



Innovative Cloud Services of Taiwan

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I. ICT Industry Status of Taiwan

II. Innovative Cloud Services of Taiwan

III. Conclusion

I. ICT Industry Status of Taiwan



- Taiwan is an excellent location for observing consumer experience. Communication applications are widely used by consumers in Taiwan, who are well equipped to serve as a living lab for innovative products and services. Therefore, increasing numbers of leading international companies are opting to make a trial run in Taiwan before entering the greater Chinese and global markets.

1

The country's online user population is at **17.34 million people**, while the prevalence of personal internet use is at **74.5%**

2

Of those online users, **10.31 million people** use Social Media, with more than **10 million active users per day**

3

19.53 million mobile internet accounts; **10.15 million** WiFi accounts

- Source:
1. Institute for Information Industry's FIND, "2012 Survey of Current State and Level of Demand for Household Broadband in Taiwan" (2012/10)
 2. Facebook statistics (2013/1/23)
 3. National Communications Commission (NCC) (2012Q4)



NB

WW No.1
TW/WW Mkt Share
94.1%



Mother Board

WW No.1
TW/WW Mkt Share
94.0%



LCD Monitor

WW No.1
TW/WW Mkt Share
72.1%



Server

WW No.1
TW/WW Mkt Share
40.9%



Thin Client

WW No.1

Digital Content (Audio and Video)

Jay Chou
2nd most influential person in the world in 2011

Ang Lee
Won two Oscars for Best Director for "Brokeback Mountain" and "Life of Pi"

Innovative Design


2012 Geneva International Invention Exhibition, winning rate 97.6%, the top in the world

Won three gold medals in 2012 Germany's IF Design Award

Brand

Asus 
World's 3rd in tablet PCs in 2013 Q1

Acer 
World's 3rd in NBs in 2013 Q1

HTC 
World's 4th in smart phones in 2012

D-Link 
4th in global market share retailing WLAN Routers in 2012

OEM

Hon Hai  鴻海科技集團

Quanta 

Wistron 

Inventec 

Compal 

Semiconductor OEM

TSMC 
1st in global market share in 2012

UMC 
3rd in global market share in 2012

Mobile phone chip

MediaTek 
3rd in global market share in 2012

Two Cities Recognized as Intelligent Communities

- Taipei, Taichung, Taoyuan were candidates in the ICF's annual selection of intelligent communities. In particular, Taipei and Taichung were named Intelligent Community of the Year for 2006 and 2013, respectively.
- Factors behind Taichung's becoming an Intelligent Community
 - Environmental friendliness, high employment rate, and economic momentum
 - The Taichung Precision Machinery Science and Technology Innovation Park develops cloud databases with more than 4,000 records easily accessible by businesses. It has won the approval of foreign ICF judges.



Rating Names	Internet Readiness	IT Industry Competitiveness	Global Competitiveness	World Competitiveness
Rating Agencies	World Economic Forum (WEF)	Economist Intelligence Unit (EIU)	World Economic Forum (WEF)	Institute for Management Development (IMD)
Taiwan's Ranking	<u>10th in the world</u>	<u>13th in the world</u>	<u>12th in the world</u>	<u>7th in the world</u>
Rated Countries	144	66	148	60
Indicators	54	26	114	333
ICT Indicators Ratio	60%	25%	5%	7%
Time Published	2013/4/10	2011/9	2013/9	2013/5

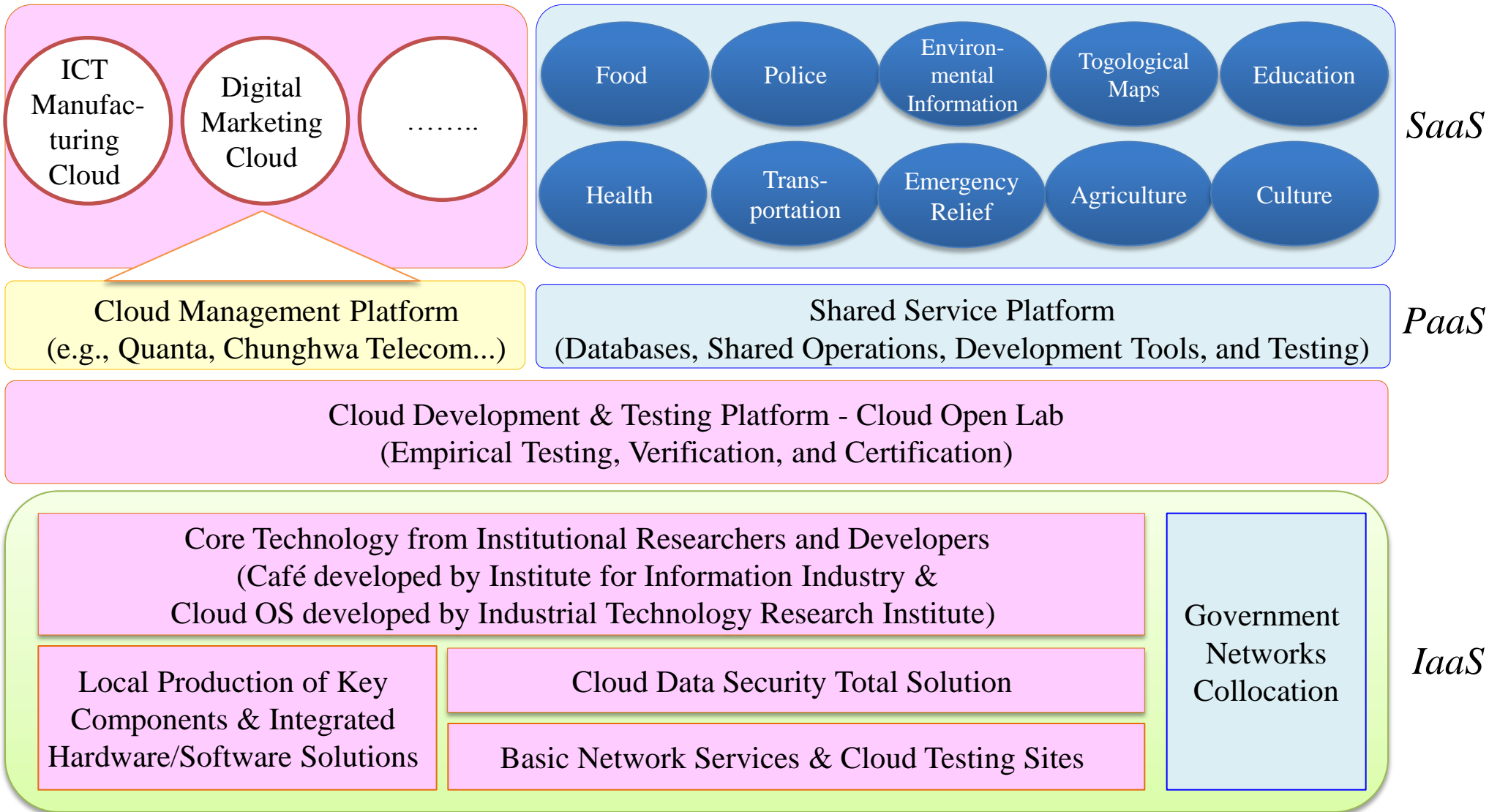
Compiled by: Board of Science and Technology, Executive Yuan (2013/9)

II. Innovative Cloud

Services of Taiwan



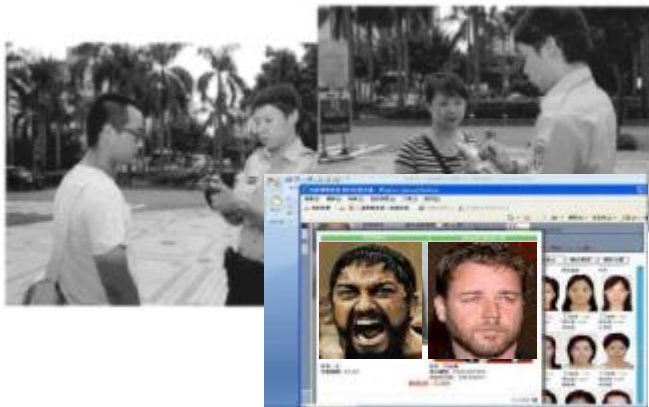
Framework to Promote Cloud Industry in Taiwan





With cloud computing technology, providing police service with multiple device, interface and communication methods, any time & any place!

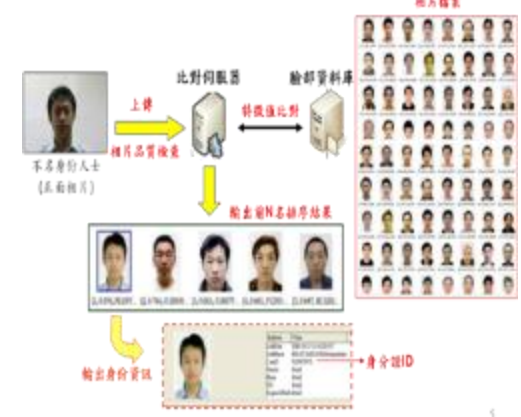
Picture-Facial Matching



Correlation Analysis



Criminal Characterization



Geography Characterization

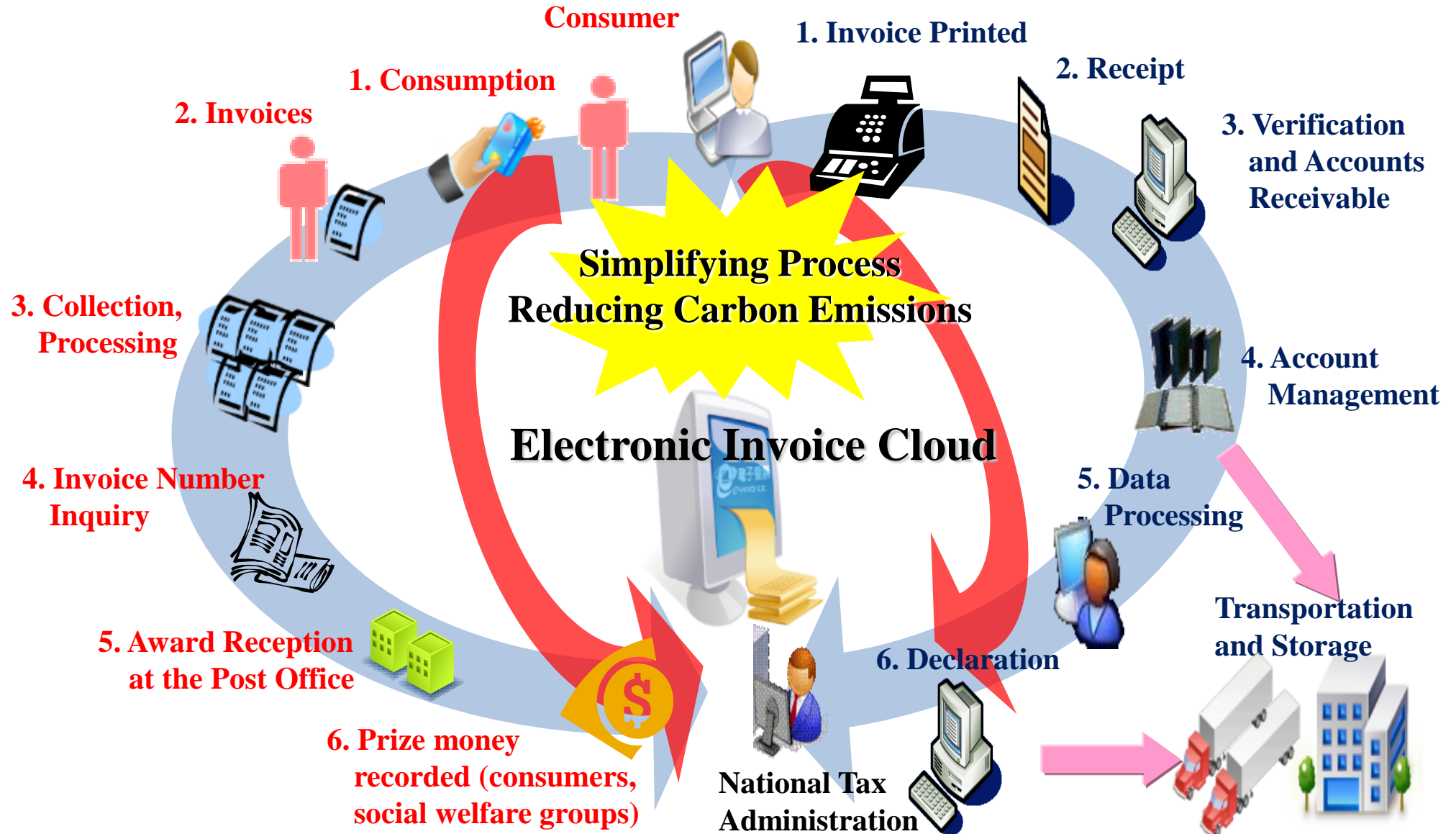


Image Analysis



Assembly Monitoring

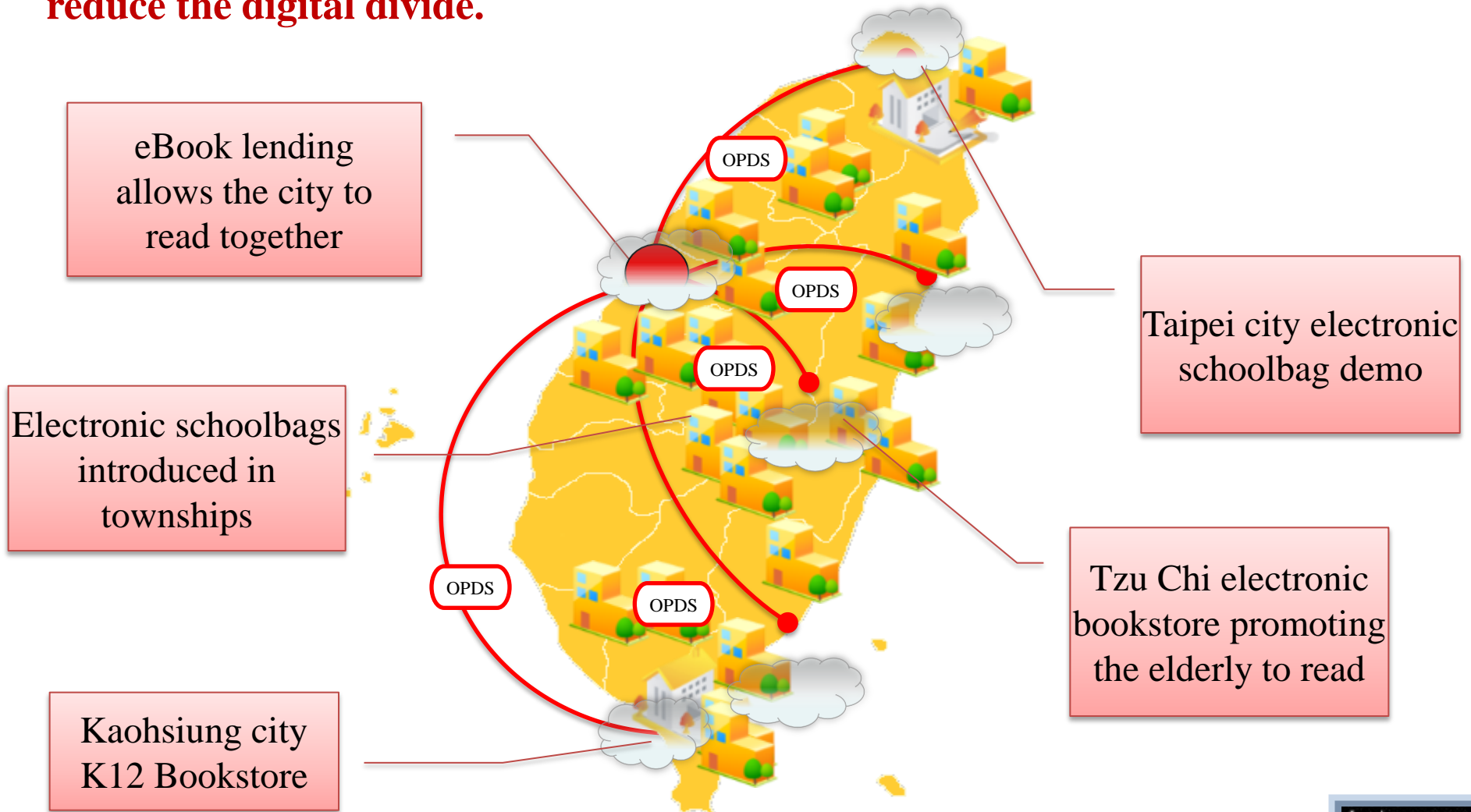






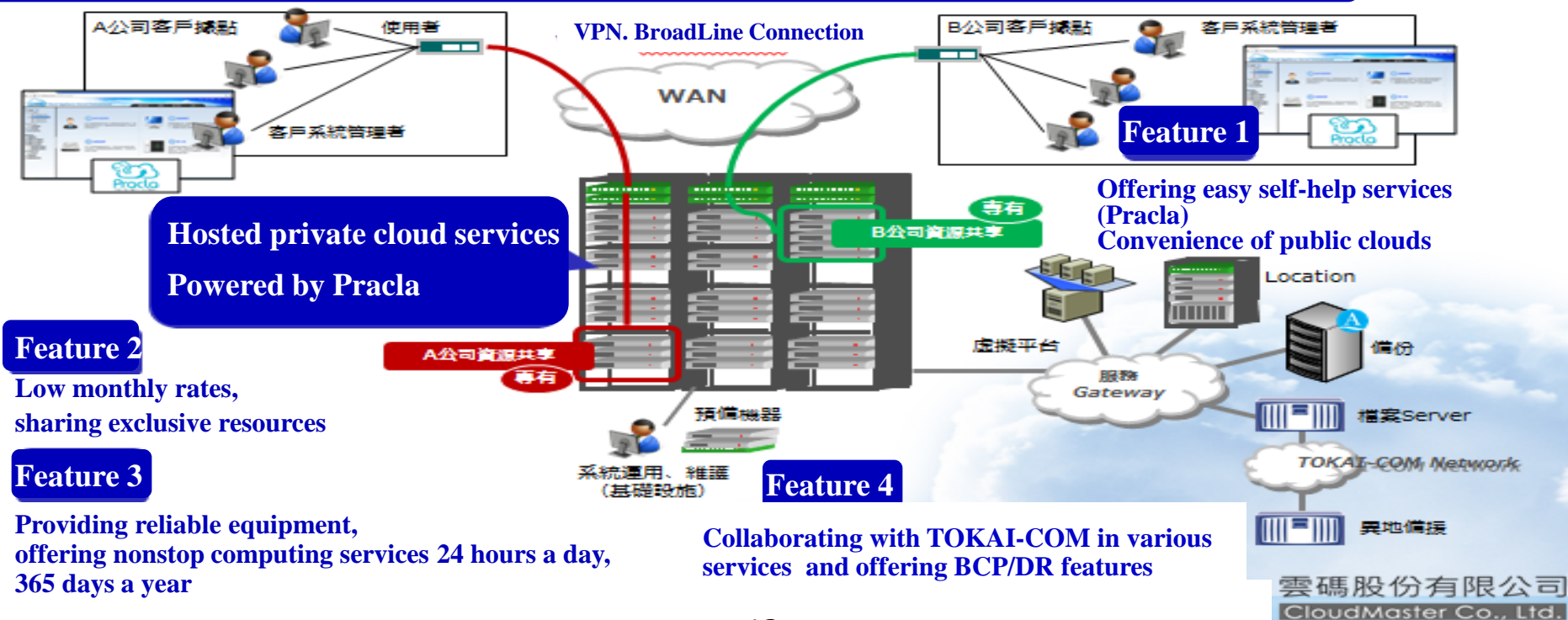
G-Cloud: eBook & Education Cloud

- Nearly 60% of township elementary schools promote the education cloud to reduce the digital divide.



- ◆ **TOKAI of Japan** offers information system hosting service for thousands of Japanese companies. Now with its Taiwanese partner of nearly 10 years, **SYSCOM**, it has significantly reduced the cost of cloud services by 1/3.
- ◆ SYSCOM and TOKAI entered a joint venture in February 2013 to establish **CloudMaster** in Taiwan. The new company provides total solutions to SMEs and opportunities for the two companies to expand their markets.

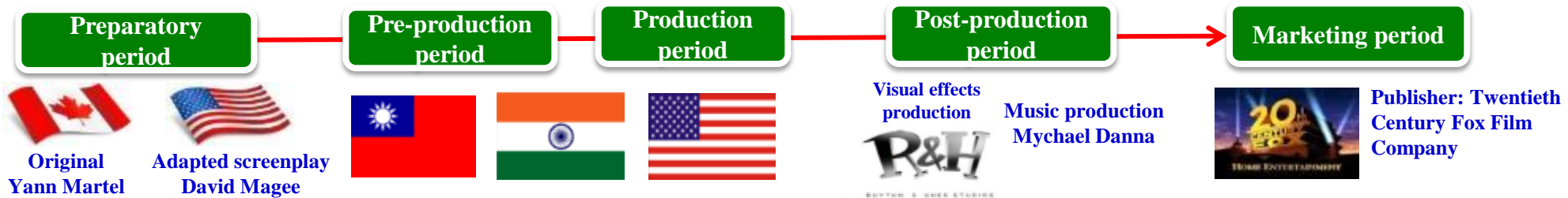
Offering "peace of mind" with private cloud services and the "convenience" of public cloud services





Life of Pi: Combined multinational resources and cloud computing visual effects technology to create global blockbuster success

- International film production requires **cross-border cooperation** to integrate each country's advantage. The **Life of Pi cooperation model** as an example, different countries cooperate to complete the script, production, shooting, and marketing.



Taiwan enterprises and teams



MIT Placement

Virtual cloud technology

- Chunghwa Telecom (CAVE)



Renovation of abandoned airport to promote tourism

- Taichung Gateway District (Taichung Shueinan, Commerce and Trade Park)



- Name: Life of Pi
- Director: Ang Lee, Taiwan
- Shooting location: Taiwan (including: Taipei, Taichung, Pingtung) and India, etc., the Taichung Government assisted in filming
- Date: World broadcast on Nov 27th, 2013

Profit and derivative effects

- Released in over 10 countries overseas, creating over USD 580 million in the box office
- The visual characteristics production platform usage fee and merchandise authorization or production
- Co-production with 3D animation, movies, and games, co-ownership of copyright, and share box office receipts

Vietnam Smart School Implementation Plan by Taiwan

Deployment

Expansion

Sustainable



Hardware selection



LAN solution



Software selection



Digi Curriculum Research



Nationwide Smart Schools and E-textbook

All connect Smart system



All use E-textbook



ICT Training Programs

Ebook Platform



National ICT Educator Training Centers



Library

Administration



Traditional Class



Smart Class



All New ICT Talent Training



K12 Student

K12 Educator Vocational

Stage 1: 2,000 Smart schools

TW partners (Tablet, Projector, IWB, cross-platform design)

TW Content providers (English, Science, Math)

ICT Teacher Training (Hanoi, HCM city)



What Happens in an Internet Minute?



And Future Growth is Staggering

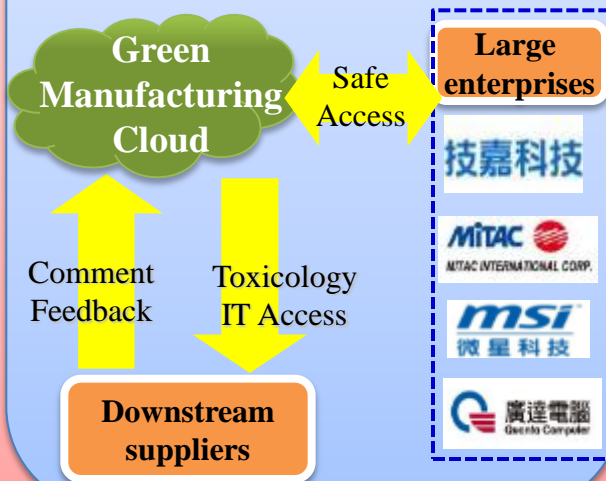


- Using Big Data to offer services for industry development and to create new industries
- Big Data (oilfield)+ Tools(making crude oil refined) + Applications(oil derivatives), for example:

Cloud Application

ICT industry

◆ By gathering large enterprises, ICT industry facilitate Green Manufacturing Cloud, which solves the problem of global green certification. It will be extended to R&D Cloud in the future.



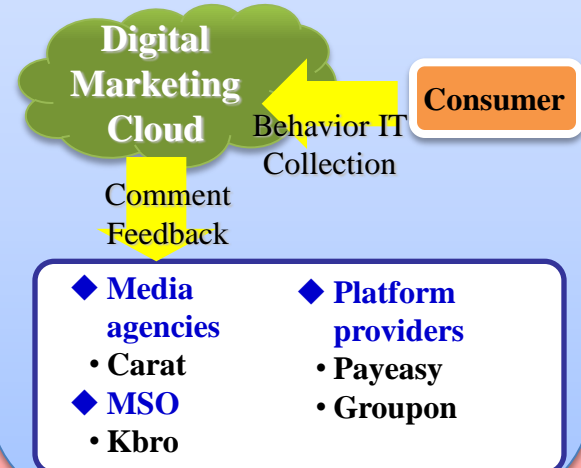
Traditional industries

◆ Traditional industries collect a large amount of consumer information and use Big Data analysis and CRM to improve future products, satisfy customers and raise brand design capability.



Services industry

◆ Digital Marketing Cloud is used in combination with apps to provide interactive cross-platform experiences. Consumer behavior data will be analyzed to help brands conduct digital precision marketing.



III. Conclusion





- **Innovation:** Taiwan to be the starting point in Asia Pacific for innovative cloud applications
- **Partnership:** Taiwanese companies ready to be the world 's partner in cloud technology services
- **Development:** Taiwan to support cloud development in emerging countries by sharing its cloud technology experiences

A night sky filled with many glowing orange paper lanterns floating upwards. The lanterns are of various sizes and are scattered across the dark sky, creating a warm and celebratory atmosphere. At the bottom of the image, a crowd of people is visible, their silhouettes and some lights suggesting a large gathering. The overall scene is a beautiful display of light and hope.

Thank You