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Internet of Things and Mobile Commerce in China

Ting-Jie LU PhD

Assistant to President of Beijing University of Posts & Telecommunications
Board Member of ITS
Fellow of China Institute of Communications

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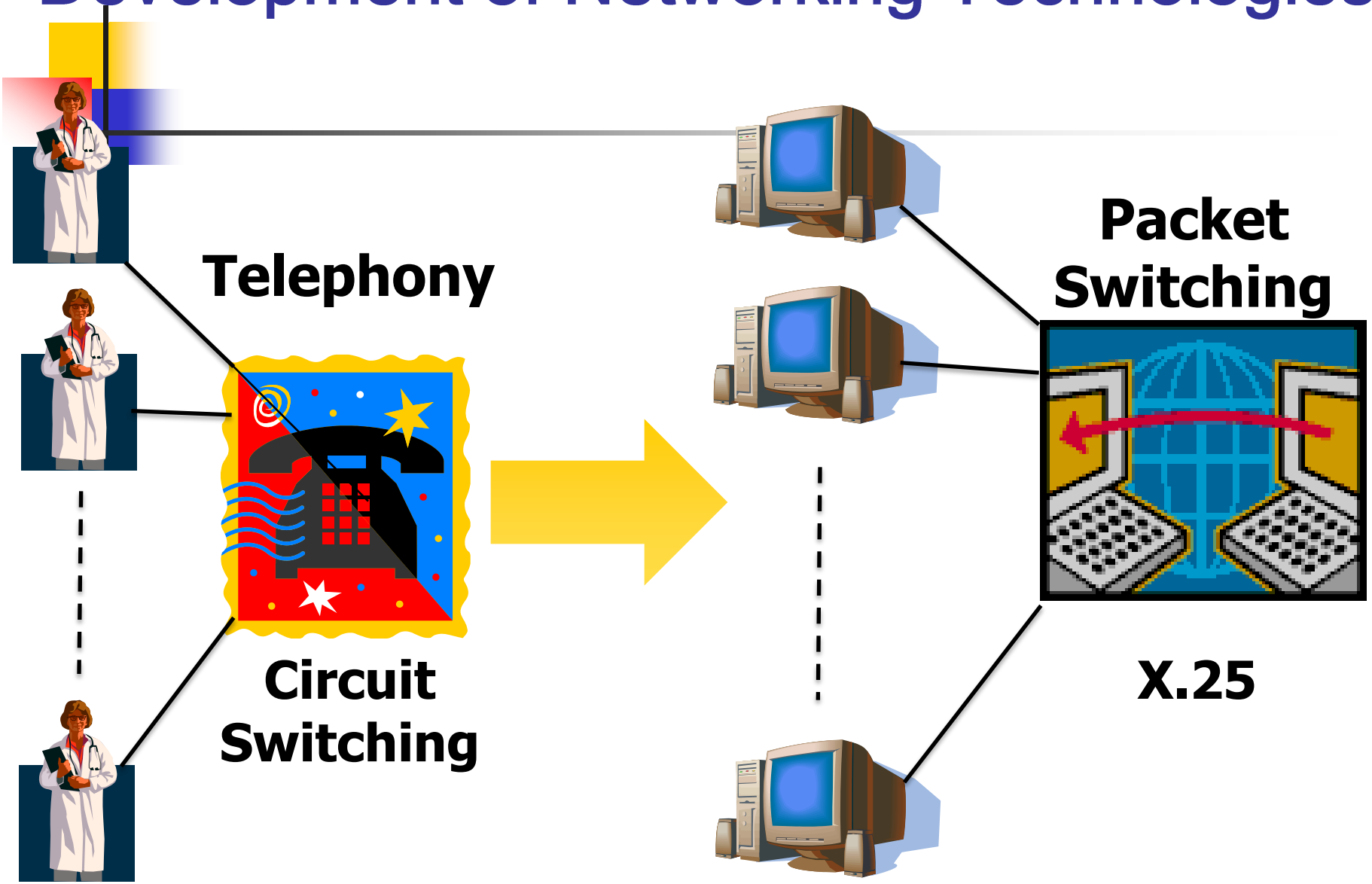
Development of Networking Technologies



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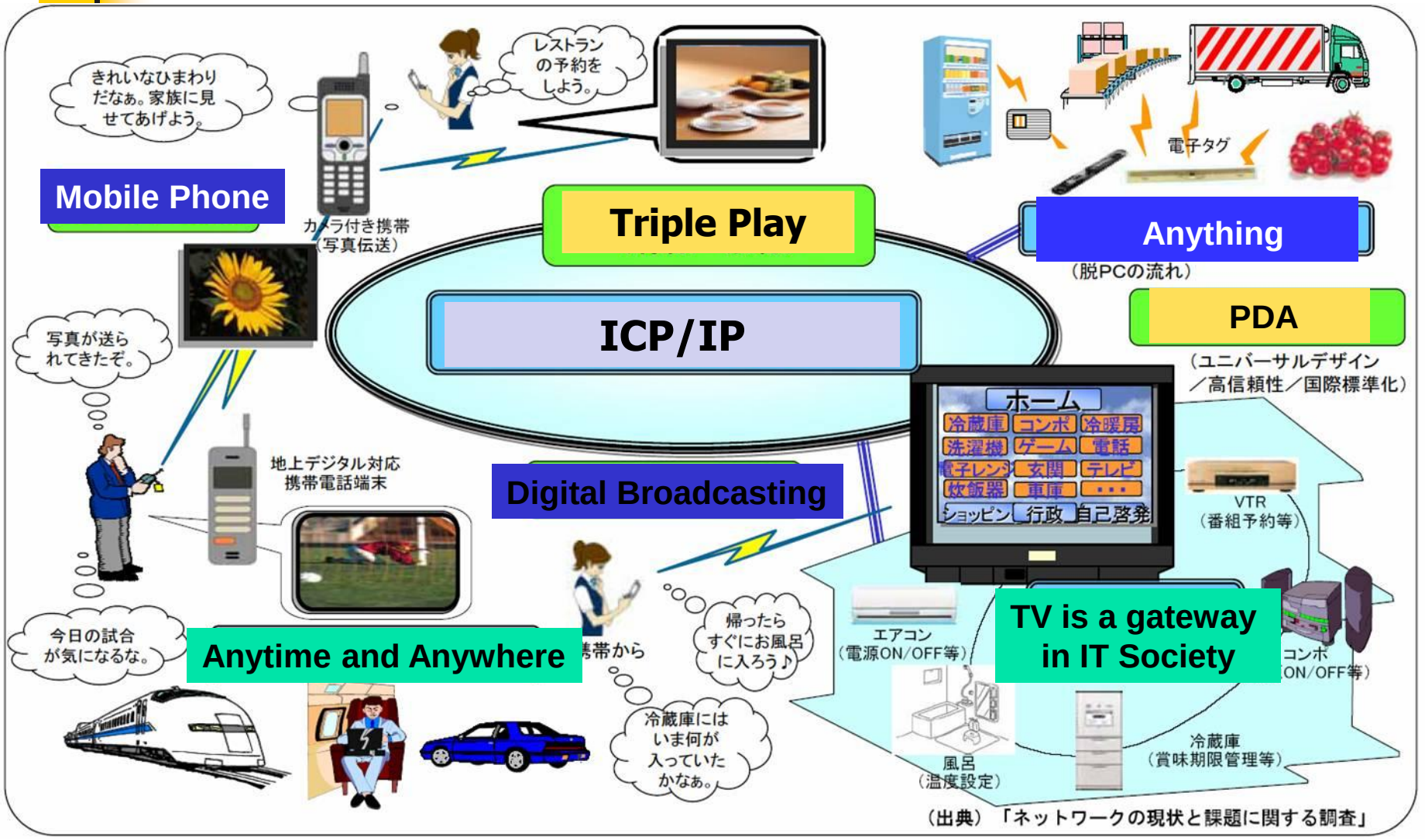
Broadband IP Network



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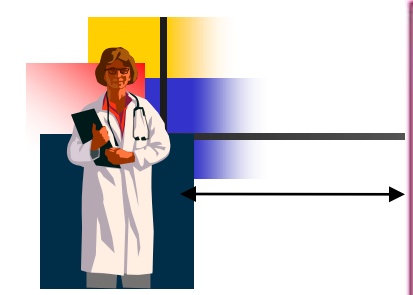
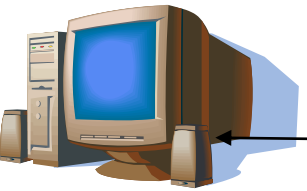
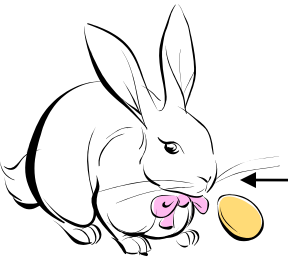
Ubiquitous Network







Any TIME connection

- On the move
- Outdoors and indoors
- Night
- Daytime

Any PLACE connection

- On the move
- Outdoors
- Indoors (away from the PC)
- At the PC

Any THING connection

- Between PCs
- Human to Human (H2H), not using a PC
- Human to Thing (H2T), using generic equipment
- Thing to Thing (T2T)

Source: ITU adapted from Nomura Research Institute

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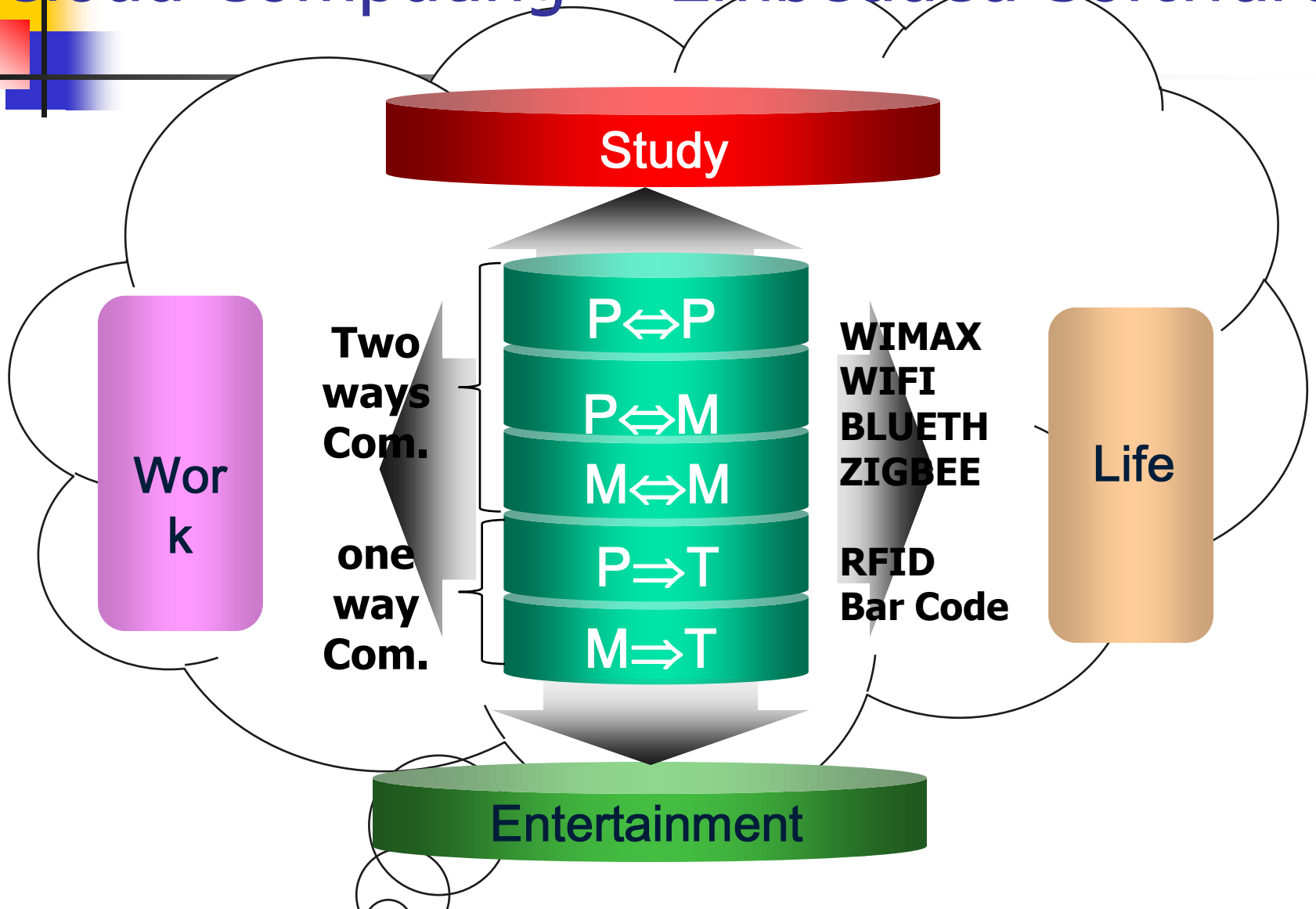
Smart Ubiquitous Net = Ubiquitous Net + Cloud Computing + Embedded Software



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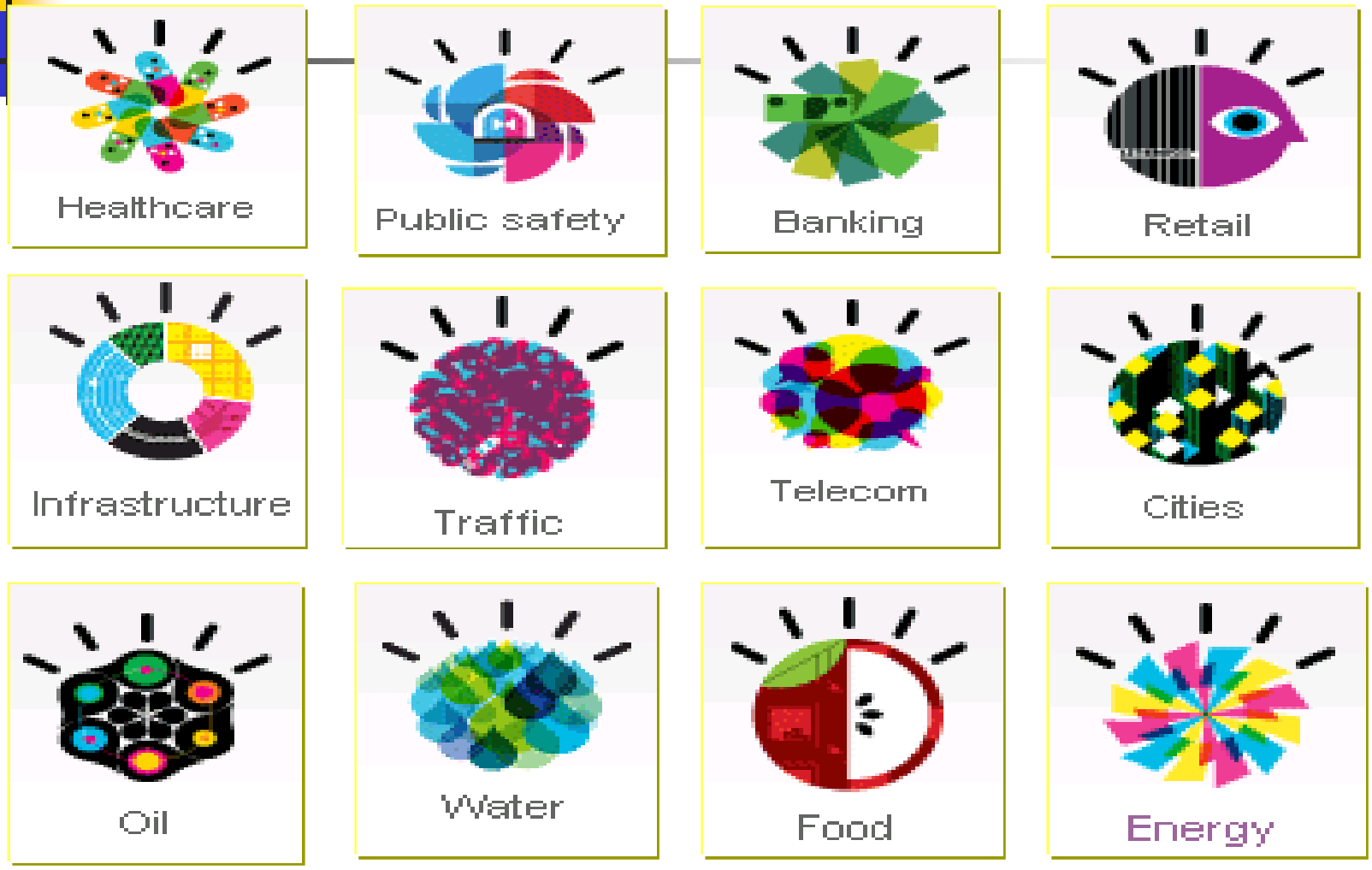
Smart Planet and Our Life



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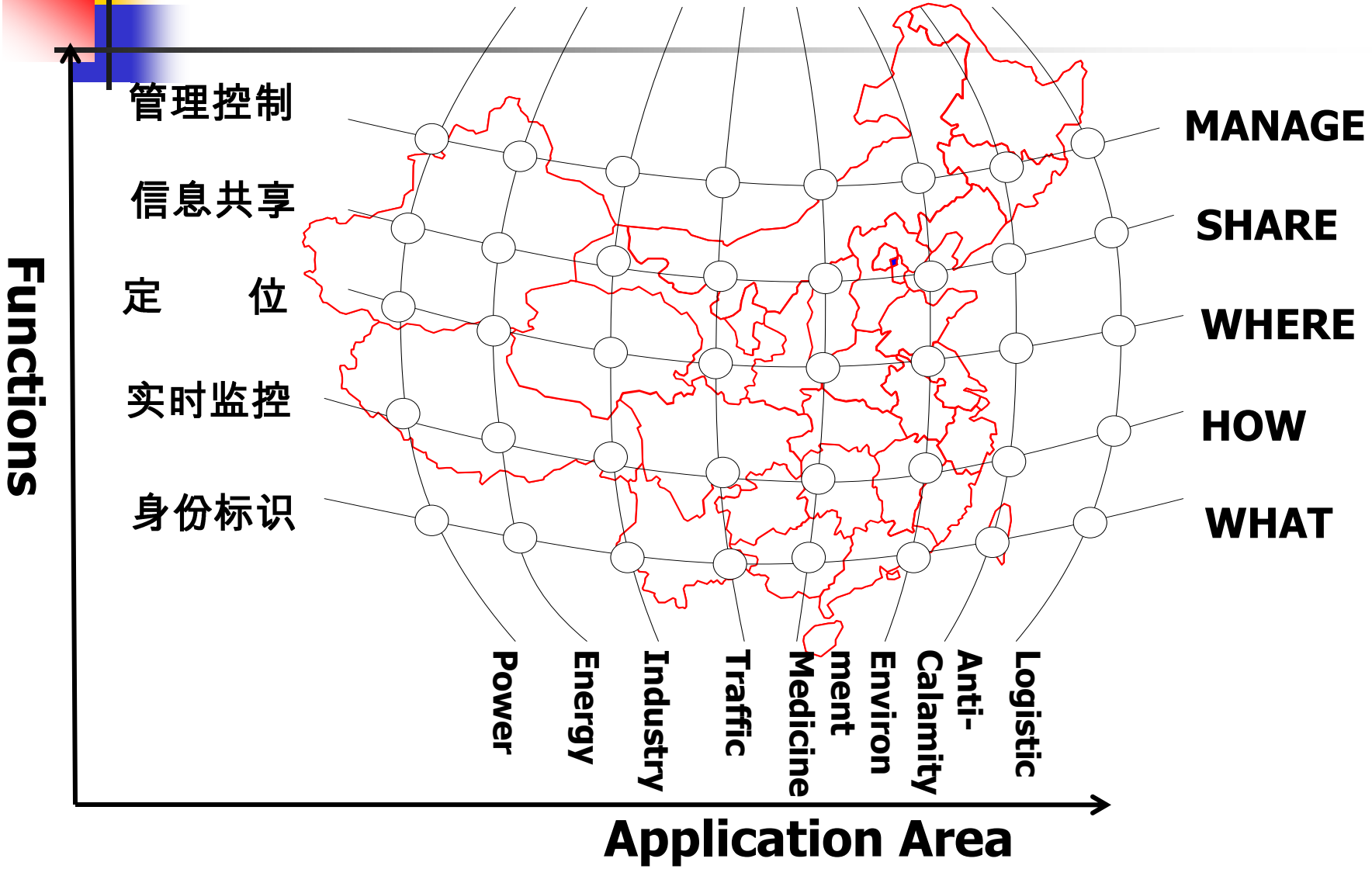
From e-China to i-China



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Applications of RFID

Animal ID 动物标识
Marathon Personal ID 马拉松个人标识
Automotive
自动可再用
Re-usable assets tagging
资产标签
Video Rental Libraries 视频租用库
Car parking 停车场
Supply chain management 供应链管理
Pallet tagging 货盘标签
Box / case tagging 箱子 / 容器标签
Airline baggage Store Operations 航空行李管理
Item tagging 项目标签
White goods / Fashion 白色家电 / 时装
Health Beauty 健康美容
Tobacco 烟草
Postal services 邮政服务
食品 Food

Demand 需求
标签价格
Tag Price
产量
Production Volumes

标签价格
< €0,5
< €0,2
< €0,05
€0,01

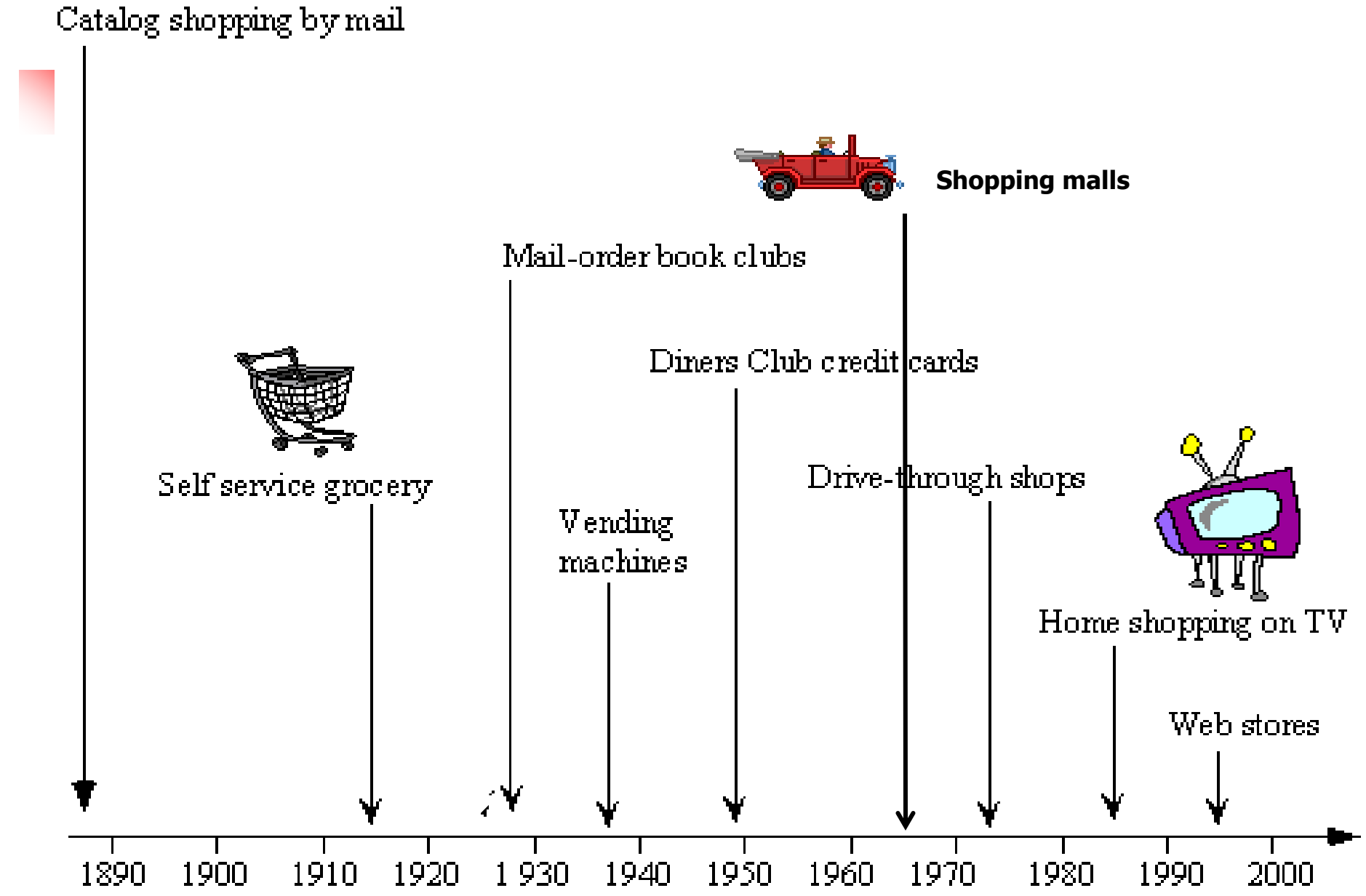
导电油墨印刷可以使天线制造成本降低

芯片技术不断进步

2001 2002 2003 2004 2005 2006 2007 2008

资料来源:CGE&Y

Technology Driven of Market



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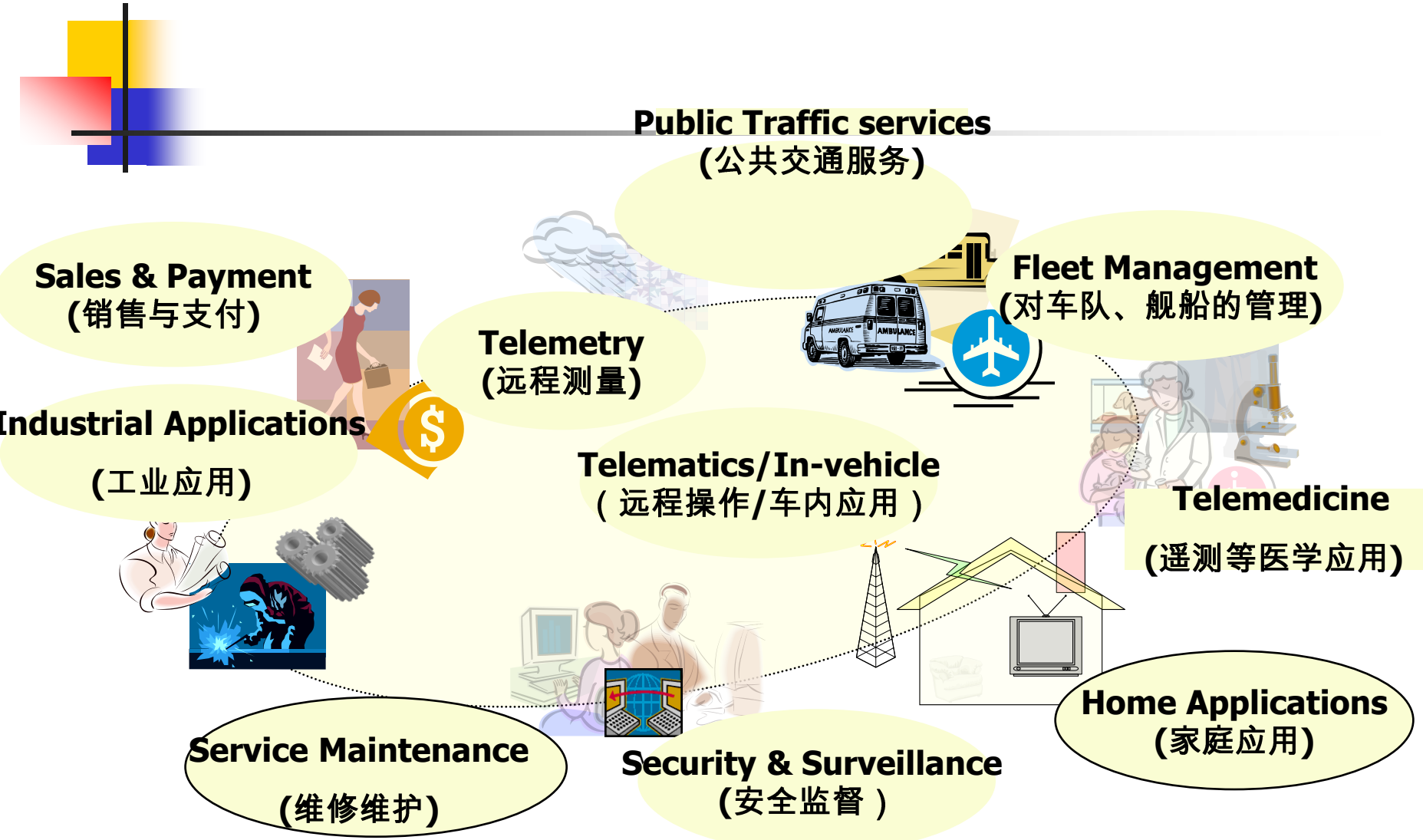
10 Applications of Internet of Things



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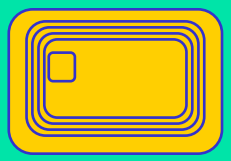
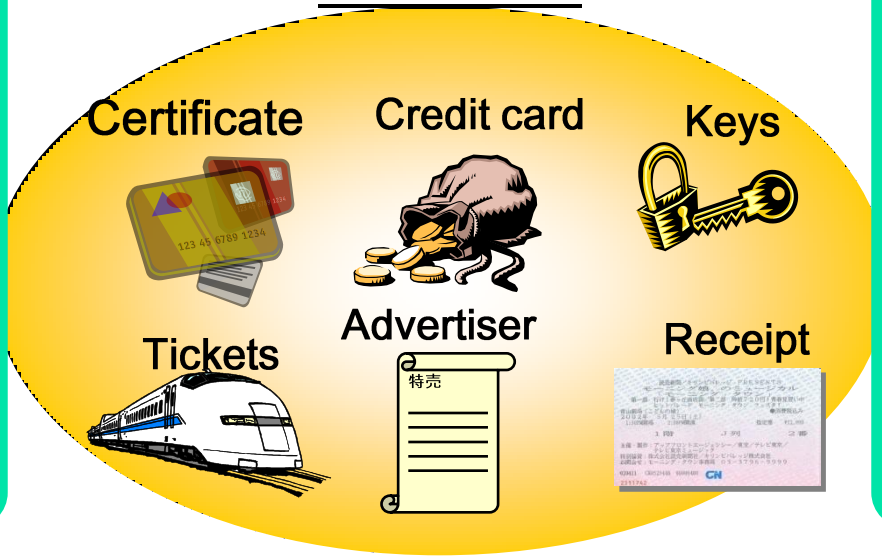
Mobile Wallet & Mobile Banking

RFID Card



NFC Appl.

Services



Mobile Phone

- ✓ Mobile Web
- ✓ Push E-mail
- ✓ MM(App Store)
- ✓ Camera
- ✓ Music
- ✓ Auction

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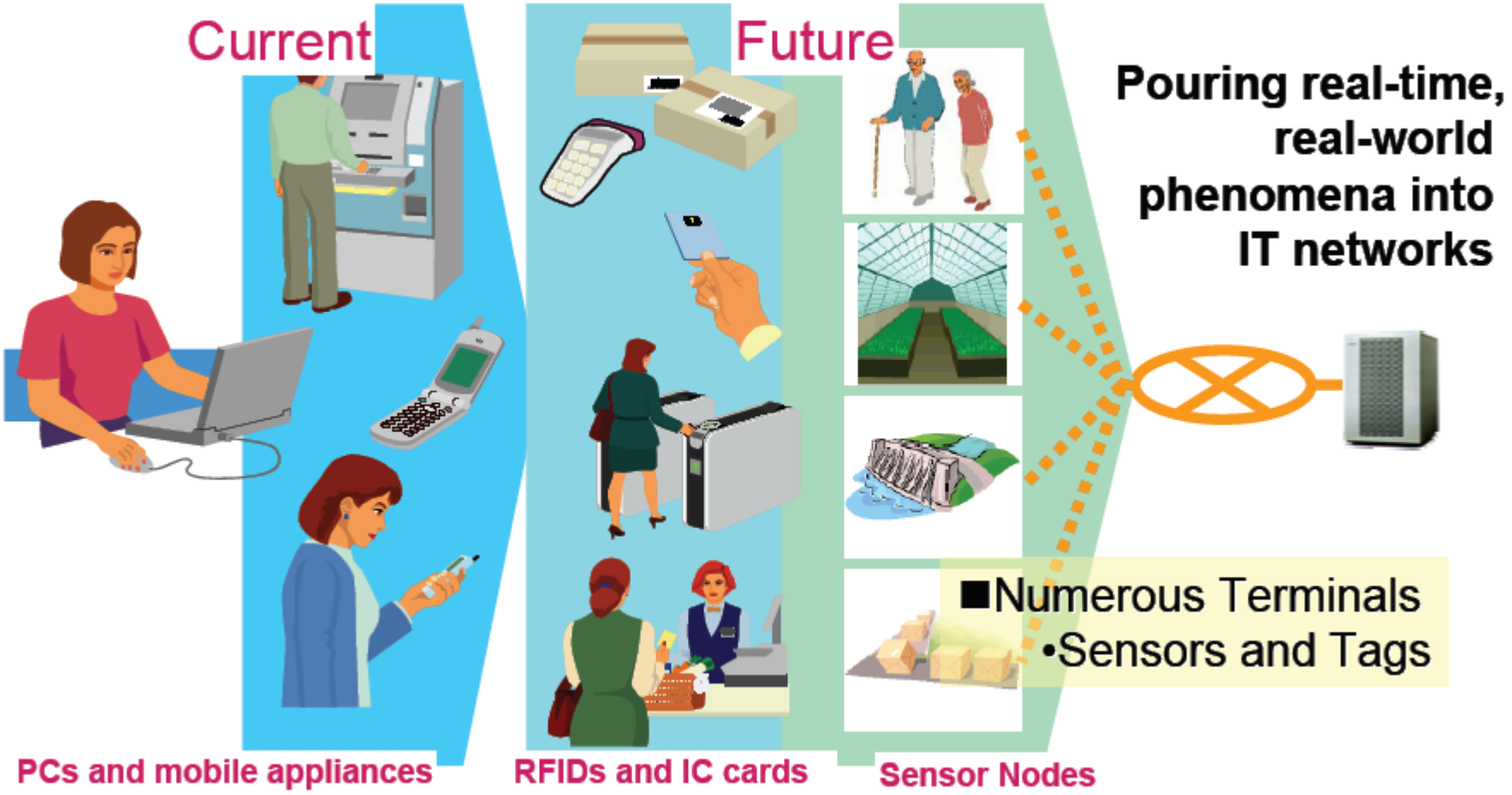
M2M / Inter-Censor-Net

based on IPv6 platform



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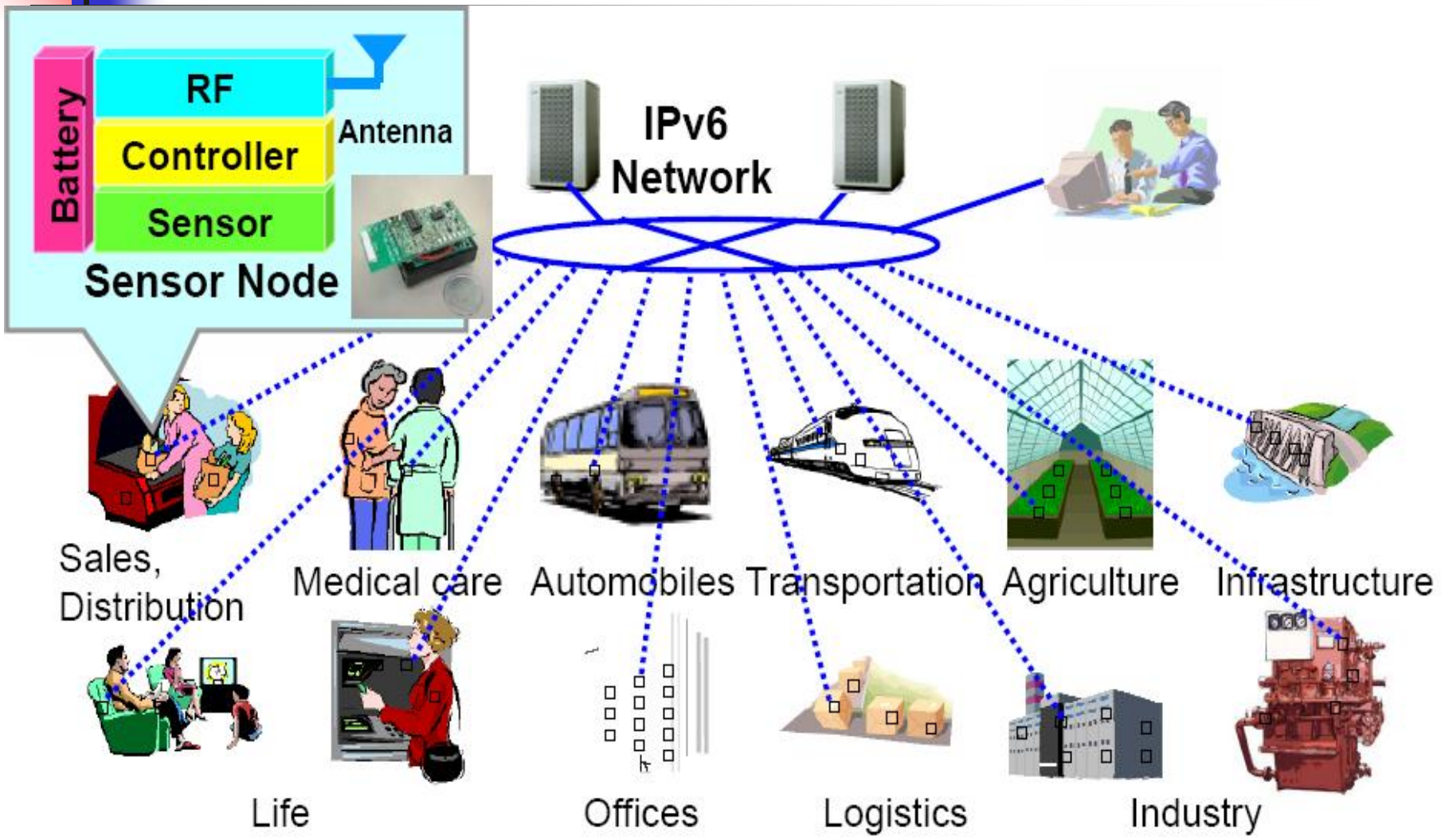
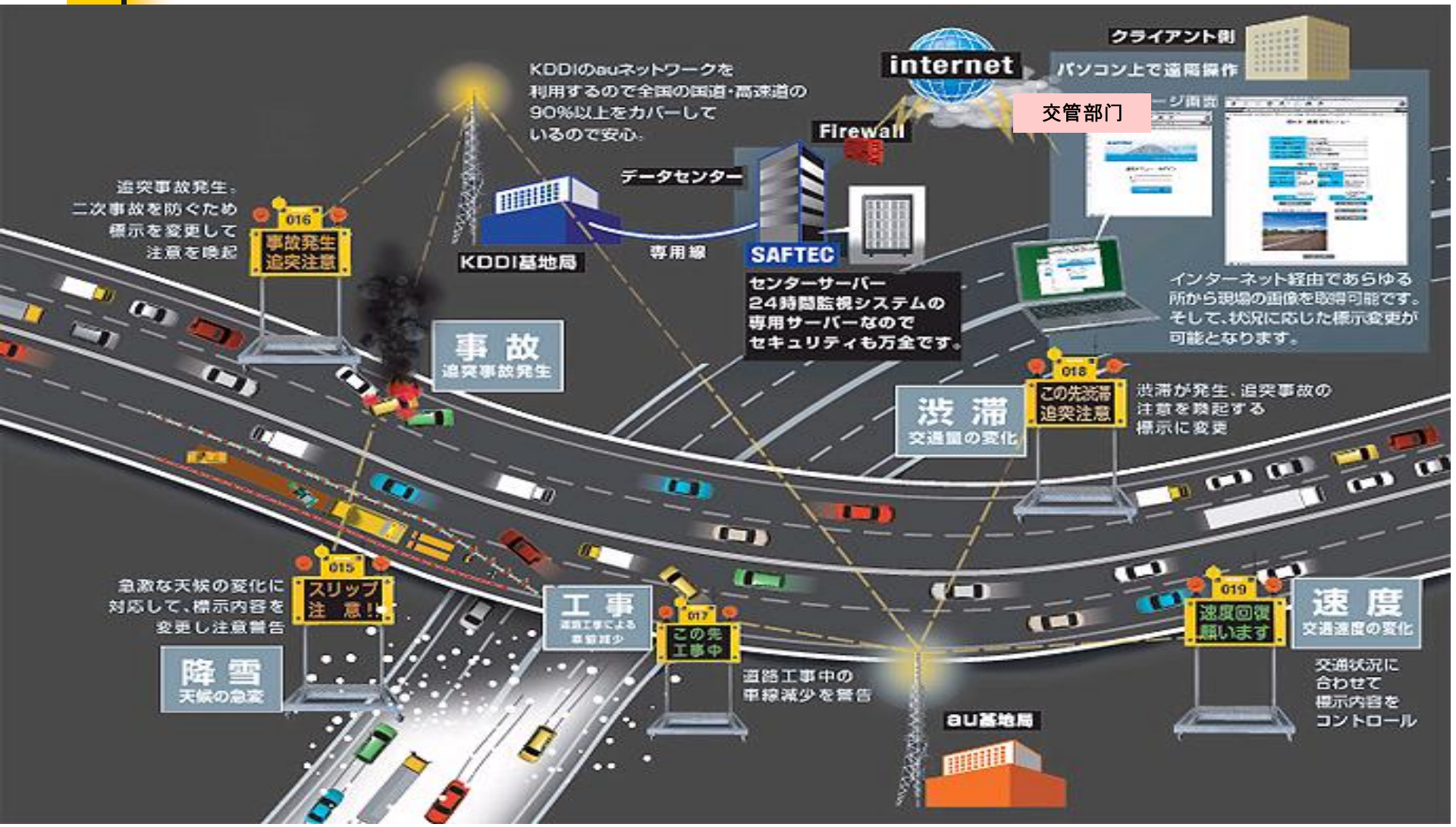
M2M becomes Part of Infrastructure



Future Mobile Terminal

Smart Traffic Application



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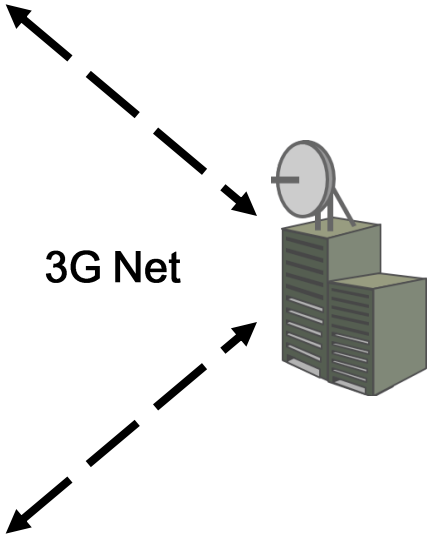
Mobile-GPS Service



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Case of Mobile Commerce

See an advertize

Answer the Question

Traffic charge and advertize share

SMS charge

Operators

Retail share

Customer distribution

Get a Bar code for Discount

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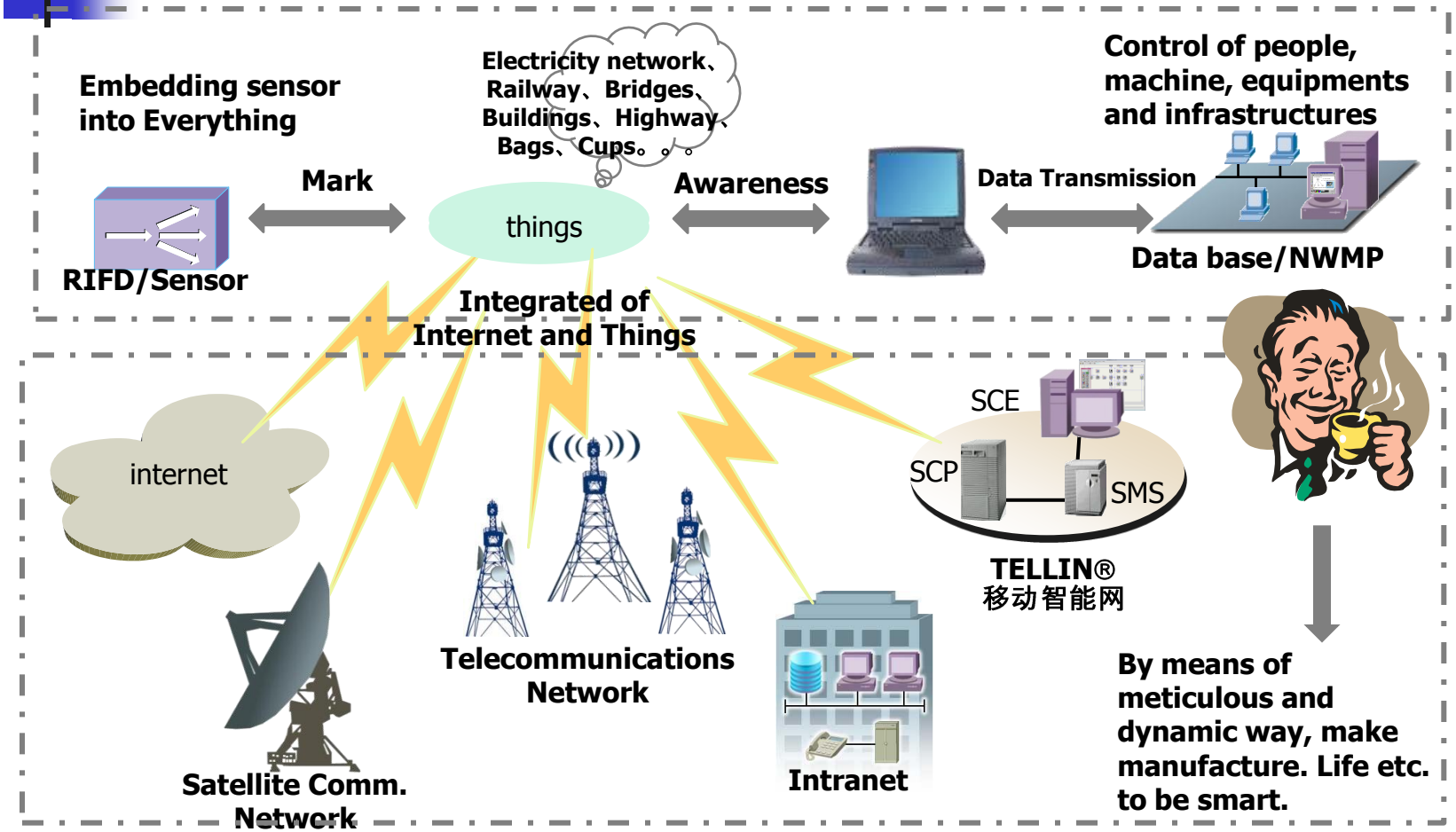
Future Applications



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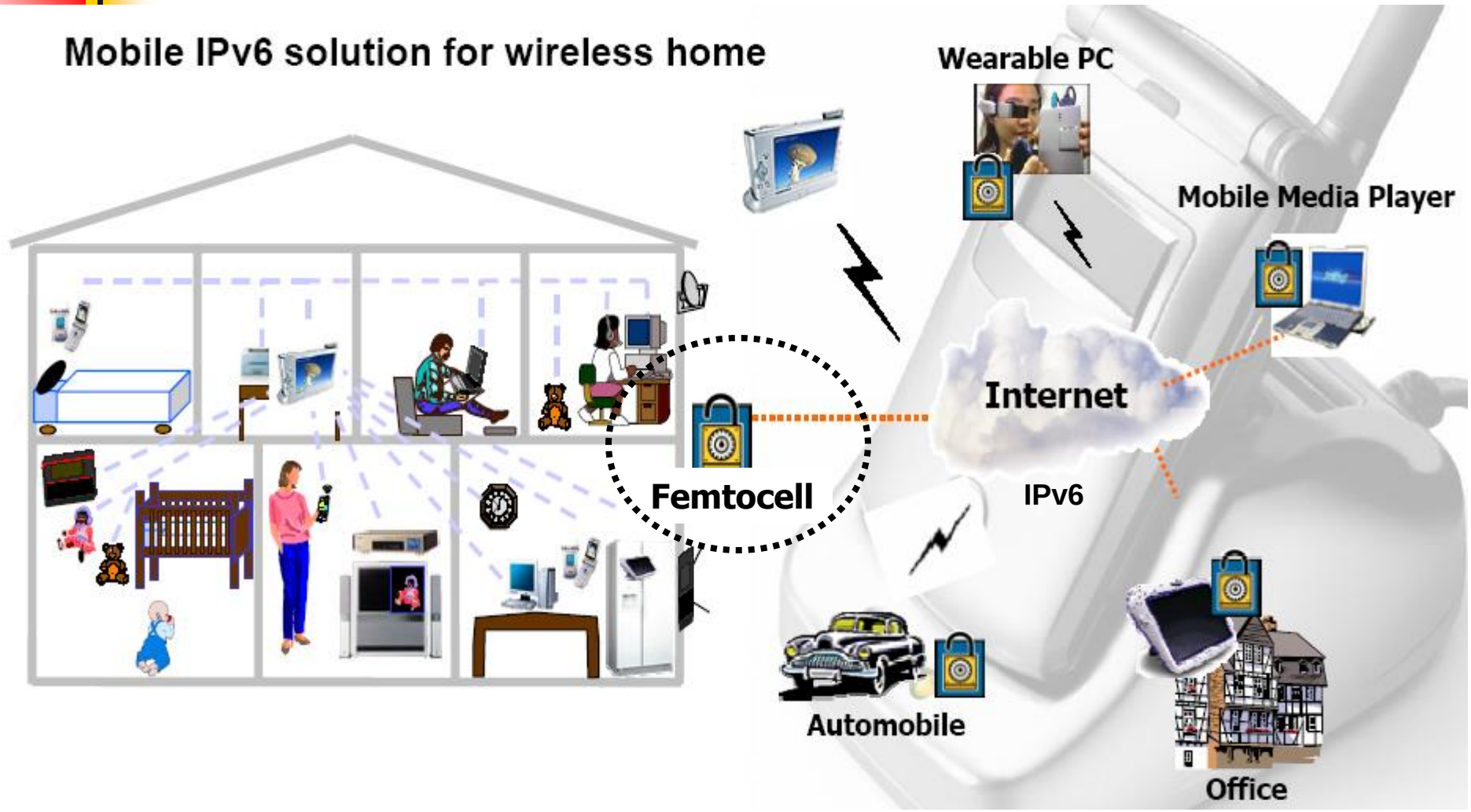
IPv6 based U-Home



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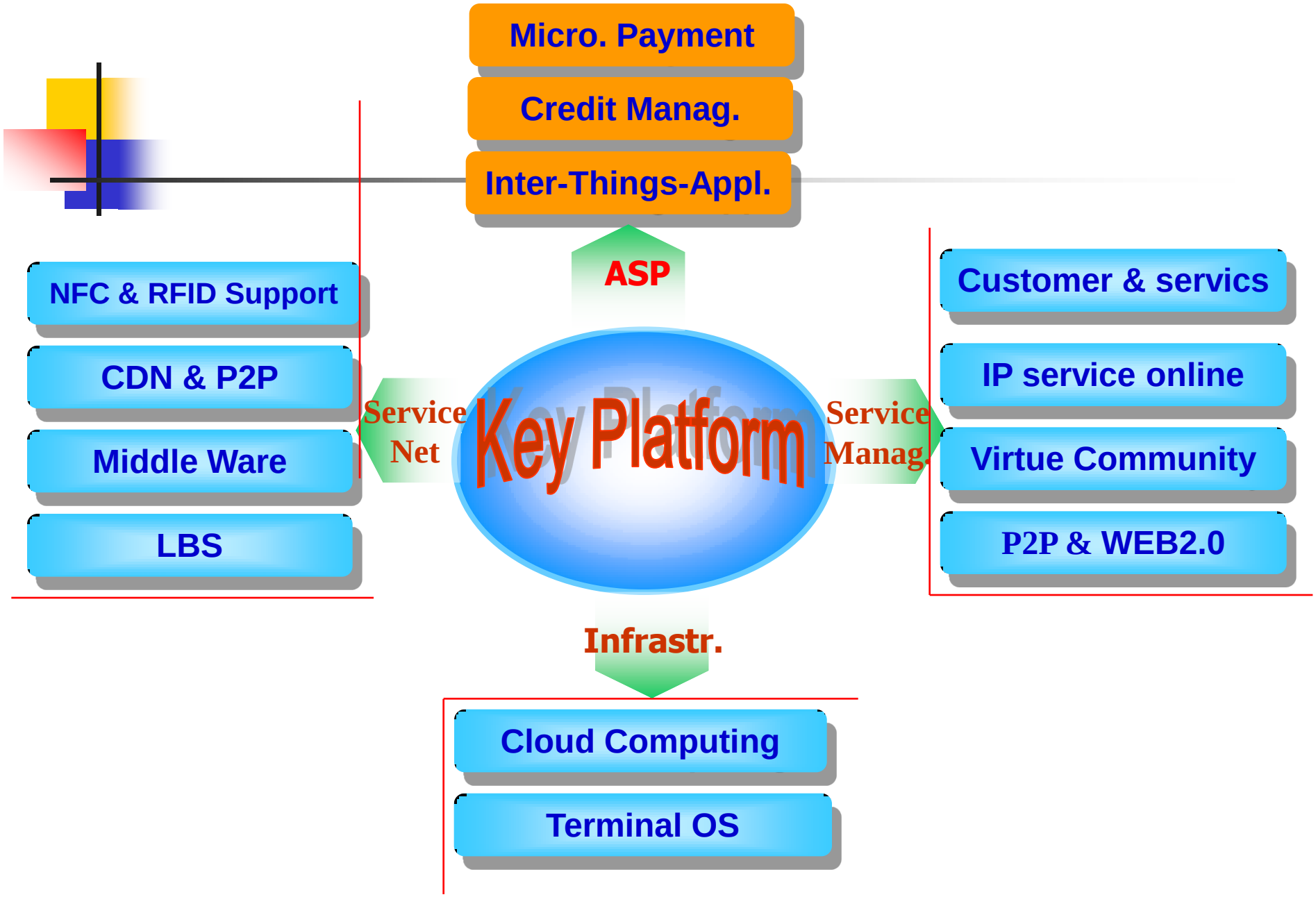

Q & A
Thank You!