

## Background

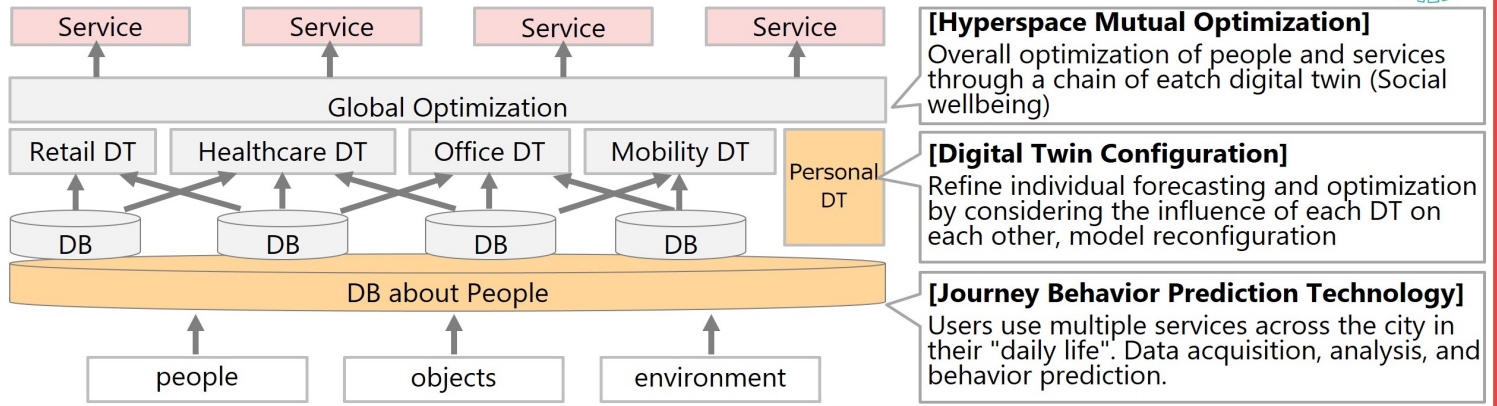
We aim to optimize the entire city by integrating society and people. The mechanism and specific services to realize these goals are "Urban DTC®". We will realize an unparalleled city where the value of individuals, the environment, and the industries are maximized together.

## Summary

We have realized and are in the process of demonstrating services using DT related to people, smart store, town management and mobility, as well as DTC using these DTs.

## Urban Development DTC®

Setup a specific future UX together with the township landowners and incorporate it into the DT/DTC



## Features

- Predictive optimization control technology using DT in store operation, air conditioning control and building management operation robots
- Prediction of health condition and individual behavior tied to services offered in town, and personalized recommendation services
- Overall optimization that enables simultaneous improvement of user satisfaction and efficiency of each service

## Future\_benefits

We'll create an unparalleled city where people's lives are made more comfortable, and where the values of people, the global environment, and various industries are maximized.

## Exhibiting Company

NIPPON TELEGRAPH AND TELEPHONE CORPORATION,  
 NTT Urban Solutions, Inc., NTT Urban Development Corporation,  
 NTT DATA Japan, NTT Communications Corporation, NTT FACILITIES, INC.,  
 NIPPON TELEGRAPH AND TELEPHONE EAST CORPORATION,  
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