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Masahito Kawamori is a Project Prof. at the Media and Governance School, Keio University, Japan. Before joining Keio University in 2013, he had been a senior research engineer of NTT, which he joined in 1989 to do research and development in application of artificial intelligence, to convergent systems for mobile and fixed telecommunication, such as conversational robots and humanoids. This became, in 1998, a part of Japan Science and Technology Agency's program called Core Research for Evolutional Science and Technology Program that aimed at "Creating the Brain". Since 2000, he was involved in several projects in and outside of Japan to apply metadata and ontology for various services including, but not limited to, telecommunication and broadcasting, which have led to global standards that are currently commercially deployed in several services. He is also actively involved with the International Telecommunication Union, part of the United Nations.