Building our future with technology

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What's happening in cities?
都市が抱える課題

3.3 billion People living in urban areas*1

New energy industry size in 2020 in Japan*2 **10 trillion yen**

53% Bridges older than 50 years in 2030*3

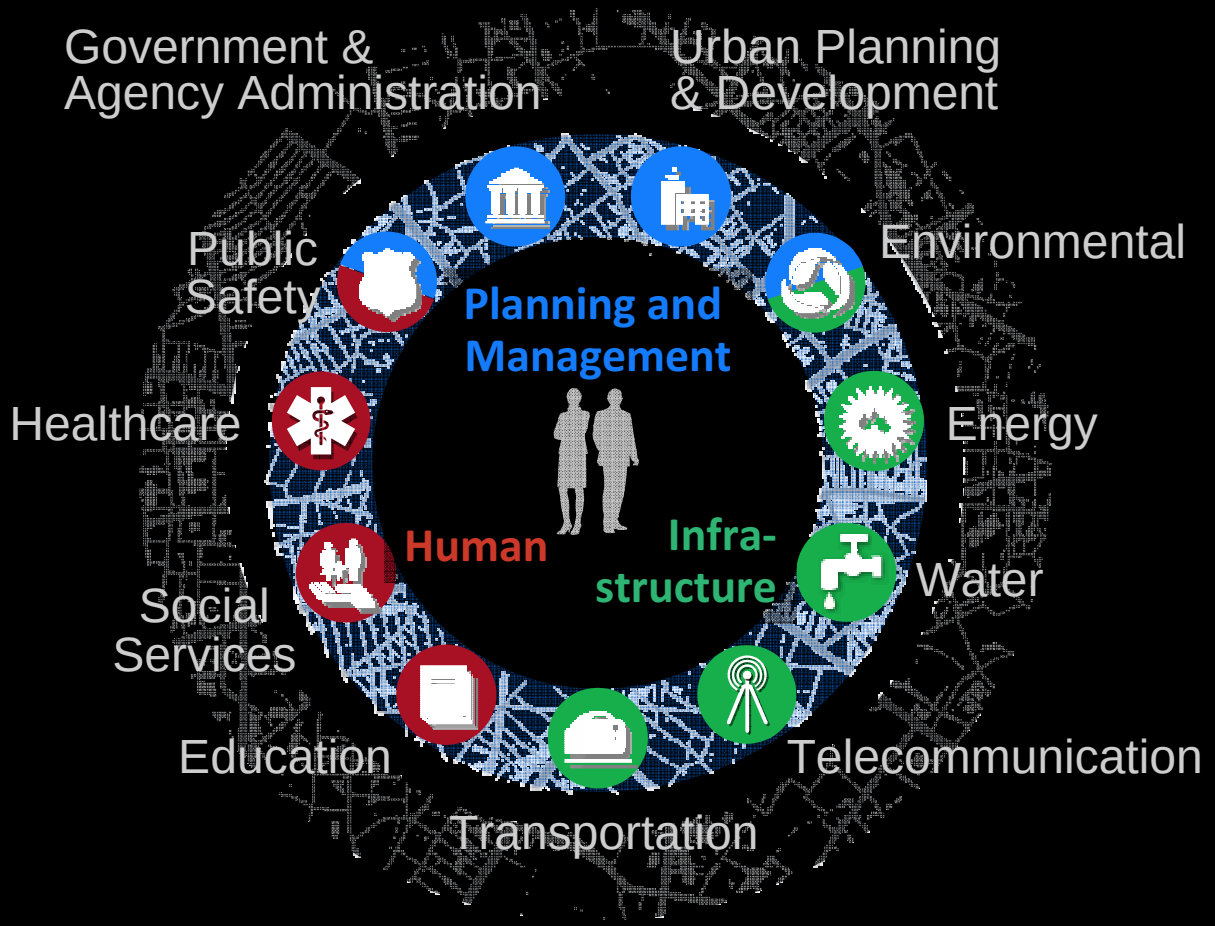
Wasted economic value in traffic congestion in Japan annually*4 **12 trillion yen**

40% Aged 65 or older population in 2060 *5

Source: *1 United Nations Population Fund, 2007, *2 Page 69, "Japan Revitalization Strategy" by the prime minister's office, June 14, 2013
*3 White paper on land and transportation, 2012,
*4 Web site of Ministry of Land, Infrastructure and Transport, *5 Cabinet Office web site

IBM's perspective on Smarter Cities
IBM が考えるスマーター・シティーの 11 の分野

Realize smarter social infrastructure and better quality of life with IT



Anticipating problems to resolve them proactively

Leveraging information to make better decisions

Coordinating resources to operate effectively

3,000 Smarter Cities projects to date
世界中で 3 千件超のプロジェクト実績

City leaders around the world are accelerating investment to make their cities smarter

- Government and Agency Administration
- Urban Planning
- Environmental
- Energy and Water
- Transportation
- Education
- Social and Health
- Public Safety

The mega trends
IT の世界で起きている大きな潮流

Rapidly changing market and technology landscape

Cloud

Mobile

Social

Analytics

Smarter Cities engagements
スマーター・シティーの事例ご紹介

Energy
Renewable energy

Vestas Wind Systems

Transportation
and tourism

Kyoto City

Healthcare with
cognitive computing

Watson

Smarter wind power generation
スマートな風力発電

Vestas Wind Systems in Denmark is using data analytics to propose the most efficient turbine locations

Shortened turnaround time for data analysis from **3 weeks** to **15 minutes**

Smarter transportation with predictive technologies
予測技術を用いた、迅速で適切な意思決定支援

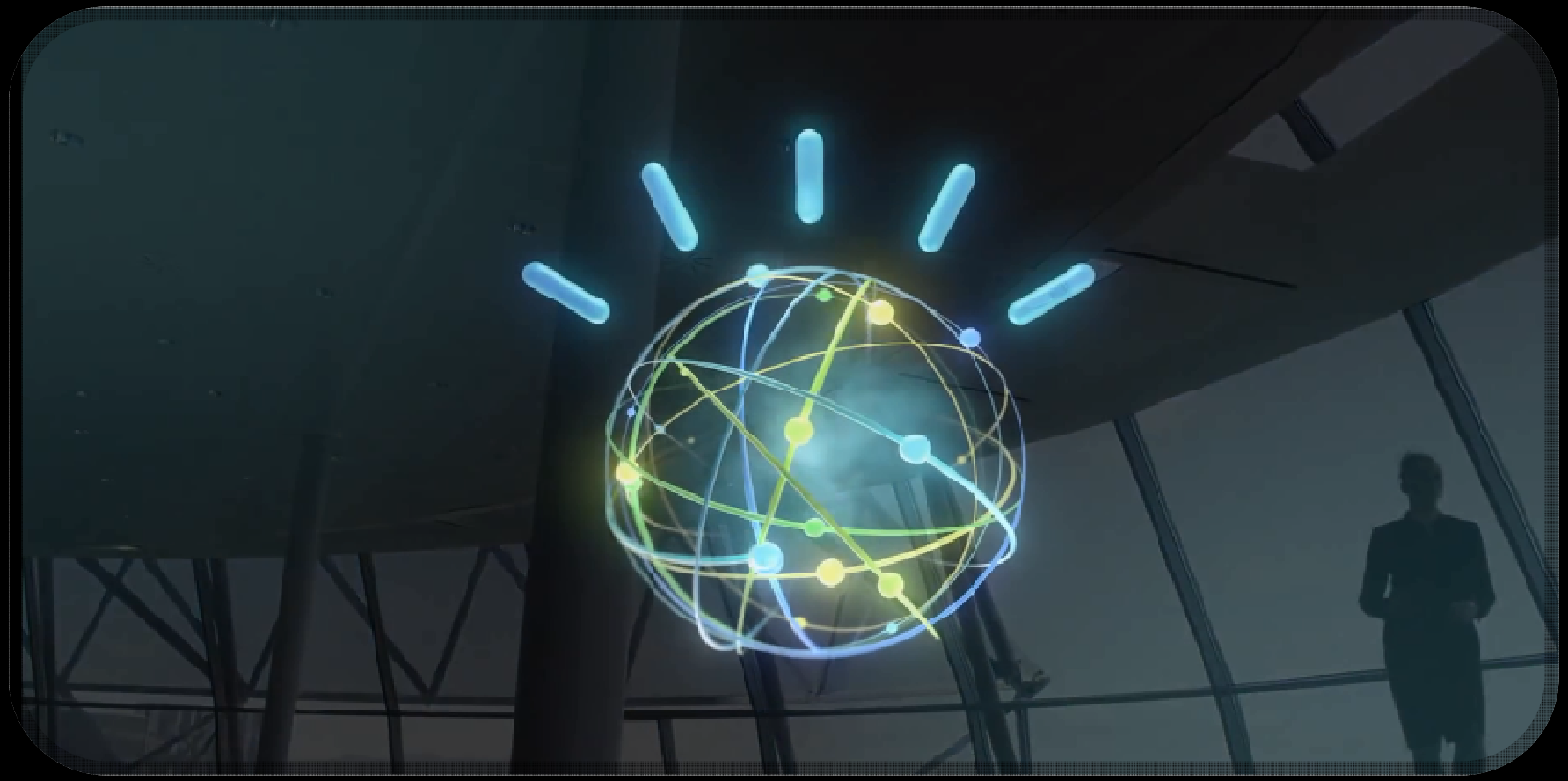
Watch a 3-minute video

Smarter “Walkable” city with open data
オープン・データによる「歩くまち・京都」

To allow visitors and citizens to find the shortest and most economical paths with public transportation options

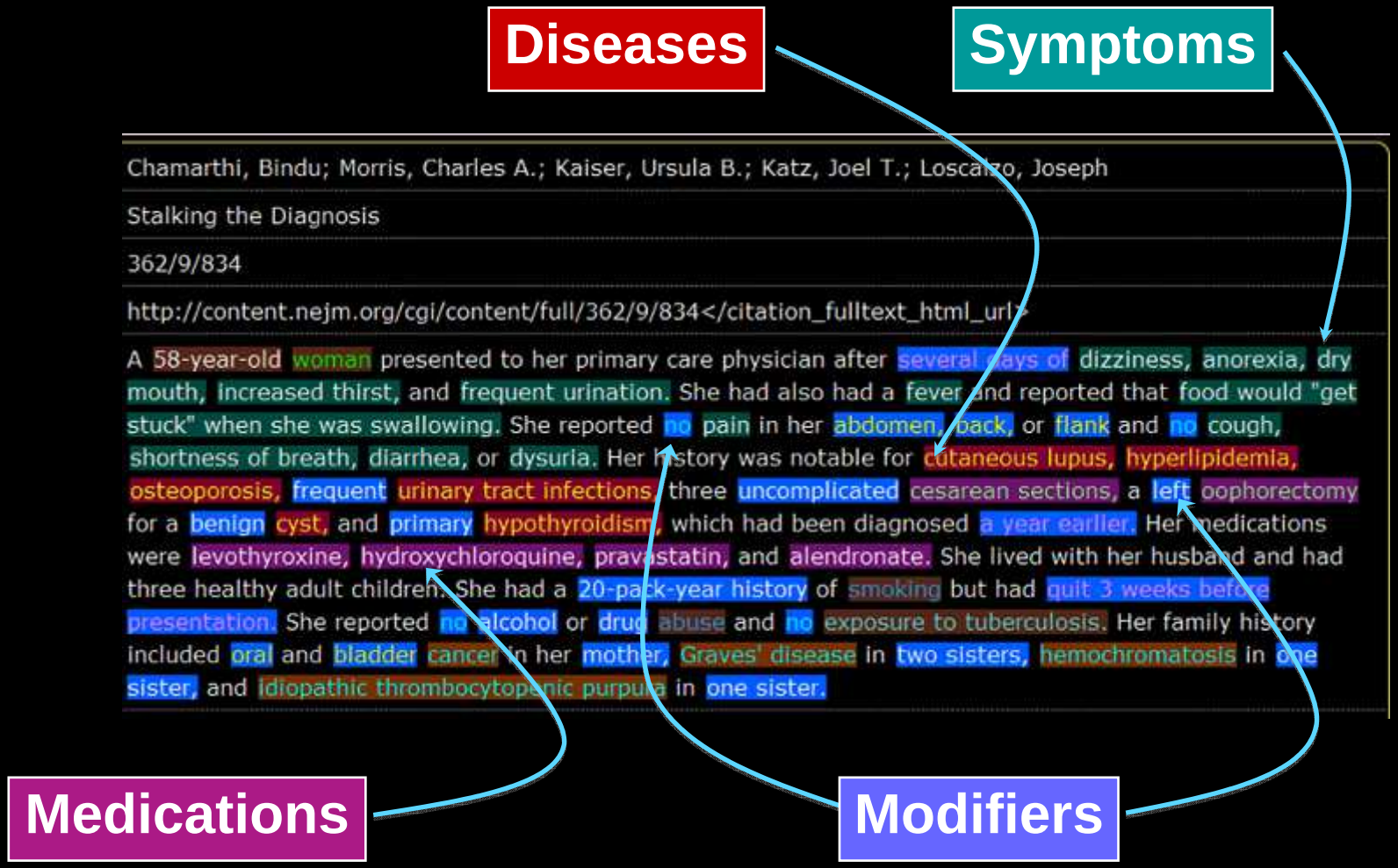
Higher usage of public transportation,
less car inflow into the city center,
and **more** pedestrian-friendly Kyoto

Smarter healthcare with cognitive computing
コグニティブ・コンピューティングを用いたスマートな医療



Watch a 90-second video

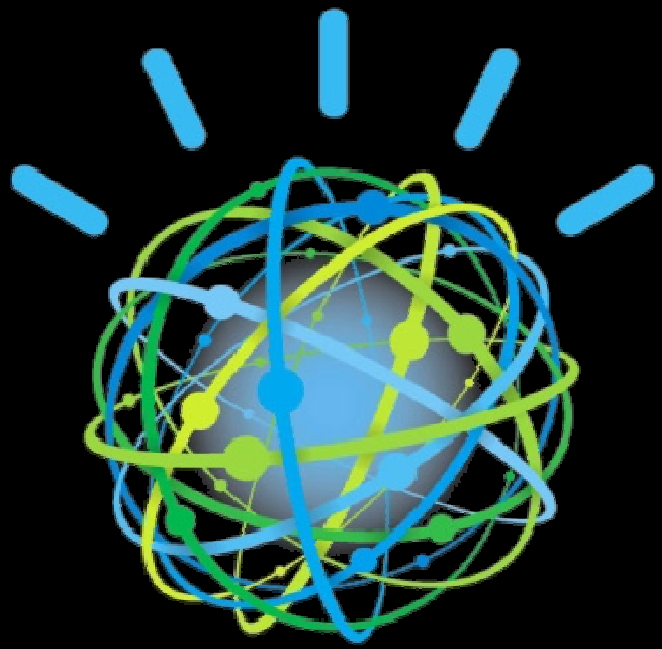
A patient's medical record: Overwhelming volume and complex language
大量で複雑な表現にあふれるカルテ



IBM Watson addresses the challenges of healthcare

Watson で実現するスマートな医療

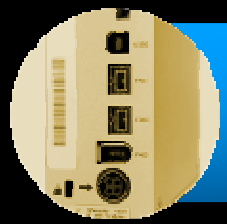
1. Understands natural language
2. Generates and evaluates evidence-based hypotheses
3. Adapts and learns from interactions and outcomes



Key success factors for Smarter Cities
スマーター・シティー実現のカギ

Leadership with global perspective

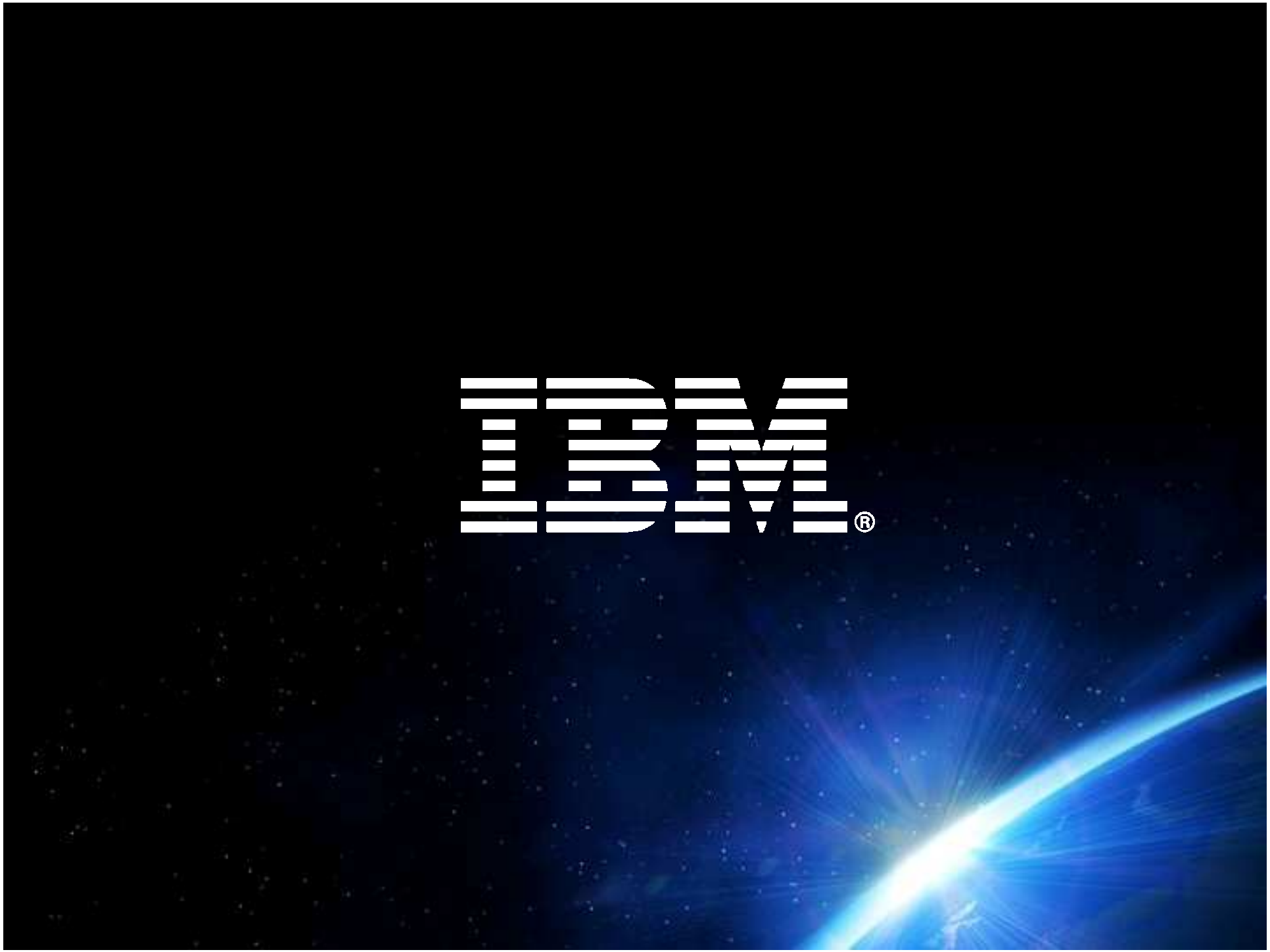
Collaboration among stakeholders



Open standards for global compatibility

Data as new natural resource

Lead growth with **Smarter Cities**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