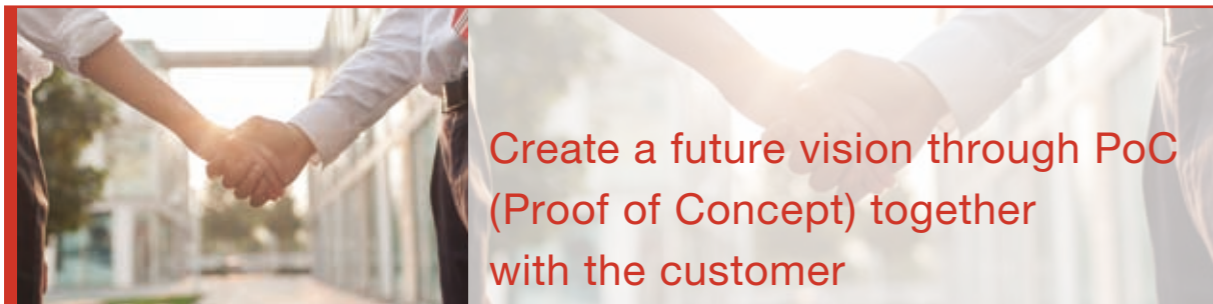


Values of Technology Foresight



NTT DATA Technology Foresight 2013



The power to predict
the future of



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NTT DATA analyses trends of our society and changes of key information technologies based on researches and interviews with industry experts.

Information Society Trend

- 1 **Source of competitiveness shifting towards application of knowledge and information**
Sophistication in data analysis technology promotes a shift to a knowledge-based society.
- 2 **From a mass-oriented society to a society that focuses on the individual**
Personalization services (taking into account of personal values or interests) will grow dramatically.
- 3 **Increasing demand for real-time response to ever-changing environment and needs**
Advancement in sensing and other technologies (as well as bigdata analysis) supports transformation toward a resilient and sustainable society.
- 4 **More accessible and user-friendly IT that can be used by anyone**
IT will be a primary tool to connect people overcoming gaps in language, distance and other barriers in aging and globalizing society.

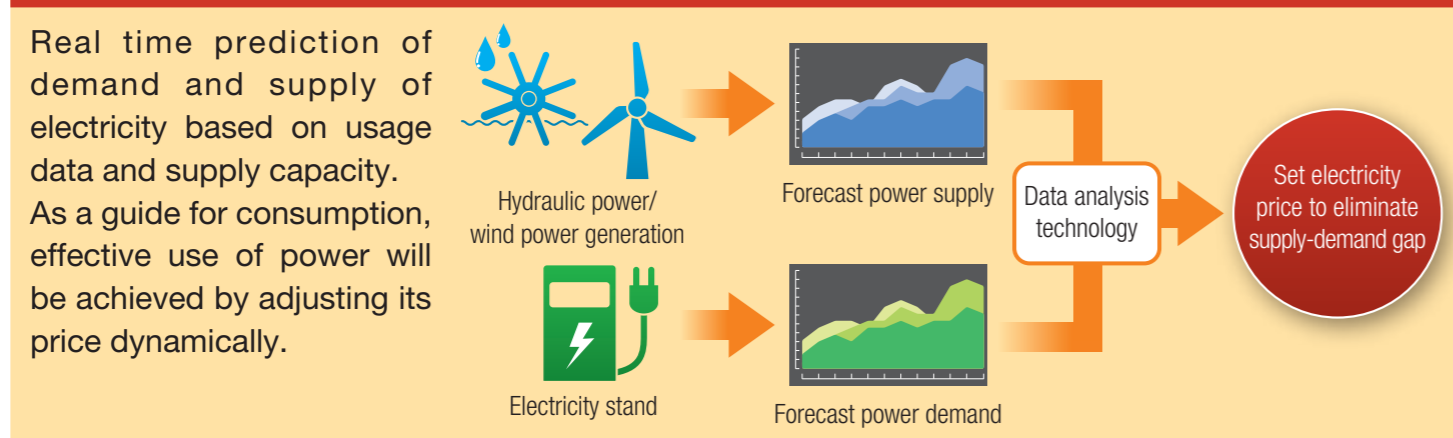
Analysis of changes and challenges



Technology Trend

- 1 **Human-oriented IT that recognizes individuals**
Human-oriented IT will be a key technology for personalization services and human motivation.
- 2 **Strategic data collection and analysis** Case 1
Big data analytics technology will enable companies and other organizations to acquire new opportunities and create values.
- 3 **Cyber-physical computing** Case 2
Sensor networks, robotics, and other technologies will benefit real world by utilizing physical assets, improving QOL, and enhancing experiences.
- 4 **Environment-adaptive, resilient IT infrastructure**
Autonomous optimization will be a requirement for IT infrastructure to meet changing circumstances and become more resilient against threats.
- 5 **Ultra-high-speed development for prompt delivery**
The speed of delivery will be dramatically shortened by utilizing technologies and methods without losing quality.

Case 1 Dynamic pricing of electricity Joint research with Ireland



Case 2 Alleviate traffic congestion through traffic control Joint investigation with Asian countries

