

# Home of the Future Japan

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# Agenda

- Benchmark och inspiration från Japan
  - Det japanska hemmet
  - Bredbandsutveckling
  - Visioner kring framtidens boende
- Parallell utveckling i Sverige (Diskussion)

# Home of the Future – Japan

- Forskningsprojekt sedan 6 år tillbaka
  - Japan
  - Norden
  - USA
  - Singapore & Malaysia (Multimedia Corridor)
- Studie i Japan under våren (2003) i syfte att undersöka det framtida hemmet med avseende på ICT
  - I samarbete med KTH och ITPS

# Common challenges facing both Sweden and Japan



- Aging society
- Mature society
- Sustainable growth – long term competitiveness
- Value system
- Quality of Life issues
  - In Japan, women's role in society

























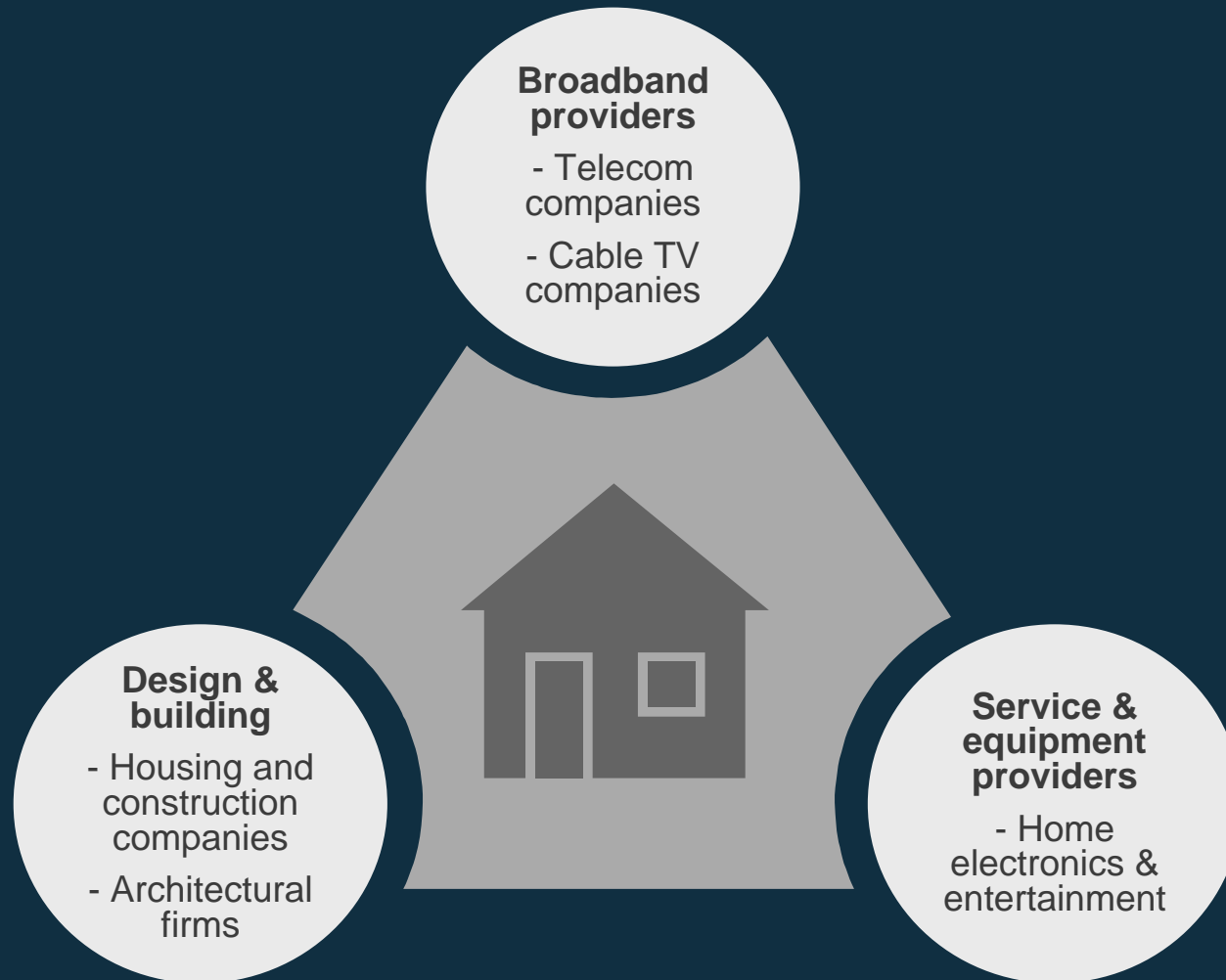


# Situation of Japanese Broadband Communication

- ➔ +20 million broadband subscribers (fixed broadband, mainly ADSL)
  - ➔ 89 million mobile internet users (3G, 37 million)
  - ➔ Wireless Hotspots throughout major cities (Starbuck life-style)
  - ➔ Monthly fee est. 3 000 Yen
- ➔ Rapid expansion of broadband access using Optical Fiber infrastructure
  - ➔ 160% increase from last year

Source: MIC Japan June 2005

# Main market players to drive the development of the connected home



# What Internet and broadband services?

- ➔ Advanced mobile services are driving the interest for broadband at home, i.e. managing photos and video-clips
- ➔ Value propositions of broadband services include:
  - ➔ Entertainment and learning
  - ➔ Safety and security
  - ➔ Family relationships/communication and new lifestyles in homes (WLAN)
  - ➔ Small business (SoHo) and networked homes
  - ➔ Complete service packages – Triple-play + Mobile phone! NEW



J:COM TV : INTERNET : PHONE

企業情報 | IR情報 | お問い合わせ | English

Home

サービス紹介

グループ各社からのお知らせ

よくあるご質問

キャンペーン

加入者特典

J:COM

3つのサービスで、  
毎日が変わる。



加入申込み・各種手続き  
お申込みはこちらから



#### Service サービス紹介

- J:COM TV
- J:COM NET
- J:COM PHONE
- ご利用料金
- サービスエリア
- ご利用までの手順
- 加入契約約款
- J:COM IN THE ROOM
- J:COM TV番組表
- J:COM TVデジタル体験コーナー

#### Group Information グループ各社からのお知らせ

お客様のお住まいの地域情報(地域限定キャンペーン/メンテナンス/局別チャンネル一覧など)をご覧ください。

地域設定について

地域を選択してください

GO

#### Campaign キャンペーン

→ その他キャンペーン情報



あなたの暮らしに、いいことプラス。  
J:COM デジタルドリーム・キャンペーン



ご紹介  
キャンペーン

お友達紹介キャンペーン。素敵なこと  
だから、教えてあげたい。



J:COM TVデジタル加入者限定  
液晶テレビキャンペーン

J:COM TV デジタルご加入の方限定！  
日立的液晶テレビを特別価格で！

#### Member Services 加入者特典

- J:COM Card
- NHK団体一括支払
- Club Off by J:COM
- J:COM SQUARE

#### Notice お知らせ

→ バックナンバー

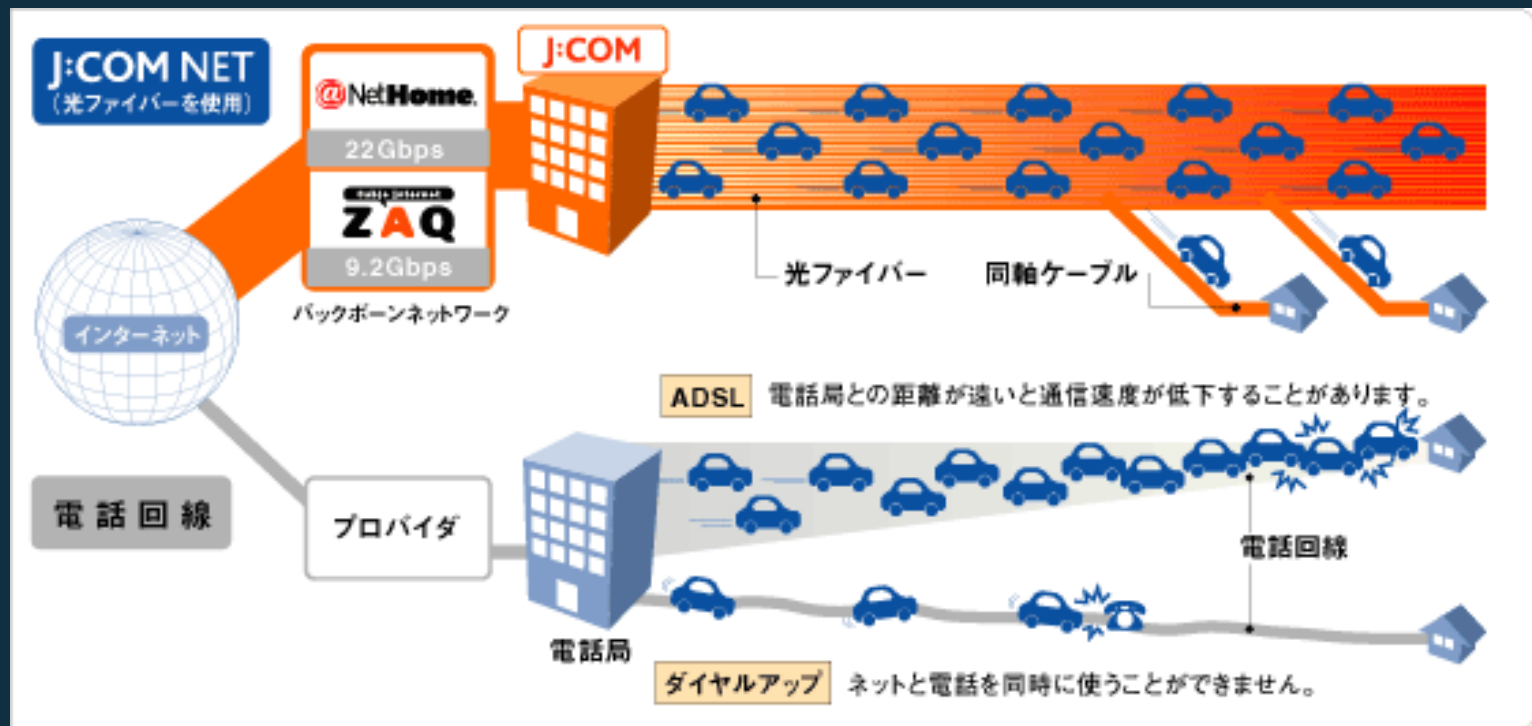
- 10月5日付ニュースリリースについて



# J-com – Japan's largest broadband and cable service provider

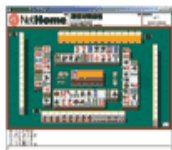


# Broadband enabled through coaxial cable and fiber optics



# Exclusive content for subscribers

## Games



### GAMEPARK

© 2001 zenerworks © 2001 @NetHome Co.,Ltd.

Provides a choice of selected online interactive games to simple web games.

## Sports



### J-LEAGUE DIGEST © J.LEAGUE PHOTOS

Watch all J1 matches in a digest format video. Past matches are archived for about 4 weeks, so you'll never miss out! One match is summarized into a 5 to 10 minute video.

## Entertainment



### ANIMATION TM & © 2001 Cartoon Network.

Get excited with games and short jokes of Cartoon Networks popular characters. Also shows previews of movies, theater performances, and videos.

## A la carte Broadband Programs (Additional Fee)



# A day with J-com broadband!

**9:00** Check the world with news specialty channels

So many friends, E-Mails to check in the morning! No worries because virus scan is automatic! New e-mails, click the headlines of real-time news! Check the "Laundry Index" on the Weather Channel. It's going to be a nice day, I'll hit the button on the washing machine.




J-COM Net comes with Virus Scan Service at no extra cost!

**17:00** Evenings...TV, TV, and TV!

Cover all the sports around the world! So satisfied because most professional baseball games are TOALLY LIVE. And I do learn a lot from all these golf lessons.






40 channels from all categories!

**11:00** My brain isn't functioning too well in the morning. ANIMATION CHANNEL works just right for now. Some of these old stuff make me crack up. Gotta hang the laundry to dry.



All kinds of animation - familiar old-timer animation, originals, Japanese, and from around the world!

**20:00** A long phone call with a classmate from high school! He's also a J-COM Phone Subscriber. We never have to think about the phone bill, so we end up talking forever.

Calling charges between J-COM Phone subscribers are half that of NTT's!

**Local Calls** Weekday Nights (19:00 - 23:00)  
Call charge comparison (20 Km - 100 Km)  
Between J-COM Phone Subscribers **15 Yen/3 min**  
NTT East and West : 30 Yen/ 3 min

**13:00** Clean up my lunch, go on-line shopping!

So into it. Best way is to get all the information on the site before I buy it. Have to choose your shopping site based on reliability and customer care.






J-COM Net is 8 Mbps download speed. Surf the web with no frustration!!

**21:00** More time to watch TV after taking a nice hot bath. Documentaries, music.....I don't have enough time to watch everything.




**15:00** I love spending my free afternoon watching movies.

I'd like to say that I'm studying acting, but actually, I'm just into it. Whoops, got to bring in my laundry. When I can't decide where to go out for dinner, I search for a restaurant and get a coupon!



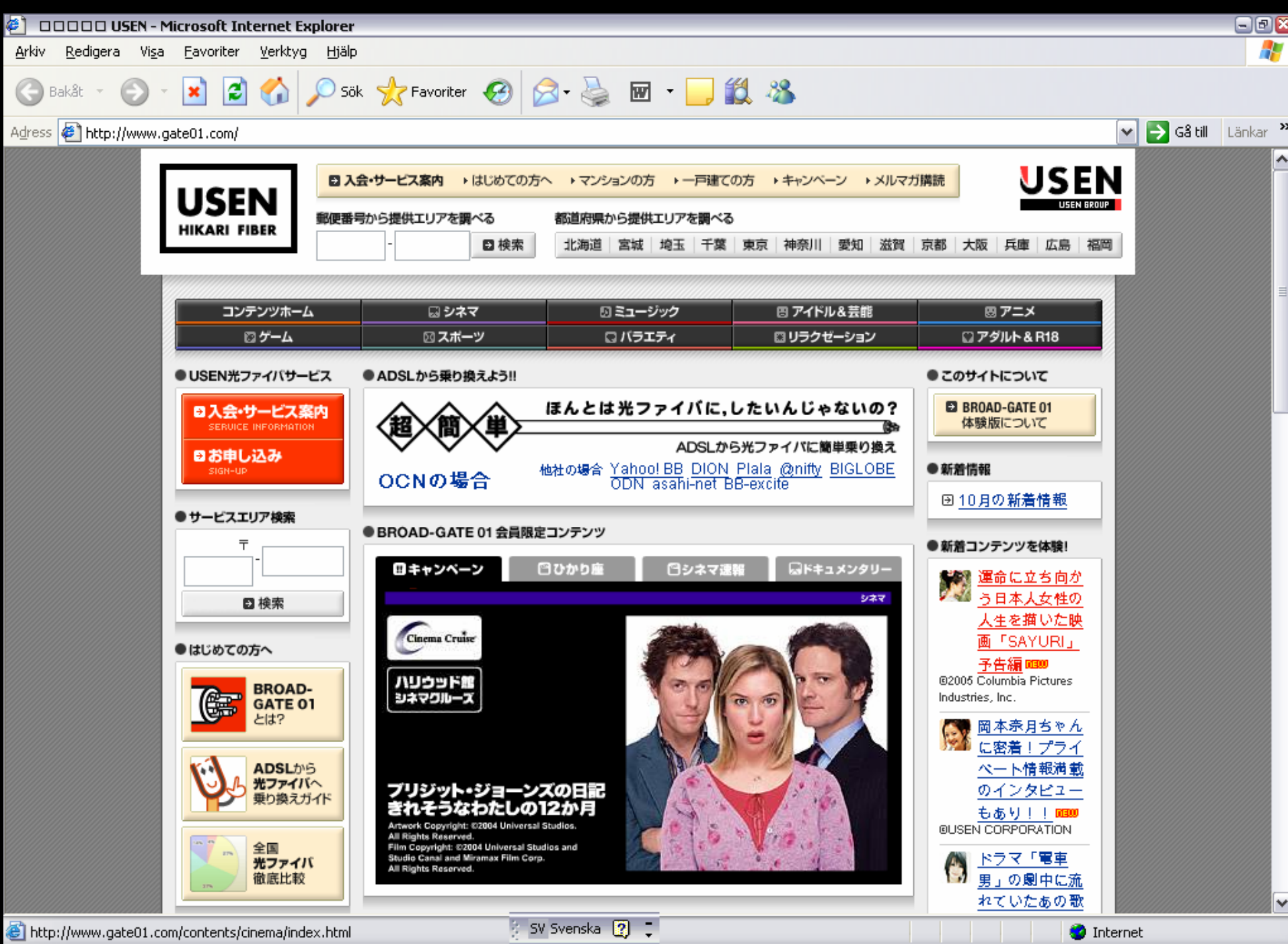

**23:00** Downloading music from the Internet.

Checking my auction. Write an E-Mail to a friend, attach some pictures, and SEND! And then, I surf my hobbies site, chat, and play on-line games.....Oh my! It's so late! Got to brush my teeth and go to bed. GOOD NIGHT!




Don't stress out because upload speed is 2 Mbps. Play your games smoothly.

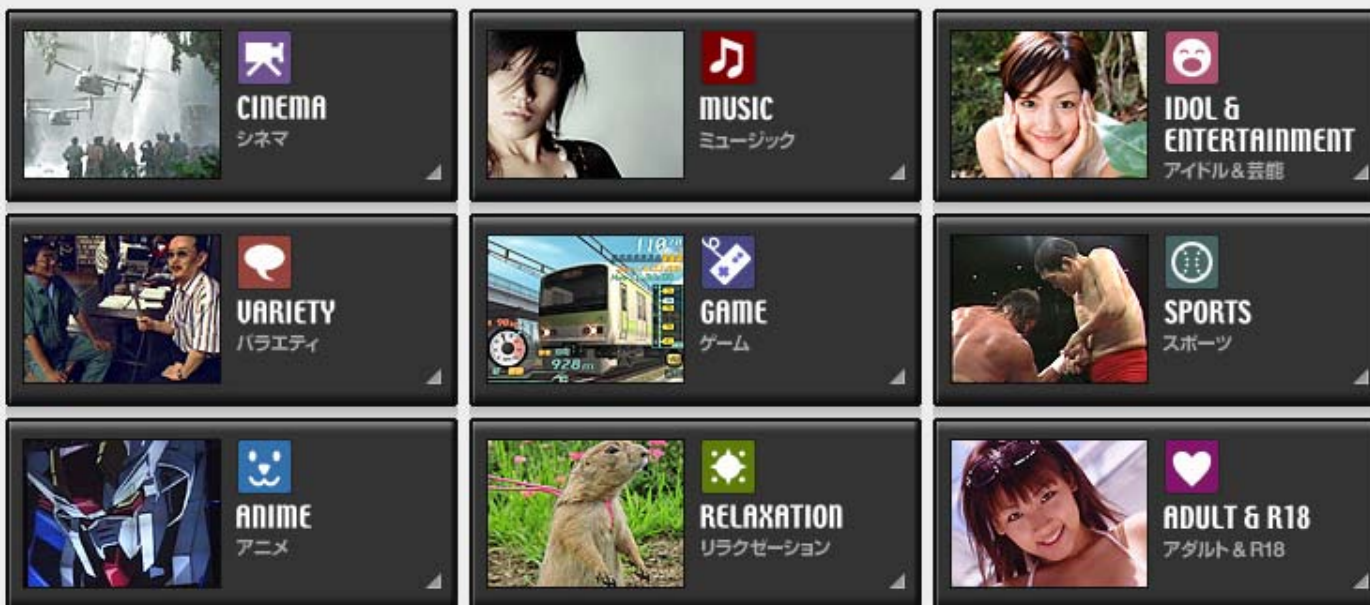




**「BROAD-GATE 01」会員になると  
楽しめるコンテンツ、その数  
10,000タイトル以上!!!**

映画、音楽、スポーツからアニメ、アダルトまで、USENのブロードバンドポータル「BROAD-GATE 01」は、常時10,000タイトル以上の映像コンテンツを配信しています。その内4,000を超えるコンテンツは何と見放題! しかも配信ビットレートは、500Kから最大4Mの高画質!! ご加入いただいたその瞬間から、これらの動画コンテンツを、月会費無料で思い存分お好きなだけお楽しみいただけます。ここでは、「BROAD-GATE 01」が誇る多彩なブロードバンドコンテンツを体験していただけるよう、各ジャンル&コーナーの視聴サンプルを無料でご紹介いたします。どうぞ、心ゆくまで、ごゆっくりお試しください。

——— ようこそ「BROAD-GATE 01 体験版」へ!



So-netとはじめよう、もっと快適インターネット!

☆ 光ファイバー | ADSL | モバイル | ダイアルアップ | 全コース一覧 | オプション一覧

**So-net** インターネット接続

インターネット接続 ご利用ガイド

インターネット接続 > 光ファイバー接続

☆ 光ファイバー接続

[So-net光 with フレッツ \[東日本\]](#) | [So-net光 with フレッツ \[西日本\]](#) | [Bフレッツ \[東日本\]](#) | [Bフレッツ \[西日本\]](#)  
[フレッツ・光プレミアム](#) | [So-net光 \(UCOM\)](#) | [So-net光 \(TEPCO\)](#) | [アクセスコミュファ](#)

お住まいの地域で受けられるブロードバンドコースをいますぐ検索!

〒郵便番号

☎電話番号



検索

検索の前に

# 光の高速を体感しませんか? ✨



知ってる? So-netの**光**アレコレ。

01. ネット配信の動画もスムーズな最大**100Mbps** 高速通信!
02. 全コース、**IP電話**サービスのSo-netフォン付き!
03. 定額料金で**常時接続 & 使い放題!**

CHECK! → もっと知りたい「光」!

新しくSo-netに入会される方へ  
**新規入会**

So-net会員の方へ  
**コース変更**

→ 資料請求

→ ブロードバンド入会ダイヤル

**0120-117-200**  
 ※So-netへ新規ご入会の方専用  
 受付時間: 9~21時 (年中無休)

今なら嬉しい! 期間限定キャンペーン

一覧

- [So-net 光 with フレッツ] **初期費用 & 最大3ヶ月無料!**
- [So-net 光 (TEPCO)] **初期費用 & 最大4ヶ月無料!**
- [So-net 光 (UCOM)] **初期登録料 & 新規回線工事費無料!**

So-netからのお知らせ

一覧

- [新着] **家族でインターネット! Bフレッツコースが683円/月~**
- [新着] **So-net 光 with フレッツ 3,140円/月~**
- [新着] **出張サポート無料キャンペーン実施中**
- [新着] **So-net 光 (TEPCO) が最大4ヶ月無料**

選べる8コース

So-netなら、100Mbpsの高速「光」が、エリアも豊富に選べる8コース!

コース一覧

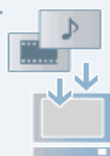
コースによって、何が違うの?

サービスの回線事業者によって、サービスの提供エリア・提供価格、キャンペーンやオプションが異なります。まずはお住まいが提供



## ENTERTAINMENT

ネット配信の動画を  
観るのも、  
音楽ダウンロードも  
余裕の**最大100M!**



It is possible to check it promptly by way of the Internet as a previous notice of the movie of the topic boil and the new song of the artist of just the sale are in the house, too. Being able to enjoy not becoming interrupted smoothly : in case of **100M at the stability speed optical fiber connection or less that can be high-speed downloaded.**

## USEFUL

大容量データの  
アップロードも  
上り**最大100M**だから  
スムーズでやりとり上手に。



The **speed is 100 veryM or less ..descending (download).. ..not only the speed but also going up (up-loading)... the optical fiber connection**Up-loading makes progress and work makes progress smoothly when not excellence to be able to enjoy downloading contents but mass data is improved to the server or a large amount of digital camera photograph is opened to the public with the net.

## PHONE

話題の  
IP電話サービス  
が使える  
電話代もお得に!



We will prepare two IP telephone services of "So-net phone" and "Shine telephone" in So-net (Only the person who uses the Fretts line : the shine telephone). The call charge with the IP telephone of this service or the tie-up provider is free or is cheap. It is profitable when putting it on the household phone.

## FAMILY

家族みんなで使う  
インターネットも  
光なら快適さ  
が違います。



It does to very profitable service "Family packing" at home for which the Internet is used in the family for all courses. User ID can be acquired without the extra charge to one-family 3 persons, and special space for the mail address and the homepage creation can be used.



オプションをプラスすると  
もっと楽しみが広がります!

## MOBILE

モバイルインターネットも  
気軽に始められる、お得な  
**bitWarpオプション**  
が追加可能!



PHS packet transmission service "bitWarp" that So-net provides is a profitable, mobile connection service including the wireless communication cost. To Toku ..the separate contract.. in a broadband course if it is "BitWarp option" that adds bitWarp.

## SUPPORT

設定が不安な  
場合も大丈夫!  
「出張サポートサービス」  
をご用意しています。



I will visit home by one telephone by special staff, and support various settings concerning the connection and other set services. The **business trip support is free in all optical fiber course object for the campaign period it until October 31, 2005.** By all means at this chance.



# How is technology entering Japanese homes?

- Ubiquitous – other interfaces than the PC
- New types of rooms in homes; a personal communication room (Panasonic)
- Usability and ease of use are essential
- Attitudes – technology is fun!



# What vision?

- ➔ Broadband is seen as an enabler for working from home, primarily user groups are women and entrepreneurs
- ➔ Test beds and prototypes of future living concepts throughout Japan
- ➔ The Japanese government is supporting activities in order to establish new business opportunities

An aerial photograph of the Roppongi Hills complex in Tokyo. The image shows a dense urban landscape with numerous skyscrapers and buildings. In the background, the snow-capped peak of Mount Fuji is visible under a clear blue sky. The Roppongi Hills complex, a prominent feature, consists of several tall, modern buildings with glass facades. The overall scene conveys a sense of a vibrant, modern city.

About Roppongi Hills

**Roppongi Hills:  
The City Where New Ideas Are Born**







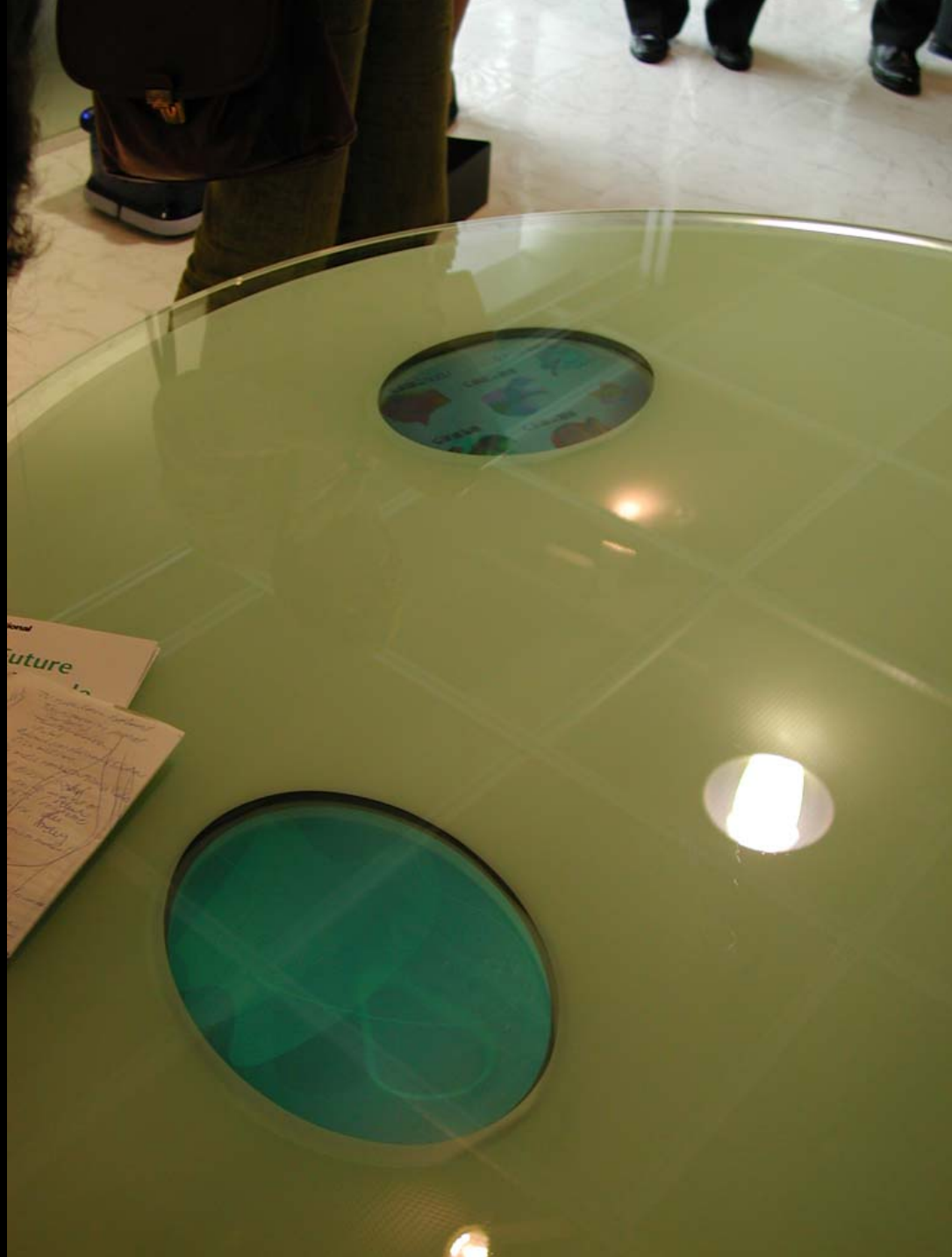














# Konnichiwa – my name is Wakamura!



- Independent personality
- Living with the family
- Three major functions:
  - Natural and enriched communication
  - Acts according to own life rhythm
  - Provides information and services by accessing the Internet

- Information service
- Looking after the home
- Managing schedules
- Messaging
- Reporting unusual situations



Internet

Providing services

Central Management System

Payment

Internet

Internet

Internet

Internet

Service Prov  
Partner

Service Prov  
Partner

Service Prov  
Partner

Service Provider  
Partner



"One device"

On the move



At home  
"Many things"

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