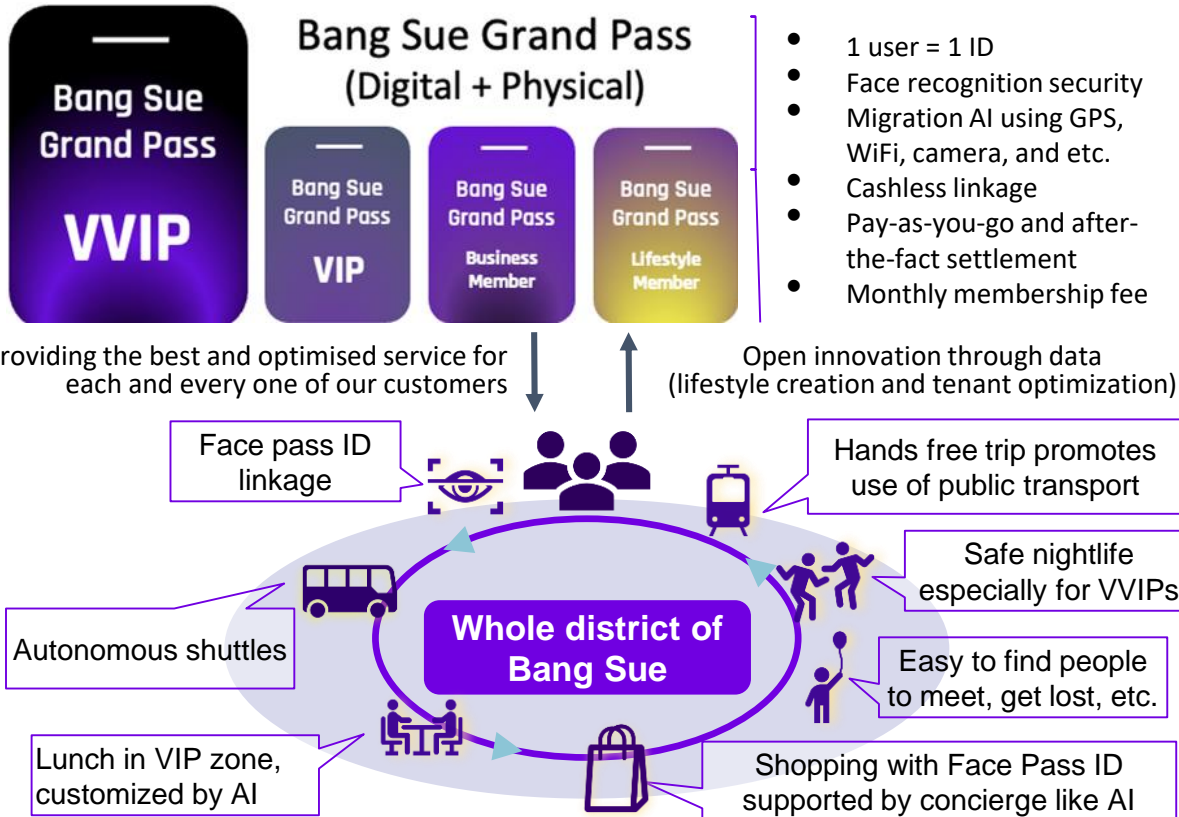


"LX for You": Bang Sue Grand Pass as Lifestyle Transformation Platform

Proposal Overview

We will build an ID system that integrates multiple information sources, from camera images to location data, and operate it as a platform to create, propose, and improve the cutting-edge lifestyle pursued by business leaders and wealthy people around the world. By making Bang Sue a "city where people can enjoy a day of sightseeing with ease and security" in collaboration with TOD through the use of automatic driving and empty-handed sightseeing, etc., Bang sue will be promoted as a center for lifestyle transformation (LX) and realize an international hub that will drive Thailand's economy.



Consistency with themes

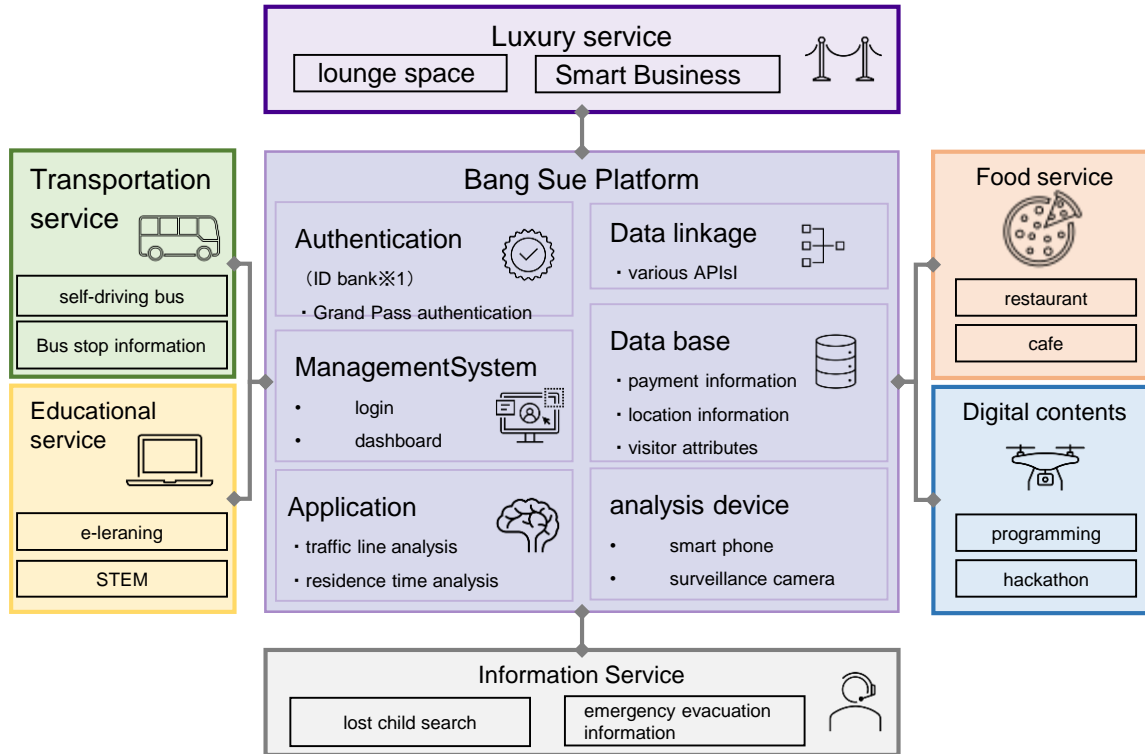
LX for You	ID system combining facial recognition, indoor/outdoor positioning, etc. to create a "LX for you". →Realization and promotion of vision 1
Transform the City	City that can support everything from business to nightlife thanks to hands free shopping and autonomous shuttles →Promote TOD and city branding in Bang Sue
Data-driven Ecosystem	Accelerate the creation of new lifestyles and optimization of space use through data analysis and API linkage →Realization and promotion of vision 3
Leading the World	Establish a diverse LX platform to become a world-leading hub city where Startups and Creators from around the world gather.→Vision 2 and job creation

Data to be used

Data listed in the Data List	Data to be acquired in the future	Data obtained thanks to this plan
ID1-7/19 Wifi ID1-13 PurchaseHistory ID2-12 Station Tenant ID2-13 Security camera ID3-1 Smart card ID3-98 Weather etc.	<ul style="list-style-type: none"> Information on events and other measures to attract visitors to the facility Linkage with tenant's purchasing data 	<ul style="list-style-type: none"> Obtain more detailed user lifestyle and location information Data can be updated through servicing

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System concept Image



※1 "ID bank" acquired a patent in Intelligence Design Patent No. 6579529 (authentication technology)

Innovation of idea

- Technical superiority : AI can detect people captured between multiple cameras. So it is adaptable to the following use cases.
 - Behavioral pattern analysis
 - In addition to GPS and WiFi information, you can add specific trajectory information to understand the user dynamics of Bang Sue station.
 - As data that can be used for measures for the entire facility, you can implement vibrant community locations.
 - Lost child search, suspicious person tracking, etc.
It can be used to solve problems such as lost children while realizing security management such as tailgating prevention without imposing a burden on users and residents.
 - Analysis and understanding of customer characteristic information in customer service.
 - Smoothly share information related to customer characteristics among staff members and contribute to sales enhancement through team-based business and concierge services
- Business superiority: Personalization that can respond to unique and new values of the world's business leaders and VVIPs
 - Existing smart cities present a uniform future, but this idea uses data to create new added value
 - potential to develop into a new smart city model, such as monetization through limited services for VVIPs
 - Data-driven open innovation that continuously increases the profitability and asset value of space and realizes a city that "does not deteriorate over time"

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Feasibility of the proposal

Proposed by  INTELLIGENCE DESIGN
DESIGN FOR FUTURE WITH ARTIFICIAL INTELLIGENCE

1. Achievements as an AI application
 - Already providing a service in Japan that utilizes AI, which is the base of the proposed idea.
 - Community Bus OD Analysis Service
2. Since the AI provision use case of the proposed idea is developed only in the bus area, there is an issue that we do not know how far the analysis target area can be expanded. It is possible to increase usefulness by accumulating.
 - Applying the mechanism of a bus, we are promoting a project to follow a specific area of the airport with two cameras.
 - Demonstration experiments targeting facilities such as parks and commercial facilities are scheduled to start within 2022.
3. Research and development is already underway on the application of technology in the unique environment of Southeast Asia, such as tuk-tuks.
 - The theme is intersection traffic analysis



Feasibility of the proposal

Proposed by  scheme verge
the next generation urban developer without land acquisition

1. Already operating a membership system that enables online payment, pay-as-you-go billing linked to actual usage, such as time spent in the store, and the granting of incentives.
 - Use WiFi log to prevent co-occupancy and unauthorized use, etc.
 - Marketing applications at major international airports.
2. Already commercialized an initiative to understand user behavior in the entire area and to improve services by linking data of migrations such as GPS, WiFi, iBeacon, traffic IC, ETC, and etc.
 - Aichi Road Concession, Toyooka Theater Festival, etc.
 - Utilizing migratory data in Seaside area for port redevelopment
3. Already implemented a system that recommends destinations for visitors using AI (collaborative filtering).
 - Recommendation of measures for visitors to the town management
 - Automatic itinerary planning system from transportation nodes
4. Support from the upstream level, including the study and pre-demonstration phases, utilizing our knowledge and networks related to urban planning and smart cities.
 - We have experience in Kobe City, Shunan City, and other cities.

