

Plan for 2018 PyeongChang ICT Olympic Games

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Outline of PyeongChang 2018 Olympic Winter Games



- Venue: Pyeongchang, Gangneung, Jeongseon
- Period: February 9-25, 2018
(Paralympics: March 9-18)
- Participating countries: Around 95 countries
- 15 sports disciplines, 102 gold medals
- 12 stadiums

(5 in Pyeongchang, 5 in Gangneung, 1 in Bokwang, 1 in Jeongseon)

[Soohorang]



[Bandabi]

Passion. Connected.

Passion. Connected.

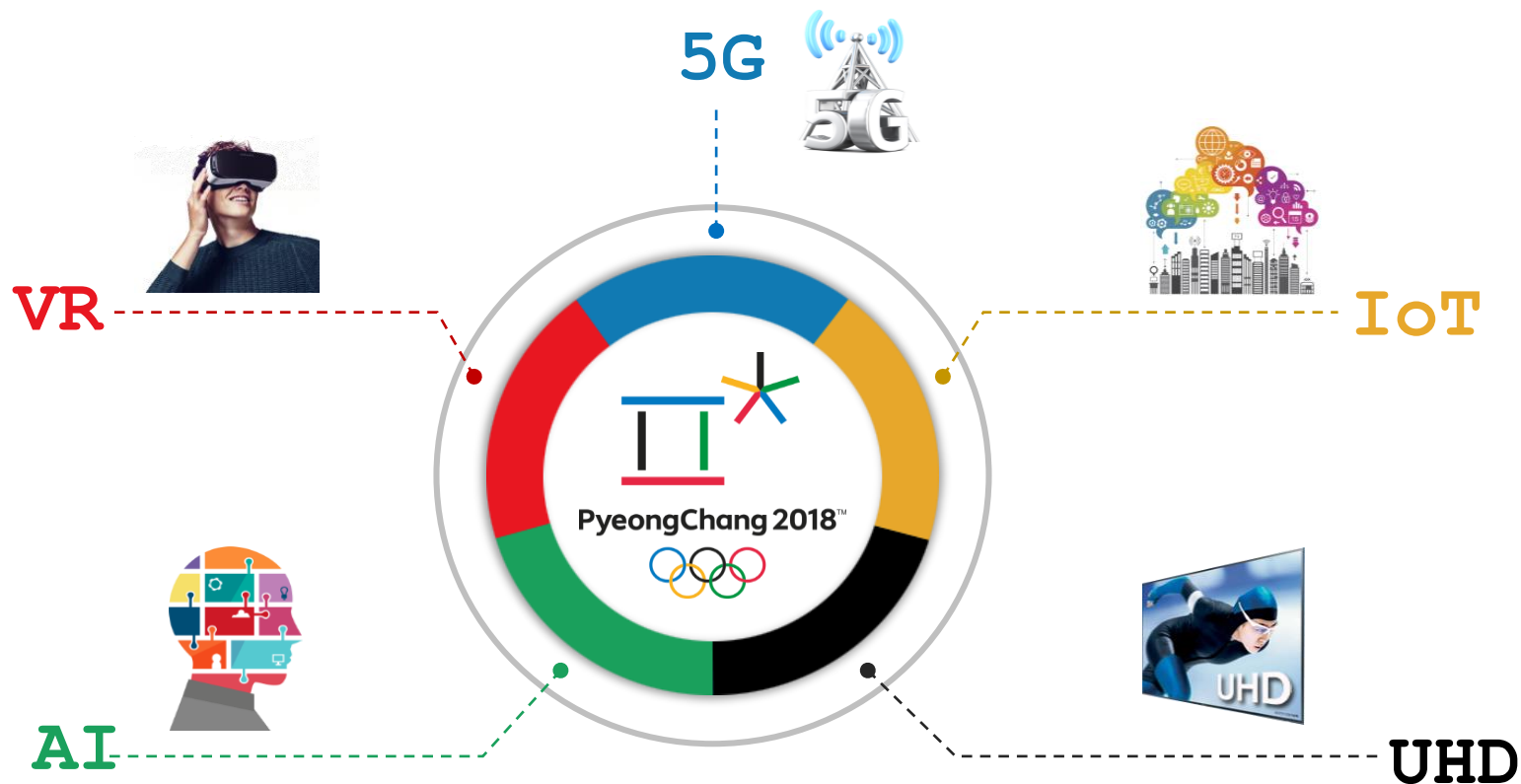
‘**Passion**’ signifies the spirit of the Olympics and the warm-heartedness of Korea

‘**Connected**’ signifies a new beginning of Pyeongchang and world harmony



Goals

World-leading, cutting-edge ICT Olympics



Background

- ✓ Leverage the Winter Games as a testbed to position Korea in the forefront of the 4th Industrial Revolution
- ✓ Provide early opportunities to experience the 5 key ICT services to boost the Olympic spirit

With speeds 20 times faster than LTE, the world's first 5G network enables immersive technologies such as Sync View, Time Slice and Hologram Live

5G Networks

- Build 5G pilot networks in Olympic Winter Games venues, Gwanghwamun(KT)

※ Giga WiFi : 6,700



Realistic Media

- Sync View : View real-time images from the first person viewpoint (bobsleigh)
- Point View : Select POV of an athlete at a particular point (cross-country)
- Time-Slice : Stop a specific moment and look at it from 360 degrees (Figure Skating)



5G Connected Car

- Realistic media services are provided in a 5G-based bus, including hologram and super-multiview

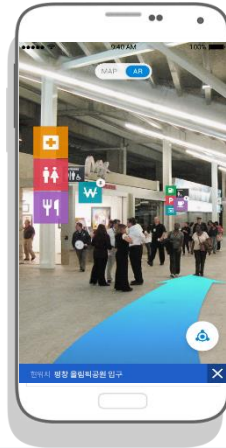


<Future Plans> Provide frequency by the 1st half of 2018 & commercialize 5G by the 1st half of 2019

Upon arrival to departure, personalized AR navigation services offer guides and location-based notifications about sporting events and tourist information

AR Ways

- AR imagery overlay on a live video of the pathway provides accurate guidance



Smart Band

- Competition schedules, weather information, and nearby dining recommendations



Play IoT Kiosk

- Creating team-cheering images, welcoming messages, and AR experience images



Athletic Performance-Improving IoT Service

- Ice chamber and science-based performance analysis for skates and other winter sports equipment (sports equipment testing point)
- Ice-hockey team member training and positioning data analysis sys. (Jincheon National Training Center)





UHD

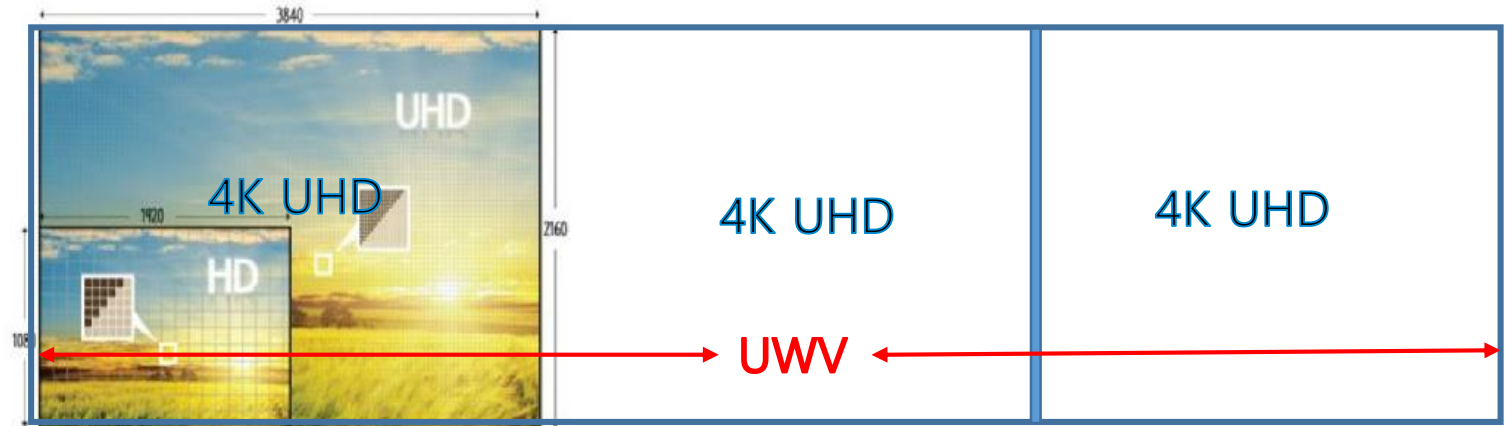
Ultra High Definition

초고화질 방송

4K UHD offers a viewing experience with four times the resolution of current terrestrial television

UHD Broadcasting Services

- Key games broadcasted live in 4K UHD over terrestrial channels
- Offer various terrestrial UHD(ATSC 3.0) broadcasting contents and affiliated additional services



UHD Experience Studio

- A studio provides an opportunity to experience broadcasting production



UWB(Ultra Wide Vision)

- UWB panorama viewing for peak immersion (5m x 3m)





AI

Artificial Intelligence
인공지능

Enjoy AI-based multilingual translation application, AI call centers for Olympic games related inquiries, and autonomous cars!

Automatic Interpretation and Translation

- Automatic application-based interpretation and translation service between Korean and other languages (English, Chinese, etc.)



AI Call Centers

- Questions on qualifying events, transportation, and path guidance answered by AI
(Korean and English, ☎1588-6698)



Autonomous Test Drive

- Autonomous car (hydrogen fueled) test rides in PyeongChang area
(7km round trip)



AI Curling Exhibition Game

- A special game to demonstrate a convergence of AI and robotics technologies against the Gangwon Province middle and high school athletic team.

(February at the Gangneung Curling Center)



Immerse yourself in winter sports and amusement park attractions with VR technology
Try your hand at winter sports such as ski jumping, bobsleighting

VR Simulation Game (Winter Sports)

- VR-based ski jump



- VR-based snowboarding

- VR-based bobsleighting



VR Simulation Game (Theme Park)

- 360-degree ride experience using VR simulation technology
- Simulation shooting game using VR devices



Drone Racing Competition

- Drone cameras feed live video over the mobile network, allowing the pilots to control and race drones remotely
- Location : Yeongwol
- Date : 2018 Feb.





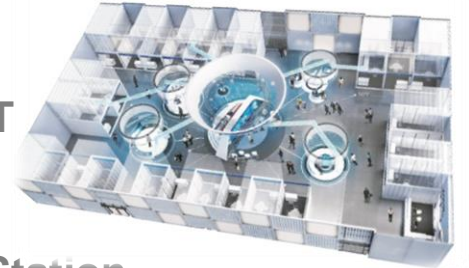
Pyeongchang ICT Pavilion

- Comprehensive experience of five major cutting-edge ICT services (5G, IoT, UHD, VR, AI)
- Located in the Olympic Plaza



Gangneung ICT Pavilion

- Showcases major ICT services including 5G, IoT, UHD, VR, AI and products of promising ICT SMEs (25 companies)
- Located near the Gangneung Station



Gangneung IoT Street

- Gangneung Weolhwa Street features a robust ICT infrastructure including WiFi access points and beacons
- Smart Chair, IoT Panorama, Smart Street Lamp, Smart Shopping



Incheon Airport ICT Lounge

- Turn the lounge used by athletes into an ICT Olympics Pavilion for an experience of major services including 5G, IoT, UHD, VR, AI
- Located in Incheon Airport





Thank you

