

An aerial night view of a city skyline, likely New York City, with numerous skyscrapers illuminated. The sky is dark blue with many stars, suggesting a night sky. The city lights are a mix of white, yellow, and blue.

Smart City Strategy

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KC Smart Services
KT Corp.
25 April 2012

Intro to U-City and Smart City

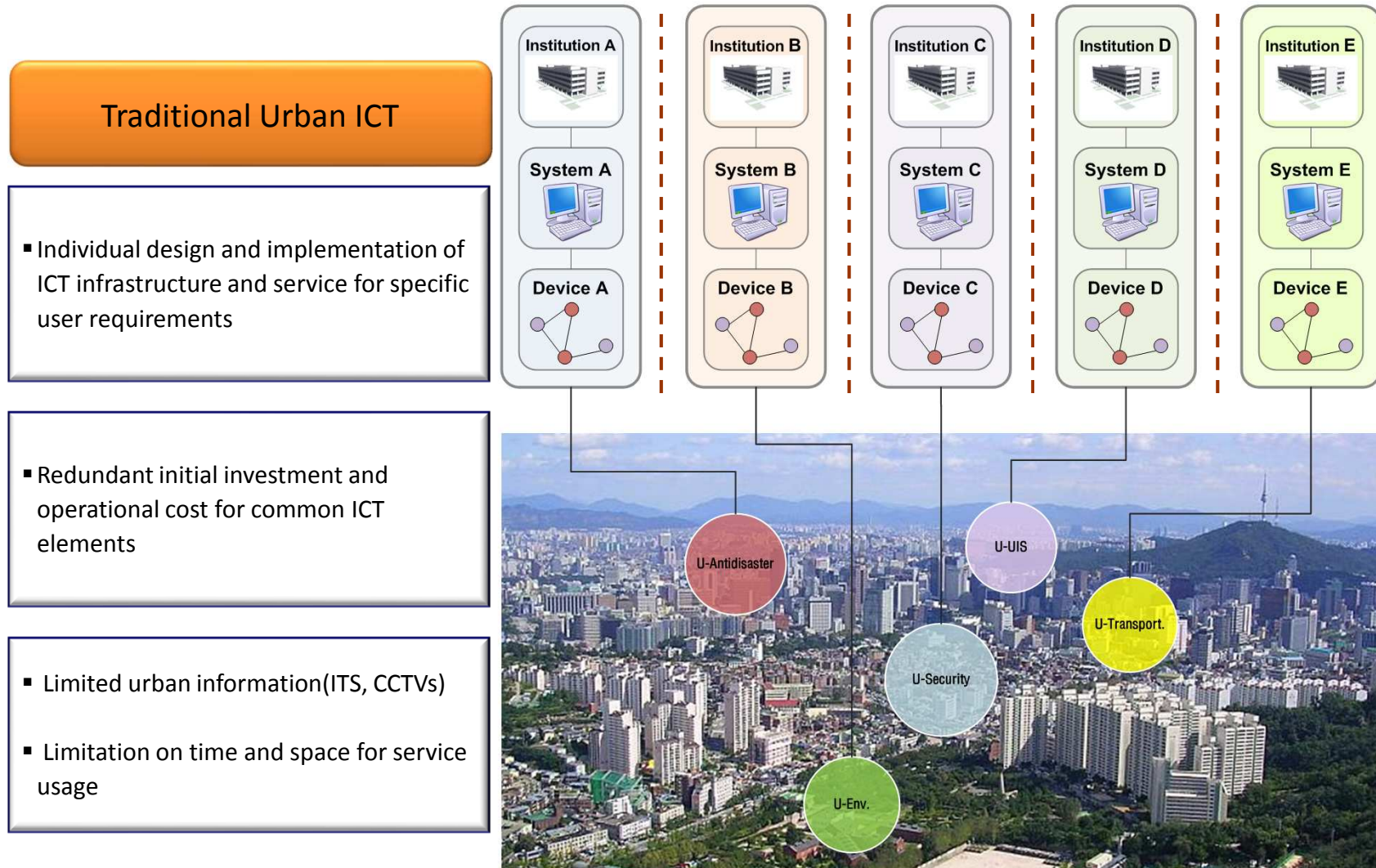
Smart City References

Smart City Strategy

Intro to U-City and Smart City

Traditional Urban ICT vs. U-City

While traditional ICT systems are implemented for specific purposes, U-City provides integrated and converged urban ICT system based on comprehensive urban planning.



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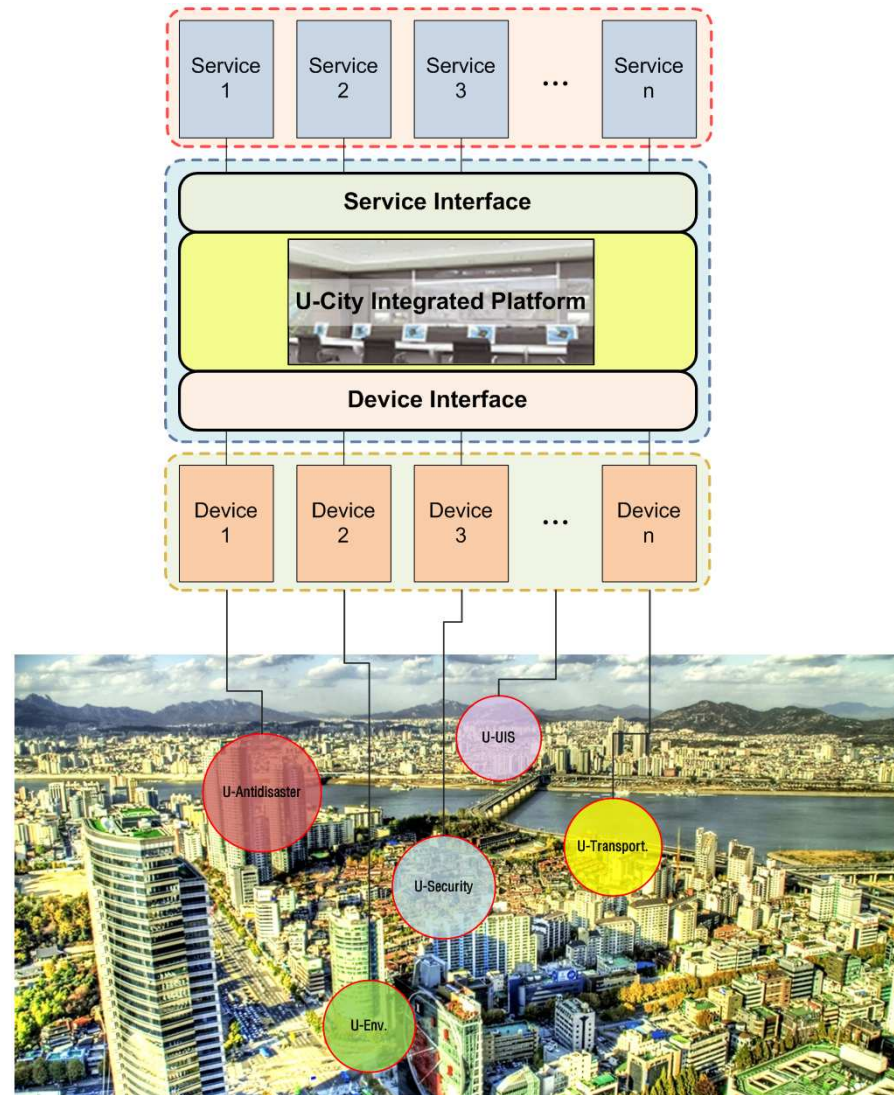
U-City

- Comprehensive design and implementation for quality of life and competitiveness from the planning phase

- Low cost, highly efficient urban ICT management possible due to integrated plan and stepwise implementation

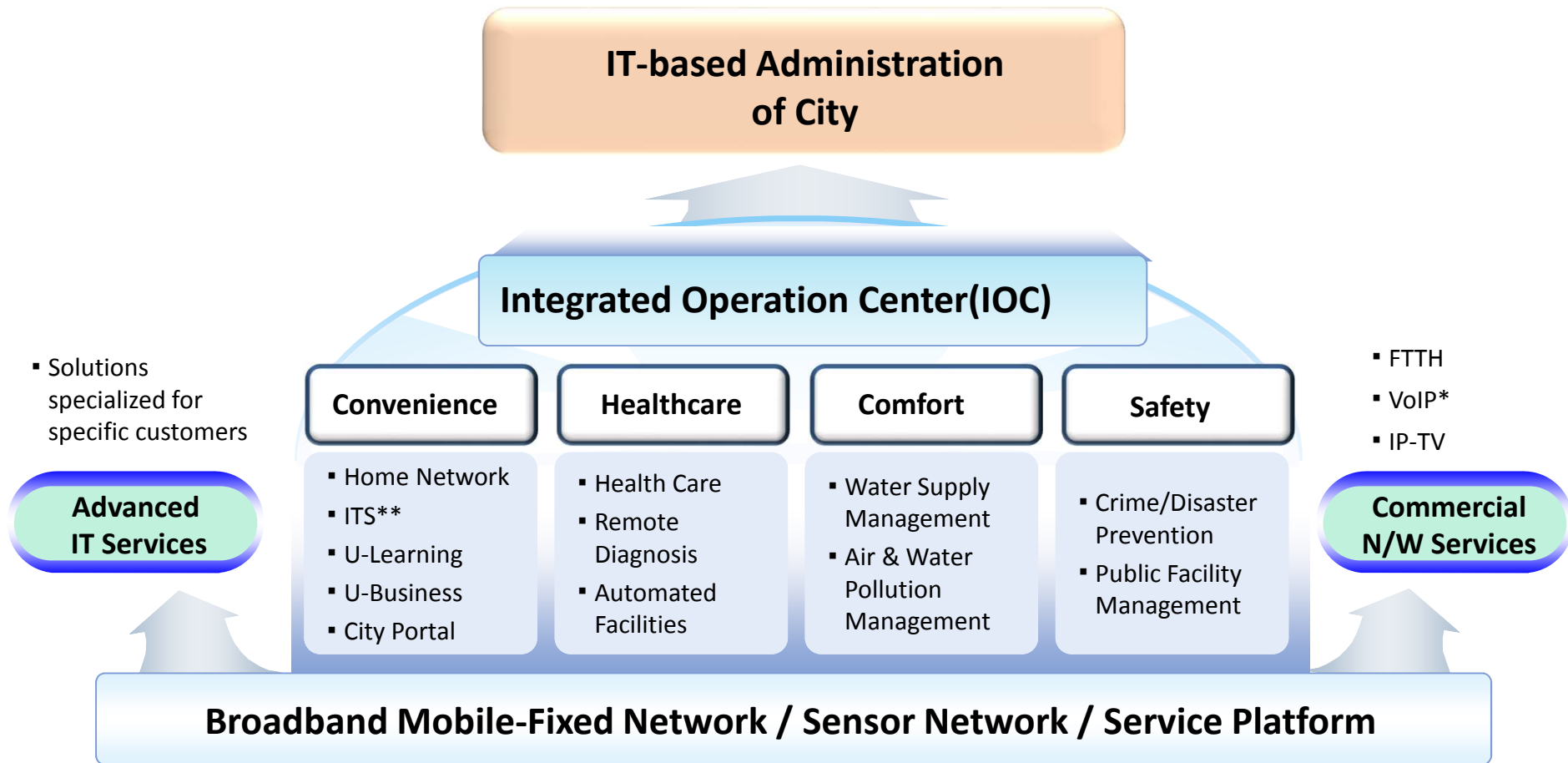
- Wide range of urban information (Traffic, safety, life and community information, etc)

- Any where, Any time, Any device



Early Concept of U-City

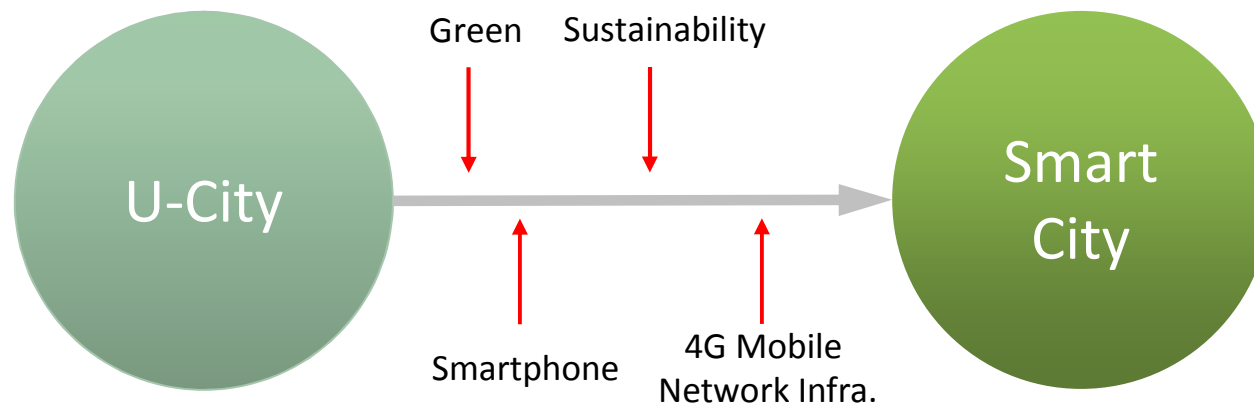
With its state-of-the-art Integrated Operation Center and its advanced network infrastructure, U-City offers diverse urban IT services in an integrated way, which will enhance the efficiency of city administration, as well as greatly improve the life quality of residents.



*Voice over Internet Protocol **Intelligent Transport System

U-City to Smart City

Early concept of U-City is changed to Smart City adapting the needs of green and sustainability for cities, and the introduction of Smartphone and 4G mobile network infrastructure.

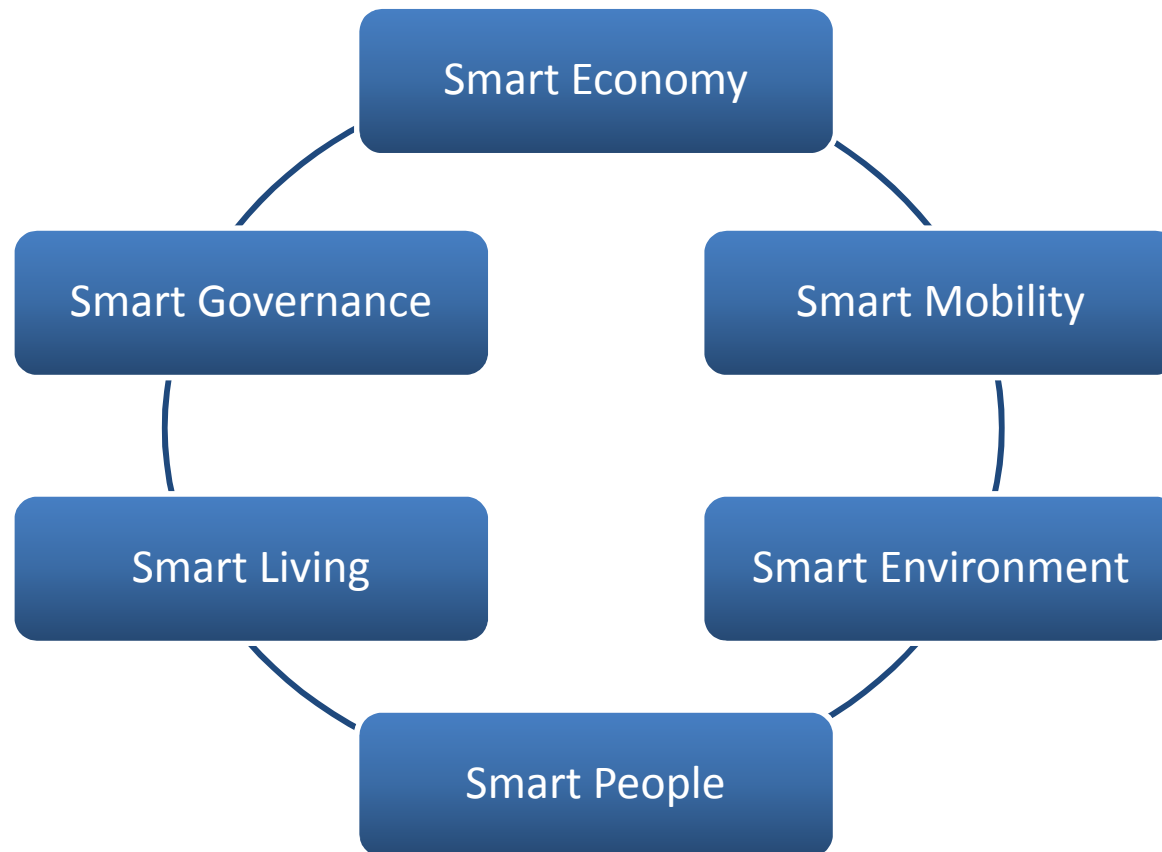


- **Fixed Network**
- **Government Driven**
- **Customized Mobile Devices**
- **Operator-oriented Services**

- **Fixed / Mobile Convergence Network**
- **Service Provider Driven**
- **Smartphone**
- **End User-oriented Services**

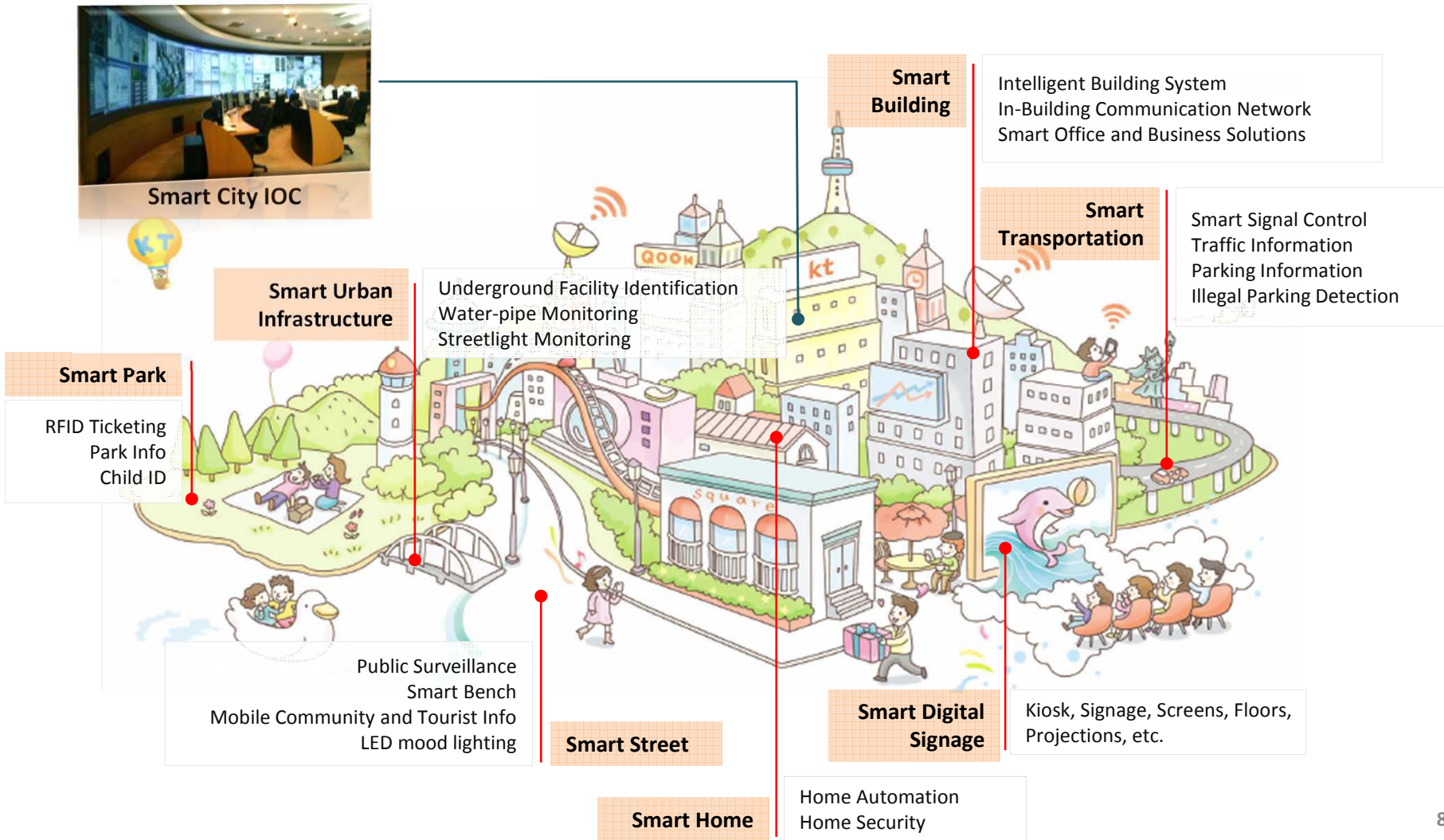
What is Smart City?

A Smart City is a developed urban area that creates sustainable economic development and high quality of life by excelling in 6 key areas that can be done through strong ICT infrastructure.

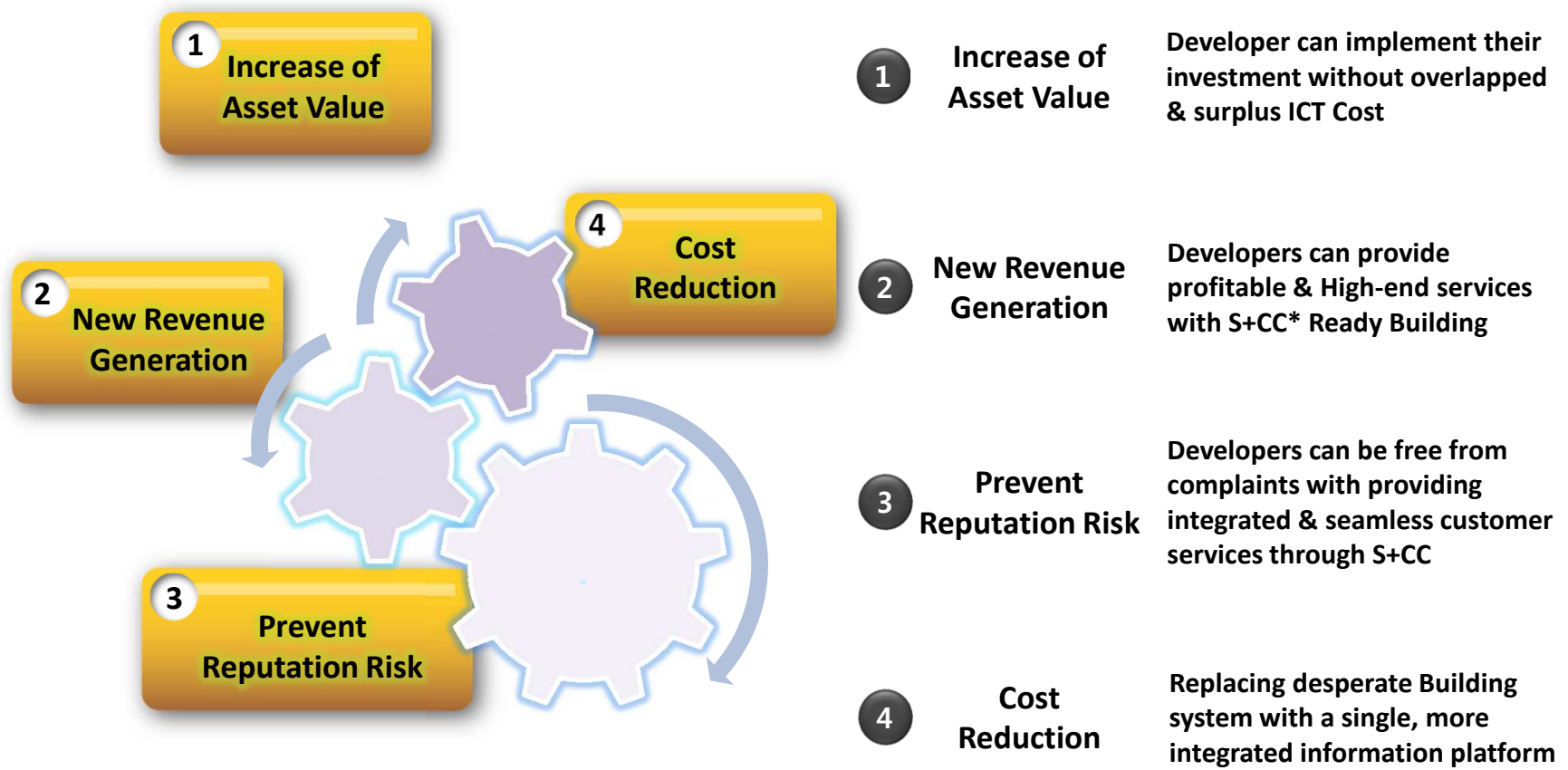


Smart City at a glance

IOC(Integrated Operation Center) brings efficient operation/control service for improvement of citizens safety and welfare



Value Proposition - Qualitative



*S+CC: Smart and Connected Communities

Value Proposition - Quantitative

Government, Master Developer



Public Benefit through Smart City Services

Smart City Benefit/Cost ratio: 1.57 – Dongtan case



Minimizing Operation Cost of Smart City Services

10% saved Smart City Implementation and Operation Cost



Increased Asset Value & Marketing Effect

10% increased property value (USD 600/m²) – Dongtan case

Citizens, Visitors



Improved Safe and Secure City

40 % decreased crime rate – Gangnam case



Effective Urban Infra

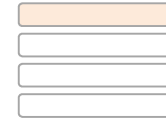
40 % increased parking lot capacity case

Smart City References

Smart City References



Reference – Dongtan Smart City, Korea

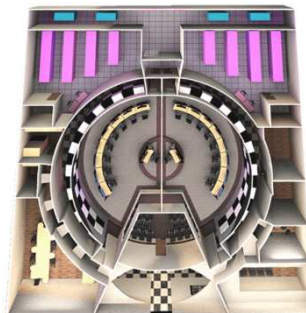


“1st smart city project in Korea, started 2006”

Smart Services



Integrated Operation Center



Basic Information

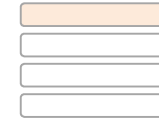
- Location
Dongtan, GyeongGi
- 40km South from Seoul
- Size: 9.037K m² (903.7ha)
- Population: 120,730
- No. of Household: 39,825



Smart City Details

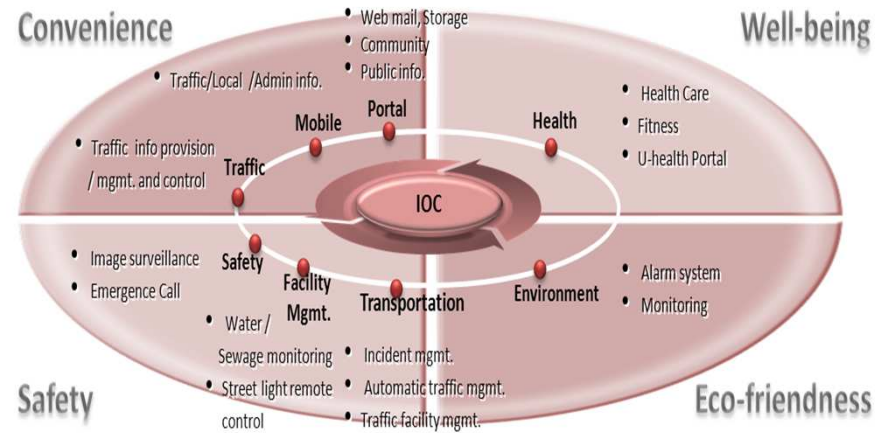
- Period: 2006.05 ~ 2008.09
- Budget: US\$ 40 M
- Smart Services:
Public Security, Traffic, Admin., Environment

Reference – Paju Smart City, Korea



“Latest Reference Site (end of 2011)”

Smart Services

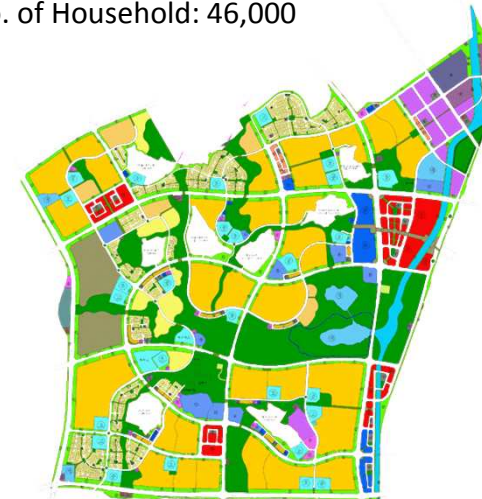


Integrated Operation Center



Basic Information

- Location
Paju, Uonjong, GyeongGi
- 25km North West from Seoul
- Size: 9.547K m² (954.7ha)
- Population: 124,000
- No. of Household: 46,000



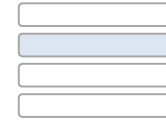
Smart City Details

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

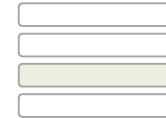
Reference – Jeju Smart Grid Test Bed

kt has deployed Smart Grid system (Smart Home, Smart Building, Smart Factory) in Jeju which is the biggest island in Korea.





Video Clip



U-Portal


On-line Tour Concierge Service




<http://www.visitseoul.net>

U-Device

Personalized and Location-based Mobile Tourism Service



Mobile App



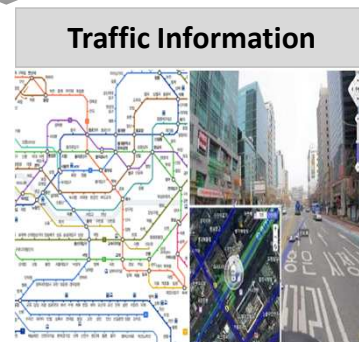
iOS
Android

U-Hub

Tourism/Design/IT Convergence Interactive Landmark

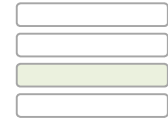


Reference – Smart Bus Shelter



Reference – Media Pole





Video Clip

Reference – Global Smart Space

Nusajaya, Malaysia		<p>Smart and Connected Master Plan for Nusajaya (July 2011 ~ Jan 2012)</p> <ul style="list-style-type: none">- Project Owner: UEM, IIB- Area Size: 97 km²- Designed Public Security, Transportation, City Portal, Integrated Operations Center, Smart Facilities Management system
Sidi Abdellah, Algeria		<p>Smart City Master Plan for Sidi Abdellah New City (Aug 2009 ~ Dec 2011)</p> <ul style="list-style-type: none">- Project Owner: Algeria Government- Area Size: 3 million square meters- Newly developing city specialized for science and technology
Smart Community Business, UAE		<p>Joint business development with major telecom provider in UAE</p> <ul style="list-style-type: none">- Performed Feasibility Study to UAE's major developers
Abu Dhabi Masdar K-Cluster Masterplan, UAE		<p>K-Cluster (Korean Cluster) Master plan (Smart City Part) (Sep 2010 ~ Sep 2011)</p> <ul style="list-style-type: none">- Project Owner: Abu Dhabi Future Energy Company- K-Cluster is designated area within Masdar City for attracting Korean Clean-tech industries

Smart City Strategy

“Specialized subsidiary company for Smart space”

KT-Cisco Partnership

The pioneer of Smart Space business
with latest technologies and innovative services

Aims to provide Differentiated & competitive model
to the emerging cities in the world



Korea's No.1 Telecommunication
Service Provider

Experience and knowhow
in U-City Business



Global leader in
Network Solution Provider

Experience and knowhow
in S+CC Business

Company profile

“Specialized subsidiary company for Smart space by KT & Cisco”



Company Profile

Established Dec., 2011

Equity Share

KT 82.76%

Cisco 17.24%

Key Contacts

- CEO Hung Song
- COO Jinsik Park
- KT alliance manager Kyungsoo Kang
- Cisco alliance manager Jisun Maeng

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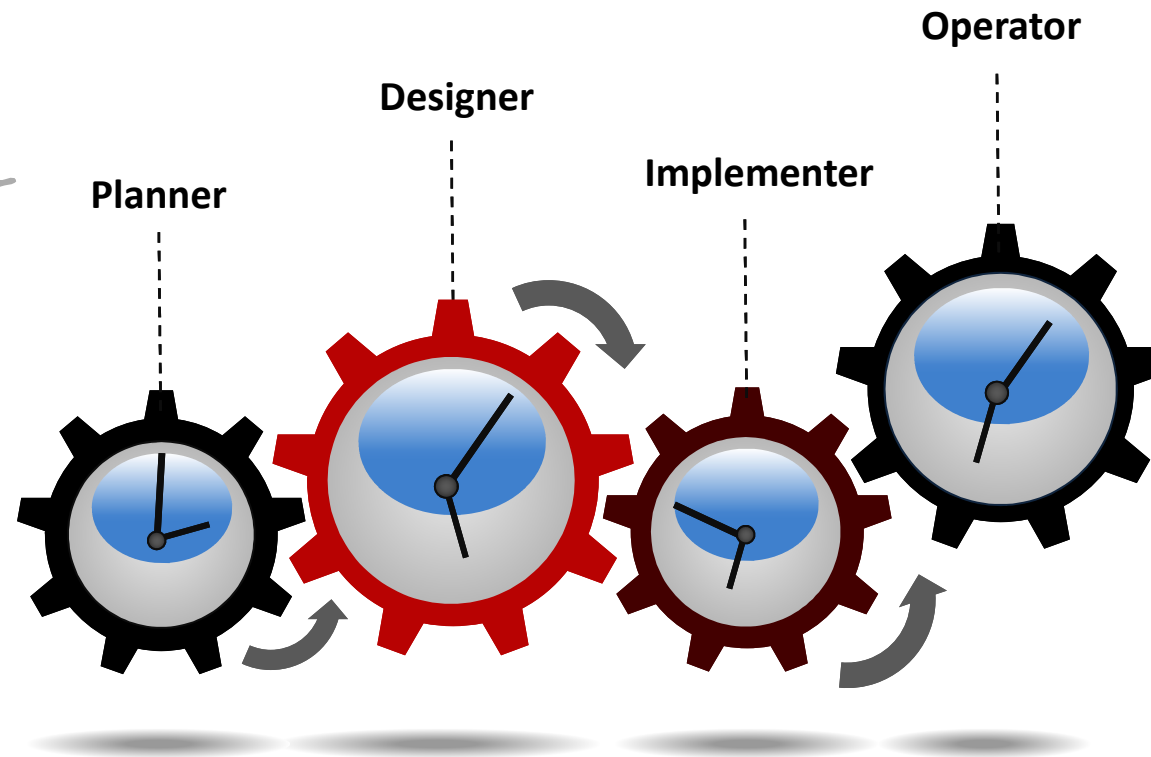
Chungjeong Tower 2F, Chungjeongro 3Ga,
Seodeamoon Ku,
Seoul ,Korea

Who are we? – KCSS

“Total ICT Service provider through full life cycle of space development”

KCSS

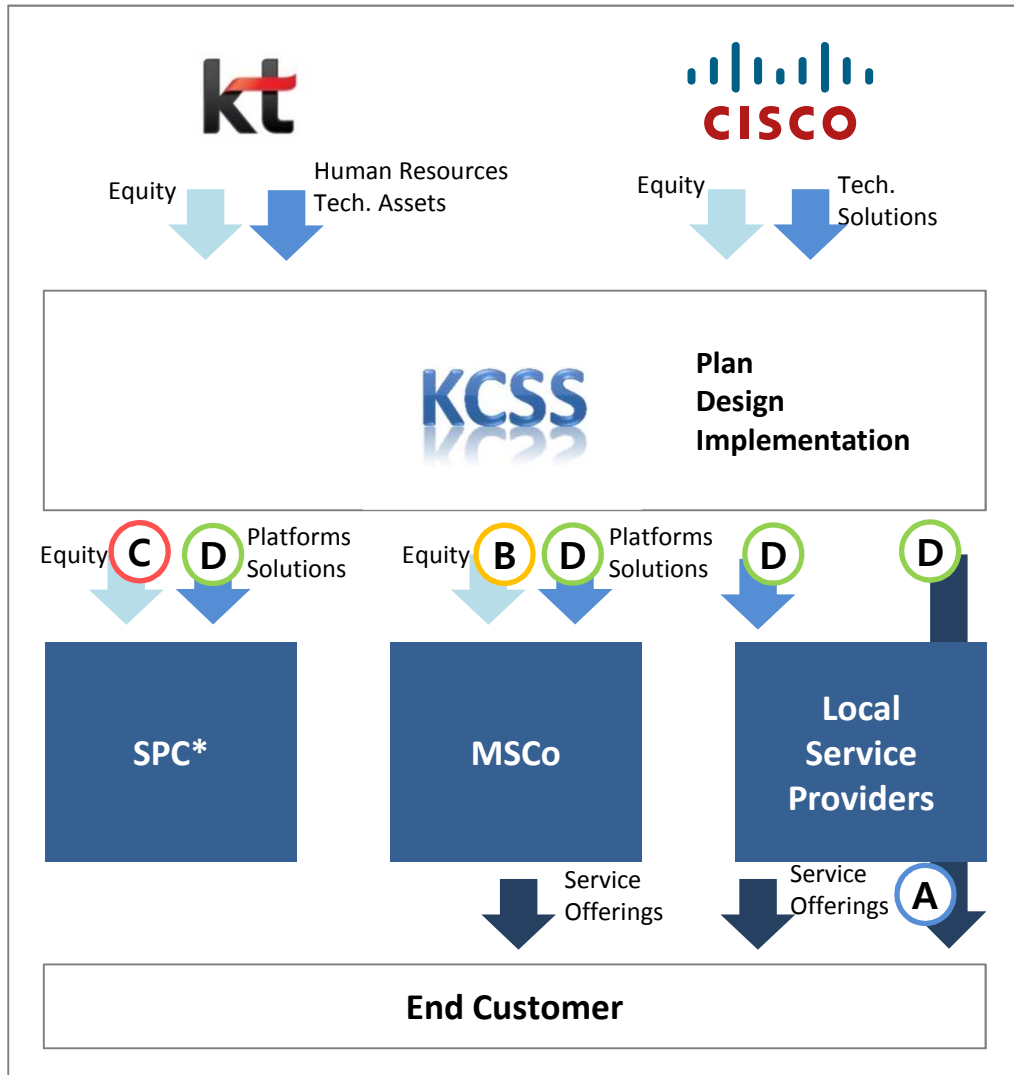
Information and Communication Technology



“Global leader & pioneer in the ICT-based Smart Space service industry”

- 01** **White-Label Smart Space Service offerings** with the leverage of KT & Cisco incumbency and **Flexible Engagement structure**
- 02** Organic growth & execution with **focused geography & high-quality service offerings**
- 03** **Partnership** across development value-chain & maintain leadership via top market talents
- 04** Drive & maintain market leadership via **focused innovation** on Smart Space service platforms & solutions

Flexible Engagement model – Conceptual Business Structure



A White Label Offering

- Brand Ownership & Asset Ownership to Service Provider
- Full Service & Work Lifecycle Support Ownership to KCSS

B MCo Business Structure

- MCo Establishment with Prime Business Owner including Developer and SPs
- Profitable & Innovative Service Development and Operation

C Strategic Investor options

- SPC Participation as Strategic Investor
- Public Private Partnership including BTL etc.

D SI Subordination

- Typical Commercial Deal Type
- Smart City & Building ICT Engagement

*SPC: Special Purpose Company



Q & A



Thank You!

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