

On Taiwan Open Stack Hackathon - our consideration

Department of Industrial Technology

2015/12/10



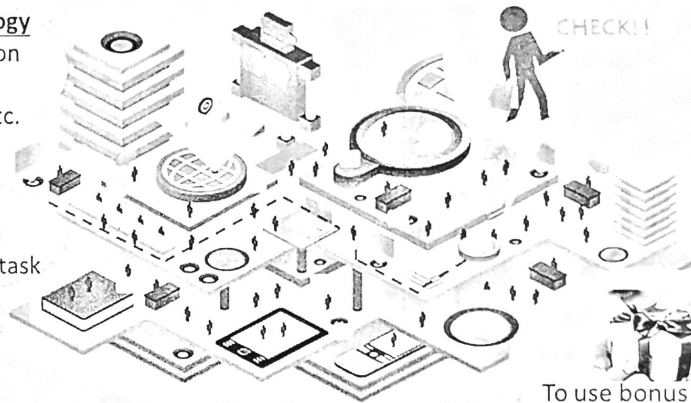
Taiwan's 2016 Hackathon Concept Development

- **Early 2016 (March/April 2016, 3day) to promote OpenStack.**
 - The purpose of the hackathon is to educate the community and create new business opportunities developed around the scalable and robust cloud computing system
- **Thinking about the type of applications to develop during the event**
 - Interested in possibly focusing our hackathon development efforts on a uniquely Taiwan use case that encompasses innovations, scale, social, mobility.
 - The participating teams compete to produce an innovative application that embodies the theme of the event
 - The recommended team size should be between 4 to 6
 - a token entrance fee: NTD 1000

Get bonus point while window shopping

iBeacon Technology

- Record of location of person.
- walking path...etc.
- 4G Wi-Fi router
- 4G bonus points
- 4G multi-media task



To use bonus point become real gift

■ Important Shopping District Demonstration

- **Taipei- Ximending Shopping District**: more than 200 stores provide 4G commerce services: 「Customers rewards for walk-in」, 「Interactive Shopping Wall」 and 「4G Reality Television Shopping」 and so on. (Service Provider :Open-Life、LiveHouse.in、17Life)
- **Kaohsiung- Sanduo and Dome Shopping District**: more than 50 stores provide 4G commerce service: 「Customers rewards for walk-in」, 「Interactive Shopping Wall」. (Service Provider : Bcc Software)
- **Kaohsiung- New Jyuejiang Shopping District**: widely provide wireless mobile payment and realtime coupon push services。 (Service Provider : Smart Catch、Infoweb)

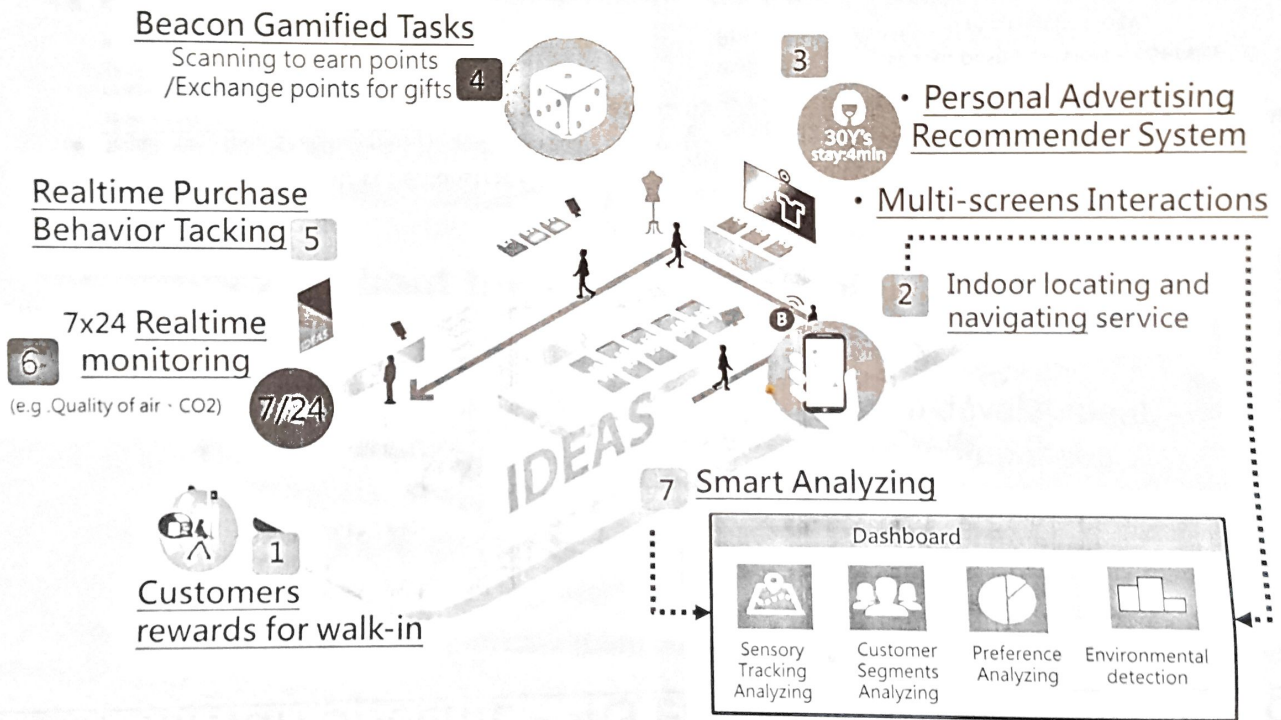
■ Retail Chain Store Demonstration

- Totally 112 store belong to POYA and JP Medical joined this demonstration and provide 「Customers rewards for walk-in」 and 「LBS AD push」 services. (Service Provider :Open-Life、HyXen Technology)

■ Export Solution

- In Southeast Asia, breakfast chain store, MyWarmDay: to join this demonstration that provide 「Beacon-baesd Coupon Push」. (Service Provider : Jotangi Tonology)
- Chinese mall: to Provide 「Beacon-based Coupon Push」 Service. (Service Provider : Jotangi Tonology)

What we do in 4G enabled Smart Commerce





Innovation behind 4G enabled Smart commerce

- We suggest the participative teams can make use of the IoT, Big Data, Social community, Cloud, Mobile devices to develop the applications regarding the following topics:
 - Smart Commerce with 4G: Help the retailer, shopping district, shopping mall, etc. to develop the O2O commerce, also the Share economics.
 - With or without: HTC VR, Mediatek LinkIT, ...etc.



We are here to help

- In this activity, we can provide the following assistance:
 - Promotion activity
 - Recruit the startup/teams joining this activity
 - Open API: such as Beacon Deployment platform, In-door navigation, Real-Time marketing
 - Living Lab. Field



THANK YOU

