

LINE Highlights Life On LINE



LINE Highlights Life On LINE, Fulfilling Its Potential to Connect Every Lifestyle Ready to be Platform to Support Public Sector at Digital Thailand Big Bang 2019

LINE Thailand joins Digital Thailand Big Bang 2019 to showcase its technologies and services under the concept of “Life On LINE.” With the vision to serve every lifestyle of Thai people in the digital era, LINE Thailand strives to be a digital platform that provides solutions of higher efficiency in collaboration with its partners to develop services for government agencies in the hope of leading Thailand to Digital Economy and Smart Cities.

Dr. Phichet Rerkpreecha, LINE Thailand CEO, says LINE has offered services to Thai people for over six years and now it has more than 44 million users. LINE is committed to improving the living infrastructure in the digital age by bringing convenience, efficiency, and connection to everyone with our platform and technologies. With the “Life On LINE” concept, LINE offers diverse and user-friendly services for daily life at an individual and business sector level, which includes brands and more than three million SMEs nationwide. As an event for LINE Thailand to showcase its technologies and services, Digital Thailand Big Bang 2019 will set an example of how to utilize technology to improve Thai people’s lives in various aspects. The event will provide consultancy and advice on numerous solutions on the LINE platform which can enhance the efficiency of government services in alignment with the government’s Digital Economy policy. Additionally, the event will serve as a space where six Thai outstanding startups from LINE ScaleUp showcase their digital service innovations developed on the LINE platform. Dr. Pichet states further that LINE is ready to take part in driving the Thai economy towards Smart Cities and Industry 4.0.

LINE’s booth will display all aspects of services on the LINE platform that makes life easier for everyone. The booth consists of various zones such as Life On LINE: a zone that demonstrates the IoT connection via LINE to allow users to turn on, turn off, and control lights. Fake News Information: a zone that educates and raises awareness on how to use LINE safely, how to spot fake news, and how to report problems in LINE to prevent fake news and avoid being victimized by fraud. LINE ScaleUp: a zone for the six national startup teams, believed to have the potential to be the first

Thai unicorn startup, to showcase their interesting services on the LINE platform with the aim to raise the standard of life of Thai people. The services are in the financial, lifestyle, and marketing fields. LINE Gov Tech Solution: a zone for four leading social dev partner organisations to provide consultancy and recommend solutions for public services in order to help government agencies efficiently develop comprehensive services on the LINE platform. Last but not least, LINE's booth will have special zones on LINE MAN and LINE TV as well as LINE Café to freshen up visitors at LINE's booth.

Apart from the services and solutions for individuals and the public sector, LINE realizes the importance of educating users on platforms and technologies for business, particularly for agriculture which is Thailand's main industry. To this end, LINE will organize a special seminar on 31 October 2019 on the topic of "How to Use LINE for Business in the Agricultural Sector." The seminar will introduce LINE Official Account for agricultural SMEs and talks from agricultural entrepreneur "Baan Rim Rooftop Farm" about the use of digital platforms to drive business to success. Government agencies are encouraged to participate in the seminar to see the four social development organizations present their interesting solutions for the public sector.

The fast-growing LINE ecosystem is now ready to be an important and efficient tool for individuals, businesses, as well as the public sector, developing new services while at the same time improving the existing ones on the LINE platform. Come to experience the digital life at LINE's booth (BP 8) at Digital Thailand Big Bang 2019, Bangkok International Trade and Exhibition Centre (BITEC) from 28-31 October 2019.