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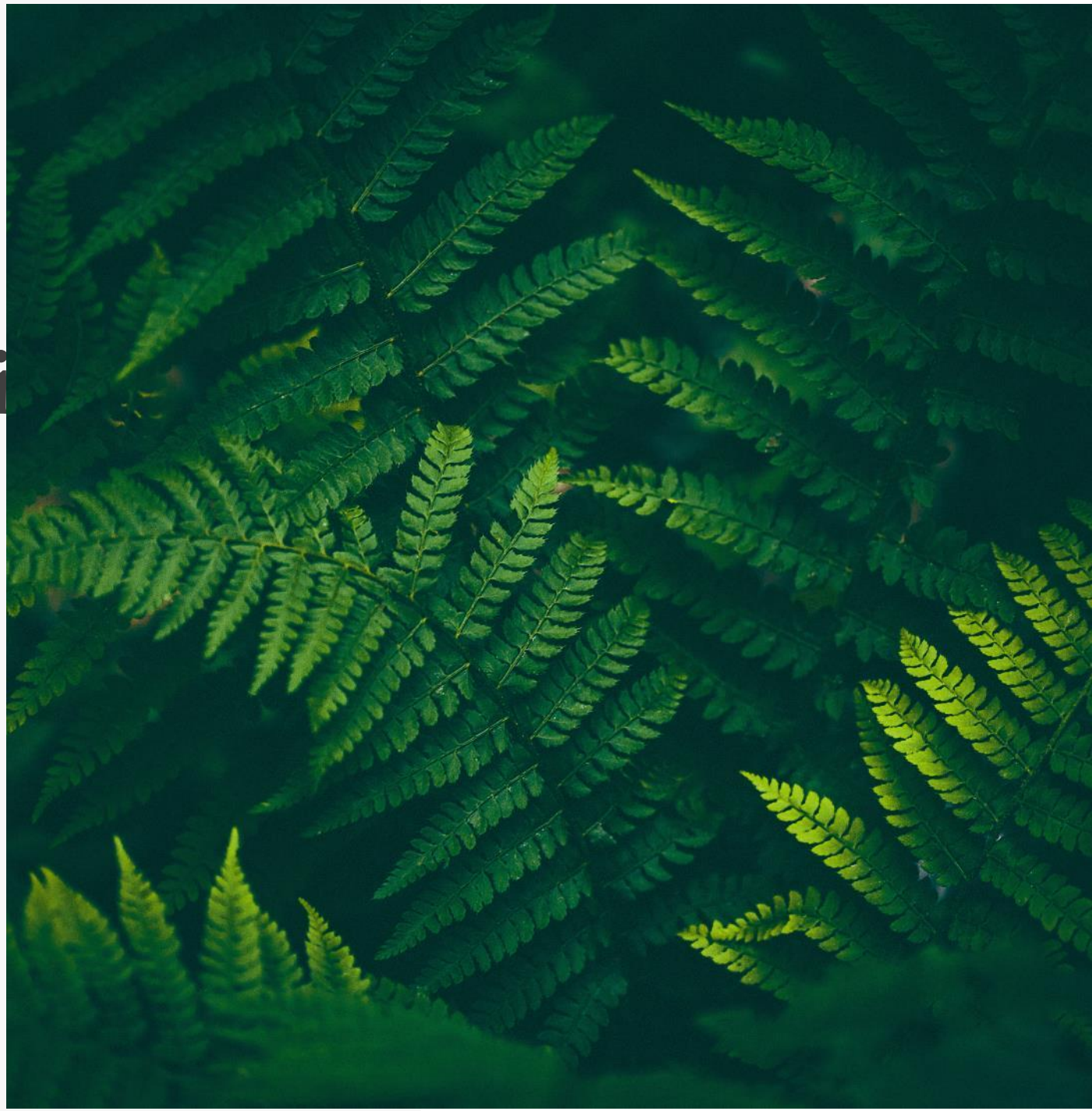
Using

Smart-services.

Green technology in  
ICT.

Teleconference.

Telemedicine.





Synonyms: SMART approach / method

This term refers to one of the ways to formulate immediate goals. The so-called smart goals (from the English smart - smart) are goals that meet the following requirements.

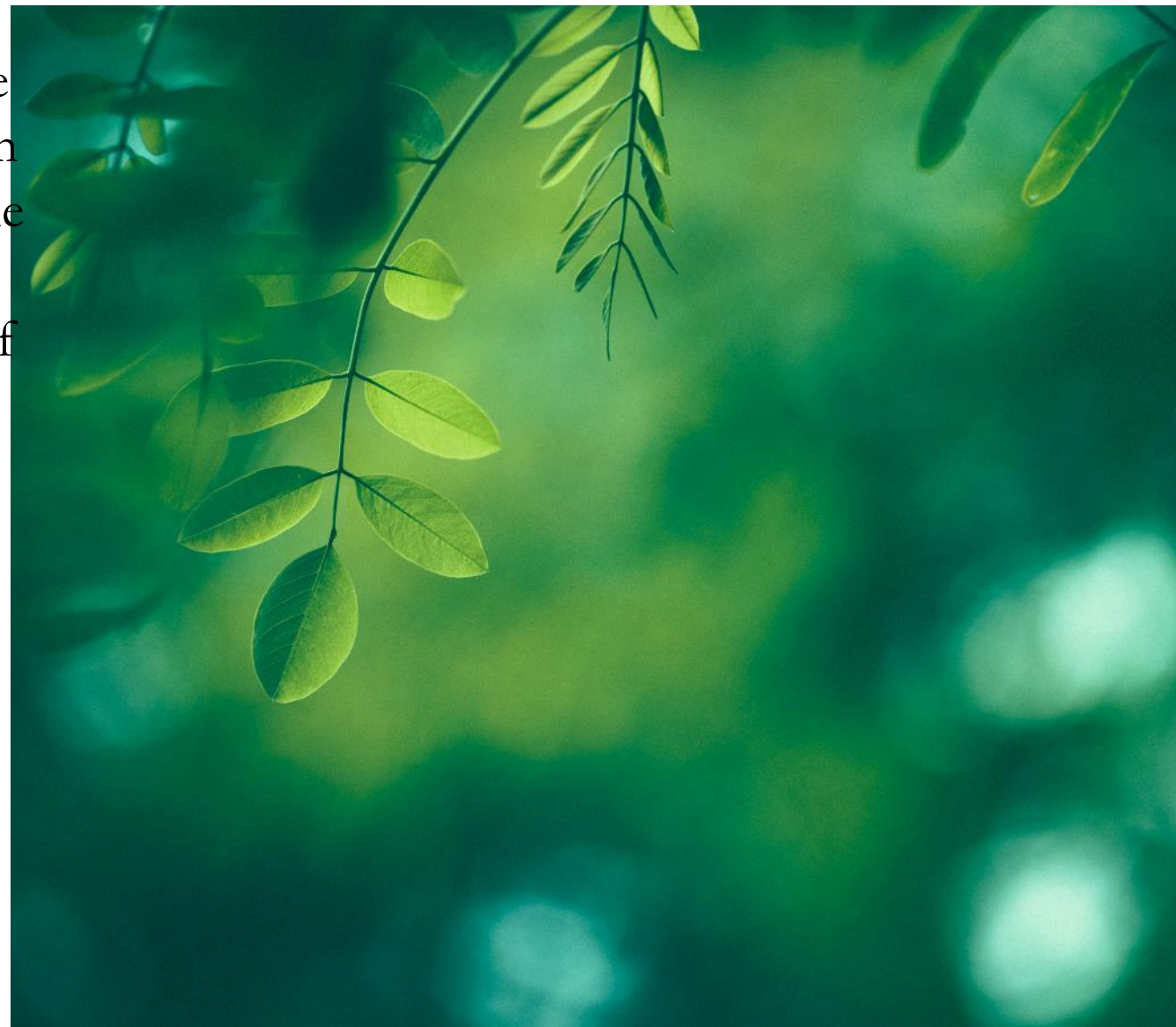
Specific - specific – to determine the direction of the initial movement.

Measurable — measurable - set the units of its measurement.

Achievable - achievable - compare with the realities of the day and the environment.

Realistik - realistic/pragmatic – to have a subsequent application of this achievement.

Timed - defined by time - to determine the date/period of achievement.





# Using Smart services.

The basic equipment of modern televisions offers the following set of functions

- display of analog and digital (DVB-C) broadcast;
- showing video from external sources (the TV has analog inputs and HDMI v1.4 ports), including in 3D format;
- conversion of any ordinary video sequence into 3D video;
- showing films and IPTV broadcasts (network broadcasts);
- playback of various media files - videos (including MKV HD), music, photos - from a USB drive connected to the TV, or from remote storage, over the network;
- Internet surfing (built-in browser);
- Almost instant access to various network services such as Facebook, Twitter, YouTube, Picasa or Yota Play;
- widgets;
- Skype support for Skype video calls (if an optional web camera is available);
- download additional applications through the branded online store.

Smart services are also available on devices such as smartphones, laptops, PCs for watching TV content.



One of the latest developments of TV manufacturers is the additional capabilities of TV receivers called Smart TV. Such TV receivers are also called "smart TVs", and they provide access to the Internet and the installation of additional applications, as well as provide additional opportunities to receive media content (video files, photos, music) for the TV. This feature will allow you to download a variety of applications to search for television content right while watching live broadcasts, search for information on the Internet without getting up from the couch, keep in touch with friends and family, find reviews of movies and much more.

Smart Hub is a service that provides all the additional functions of Samsung TVs: the app store, browser, search and, of course, the applications themselves. The number of available Smart Hub functions depends on the series to which the TV belongs.



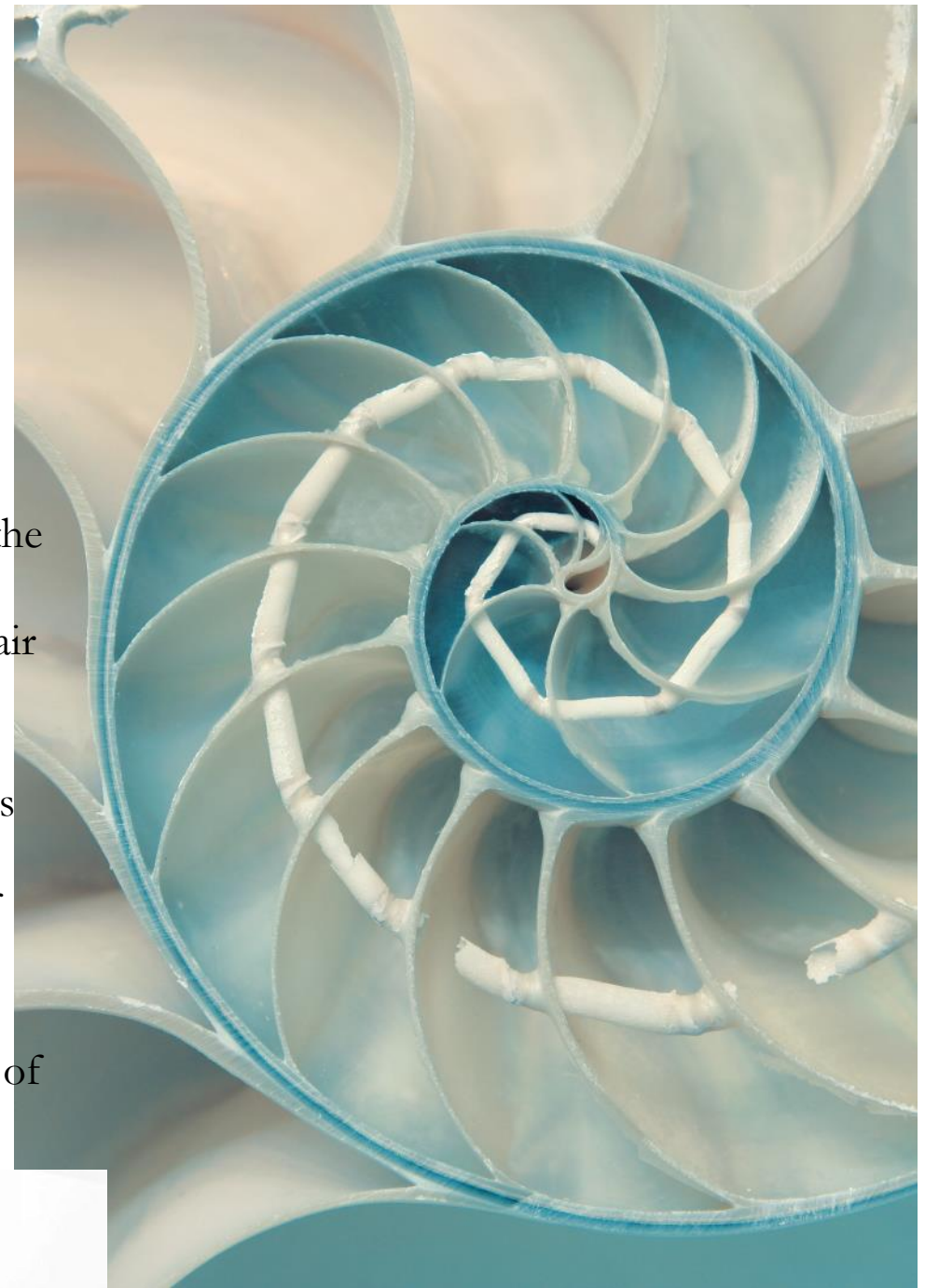
# Green technologies in ICT

Green technologies in ICT, as in other areas, are aimed at achieving the main goal - reducing the negative impact on the environment. According to the classification of the Organization for Economic Cooperation and Development (OECD), green technologies cover the following areas:

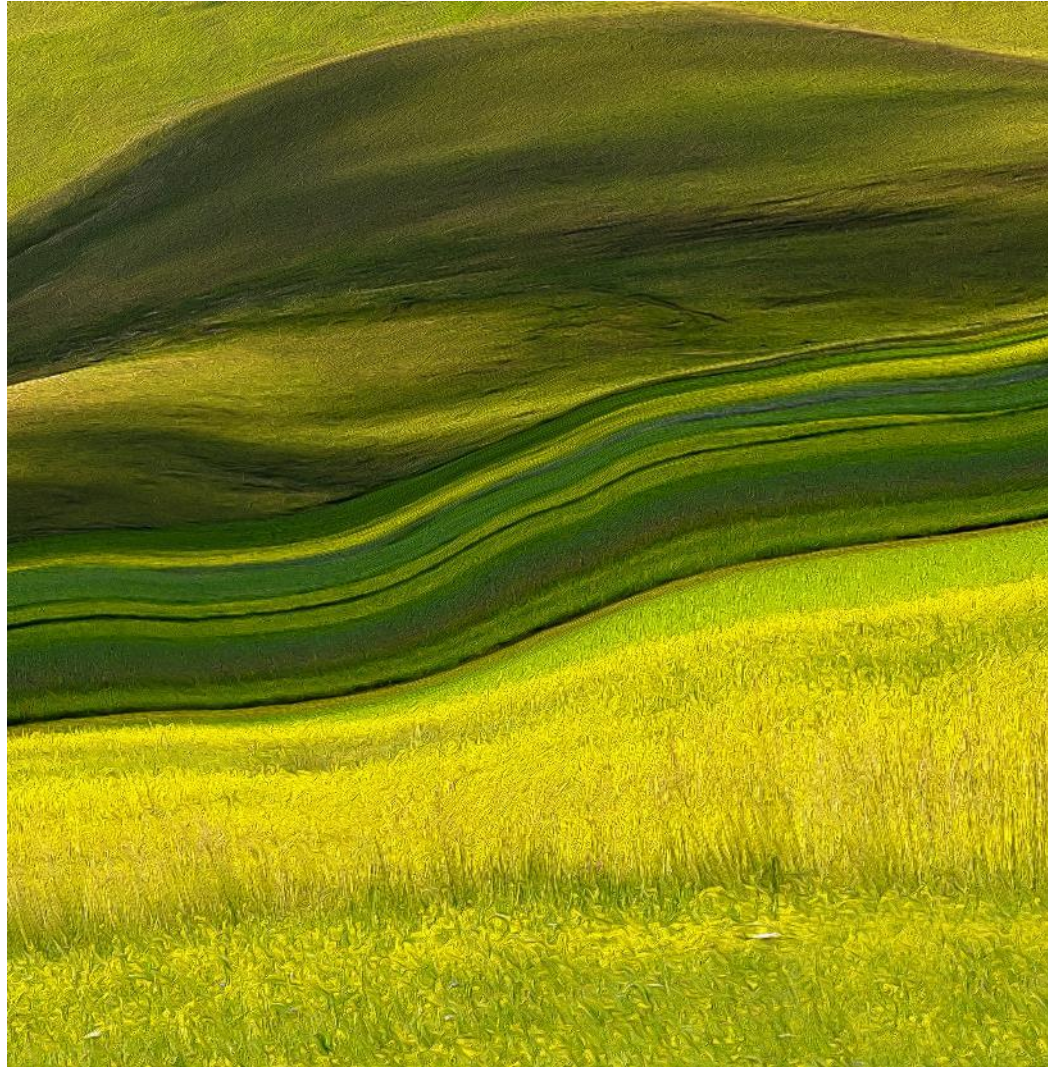
- general environmental management (waste management, water and air pollution control, land restoration, etc.);
- energy production from renewable sources.

The indicator of the impact of the ICT sector on the environment is one of the lowest in the structure of the world economy – about 2 percent of total carbon dioxide emissions. Among the main areas of development of green technologies, the key is energy. The main directions of its

"greening" are energy efficiency improvement and the development of new energy sources, primarily renewable.







# Teleconference

A teleconference (forum) is an organized thematic exchange of messages between network users.

Messages are sent not to private addresses of users, but to the address of the teleconference, i.e. the recipient is a server that provides access to the received message to other network users.

Teleconferences can be classified according to several parameters:

- according to the method of organizing information exchange - conferences in delayed mode (newsgroups, mailing lists) and conferences in real time (via IRC – Internet Relay Chat servers);
- according to the management method, teleconferences are moderated (controlled) and unmoderated (without a moderator);
- according to the level of access to the materials of the teleconference - open and closed (for registered participants).



# Telemedicine

Telemedicine is one of the areas of medicine based on the use of modern communication technologies for remote medical care and timely consultations.

Among the main telemedicine areas, the following should be highlighted: telemedicine consultations, tele-training, online broadcast of operations, remote biomonitoring and home telemedicine. All this is supported by telecommunication technologies.

There are a large number of different standards for the transmission of all types of medical information: ASTM, ASC X12, IEEE/MEDIX, NCPDP, HL7, DICOM, etc. Therefore, the question of creating a single standard for the exchange of medical data is becoming more acute. Each standards development group has some specialization: so ASC X12N deals with external standards for the exchange of electronic documents, ASTM E31.11 - standards for the exchange of laboratory test data, IEEE P1157 standards for the exchange of medical data ("MEDIX"), ACR/NEMA DICOM standards related to the exchange of images, etc.



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thank you for your attention