



AI、大數據打造未來之光 —— 新北市 5G 智慧共桿

Multi-function Smart Pole, A Superpower that Illuminates the City

新北市作為全臺人口數最多的直轄市，為打造智慧城市，帶給市民生活更多的便利和服務，市府積極將傳統路燈升級成具智慧照明且多功能應用的「5G 智慧共桿」作為關鍵基礎建設，藉由「智慧共桿」為載體，把相關 5G、物聯網、通訊和特殊需求模組，共同掛載於桿身來執行各種特定任務，並整合 AI 應用，以改善城市治安、交通、環境與經濟等，透過燈桿凝聚智慧城市未來之光，成為建構城市基礎網絡與大數據資料分析平臺的智慧城市基石。

「5G 智慧共桿」接連榮獲「2023 年 WITSA 智慧城市獎首獎」、亞太區及



臺灣區「2023 年 IDC 未來企業大獎」之「智慧城市類別—最佳互連城市獎」等多項國際大獎，名揚國際為臺灣爭光，讓世界再次看見新北！

With highly active sensory antennae, it captures the flow of sunlight, air, water, and sound.

With precision receivers and accurate prediction, it envisions a smart city that is comfortable, safe, and disaster-free.

The "5G Smart Pole" in New Taipei City has the capability to "perceive" the surrounding environment and react. For example, the Pole has a superpower to turn on street lights in response to changes. More than a platform to carry lighting, the 5G Smart Pole can also connect to the internet and collect data. A seemingly ordinary lighting facility, the Pole turns into an early warning device in a blink to monitor temperature, humidity, noise, and water level changes. The "5G Smart Pole" can also manage pedestrian and vehicle traffic, reporting violations and road incidents as well as provide real-time alert of disaster using the contingency broadcast system for timely evacuation.

Honored with the WITSA Smart City Award and the IDC Future Enterprise Award, the "5G Smart Pole" has brought international recognition to Taiwan. This smart solution has a preserved-pipeline design that no longer requires time-consuming and labor-intensive excavations. With cross-agency collaboration, it can be easily installed and maintained following road maintenance routines, and the smart landscape of New Taipei City will be illuminated.

建構新北市智慧安防最佳利器－全方位資安聯防系統

Cybersecurity Laboratory - Comprehensive Security Protection

因應「資安即國安」的戰略目標，建構可讓市民安心信賴的智慧城市，新北市政府全臺首創「全方位資安聯防系統」並成立資安實驗室，透過統一的資安「縱深防禦」機制，強化基層機關資安防護及區域聯防，以確保整體資安防護範圍。更獨創導入主動監控及主動防護機制，且創建「資安統籌管理平臺」統籌管理全府資安作業，全面控管新北市各機關之資安管理及技術皆達一致水準，以提升城市資安防護能量，強化基礎通訊網路韌性及安全，在網路無國界的時代，確保資訊不中斷，為市民生活建立安全、有保障的資訊作業環境，打造人本宜居的智慧環境，運用科技提升智慧城市安全。

「全方位資安聯防系統」榮獲 2023 年亞太區及臺灣區「IDC 未來企業大獎」之「未來資安創新獎」，是此大獎睽違 7 年來首度由臺灣公部門奪得，顯見新北市在智慧城市資安科技應用的耀眼成果深獲國際肯定，贏得全球性認可，並成為其他政府機構的領先典範。

Smart cities created by innovative information and communication technology have become a critical trend in urban development. However, the vast network of interconnected IoT devices and the operation of all kinds of online services rely heavily on robust cybersecurity. Safeguarding diverse data becomes a top priority.

Cybersecurity is key to the success of a smart city. To ensure information security in every aspect, the New Taipei City Government has established a cybersecurity monitoring center, a cybersecurity threat monitoring and analysis system, and a platform for cybersecurity intelligence sharing and exchange. Cross-county/-city cybersecurity joint defenses are also engaged. Additionally, information and communication systems within the city are classified and protected adhering to the Information Security Management Act. ISMS operations are implemented, mechanisms for detecting and managing information security threats are in place, and cybersecurity education and training are regularly conducted. All above efforts have constructed a "Comprehensive Cybersecurity Joint Defense System".

The "Comprehensive Cybersecurity Joint Defense System" received the prestigious "Future Security Innovation Award" in the Asia-Pacific region, the first time in seven years a Taiwanese public sector entity is awarded with the medal, reflecting the achievements New Taipei City has made in developing a smart city using cybersecurity technology.





NewTaiPAY
新北行動支付

NewTaiPay 打造數位低碳新經濟 NewTaiPay- Cashless Payment Accepted Throughout the Nation

因應數位經濟浪潮，新北市政府推出「新北行動支付」App——NewTaiPAY系統平臺），透過市政互動獎勵機制發放新北幣，加速數位支付轉型，創造零接觸、低碳的新經濟模式。市府會結合特約商家在平臺露出導客，民眾也可透過市政參與獲得點數，就連碳足跡都能兌換，不但讓民眾於生活中落實節能減碳，還達到滿足血拚欲與守護環境永續的雙贏。

此外，全國通用的NewTaiPAY亦不斷整合多項資源，不但提升市政服務的可用性與整體效能，更與其他縣市政府推出的行動支付平臺洽談合作，以期擴大使用場域及深度。不僅如此，NewTaiPAY亦兼具公益推廣效益，與超商合作助兒少，創造便利有愛的數位經濟模組。如此成功的跨域數位經濟模式，勇奪2023年「GO SMART Award」、「2023 IIA國際創新獎」大獎榮耀。



In response to the wave of the digital economy, the New Taipei City government has launched the "NewTaiPAY" app (NewTaiPAY system platform), utilizing a municipal interactive reward mechanism to distribute New Taipei dollars. This initiative aims to accelerate the transformation to digital payments, creating a contactless, low-carbon new economic model. The city government collaborates with contracted merchants on the platform to attract customers, and residents can earn points through civic participation. Even carbon footprints can be exchanged, allowing people to implement energy-saving and carbon reduction in their daily lives. This not only satisfies the desire for incentives but also contributes to environmental sustainability, creating a win-win situation.

Furthermore, the nationwide NewTaiPAY continues to integrate various resources, enhancing the usability and overall efficiency of municipal services. It also negotiates collaboration with mobile payment platforms introduced by other county and city governments, aiming to expand the scope and depth of usage. In addition to its functional aspects, NewTaiPAY also serves public welfare promotion, cooperating with convenience stores to support children in need, thus creating a digital economic model that is both convenient and compassionate. This successful cross-domain digital economic model has been honored with the "GO SMART Award" and the "2023 IIA International Innovation Award" in 2023.



同時，「新北智慧社區」App 也成為新北市府與社區即時雙向互動平臺，市府可在此推播各類在地活動及補助、突發區域性停水停電緊急訊息等重大民生市政資訊，住戶可即時收取，亦可轉貼至社群平臺與親友分享；住戶也可透過 App 通報市府功能，反應路燈異常、噪音汙染等地方問題，由市府列案處理，建立社區住戶及市府雙向溝通的橋梁。

In pursuit of a more convenient and secure lifestyle, communities new or old around New Taipei City are adopting technologies to improve management so as to embark on a digital transformation into a smart community. To facilitate smart services in all domains within a community, the "New Taipei Smart Community" app digitalizes daily routines such as notices and announcements, mail and parcel dispatches, gas meter reading, facility reservation, opinion feedbacks, etc. All things big and small can be accessed on line with ease and free from the constraints of time and space, therefore creating a smart, mobile and more convenient lifestyle for residents.

The "New Taipei Smart Community" app also serves as a real-time interactive platform between the city government and communities. The city government can push notifications directly to users through the app, such activities or subsidies as well as contingent municipal information such as sudden regional water or power outages. Residents are able to receive real-time updates to share on social media with friends and family. Furthermore, residents can use the app to report anomalies to the agency-in-charge for improvement, such as streetlight problems or noise pollution. This electronic platform facilitates an efficient two-way communication between community residents and the city government.

智慧社區 App 社區 e 化好幫手

Smart Community App - A Handy Tool for Community Digitalization

為追求更便利、安全的生活，許多新舊社區紛紛採用科技工具改善社區管理，e 化轉型為智慧社區。為推動全方位智慧社區服務，「新北智慧社區」App 將社區公告、郵件、瓦斯填表、公設預約、意見反應等社區大小事，把既有紙本作業行動 e 化，突破時空限制，讓社區住戶享有更便利的行動智慧化生活。



智慧里長 2.0 里民服務更即時

Smart Neighborhood Head 2.0 - Real-Time Community Services

里民服務不能等，科技就是其中的最佳解方。由於第一代的「智慧里長」系統需透過電腦操作，對於每日在鄰里間叭叭走的里長來說相當不便，因此「智慧里長 2.0」改採在社群軟體 LINE 上提供相關服務，利用 LINE 的即時性，以「智慧里長」作為官方帳號，快速反映里民和里長們需求，讓溝通無距離。

「智慧里長 2.0」一鍵即可通報鄰里公務，透過手機還可即時接收公文與通報案件，增加公部門溝通效率；市府也能藉由即時訊息傳遞市政資訊，讓里長能快速分享給里民。至於里民，除了能快速獲得各里最新資訊，也能輕鬆得知市府公告的活動訊息，還可隨時針對鄰里間的大小事，利用「呼叫里長」功能鍵即時反映交由里長處理，進行有效雙向溝通，實際解決民情需要。

Community service cannot wait, and technology is the best solution. The first generation of Smart Neighborhood Head app needs to be operated through computers, which is inconvenient for neighborhood heads, who are constantly walking around visiting citizens and solving problems. Smart Neighborhood Head 2.0 is an upgraded version that can be accessed on the social platform LINE for all types of services. Thanks to its real-time feature, Smart Neighborhood Head official LINE account enables promptly reflection of opinions and needs from residents and neighborhood heads, ensuring seamless communication.

Smart Neighborhood Head 2.0 also allows neighborhood heads to do their job with just one click. Official documents can be received instantly on the cell phone and incidents timely reported; communications among government agencies are therefore more efficient. On this platform, the city government can pass municipal information by using real-time messaging, and neighborhood heads in turn share with residents. As for residents, they can use the app to access latest information of neighborhoods at any time or learn about newest events announced by the city government. The app also has a "call your neighborhood head" button that users can submit opinions and feedbacks to neighborhood heads whenever necessary for effective two-way communication so that community needs are well addressed.

多元資訊課程 開啟數位生活大門

Diverse Information Courses Open the Gateway to Digital Life

數位時代，線上消費及社群商務的普及，促使相關資訊科技（Information and Communications Technology, ICT）快速發展。為引領民眾享受數位生活的便利，新北市府開設市民免費電腦課程，除了 AI 工具應用，還開辦「創客製造體驗」課程，帶領學員運用科技動手玩創意；因應網紅社群經濟快速興起，亦推出「Podcast 養成實務」及「網紅直播入門」系列課程，帶領學員加入自媒體行列，打造自媒體品牌。

此外，欲解決新北市幅員廣大、城鄉差異明顯問題，更首創行動電腦教學服務，打造「行動電腦教學巴士」深入偏鄉、部落及社區。如此因地制宜的行動化教學模式，採取就近開課、在地學習，只要達到一定人數，透過電話預約申請，行動電腦教室即可出發上課去。



In the digital era, online consumption and social commerce is everywhere, related ICT technologies are rapidly developed. To guide citizens in enjoying the convenience of digital life, the New Taipei City Government provided free computer courses for residents. In addition to the application of AI tools, "Maker Manufacturing Demo" courses are also available so that creativity can be furthered by technology. With the rise of influencer-driven social commerce, courses such as "Podcast Training Workshop" and "Introduction to Live Streaming" have been introduced, guiding participants to leverage self-media and create their own brands.

The vast geographical expanse and differences between urban and rural areas in the New Taipei City required tailored computer training programs to close digital gaps. A series of pioneered mobile computer training services are therefore created. This includes the "Mobile Computer Teaching Bus," which travels into remote areas, tribal villages and communities, providing computer classes tailored to residents' needs so they have easy access to digital resources. The bus will set out to give lessons with a telephone reservation as long as a certain number of participants is reached.