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Big Data and Potential Government Applications

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Abstract
The comprehensive analysis on historical and real-time big data delivers huge business value, explores business intelligence, and assists in developing marketing strategies. This talk uses traffic information cloud as an example to show how big data is used to improve the accuracy and coverage of traffic information. Taiwan government is investing Traffic Info. cloud services to bring new business opportunities. It is proved that the Traffic Info. Cloud can effectively provide traffic information in terms of accuracy and large information coverage area. However, to execute the plan of Traffic Info. cloud service, our government is facing the challenges of big data: to extract traffic information from high-velocity data, and to store and analyze high-volume historical data. We show how these issues can be addressed through cloud computing platform and describe the Lin-Chang-Huangfu (LCH) Scheme that takes the advantage of the standard statistics available in mobile switching centers for vehicle speed analysis. We also show how cloud computing techniques are utilized for animation visual effect and passenger movement prediction.