ICT Solutions for Developing Countries

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Agenda

- Areas of Commonality
- Solutions for
  - Capacity Building
  - Expanding Access
  - Applications
- Call to Action

Solutions

Area	Challenge	Possible Solutions
Pro-competitive policy and regulation	• Enable an environment in which the telecommunications industry can thrive	• Government Collaboration Workshop • Spectrum & WiMax Workshop
Individual and Institutional Capacity Building	• Harnessing ICT for productivity gains in light of skills shortage	• Teach to the Future • Small/Medium Enterprise Outreach Centers
ICT Access for Underserved Populations	• Affordably connecting the Last Mile in light of terrain challenges and lack of incentives	• Rural Communications Platform • WiMax • Digital Inclusion Programs • Community PC
ICT Applications	• Determining the appropriate ICTs which will bring about targeted outcomes, such as improved quality of education or decreased instance of disease	• In-classroom technology pilots • Discover the PC • Ultra Mobile PC

Solutions

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Individual and Institutional Capacity Building	• Harnessing ICT for productivity gains in light of skills shortage	• Teach to the Future • Small/Medium Enterprise Outreach Centers

Intel® Teach To The Future

A worldwide program created by teachers, for teachers, to help them effectively integrate technology into instruction and enhance student learning. Includes use of the Internet, Web page design, and student projects.

- In-Service Program for experienced teachers
- Pre-Service Program for future teachers

Learn more about
Intel® Teach to the Future at www.intel.com/education/teach

Small/Medium Business Outreach

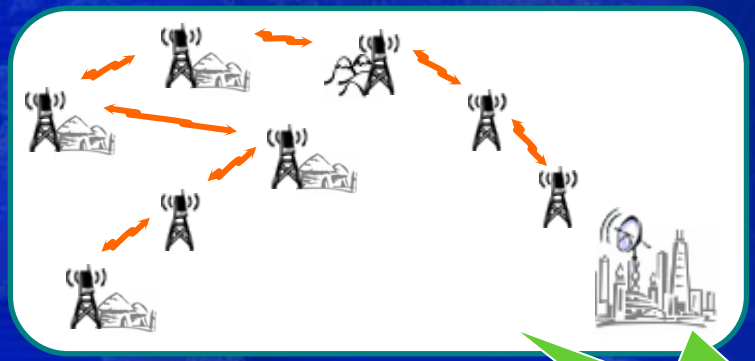
- **YOGYAKARTA City**
- Governor Office Complex
- CALL CENTER: (0274) 551-693
- Yogya city info: www.jogja.go.id

- **BANTUL City**
- Craft Center/Pasar Seni Gabusan
- CALL CENTER: (0274) 368-826
- Bantul city Info: www.bantul.go.id

Solutions

Area	Challenge	Possible Solutions
ICT Access for Underserved Populations	• Affordably connecting the Last Mile in light of terrain challenges and lack of incentives	• Rural Communications Platform • WiMax • Digital Inclusion Programs • Community PC

Rural Communications Platform



Production 2007

Target: Rural Communities

- Poor power conditions
- Lack of Basic Communications

Platform Value

- Affordable Wi-Fi Connection to Upstream Internet
  - Upgradeable to Wi-Max
- Enables communication with outside world and Other Villages
- Brings Connectivity government services
- Establishes connectivity link for APC and CPC

WiMax Rollouts

- In conjunction with holistic plan to shape government agenda towards competitiveness through ICT applications planning, policy
- Collaborative efforts with Service Provider(s)
- Payoff: big PR push
  - Vietnam, Sri Lanka, Philippines, Indonesia, Thailand…

Equipment
2 BreezeMAX MicroBase station 1 sectors (Omni Directional Antenna), 3.5GHz
20 CPE's (Rosedale based)
Microwave Backhaul

Digital Inclusion Programs

SIDBI and Intel support SME
Financial Times – India: June 6, 2005
Intel has also signed partnerships with several banks, including the Small Industries and Development Bank of India (SIDBI), the largest lender to small and medium businesses. The aim was to "ensure affordable financing and technology know-how reaches potentially the largest community of new computer users," said Mr N Balasubramanian, SIDBI's chairman.

Government Grants Tax Exemption For PC Connected Program – Brazil (BNamericas.com)
Brazil's government has decided to waive taxes on PCs bought through the PC Connected digital inclusion program. The federal government is hoping the program will appeal to 7 million families in socio-economic class C and 1.8 million small and medium-sized companies

SMB IT Makeover project (Turkey)
achieved a total of 21 hits on titles like Economist, Hurriyet, Tekborsa and half page on Dunya as well as 8 TV hits most of which was on CNN.

Turkey: SMB IT Makeover -

Intel ve Logo'dan bir KOBİ'ye örnek yatırım

INTEL, Logo ile işbirliği yaparak; Avrupa'da uygulayacağı Küçük ve Orta Boy İşletme (KOBİ)'lere yönelik "KOBİ-İşlim Projesi"ni ilk önce Türkiye'de hayata geçiriyor. Proje; teknoloji kullanımının bir firmaya neler kazandıracağını kanıtlayacak. Proje için bir KOBİ seçilerek teknolojik altyapısının Intel tabanlı gerçek bir sunucu, masaüstü ve dizüstü istemciler ve LOGO uygulama yazılımlarıyla yenilenmesi sağlanacak. KOBİ'nin YTL ve enflasyon muhasebesi gereksinimleri de karşılanacak. Intel Türkiye Genel Müdür Yardımcısı Tolgar Elverici, "KOBİ'lerin bilişim altyapılarını geliştirmek için

Digital Inclusion Programs

2005

50 Nations

Community PC Platform

Target: Rural Communities

- Poor power conditions
- Harsh environment: dust, bugs, heat
- Lack of computer skills
- Government services time consuming

Platform Value

- Convenient info access
  - Healthcare
  - Education
  - Government services
- Creates sustainable businesses

Solutions

Area	Challenge	Possible Solutions
ICT Applications	• Determining which ICTs will engender the targeted outcomes, such as improved quality of education or decreased instance of disease	• In-classroom technology pilots • Discover the PC • Ultra Mobile PC

In-classroom Technology Pilots

Moving from the PC lab to the classroom: ICT is integrated into teaching and learning

Hybrid Learning

- Media guided lessons allow teachers to facilitate the learning process

Shared Desktops

- ICT augments core curriculum in a collaborative environment

Computers on Wheels

- Instantly creates a 1:1 learning environment in the classroom
- ICT is completely integrated in the core curriculum

Shift learning about technology to *learning with technology*

Discover the PC

Production
End of April

Target: Emerging Market Regions

- Need for a Full Function PC
  - Education
  - Basic Communications
  - Music/Video play
  - Productivity Tools

Platform Value

- Cost effective fully-functional PC
- Positive experience for first time user
- Low acoustics for dense living conditions
- Small form factor for limited space
- Low Power Consumption

Ultra Mobile PC

Available Q2'06

SAMSUNG

FOUNDER

Target: Mobile Individual

- Consumers on the go
- Internet on the go
- Entertainment (music, movies, photos)
- Personal productivity (office, email)
- Education
- Healthcare

Platform Value

- Easily portable, 1 lb
- Long battery life
- Full PC functionality
- Location adaptable connectivity
- Natural input (digital ink, microphone)

Call to Action

- Learn more about how these programs and solutions can support existing USAID programs
  - visit Intel's Platform Definition Centers
  - engage Intel with input & questions

- Focus on a combination of business models + appropriate technology + channels

Leap ahead™

How do we Truly Innovate?

Study The Daily Activities

And Tasks of The Local People.

Uncover How Technology Can Improve Local Conditions.

?

See What Technology Is in Place…

…And See How It Is Being Used.

Validate That Unique Solutions Are Properly Designed.

Definition, Development & Delivery

Define *…untapped opportunities for growth in EMs*

Develop *…localized platforms tailored to market needs*

Deliver *…EM-specific marketing initiatives & programs to support*

“Eduwise” Education Tablet

Production Q406

Target: K-12 Education

- Academic achievement a priority
- High student teacher ratio
- Heavy school bags
- Lack of concept learning

Platform Value

- Pre-loaded with curriculum
- Concept based learning software
- Affordable