

The background image shows a wide river or canal flowing through a modern urban landscape. In the foreground, a red and white tour boat with several passengers is moving down the water, leaving a wake. The left bank is landscaped with greenery and a paved walkway. The right bank features a large, open plaza area with some modern architecture and a small structure. In the background, a dense skyline of skyscrapers is visible under a bright blue sky with scattered white clouds. The text 'From Rubbles to Smart City' is overlaid in large, bold, yellow letters with a black outline.

# From Rubbles to Smart City

**Hung Song**  
CEO, Centios

# Smart Green Life

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**Korea's Leader in  
Telecommunication Services  
Experience and Knowhow  
in Smart City Business**



**Global Leader in  
Network Solutions  
Experience and Knowhow  
in Smart Solutions Business**

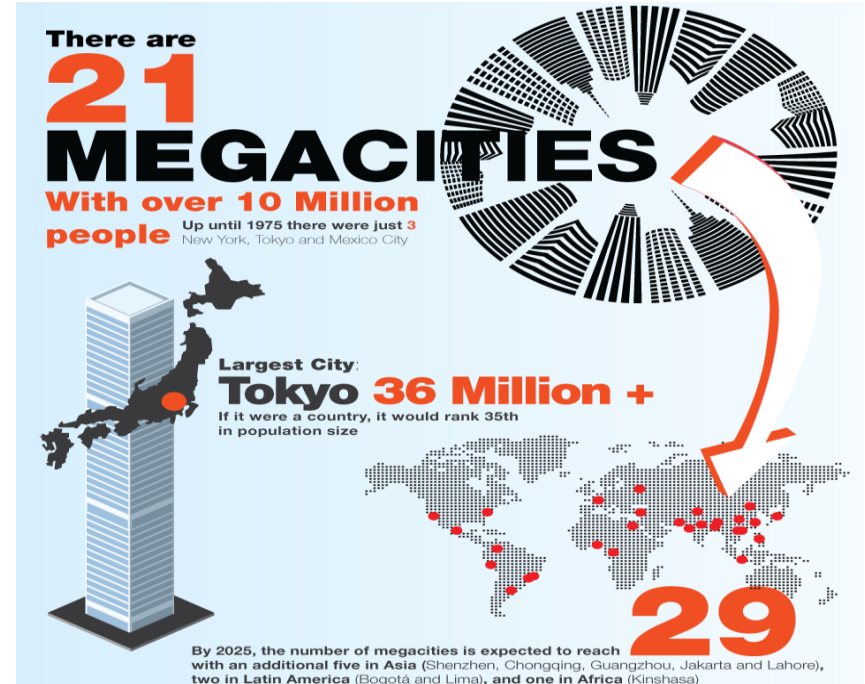
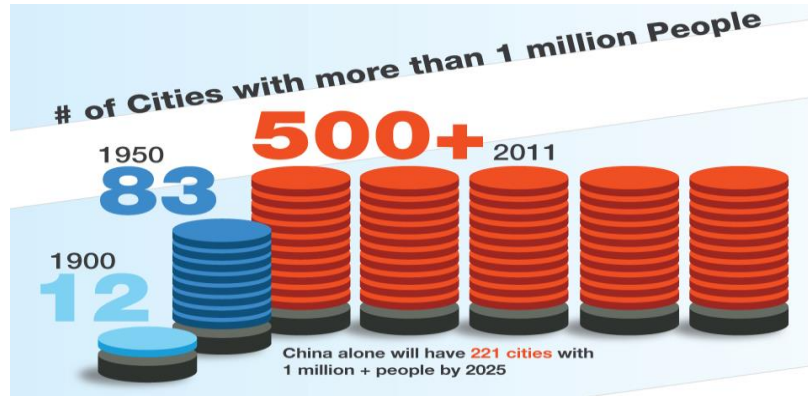
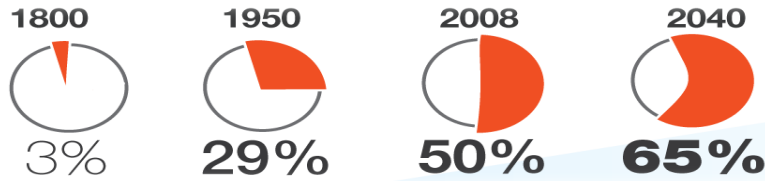
# Mega Trends

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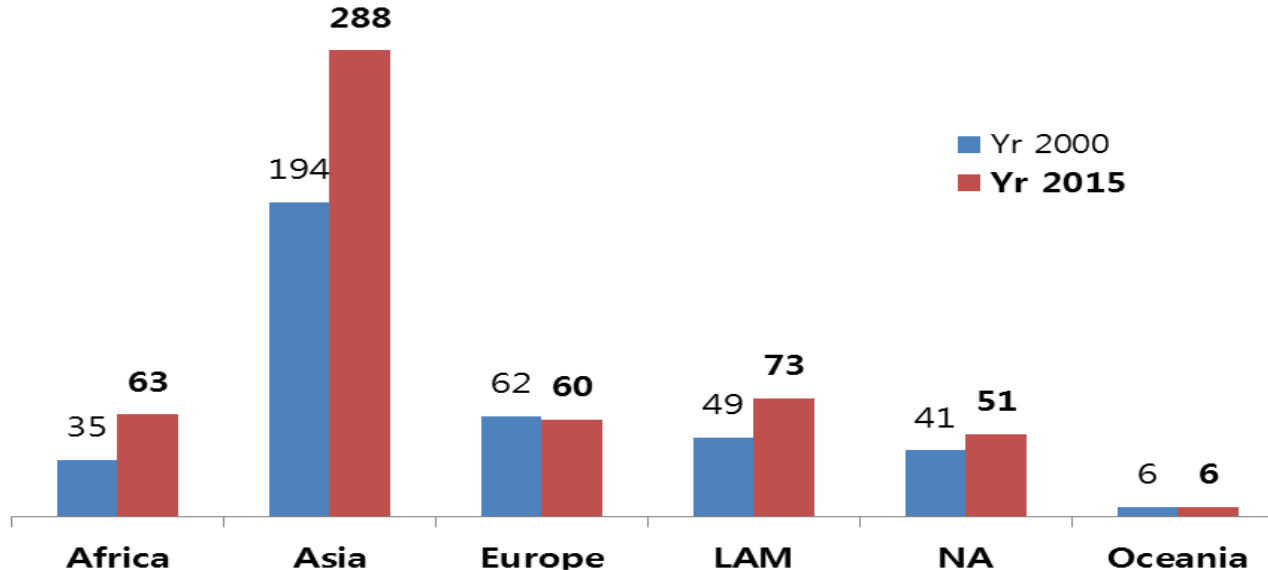
# The World is now Urbanized

## % of population living in cities



# Asia – Leading Urbanization

## Number of Cities with at least One Million Residents



(Source: Urbanization in developing countries: Current trends, future projections, and key challenges for sustainability, Barney Cohen, Oct 2005, pp. 9)



# Global City Competitiveness



# Megacity

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- **10M+ Pop**
- **2 (1970), 10 (1990), 19 (2004), 23 (2011), 29 (2025), 37 (2050)**
- **% of Pop in Large Cities (> 1M) - 21%, GDP - 48%**

## 2010 GMP vs GDP

- **Metro NYC GMP \$1282.6B**
- **Korea GDP \$1014.7B**
- **Indonesia GDP \$706.6B + Switzerland GDP \$523.3B**

# Common Problems

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# Smart City – Smart **Green** Life

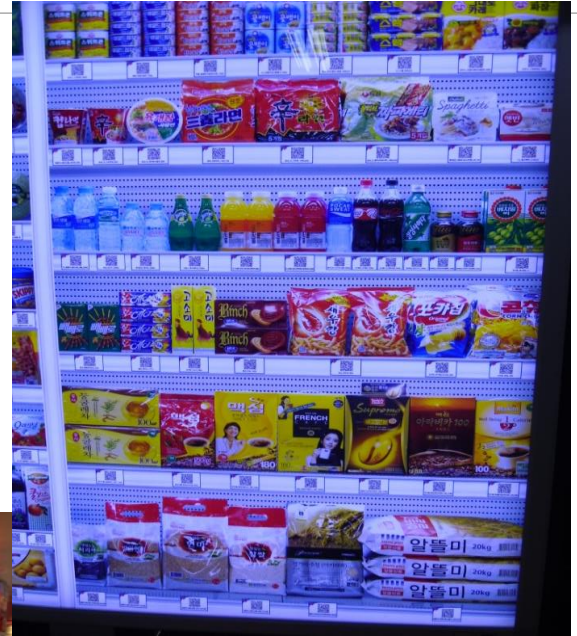
Smart City = Open Government + Economic Prosperity + **Green** + ICT + Smart Life



# Smart Life



Smart Cart



Smart Virtual Store

# Future Smart Classroom



Source : [www.thestart.com](http://www.thestart.com), SynergyNet, Multi-touch in Education, [www.interdirect.co.uk](http://www.interdirect.co.uk)

# Smart Education – Cyber Classroom

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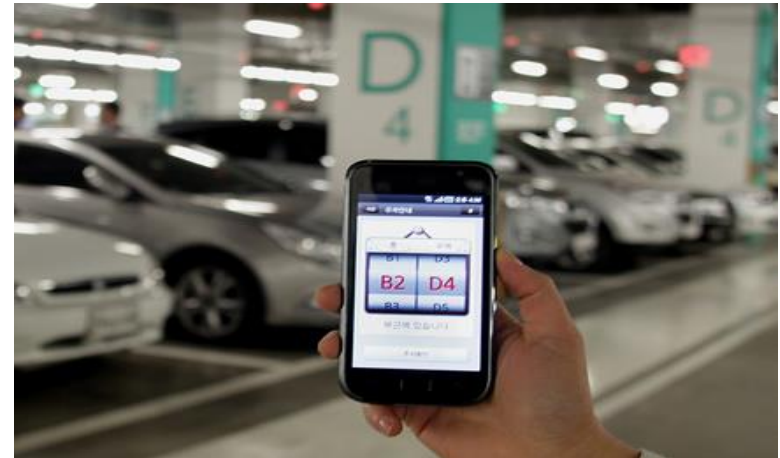
coursera





# Smart Life in Smart Building

## Smart Parking Lot





# Smart Life in Smart Stadium



## NFC & JOY



## Stats and Instant Replay

# Smart **Green** Life in Smart City



**Healthcare**



**Payment**

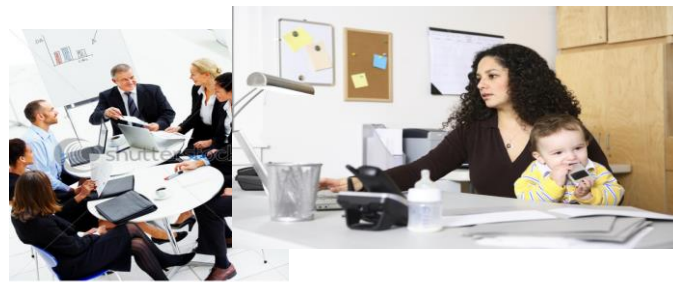


**Work**

**Books**



**Movie**



# ● On ICT Infrastructures, Various Smart Services are managed by IOC in Smart City



Integrated Operation Center

## U-Traffic

Smart Signal Control  
Traffic Information  
Parking Information  
Illegal Parking  
Detection

## U-Building

Intelligent Building System  
In-Building Communication Network  
Smart Office and Business Solutions

## U-Urban Infrastructure

Underground Facility  
Identification  
Water-pipe Monitoring  
Streetlight Monitoring

## U-Park

RFID Ticketing  
Park Info  
Child ID

Public Surveillance  
Smart Bench and Street Furniture  
Mobile Community and Tourist Info  
LED mood lighting

## U-Street

## U-Home

Home Automation  
Home Security

Kiosk, Signage, Screens,  
Floors, Projections, etc.

## U-Media Signage

# Smart City Projects in Korea

## 52 Smart City projects in 39 municipalities

- Pangyo New City ('07-'10)
- Paju New City ('05-'11)
- Suwon Gwanggyo New City ('06-'10)
- Hwaseong Dongtan New City ('05-'08)
- Yongin Heungdeok New City ('05-'09)
- Gimpo Hangang New City ('08~'13)
- Namyangju New City ('09~'13)

- Dangjin Economic Free Zone ('06-'12)
- Asan New City ('09-'12)
- Sejong Admin City ('05-'30)
- Taean Enterprise City ('06-'10)
- Chungnam Innovative City ('06-'12)
- Cheonan Cheongsu Area ('09.02~'08)

- U-Jeonju ('05-'10)
- Muju Enterprise City ('06-'15)
- Jeonbuk Innovative City ('05-'12)

- Naju City
- Muan Enterprise City ('05-'11)
- Haenam Enterprise City ('06-'16)
- Gwangju Enterprise City ('06-'12)

- IFEZ Songdo ('08-'20)
- IFEZ Cheongna ('08-'12)

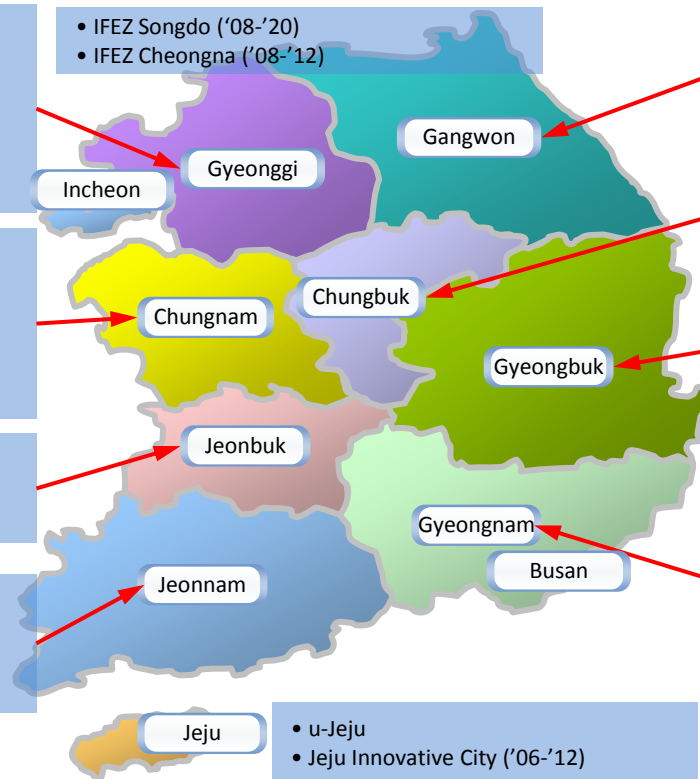
- u-Gangwon Strategic Planning
- Gangneung u-Blue Triple City ('04- )
- Wonju Enterprise City ('06-'15)
- Gangwon Innovative City ('06-'12)

- uBio-City ('05-'09)
- Chungju Enterprise City ('05-'11)
- Chungbuk Innovative City ('06-'12)

- u-Gyeongbuk ('06-'10)
- Pohang Strategic Planning ('06-'10)
- Daegu Innovative City ('05-'12)
- Gyeongbuk Innovative City ('06-'12)

- u-Travel City (Tongyoung)
- u-Ulsan
- Yangsan u-City ('06-'10)
- Gimhae u-City
- Busan Innovative City
- Ulsan Innovative City ('05-'12)
- Gyeongnam Innovative City ('06-'12)

- u-Jeju
- Jeju Innovative City ('06-'12)





# Dongtan Smart City, Korea

## “1<sup>st</sup> smart city project in Korea, started 2006”

### Smart Services

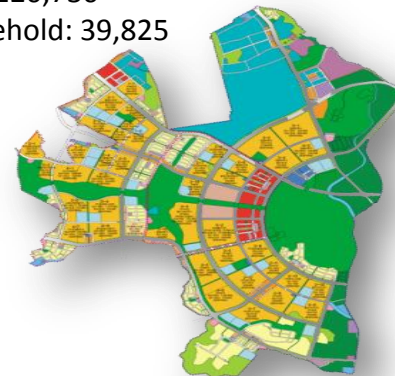


### Integrated Operation Center



### Basic Information

- Location  
Dongtan, GyeongGi  
- 40km South from Seoul
- Size: 9Km<sup>2</sup> (903.7ha)
- Population: 120,730
- No. of Household: 39,825



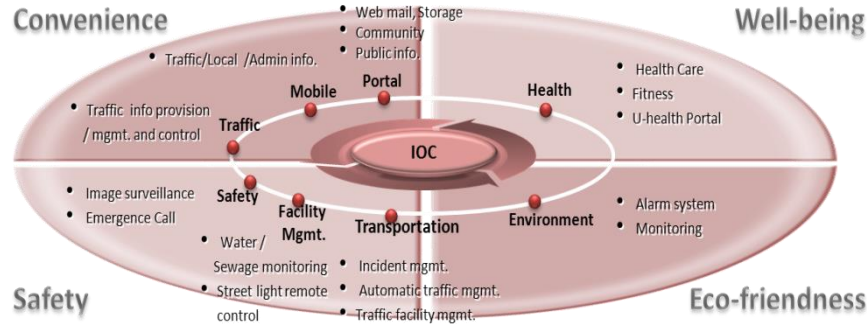
### Smart City Details

- Period: 2006.05 ~ 2008.09
- Budget: US\$ 40 M
- Smart Services:  
Public Security, Traffic, Admin., Environment



# Paju Smart City, Korea

## Smart Services

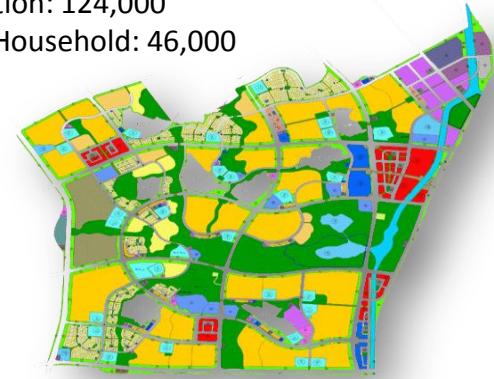


## Integrated Operation Center



## Basic Information

- Location  
Paju, Uoonjong, GyeongGi  
- 25km North West from Seoul
- Size: 9.6Km<sup>2</sup> (954.7ha)
- Population: 124,000
- No. of Household: 46,000

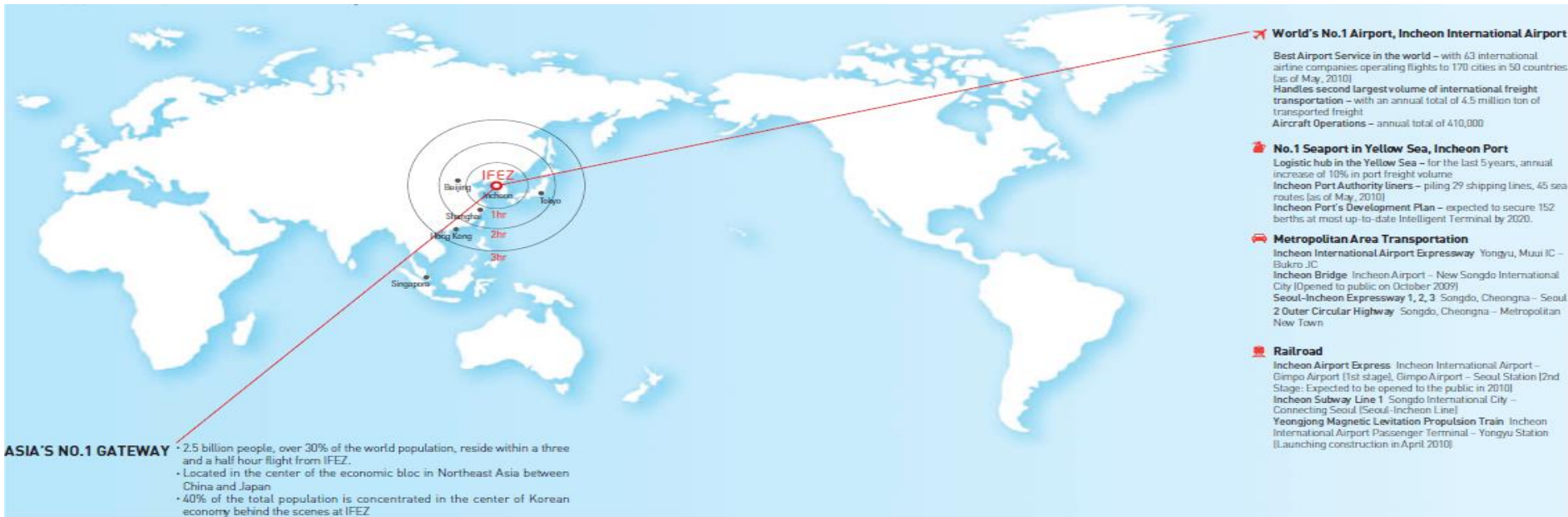


## Smart City Details

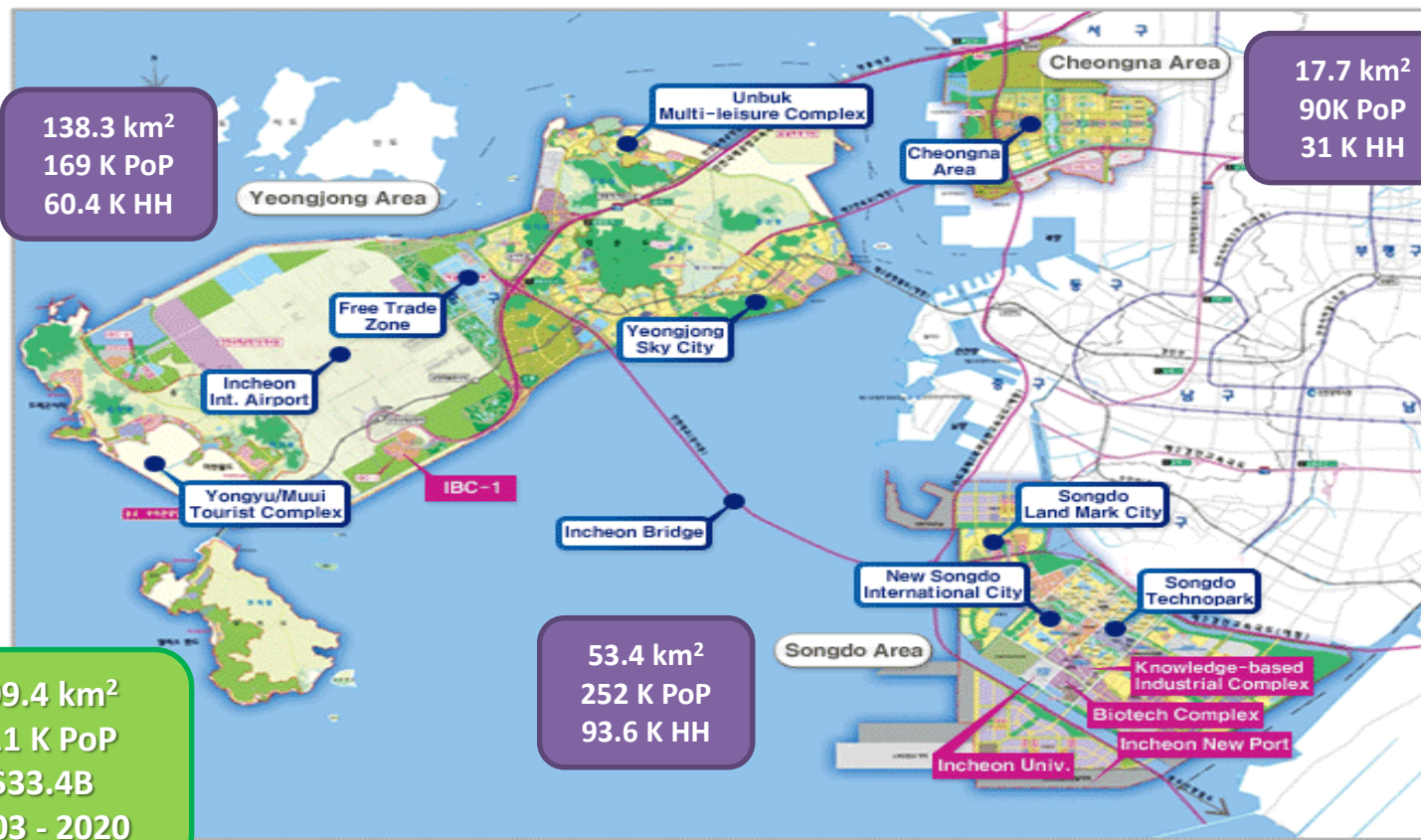
- 2008.09 ~ 2011.12
- Budget: US\$ 67 M
- Smart Services:  
Security, Facility Management, Traffic,  
Environment, Health, Portal, Mobile

# IFEZ (Incheon Free Economic Zone) – Smart City in Korea

2.5 Billion People  
61 Cities with One Million+ Residents  
within a three and half hour flight



# IFEZ



# Song Do – from Past to Present

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1985

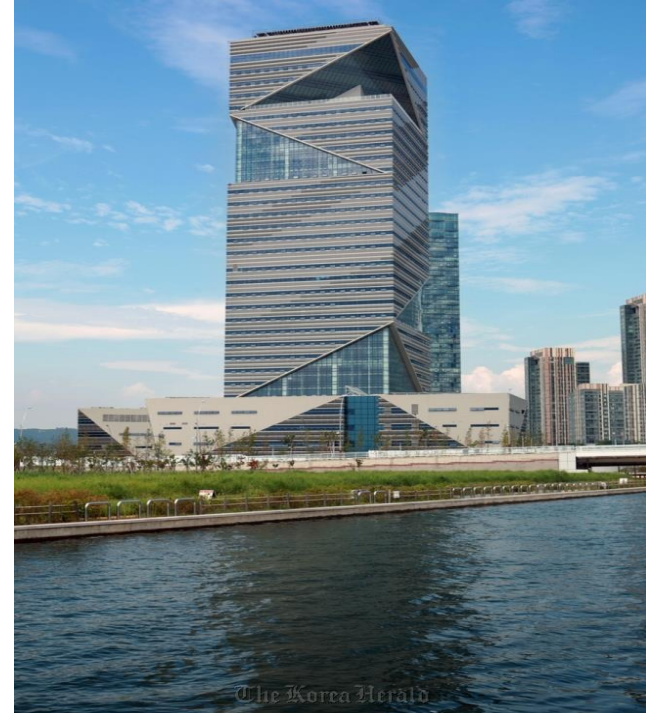


# Song Do – from Past to Present

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## Green Climate Fund





**Incheon U-City Company** on May 24, 2012

# **First PPCC for Smart City**

**IFEZ**

**Incheon, Centios, Local SME Investments**

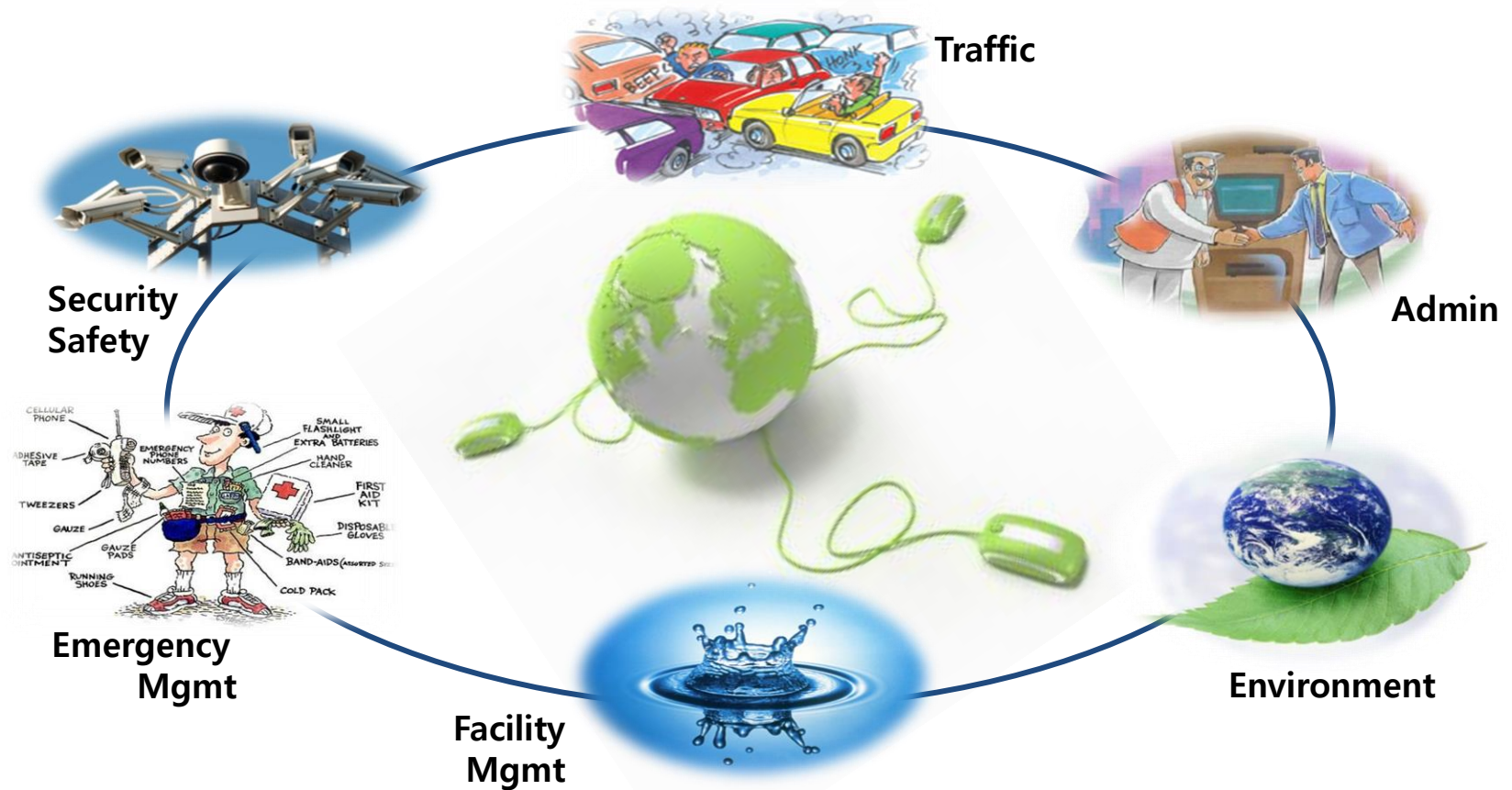
**Public Svc – Traffic, Security, Emergency Mgmt**

**Facility Mgmt, Public Info and Notices**

**Private Commercial Services**

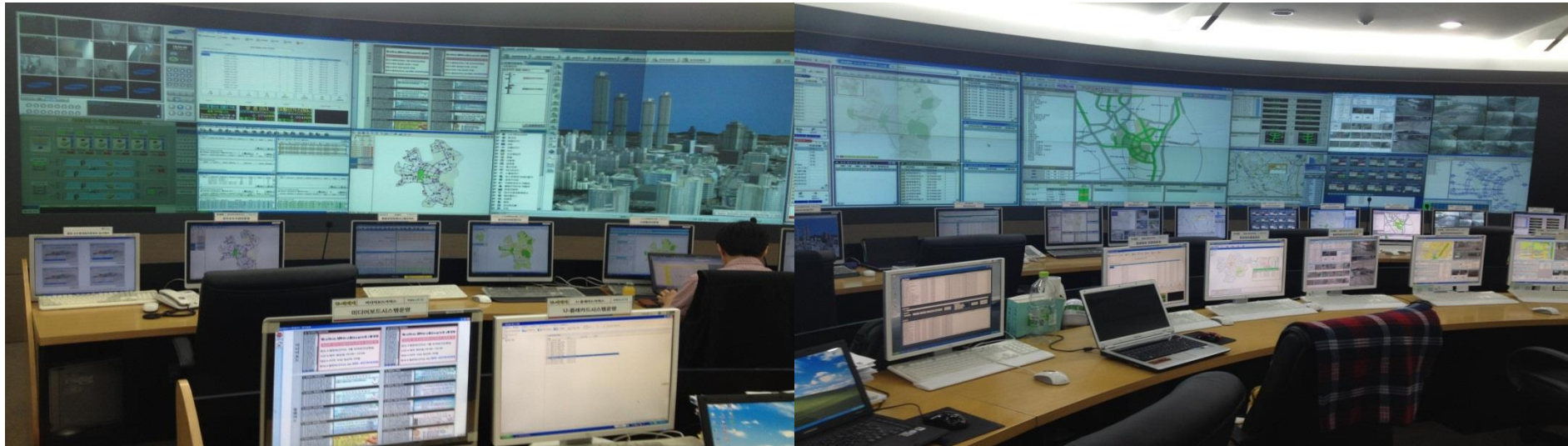
**Export Smart City Knowhow**

# Smart City – 6 Key Public Services



# Smart City Integrated Operation Center

- Anti-Crime with CCTVs, License Plate Detectors
- Transportation Information & Traffic Control
- Facility Management for water/drainage, electricity and LNG gas supply
- Public Information Management with Digital Signage, e-Bulletin Boards





# Web 3.0 vs Government 3.0



Portable & Personal  
Individual Focus  
Consolidating Content  
User Engagement  
Behavior Advertising



More Info Disclosures  
Commercial Use of Data  
Boost Entrepreneurship  
Collaborative Policy Making  
Foster *Creative Economy*



# Collaborative User Engagement



Main Menu

Report

Filling In Report



Source : Seoul Metropolitan Government, 2013



# Behavior Advertising with Big Data Analytics

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# Song Do Smart City – a Home of GCF Secretariat

## Vision

## Global Leading Smart City

Goals

World's Top Competitive City by 2020



## Smart City Roadmap

### Phase 1 (~2009)

- Expansion of Public Infrastructure for efficient development
- Promoting development of core area and leading projects

### Phase 2 (~2018)

- Development of IFEZ public services and IOC
- Development of Global IT, BT, Education hub
- Expand to private services

### Phase 3 (~2020)

- New Sea Port
- Global Leading Smart City



# Song Do – Global Leading Smart City

