

From e-Government to m-Government

Reaching Every Citizen with Efficient Public Services

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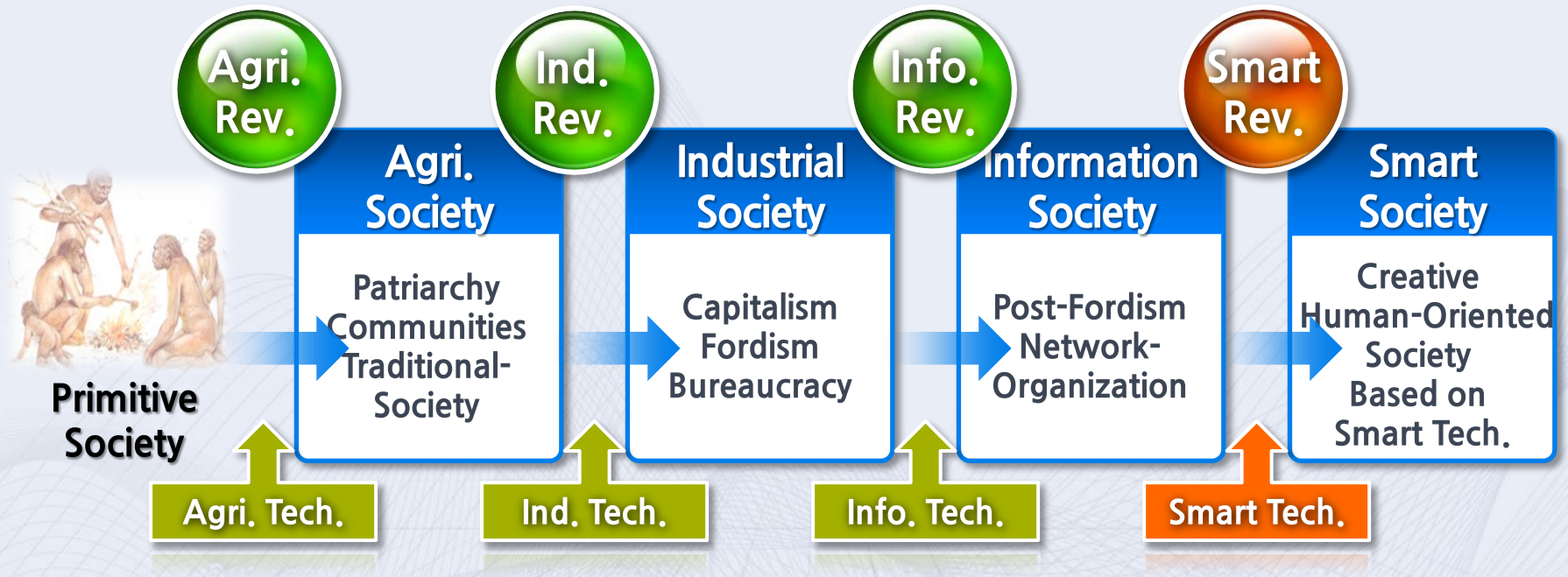
IV. Conclusion



I. Smart Revolution

The 4th Wave : Smart Revolution

Creative and Human-oriented Smart Society



Co-evolution of technology and society

Technology development

Change in society

IT and Nat' I Development : Past-Present-Future

Paper document

Computerization

Informatization

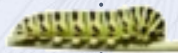
Creative utilization



1987

1995

2010



Industrial
Society
Paradigm



Information
Society
Paradigm



Smart
BigBang

Smart Society
Paradigm

Need for a new
paradigm

Adoption

Growth

Maturity

Re-takeoff

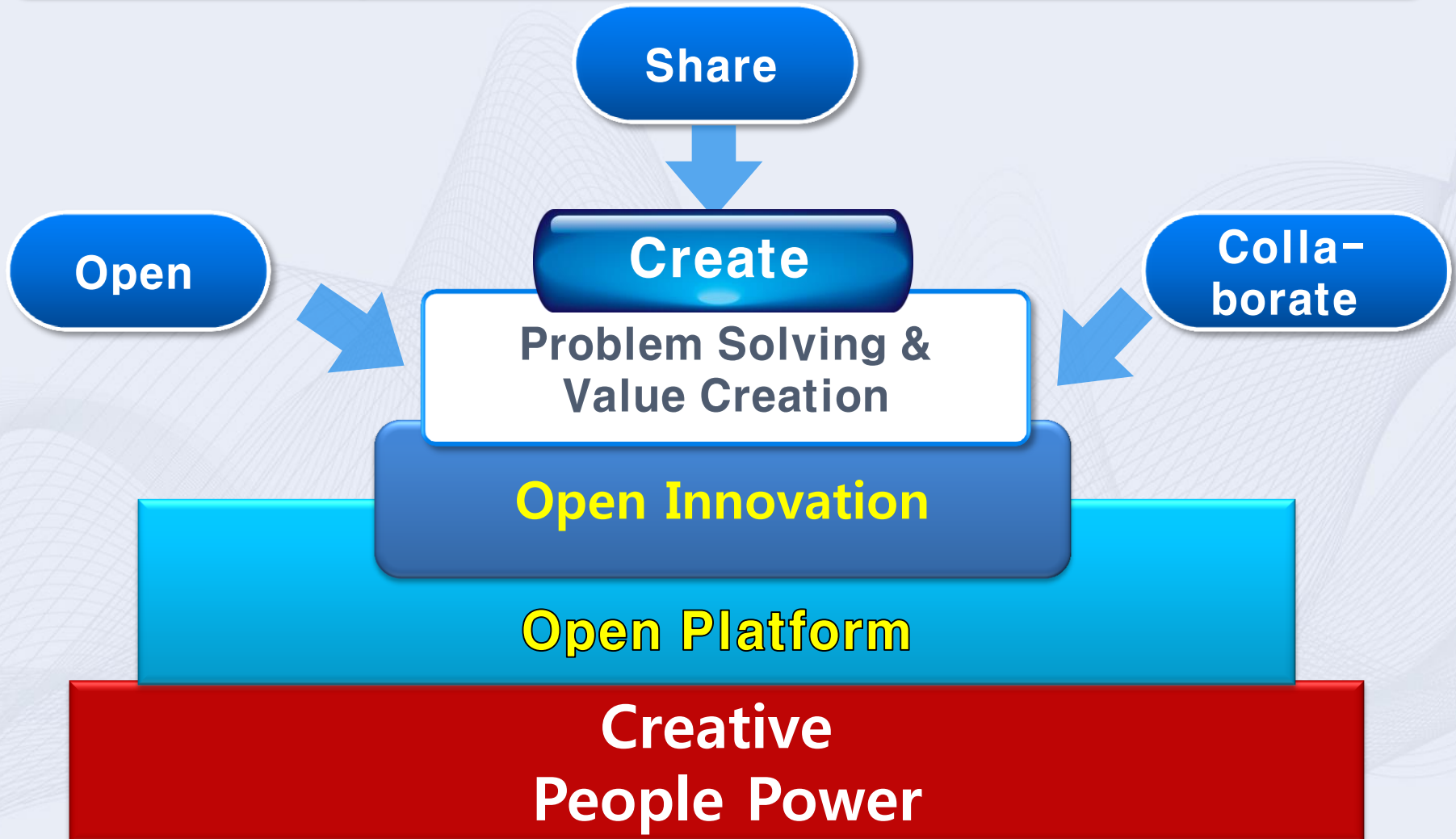
Informatization 1.0

Informatization 2.0

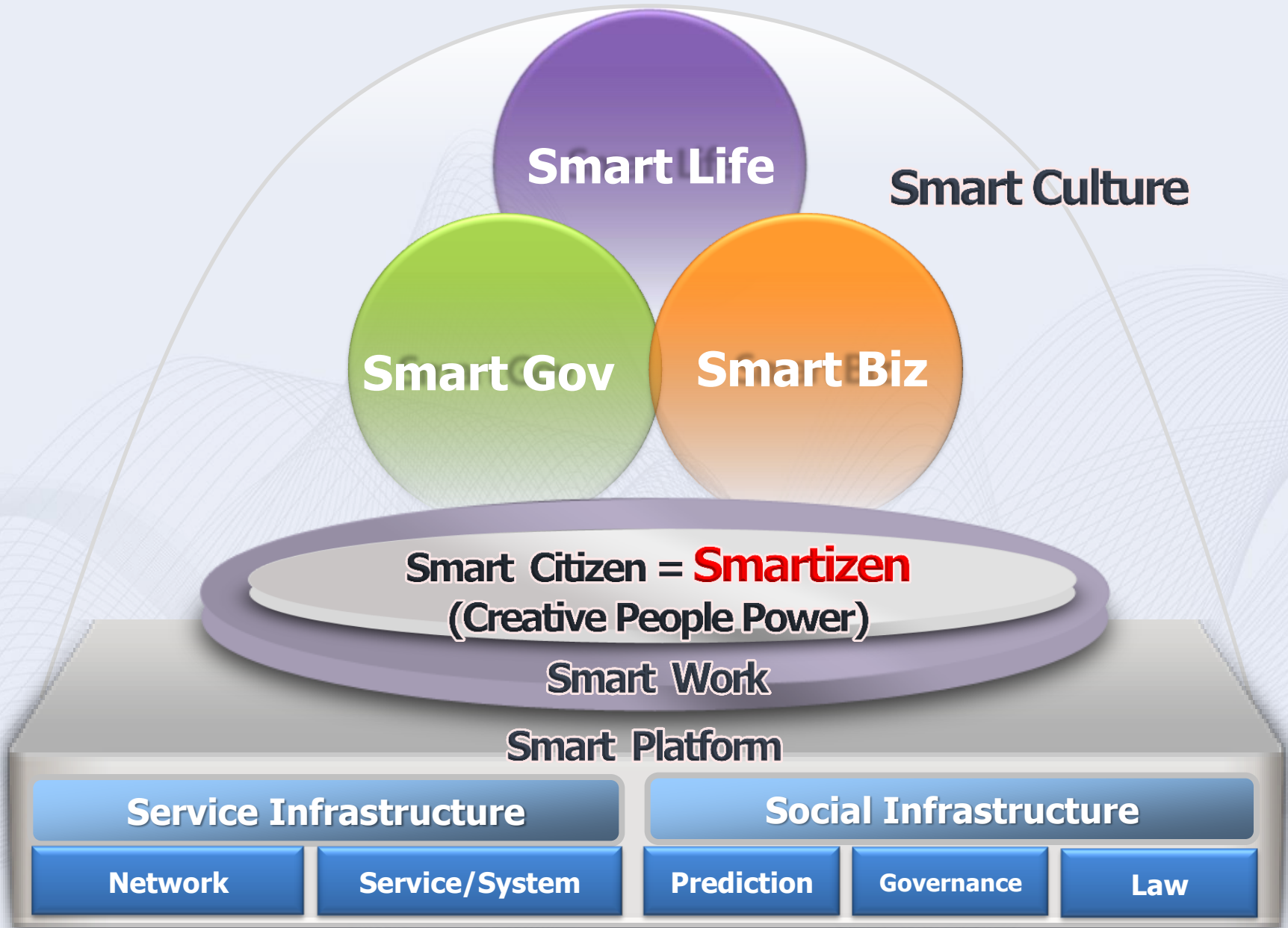
Informatization 3.0

Smart Society : Creative People Power

The Spirit of the New Age
'Open, Share, Collaborate, Create'



Framework of Smart Society



Smart Revolution : New Life Style

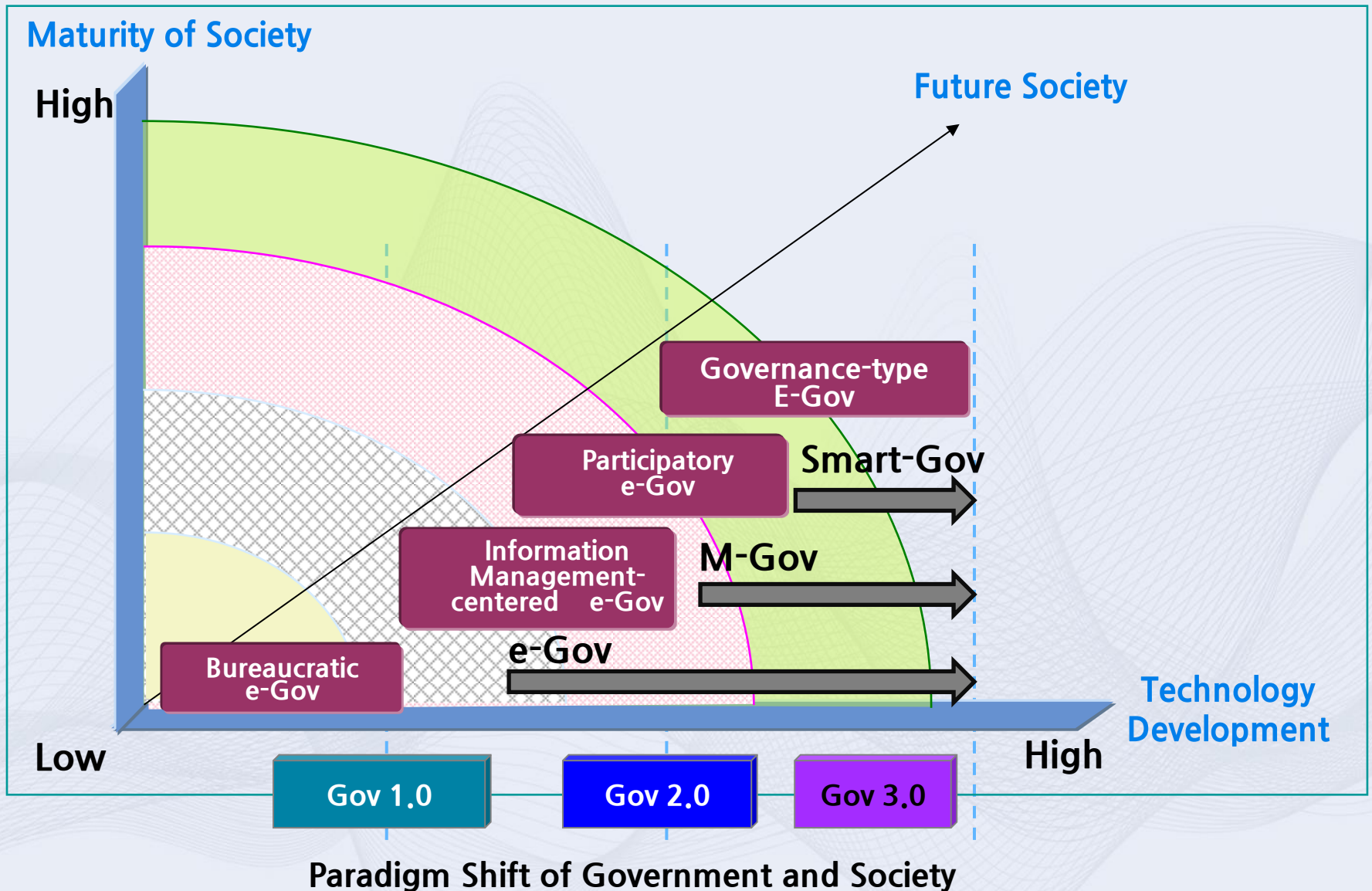




II. Smart Government



E-Government Evolution Model



Opportunities of Smart Society

Current Issues

Unemployment
Conflicts
Ageing
Divide
Uncertainties
Distrust
Corruption

CREATIVITY

**ICT
R&D**

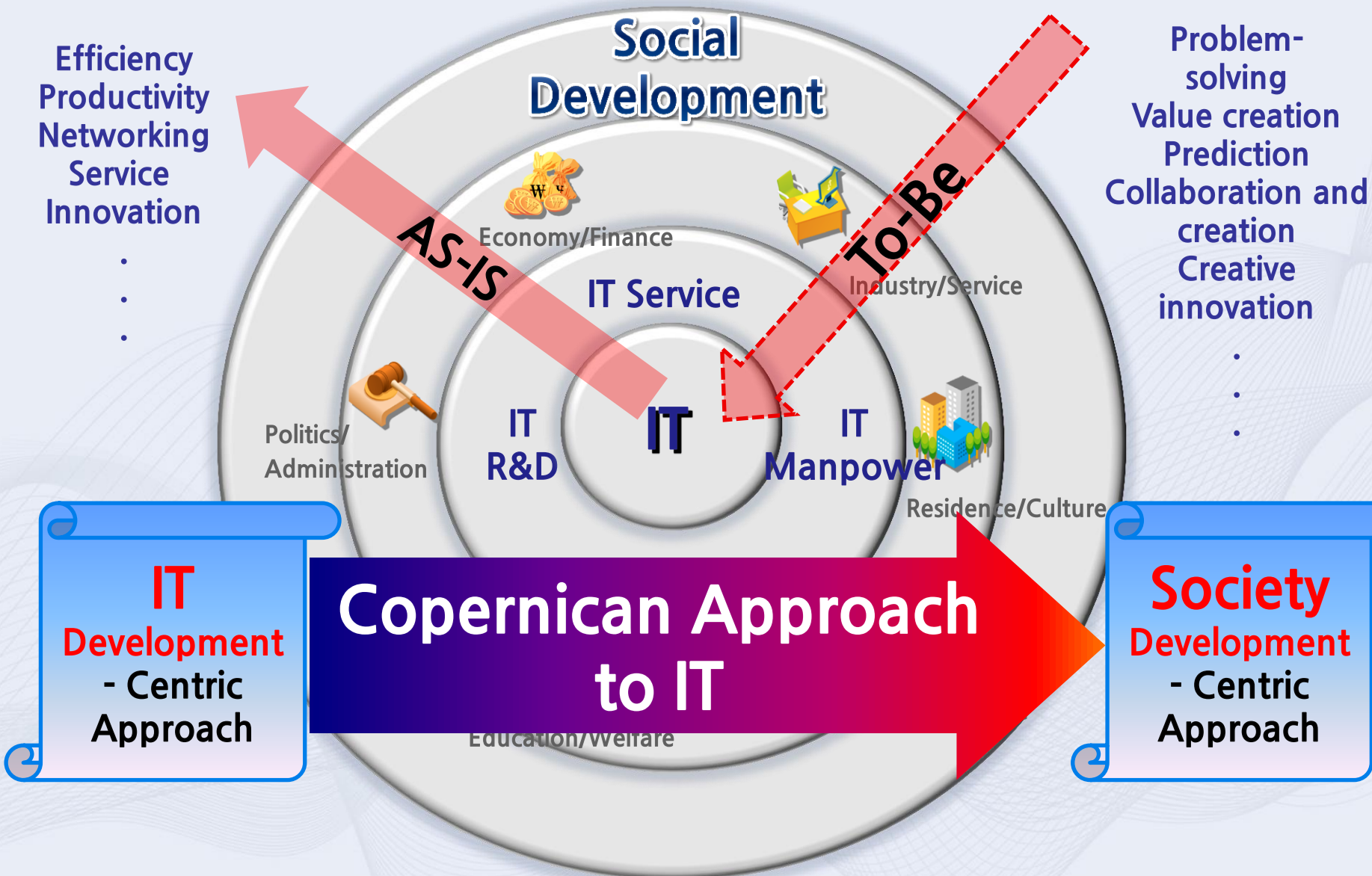
Values Pursued in a Smart Society

Happiness
Hope
Coexistence
Employment
Growth
Trust
Opportunity
Transparency
Welfare

Open · Share · Collaborate · Create

Creative People Power

Fundamental Change of Approach to IT



Paradigm Shift in Gov't Operation

Countries are now facing a 'budget deficits' because of the global financial crisis, increased welfare demands, disaster occurrences, etc

“Urgent need to seek for innovative and new solutions to solve budget deficit problem and provide high quality services ”

Traditional
Type of
Government

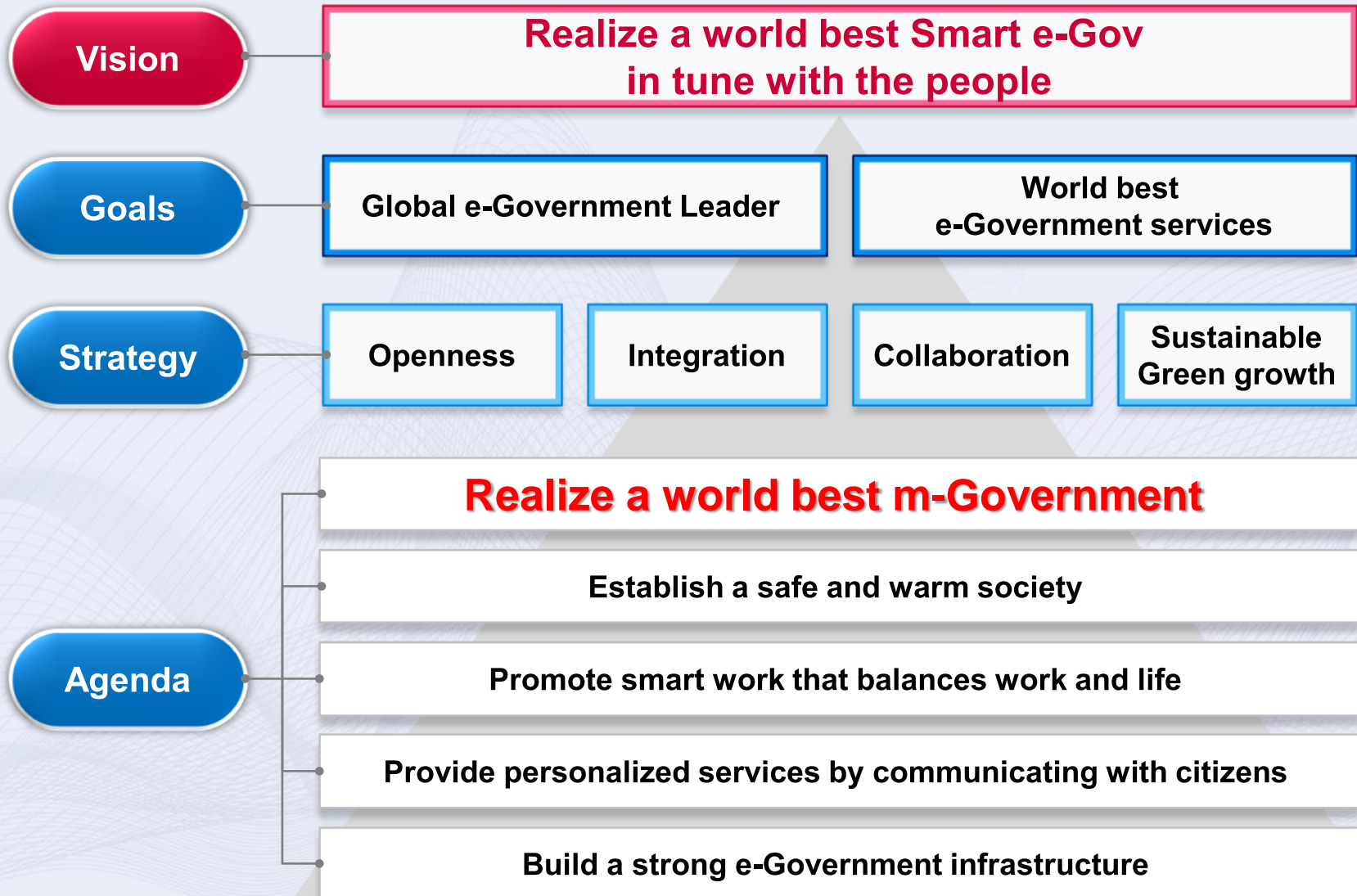
Smart IT

Open
Government
based on
Creative
People Power

Open gov't
based on
Creative
People Power

- Achieves low-cost and high-quality Governance led by creative citizens

Towards Smart Government in South Korea



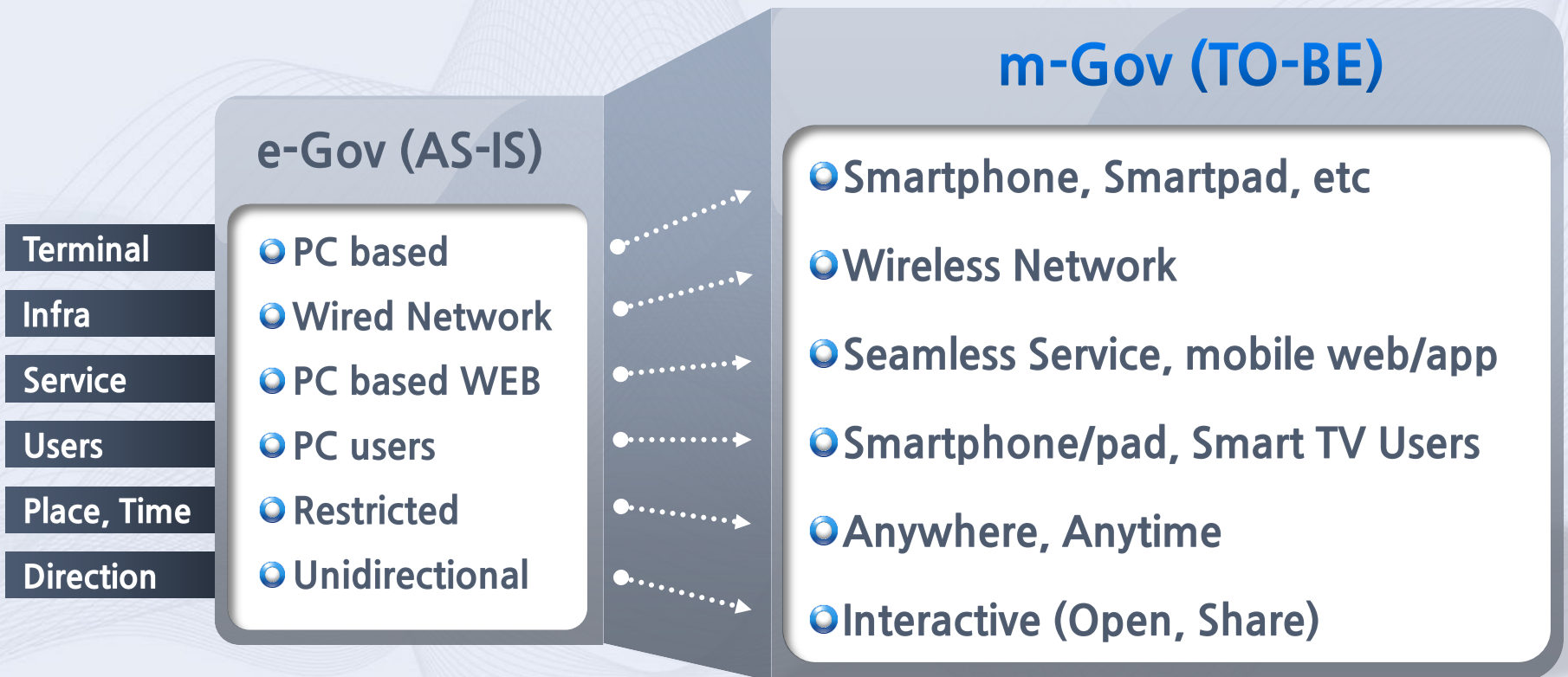


3. m-Government

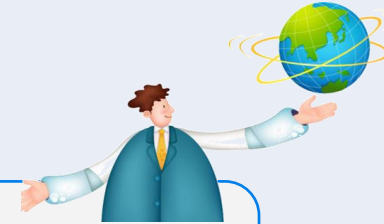


Paradigm Shift from e-Gov to m-Gov

- ① Seamless connectivity to Government Services, anywhere anytime
- ② Enhanced communication with citizens using SNS at all times
- ③ Innovations in working process



Realization of m-Government



m-Government

An advanced government **promoting the use of public services and active citizen participation, anytime, anywhere** through integration of smart devices and government services

C2CG

Citizen to Citizen&Gov

Mobile services for collaboration

- Civil reporting on mobile, e-Poll, Idea suggestion, Policy discussion, Self supporting security, etc

G2C

Gov to Citizen

Mobile civil services for citizen's convenience

- m-Gov portal, Mobile home tax, Real-time road traffic, Train ticket reservation, m-Tourism, Health/Drug Information, etc (1220 services , Nov. 2012)

G2G

Gov to Gov

Mobile administrative services for efficiency

- Mobilize internal office work
 - Mobile memo reporting, Government SNS, etc
- Mobilize field work
 - Fire/Disaster Management, Population Census, Verification of a vehicle tax payment, etc

m-Government Security Infrastructure

Strategies for m-Gov Service

I Expansion of mobile service close to citizens' life

- ⇒ Provide service related to disaster, life, welfare using LBS
- ⇒ Enhance nation's convenience by expanding civil services



II Settlement of mobile work process system

- ⇒ Construct mobile office for efficient administrative work
- ⇒ Find service model to support local gov.'s administrative work



III Prevention of overlapped constructing and disordered developing of mobile service

- ⇒ Establish road map for mobile service including laws/institutions and security
- ⇒ Develop/deliver mobile-based common component and prepare common infra such as developing environment in a integrated form

IV Strengthening of two-way communication by activating SNS

- ⇒ Provide e-Gov.'s service for all citizens who can participate in and communicate develop/use guideline which can be used by all public organizations



(C2CG) Civil Reporting on Mobile (1/3)



Witness → Report → Assign → Action → Feedback
(Camera, GPS)



Report of Inconveniences living



- Illegal Parking
- Place harmful to juveniles
- Inconvenience of bicycle facilities
- Damaged roads, public CCTV, etc
- Damaged Signposts
- Illegal Trash Littering
- Environmental Pollution
- Excessive energy Consumption, etc

(C2CG) Civil Reporting on Mobile (2/3)-Real Cases

Illegal Parking on Sidewalk



Damaged Signpost



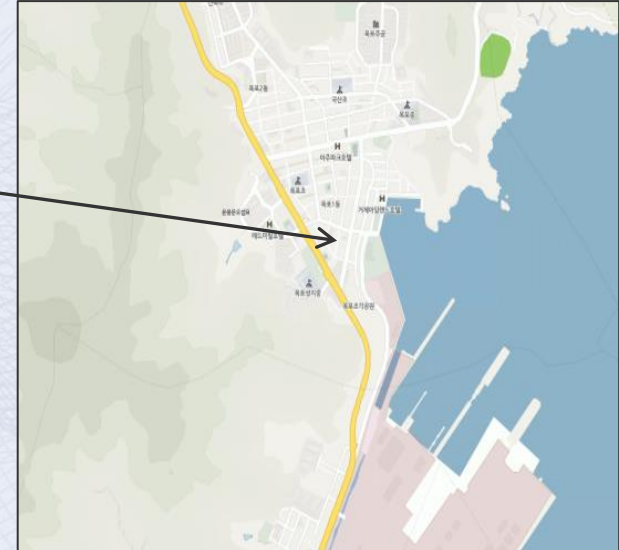
Environmental Pollution



Harmful Adult Advertisement to Juveniles



Trash Littering



(C2CG) Civil Reporting on Mobile (3/3)

Category	Cases (2012~2013.3)	Ratio (%)
Illegal Parking	50,885	55.83%
Damaged Road, Facilities	9,004	9.88%
Damaged Signpost	355	0.39%
Illegal Trash Littering	5,776	6.34%
Environmental Pollution	1,107	1.21%
Installation request of new streetlamp or traffic lights	2,973	3.26%
Excessive Energy Consumption	332	0.36%
Harmful place to Juveniles	195	0.21%
Inconvenience of bicycle facilities	75	0.08%
Etc (harmful, illegal facilities)	20,448	22.43%
Total (Mobile)	91,150	100%
Total (PC WEB)	611,448	-
Mobile Ratio (Mobile/PC)	14.91%	-

PC Service



Mobile Service

(C2CG) 'Oasis of Millions of Creative Idea' Seoul City



- Suggest and share ideas for city policy
- Review ideas and discussion
- How to realize Ideas
- Idea contest
- Evaluate city policies
- Can participate using Mobile, Web and SNS



(C2CG) Public Safety in an Outdoor Market



- Self-Supporting Security
- Less dependence on Gov



Smart Parking System

- Parking management
- Traffic information

Smart Prevention

- Crime/Fire Prevention
- Wireless Broadcast

Smart Delivery

- Smart Parcel Service

Media board System

- Street Media board

Outdoor Market Integrated Security System

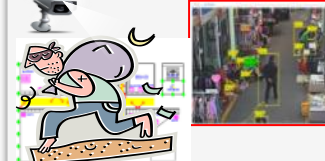
u-Fire Prevention

Fire Sensors



u-Crime Prevention

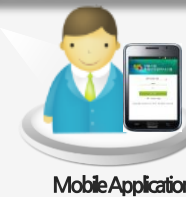
Intelligent Camera



u-Wireless Broadcast



Operator Smart-App



Government



Local Government



Fire Station



Police



(G2C) m.Seoul : Mobile Portal Service (1/2)



← Search Engine

← City Event Info., news

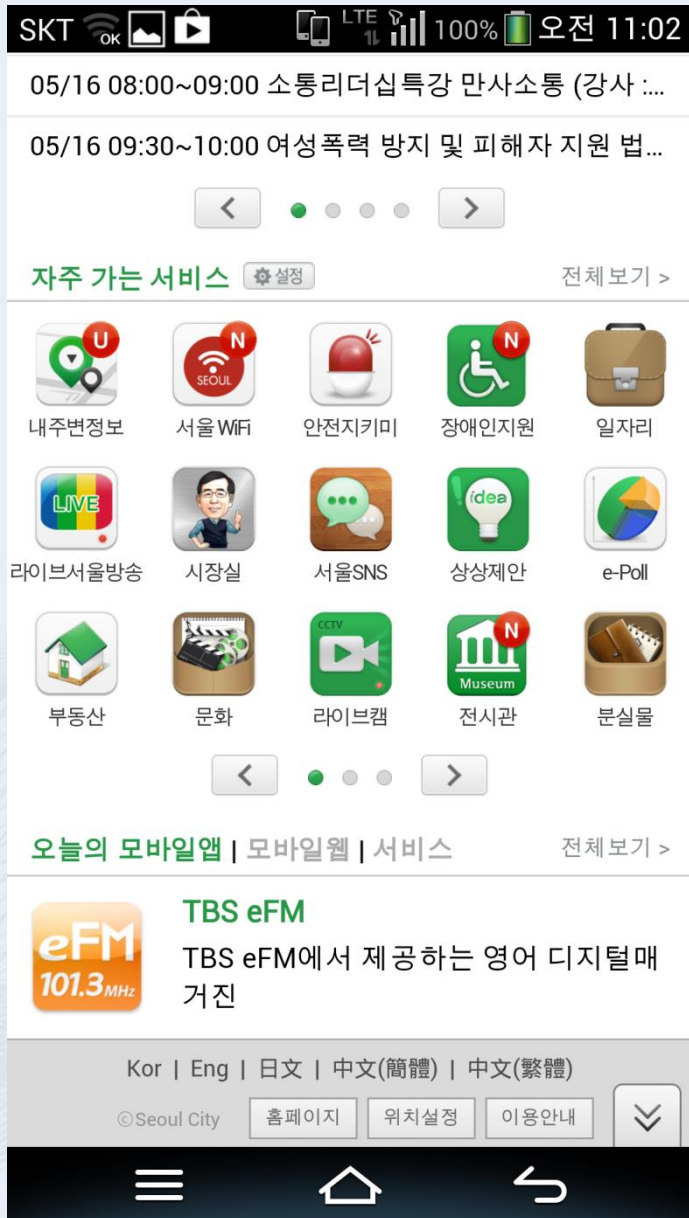
- Public Yoga School
- Signpost Design Contest
- Weekly Events at Seoul Square
- Weekly Market Price Information

← Real-time BUS, Metro Arrival / Traffic Info.

← Mobile live broadcast on the prevention of water floods at 15.May.2013, 10:00

← Real-time weather and meteorology map
- Temperature, Dust(PM-10), Ozone(O3), CO, SO2, NO2, etc

(G2C) m.Seoul : Mobile Portal Service (2/2)



← Favorite Services : Total 41 kinds of services
 Surroundings info
 Seoul Free WiFi
 Security/Disaster
 Disabled Person Support
 Job Information
 Live Seoul Broadcast
 the Mayor of Seoul
 Seoul SNS
 Idea suggestion
 e-Poll
 House/Real-estate
 CCTV-Live CAM
 Museum
 Lost-and-Found
 Statistics
 Tourism
 Committee, etc

← English FM Mobile Application

← Language : Kor, Eng, Japanese, Chinese

(G2C) Example of Transportation Service



ROAD PLUS

Highway Traffic Information

- Real-time CCTV, Traffic MAP, News, Traffic Broadcasting, Gas-Station. Etc.



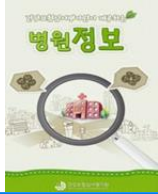
GLORY

Real time Train reservation with Smartphone Ticket

- Schedule, Reservation, Issuing Ticket, Store Mobile Ticket



(G2C) Example of Healthcare



○ Hospital Information

- Location, Doctors, Abuse of antibiotics, CT/MRI Equipment, Surgery Specialty, etc.



○ Vaccine Information

- Offering vaccine information for babies and children
- Vaccine schedule management



○ Volunteer work

- Volunteer recruit information
- Social service organizations



○ Health Information

- Hospital location, telephone number, patient's room, hospital assessment info, etc.



○ Health Statistics

- Various statistics regarding disease and hospital

(G2C) Most Downloaded Government Apps

Mobile Apps	Key Features	Citizen's Evaluation
Korea Express Information	<ul style="list-style-type: none">• Traffic info via CCTV and GPS, location of gas station, price of gases, sharing of traffic info via SNS	4.4/5.0
KORAIL Talk	<ul style="list-style-type: none">• Ticketing, info on departure/arrival time, reservation, return of reserved ticket, wake up alarm	3.8/5.0
Weather	<ul style="list-style-type: none">• Weather forecast, regional weather• Present temperature, direction and speed of wind, humidity	4.3/5.0
Integrated Traffic Information	<ul style="list-style-type: none">• Traffic information of express way and national road in real time• Information of construction/accident, CCTV image	4.4/5.0
Everywhere of Korea	<ul style="list-style-type: none">• Around 30,000 scenic spots, 200 famous food streets/sightseeing/tour courses, sharing info on scenic spots	4.3/5.0
OPINET	<ul style="list-style-type: none">• Location of gas stations, price of gases, shortcut for lowest price gas station	3.9/5.0
WorkNet	<ul style="list-style-type: none">• Job opening in Seoul and Incheon area• linking service to other job opening sites(Job Korea, Career)	4.3/5.0
Genie Talk	<ul style="list-style-type: none">• Bidirectional translation among Korean, English and Japanese (beta version)	4.6/5.0
Korea Laws	<ul style="list-style-type: none">• Laws, Regulations, cases	4.6/5.0
Tax Refund	<ul style="list-style-type: none">• Easy calculating on tax refund, know-how on saving tax, location of tax offices via GPS	4.0/5.0

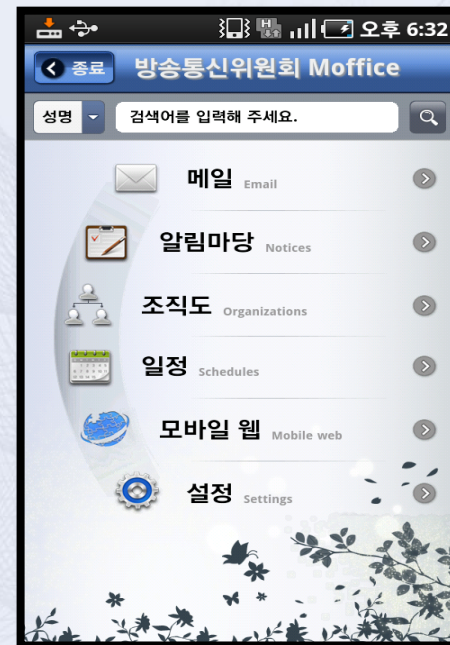
(G2G) m-Gov services for Government Officials

Field Work Applications

- Firefighters and fire investigators
- Mobile detainment of vehicles
- Mobile imposition of property tax
- Mobile probation office
- SNS for Government officials, etc

Mobile services for internal administrative work

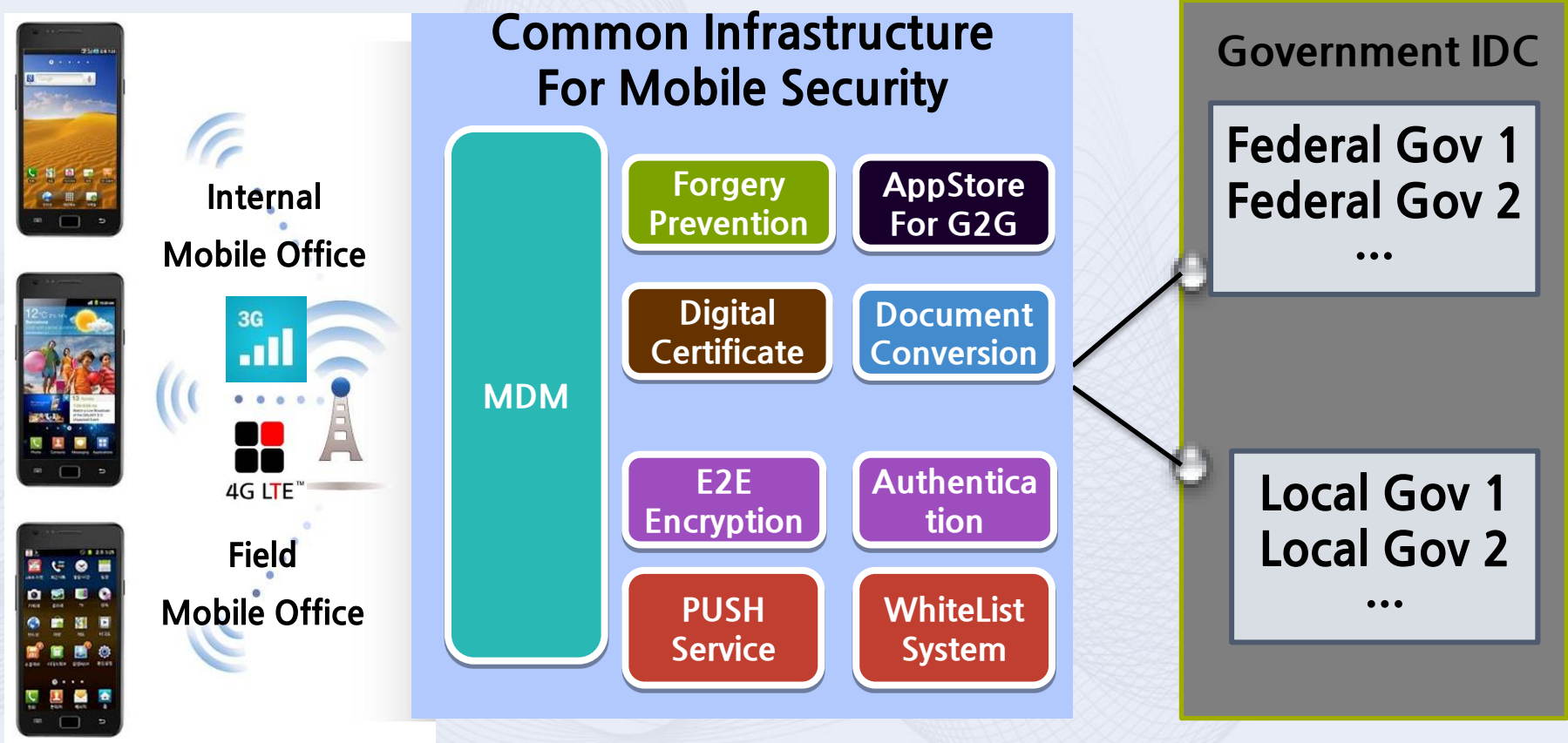
- Notice
- E-Mail
- Schedule
- Address book
- Memo Report
- Bulletin board
- News scrap, etc



(G2G) m-Gov Infrastructure for Security

Provide high level security functions

A mobile security infrastructure for overall federal and local government bodies



Expectations of Korea's m-Gov

1 **Enhance citizen's convenience** by providing user-oriented services by communicating with the people

2 **Strengthen the reliability and the transparency in Government** via delivering policies and communicating with the people in real time

3 **Save cost and enhance the efficiency and productivity of administrative work process** by conducting business at any time and place

4 **Cut budget through preventing duplicative investment** by constructing pan-governmental mobile infra and establishing standard platform and guideline

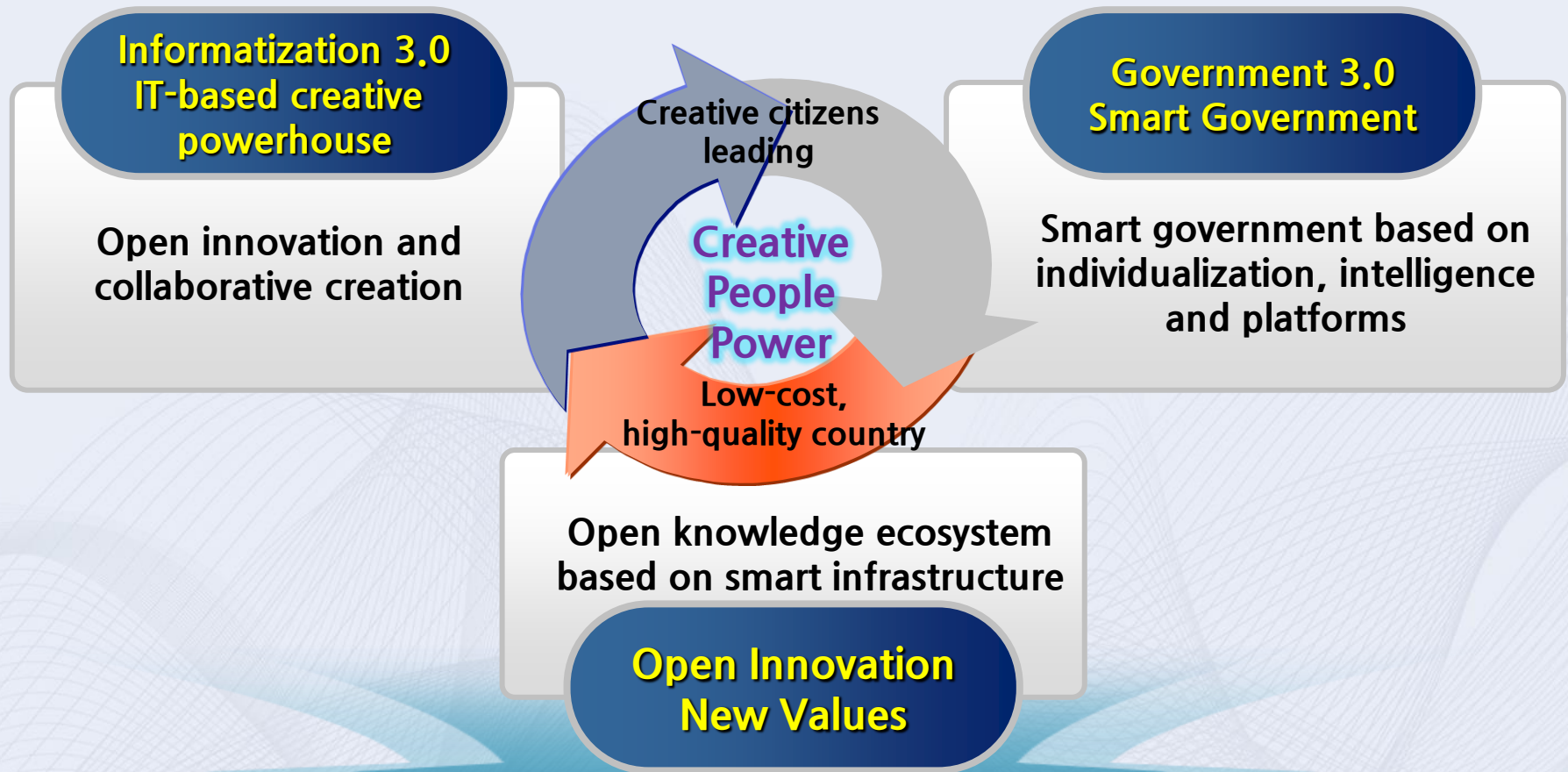
5 **Expect the improvement of national competitiveness** with overall growth of IT industries by the leading investment of Government



IV. Conclusion



Creative and Human-oriented Smart Society



Creative and Human-oriented Smart Society

- Improving from an IT powerhouse to a smart country guiding the world

Thank you.

