

Progress of Digital Economy and Competition Policy

-IOT, DATA, Platform Business and Law -

March 30, 2018

Noriko Fukuoka

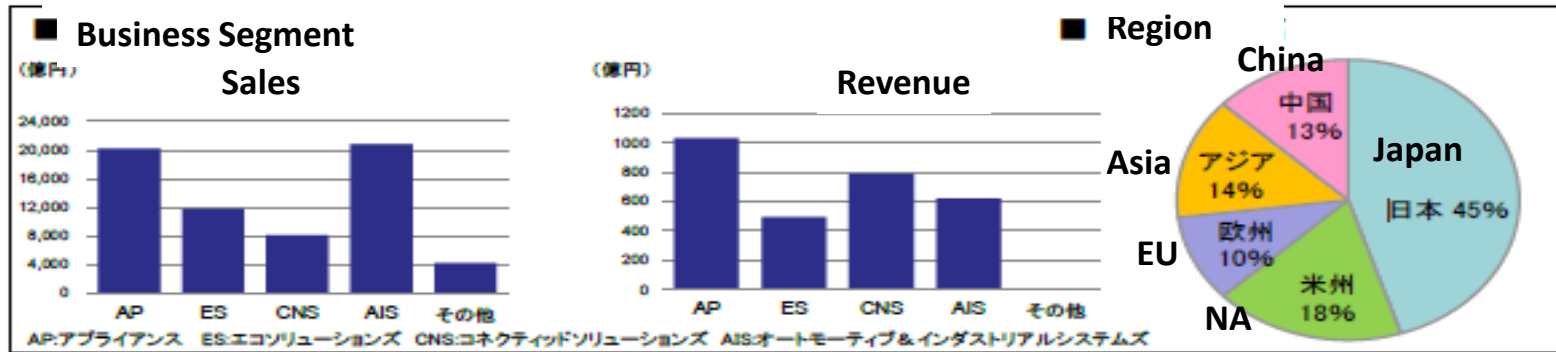
Senior Manager

Licensing Department

Panasonic IP Management Co., Ltd

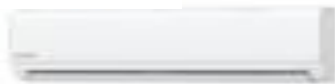
Panasonic Overview

2017 Q3 Accumulate Sales and Revenue



Major Products

Appliance



エアコン



シャowerケース

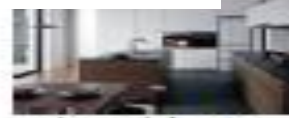


テレビ



ヘアードライヤー

Eco Solutions



システムキッチン



照明器具



空気清浄機



太陽光発電システム



配線器具

Connected Solutions



プロジェクター



パソコン・タブレット



航空機内エンターテインメントシステム



統合ライン管理システム

Automotive & Industries



次世代コックピットシステム



EVモーター



リチウムイオン電池

AI, IOT, Sensing, UI/UX technologies provide Value to Customers

<http://www.panasonic.com/jp/corporate/technology-design/10years-vision.html>

AI • Robotics CE



Liberation from housework

- Living data analysis
- Emotion estimation
- Recommendation
- Automatic cleaning/storage

Customer Service Solution



Improve Customer Service Quality

- Multilingual speech translation
- Dialogue
- Behavior prediction
- Automatic inventory & replenishment

Self-Driving • Commuter



No Accident No Traffic Jam

- Obstacle detection
- Outside recognition
- Action Plan
- Person state recognition

Advanced Logistics • Transport



Eliminate Labor Shortages

- Object recognition
- Irregular picking
- Human-cooperation work
- Autonomous movement

Market Value Change

Portable Audio Player



Tape
Mecha
Manu. facturing

MD Player



MD Media
Eq. SW
Mecha
Manu.

Digital Audio Player



Cont ents
Web
Eq. SW
Manu

Smart Phone

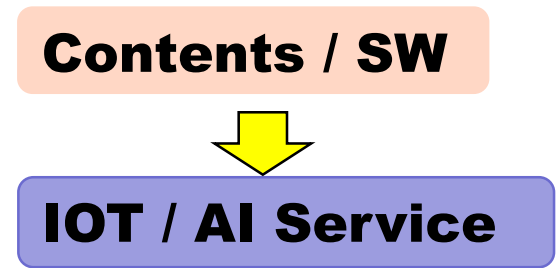
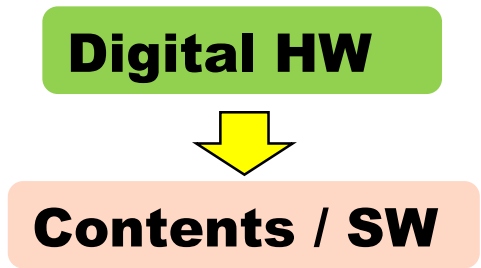
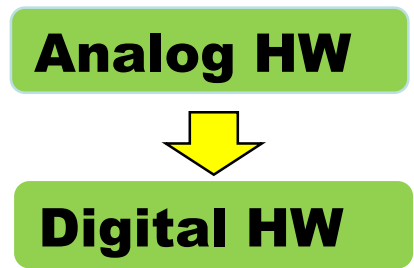
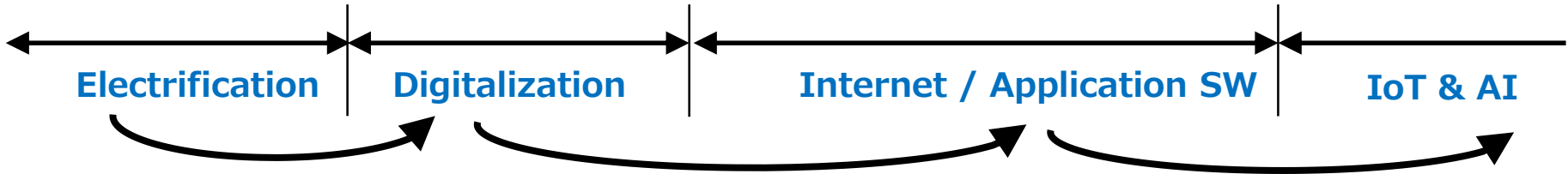


App. Conte nts
App. Store
Web
Eq. SW
Manu

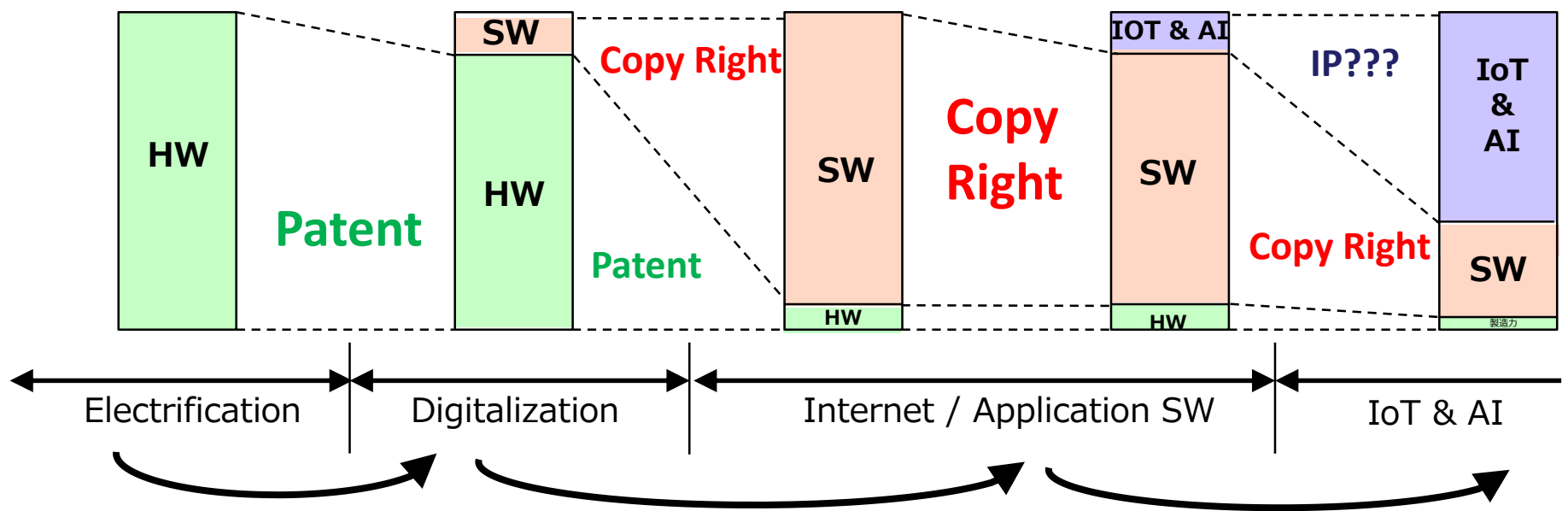
AI Speaker



IoT Service
App.
AI
Web
Eq. SW
製造力



Views from Intellectual Property

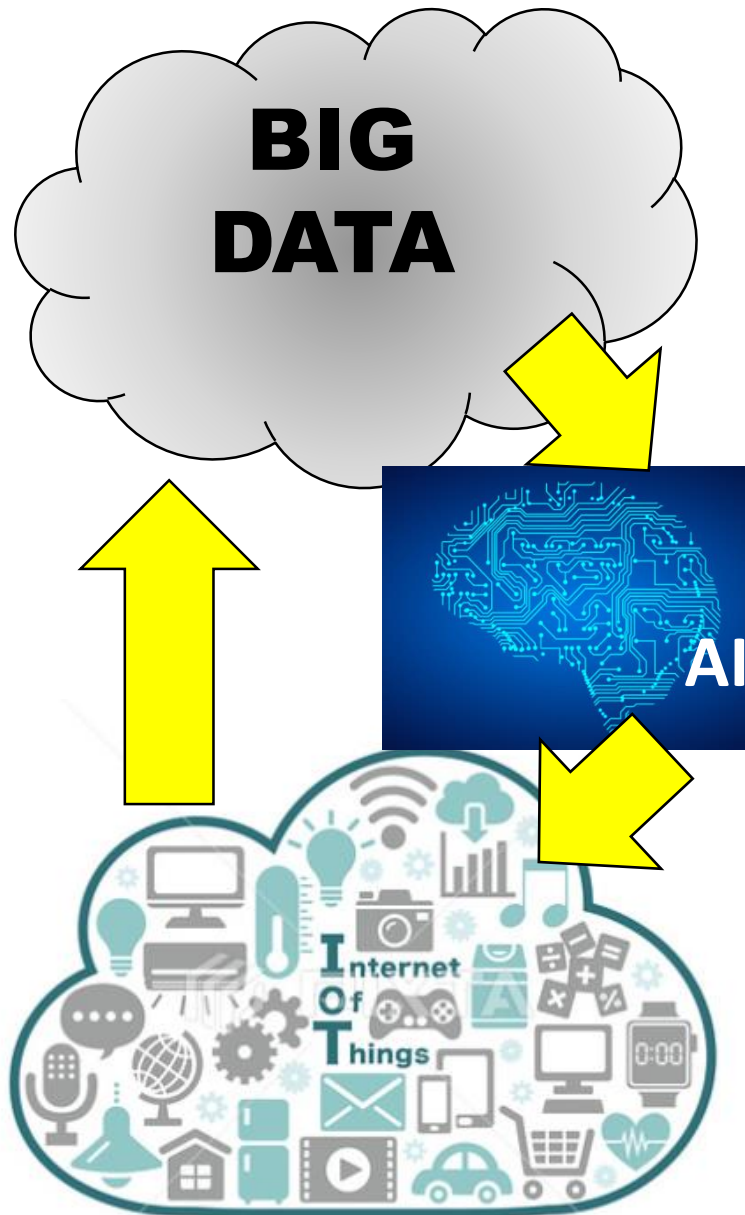


Forced Grant-back Clause of Patent Non-Assertion to Licensor and its licensees

Open Source Software License
Copy Left
Royalty Free for essential Patents
Defensive Termination

Standard Essential Patents / FRAND Disputes in Information & Communication Technology Standards

Concerns & Requests



AI & BD are neither expected nor fully protected under the current IP Law?

Ownership and modification rights thereof are arguable.

⇒ No other choice but to prescribe rights, obligations and ownership in individual contracts.

Data calls data, widening information gap

⇒ Platformers have the initiative

The poor information owner has no bargaining power. A Platformer is easy to secure market power.

⇒ Environment where Hold-up is likely to occur

IOT/AI/BD business and its market changes rapidly.

Innovative new services and business are emerging.

Taking a time to develop the new law

⇒ Government power is necessary to promote such innovative business. Concurrently, Government power that can respond quickly and flexibly according to market situation is necessary.

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Thank you

ご清聴ありがとうございました

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