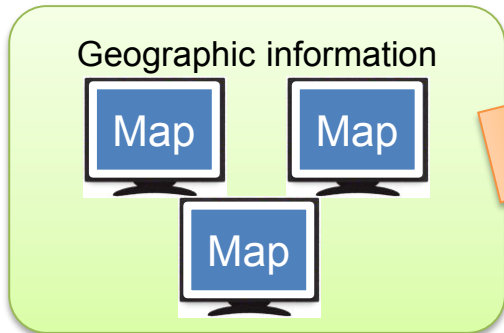
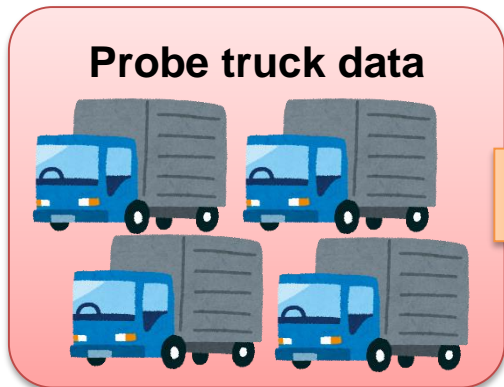
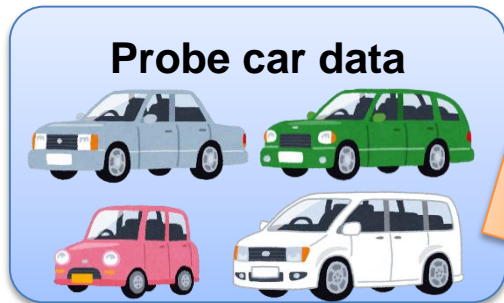


Examples of Data Utilization that Create Affluence for Citizens

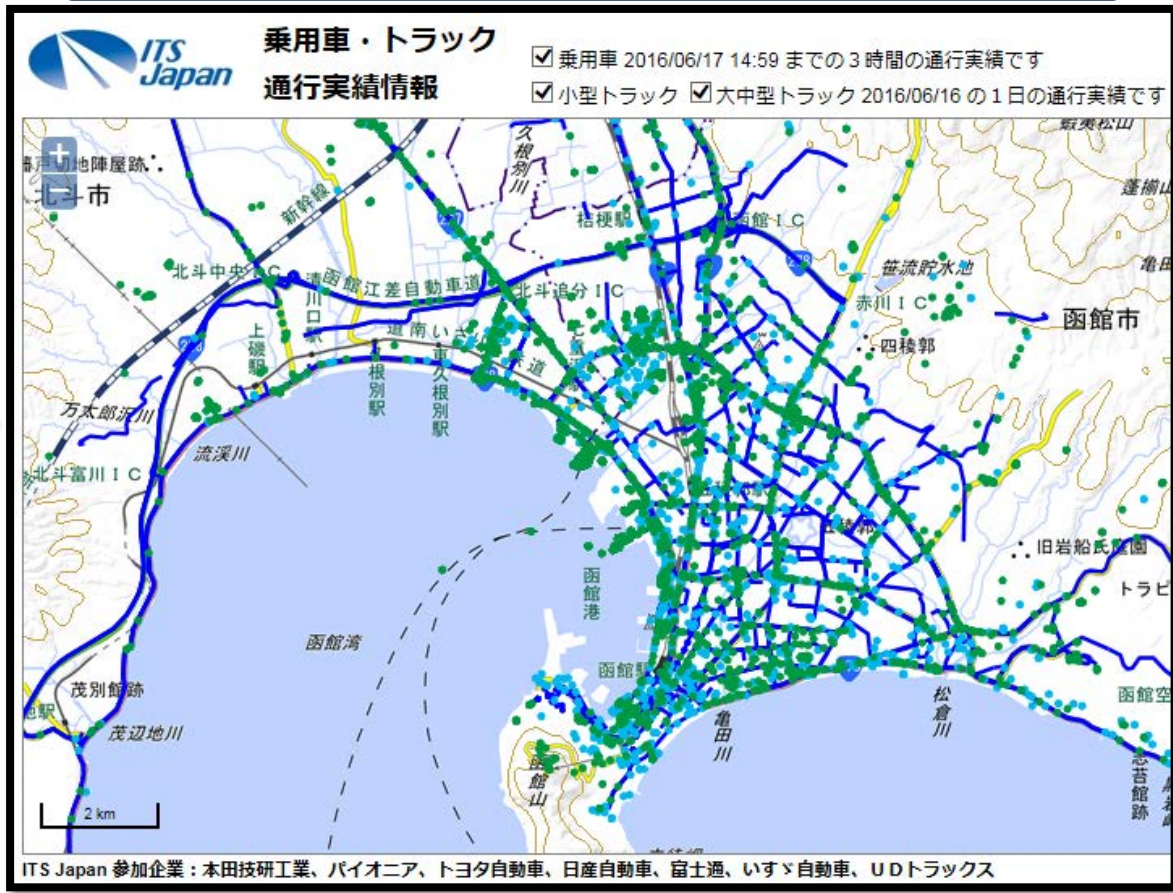
July 19, 2016
Keidanren

Sharing Probe Vehicle Data in Case of Disaster

Outline: By integrating and publishing probe vehicle data in case of disaster, rescue and support activities can be facilitated.



ITS Japan "Probe Vehicle Data"

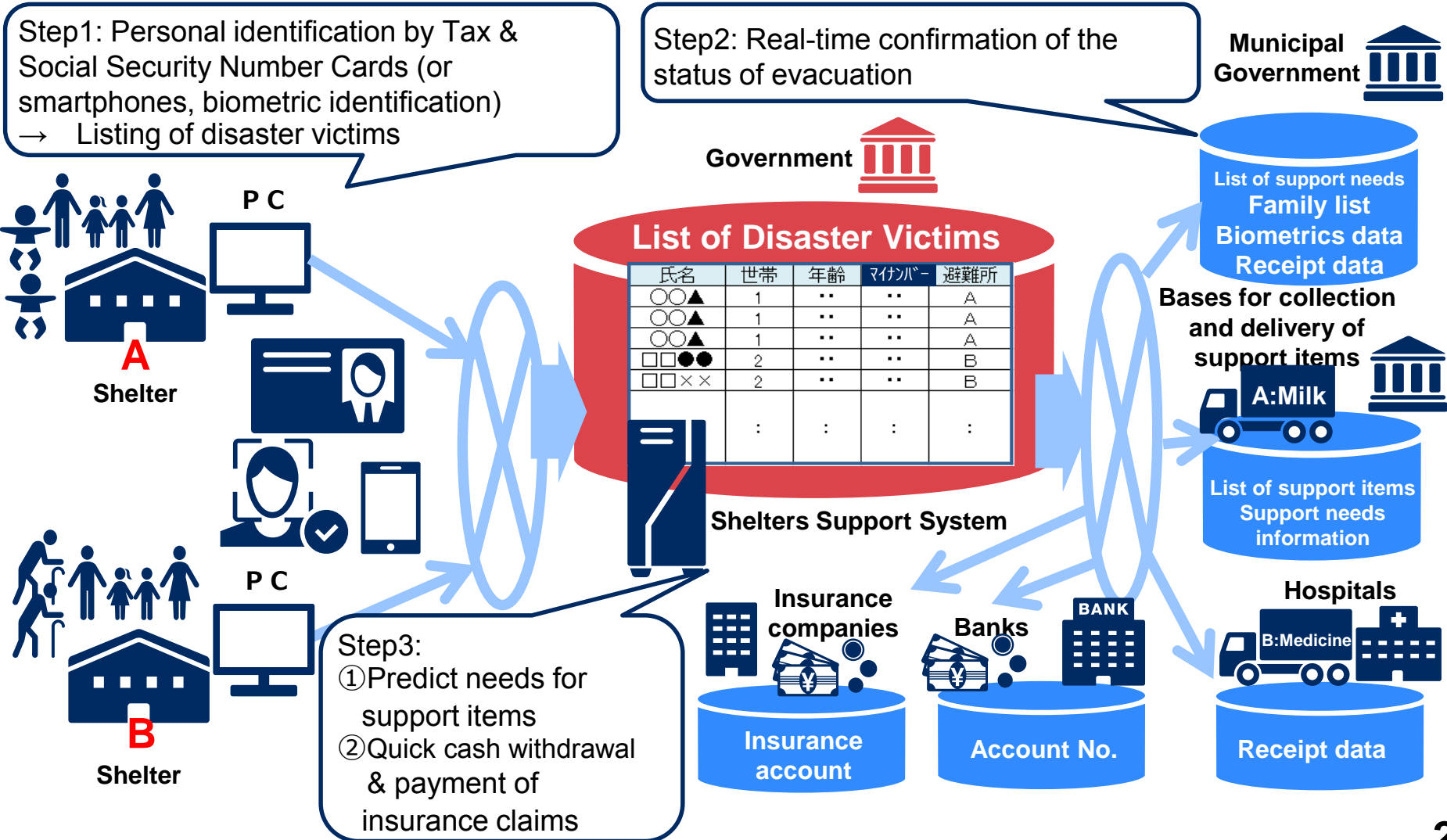


Anonymously and statistically processed data are used.
Probe vehicle data for latest 24 hours are renewed once an hour.

Sharing Data on Disaster Victims to Facilitate Support Activities

(NEC Corporation)

Outline: Prompt and accurate listing of the disaster victims by utilizing Tax & Social Security Number Cards and other infrastructure could be used for safety confirmation, delivery of support items and medicines, cash withdrawal, etc.



Evacuation Guidance Utilizing Camera Images

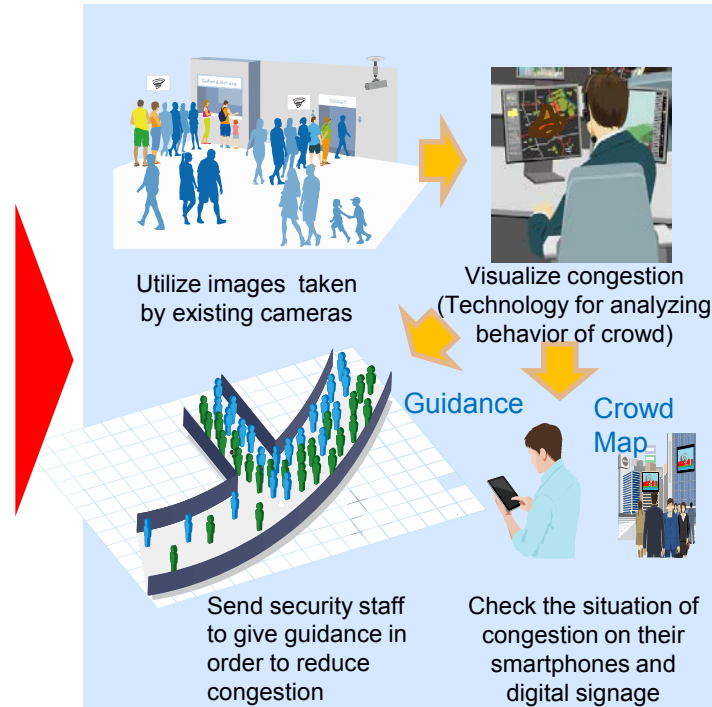
(NEC Corporation)

Outline: Changes in the behavior of a crowd could be detected by analyzing the density and movement of people, which would contribute to quick discovery of disorders in a public space. In addition, movement of a crowd could be predicted by analyzing big data, and would be used for timely posting of guidance on digital signage to ease congestion.

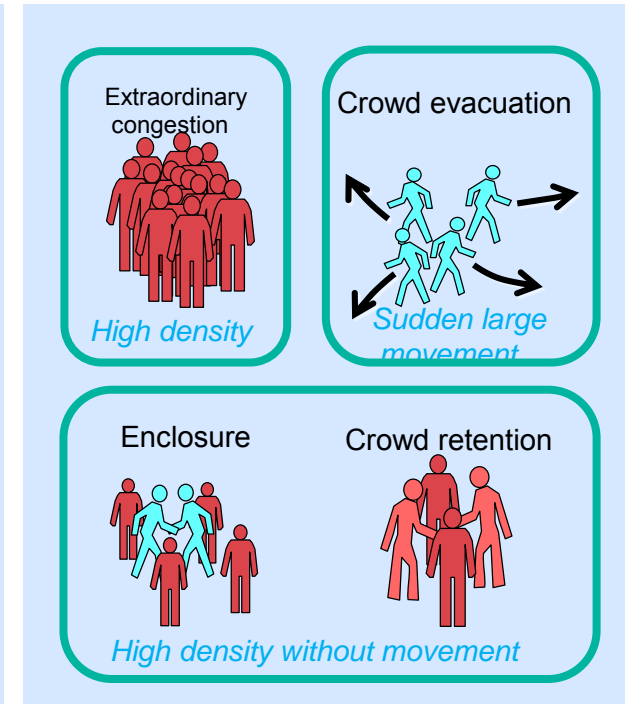
Analyze density & movement of people



① Visualize congestion



② Detect crowd behavior



Sharing Real-Time Public Information to Cope with Disasters and Accidents

Outline: Sharing information on public transportation and real-time geographical data could ease anxiety and frustration of the inbound tourists

- Information on public transportation
- Aerial photos of disasters



- Sharing information with private sector
- Data analysis

BIG DATA



- Utilization for map applications
- Show appropriate routes

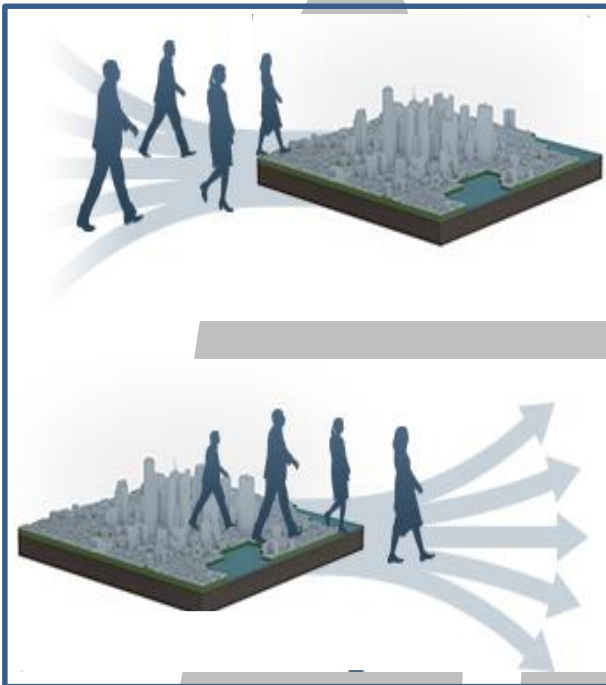


Effects on the entire society: Coping with disasters, increasing inbound tourists, regional revitalization, etc.

Effects on individuals: Security in case of disasters and accidents, confirmation of appropriate routes to go home, etc.

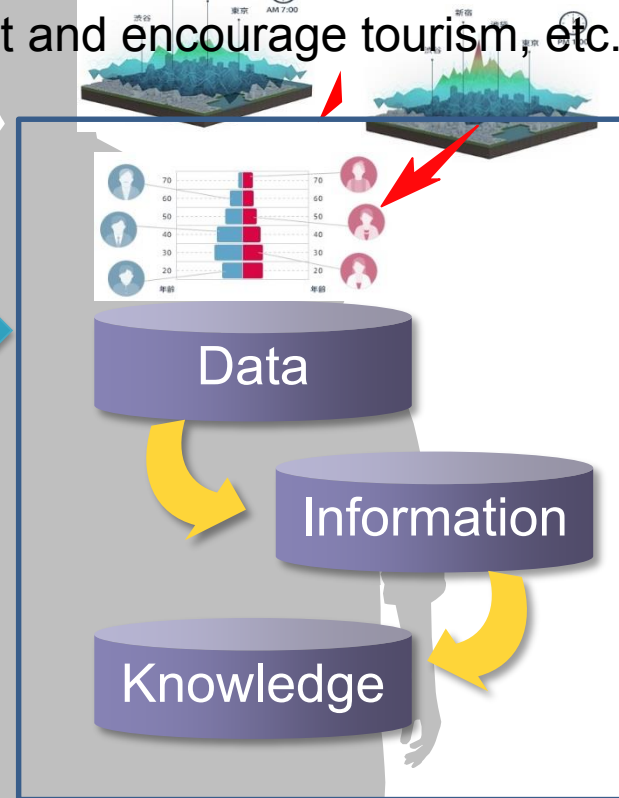
Utilization of Individual Behavior Trends to Promote Town Development and Encourage Tourism, Etc.

Outline: Collect statistical data on individuals' various behavior trends and use the analysis results of the data to promote town development and encourage tourism, etc.



Population distribution by time zone
Ratio by gender and age group
Ratio by place of residence
Ratio of foreign nationals, etc.

Investigation of measures including events in accordance with age and gender, investigation of urban district development plans, etc.



Effects on the entire society: Refine disaster prevention plans, further invigorate local communities and sophisticate town development

Effects on individuals: Increase satisfaction through enhanced convenience and other advantages in residing areas, etc.

Advanced Regional Medical Services by Interactive Sharing of Medical and Care Data (Nihon Unisys, Ltd.)

Outline: Medical and care data of individuals are shared among regional organizations (hospitals, clinics, pharmacies, care facilities, etc.) for providing a seamless Integrated Community Care System which includes more appropriate medical examination and medication counseling.



<Hospitals>

- See medical records of new or emergency patients at other medical institutions.
- Provide appropriate advice to home care patients and nursing care staff and make the right decisions on medical intervention based on information from care facilities.

<Pharmacies>

- Provide more accurate medication counseling by viewing the names of diseases that are not written on external prescriptions.

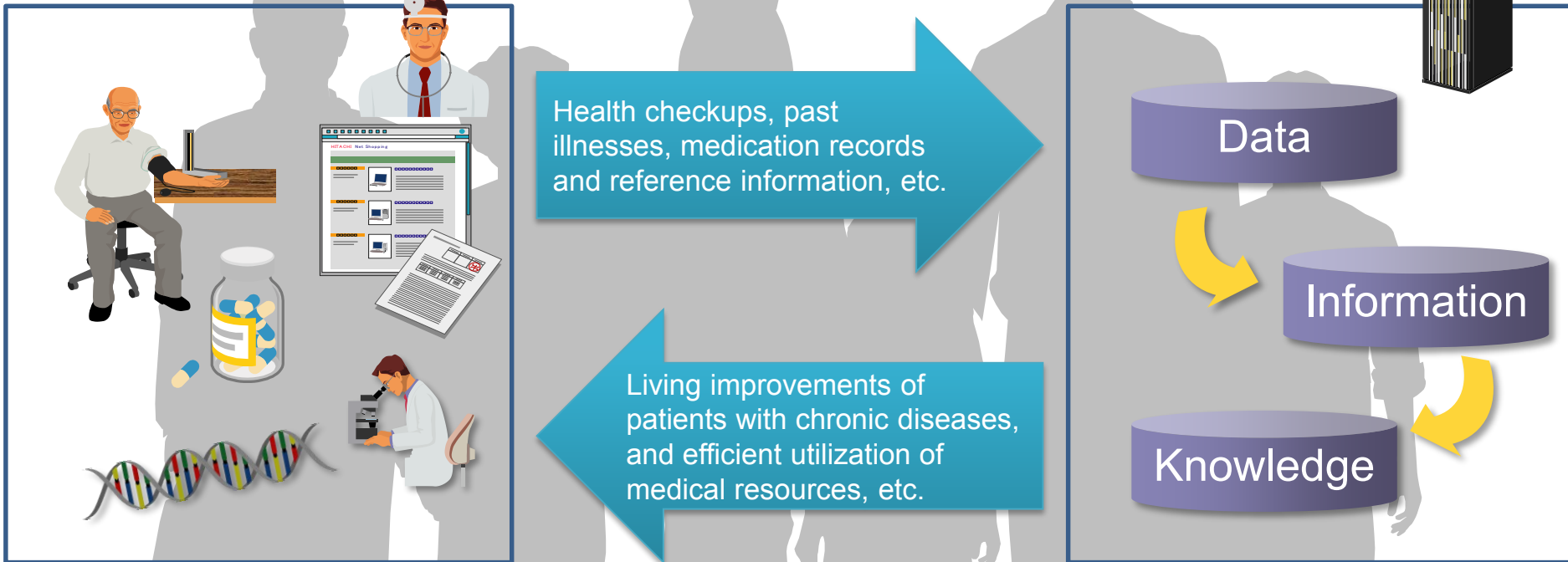
<Care Facilities>

- Provide appropriate help and medication management based on the results of medical examinations and prescriptions.

Provide residents with security and safety

Utilization of Statistical Data on Healthcare and Personalized Health Guidance and Advice

Outline: Share data on individuals' health management, medical treatment and nursing care among concerned parties for the purposes of statistical analysis as well as personalized health guidance and advice.

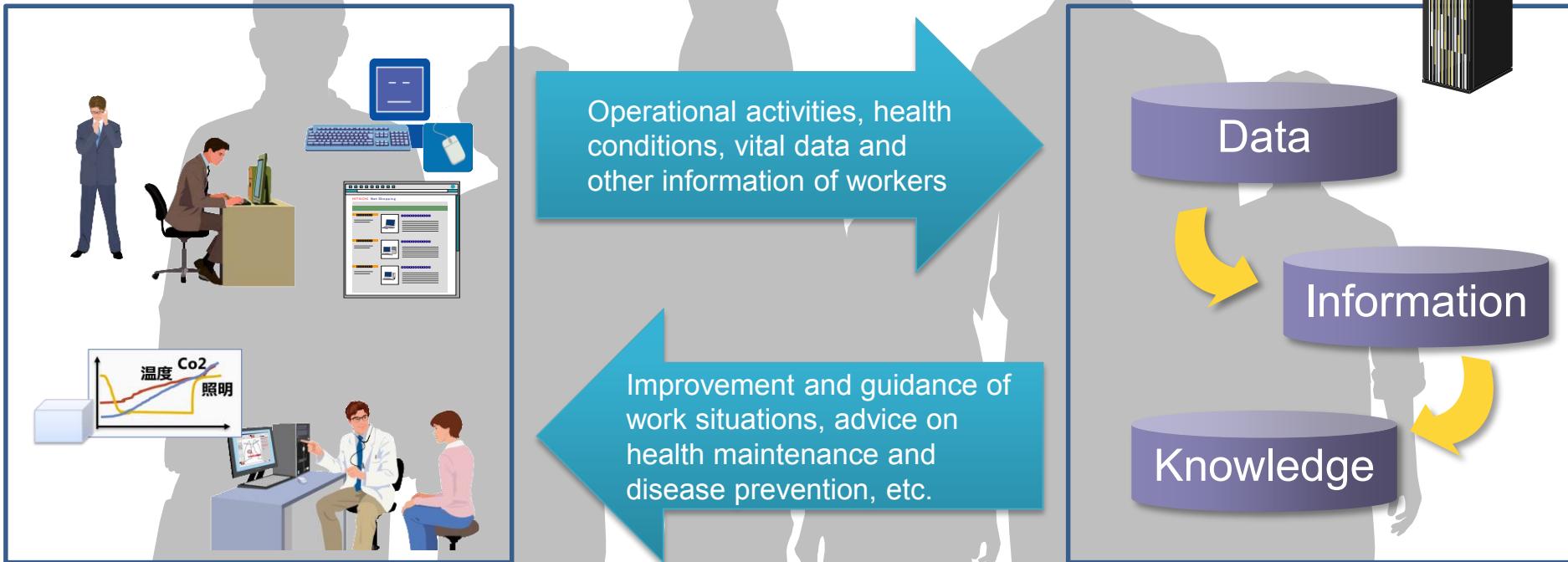


Effects on the entire society: Reduce social welfare spending and invigorate production, consumption, and other economic activities

Effects on individuals: Extend healthy life expectancy, help people to live more fulfilled lives and remain economically active for longer, etc.

Utilization of Statistical Data on Wellness of Workers to Improve Their Work Situations

Outline: Share statistical data on activity conditions and health conditions of workers engaged in various occupations to improve work situations of relevant industries more objectively and provide personalized guidance and advice.



Effects on the entire society: Promote dynamic engagement of all citizens, and reduce medical care costs through disease prevention

Effects on individuals: Improve life satisfaction, help people to live more fulfilled lives and remain economically active for longer, etc.

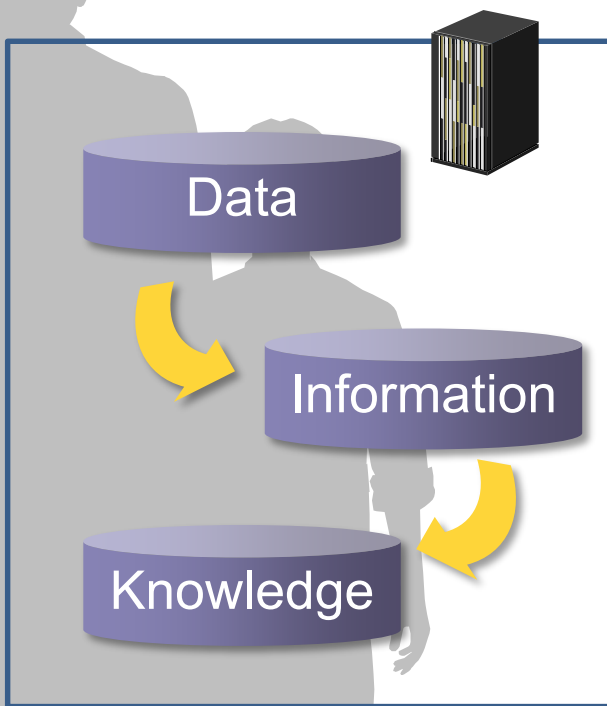
Utilizing Data on Indoor Environment for the Health and Safety of Elderly People (NIFTY Corporation)

Outline: Detect disorder in indoor environment, which is difficult for elderly people to realize, by collecting data (temperature, humidity and illuminance) by cloud computing.



Data on indoor environment
(temperature, humidity,
illuminance, etc.)

Alert on disorder in indoor
environment, remote control
of air conditioning, alert on
disorder in daily rhythm



Effects on the entire society: Reduction of social security expenses & medical expenses, etc.

Effects on individuals: Health maintenance, care prevention

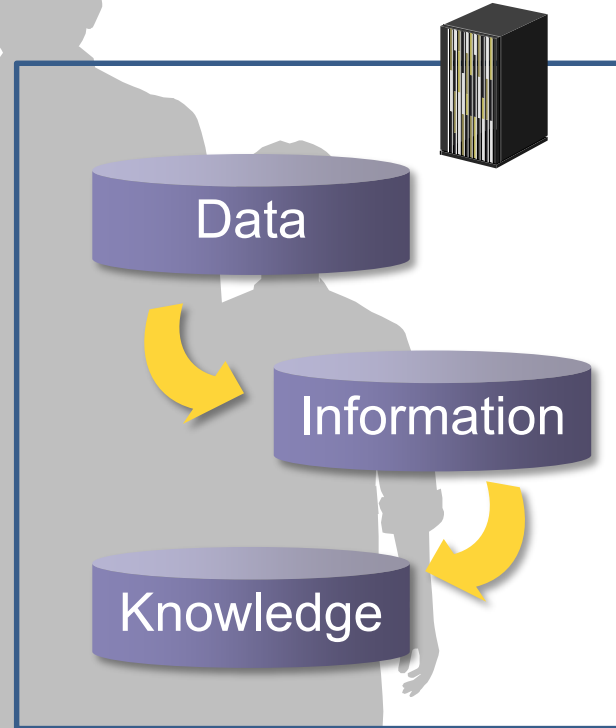
Utilize “Health Examination Data” for Life Insurance

Outline: For life insurance, utilize accumulated physical checkup and healthcare data for reducing premium with supporting customer's health maintenance.



Physical checkup data,
Healthcare data,
etc.

Apply to the premium rate
Advice for the health
maintenance Provide the
contractual service, etc.

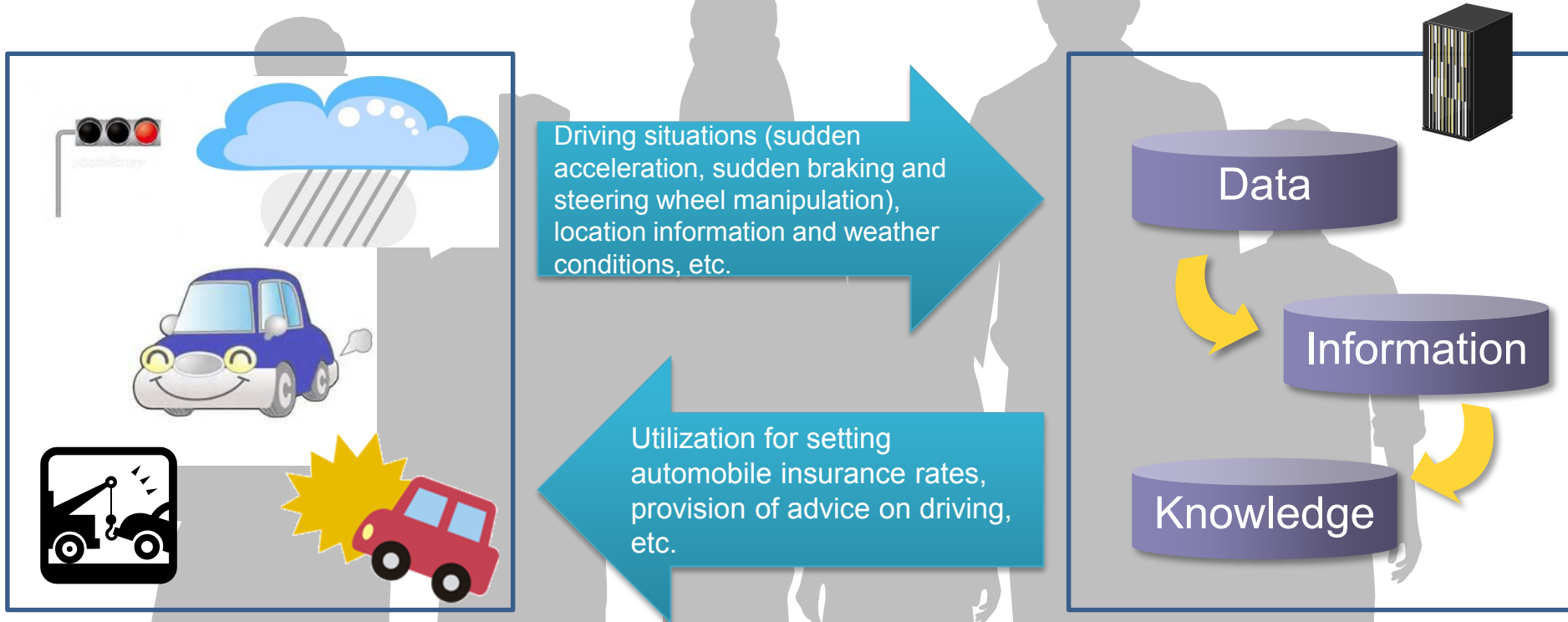


Effects for the entire society: Reducing medical expenses by preventing disease, etc.

Effects for the individuals: Staying healthy, Reducing insurance premium, etc.

Utilization of Statistical Data on Driving and Using it in Setting Automobile Insurance Rates

Outline: Collect data on individuals' driving situations (sudden acceleration, sudden braking and steering wheel manipulation) to help avoid accidents and ease traffic congestion.

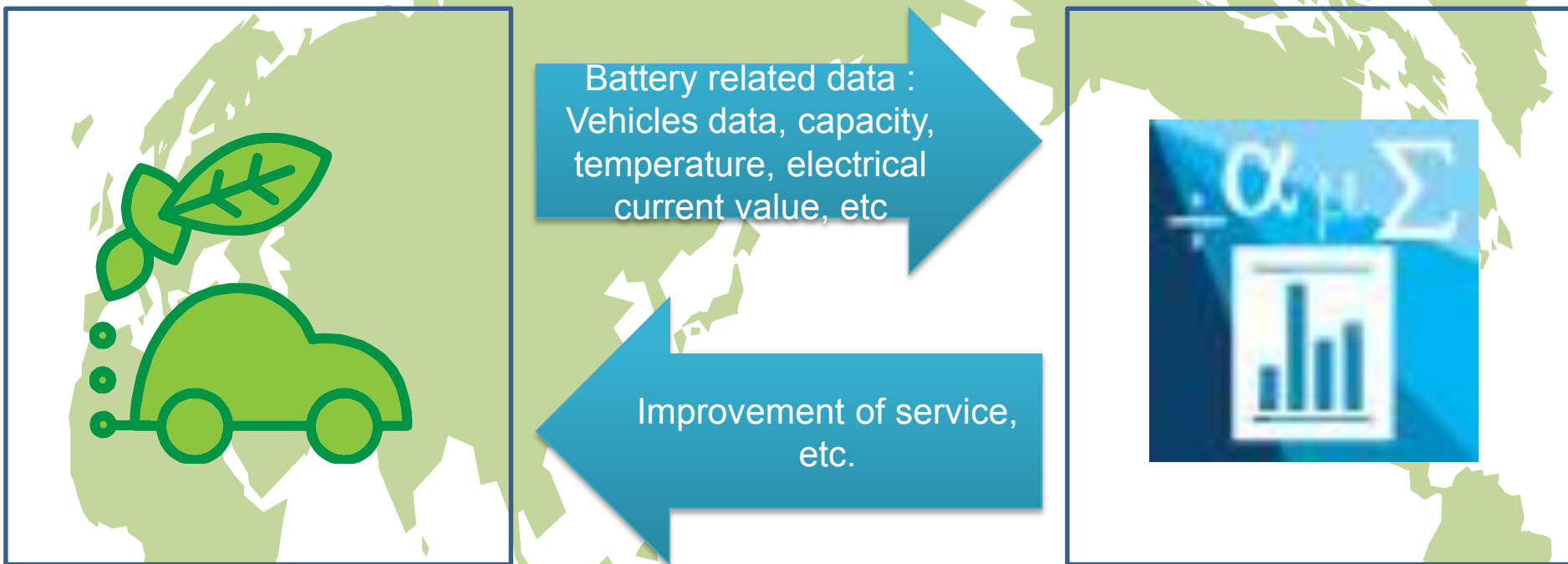


Effects on the entire society: Ascertain traffic conditions that may cause accidents and ease congestion

Effects on individuals: Refund automobile insurance rates, reduce traffic accident rates, etc.

Analytics on Electronic Vehicle battery related information

Outline: Collect evaluation and functional data of EV batteries in Japan and US
Analyze the above data to develop high performance battery and improve services



Effects on field side : Improvement of service quality and development of more effective battery in the future

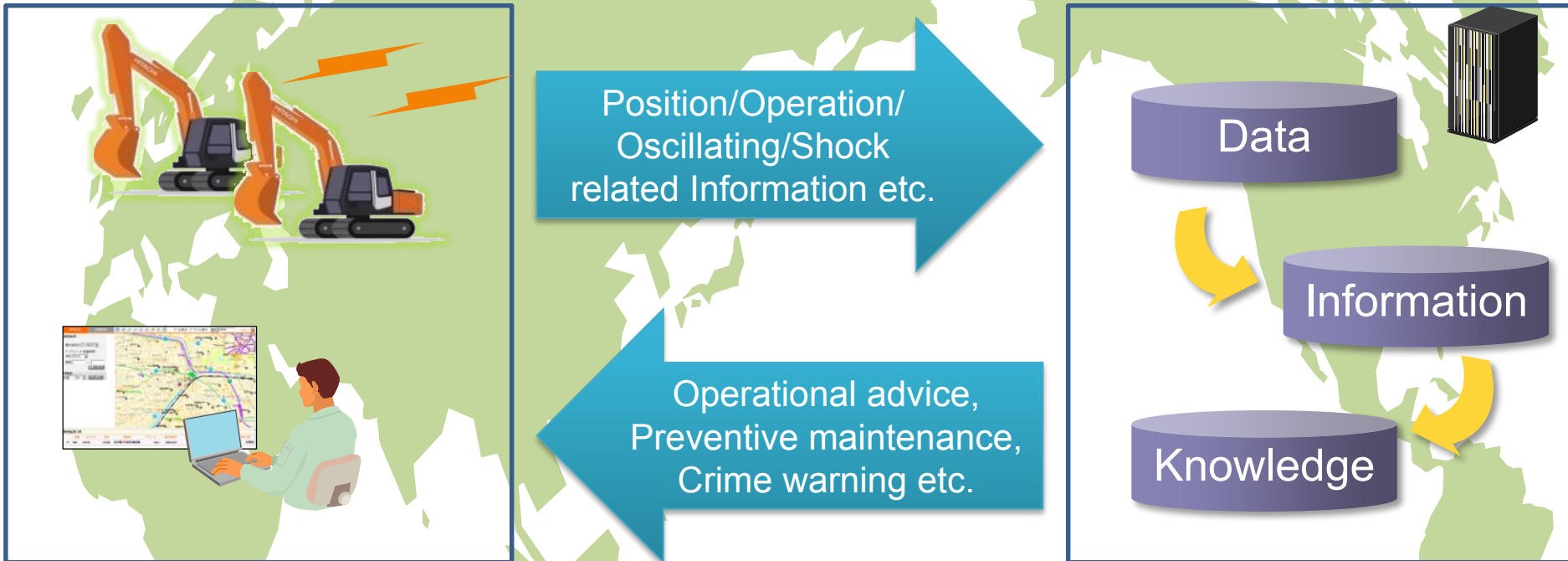
Effects on service side : Obtaining accumulated info. To contribute future product and technology development

Refer to:U.S.-Japan Internet Economy Private Working Group Joint Statement , September 2014

Remote Supervision of Construction Machinery

(Hitachi Construction Machinery Co., Ltd.)

Outline: Operation related information on the construction machinery which works all over the world are collected. The analysis results are efficiently reflected in the productivity improvement in the field, and operation and product modification.

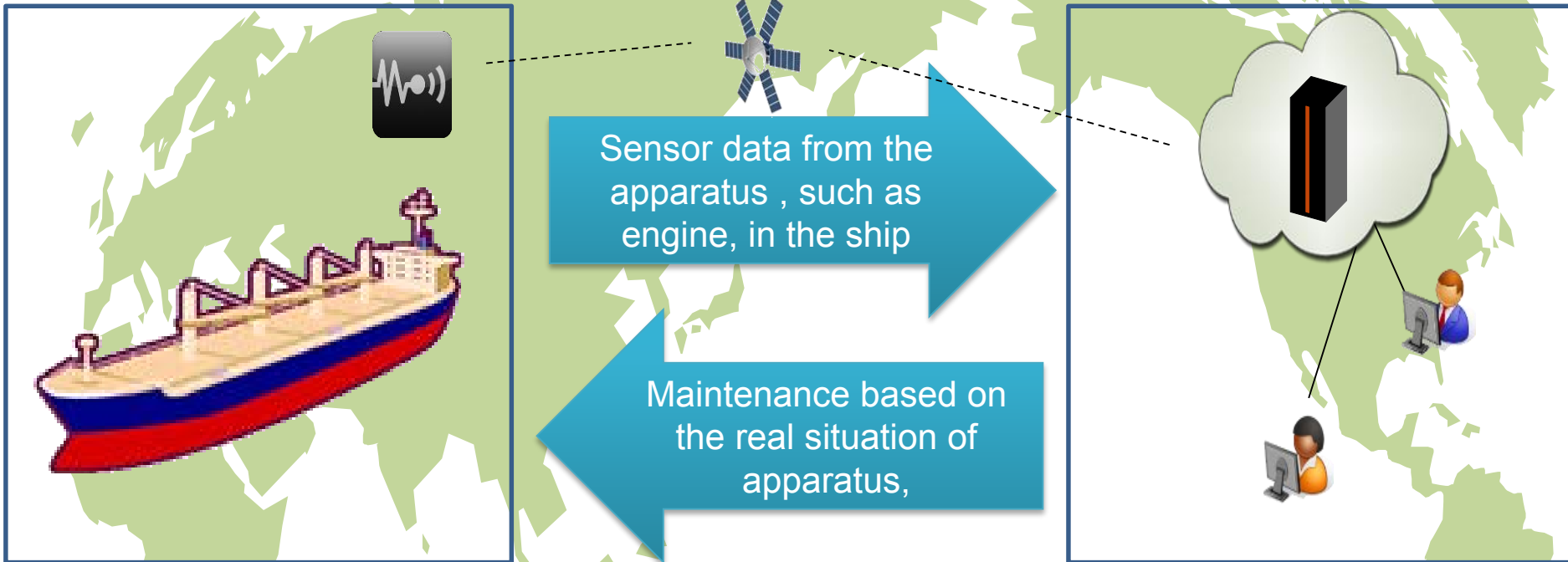


Effect on the field side : Productivity improvement,
Reduction of cost for maintenance and Accident related response

Effect on the service side : Improvement of technology and product,
Acquisition of know-how, Marketing

Efficient maintenance of large ship

Outline: Collect the sensor data from the apparatus in the ship of a large ship navigating the world to realize preventive and efficient maintenance



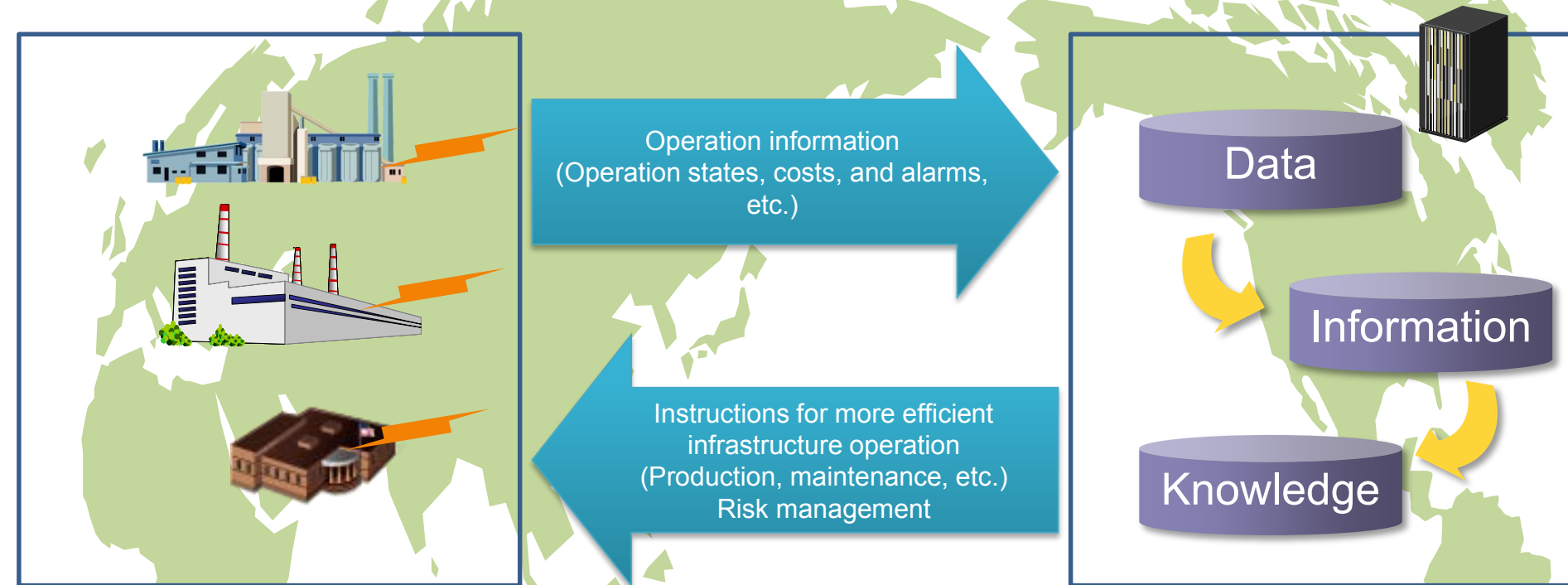
Effects on field side : Secure safe service of the ship and lower costs of maintenance

Effects on service side : Offer of the ship's class service of the highest quality

Operation & Maintenance of Overseas Plants and Sites

Outline : Centrally collect operation data (operation states, costs, and alarms, etc.) of overseas plants and sites located in various countries.

Utilize the know-how obtained through data analysis for more efficient operation at each site (optimization of production, maintenance, and investment, etc.) and for proactive risk management.



Effects on field side: Improvement of productivity, contingency planning for disaster

Effects on service side: Accumulation of operation know-how through centralized data analysis and management, optimization of operation at each site

Remote Monitoring of Freezers

Outline: Operational data of freezer equipment is monitored for preventive maintenance and black box access detection. This enables improved customer service and protection of advanced technical information.



Uptime, internal temperature, error data, black box access

Operation / maintenance advice, preventive repair, faster failure identification



Data management (Cloud)



Monitoring and analysis



Maintenance



User support

User Benefit: reduce freezer downtime and maintenance cost

Provider Benefit: establish new income source, protect advanced technology

Export Value-Added Japanese Food

Outline: Export high quality Japanese food frozen by special freezers that maintain freshness. Establish food safety and security using ICT.



User Benefit: stable supply of high quality, high value-added food

Provider Benefit: increased exports of high margin products

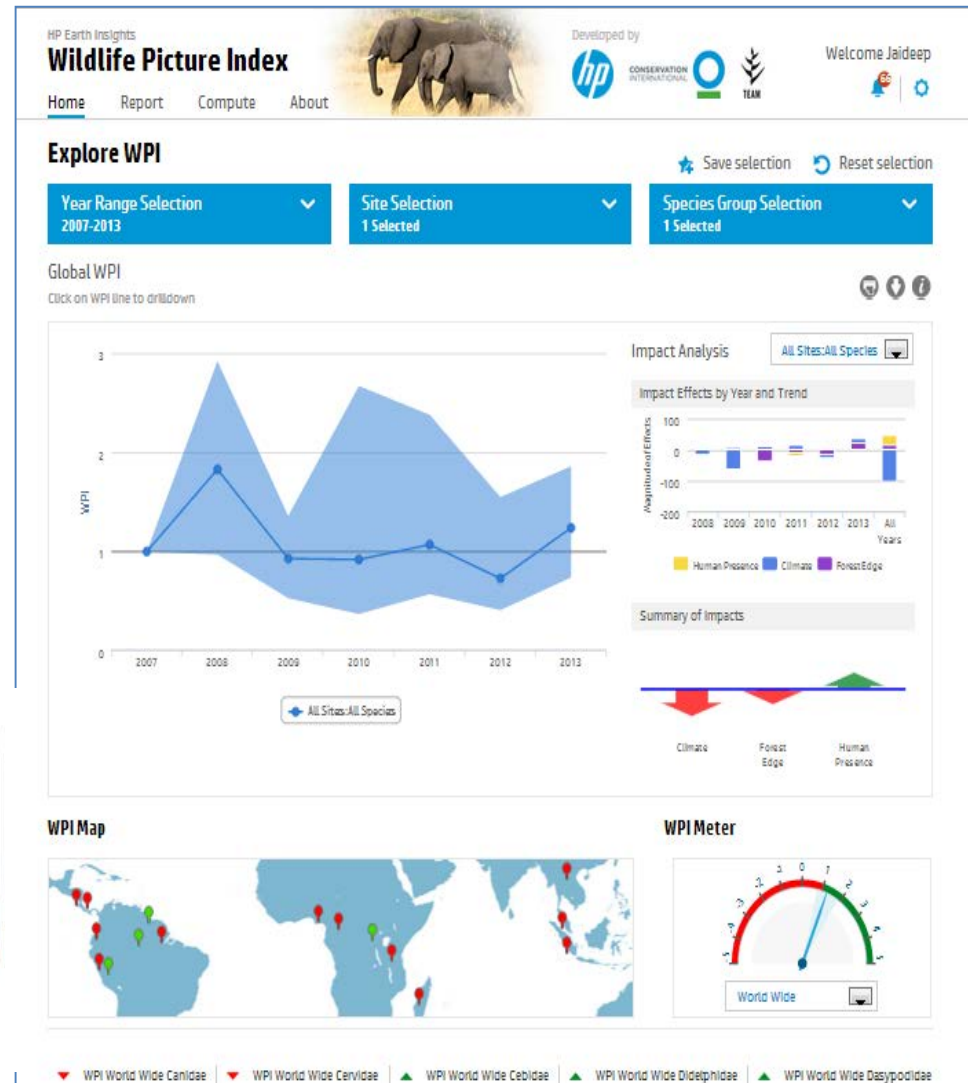
HP Earth Insights - Wildlife Picture Index System

A system of engagement serving as an early warning system for conservation efforts

The conservation efforts of an animal are possible by collecting data in real time across the border, and analyzing big data.



How TEAM Works



Entertainment Platform

Outline: deliver tailor-made wow experience by leaning taste of each user

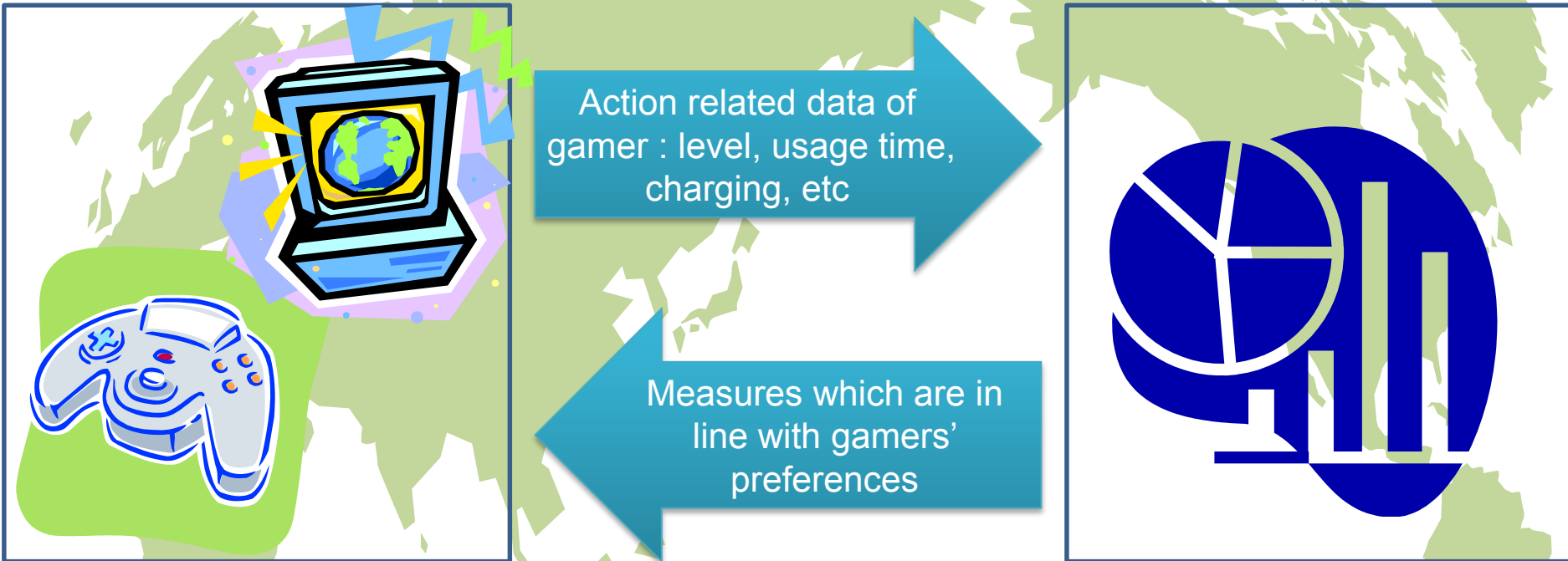


Benefit on user: wow experience, self-publishing, interaction with friends

Benefit on service provider: trend analysis, creation of new services, marketing

Action analysis of gamers

Outline: Collect data and analyze actions of social gamers to respond in line with each Gamers' preferences in short period



Effects on field service: Provide one to one measure/ game in line with his/her preference in timely manner

Effects on service: Improve productivity of analysis. Contribute to sales increase