

# IBM MobileFirst for iOS

For a digital Support in an aging society...

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„We believe we can change  
the  
life of elder people“



# Demographic changes: The Society

Economic pressure of  
aging Population

“Aging in Place” trend

# Demographic changes: The individual

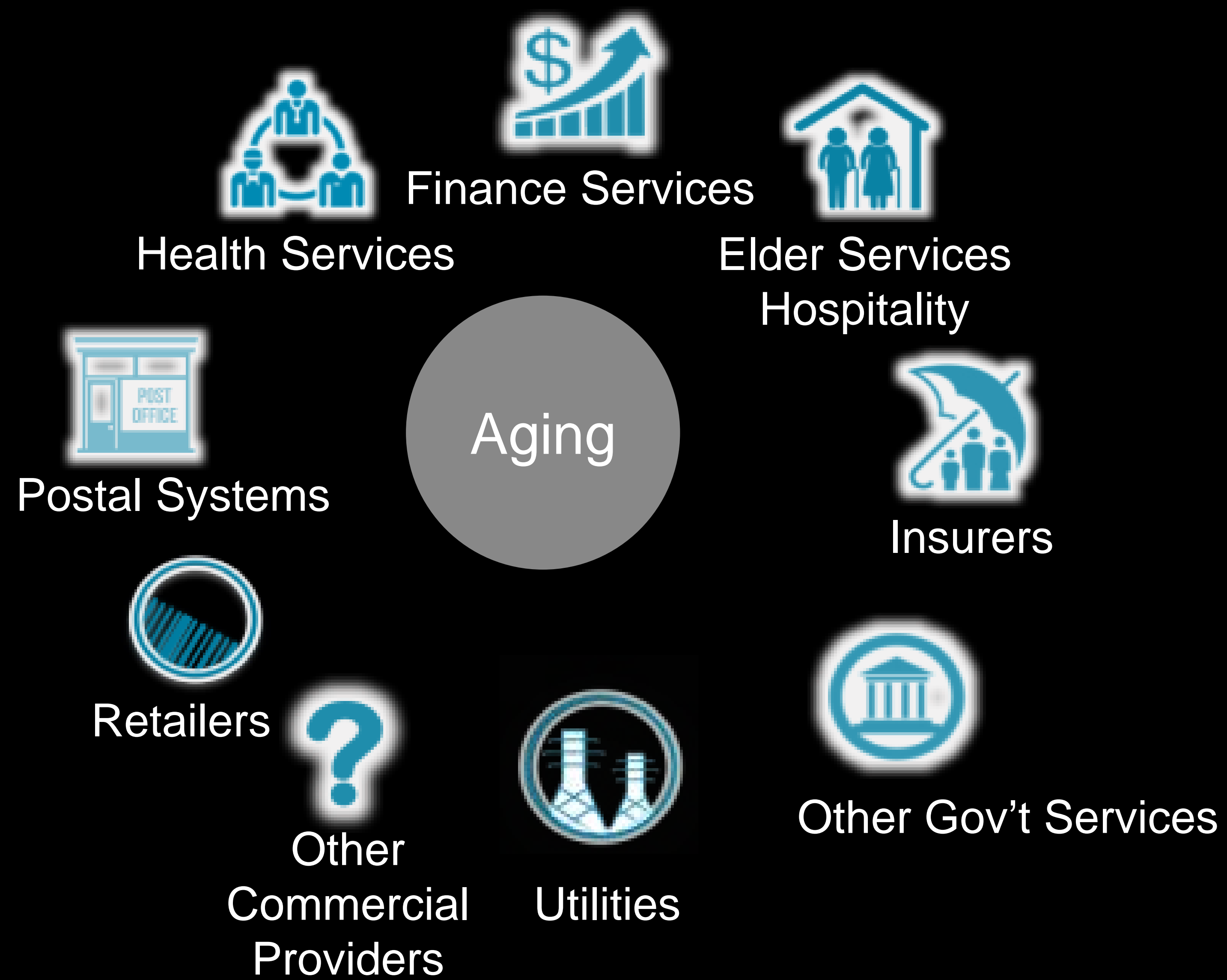
Personal needs are unmet  
by health and social systems



missing social engagement  
and family communication



Service providers are looking for new ways  
to offer services



Why industries are moving toward it?

- Revenue diversification
- Cost avoidance
- Social mission
- Competitive edge



What did we do?

Our Vision is....

...a Platform serving elderly People and their families

Our Goal is to enable....

... aging at Home with high quality of life

# Our Value Proposition:

Access to ...

- Communication
- Monitoring
- Community and social- Programs
- Support Services
- Medical Services

# Where it began: IBM Tokyo Research Labs

Seniors and mobile devices

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Accessibility requirements

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Analog vs. digital familiarity

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Expectations of technology

# Eyes @40

Range of sight declines





Eyes @40  
Range of sight declines

Muscles @40  
All of us lose muscle and gain fat

# Eyes @40

Range of sight declines

# Muscles @40

All of us lose muscle and gain fat

# Ears @60

Hearing loss accelerates





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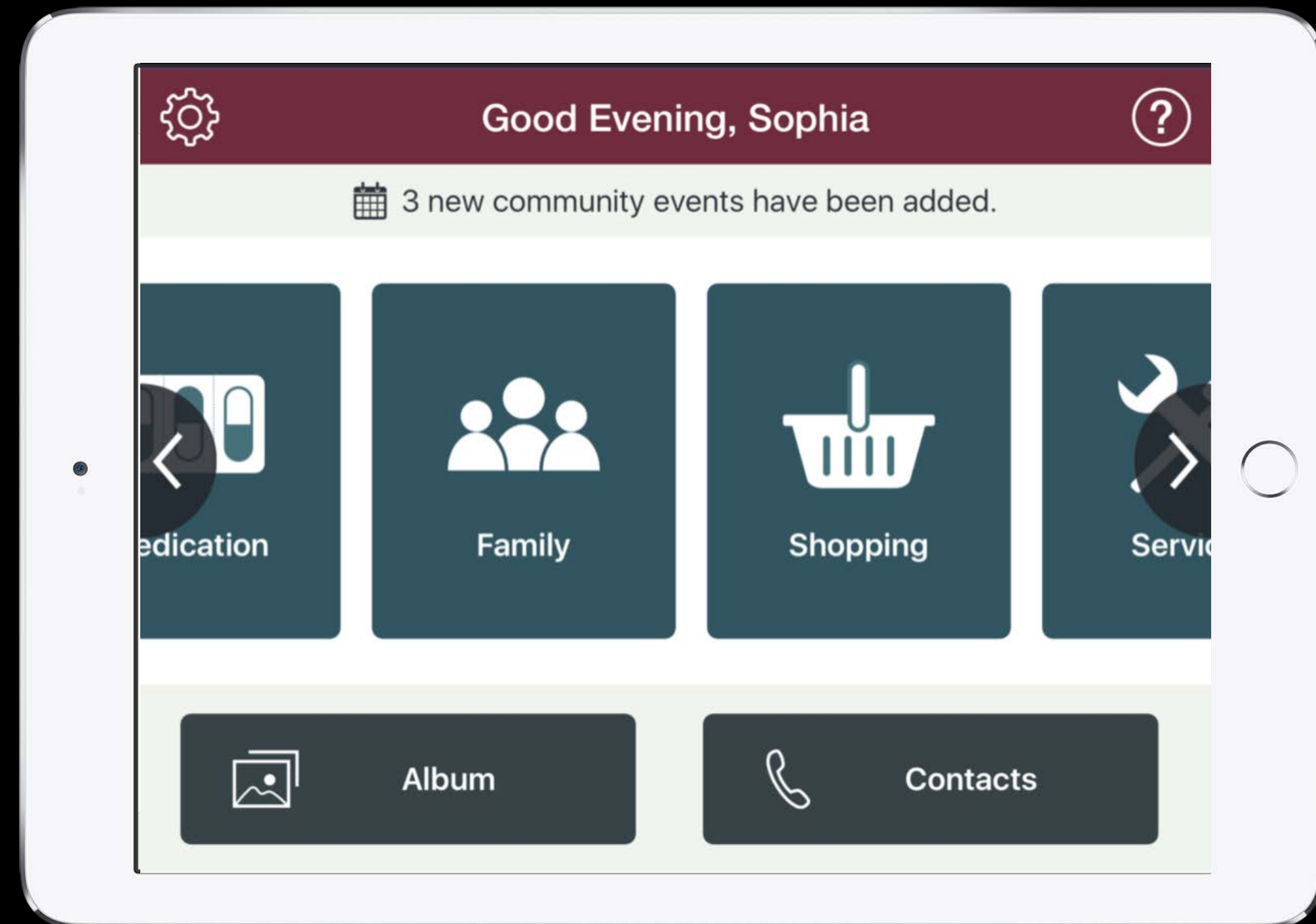
# Brain @70

Cognitive decline accelerates

Devices with physical buttons are familiar for seniors, but the capability is low



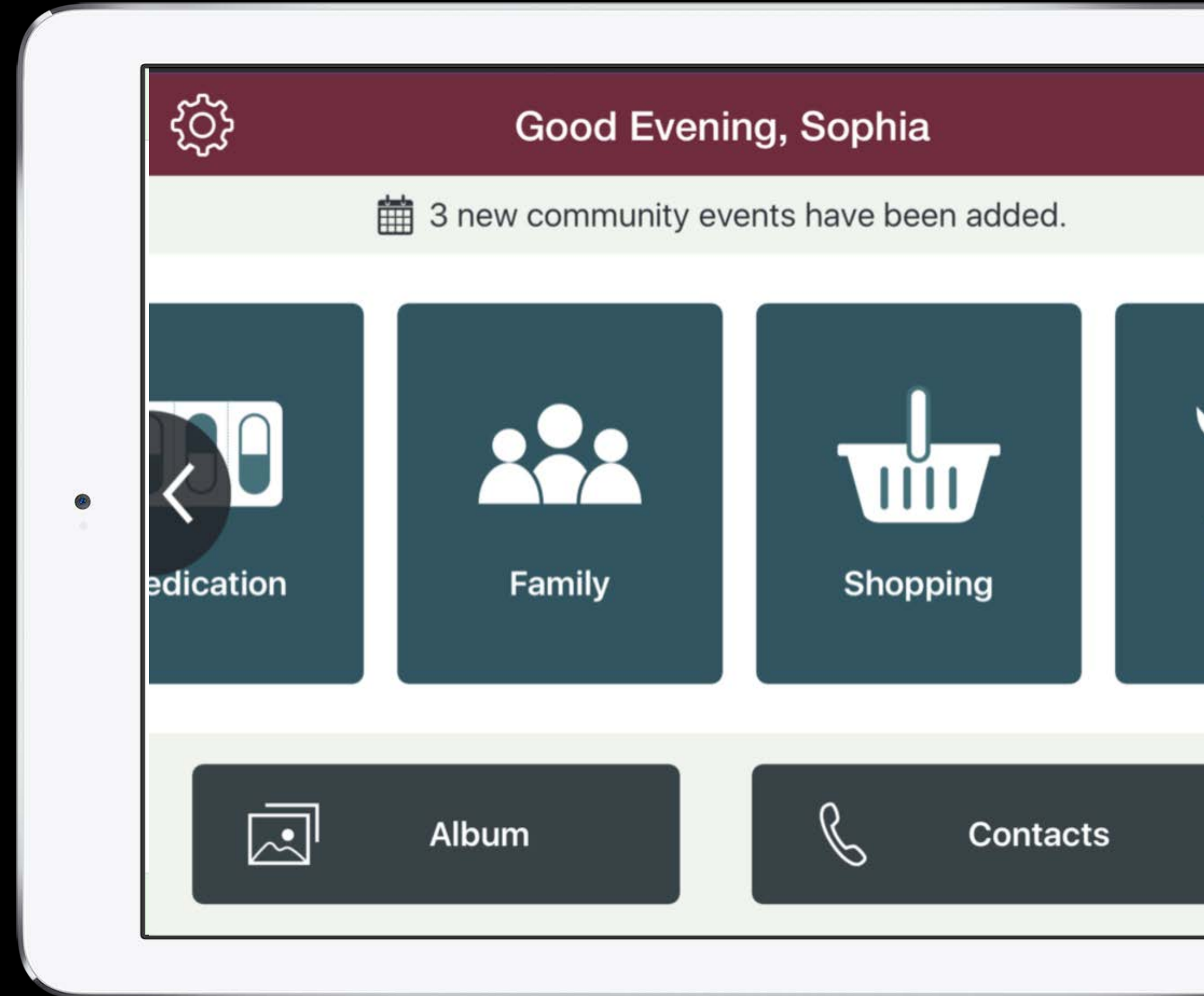
Tablets are a better method for services...



... We have a solution...

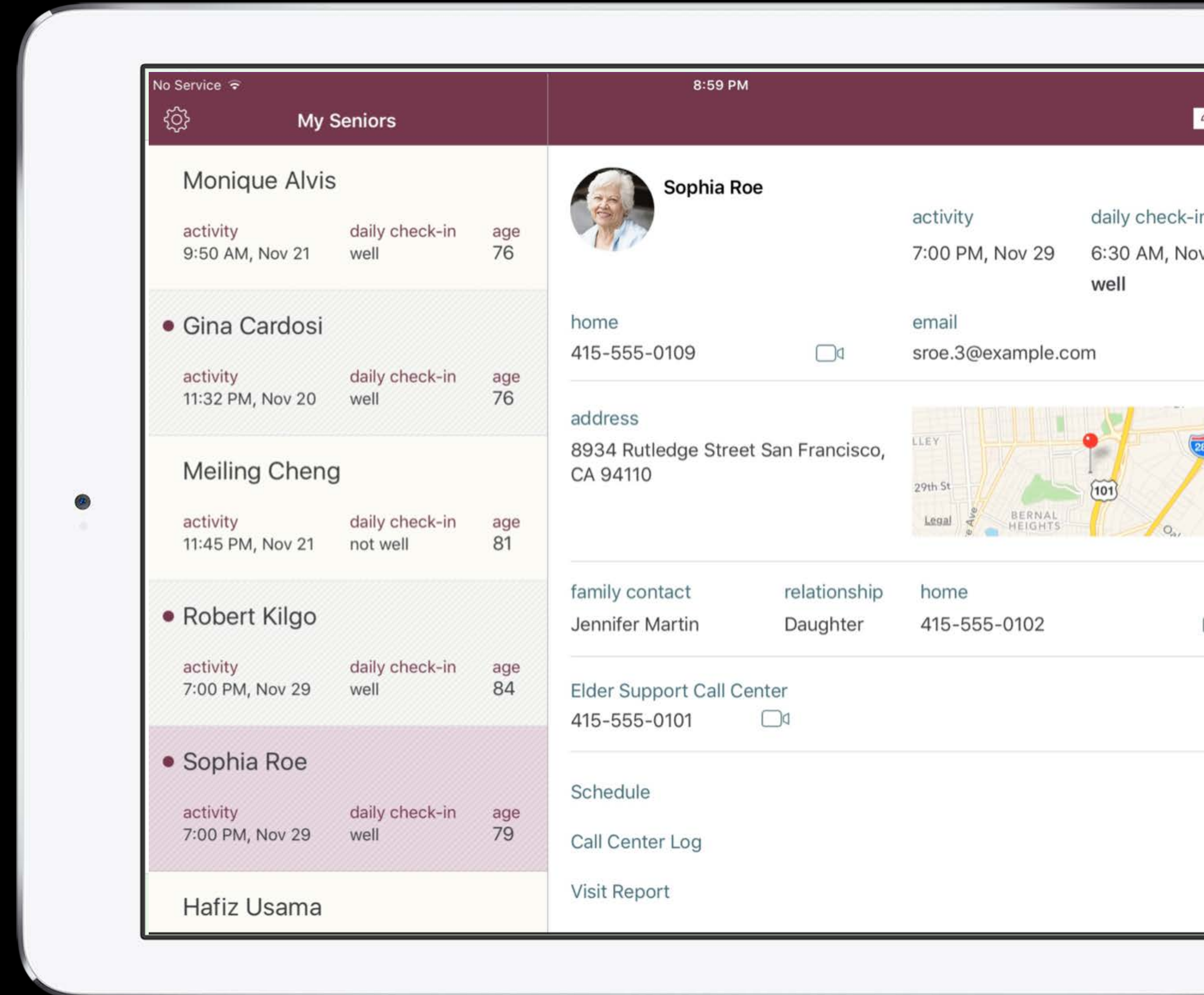


# Elder at Home



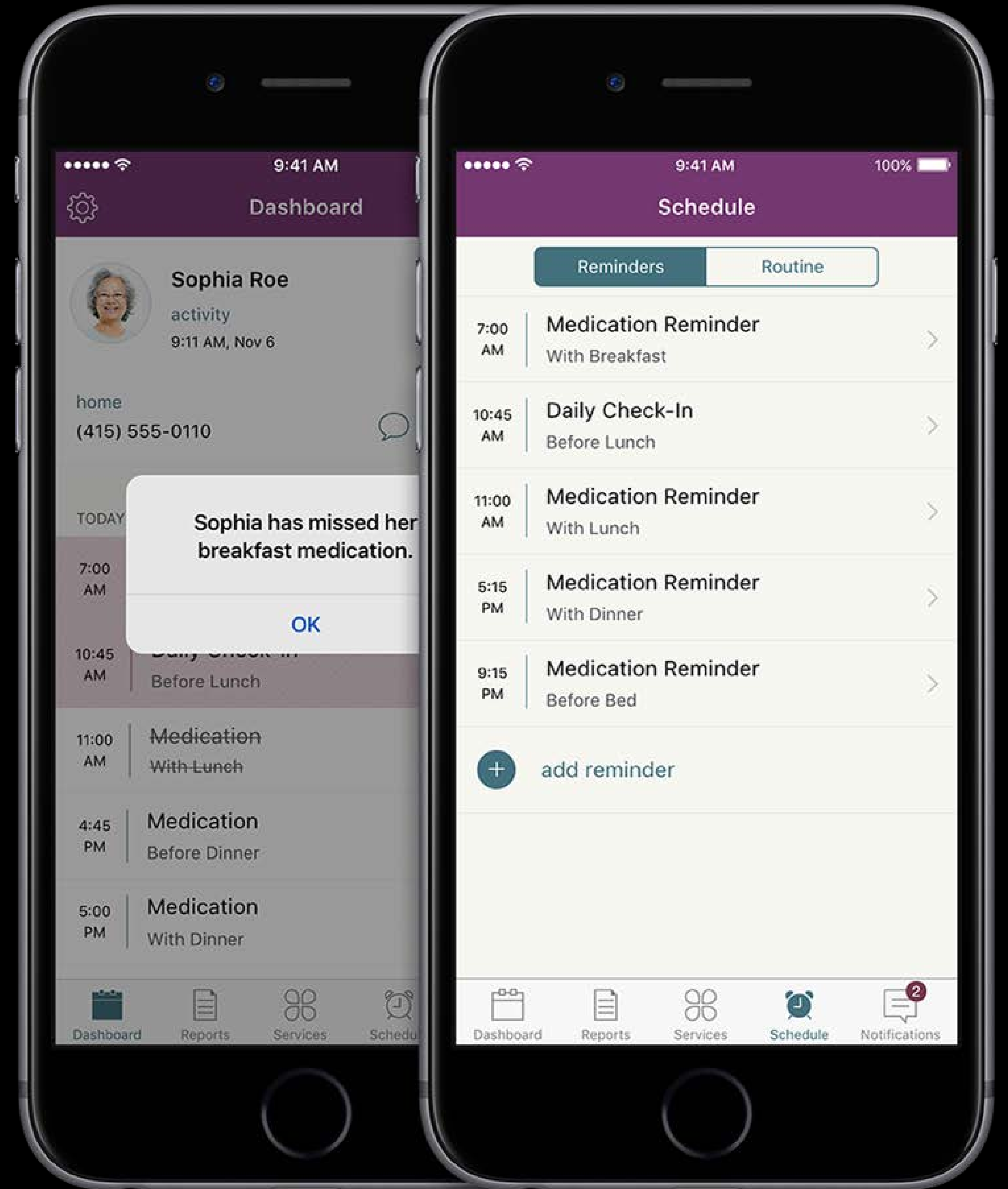


# Elder Support





# ElderAdvocate



..Where it works..



Japan



Why Japan?

# Year 2010

23% of Japan Population were over 65 years old



A healthcare worker in a hospital setting, wearing a blue and green floral scrub top, is looking at a computer monitor. The monitor displays a dashboard with various charts and data. In the background, a hallway is visible with a person in a white lab coat and a person in blue scrubs. The scene is dimly lit, with a window with blinds on the left.

Year 2010

23% of Japan Population were over 65 years old

In 2040

more 36% will be over 65 years old

A healthcare worker in a hospital setting, wearing a blue and green floral scrub top, is looking at a computer monitor. In the background, an elderly woman in a white hospital gown is using a walker, and a nurse in blue scrubs is standing nearby. The scene is a brightly lit hospital hallway.

Year 2010

23% of Japan Population were over 65 years old

In 2040

more 36% will be over 65 years old

In the West

the elderly Population makes around 20% in 2040



JAPAN POST



+



IBM and Apple offering new opportunities





JAPAN POST



+





Demonstratio

n

What is the Benefit for Japan Post in  
working with Apple + IBM

Each partner brings distinctive and proprietary capabilities to enable the service

UIKit Reminders CarPlay Metal HealthKit Responsive UI AirPrint Swift  
Indoor Positioning Adaptive UI App Extensions Frameworks Compass ResearchKit  
Dynamic Text AirPlay San Francisco Font Location Touch ID Auto Layout CloudKit  
Gyroscope SceneKit Accessibility Gestures  
Network Optimization **Convenience** Push Notifications  
Debug Gauges Microphone Wallet Multitasking Localization On Demand Resources  
iBeacons Iconography Apple Pay Single Sign-on Calendar App Thinning Accelerometer  
Contacts Bluetooth Offline Data HomeKit MapKit Photos Xcode WatchKit Camera

UIKit Reminders CarPlay Metal HealthKit Responsive UI AirPrint Swift  
Indoor Positioning Adaptive UI App Extensions Frameworks Compass ResearchKit  
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UIKit    Reminders    CarPlay    Metal    HealthKit    Responsive UI    AirPrint    Swift

Indoor Positioning    Adaptive UI    App Extensions    Frameworks    Compass    ResearchKit

Dynamic Text    AirPlay    San Francisco Font    Location    Touch ID    Auto Layout    CloudKit

Gyroscope    SceneKit    Accessibility    Gestures

Network Optimization    **Experience**    Push Notifications

Debug Gauges    Microphone    Wallet    Multitasking    Localization    On Demand Resources

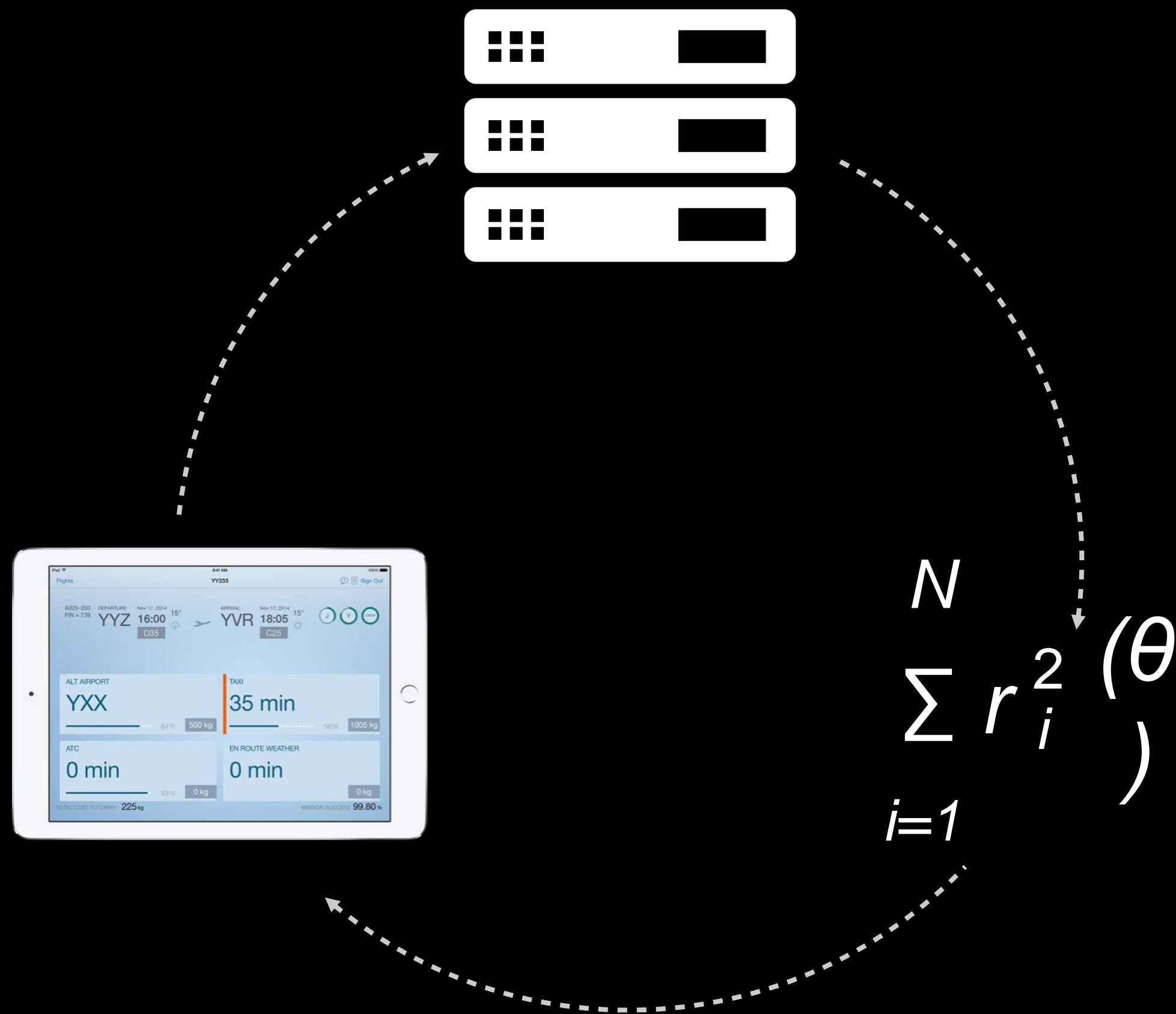
iBeacons    Iconography    Apple Pay    Single Sign-on    Calendar    App Thinning    Accelerometer

Contacts    Bluetooth    Offline Data    HomeKit    MapKit    Photos    Xcode    WatchKit    Camera

# The Best Technology for the Job



# Apps Powered by Analytics




Made for the mobile experience

Intuitive and easy to interpret

Personalized, relevant, accurate, fast

Enabling decisions and insights  
in the most critical moments



The background is a dark grey field filled with numerous small, rounded square icons. Each icon represents a different industry or sector, such as healthcare (heart, stethoscope), finance (stacks of coins, funnel), education (graduation cap), technology (gears, lightbulb), and manufacturing (factory, gear). The icons are scattered across the entire frame, creating a dense, multi-colored pattern.

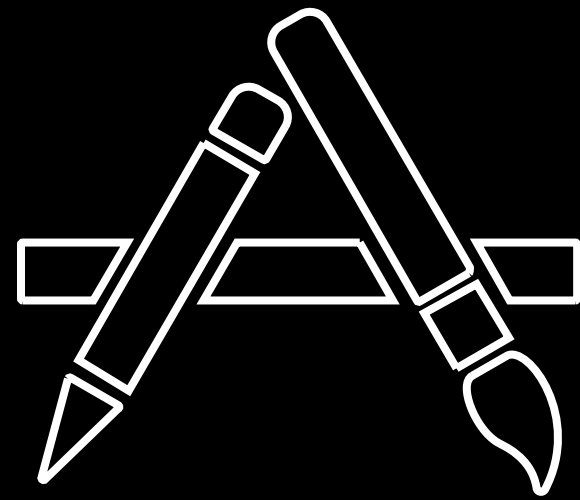
100+

Apps

14

Industries

# One Partnership to Transform Your Enterprise

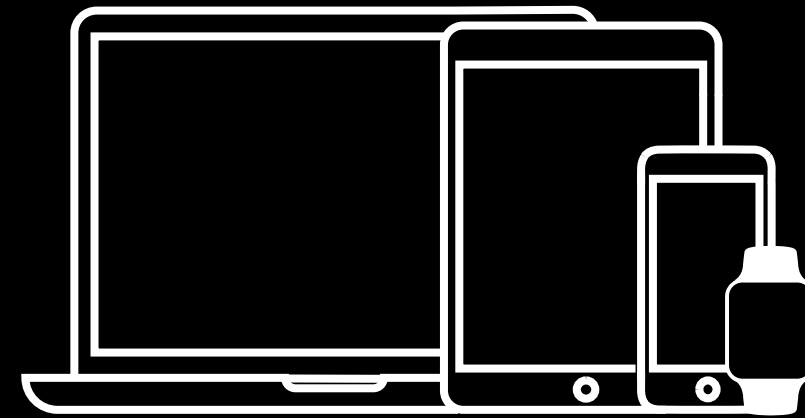


## Solutions

**Prebuilt apps**

**App enhancements**

**Accelerated integration**



## Devices

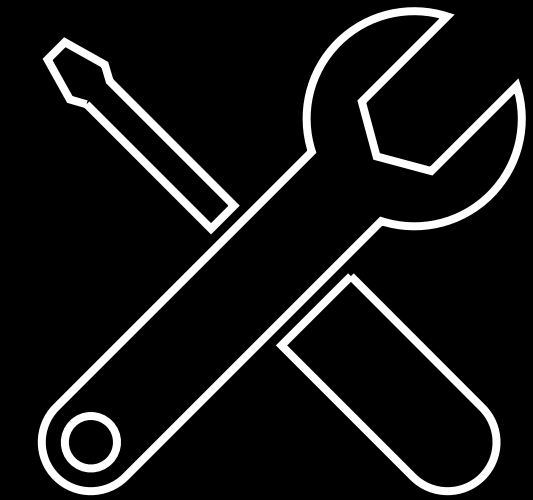
**iPhone, iPad, Mac, Apple Watch**

**Global procurement**

**IBM Global Finance**

**Global Asset Recovery Services**

**Apple Device Enrollment Program**



## Lifecycle Services

**Mobile device management**

**AppleCare for Enterprise**

**IBM Upgrade Service for iOS 9**

