



Global Business Dialogue on Electronic Commerce

Digital Home Workshop

Monday, 9 July 2007

Chunghwa Telecom Headquarters

Conference Room 1207,21-3, Hsinyi Road, Sec.1,Taipei, Taiwan

AGENDA

Conference Room 1207, 12F

- 9:00 – 9:10 **Welcome & Introduction**
The background to the GBDe Digital Home Issue Group, led by Chunghwa Telecom, and the objectives of this forum.
- Dr. Shyue-Ching Lu, President, Chunghwa Telecom
- 9:10 – 12:00 **Morning Session: Insights & Strategies of Digital Home**
Session chair: Dr. Lung-Sing Liang, President of Telecommunication Laboratories, Chunghwa Telecom
The panel leaders will provide insight, commentary, and forecast on key trends within the digital living space. It will cover the major elements of digital home, including communications, entertainment, home controls, fixed and mobile platforms, and new services and applications. Speakers are to give 15 ~ 20 minutes for presentations, and 5 minutes for Q&A.
- 9:10 – 9:35 **Taiwan government's promotional strategies on Digital Home**
- Mr. Ming-Ji Wu, Director of Information Technology Industries Division, Industrial Development Bureau, Ministry of Economic Affairs (MOEA)
- 9:35 – 10:00 **NEC**
- Mr. Muraki
- 10:00 – 10:25 **Intel**
- Speaker and topic to be advised
- 10:25 – 10:40 Coffee Break
- 10:40– 11:05 **Microsoft**
- Mr. Alexander Huang, Vice President, Greater China Region, Digital Life and SOHO, Microsoft Corporation
- 11:05– 11:30 **Samsung Electronics**
- Speaker and topic to be advised
- 11:30– 11:55 **Chunghwa Telecom**
- Dr. Jung-Kuei Chen, Managing Director, Telecommunication Laboratories, Chunghwa Telecom
- 12:00 – 13:30 Luncheon

AGENDA (continued)

Conference Room 1207, 12F

13:30 – 16:35 **Afternoon Session:**
Session chair: Dr. Kuang-Yao Chang, Vice President of Telecommunication Laboratories, Chunghwa Telecom

13:30 – 14:15 **Remote Home Monitoring and Control**

We are now entering the new era of IP. Is the market for IP-based remote home monitoring and control for real? This session will discuss the business model, go-to-market strategies that are undergoing, the opportunities as well as barriers for Remote Home Monitoring and Control to become MUST-HAVE services. Panelists will share their experiences for 10 minutes and 5 minutes for Q&A.

Speakers:

- Mr. Alan Pi, Product Marketing V.P., UniSVR Global Information Technology Corp
www.unisvr.net.tw
- Dr. Steve Ma, Manager, Product Marketing Department, Vivotek
www.vivotek.com
- Mr. Jeff Chen, CTO, Advantech Co.
www.advantech.com

14:15 – 15:00 **Digital Healthcare: New Opportunities in Digital Home**

How can digital technologies assist in creating more responsive, proactive healthcare? Panelists will share their experiences for 10 minutes and 5 minutes for Q & A.

Speakers:

- SECOM
www.secom.com
- Mr. Jerry Chen, Director, Nortel Taiwan
www.nortel.com
- Dr. Yio-Wha Shau, General Director of Electronics and Device Technology Center, ITRI
www.itri.org.tw

15:00 – 15:20 **Coffee Break**

15:20 – 16:30 **Bring Digital Home into Reality**

This session will discuss the main issues of bringing digital home into reality, including value chain, on-line payment, installation, technician licensure, privacy and regulation. Panelists will share their insights for 10 minutes and 5 minutes for Q&A.

Speakers:

- Nomura Research Institute (NRI) Speaker and topic to be advised
www.nri.co.jp
- Dr. David Maa, Manager of MEP Division, Ruentex Engineering & Construction Co., Ltd
www.ruentex.com.tw
- Mr. Hao-Chun Tai, General Director, Science & Technology Law Center, III
stlc.iii.gov.tw
- Mr. John Yin, Vice President, Asia Technology & Engineering Semiconductor Group, Texas Instruments
www.ti.com

16:30– 16:35 Meeting Conclusion