

OECD presentation

Supporting the Elderly with tailored Smart Mobile Service

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미래창조과학부

Ministry of Science, ICT and
Future Planning

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for the Elderly

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Current Status and Directions



Current Developments

The use of ICTs based on smart phones has increased; however, senior citizens are being excluded

Spread of Smart phones

- Korea's smart phone penetration rate: 67.6%
 - ☞ the world's #1 penetration rate (SA report, 2012).
- enables users to use various ICT services
 - ☞ not only for Internet-based services but also for TV, movies, navigation

Elderly being excluded from the use of ICT

- Internet usage rate is low compared to other age groups
 - ☞ Internet usage rate:
 - teenagers and people in their 20s : 99.9%
 - people over 60s : 24.4%
 - ☞ smart phone penetration rate :
 - people below 10 years old : 64.5%,
 - people over 60s : 23.4%
- The elderly struggling to use smart phones due to complicated functions

Policy Direction

Enabling the elderly to use **Smart Mobile Service** more conveniently and to enjoy ICT benefits and enhanced safety through smart phones

- ◆ Consulting with telecommunications companies to build an environment where the elderly can use **Smart Mobile Service** through smart phones more conveniently at an affordable price

Developing
Silver mode



Enhanced
safety



Providing
customized
information



Special
tariff plan





Tailored Smart Mobile Service for the Elderly



Exclusive Mode for the Elderly

Providing a home screen exclusively designed for the elderly

Major Functions

- the screen works only when it is touched in a long and precise manner
 - contains only necessary functions with big size letters
- ☞ services such as automatic organization of processes, displaying of owner's mobile number, and lunar calendar are provided, which are all useful for the elderly.



Example of Silver mode

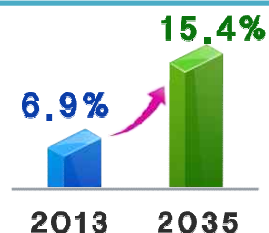
Safety Function

Providing easy safety functions such as emergency call and location identification so that smart phones can be used to save the elderly in emergent situations

Major Functions

- with just simple touch, the app makes an automatic phone call to the family member and emergency medical team
- the app automatically contacts the family member when smart phone is not used for a very long time
- The family member can remotely control the emergency call function on the elderly person's smart phone

 More Seniors living alone



Proportion of households of the elderly living alone



Examples of emergency call and location identification

Providing various information and services

Major Functions

- Offering medical and welfare information such as pension, health care, in a concise and easy manner (Ministry of Health and Welfare)
- Providing useful services for the elderly such as reading glasses, pace counters, radio, and DMB



Example of app that provides health and welfare information

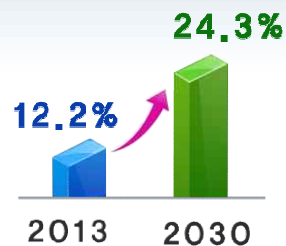
Tariffs for the Elderly

Tariff plan exclusively designed for the elderly was introduced which costs lower than the standard tariff

Special Benefits

- Provides certain amount of voice calls and SMS at a monthly fee lower than the standard tariff
- Offers services, such as emergency calls and location identification, which usually cost 1,500-3,000 KRW, for free as basic services
- Given frequent calls with families, offers discounts (10-30%) to phone calls to previously designated people

Increase in the number of the elderly



Proportion of elderly population

◆ The number of subscribers using Elderly Tariff (Sept. 2013)

Telecommunications companies	SKT	KT	LGU+	Total
subscribers	840,000	370,000	110,000	1.32million

* Population over 65 years old : approx. 6.13 million



Expected Benefits



Expected Benefits

Increased use of information and improved living standards through ICTs

Smart phone Silver mode

- Increasing accessibility to Smart Mobile Service by providing Silver mode exclusively designed for the elderly



Strengthened Safety through Emergency Rescue

- Improving senior welfare by providing safety services



Providing Tailored Information

- Raising living standards by using ICT-based information



Tariff Exclusively Designed for the Elderly

- Creating an environment to use Smart Mobile Service at an affordable price



Thank You

