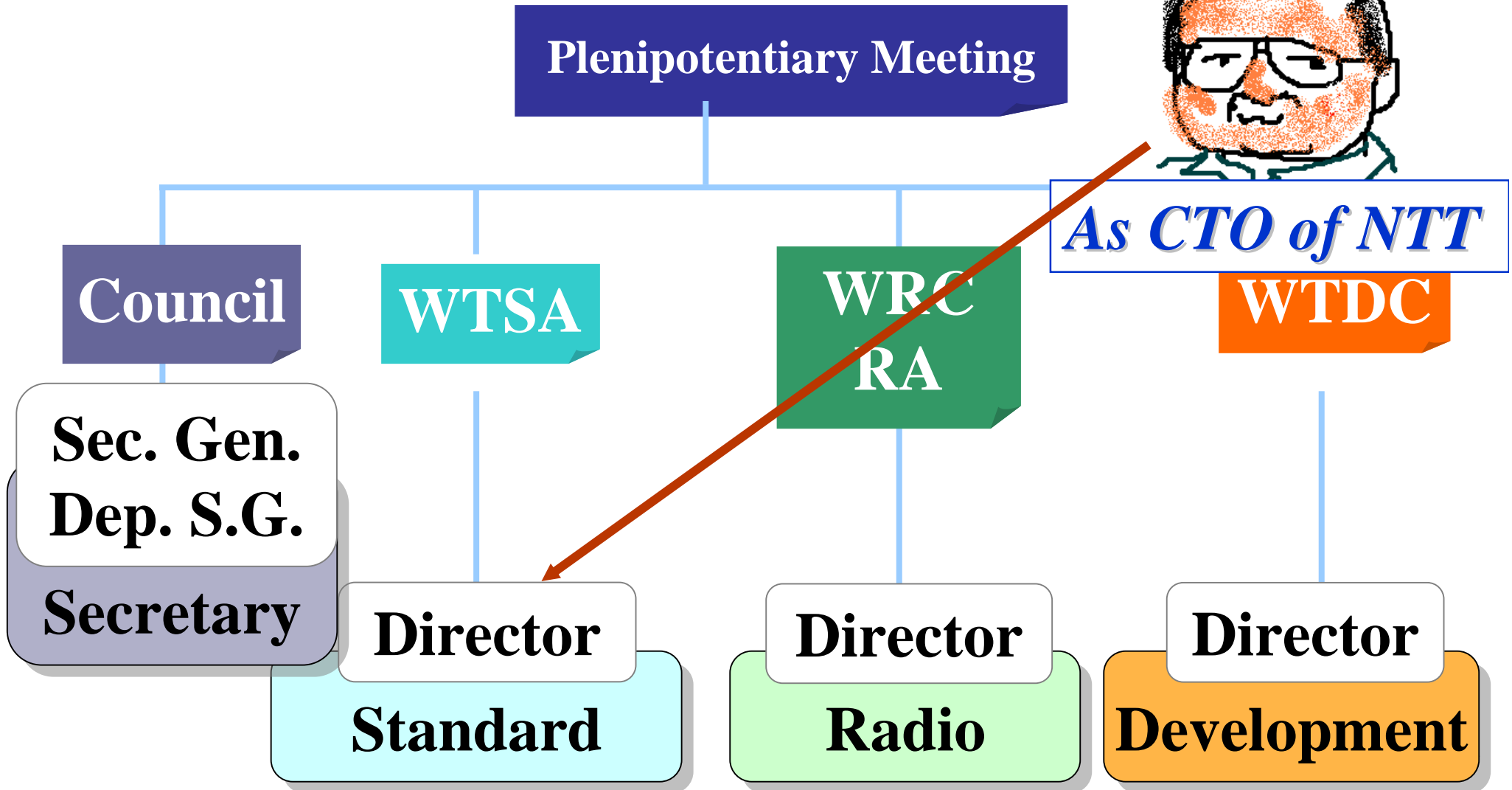
**“Dedicated to Japan” to among Asia
Pacific**

Let's SHARE together.

Success & Happiness by Activating Regional Eeconomy



ITU Election in Nov. '06





What I learned from Election?

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- **World Paradigm**
- **NGN Situation**
- **Necessity of Collaborative & Concrete Activities, such as Promotion, in Asia Pacific Region**

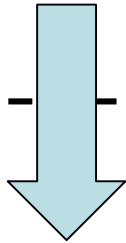


New Rising Paradigm

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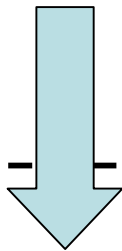
Inter-National

- **Bilateral** among countries
- **Coordination and cooperation**



Global

- **MONEY** strategy to Market
- **Single Value and Rule**
- **“Winner takes all”**
- **Individual competition**



**Inter/Intra-
Regional**

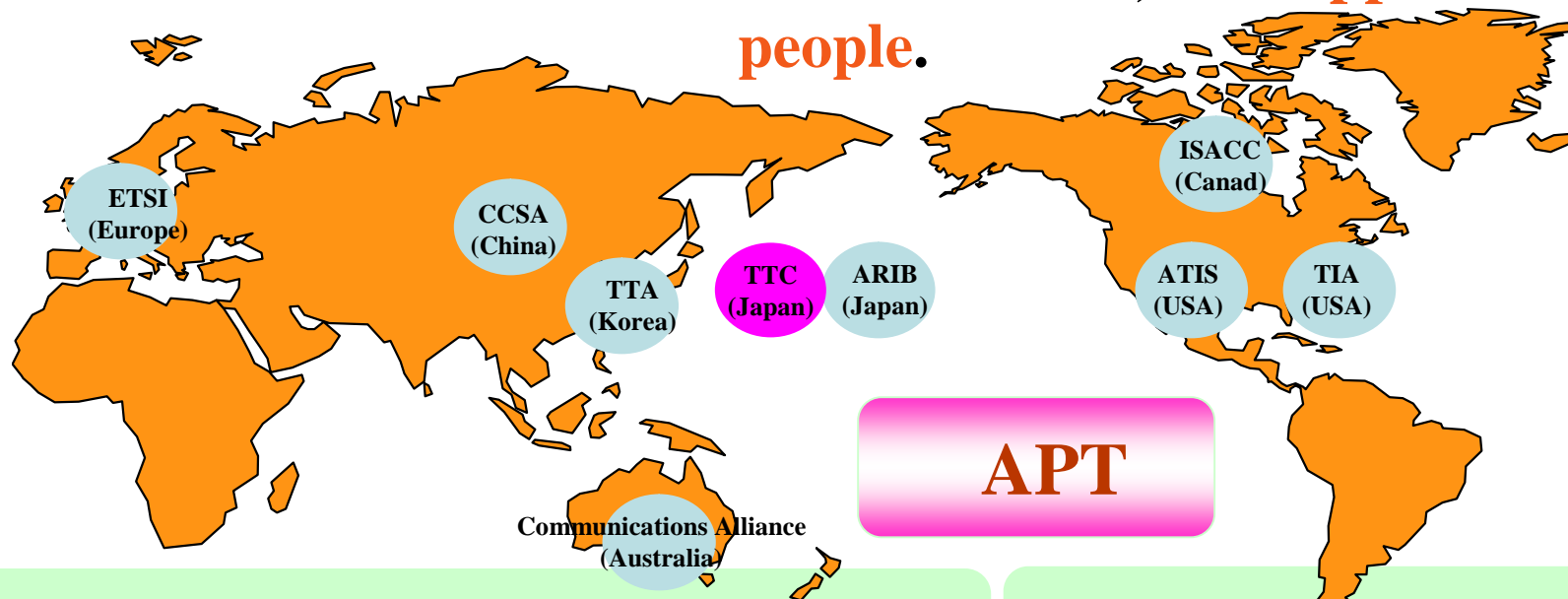
- **Regional Values & Rules**
- **New method for harmonization in a region and among regions**



Inter/Intra-Regional Activities

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Regional solutions rather than global standards are becoming more important **for society & people**. TTC will cooperate with the countries which wish to utilize ICT & NGN, for **happiness of the people**.



GSC (Global Standards Collaboration)

ITU-T

CJK Standards Meeting

3GPP / 3GPP2 (3rd Generation Mobile)



About NGN Activities

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Systems and Networks

ITU

CJK

GSC

3GPP

Solutions

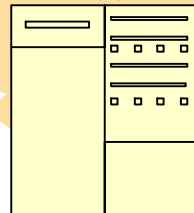
**CST, Case Study Team, in ASTAP
SHARE collaboration**



Moving into ICT: Next Generation Network 16

e-Health

e-Agriculture
e-Education, etc



NGN

with Broadband, Secure & Convenient



ICT=NGN, fusion of IT & CT, will bring new Happiness and Success in not only metropolitan but in Rural!

***NGN is the TOOL; Solution is essential
=> Government Service also at first!***



Social Urgent Issues for Government Services

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Education

**Poverty, e.g.
Agriculture**



Disaster

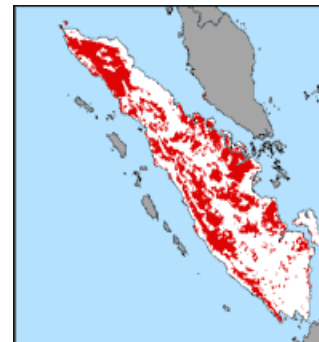


Pollution

Environment



1900



2000



Healthcare



Asia Pacific Situation on NGN

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- Japan just started NGN construction in 2008, and Asian countries are planning NGN.
- Why not to cooperate on NGN for solving common social issues among Asian countries?
- How to use standards and what standards be created can be achieved in the cooperation composed of DC, UDC and LDC .
- This should not be “Win and Win” relation, but “**Share**” together.

SHARE means:

Success and **H**appiness by **A**ctivating **R**egional **E**conomy.



Why SHARE?

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- **New solutions** based on new technologies, systems and NWs usually cause **new troubles and problems** not only on technology but **on people and society**. These problems had better to be **solved cooperatively in the region rather than individually**, and the solutions could be more **quickly feedback** to relevant stakeholders **with essential new Standards**.
- Sharing risks and profits will bring **new business chances** for all involved countries and organizations, and will bring **more happiness to people and more benefits to society**.



How to SHARE?

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- ASTAP established “**Case Study Team**” in BSG-WG on NGN Promotion & Development for **Rural Areas among several neighbor countries.**
- CST will conduct new SHARE projects on **e-Healthcare, e-Agriculture, e-Education and e-Environment.**
- CST’s SHARE projects will **be reported to APT and ITU** as the new way for BSG and the results **will be shared among all member states.**



Agriculture with ICT in Thailand

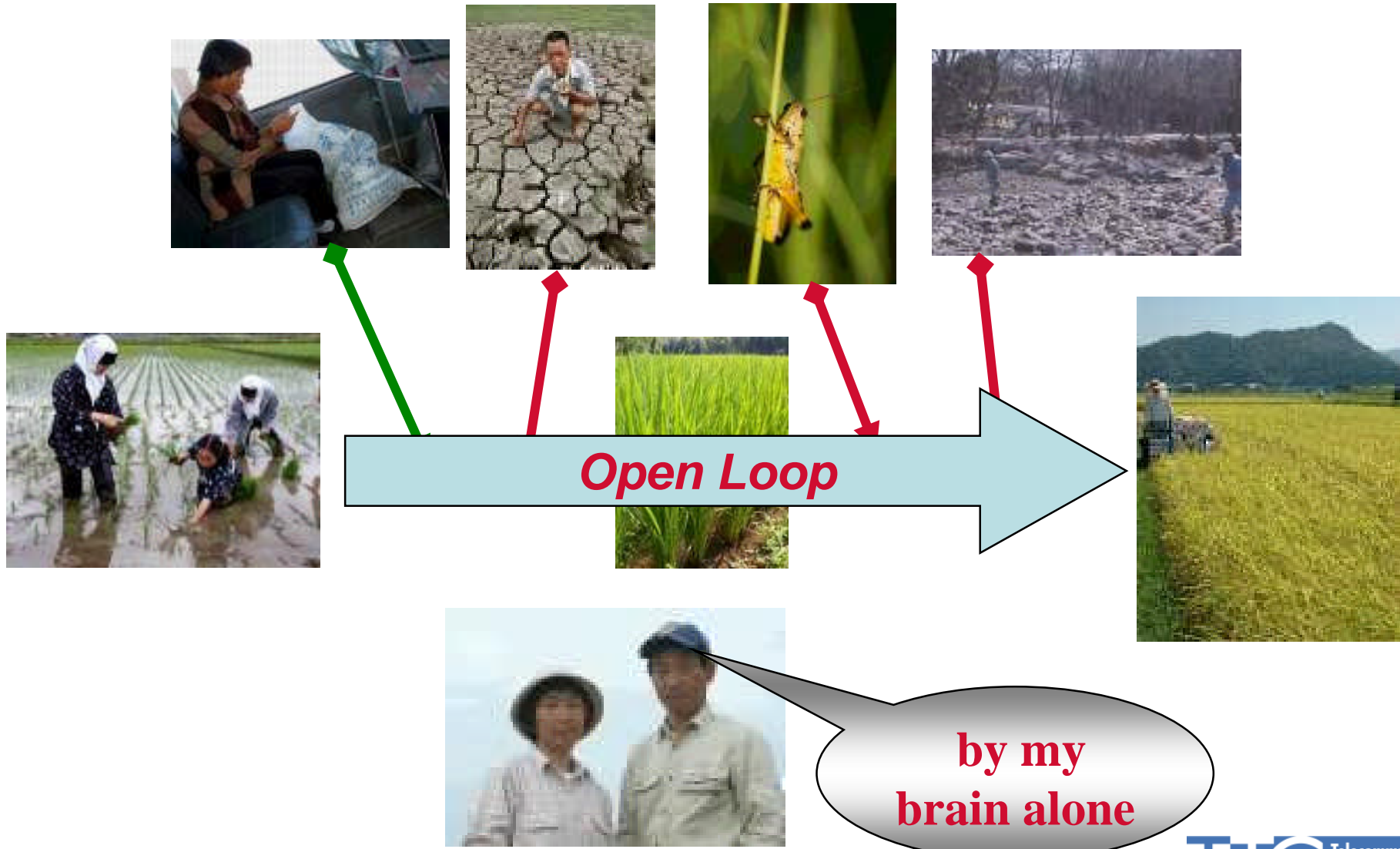
21

- **CYBER BRAIN** is Eco-Systems based Knowledge Management
- **CYBER BRAIN** systematically stores various knowledge acquired by using Knowledge Engineering and IT technologies.
- **Three objectives:**
 1. **To solve problem personally**
 2. **To follow-up personally**
 3. **To support for personalized decision making**





Before Cyber Brain





Cyber Brain: the 1st great step



**Feedback Loop
By SMS, InterNW**

Sensors, NWs, Experts, Information, Knowledge, Forecast, Wisdom



+ Education



NECTEC

with Experts

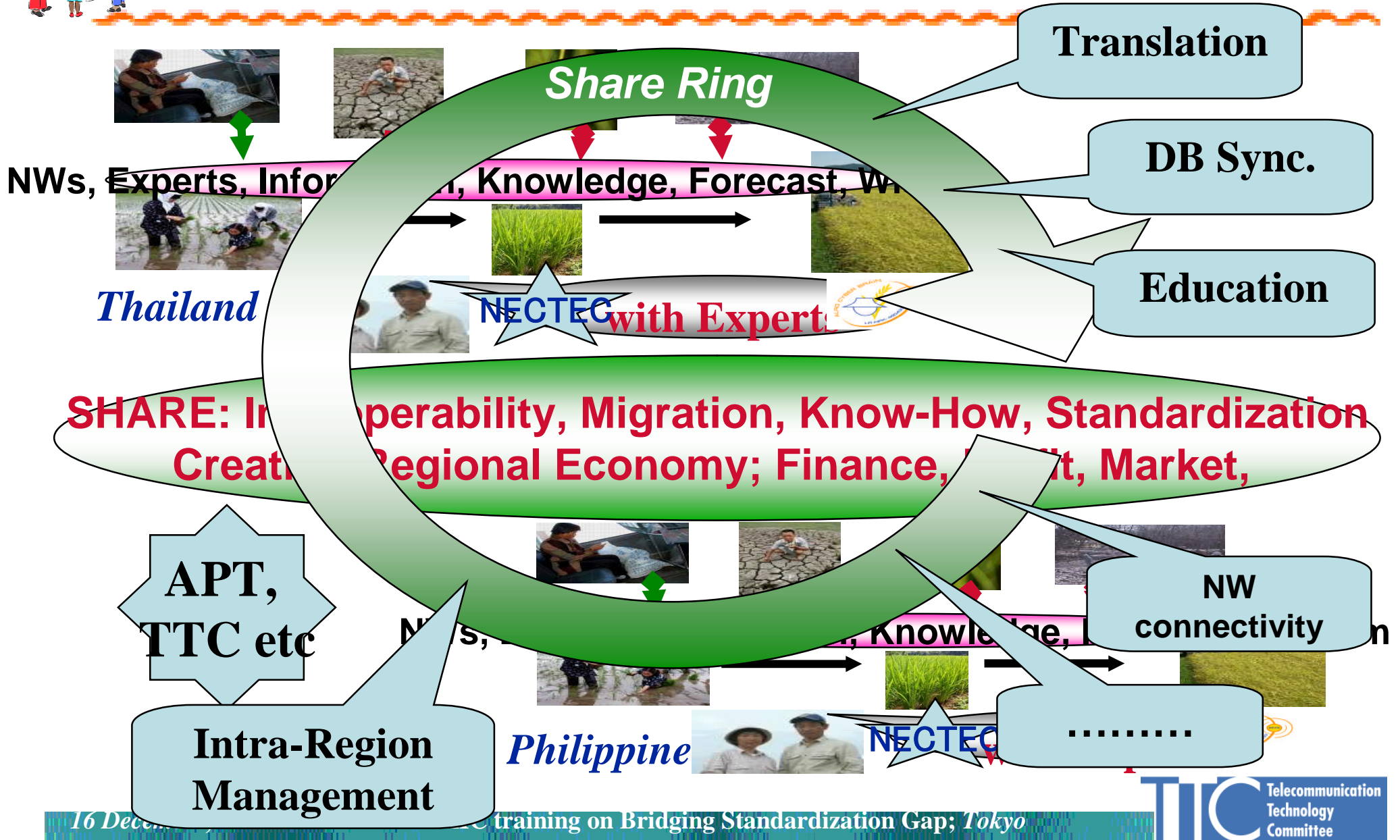


ALRO CYBER BRAIN





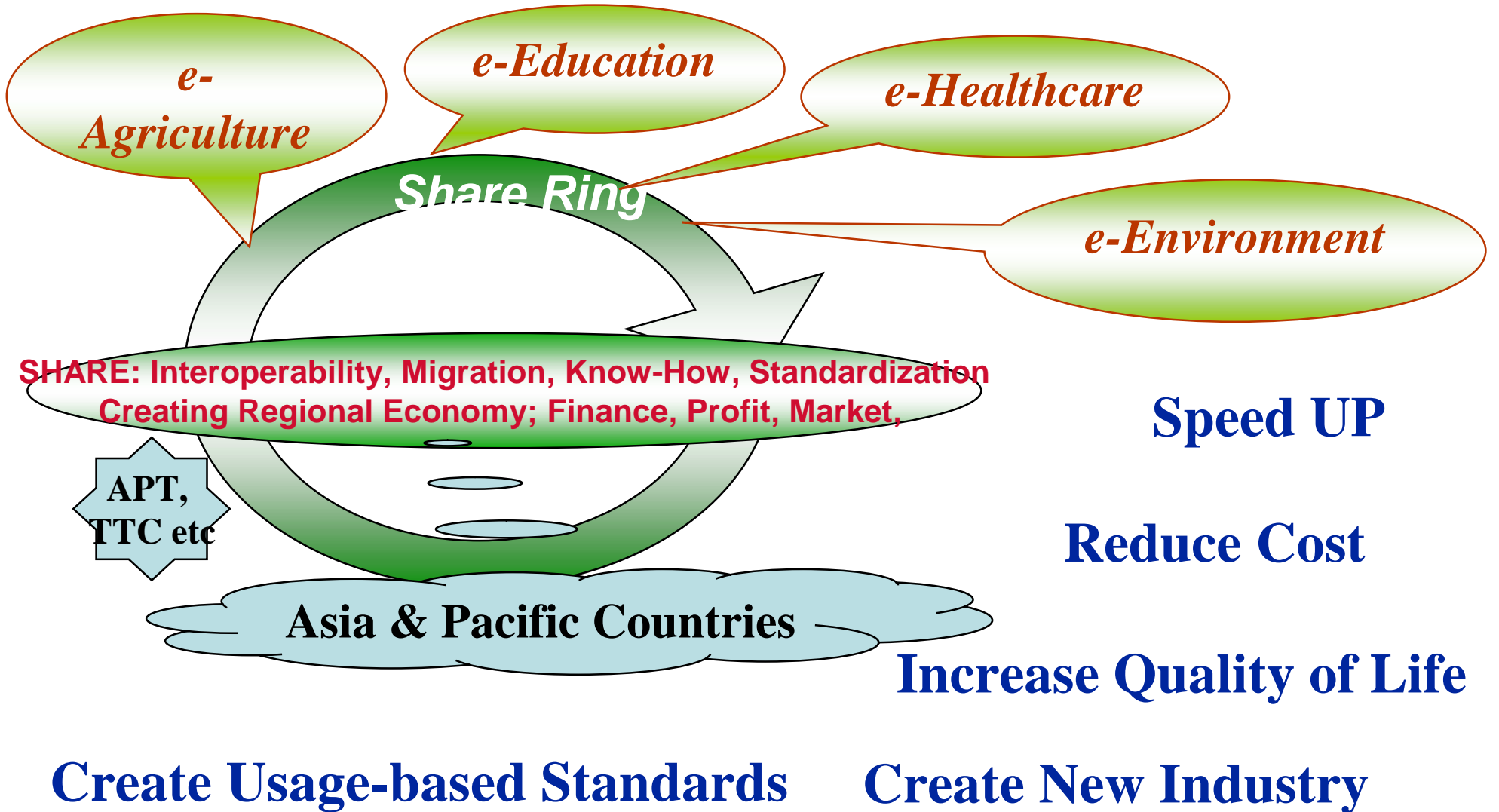
Cyber Brain with SHARE: Next step





Members Benefits through SHARE & CST

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“SHARE gathering” Getting Longer Name

**Success &
Happiness
Activating
Regional
Economy**

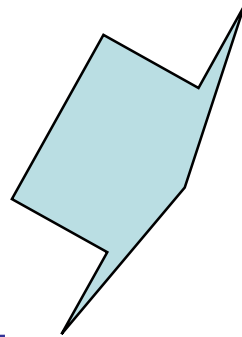
Let's "SHARE" together!



ALRO CYBER BRAIN

FEW

SCM

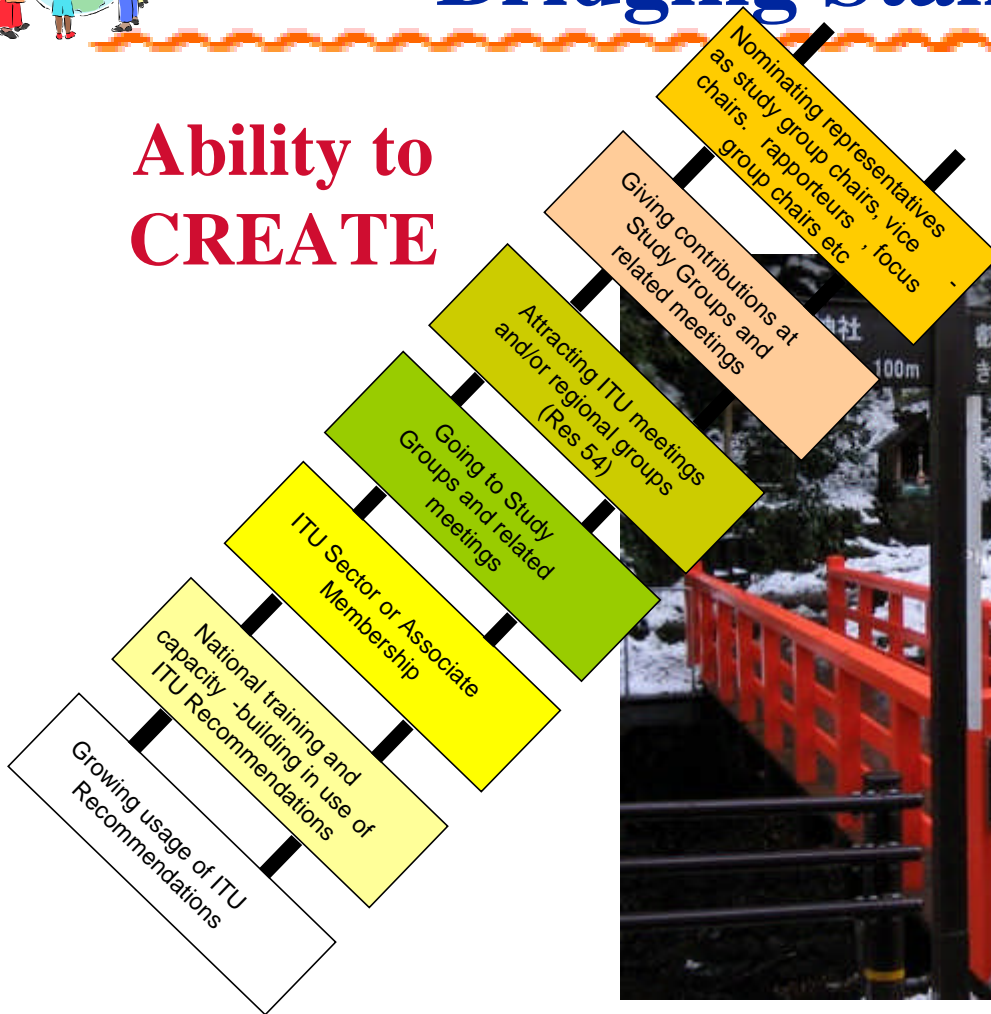


*Let's SHARE ALRO
CyberBrain for Wealthy
and Healthy
FEW & SCM, together*



Bridging Standardization Gap

**Ability to
CREATE**



Tele-Center

Gov. Service in Rural Area

**CREATE
Related to
Usage**



**Ability to
USE**



Standard in Pompeii





Thank you

*Let's drive new approach such as
SHARE
for creating regional new solution
based industries.*

