



こんにちは
5G タイ国





THAILAND'S
Ecosystem for
Digital Economy



THAILAND'S 4.0

Thailand 4.0 is an engine to propel new economic growth through transformation of “comparative advantage” into “competitive advantage”.

true
5G

FOOD, AGRICULTURE AND BIO-TECH

HEALTH, WELLNESS AND BIOMEDICAL

SMART DEVICES AND ROBOTICS

**DIGITAL, INTERNET OF THINGS, ARTIFICIAL INTELLIGENCE
AND EMBEDDED TECHNOLOGY**

CREATIVITY, CULTURE AND HIGH-VALUE SERVICES

THAILAND'S 4.0



EASTERN ECONOMIC CORRIDOR (EEC)

01

Next-Generation Automotive

02

Intelligent Electronics

03

Advanced Agriculture and Biotechnology

04

Food for the Future

05

High-value and Medical Tourism

06

Automation and Robotics

07

Aviation and Logistics

08

Medical and Comprehensive Healthcare

09

Biofuel and Biochemical

10

Digital

11

Defense

12

Education and Human Resource Development

DIGITAL PARK THAILAND



- IoT Design Center and Innovation Testbed
- Digital Service Hub
- University 4.0 and Smart Living Space



THAILAND DIGITAL VALLEY

ASEAN Digital Hub for Advanced Technology, Innovation Design and Development



SMART CITY THAILAND



SMART CITY Thailand



SMART ENVIRONMENT



SMART ECONOMY



SMART PEOPLE



SMART LIVING



SMART LIVING



SMART GOVERNANCE



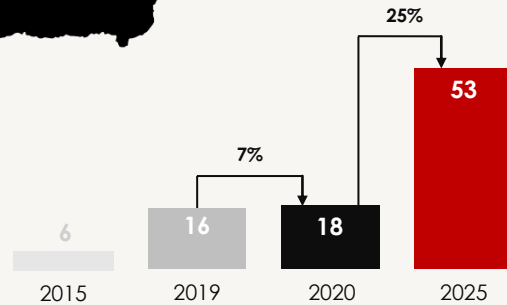
SMART MOBILITY



SMART ENERGY

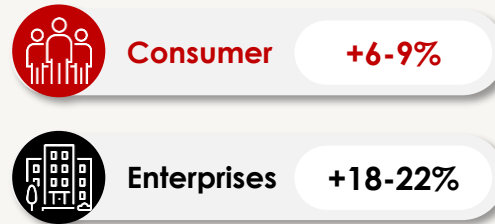
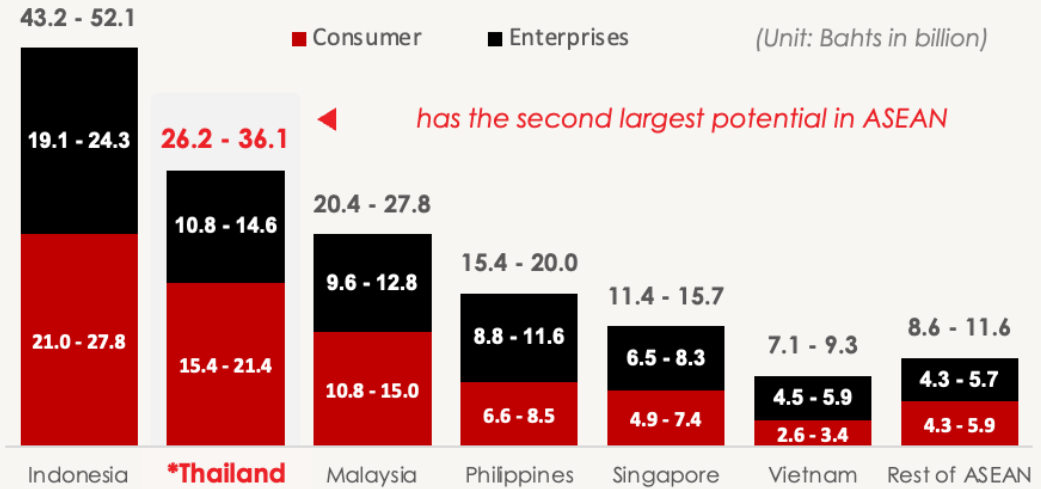


THAILAND READY TO EMBRACE THE INTEGRATED **5G INTELLIGENCE & ADVANCED TECHNOLOGY** AS FOR CREATING NEW VALUE ACROSS INDUSTRIES AND SOCIETIES.



Thailand's digital economy will reach to \$53 bn in 2025 and ranked 1st globally for mobile internet usage.

5G VALUES IN ASEAN COUNTRIES, 2025



Source: Analysys Mason ; Statista.

Source: Google, Temasek and Brain & Company's e-Economy SEA 2020 report.



IN 2021, TRUE FOCUSED ON STRENGTHEN 5G NETWORK COMPETITIVENESS

MAXIMUM 7 BANDWIDTH FREQUENCIES WOULD SUPPORT ALL USE CASES

**เร็วแรงกว่า
เหนือกว่า**
รายเดียวในไทย
ครบสุดทุกย่านความถี่

true 5G

26 GHz
2600 MHz
700 MHz
1800 MHz
850 MHz
900 MHz
2100 MHz

#BEST WITH TRUE 5G

เครือข่าย **NO.1** เร็วแรงสุด **5** บัญชี

รายแรก รายเดียว
ที่วันบั้นปลายสถานีกว่า **10,000** สถานี เพื่อสร้าง **5G** ที่ดีที่สุดในไทย

true 5G

1800 MHz
900 MHz
2100 MHz
2600 MHz
700 MHz

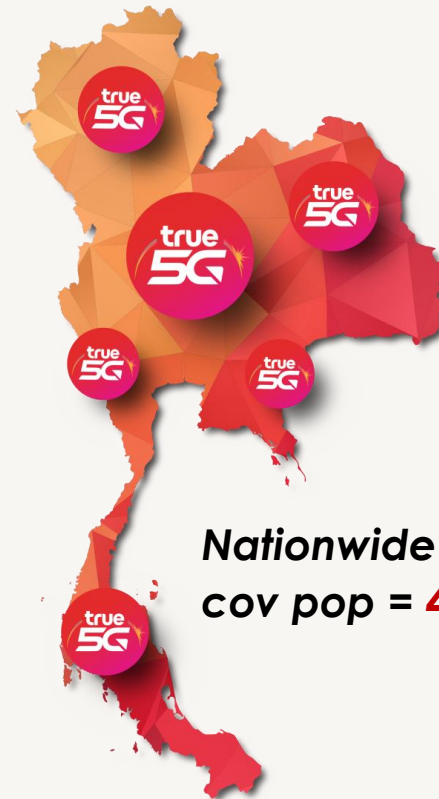
รายแรก
ที่ประสบความสำเร็จของคลื่น **700 MHz** และ **2600 MHz** ได้จริง เพื่อให้บริการ 5G ที่ครอบคลุมประชากรมากกว่า

true 5G

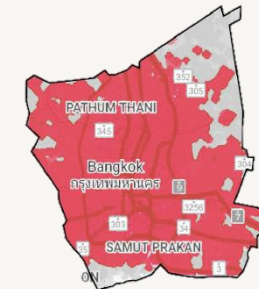
ครอบคลุม **98%** ของประชากรในพื้นที่ กรุงเทพฯ และปริมณฑล

*ข้อมูล ณ วันที่ 28 ก.พ. 64
**ข้อมูลเฉพาะ: กรุงเทพมหานคร, ปทุมธานี, นนทบุรี, สมุทรปราการ

THE MOST COVERAGE AVAILABLE ACROSS 77 PROVINCES



Nationwide cov pop = **43%**



BMA COV POP = **98%**



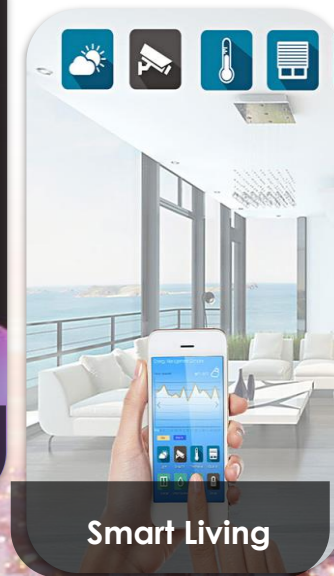
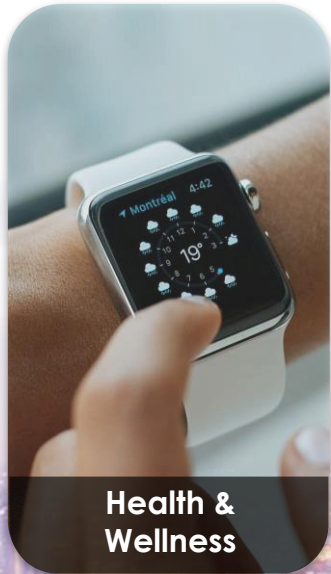
EEC COV POP = **95%**

*Base Station 10,000 Station





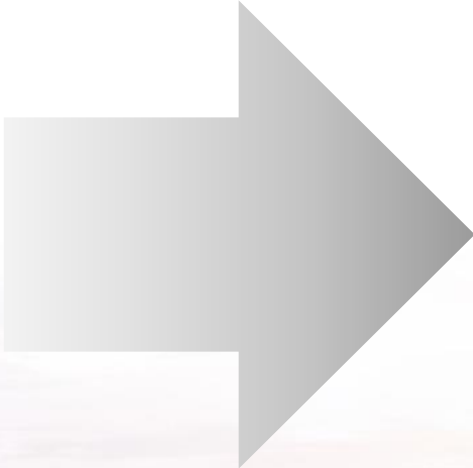
LEADING THE REVOLUTION TOWARDS A DIGITISED LIFESTYLE



HEALTH & WELLNESS



“5G solutions will improve the quality of care, the capacity of services and save more lives”



True Health App
at **True Health Corner**



VHospital
Teleclinic Platform

TELEHEALTH

Allow doctors to treat patient virtually everywhere with no delays and higher clarity

People in remote area face difficulties in accessing healthcare services



SMART AMBULANCE

Enable real-time consultation for emergency cases through in-car cameras



true HEALTH

at the center of CP Healthcare Ecosystem



true digital
Digital Health linking across ecosystem with Analytics

5G IMPACT ON ECONOMIC & SOCIETIES AS A WHOLE

RETAIL BUSINESS



Traditional retail management has restricted the boundary of shopping experience

“Seamless integration of physical and digital experience to engage shoppers and reduce costs for retailers”



Smart Store Analytics

Store Analytics

Translate information from intelligent cameras into real-time actionable insights for retail stores



Pepper Robot & Disinfection and Cleaning Robot

Autonomous Robot

Enhance in-store operations and improve customer satisfaction with faster services

1. Smart Coolers

2. Digital signage

3. Smart Kiosk

6. Smart Store Analytics

5. In-store Promotion

4. CRM Tablet



NEW COMPUTER VISION HEATMAP

11-01-2020 Sun 18:31:18



Occupancy: 0

Occupancy: 2

Camera 01

BUTCHERSHOP

379

405

360

407

400

404

44

156

367

356

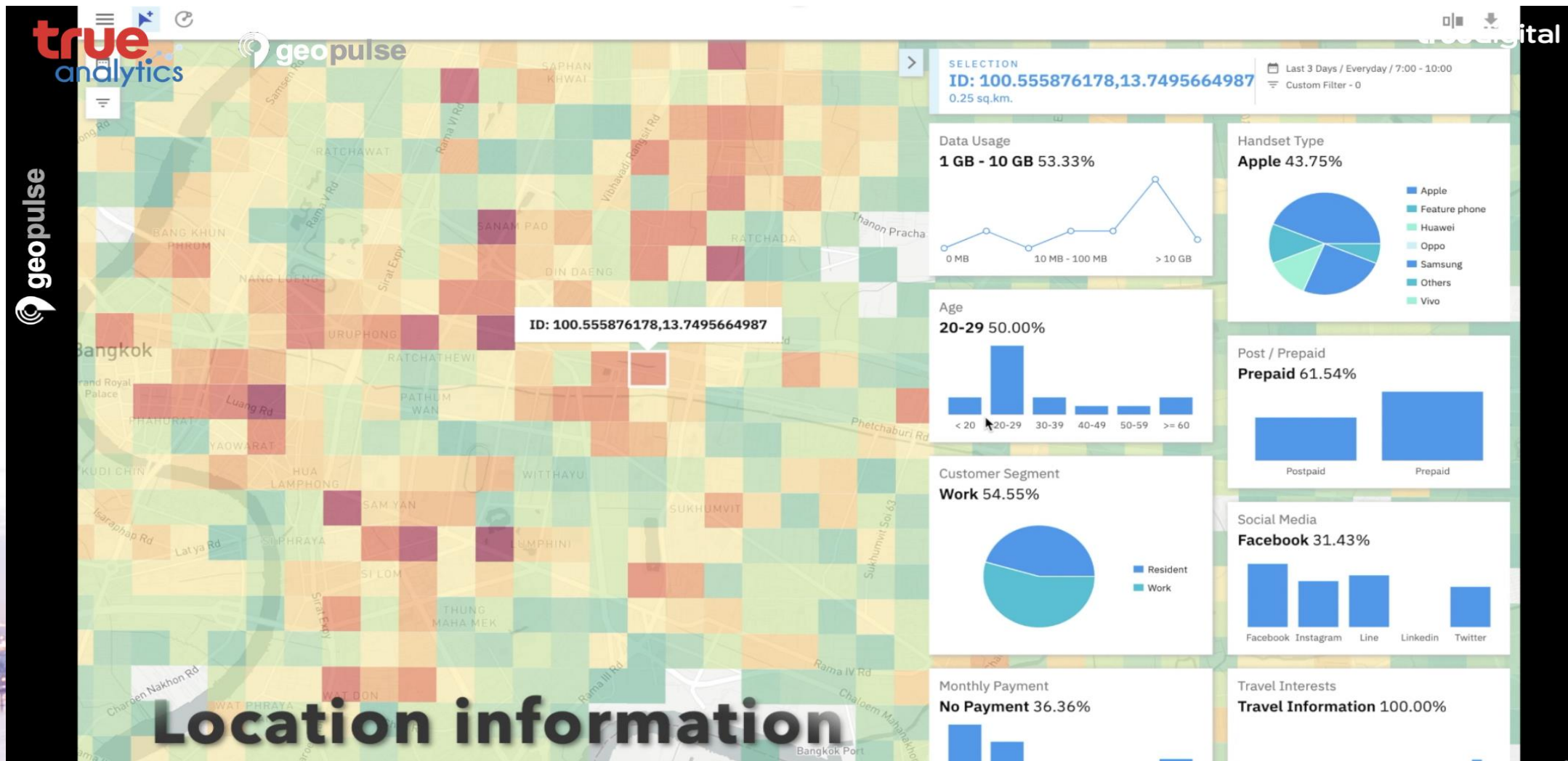
5

41

382

5G IMPACT ON ECONOMIC & SOCIETIES AS A WHOLE

GEOPULSE by true analytics



5G IMPACT ON ECONOMIC & SOCIETIES AS A WHOLE

AGRICULTURE & ENVIRONMENT



Thai agricultural sector lacks production planning and efficiency management

“5G solutions will increase the overall efficiency of the farm management while reducing costs”



IRRIGATION SYSTEM

Direct data transfer from the field sensors to the server, allowing the automation of irrigation system



AGRICULTURE

True Digital Cow

Productivity maximised

Livestock behaviour pattern

Accurate predictions

- Productivity optimisation
- IoT, analytics, and blockchain for digitalised agriculture management



5G IMPACT ON ECONOMIC & SOCIETIES AS A WHOLE

AGRICULTURE & ENVIRONMENT

Drone technology for more precision fertilizer spraying and more effective crop scouting

true
5G



SMART LIVING

CCTV CAMERA IP1080

IR REMOTE CONTROL
ตัดการทำงานของทีวีผ่านแอปพลิเคชัน เพื่อควบคุมเวลาการใช้งานของลูกน้อยให้เหมาะสม

CCTV CAMERA IP1080
ส่งเสียงพูดคุยและเห็นลูกน้อยผ่านแอปพลิเคชัน

true LivingTECH Intelligence

TEMPERATURE & HUMIDITY SENSOR
ปรับอุณหภูมิแอร์เพื่อให้ลูกน้อยหลับสบายยิ่งขึ้น

GATEWAY ZIGBEE MINI HUB

IR REMOTE CONTROL
เปิดเครื่องฟอกอากาศตามเวลาที่ตั้งไว้

21.00

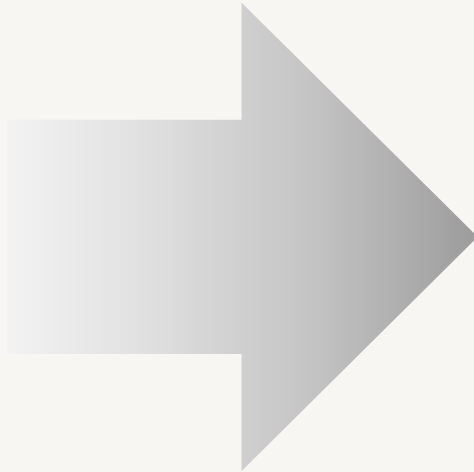
CCTV CAMERA IP1080
ดูลูกน้อยขณะหลับผ่านแอปพลิเคชัน ภาพคมชัดแม้ปิดไฟ

true LivingTECH Intelligence

CONTENT AND MEDIA



Traditional content and media



“Enrich content and media with immersive experience and limitless imagination.”



5G IMMERSIVE CONTENTS

- High definition 360-degree views
- Experience full-flavor video and audio virtually anywhere and anytime



5G VIRTUAL EVENT

Online event involves people interacting in a advanced virtual environment



TRUE5G WORLD TECH X

POWERING DIGITAL EXPONENTIAL WORLD



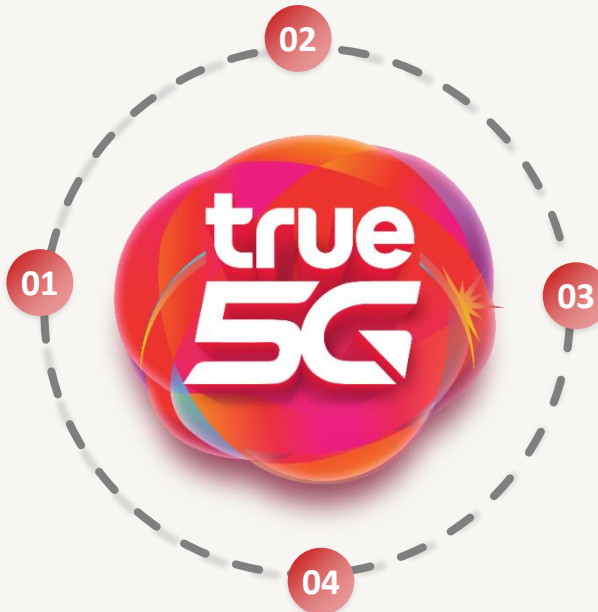
TRUE IS EQUIPPED WITH COMPLETE ECOSYSTEM

To shape tomorrow with the power of 5G and Technology Convergence



Data center & Cloud services

true
digital_park
5G Innovation Hub



truedigital
Enabling Digital
Transformation



Building Digital Talents for the future



OPEN INNOVATION WITH PARTNERS



GLOBAL TELECOM PARTNER



- Technology & commercail
- Trail project



- IoT & 5G Technology
- Robot solutions

OTHER PARTNER



EMBASSY OF JAPAN

- Innovation event collaborations between Japanese innovative startups and Thai companies.

TECH PARTNER



- 5G Smart Factory
- Office space, Show case
- Open lap robot testing trimming



- 5G Smart Argriculture
- IoT & Solutions



- Experience center, Show case
- Virtual Hackathon



- Office space



Mr. Tawatchai Lerksumrand

The Deputy Director for 5G strategy and
project innovations,
True Corporation Public Company Limited.