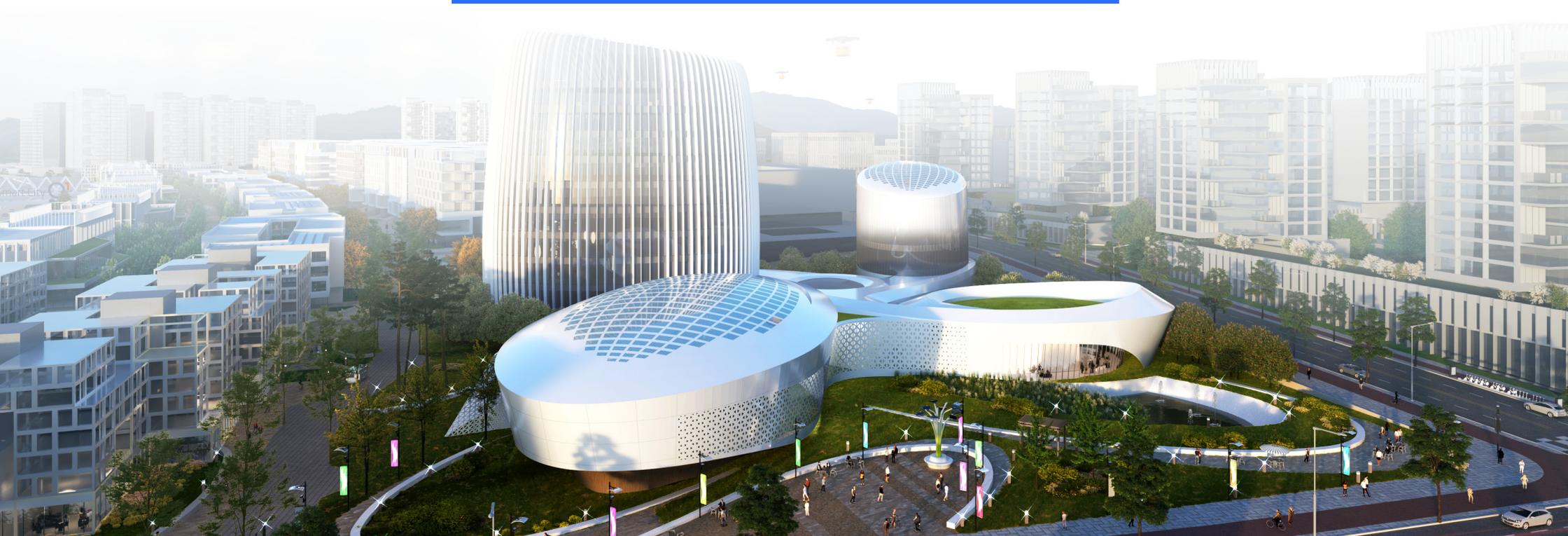


For the creation of a sustainable city

Future of AI-based Sejong Smart City

Sejong Smart City is where Nature-
People-Technology meet to advance



SEJONG CITY?

Being designated as Korea's 17th metropolitan government (JUL.2012.)

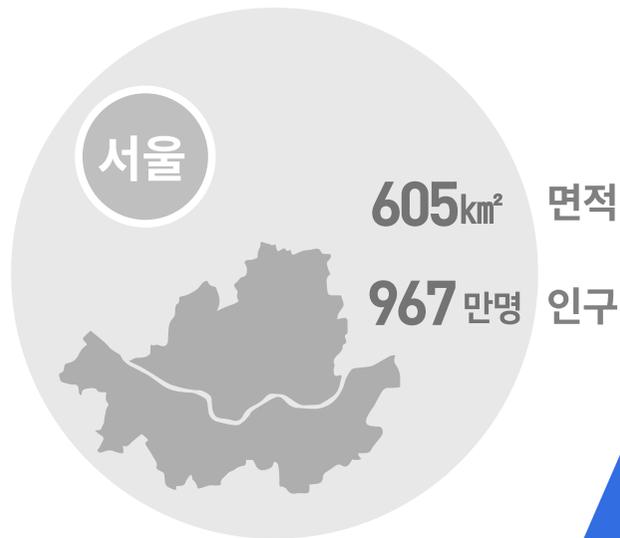
Has relocated

44 Central Administrative Agencies

16 National Research Institutes

Being established as

The Administrative Capital



Performing key functions of the national administration in South Korea

Clearing crowded city & dispersing functions



Sejong City Construction Plan



Developing plans with three phases by 2030 under the national initiative

3 Phase / Completion 2021-2030

Population **5** million

Completing city plan

[Total population of 800,000 in Sejong City]

2 Phase / Maturity 2016-2020

Population **3** million

Expanding self-sufficiency

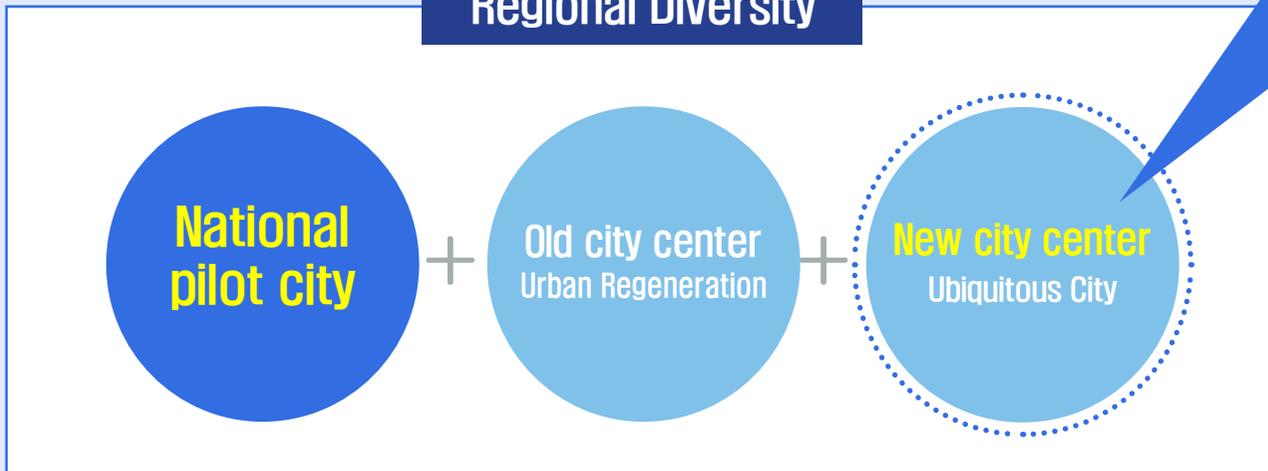
1 Phase / Early 2007-2015

Population **1.5** million

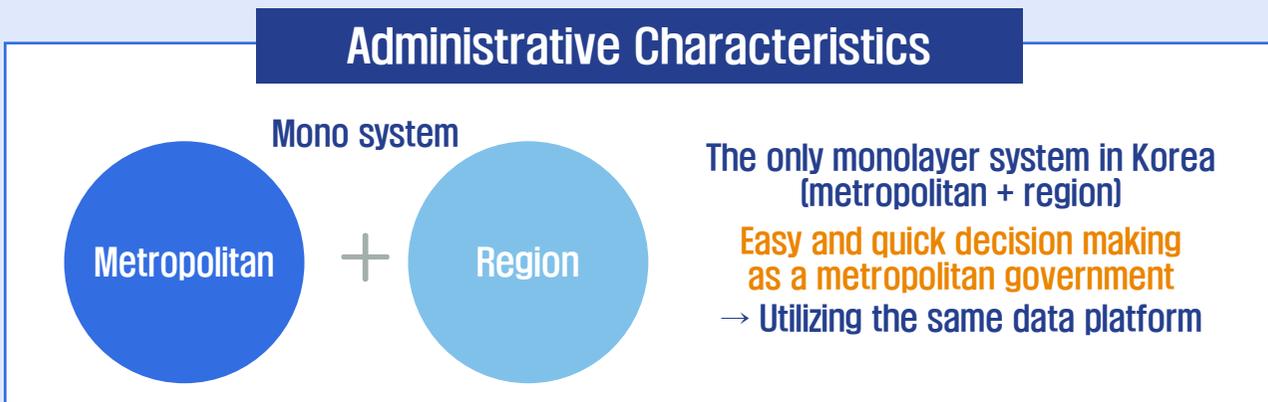
Relocating Central Administrative Agencies & constructing urban infrastructures

Sejong City viewed as a Smart City

Regional Diversity



Administrative Characteristics



Born as Sejong City (Ubiquitous City)

Urban Integrated Information Center



Self-Network



CCTV



BIT



(National average of 43.2 years, as of 2020)

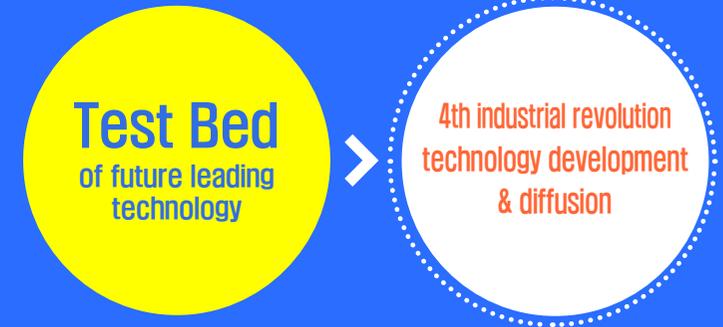
The average age of **37.4 years**
 → High receptivity to new technologies

Sejong Smart City National Pilot City



Location | Hapgang-ri, Sejong City
 Size | 2,743,801.65m² (scale of Yeouido, Seoul)
 Project sum | 3.1 trillion won

Creating a world-class smart city



At the early stage of urban planning,
 participating of private sectors for creative business models

+

In designing-constructing-sattling down stage
 Creating and applying what citizens need

LG CNS as the representative company and
 O1 consortium chosen through the public competition(DEC.2020.)

Test bed of 4th industrial revolution technologies

Linked utilization of various convergence services

Creating an innovative industrial ecosystem that realizes future-oriented high-tech through a flexible mix of residential, commercial, and industrial uses



City integrated data A.I. Center

- Energy and environment platform
- Culture and Shopping platform
- Mobility platform
- Education platform
- Jobs platform
- Healthcare platform

Governance platform :
Blockchain eco-payment system

Data Hub
Data analysis, process, collection



Deregulating through regulatory sandbox
+
Demonstrating smart technologies of 400 domestic & international companies

Building up a leading future smart city model

Open city with private participation

in the era of 4th industrial revolution industry
Rising as a new growth engine : Drone

UAM(Urban Air Mobility) /

Promotion of the construction of urban air mobility

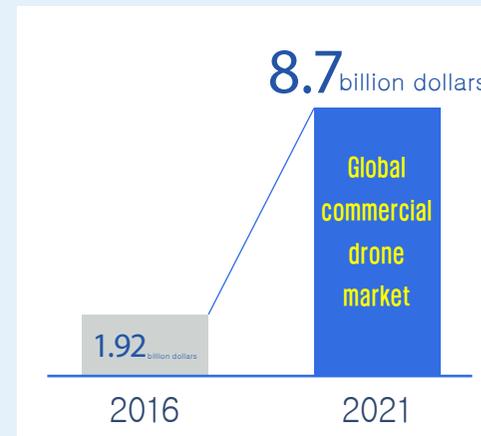
→ Combining personal air vehicle and urban air mobility



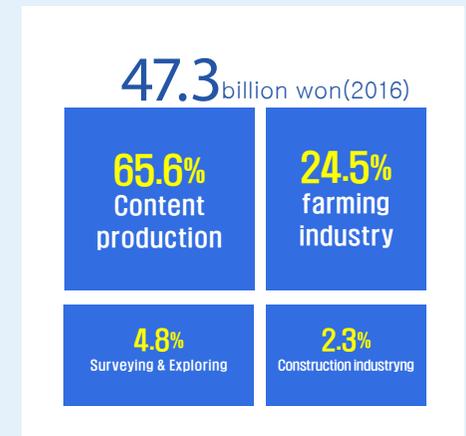
Designating a liberalization & demonstration zone for drones

As the pattern of daily consumption has recently changed to non-face-to-face due to COVID-19, the development of the drone industry is expected to accelerate as a major non-face-to-face service industry.

Global commercial drone market size



Domestic drone market



Open city with private participation



The world's highest level (the largest in Asia)
Establishing **'Naver Cloud Data Center'**

Succeeding in attracting Sejong City through **96:1** competition
among local governments nationwide

The total project of KRW **650** billion
(land area of 290,000 m²)



DEC.2022.
Completion

Revitalizing
the data industry
along with Daumsoft

Promoting liken
development
of AI data center &
autonomous driving

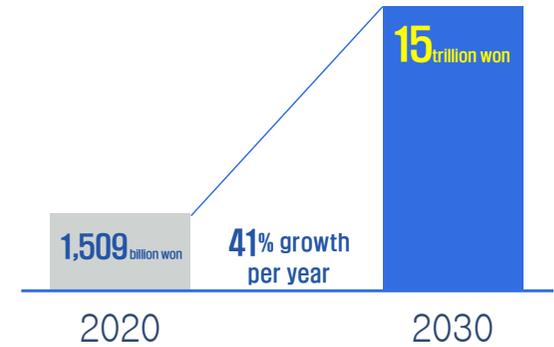
Relocating
Naver Partners,
Creating jobs &
increasing tax revenue



Operating at least 100,000 servers
Picture of Naver Cloud Data Center

Open city with private participation

Domestic autonomous vehicle market



Fostering the Sejong-type autonomous vehicle industry

Being selected as a regional representative industry_(autonomous driving vehicle)
suitable for the era of the 4th industrial revolution

→ **Establishing a sustainable ‘Sejong-type autonomous vehicle
convergence new industry’ ecosystem**

Developing & demonstrating
domestic autonomous
driving shuttle



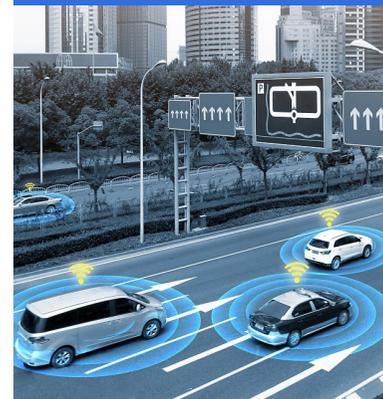
Conducting empirical study
on public transportation
based on autonomous driving



Future Automobile
Research Center



Autonomous Driving Big
Data Control Center



Sejong Autonomous
Driving Vehicle
Business Group

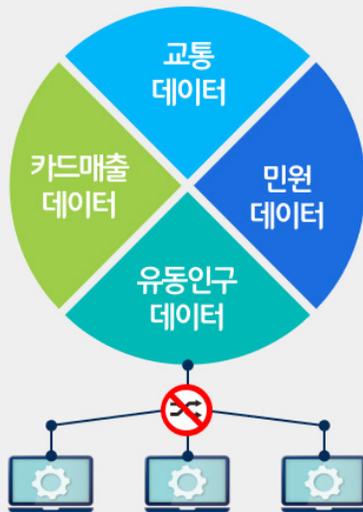


Sustainable city using data-driven platform

Integrated management and operation of internal & external data to prepare a data-based administrative system

Building up a big data hub system

Past



- Data was used only for designated tasks with partitions between systems
- Data convergence between service areas was not allowed

Today

- Co-utilizing data through Big Data Hub
- Rational decision-making based on data for establishing policies
- Fostering the data industry and jumping upto a leading smart city



Sejong City will leap forward as
a World-Class Smart City
by nurturing new growth industries,
creating a smart city, and establishing
a sustainable economic foundation
with various innovative technologies
of the 4th industrial revolution.

