

# The Need for Data Literacy Competency

Written | AN Young-jae, General Manager, KoDATA Solution

## Data Literacy

**"Data literacy competency will be the most important business skill for the next 10 years."**

Hal Varian, chief economist at Google, talked about the importance of data literacy, saying that "data literacy is going to be the most important business competency for the next 10 years, no matter who is in what business." In particular, it was emphasized that data literacy, a powerful weapon for survival in an uncertain future, is an essential competency not only for specific departments that utilize data but also for all members of an organization.



Image Source: Berkeley Haas

*Data literacy is going to be the most important business competency for the next 10 years. It is an essential competency not only for specific departments that utilize data but for all members of an organization.*

Hal Varian, Chief Economist at Google

Hal Varian, Chief Economist at Google

If the ability to read and understand what is read is literacy, the ability to read data, grasp the meaning hidden in it, and deliver it is called "data literacy." The specific way to view and read data, that is, data literacy sub-competencies, include not only data collection, processing, and analysis, but also data planning and visualization competencies.

Organizations lacking data literacy are slowing in digital innovation and increasingly less competitive in a digitally driven business environment. On the other hand, organizations with data literacy can reap significant benefits. According to Gartner's research, companies with high corporate data literacy scores are valued at between \$320 million and \$534 million higher than those that do not have high scores. In my experience, I carry out and consult on many tasks with many public organizations and local governments, and a lot of data is being created in the era of big data. The experience and expertise of government and public institution officials are important, but in the future, it is important to develop the ability to establish policies and make decisions based on data. In particular, data visualization and data literacy are required for the person in charge to analyze data, extract useful information, and use it for decision-making.

## Definition

### The Definition of Data Literacy

"Data literacy" is the ability to read, understand, and use data in various ways. This includes asking the right questions, building business knowledge, and conveying meaning and context to others to make a proper decision. Data literacy is not a process for becoming a data scientist or learning a programming language. Its intended purpose is to understand the different types and sources of data; to identify the targets, locations, and methods of analysis; and to ensure that the data is accurate, reliable, and useful.

## Data literacy

### Data Literacy

"Data literacy is the ability to read, understand, create, and communicate data as information."

The Definition of Data Literacy [Source: Wikipedia]

From Wikipedia, the free encyclopedia

**Data literacy** is the ability to read, understand, create, and communicate data as information. Much like literacy as a general concept, data literacy focuses on the competencies involved in working with data. It is, however, not similar to the ability to read text since it requires certain skills involving reading and understanding data.<sup>[1]</sup>

The Definition of Data Literacy [Source: Wikipedia]

When it comes to data utilization competency, the first concept mentioned is data literacy. The specific way to view and read data, that is, data literacy sub-competencies, includes not only data collection, processing, and analysis but also data planning and visualization competencies.



Sub-Competencies of Data Literacy

## Data Literacy

### The Definition of Data Visualization

“Data visualization” refers to the process of visually representing data and information. Data visualization makes it easy to understand complex data, and visually represented data provides new insights and aids in decision-making. Data visualization can be embodied in a variety of forms and is represented in various charts or graphs such as bar graphs, line graphs, pie charts, heat maps, and scatter plots. Data visualization plays a key role in data analysis and insight discovery. The development of data visualization technology is an essential technology in the information age.

Data visualization is used to perform various tasks such as business intelligence, data analysis, and insight discovery. For these reasons, data visualization plays a very important role in modern society.

It is expected that data visualization will continue to develop in the future. With the development of technologies such as big data and artificial intelligence, more sophisticated data visualization technologies will emerge, which will enable more accurate and useful information to be obtained.

Core Competencies	Explanation
Data Analysis	The ability to understand and analyze data.
Visual Design	The ability to design, utilizing effective colors, layouts, fonts, images, etc.
Using Data Visualization Tools	The ability to use various data visualization tools and programs.
Communication	The ability to clearly communicate the intended message through data visualization.
Domain Knowledge	The knowledge of domains related to data.

These competencies are key elements required for data visualization. Those who possess them can effectively utilize data visualization to discover insights embedded in data and for decision-making.

## Difference The Difference Between Data Visualization and Data Literacy

Data literacy sub-competencies include data planning and visualization as well as data collection, processing, and analysis. Among them, data visualization is the easiest and fastest way for anyone to utilize data. Even people without complex data analysis skills can easily create visualization charts, so the barrier to entry into data utilization is low. In addition, since data meaning is interpreted based on the visual patterns of elements in the visualization graphic, anyone can easily discover data insights and tell their stories even without special analysis capabilities.

### Conceptual Difference Between Data Visualization and Data Literacy

Service	Data Visualization	Data Literacy
Definition	Technology that visualizes data to aid understanding	Ability to understand and use data-related concepts, knowledge, skills, and tools
Purpose	Visually identifying patterns, relationships, and trends in data to aid understanding	Developing the necessary skills to make proper decisions or solve problems by understanding and analyzing data
Subject	Data itself	Everything related to data (data source, collection methods, analysis methods, interpretation of results, etc.)
Core Competencies	Visual expression, design, communication	Statistical knowledge, data analysis skills, problem-solving skills, logical thinking skills
Importance	Improvement in efficiency and accuracy of data analysis, aiding in decision-making	Data-driven decision-making, strengthening problem-solving skills, avoiding unnecessary misunderstanding and errors

Data visualization and data literacy are playing a more important role in the era of big data. More accurate and useful information can be extracted by using various methods such as interactive data visualization that reflects the latest trends, a combination of data visualization and machine learning, and storytelling data visualization. This allows users to understand data more effectively and to make appropriate decisions.

## Importance in Terms of Big Data Utilization

I would like for us to discover together the importance of data literacy, focusing on big data. If you ask what big data is, there is a definition that I personally like.

Big data “extracts necessary knowledge and insights in the field by collecting, processing, and storing various types of data that exist from inside and outside an organization and analyzing them according purpose. Therefore, it comprehensively includes all activities, such as using it for strategic decision-making of an organization, creating new values, and utilizing it for developing and improving business models.”

First, it is necessary to clarify the purpose and direction of utilizing big data. Since big data deals with a large amount of data, if it is collected without purpose or if the handling method is not clear, it can lead to huge costs and a waste of time.

Second, it is necessary to strengthen the data processing infrastructure and data management competencies within the organization. In order to handle big data, infrastructure and technical competencies to store and process large amounts of data are required.

Third, it is necessary to secure data analysis experts and data scientists, or to strengthen internal data analysis competencies. Big data is very complex, and it is difficult to find meanings and patterns hidden in it.

Fourth, it is necessary to consider ethical issues related to the utilization of big data and secure usage of personal information. Big data may contain sensitive information such as personal information, so it must be properly protected and used. In addition, it is necessary to consider the social and economic impact of big data analysis results, and to seek ways to actively utilize them.

Fifth, it is necessary to consider ways to create value and BM services according to the use of big data. Big data can play a big role in not only increasing work efficiency within organizations but also in creating new business models. Therefore, it is important to discover and realize new value creation measures using big data.

All of the five points above are important, but I would like to emphasize aspects such as securing an organization's competitive advantage by utilizing big data, in addition to focusing on strengthening capabilities to analyze this.

The most important equation leading to the success of big data in the introduction of big data and AI is the power of planning "how to collect data," "what data to collect to solve specific problems," "how to analyze and model the data," "with what method or algorithm," and "how to provide value for the business."

Data visualization and data literacy are constantly evolving and changing. Reflecting on this, it is necessary to have an understanding of the latest technologies and trends, as well as continuous learning. Through this, more accurate and useful data visualization and data literacy will be created.



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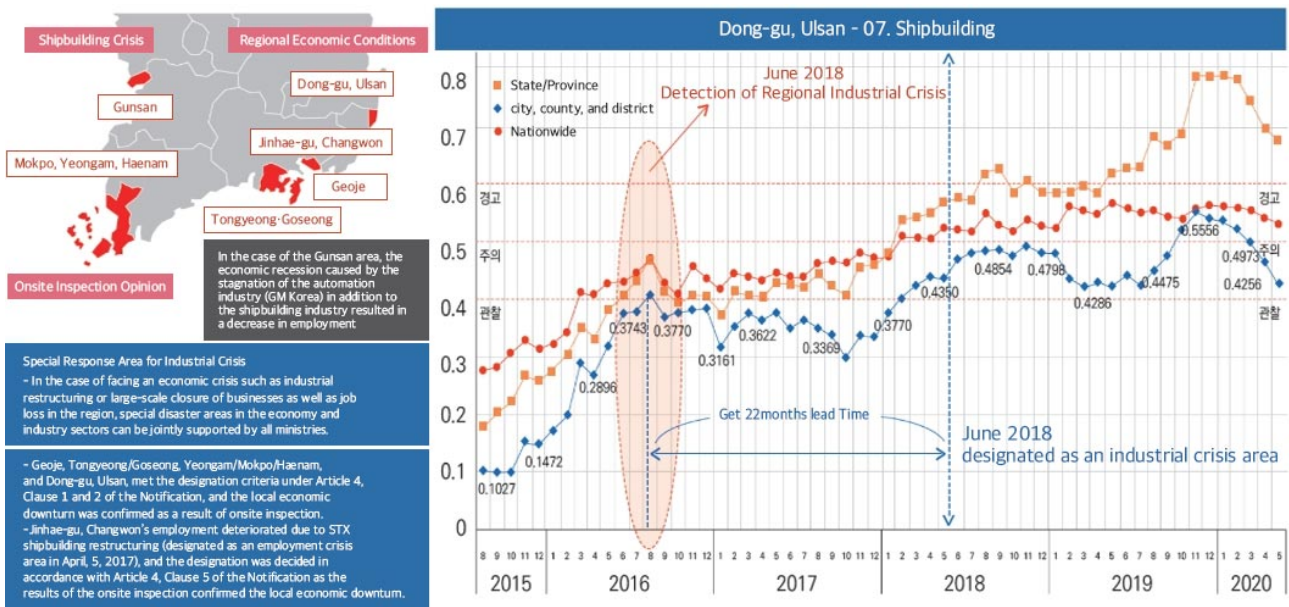
**“Data visualization” refers to the process of visually representing data analysis results to make them easily understandable. It is crucial to use data visualization correctly, as misrepresentation or misinterpretation can lead to significant social problems. Let’s explore some examples of data visualization and the digital platform government together.**

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## **Data Visualization Example: Early Warning of Industrial Crisis**

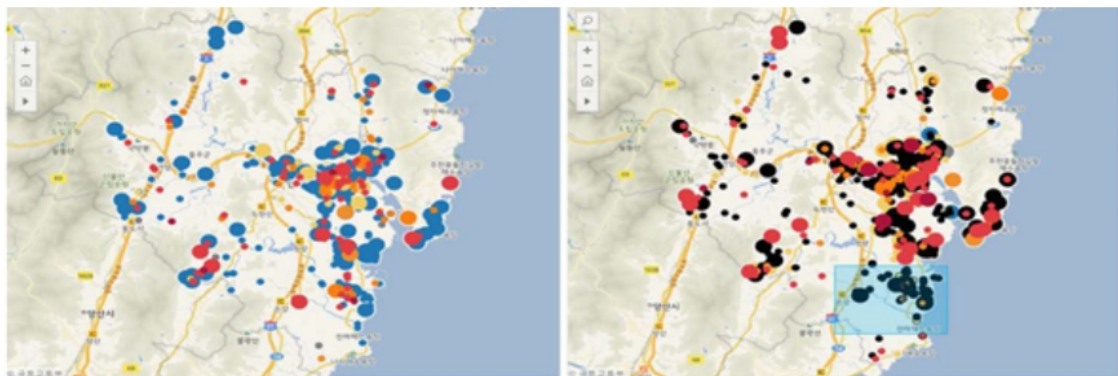
In general, the Credit Rating Model is specialized in evaluating the probability of default for a relatively long period of more than one year. On the other hand, the Early Warning Model is specialized in evaluating creditworthiness in a timely manner using short-term information with a relatively short renewal cycle and in quickly recognizing corporate insolvency. It also utilizes financial information, financial transaction data, business operation status, and delinquency information and is composed of grades: normal, watchlist, observation, shutdown, bankruptcy, and closure. The EW Index was calculated using the EW information of individual companies and the EW weight by industry and region. Then, the EW index was applied to industrial crisis monitoring, and risks at the regional and industrial levels were found early as follows.

In order to carry out post-verification of the EW Index, we conducted suitability and effectiveness verification work for the Special Response Area for an Industrial Crisis. The shipbuilding industry in Dong-gu, Ulsan, was designated as an industrial crisis area in June 2018, but the EW Index crossed the absolute risk level threshold in August 2016. The EW Index proved its effectiveness in actual work by catching the risk about two years in advance of it being designated as an industrial crisis area.



The Current Status of Special Response Area for Industrial Crisis and EW Index Effectiveness Verification

When a Special Response Area for Industrial Crisis is confirmed, huge economic and social post-processing costs are incurred. Therefore, preemptive responses can be made using the above EW Index.



The Current Status of Closure/Bankruptcy of Local Companies in Ulsan (2017 [left] vs 2019 [right])

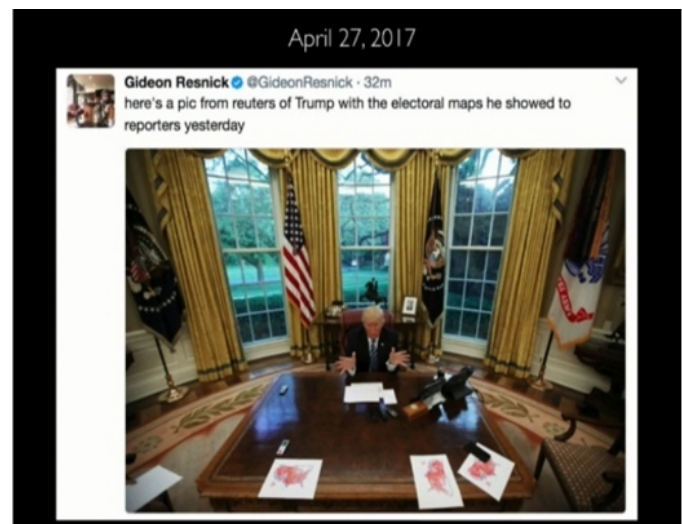
The figure above is a visualization map that visualizes the data and shows the current status of the company on the map. The black and red nodes in 2019 on the right side indicate the closure and bankruptcy of companies, showing the industrial crisis in Ulsan through this data visualization.



## Incorrect Data Visualization Case

Incorrect data visualization can lead to wrong judgments made by users and even to social problems. Therefore, data visualization and data literacy play an important role in all fields. This requires users to develop the ability to analyze and understand data.

On April 27, 2017, President Donald J. Trump had an interview with Reuters reporters to mark his 100th day in office. Trump, who was talking about China and President Xi Jinping, stopped talking and handed out a map of the 2016 presidential election to a reporter, saying, "Take that. The map that summarizes the final result. It looks good, right? Of course we're red."

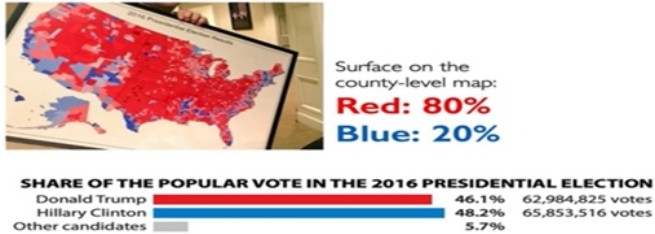


2017 REUTERS/Carlos Barria

However, this map was misleading because it was interpreted as showing the number of "voters" who voted for each candidate. At first glance, the map was predominantly visualized in red, giving the impression that the majority of the American people supported Trump. However, this was not the case in reality. In fact, that map showed "districts," and to be more precise, it should be corrected to "counties that supported Trump."

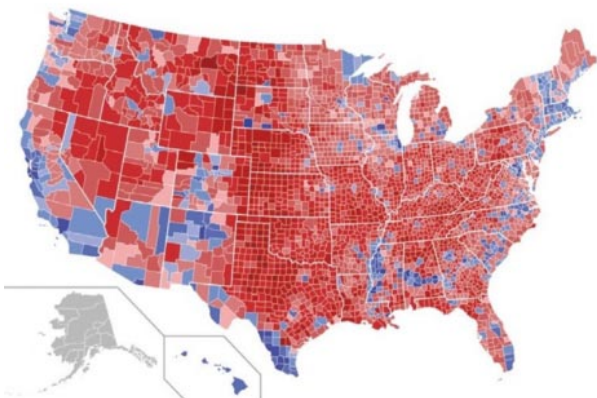
If we estimate the ratio of the displayed colors on the map, namely red (Republican) and blue (Democratic), the map, which consisted of approximately 80% red and 20% blue, seemed to show that Trump won by a landslide. However, Trump did not win a landslide victory in the presidential election.

In the United States, elections are held in the winner-take-all method in most states through the electoral college system. Trump won 304 votes over Hillary with 227 votes in the electoral college vote.

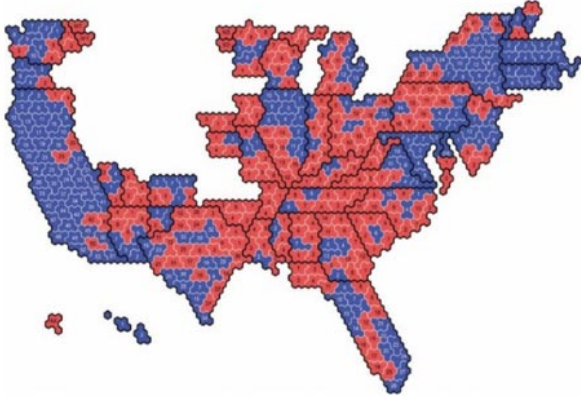


Alberto Cairo, 'Visual Trumpery'

“Visual trumpery” is a term that refers to an attempt to express information that is different from the facts or to convey biased information by using visually impressive graphics or visual effects. And it means subtly misleading or attempting to convey false information by using visually impressive graphics or visual effects.

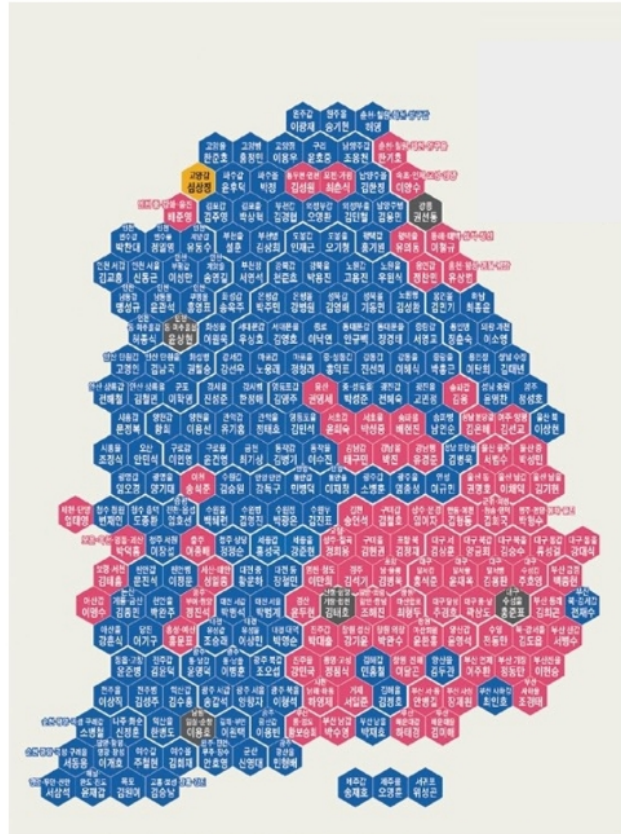
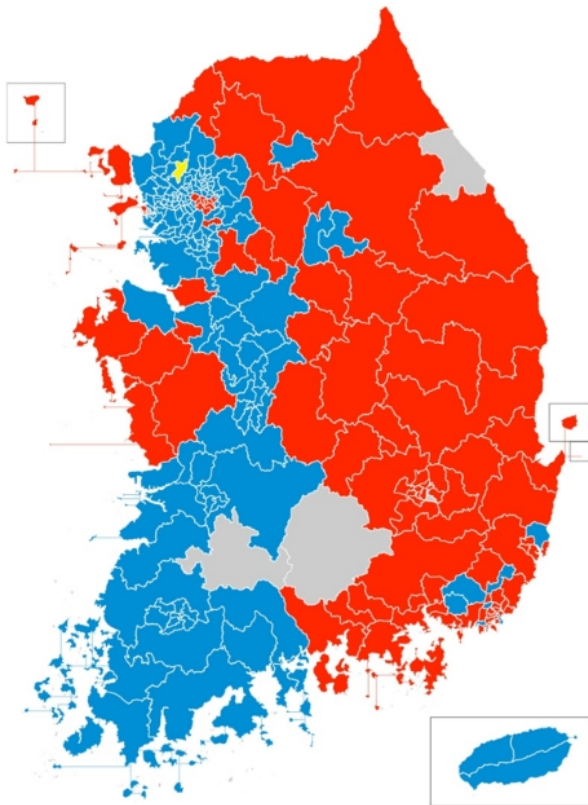


Map of 2016 U.S. Presidential Electoral College Vote Results



Cartogram of 2016 U.S. Presidential Electoral College Vote Results

Voting is not done by region (area), but a distortion was created by displaying the voting results on an area. The figure on the right is an example of cartogram map production to prevent such distortion. The figure below is a case in Korea in which we can see how incorrect visualization misrepresents and distorts meaning.



Example of visualization of election results in Korea (Source: Press release)

## Digital Platform Government

With the recent advent of the digital age, digital platforms are playing an important role throughout society and the economy. The government is also making efforts to provide efficient public services and to solve social problems by using digital platforms. The core motto of digital platform government is “a government in which people, businesses, and the government work together to solve social problems and create new values on a digital platform where all data is connected.”



Digital Platform Government: Directions for Promotion (Source: Lecture on Digital Platform Government: Directions for Promotion)

Digital Platform Government: Directions for Promotion (Source: Lecture on Digital Platform Government: Directions for Promotion)

The digital platform government can increase the value of data and services through the sharing and convergence of segmented data, and eliminate duplicate services and reduce operating costs by integrating into the cloud systems distributed by departments.

Based on the data disclosed by the government, it is suggested that companies and citizens solve social problems in the private sector and actively apply and operate the digital platform government Kaggle system (aka DPG Kaggle: solving social problems through contests).

The digital platform government with increased digital literacy competency can secure an evidence-based scientific policy basis that utilizes big data, establishes future predictive policies using AI, and develops policies by accepting public participation and feedback. This will be of great help to further develop people's lives and society.

People in ICT

# The Story of a Designer Who Develops Metaverses

Interview | HAN Jiwon, Reference HRD Designer



The metaverse is familiar to us now. Numerous technologies are needed to build a metaverse. Not only information technology (IT) but also the incorporation of the image elements are needed, and it is IT industry designers who are able to realize this.

This is the story of HAN Jiwon who chose the IT industry rather than a design company.

**Q**

**Hello, please introduce yourself briefly.**

Hello, I am HAN Jiwon, a designer at Reference HRD.

**Q**

**What does Reference HRD do?**

Reference HRD provides training program development and customized training services that meet the needs of its clients. In relation to the metaverse, we are constructing as well as developing metaverse spaces, developing metaverse-based contents, conducting metaverse education and events, and conducting education and consulting to train metaverse experts.

Q

**What kind of work are you in charge of at Reference HRD?**

I am in charge of designing metaverses.



Q

**What is Reference HRD's main technology, and how it is utilized?**

As a ZEP partner, we develop various educational programs by using the metaverse and providing educational service technology.

Q

**What got you interested in the metaverse?**

While majoring in space design, I found much of interest in planning a space for the target audience who uses a specific space and in expressing that space visually by specifying the concept. Since a metaverse space is much freer and more creative than spaces in reality, I have been very interested in the metaverse.

Q

**Please introduce three things that our company take pride in.**

Since its establishment, Reference HRD has been selected as a consignment operator for special lectures on Hunet and MBA, launched the first metaverse training center rental service in Korea, and was selected as the first official partner of the metaverse platform ZEP. In addition, we have also carried out the first metaverse open run of the Metaverseuk Project (SSG) and the game-type metaverse ESG "Carbon Catching Mr. B Farm" Project (BC Card) in Korea.



**What are the prospects for metaverse education in the future?**

I think the overall trend of metaverse education is positive. A more immersive and interactive metaverse experience is expected to drive growth in this sector due to advances in virtual and augmented reality technologies.



**Do you have any future goals?**

I want to be a designer who enjoys surfing when the future waves of new changes come our way.



**What would you like to say to ICT Hot Clips subscribers?**

Even at this moment, the metaverse is evolving. Feel the evolutionary process yourself!

ZOOM IN - I

# Leading the Data Labeling Market with Vast Amounts of High-Quality Data

Crowdworks Park young jin Headquarter Manager



CROWDWORKS, INC.

## General Status

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- **Implementing Agency**  
National Information Society Agency
- **Business Details**  
Construction of knowledge base

## Company Status

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- **CEO**  
Park Min-woo
- **Business Type**  
Applied software development and supply
- **Year of Establishment**  
2017. 04
- **Homepage**  
[www.crowdworks.kr/](http://www.crowdworks.kr/)

## Key Accomplishments

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Participation in MSIT's AI learning data construction project (four projects) in 2021.  
Participation in the KDATA data voucher support project (31 projects) in 2021. 52,000 people completed the data labeling education/training, a MOEL's Tomorrow Learning Card Support project, within seven months of its opening.  
Selected as Digital New Deal Best Practice of the Year.  
Science and ICT Minister's citation (2021).



## Pioneering Blue Ocean in the Red Ocean



With the Fourth Industrial Revolution in full swing, the data industry market is growing remarkably. According to the 2021 Data Industry Status Survey by the Ministry of Science and ICT (MSIT) and the Korea Data Agency, the Korean data industry market was valued at KRW 20 trillion as of 2020, up 18.7% compared to 2019. The area that increased the most in the data industry market was data processing and management solution development and supply corresponding to the data labeling market, increasing 20.8% compared to 2019.

There is a firm that is on the road to growth through differentiation in the data labeling market, and that is CrowdWorks. The company boasts of Korea's first AI learning data crowdsourcing platform and has technologies such as automatically classifying AI learning data depending on the labeling type, automatically judging the necessary work type, and automatically executing the draft of annotation.

An industry that is growing fast is a promising industry, but it sometimes means low entry barriers. The data labeling industry has both characteristics. In the market, CrowdWorks has developed a blue ocean called "HR tech" through which the data labeler's behavior pattern is analyzed and human resource is matched. CrowdWorks has been devoting itself to technology development that it has applied for over 150 patents domestically and internationally. As such, CrowdWorks has raised the technical entry barriers in the HR tech market with its competence. Through R&D and by securing intellectual property rights related to data labelling and crowdsourcing, the company is striving to lead the digital economy platform market.

## Construction of Overwhelming and Matchless Market with Sincerity

CrowdWorks has sincerely kept the merit of "first in Korea," which has been connected to overwhelming data size to the extent that latecomers cannot catch up. The most important thing in the HR market is the volume and size of data. CrowdWorks has such massive volume and size of data that latecomers cannot catch up, thanks to the firm's 5 years of efforts and 350,000 crowdsourcing workers.

The company is performing total inspection of the data collected and processed by 350,000 crowdsourcing workers using the HR verification system consisting of 4 steps after establishing quality criteria by data attribute and type in data quality control; thus assuring 99% data quality.

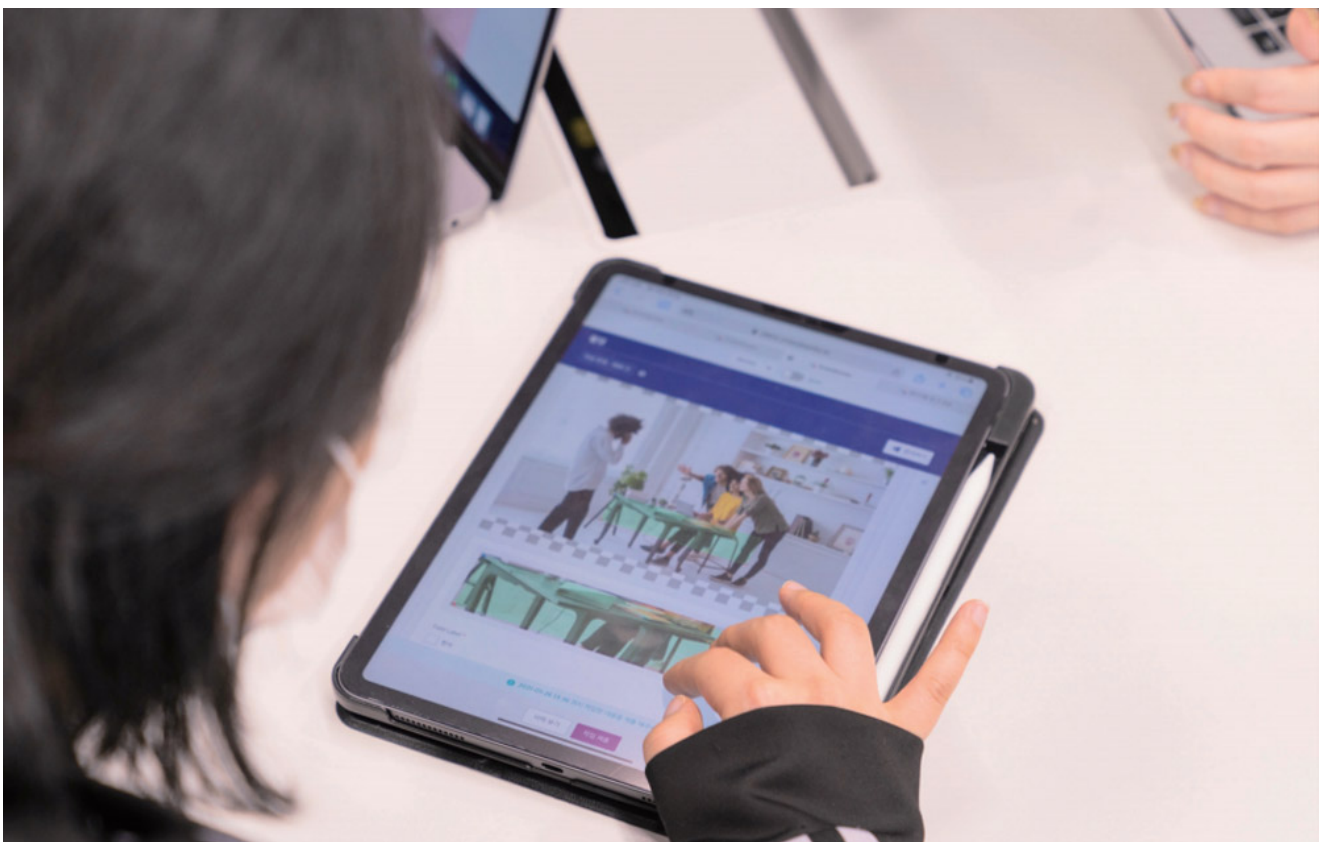
## Contributing to the Creation of Expert-Nurturing Jobs



To secure sophisticated and accurate data quality, the company is operating "CrowdWorks Academy," an online education program that aims to nurture specialized data labelers. It is the first data labeling education course officially certified by the Ministry of Employment and Labor in Korea. CrowdWorks is launching AI services in diverse industries requiring expertise and is planning to operate the relevant data labeling education program as demand for data labelers possessing expertise is on the rise. What is encouraging is that the program is connected to job creation.

A source at CrowdWorks said they take pride in contributing to job creation including local employment creation and inducement of stable employment through linkage with employment, with the job of data labeler positioning itself as a new occupation. CrowdWorks is also creating jobs through participation in the government's AI integration support project "AI Hub Project (Deep fake prevention picture landmark image), which constructs and opens large-scale data by recruiting experienced data labelers and using workers registered with the CrowdWorks platform.

## Toward the Global Market with the Power of Data




Having been selected as an official partner for MSIT's data voucher support project for 4 consecutive years since 2019, the company has been supporting 130 AI firms using data-based products and services development and service advancement and analysis for their businesses. CrowdWorks' vast volume of high-quality data accumulated through participation in the AI Learning Data Construction Project (2020 and 2021) and Data Voucher Support Project (2019, 2020, 2021, and 2022) has been proving the company's real worth.

The company has made efforts to enhance customer companies' satisfaction including setting up an experts-centered Data Business Office supporting all processes from consulting to data processing for customers requiring technology and service advancement and offering online lectures targeting startups and SMBs that are not familiar with data voucher projects. Therefore, more companies are working with CrowdWorks. This year, the company was additionally selected as a supplier in the sales sector, so its data products are provided to micro businesses and SMBs. The feats of winning the Science and ICT Minister's Commendation in the Digital New Deal Best Practice of the Year and receiving the Grand Prize at the Data Quality Awards 2021 in the distribution quality category are attributed to such sincere efforts. Above all, they have been linked with confidence in business expansion and global market.

CrowdWorks plans to accelerate the diversification of sales types through new business expansion and enhance technology to strengthen competitiveness. The company will enter the European market by forging a partnership with global consulting firm Garner this year. The bright future of the firm is expected in view of its efforts to grow into a company leading the global AI market.

# TIME LINE

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- 2017.04.**  
Established CrowdWorks Co., Ltd.
  - 2018.08.**  
Attracted Series A investment (KRW 1.7 billion)
  - 2019.03.**  
Set up Japanese subsidiary CWJ
  - 2019.09.**  
Attracted Series B investment (KRW 10 billion)
  - 2020.05.**  
Selected as a Global ICT Future Unicorn-fostering Business Firm Science and ICT Minister's Prize
  - 2020.12.**  
Won the Man of Merit Award for venture businesses and SMEs fostering Science and ICT Minister's Prize  
  
Received the Gold Prize at the ICT Patent Management Awards (KIPO Commissioner's Commendation)
  - 2021.04.**  
Won the Man of Merit Industrial Award for science and ICT (President's Industrial Prize)
  - 2021.05.**  
Ministry of Science and ICT (MSIT) Selected as a data voucher support project for the construction of AI learning data
  - 2021.07.**  
MSIT Selected as Digital New Deal Best Practice of the Month
  - 2021.11.**  
Attracted pre-IPO investment (KRW 20 billion)
  - 2021.12.**  
MSIT Data Quality Awards Korea Data Agency Director's Prize  
  
Digital New Deal Best Practice of the Year Science and ICT Minister's commendation



## IT TELECOM CO., LTD.

### General Status

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- **Implementing Agency**

Telecommunications Technology Association

- **Business Details**

Construction of ICT convergence autonomous driving infrastructure

### Company Status

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- **CEO**

Choi Kwang-joo

- **Business Type**

Manufacturing

- **Year of Establishment**

2004. 05

- **Homepage**

[www.it-telecom.co.kr/](http://www.it-telecom.co.kr/)

### Key Accomplishments

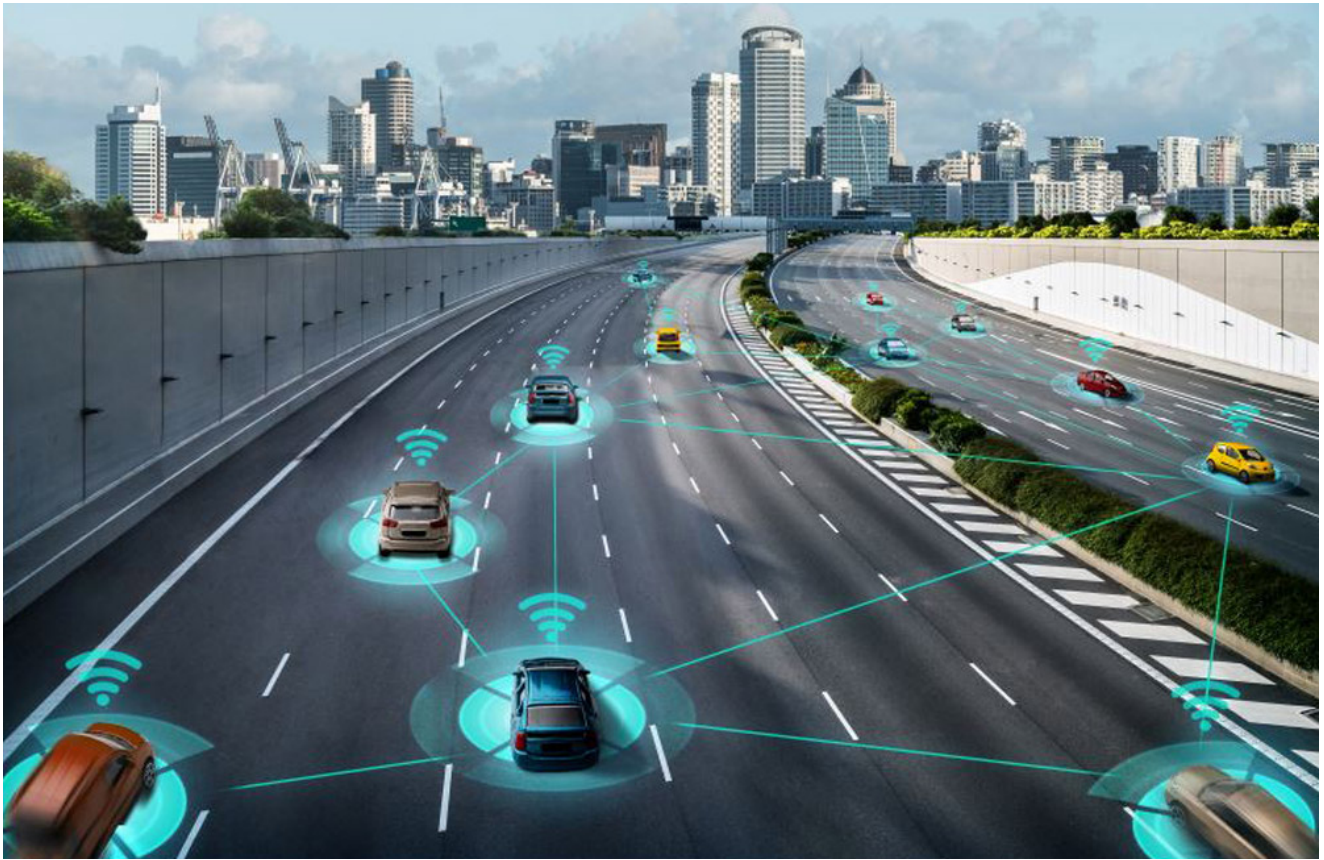
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Developed V2X communication devices required for the autonomous driving of connected cars and supplying the C-ITS demonstration project (Seoul, Jeju-do).

Developed V2X communication device's standard suitability evaluation equipment (measuring instrument) and achieved exports of USD 6 billion to the US.

A quired V2X RSU and V2X OBU certification from the US OmniAir, the world's top certification body of V2X communication devices, as the only company in Korea and the fourth company in the world to do so.

## Dreaming of Becoming a World-Class Company, Starting out as a Partner Firm



IT Telecom Co., Ltd. developed a modem chip, a core part of the Hipass terminal. While supplying it to LG Electronics, IT Telecom saw the Hipass-related business as a red ocean market, so it shifted its business to the next-generation futuristic technology V2X core technology development.

The V2X technology involves a vehicle's exchange of objects whose infrastructure is constructed, such as other vehicles or roads, and information through wired and wireless network. The technology is regarded as a core technology for the next-generation intelligent traffic system of fully automated autonomous driving vehicles.

In Korea, the V2X technology is recognized as a core technology in the future autonomous driving era and ITS era; therefore, IT Telecom has been actively performing the state R&D project along with ETRI since 2007. The company won high praise by giving a demonstration of V2X-based six C-ITS services, winning the VX showcase project at the ITS World Congress held at Busan Bexco in 2010 as a research outcome.

# Development of the World's First Autonomous Driving 5G Base Station and Vehicle Terminal



The achievements of IT Telecom are remarkable. The company has developed V2X for C-ITS at the smart highway R&D project propelled by Korea Expressway Corporation since 2011, winning the order to supply V2X equipment to the V2X demonstration operation project between Seoul and Suwon. In 2018, IT Telecom participated in the Giga Korea R&D project propelled by the Ministry of Science & ICT as a state project and developed the world's first roadside base station (5G-V2X-RSU) and vehicle terminal (5G-V2X OBU) using 5G V2X; thus making a massive technical achievement.

Based on this, IT Telecom has been showing good performance in demonstration projects. In 2018, the company successfully built V2X roadside base stations and installed 3,000 V2X vehicle terminals in rented cars, and supplied 18 C-ITS services in the Jeju C-ITS demonstration project. IT Telecom is still operating them successfully. That same year, IT Telecom took part in the Seoul C-ITS demonstration project, continuing stable operations including construction of 100 V2X roadside base stations.

After 2019, IT Telecom participated in a city center autonomous driving technology project as a state project organized by the MOLIT, constructed V2X RSU in the autonomous driving test bed, and installed V2X OBU in autonomous driving vehicles. This way, IT Telecom obtained the V2X technology required for autonomous driving step-by-step. In 2020, the company supplied and installed 17 C-V2X roadside base stations and provided 5G V2X OBU terminals for autonomous driving vehicles to Seoul City. Through all this, IT Telecom is steadily fostering its technological capabilities.



## Exporting USD 650,000 with an Exclusive Contract with a US Firm

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IT Telecom has developed the V2X standard suitability evaluation equipment-related technology in advance whose demand is projected to be high in the market through loans from the ICT Fund and made a huge accomplishment—an exclusive supply contract with US communication equipment measuring devices manufacturer Keysight Technology, through which it exported USD 650,000. It was welcome rain enabling corporate retention and growth amid the drought for IT Telecom, which was lacking development funds. Since IT Telecom was benefitting from the ICT Fund, positive changes occurred within the company. As confidence spread among the employees through fund shortage settlement and steady achievements, the discussions became enthusiastic in each development meeting, and the turnover rate was remarkably reduced; thus, the atmosphere of the company has become good.

## Selected as an Autonomous Mobility Service Business

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IT Telecom has been focusing on developing and selling equipment that can verify autonomous vehicles, connected cars, C-ITS infrastructure, and V2X communications technology. As a result, IT Telecom devoted itself to technology development to offer safe and convenient autonomous driving services to autonomous vehicle-using customers by linking autonomous vehicles and C-ITS infrastructure. In doing so, IT Telecom applied for the Autonomous Driving Mobility Service project publicly recruited by MOLIT in June 2022 and realized a remarkable achievement of being selected as the company performing the project.

Through the project, IT Telecom plans to offer high-quality services from October 2022 targeting autonomous vehicle passengers including the circulative autonomous tourist shuttle service baggage delivery service between the airport and Jungmun hotel, and public transport shuttle bus service along with consortium participants Ride Flux, Jeju Research Institute, KAIST, and Kwang Myung D&C in Jeju-do where the C-ITS infrastructure required for level 5 autonomous driving is well-established.

## TIME LINE

