

# A Thought on Convergence

April 20, 2007

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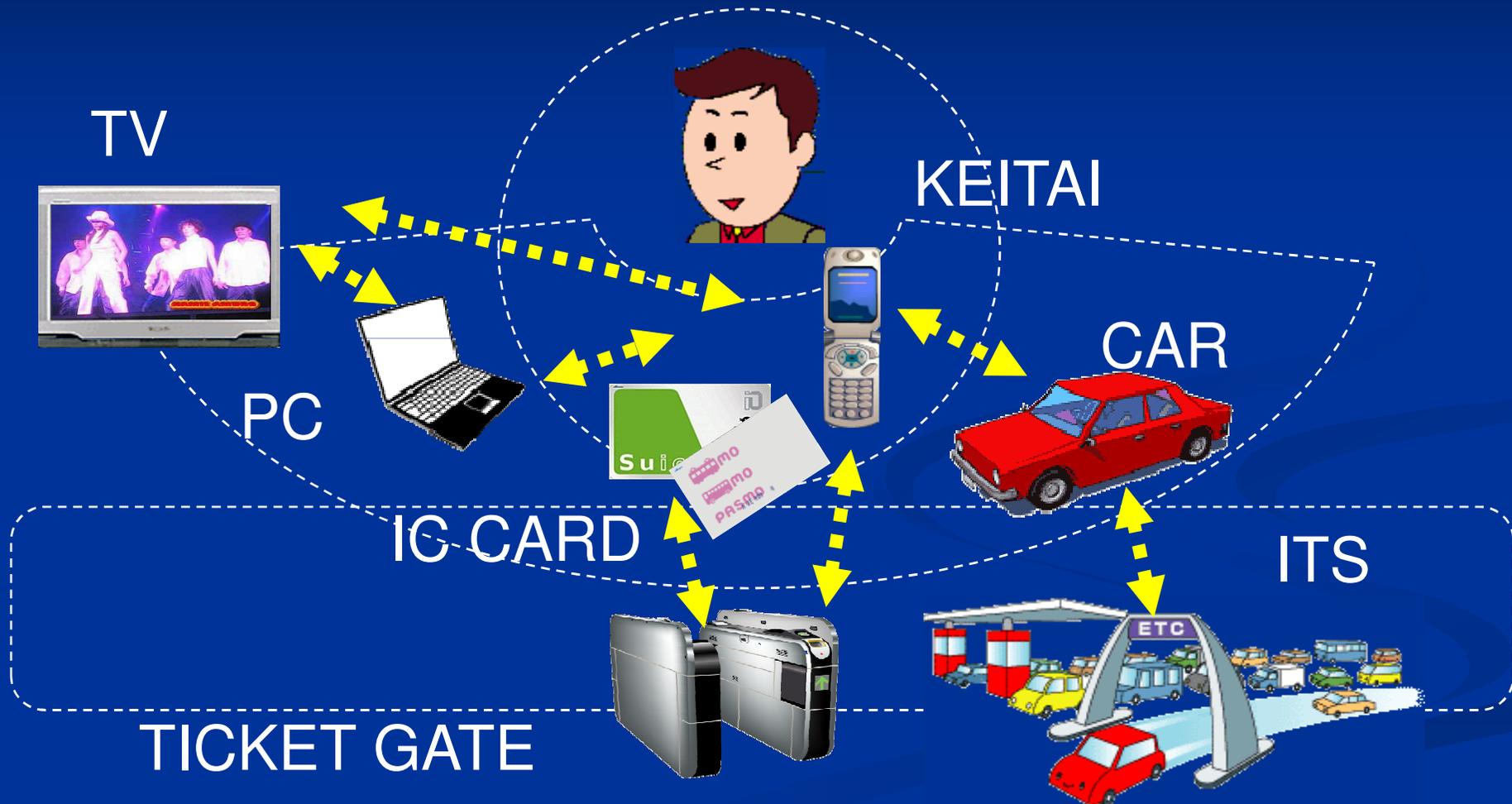
# Cutting-edge Japan

- ICT infrastructure and ... (population: 127 mill.)
  - Broadband users > 25 mil. (FTTH 8 mill.)
  - Cell Phones > 100 mill.
  - Digital terrestrial broadcasting > 85% coverage
  - NGN trials: from Dec. 2006
  - Aging society: 65 yrs > 20% => 30% by 2030



# Cutting-edge Japan

## ■ A new kind of Web?



# Keitai: A Pocket Necessity

- Gate to services in your hand
  - Mobile economy
    - wallet, settlement (buy/pay)
    - stock trading
  - Social networking
    - meeting place
    - game + SNS: mobagetown
  - Finger writers: publishing of keitai novels
  - Anxiety reliever: passing-gate reports
  - One-seg TV
  - Music Player



# IC Card: Key Link-media

- Rapidly spreading for various purposes
  - Identification
  - Banking
  - E-money (wallet)
    - Prepaid/Postpaid (credit card, cashing)
  - E-ticket
  - Point saving



# Car: Intelligent Moving Room

- Safety, quality, and efficiency
  - Navigation + Information
  - Audio room
  - ITS
    - Electronic toll collection system (ETCS)
    - Vehicular information and communication system (VICS)
    - Inter-car communication
    - Driving safety support systems
  - Intelligent driving control



# Questions

- Things seem very convenient, but...
  - All-in-one necessary?
  - Right tool?
  - Too dependent?
  - Too complicated?

# All-in-one Necessary?

- Excessive industry-oriented integration: tool-centric world

- Pocket integration
- Card integration
- Car integration
- TV integration
- PC integration

convenient

but

function overlaps create  
confusion



Increase consciousness of user and scene

# User and Scene

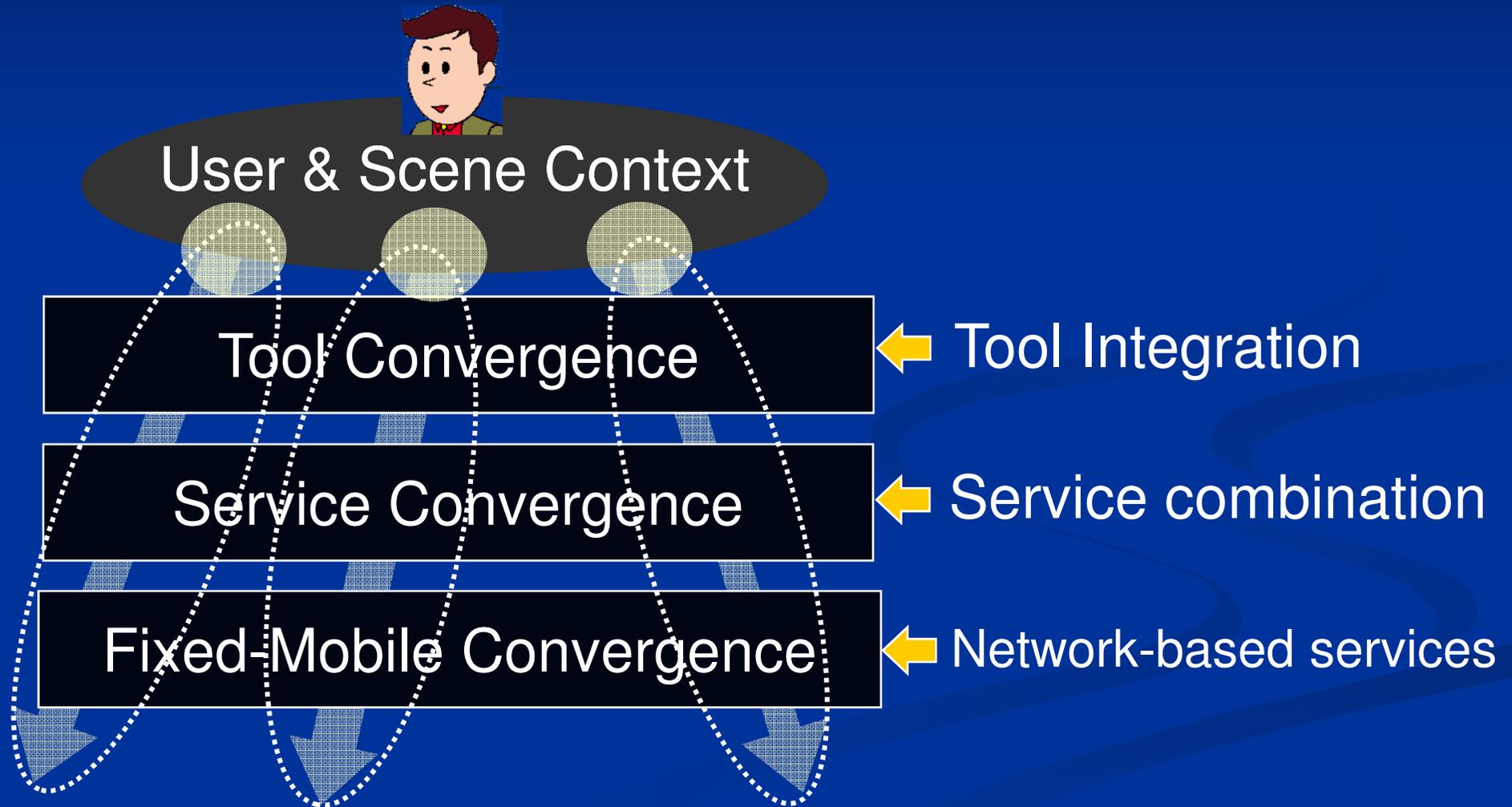
## ■ Right tool for right scene

Tool must be associated with its function and how it is used



# User & scene-based Convergence

- Simple for the scene



# Conclusion

- Important to consider the user side
- User and scene-based convergence is necessary

especially for the coming ultra-aging society