



My Hero!

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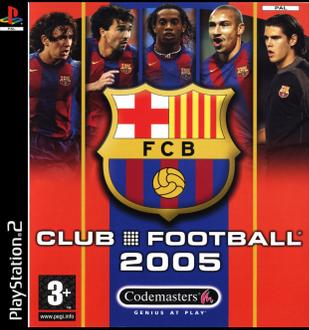
Congratulations to the Chelsea fan club for winning the Premiership League after having been waiting for 30 years!



Arsenal FC 2003-4

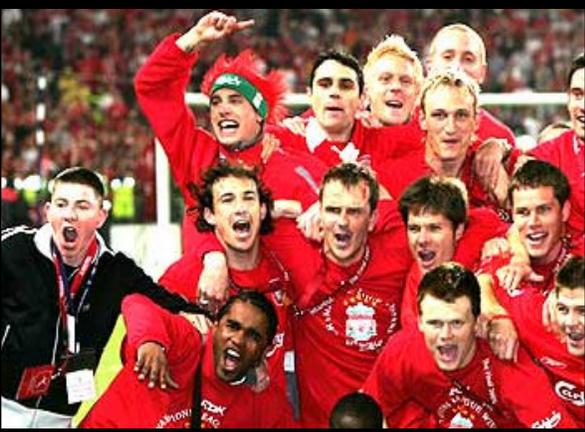
Show Racism the Red Card

Congratulations to Arsenal fans for defeating Manchester United and winning FA Championship!



CLUB FOOTBALL 2005

Congratulations to Barcelona football club for winning Spain League Championship!




“Unbelievable! Incredible! The whole world is very proud of you!”

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Imagine Cup 2005

“Imagine the world where technology dissolves boundaries between soccer players and their fan clubs”



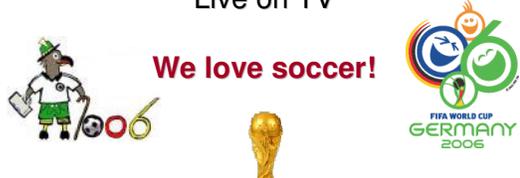
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Soccer? Why not Others?

The **most popular sport** around the world!

Live on TV

We love soccer!



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Application Target User Groups



- ⊕ Soccer Players
- ⊕ Soccer Fan Clubs

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Dissolving These Boundaries

- ⊕ Language boundary
 - ⊕ How can a Japanese boy congratulates to Arsenal?
- ⊕ Distance boundary
 - ⊕ How can a Korean boy get Beckham's signature after the game?
- ⊕ Time boundary
 - ⊕ How can a Chinese boy who already slept know Gerrard feels before and after the free kick?

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Solution!!!

- ⊕ Our application opens up communication between soccer players and their fans
 - ⊕ Live! Signature Service
 - ⊕ Live! Score Service
 - ⊕ Live! Comment Service
 - ⊕ Translation Service
 - ⊕ E-card Service
 - ⊕ Soccer Learning Service

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Live! Signature

- ⊕ Soccer fans can receive soccer player's signature instantly
- ⊕ Signature will be automatically stamped on a pad

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LIVE! SIGNATURE

Live! Signature - Traditional

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LIVE! SIGNATURE

Live! Signature - "My Hero"

Techniques

- Asynchronous
- Dime

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LIVE! COMMENT

Live! Comment

- Live soccer player's comment provided right after the match ends
- Even before the news is released

"ok, I am happy"

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LIVE! SIGNATURE

Sample : Live! Signature

Live! comment

Live! signature

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LIVE! SCORE

Live! Score

- Real time
- Any where, any time, any devices
- Scores of soccer matches around the world

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E-CARD SERVICE

E-card Service

- Beckham's fans send "Happy Birthday" to him
- Beckham sends E-card to thank his fans


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Translation Service

- User their own native languages to communicate to each other
- Translation support based on Google translation service technology:
 English / French / German / Spanish / Portugal / Japanese / Chinese / Korean

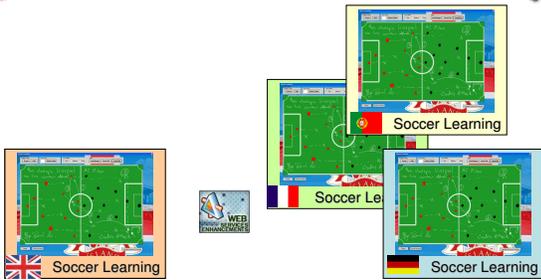

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Soccer Learning Service

- Soccer players create their soccer tips
- Use both image and text to illustrate the tip
- Fan clubs get the tips which is sent via email


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Soccer Learning Service




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Example : Soccer Learning Service

• Soccer player create soccer tip




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How “My Hero!” Solves Problems?

- “Translation”
 - ✦ Dissolve language boundary
- “Live! Signature”, “Live! Score”, “E-card” and “Soccer Learning”
 - ✦ Dissolve distance boundary
- “Live! Score” and “Live! Comment”
 - ✦ Dissolve time boundary


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Technologies and Tools

- Microsoft VS C# .NET
- XML and Web Services based on .NET framework
- .NET compact framework
- QoS with WSE 2.0, ws-security, ws-attachment, ws-asynchronous, ws-policy



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Mobile Devices

Tablet PC for soccer players

Pocket PC for soccer fans

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Tablet PC for Players

Easy to use

Application designed for **writing**, not for typing

Quite handy

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Pocket PC for Fan Clubs

Quite handy

Access from **any where, any time, any devices** via Internet.

Inexpensive

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Business Opportunities

- Commercial product logos appear besides the soccer field image in soccer learning
- Partner promotion
e.g., Drink Pepsi to give Live! Comment
- Large number of potential customers

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Conclusions

- “My Hero” dissolves boundaries between soccer players and their fan clubs
- They can communicate to each other easily from anywhere, at anytime, and via any devices