

Location & Map-based Portal Service for Smart Urban Living, "Sejong N" - Sejong Special Self-Governing City

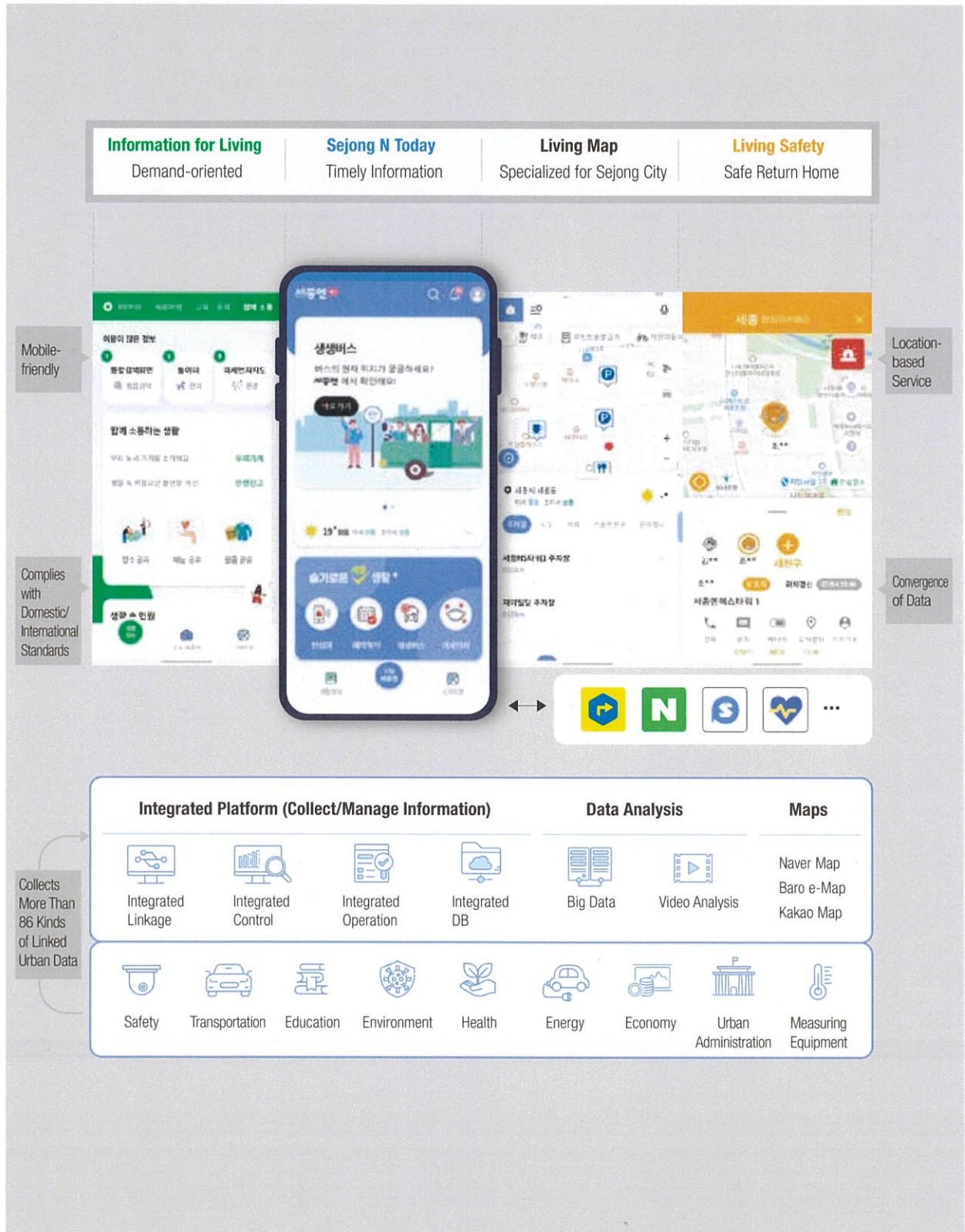
Citizen-tailored Smart Living Information Service Delivered via One Simple Login



Many cities around the globe are transitioning rapidly into smart cities, by building on the information and communication technologies of the 4th industrial revolution to address various issues caused by urbanization such as limited resources and infrastructures, traffic congestion, energy shortages, and environmental deterioration. Under leadership of the central government, Sejong Special Self-Governing City also plans to build a smart city during the period from 2007 to 2030, to improve the quality of life of its citizens, enhance its urban competitiveness, and complete the nation's administrative capital. However, when the smart city infrastructure and facilities were first established, public services involving matters such as crime prevention, transportation, the environment and culture were set up to be provided on individual bases, and citizens had until recently suffered inconvenience in being forced to access each related website individually to utilize any of these services.

In light of this problem, the Sejong Special Self-Governing City has now established "Sejong N", a location- and map-based smart portal system that not only allows users to enjoy Sejong City's information services concerning day-to-day life issues including crime prevention, transportation, the environment and culture, all via a single login, but also makes possible related citizen participation and two-way communication. "Sejong N" currently offers urban living information in 86 different categories highly relevant to the everyday lives of citizens in Sejong City, such as traffic, safety, the environment and tourism. It also provides 24/7 safety services through its mobile SOS security application, "Sejong Ansimi".

Sejong N Information Service Structure



Progress

- 2019** ● Launched smart portal web service, "Sejong N"
- 2020 to 2021** ● Prepared plans for enhancing "Sejong N" services
- 2021 to 2022** ● Developed advanced functions of "Sejong N," and established app services

Key Services

Improved Mobile App Performance

Increased convenience and accessibility for citizens, through redesign of existing web-based user interface (UI) into application optimized for mobile devices

Integrated Functions

Offers convergence services incorporating both "Sejong N" and "Sejong Ansimi," which are operated individually

Smart Services



◀ Bus boarding and deboarding reminder service and "Safe Return Home" service, using real-time bus location data updated every second



◀ Provides air quality information using particulate matter sensors installed throughout the city

Communication Services



◀ A platform enabling small business owners to share promotional information for example on their stores, openings of business, special events, additional discounts for payments made in the community currency, etc.



▶ Citizen-generated service for sharing information on local community issues such as safety and transportation, and for community mapping

Education Services



◀ Happiness Education Experience Centers operated by both public and private sectors. Shows whether centers accept voucher card (Goom-Kki Card) designed to promote cultural activities for students



▶ Education resources map helping people to know about and introduce to others the neighborhoods they live in

Multilingual Services



◀ Map service offered in English, Chinese and Japanese using the "Baro e-Map (national Internet map)" of the National Geographic Information Institute (NGII) Provides multilingual map content (place names, addresses, etc.) using external translation services

Reservation Hub Services



◀ Offers integrated service for making reservations at all public facilities operated by Sejong City



Shows the types, locations and hours of operation of available facilities at a glance ▶

Mobile SOS Security Application, "Sejong Ansimi"



◀ Supports family safety services for women and children, via features to help locating friends, provide departure and arrival information, etc.



Linked with police and 119 safety call services, offers safety service enabling citizens to press emergency bell button in cases of emergency ▶

Citizen-oriented Services



◀ Shows real-time data on crowdedness of polling stations within and outside city jurisdiction



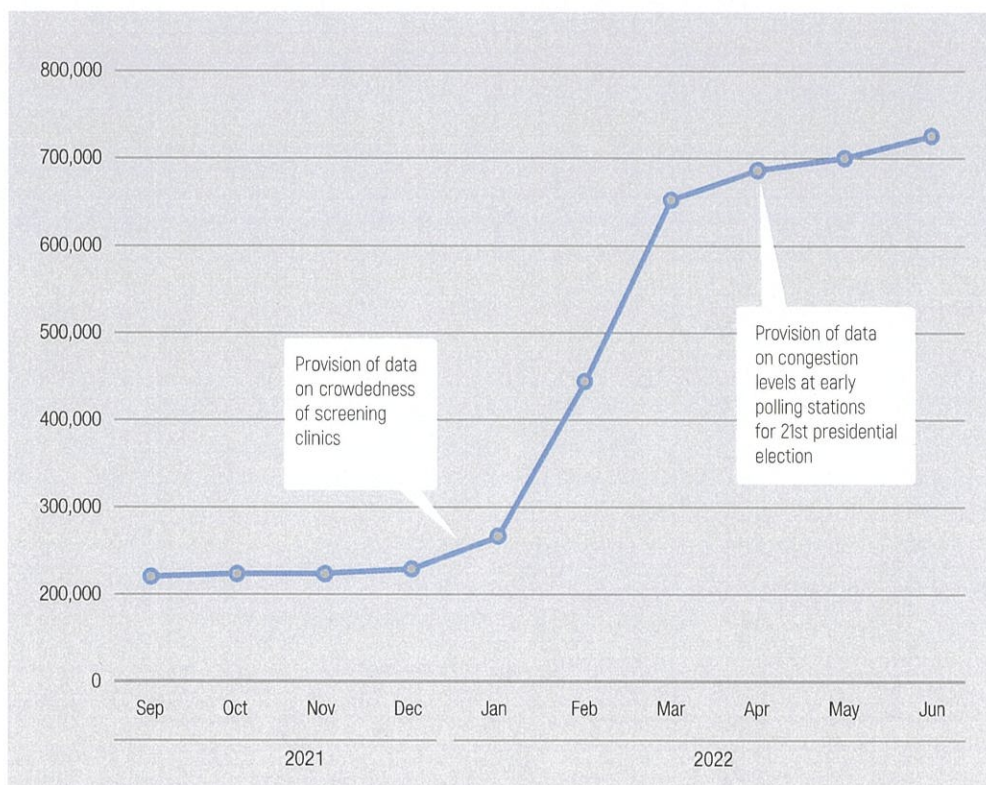
Offers screening clinic data, on numbers ▶ of people waiting, expected waiting times, etc., using AI

Key Outcomes

Record-high Number of Visits

Accumulated 700,000 hits – Nine-fold increase in comparison with previous year (as of June 2022)

Accumulated Number
of Sejong N Hits



Government Awards and Selections for Best Practices

- Participated in 2020 Regional Informatization Research Tasks Conference hosted by MOIS, and received Presidential Award
- Selected as best practice in field of smart services in Combined Evaluation of Local Government (CELG), and presented Minister of the Interior and Safety Award

Achievements in International Cooperation

- Has received certification renewal every year since platform was first certified under the ISO 22301 business continuity management systems (BCMS) standard in 2016
- Contributed to acquisition of ISO 37106 smart city standard certification, as "leading smart city (level 4)"