

# 物聯網與適地性服務

Internet of Things and Location Based Service (LBS)  
The ongoing RFID evolutions~

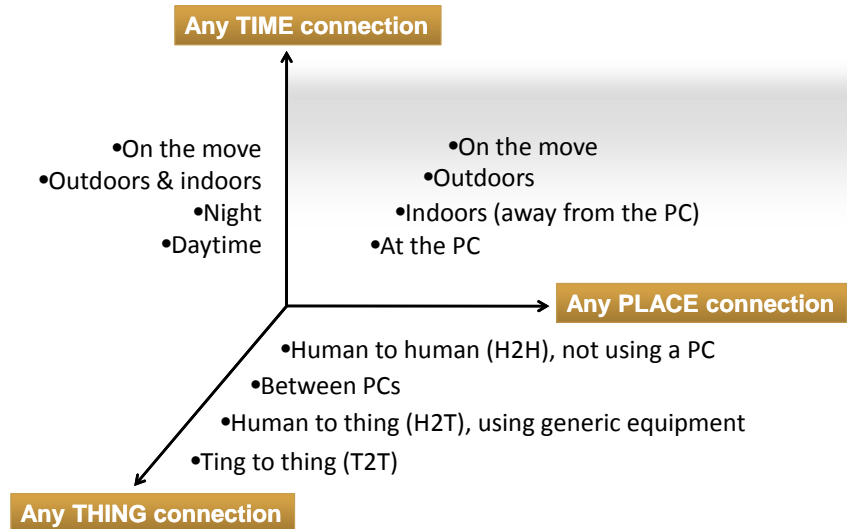
by  
Robert Lin , CPIM  
eClick Interactive Technology Inc.  
Nov. 2010

## Agenda

1. Technology 行動與體感科技趨勢
2. Wal-Mart 需求導向供應鏈管理
3. Google 虛擬搜尋與實體服務
4. Business Model 互動科技創造新社群
5. Q & A



## Internet of Things (物聯網)



Source: ITU, adopted from Nomura Research Institute.



## Location based service (適地性服務)



- 是一種以位置為基礎提供的行動服務，早期LBS主要應用於特定的緊急救援或外勤人員的管控，隨著全球衛星定位系統(GPS)手機及可攜式導航裝置的普及，加上行動網路與GPS結合的輔助式GPS(AGPS)，可以提供精確的行動定位功能，逐漸進入大眾消費市場。



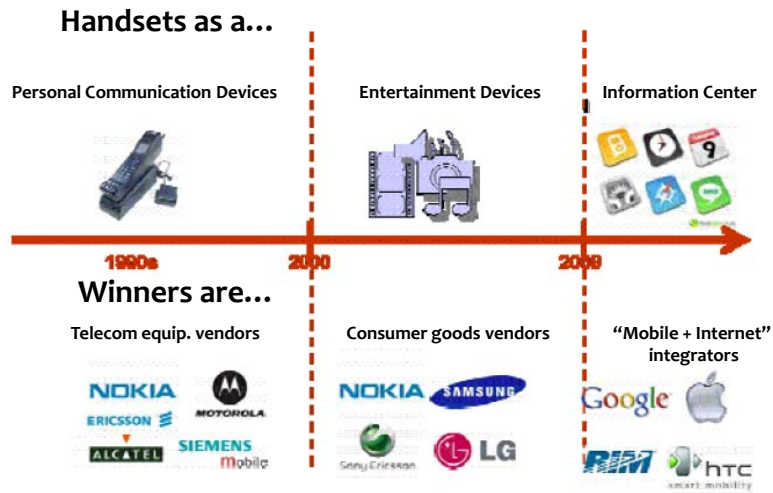
DID YOU  
**KNOW**



Sometimes size  
**does matter**



## Smartphone industry – Handset evolution

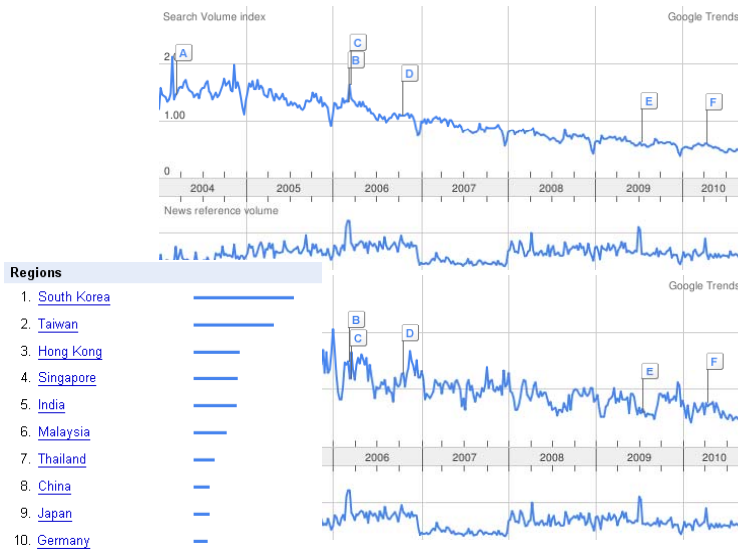


資料來源: Macquarie Research

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## Is RFID a Really Funny Idea?



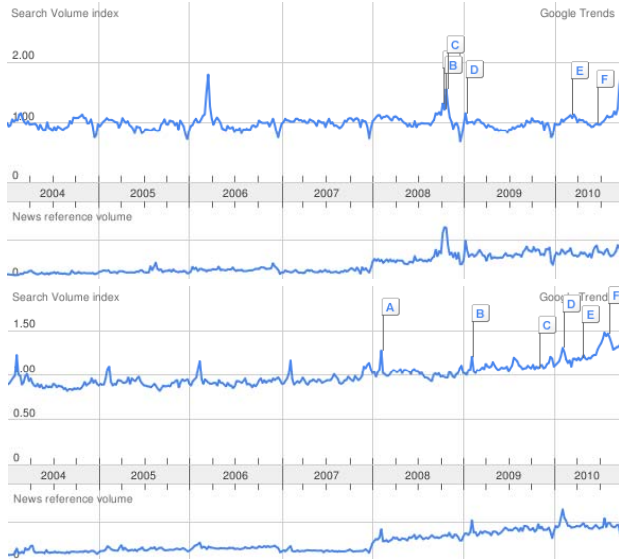
Worldwide

Taiwan

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## Life is all about Wealth or Love?

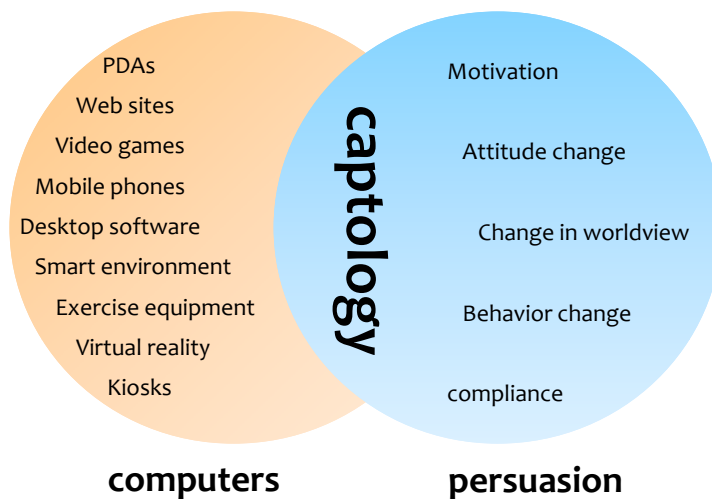


Wealth

Love

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## Computers As Persuasive Technologies



資料來源: B.J. Fogg

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# DID YOU KNOW



## The World Richest Family

RANK	NAME	CITIZENSHIP	AGE	NET WORTH (\$BIL)	RESIDENCE
1	William Gates III	United States	50	50.0	United States
2	Warren Buffett	United States	75	42.0	United States
3	Carlos Slim Helu	Mexico	66	30.0	Mexico
4	Ingvar Kamprad	Sweden	79	28.0	Switzerland
5	Lakshmi Mittal	India	55	23.5	United Kingdom

17	Christy Walton	United States	51	15.9	United States
17	Jim Walton	United States	58	15.9	United States
19	S Robson Walton	United States	62	15.8	United States
20	Alice Walton	United States	56	15.7	United States
21	Helen Walton	United States	86	15.6	United States

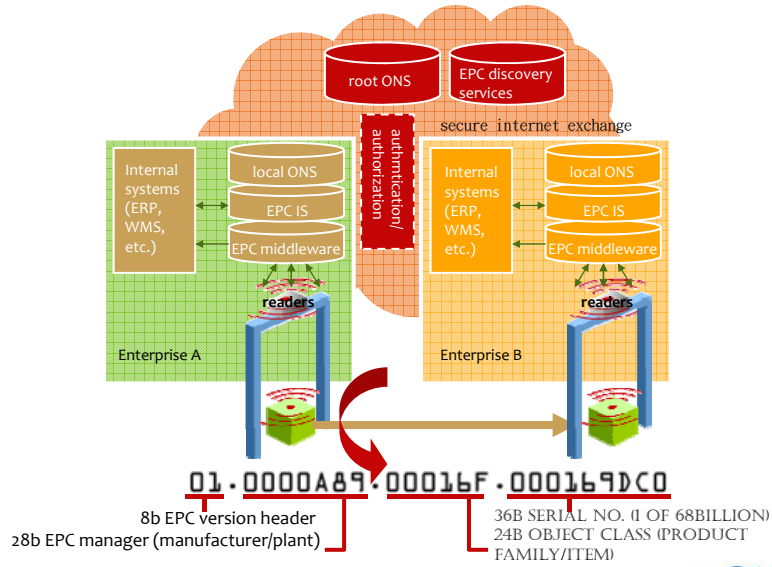
**USD 78.9B**

資料來源: Forbes 2009

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## EPC ONS Architecture



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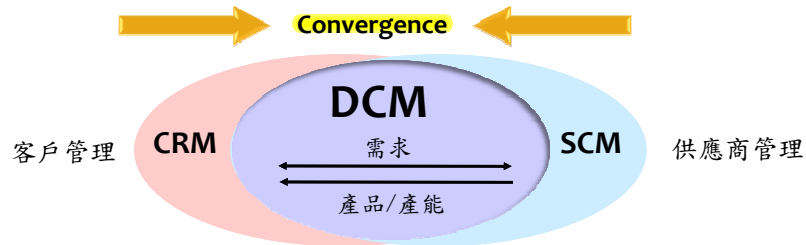
## In-store Marketing



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## Demand driven SCM



### Key Intersection Points

- Promotion Management 促銷管理
- ATP (Available-to-Promise) 存貨達交
- Configurator / CTP (Capable-to-Promise) 產能達交
- Order Fulfillment 訂單履行
- Pricing/Revenue Optimization 價格/營收最佳化
- Service Process Management 服務流程管理

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DID YOU  
KNOW





There are over 2.7 billion searches performed on Google each month



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A screenshot of the Google Health profile management interface. The page is titled 'Google health' and includes a search bar and a 'Search the web' button. A sidebar on the left lists various profile management options such as 'Profile details', 'Age, sex, height...', 'Conditions', 'Medications', 'Allergies', 'Procedures', 'Test results', 'Immunizations', 'Insurance', 'Files and images', 'Add to this profile', 'Import medical records', 'Explore health services', 'Share this profile', 'See who has access', 'Medical contacts', and 'Find a doctor'. The main content area is titled 'Personal health services' and includes a 'Back to Google Health home' link. It features a section for 'Personal health services' with links to 'Import medical records', 'Explore medications and treatments', 'Convert paper records', 'Find personalized tools', and 'Copy and share your records'. Below this is a section titled 'These websites offer personal health services.' which lists three services: 'Blueprint for Wellness', 'Cleveland Clinic MyConsult', and 'DestinationRx'. Each service entry includes a logo, a brief description, and a 'Link to profile' button. The 'eCLICK' logo is visible in the bottom right corner.

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**Found**

**Searching.....**

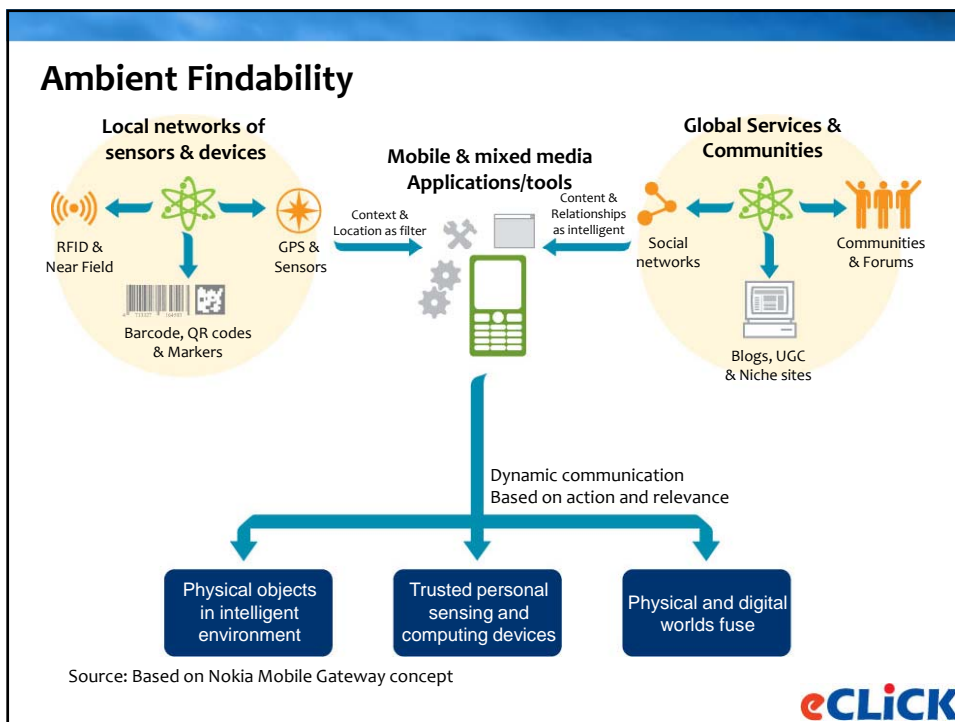
You (and 15 other people) say this is  
**Henrik Andersen**  
 Also known as... (4 alternatives)  
 Possible matches (opens in a new window)

Google

Personalization Engine

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# DID YOU KNOW



## SnifTag



# Pachube

Store, share & discover | Pachube is a convenient

about | tutorials | API | software/hardware | contact

Map view | List view

all | agriculture

head office

house

biosensor

arduino microcontroller

regional office

virtual environment

interactive installation

visualisation equipment

laptop

webpage

wireless pollution sensor

one-to-one webpage responds to house

one-to-many laptop ambient light level and accelerometer sensor readings shared with public

one-to-one head and regional office share sensor data

many-to-one virtual environment responds to regional office and wireless pollution sensor

one-to-many wireless biosensor connects to interactive installation and visualisation equipment

one-to-many webpage, house and virtual environment respond to wireless pollution sensor

Google 搜寻地图

send | link

RSS | Atom

Triggers bring 'push' capabilities to Pachube

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## Sensor data make Environment talks

(Q)

(P)

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### 短距離無線傳輸技術比較

	Zigbee	Bluetooth	Wi-Fi
標準	IEEE802.15.4	IEEE802.15.2	IEEE802.11a/b/g
射頻調變方式	DSSS	FHSS	FHSS
使用頻率	2.4GHz/915MHz/868MHz	2.4GHz	2400-2497MHz, 5GHz
網路連線方式	P2P, star, mesh, hybrid	Piconet	Star, mesh
每一網路之最大節點(node)數	255/65,536	7	30
標準傳輸距離	~50m	~10m	~100m
工作週期	Low	Moderate	Low to moderate
頻寬	250Kbps, 40Kbps, 20Kbps	1Mbps	1, 2, 5.5, 11, 54Mbps
適用範圍	Low power, low duty cycle, battery device	Wire replacement, voice	Email, web, VoIP, Internet

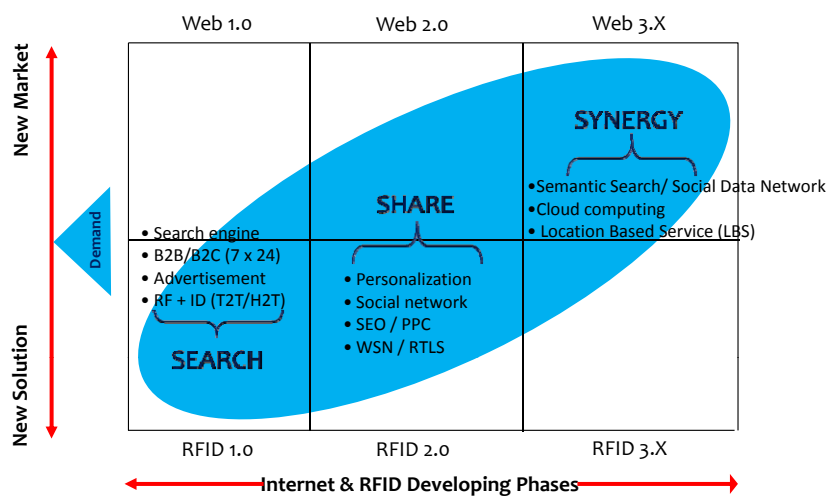


So, what does it all mean?



# NOW YOU KNOW

## Demand Driven RFID Service



Source: eClick Interactive Technology Inc.



## Selling experience



1¢ - 2¢  
COMMODITY



5¢ - 25¢  
GOOD



75¢ - \$1.50  
SERVICE



\$2.00 - \$5.00  
EXPERIENCE

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## Q & A



[www.eclickcorp.com](http://www.eclickcorp.com)

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