

A complex network graph is visible in the background, composed of numerous small, semi-transparent blue dots connected by thin lines, creating a sense of data connectivity and complexity.

# Practical Implementation of Industrial AI and DX

# Mobile Innovation in Japan's NTT group



# MOBILE INNOVATION

NTT docomo Business

73%



Jakarta (IDN)

Japanese-Thai Joint  
Ventures company  
Established since 2004  
3 Branches in Thailand and Indonesia



Bangkok HQ

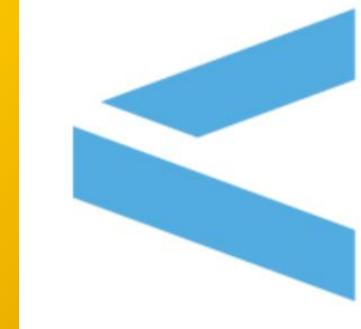


Chiangmai



27%

Fleet  
Management  
System (FMS)



Smart Mobility  
LINKEETH



Fleet Expert  
series



TRAC Cloud  
Alc Checker

บริษัทโมบาย อินโนเวชั่นจำกัด

MOBILE INNOVATION

© docomo Business

Since  
May 2004



Connectivity  
and  
Digital  
Innovation



Factory IoT  
(MLA)



AI solution  
for CCTV  
(BYON)

Mobile  
Applications



SMS  
Broadcasting



Buddycom



Time & Location  
Sharing apps  
(Wiitag)



Mobile SIM



Construction  
DX  
(CupixWorks, SpiderPlus,  
PicoCela)

# Profile of Speaker



**Name:** Yuji Kawasaki

**Position:** Chief Financial Officer, Director of Business Development  
CPA of Washington, USA

**Experience:** 2012. Joined NTT DOCOMO,  
JPN&SNG: Corporate Sales and Marketing  
SNG: Strategy & Admin, Business Development  
JPN: Pre-Sales of 5G IoT Product  
2023. Joined Mobile Innovation

## Hobbies & Interests

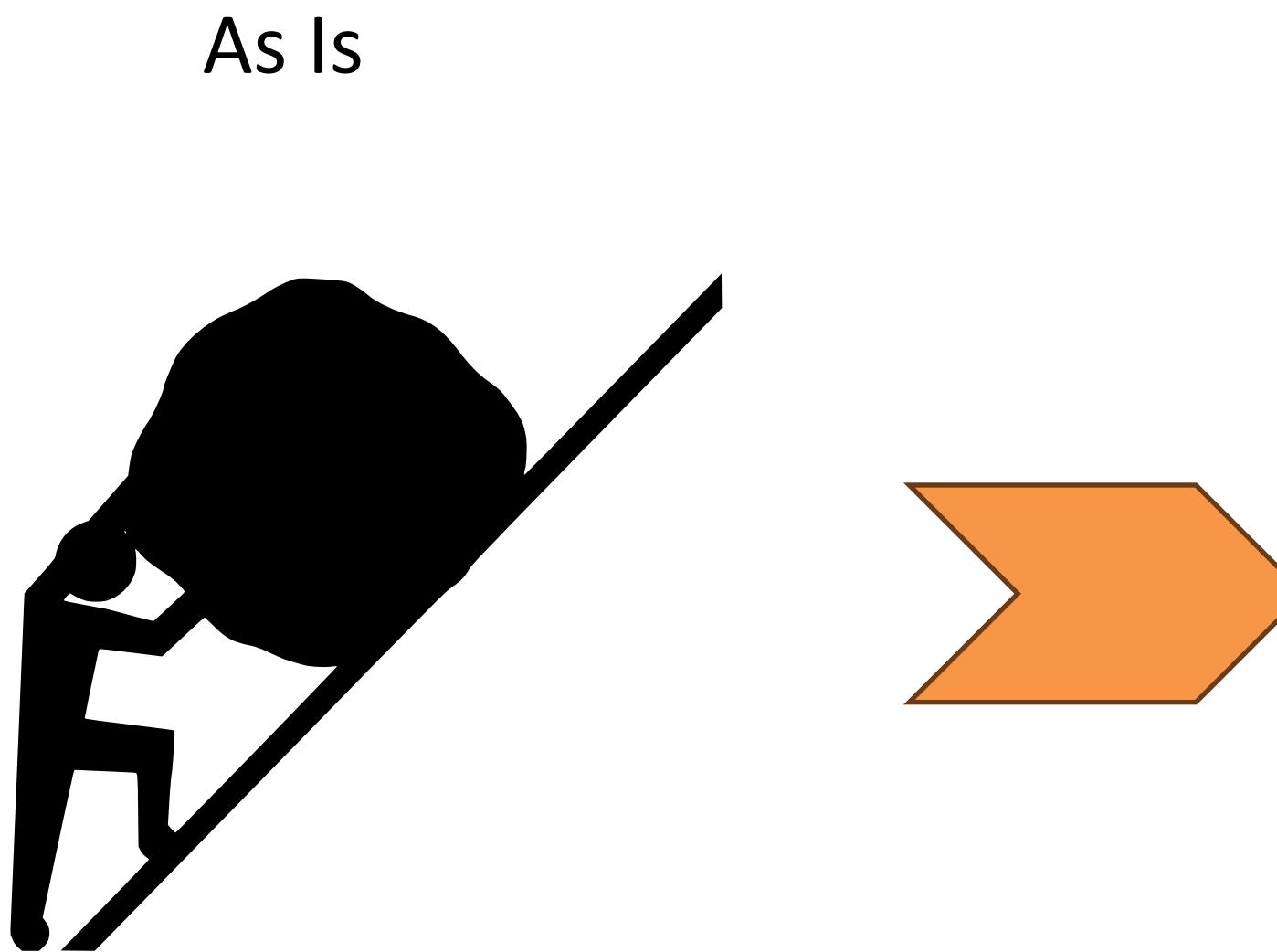
Travel, Self-Study

Q. What challenges your company need to overcome **implementing** the latest technologies??



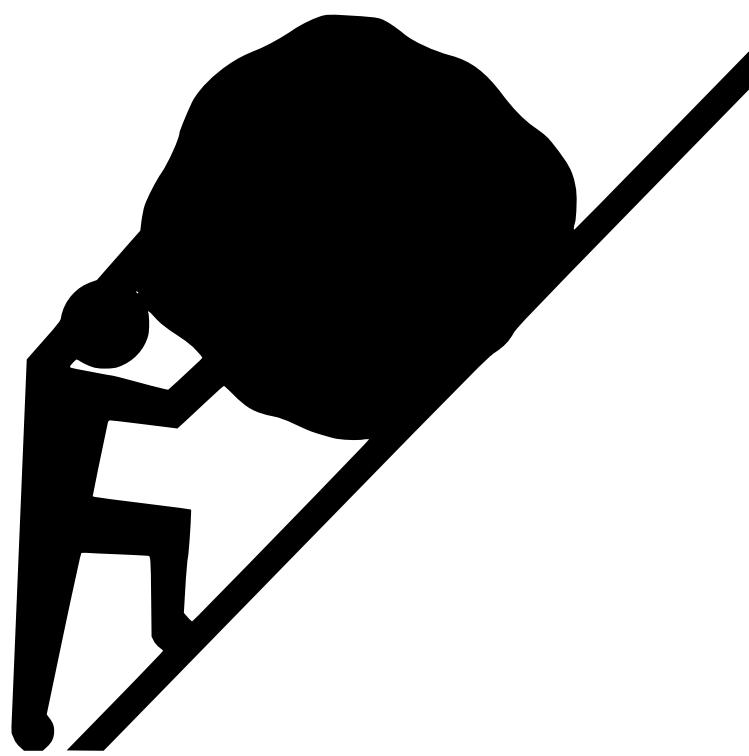
# One Possibility

## Correct understanding of “As Is” and “To Be”



# Q. How to understand what is happening in your company ??

As Is



**Most of company start to implement CCTV in your workplace**



# Challenges in Manufacturing Industry

## CCTV Operation

1. CCTV Installation (CAPEX)



&

2. CCTV Monitoring Cost as (OPEX)  
Impossible to monitor 24/7



# Challenge 2 in Manufacturing Industry

## Action required for follow up

Monitoring itself is visualizing AsIs, you need action, “communication” with your team members



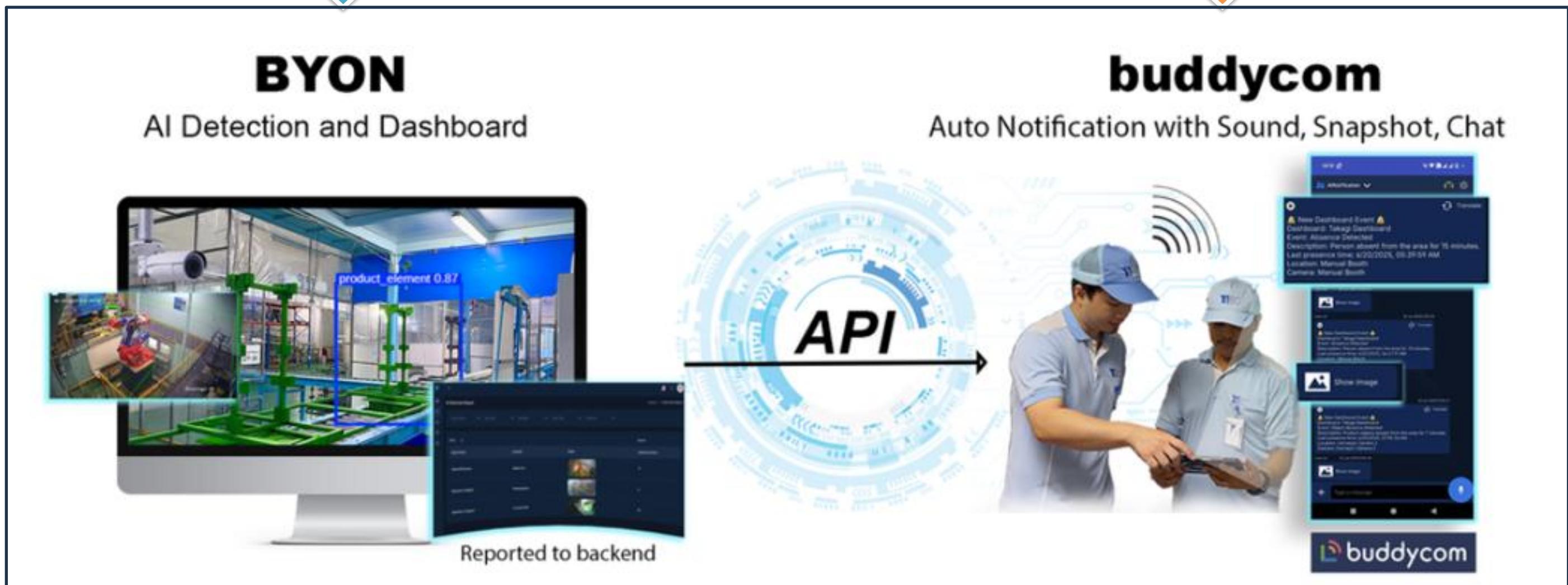
# AsIs and ToBe

MOBILE INNOVATION

**AsIs**



**ToBe**



# BYON

AI Detection and Dashboard



Reported to backend

# buddycom

Auto Notification with Sound, Snapshot, Chat



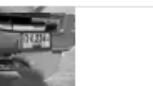
# Key Features

## 1. Need AI-CCTV??

Current CCTV



## LICENSE PLATE RECOGNITION : VIDEO SHOWCASE

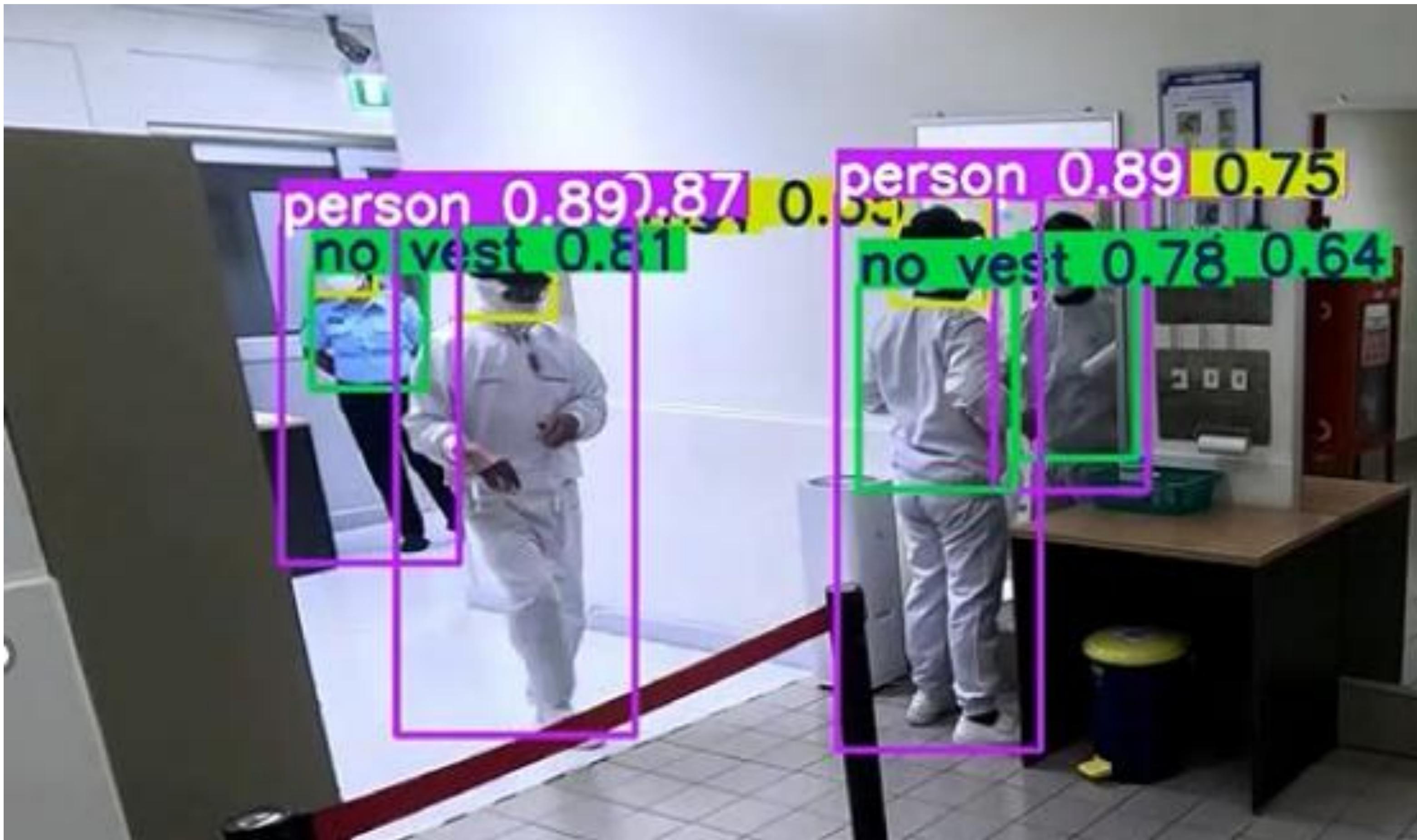
License Plate	Plate Image	Car Image	Car Model	Car Type	Color	Province	Date Time	Camera
5กนXXXX			nissan_sentra	sedan-standard	silver-gray	กรุงเทพมหานคร	2021-04-30 00:06:06.952	Gate A Entry
กก23XX			nissan_patrol	tractor-trailer	silver-gray	ชัยເວັດ	2021-04-30 00:00:35.247	Gate B Entry
5กนXXXX			mitsubishi_outlander_suv-standard	suv-standard	silver-gray	กรุงเทพมหานคร	2021-04-30 08:00:22.477	Gate A Exit
กก23XX			nissan_patrol	tractor-trailer	silver-gray	ชัยເວັດ	2021-04-30 09:00:35.247	Gate B Exit



\*visualize time of load in/out, staying hours



# PPE Detection

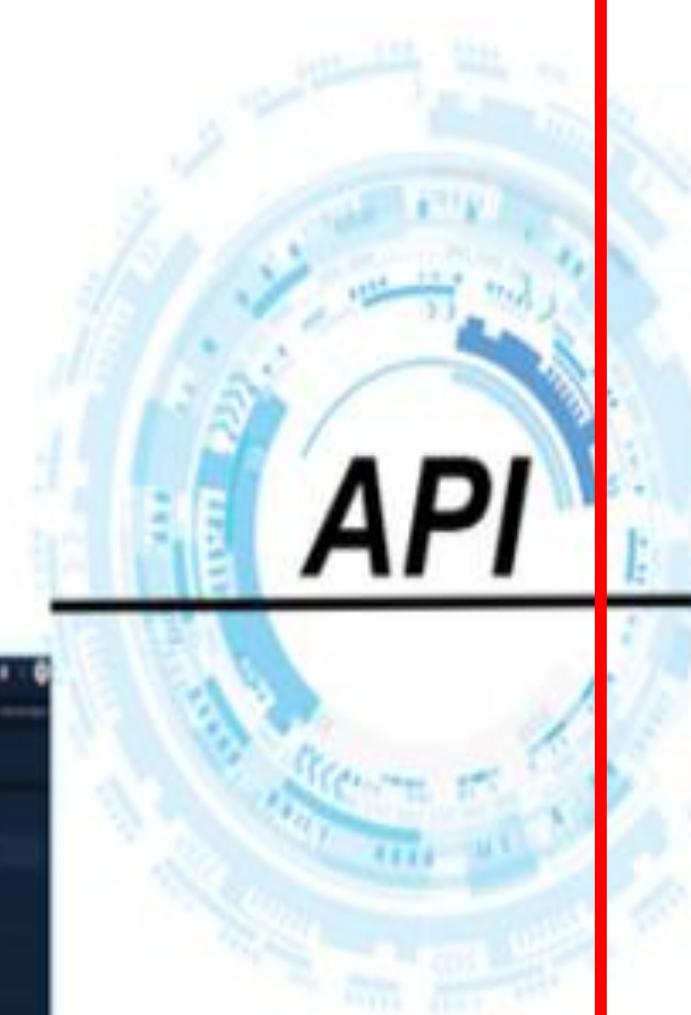


# BYON

AI Detection and Dashboard



Reported to backend



# buddycom

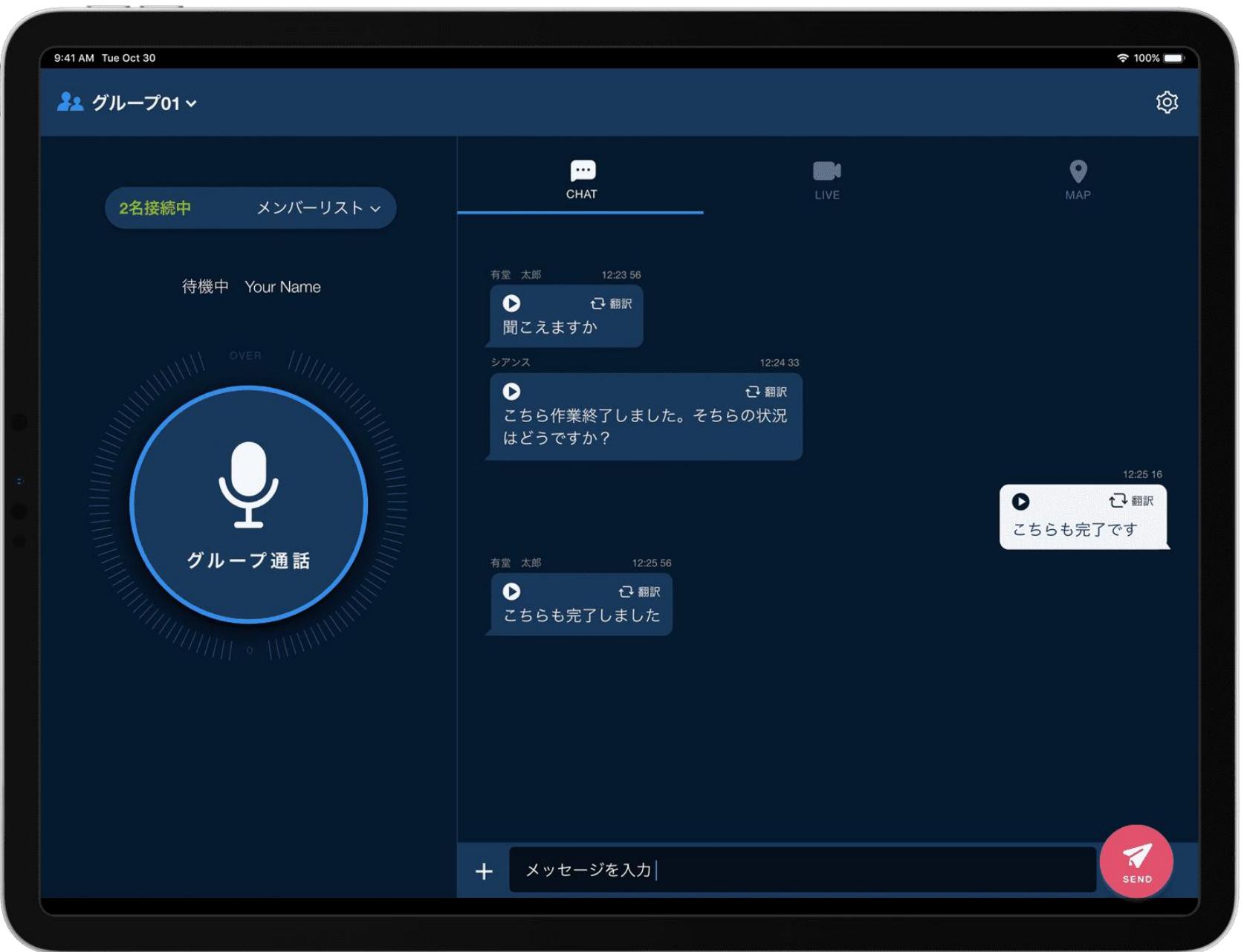
Auto Notification with Sound, Snapshot, Chat



## What is



- Mobile App running on iOS, Android
- Originally Born in Japan by Science Arts Inc.
- Equipped with Push-to-Talk, Speech-to-Text, Translation, Livecast and Map call functions.
- Usage fee in subscription model.



# Key Features

## Digital Transceiver



### Function

All you have to do is “press the call button” to make a voice distribution to the group members. Concurrent calls to 2,000 users per group have been verified. When making a call, you can talk in both directions like taking on a transceiver.

### Benefits

Since there are few steps to speak, you can share information with the whole person as if you are right next to them.

## Text/Chat/Translation



### Function

Communicate with sound and text in almost real-time manner. Speech and text can also be translated and read-out in your preset language automatically.

### Benefits

You can check communication log later what you missed in realtime. Buddycom enables smooth communication in multinational worksite.

## Livecast



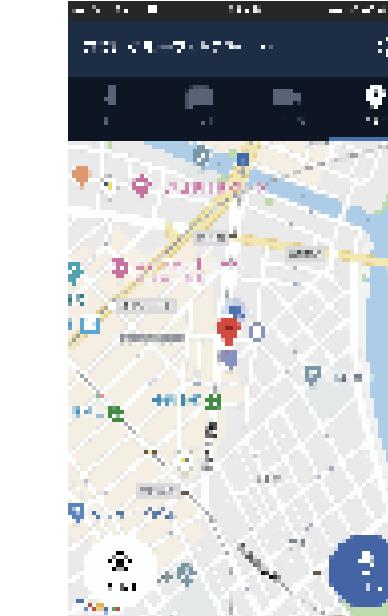
### Function

You can talk while sharing the video with livecasting. Conversation during livecasting also transcribed and translated as well.

### Benefits

Even if information is difficult to convey by voice or text alone, Buddycom can share accurate information by talking while showing livecast images.

## Map Call



### Function

You can view a user's location and talk to users within a specified range on the MAP. Additionally, the admin can check historical location of user while using app on console dashboard.

### Benefits

This function enable you to have the area selecting for emergency information sharing with appropriate members.

# Usecase

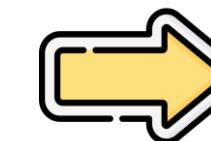


## Solution 1: “Objective Detection AI” + “Auto Alert Function”

### AI: Detect Object in the line



**No Action**

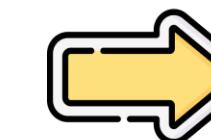


**Normal  
(no item)**

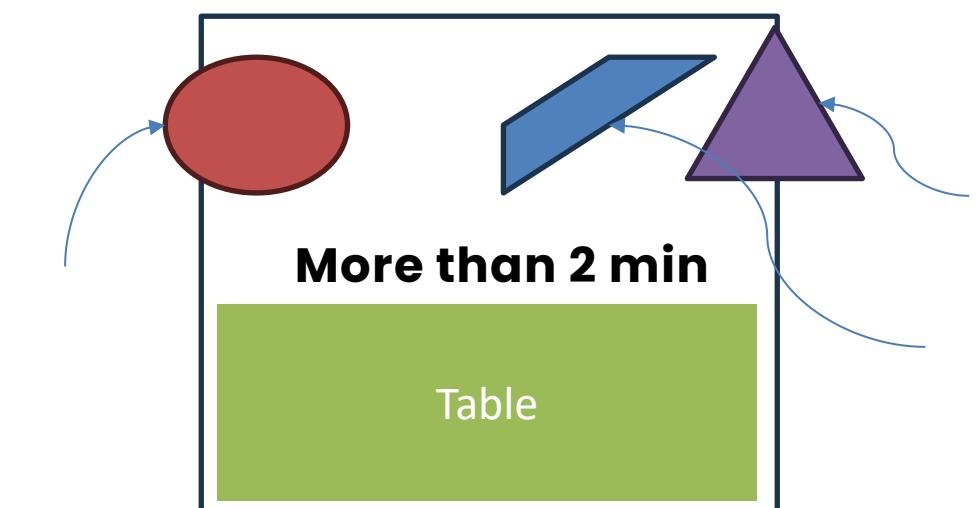
(No Object)

Table

**Action**



**Detect  
(All the object entered the angle)**

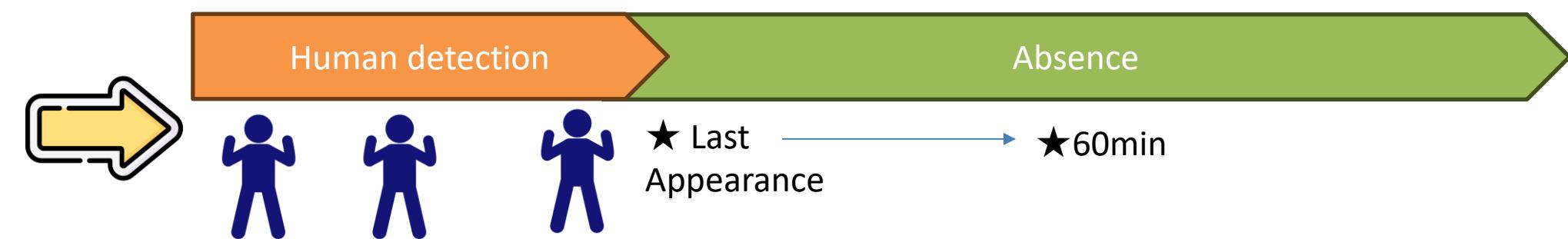


## **Solution 2: "Human Detection AI" + Rule Setting "Auto Alert Function"**

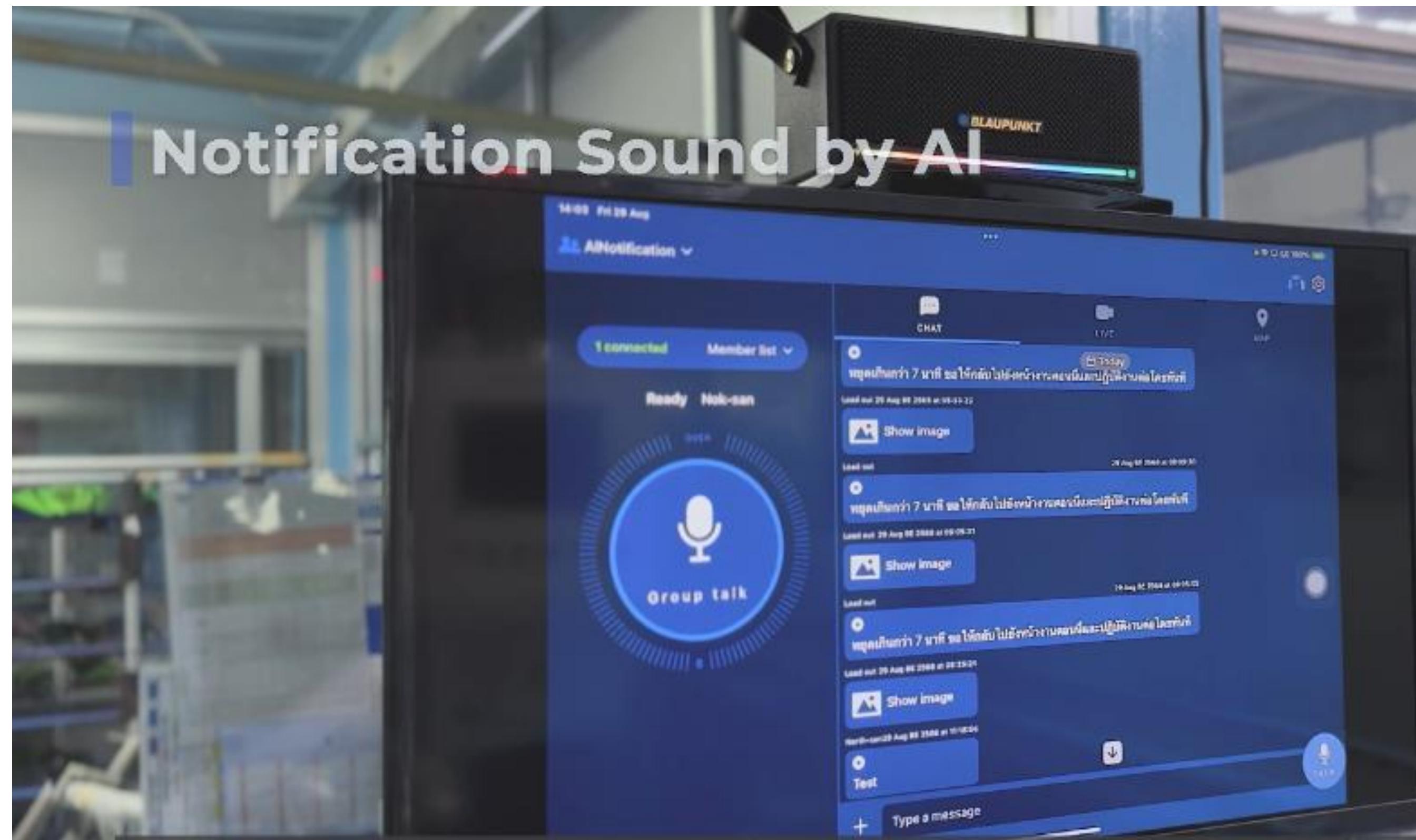
**AI: Detect Object in the line**



**Logic: No more than 60min, send alert**



# Notification Sound by AI



please return to the worksite now and resume operations immediately.

# Wrap-up



1

## Your CCTV become AI-CCTV

- ✓ Best-fit AI could be adopted

2

## Auto Notification with Multi-Language through buddycom

- ✓ No need for your manager to make instruction, buddycom will monitor 24/7

3

## Huge cost reduction and work efficiency

- ✓ 24/7 monitoring and notification by AI
- ✓ Enhance your work efficiency and product quality