



Technology & Innovations for sustainable Ubiquitous Society

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Power Shift from Organization to Personal

"**Power shift**" that **Albin Tofrar** advocated has actually become it. The age when **knowledge has value** comes, and power moves from the organization to the individual.



Change of business model
based on prosumer's
perspective

Change in
consumer
behavior
with Web2.0

Web2.0
Blog
SNS

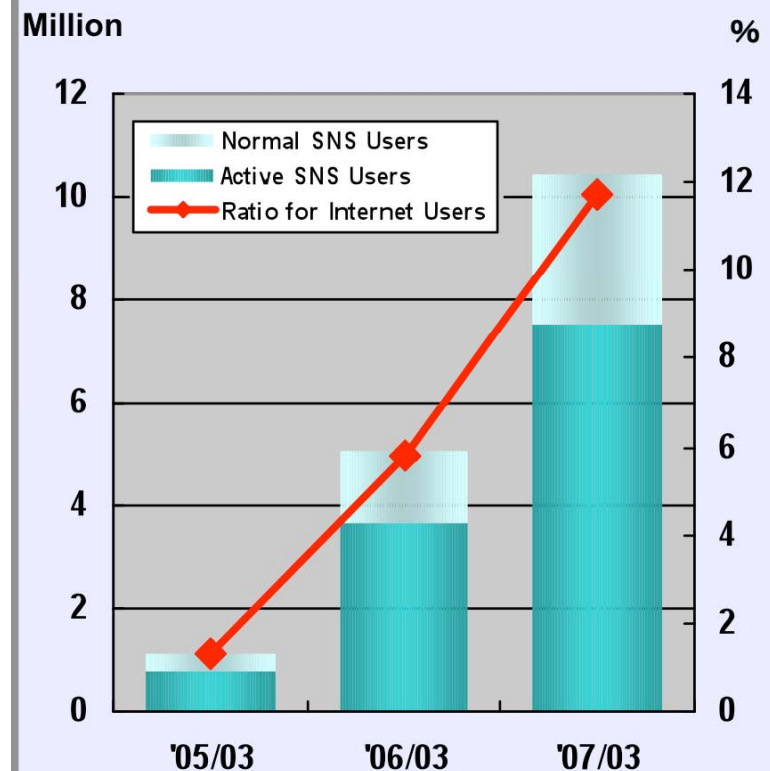
The rise of
mash-up service

Increasing
collaborative
business

e-commerce
Direct marketing

B2C net business
led by consumers

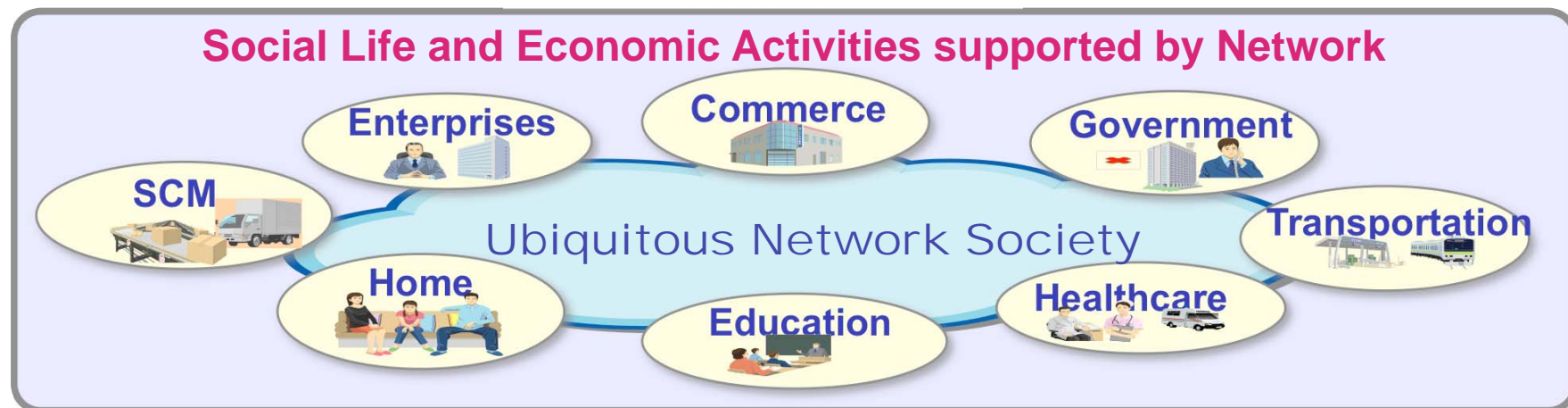
SNS Users in Japan



Source: MIC

New Value Innovation

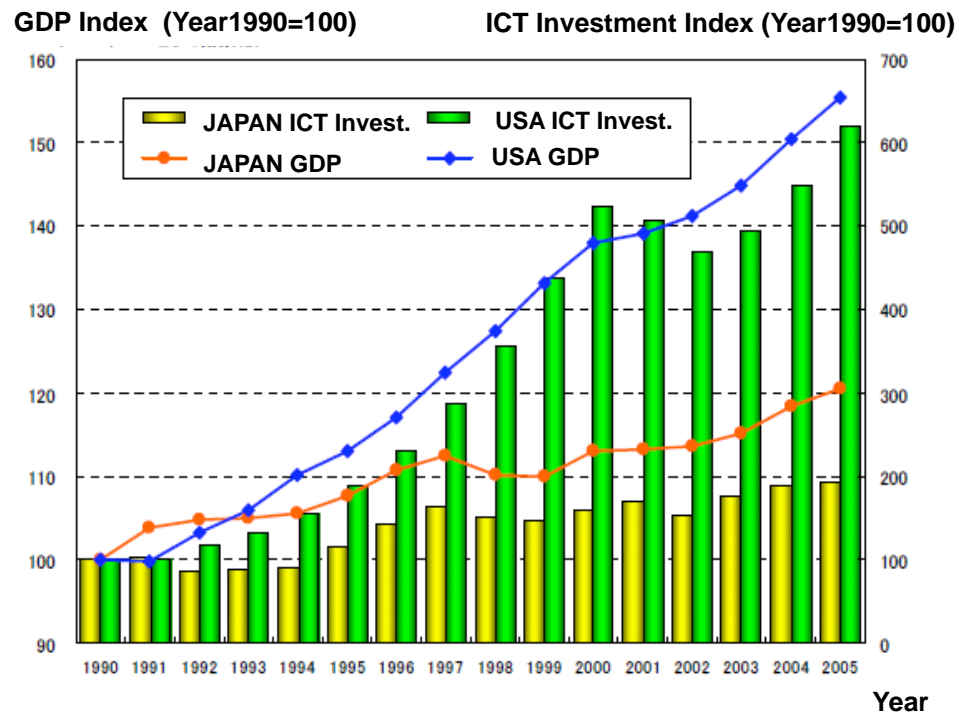
New value innovation with sustainable development is key for the network society.



Economic Growth vs. ICT Investment

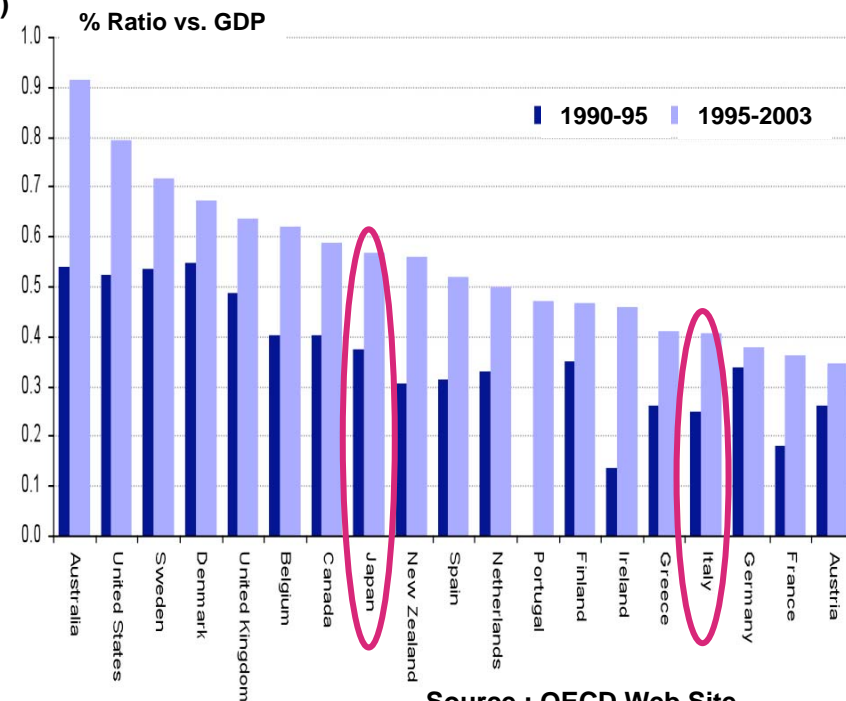
- ◆ ICT investment develops economy (GDP).
- ◆ Recently, the contribution of the ICT investment in the growth of GDP rises. However, That of Japan and Italy are not so high in compared with others.

Comparison of ICT Investment



Source: ICT White Paper MIC, JAPAN

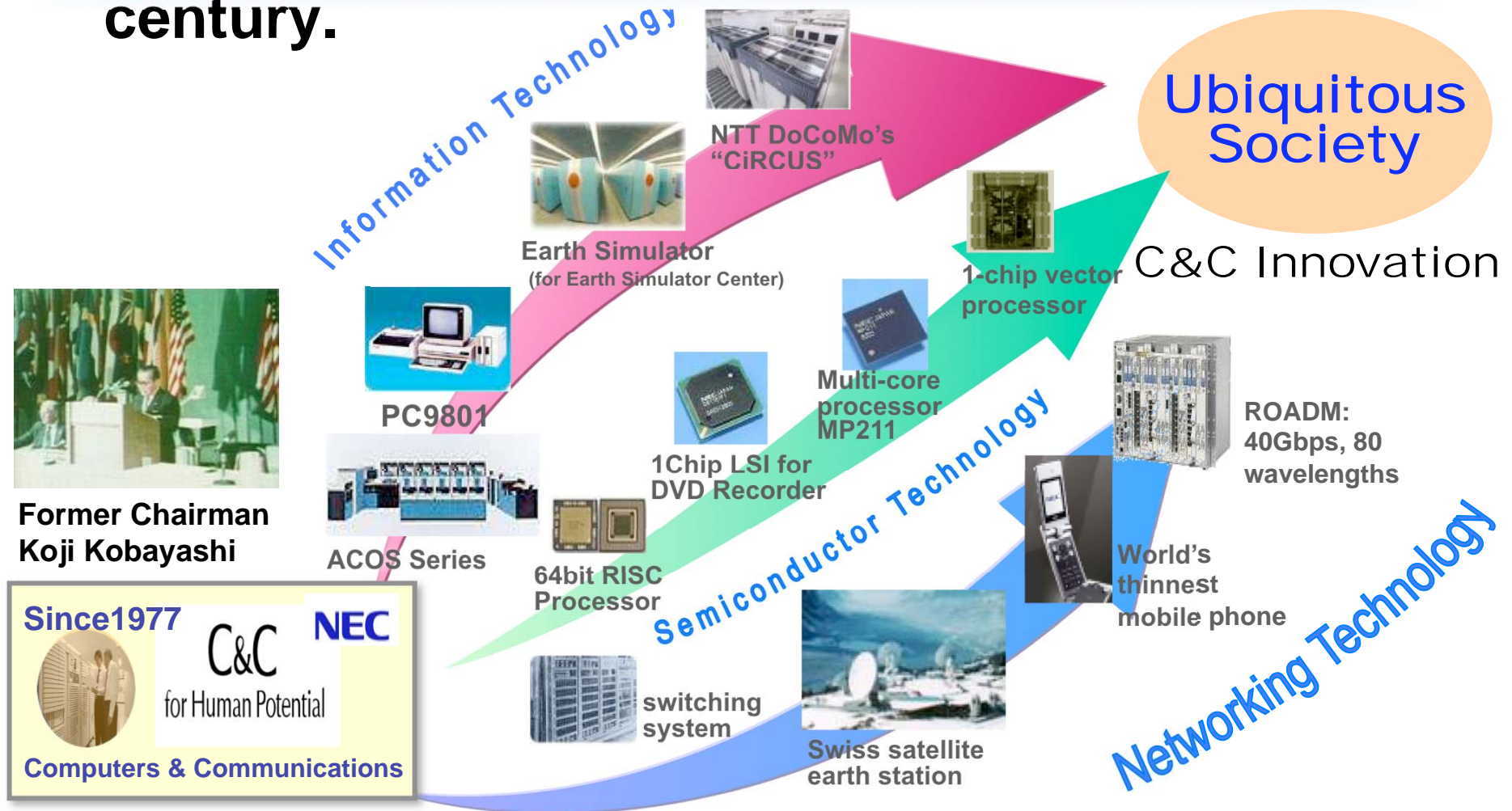
ICT Investment ratio against GDP



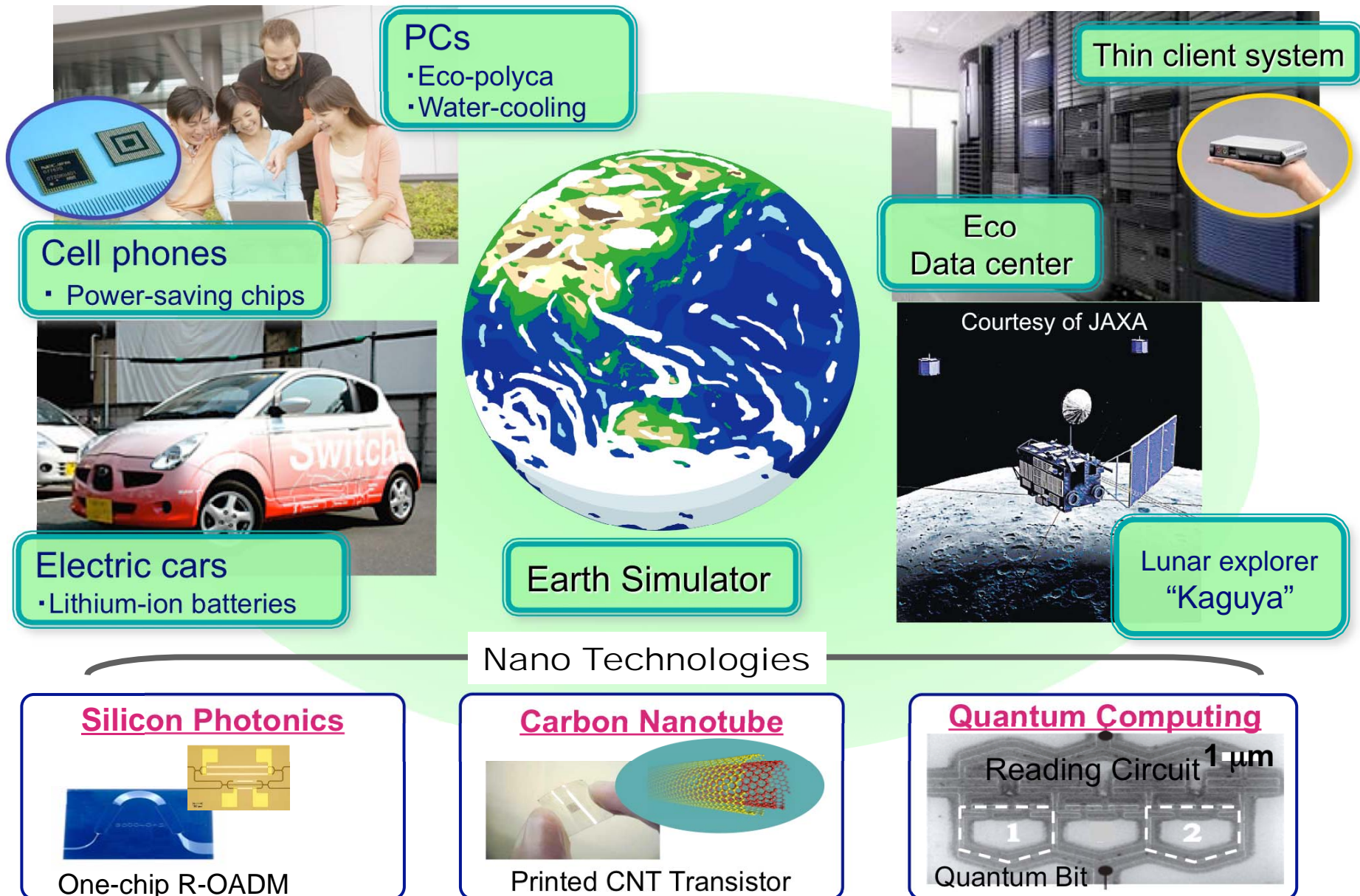
Source : OECD Web Site

C&C Innovation towards Ubiquitous Society

NEC suggested 30 years ago that the **ubiquitous society** comes true in 21 century.

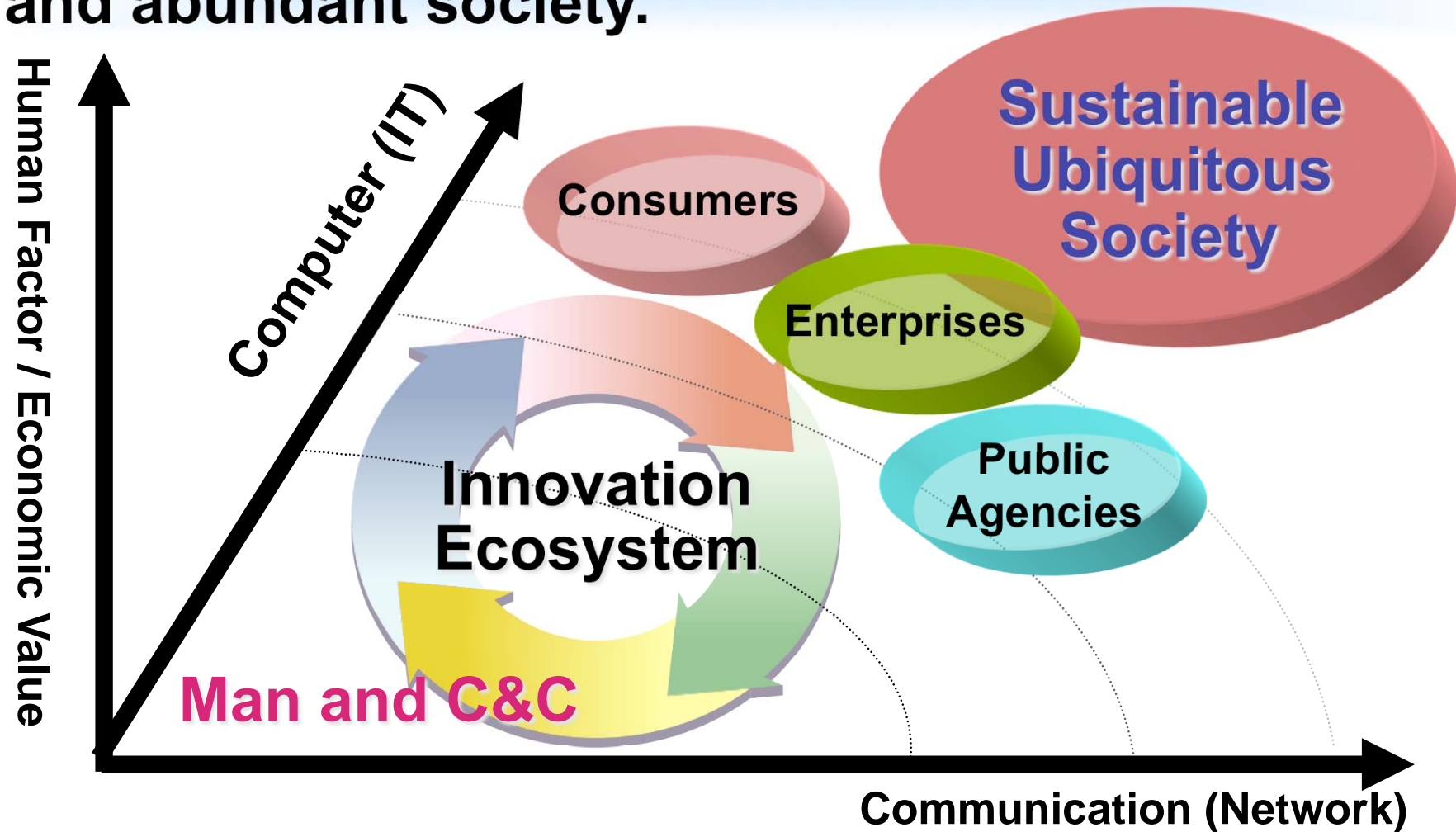


Technology Frontier with Green ICT



Towards Ubiquitous Society

Innovation Ecosystem based on convergence of C&C and Knowledge would create a sustainable and abundant society.



Empowered by Innovation

NEC