

Outline of the “Information Grand Voyage Project”

March 5, 2008

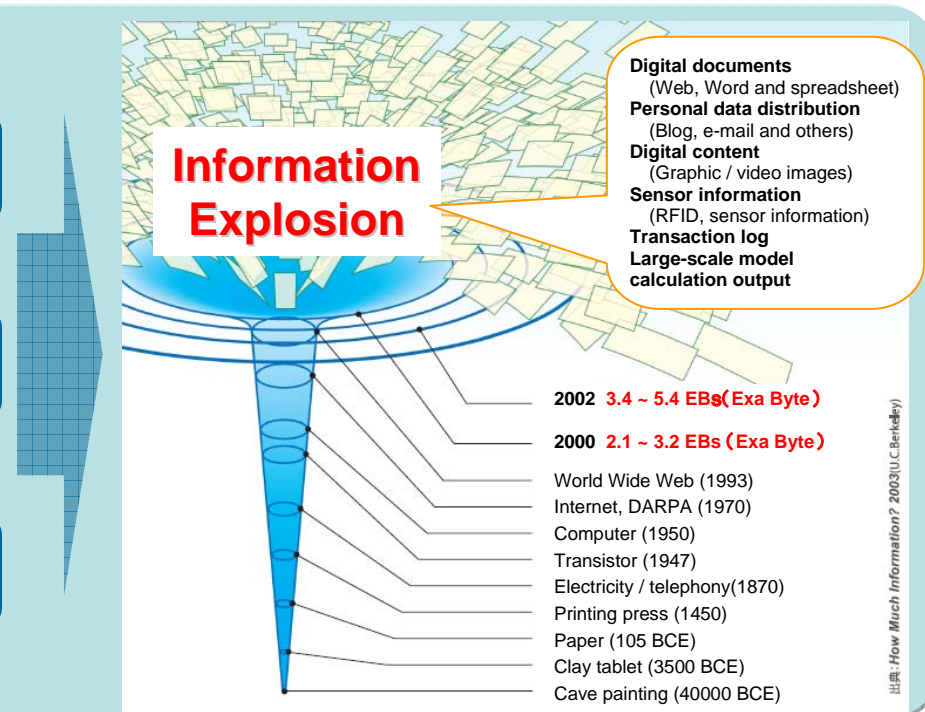
Background and Objectives of the Information Grand Voyage Project

Background

Growth of Web

Rich Information

Prevailing sensor technology

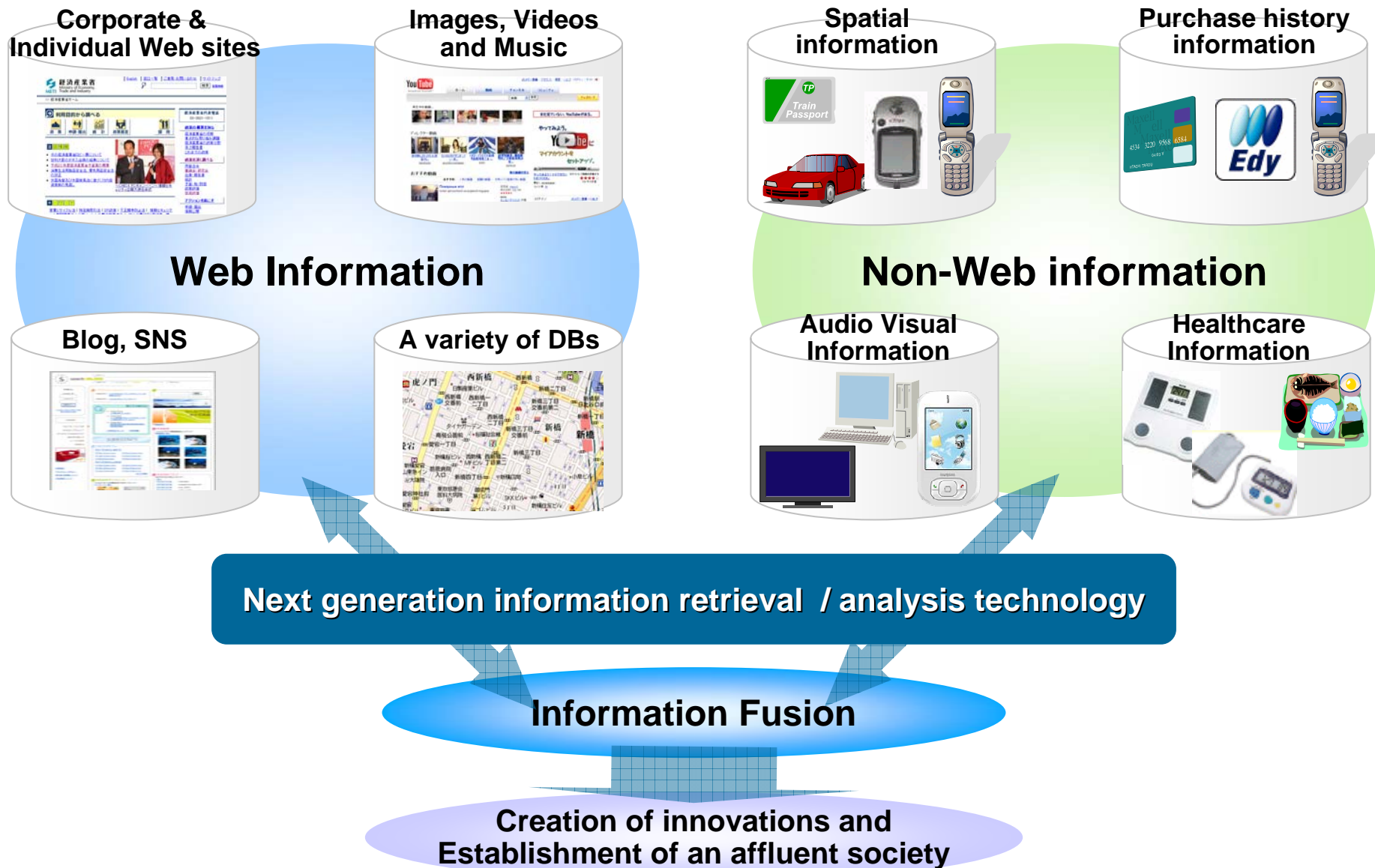


Objectives : Info-plosion driven Valuation

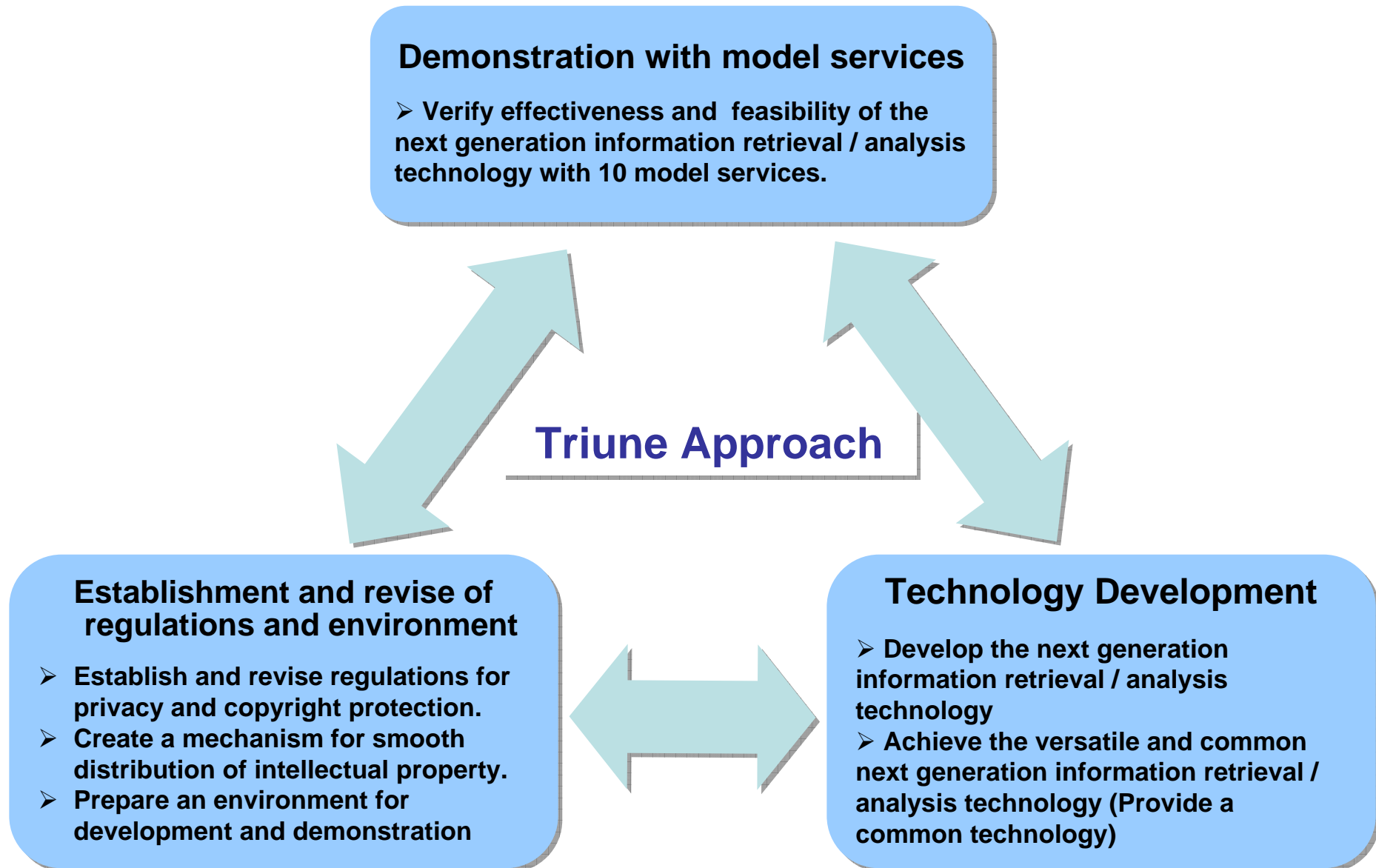
To connect “Information Explosion” with affluent social environment or innovation,

- Build the infrastructure for the next generation information retrieval / analysis technology on which individuals can gather and analyze a huge quantity and a variety types of information on the Web and non-Web with convenience, adequacy, and ease.
- By 2012, make it possible to strategically take advantage of mega data responding to the information explosion era.

Information Fusion sought by the Information Grand Voyage Project



Commitment of the Information Grand Voyage Project



Outline of the Information Grand Voyage Project Schedule

2007

**Provide model services
Select a common technology area
Design the common technology architecture
Extract the institutional problems**

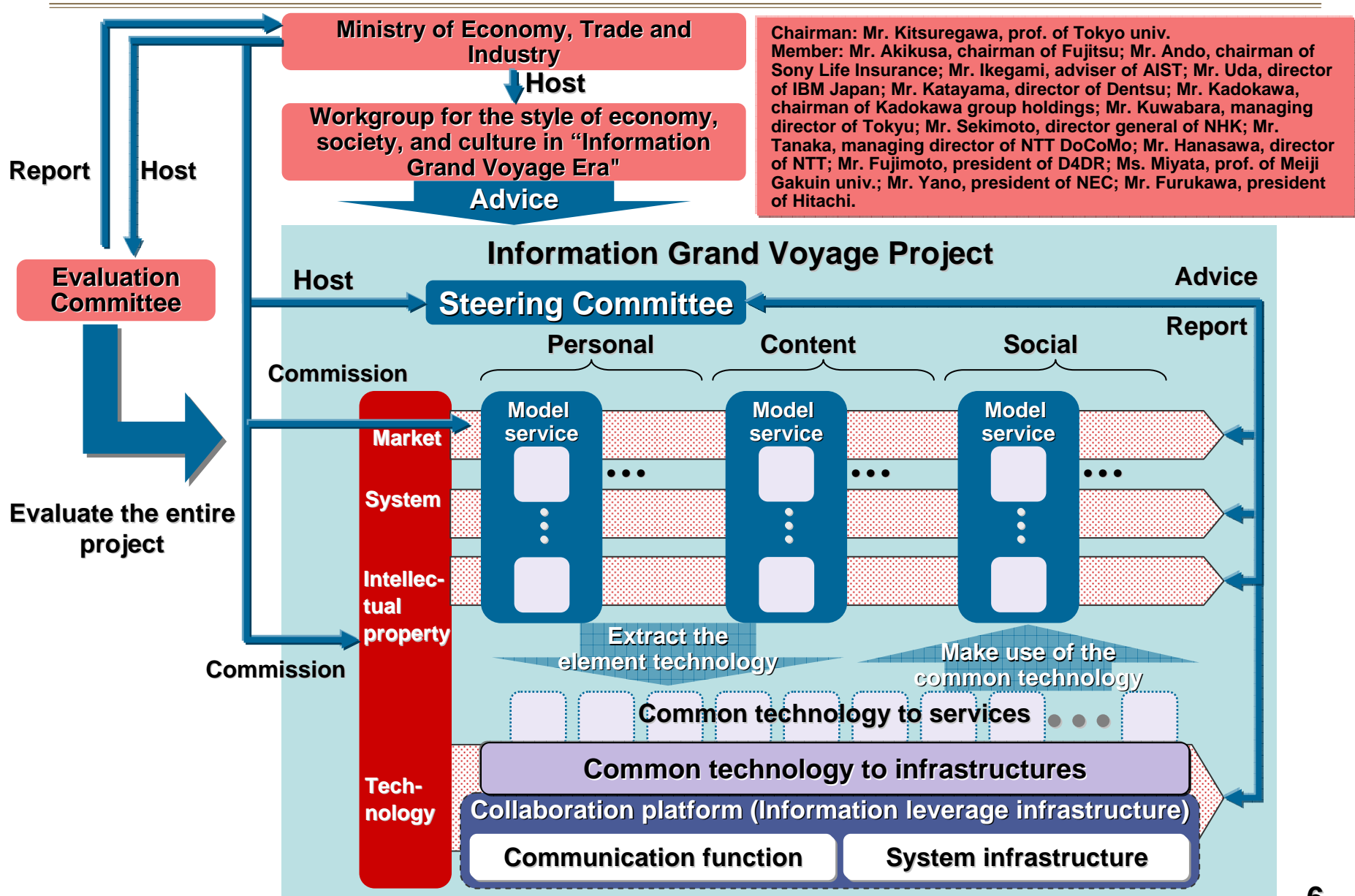
2008

**Select and concentrate model services as a strategic area
Develop the common technology
Propose standardization
Approach to institutional amendment**

2009

**Approach the full-scale deployment of model services
Approach to global deployment and disclosure of common technology
Promote standardization and institutional amendment**

Whole Information Grand Voyage Project Overview



Model Service in FY2007

A Future-oriented personal services in consideration of privacy

Safely collects and accumulates information such as user profile and behavior history by taking care of privacy, matches various services and contents, and provides goods, services, and information according to the user's personal lifestyle.

A-1 My life assist service (Behavior chain type search with cell phone)

(NTT DoCoMo, NEC, Univ. of Tokyo, Meiji Univ., Kadokawa X Media, et al.)

A-2 Cooperative service making use of the traffic contactless IC card (Sharing sensor information with PASMO)

(Tokyu Corporation, Tokyo cCard, NII, NEC Lab, et al.)

A-3 Profile passport (Making use of behavior history with game machines)

(Blogwatcher, KDDI, Sony CSL, Dai Nippon Printing, Tokyo Tech, et al.)

B Next-generation Web services generated by new content access technology

Develop direct access methods to content or future-oriented access methods to unknown content, such as image, interactive or sensuous searches, that is not possible via conventional text-based search to generate new Web services with various usage applications.

B-1 Laddering search service (Interactive search)

(Oki Electric Industry, Recruit)

B-2 Sagool TV (Internet movie search)

(Team Lab, Univ. of Tokyo, et al.)

B-3 View search Hokkaido (Next generation image search)

(Datacraft, JR Hokkaido, Hokkaido Univ., et al.)

C New social services with social infrastructure benefits based on information technology

Provide daily operation risk countermeasures for social infrastructures by comprehensively analyzing all information, including real time data and advanced medical services by effectively utilizing medical records to establish further secure and safe society with intelligent usage of information technology.

C-1 Time-space information mining service (Realtime information retrieval)

(NTT Data, Toyota ITC, Toyota Mapmaster, Denso, Matsushita, et al.)

C-2 Health Monitoring and Assistance Service (Medical sensor)

(International Medical Information Center, Keio Univ. Hospital, PUCC and Kin town of Okinawa, Tokyu Sports Oasis, et al.)

C-3 New comprehensive safe flight support system (Collection and analysis of safety information)

(JAL, Fujitsu, Univ. of Tokyo, FRI and et al.)

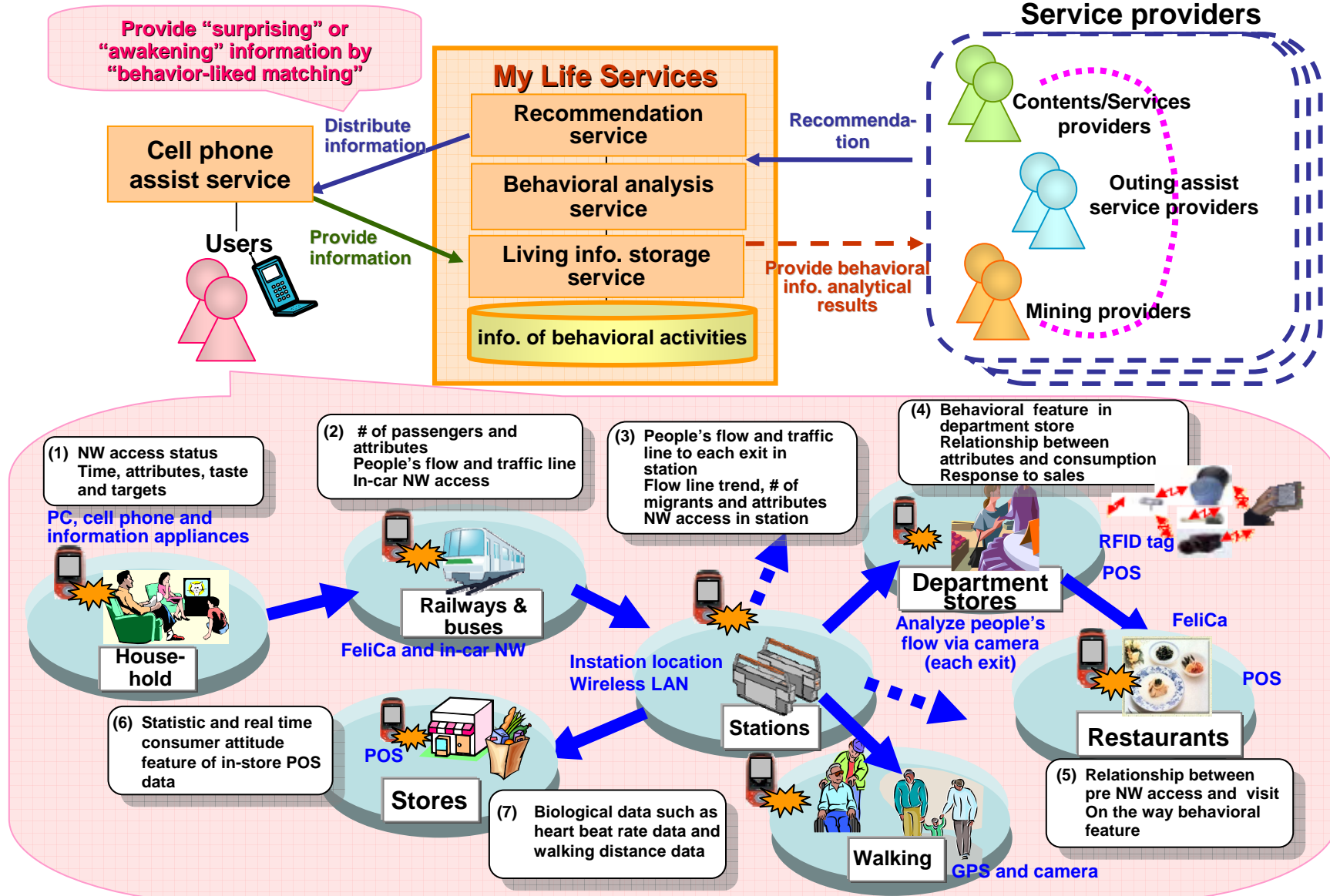
C-4 Mega research (Interview type questionnaire)

(Mobile judge, e-try, INAGO, et al.)



Model Service 1 My Life Assist Service (NTT DoCoMo) (1)

Cell phone assists you in the real life!



Model Service 1 My Life Assist Service (NTT DoCOMo) (2)

■ Preview channel

You can get contents related to your everyday behavior and your potential desires.
(When opening the folding cell phone, it starts)

One day, I got off work on time and opened my cell phone on the way home ...
Well, I have worked overtime and came home late for some days ...



Surprising proposal which hasn't appeared in his recent activity, and matched to his preference

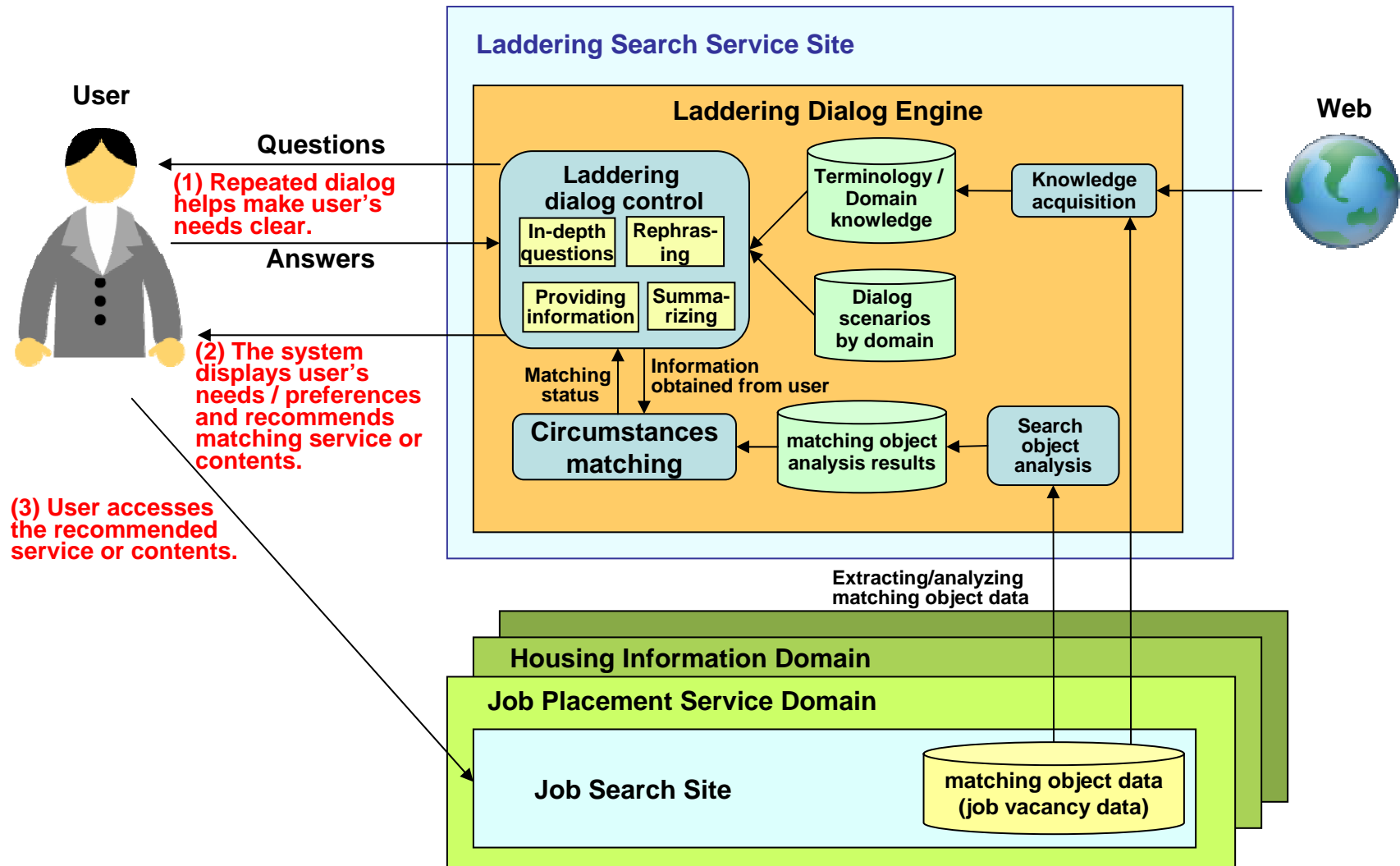
- List of restaurants in Yokohama
For relaxation
For stress release
For healing ...
Linked to information



Propose a new finding by predicting his next behavior from his past data



Model Service 2 Laddering Search Service (Oki Electric Industry) (1)



Model Service 2 Laddering Search Service (Oki Electric Industry) (2)

Question

You mean companies characterized by their unique product lineup? When considering your career change, how much annual income do you want? Please let me know the specific amount: "6M yen or more," for example.

Answer

Q. Mr. Toshiki Murata, nice to meet you. What do you focus on when selecting companies?
A. Business performance

Q. You focus on "business performance." Could you say it more specifically in other words?
A. Profitable business

Q. You focus on profitable businesses. Then, what characteristics do you want the company to have?
A. Companies which have strong products

Q. You mean companies characterized by their unique product lineup, don't you?

Working conditions you input

Employment status you require: Fulltime employment
Requirement for selecting companies: Profitable business
Company characteristics: Unique product lineup

Recommended Job List 72 / 3228

[Company name] ○○ Software Co., Ltd.
[Overview] [Job type] Sales [Outline] Solution proposal sales for leading companies [Desirable candidate] Program development experience is required. A candidate should have aspiration for leader of the system development. [Work location] Shinagawa

[Company name] △△ Software Co., Ltd.
[Overview] [Job type] Development [Outline] System development, e.g., mobile network node, mobile terminal program and security system [Desirable candidate] Program development experience is required. A candidate should have aspiration for leader of the system development. [Work location] Yokohama, Yokosuka

[Company name] □□ Soft Co., Ltd.
[Overview] [Job type] Operation [Outline] In charge of planning of entertainment articles → interview → creating draft [Candidate] No experience is acceptable. [Work location] Shinjuku

Display question

Repeated dialog helps make user's needs / preferences clear.

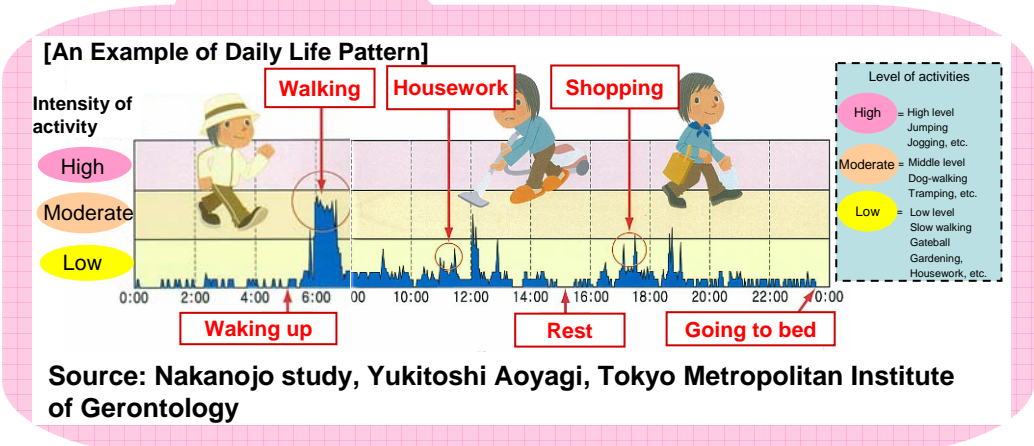
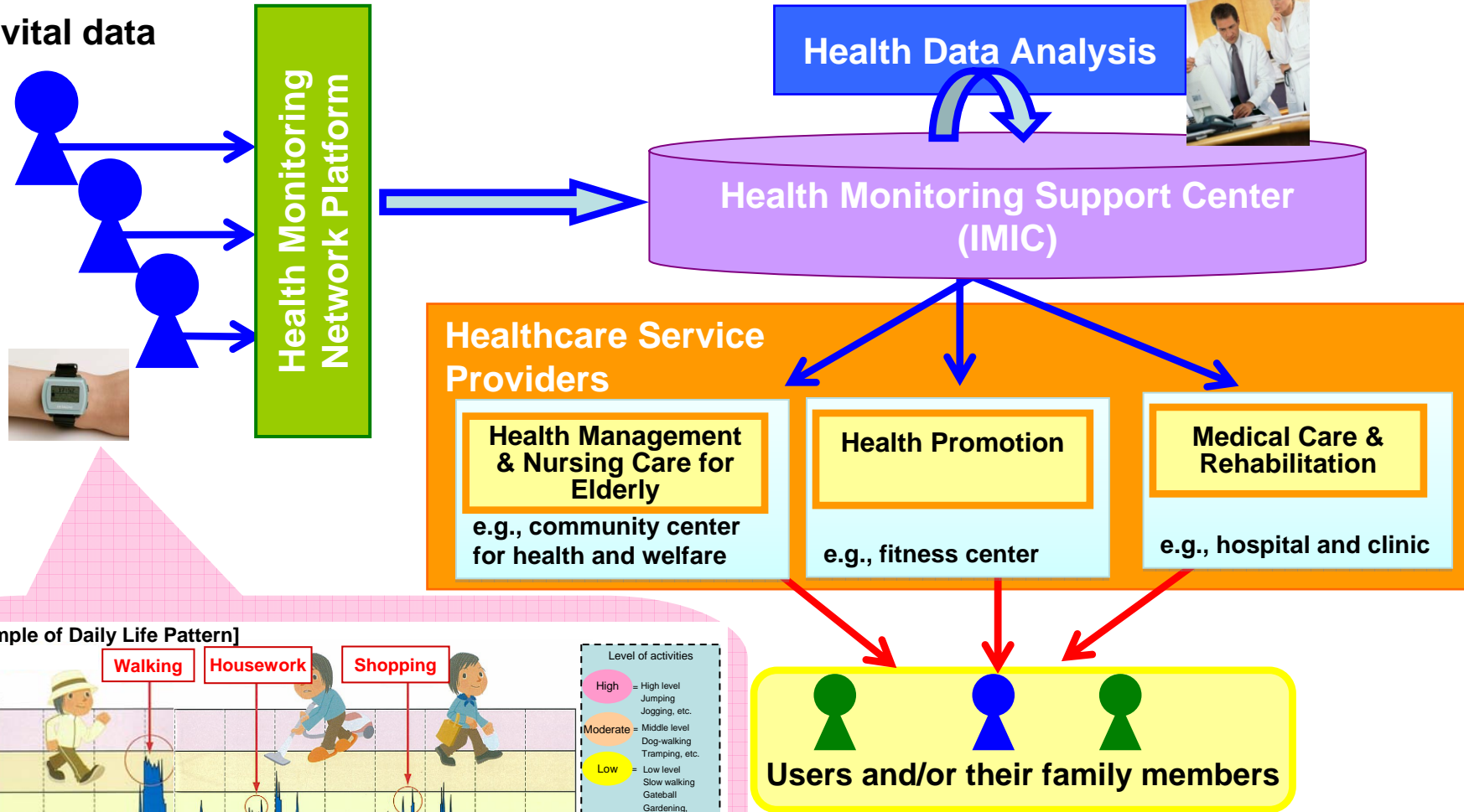
User inputs answer

Display service / contents matching with user's needs / preferences

Extended personal data display **Create resume** **Start over again**

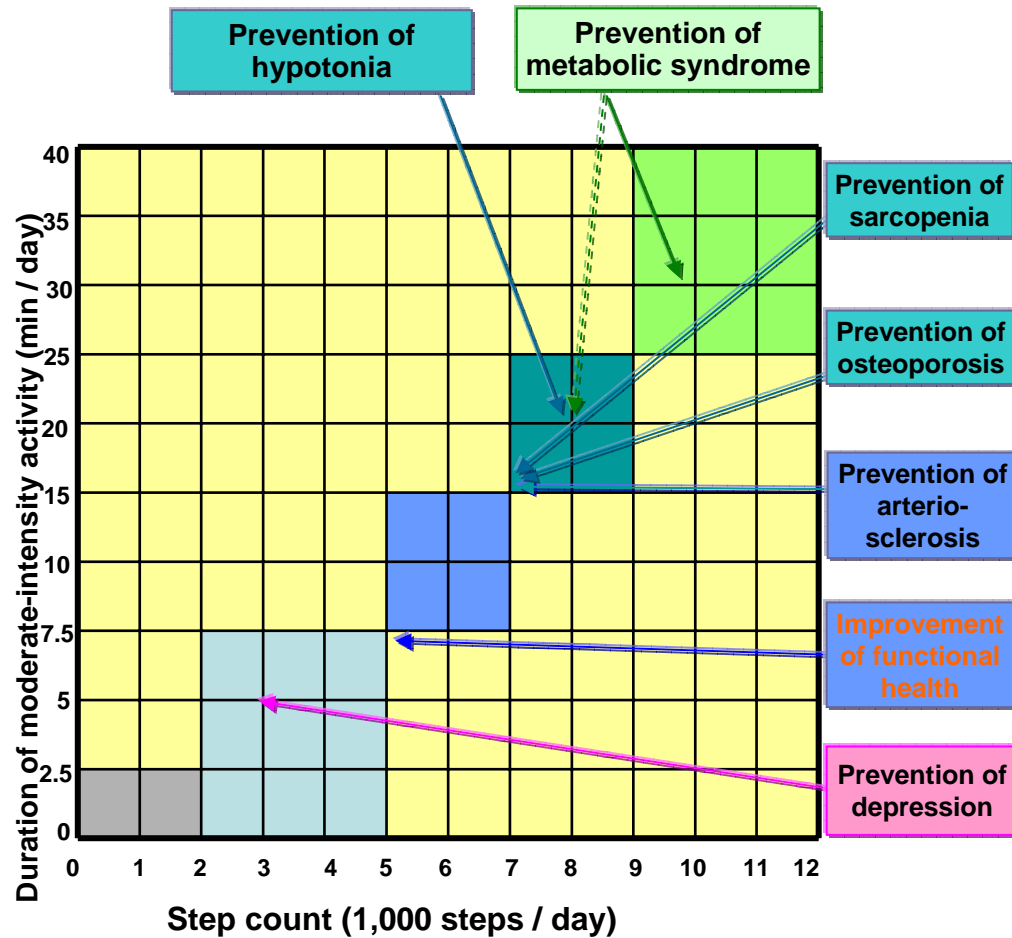
Model Service 3 Health Monitoring and Assistance Service (International Medical Information Center (IMIC)) (1)

Users'
vital data



Model Service 3 Health Monitoring and Assistance Service (International Medical Information Center (IMIC)) (2)

Relationships between habitual physical activity and health

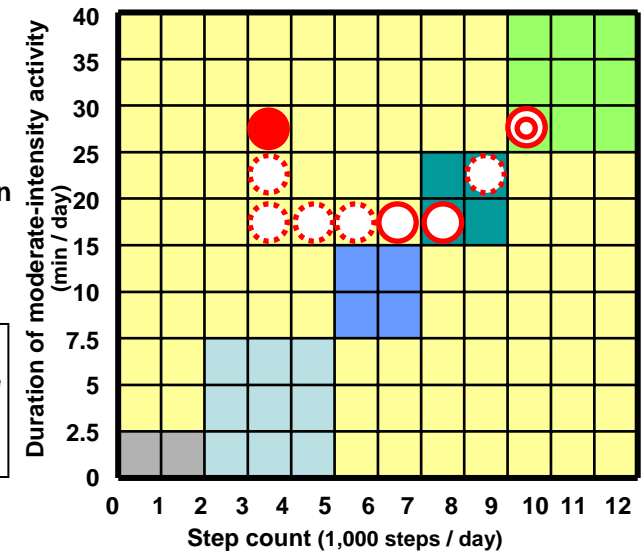


[Case 1] Male, Age: 71, Unemployed



Health condition
 • Depression-prone
 • Chronic fatigue

- Current status
- ⊙ Improvement route
- Interim target
- ⊗ Final target

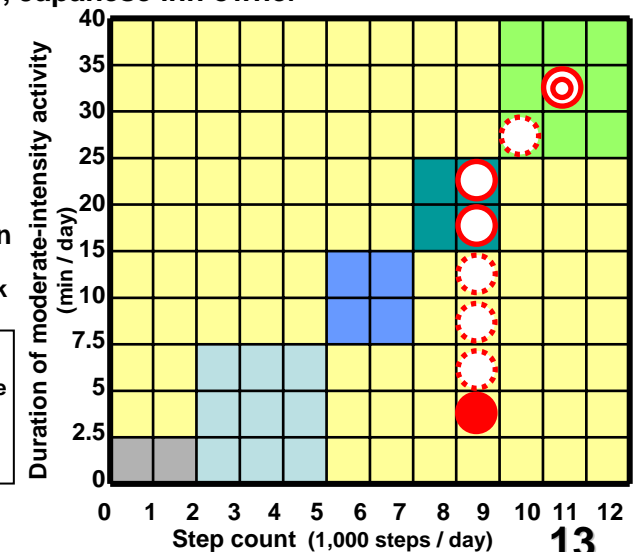


[Case 2] Female, Age: 69, Japanese inn owner



Health condition
 • Sarcopenia
 • Unable to walk fast

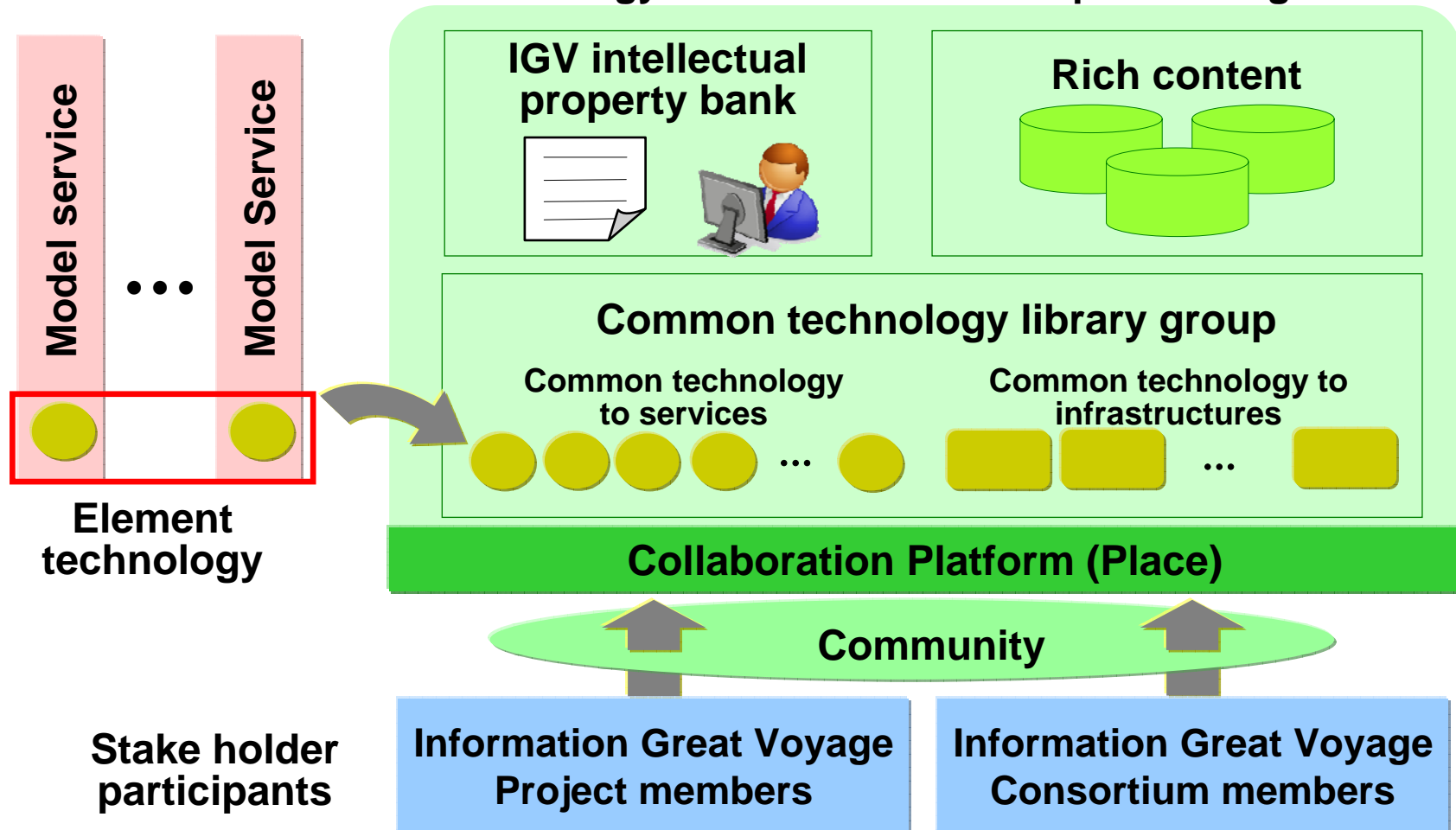
- Current status
- ⊙ Improvement route
- Interim target
- ⊗ Final target



Source: Nakanojo study, Yukitoshi Aoyagi, Tokyo Metropolitan Institute of Gerontology

Preparation of Collaboration Platform

- Definition (1) Place to share the Information Grand Voyage Project achievements
- (2) Platform to accelerate R&D of the next generation information access technology and enhance the competitive edge



Relationship between the Information Grand Voyage Project and other ministries' measures and policies

