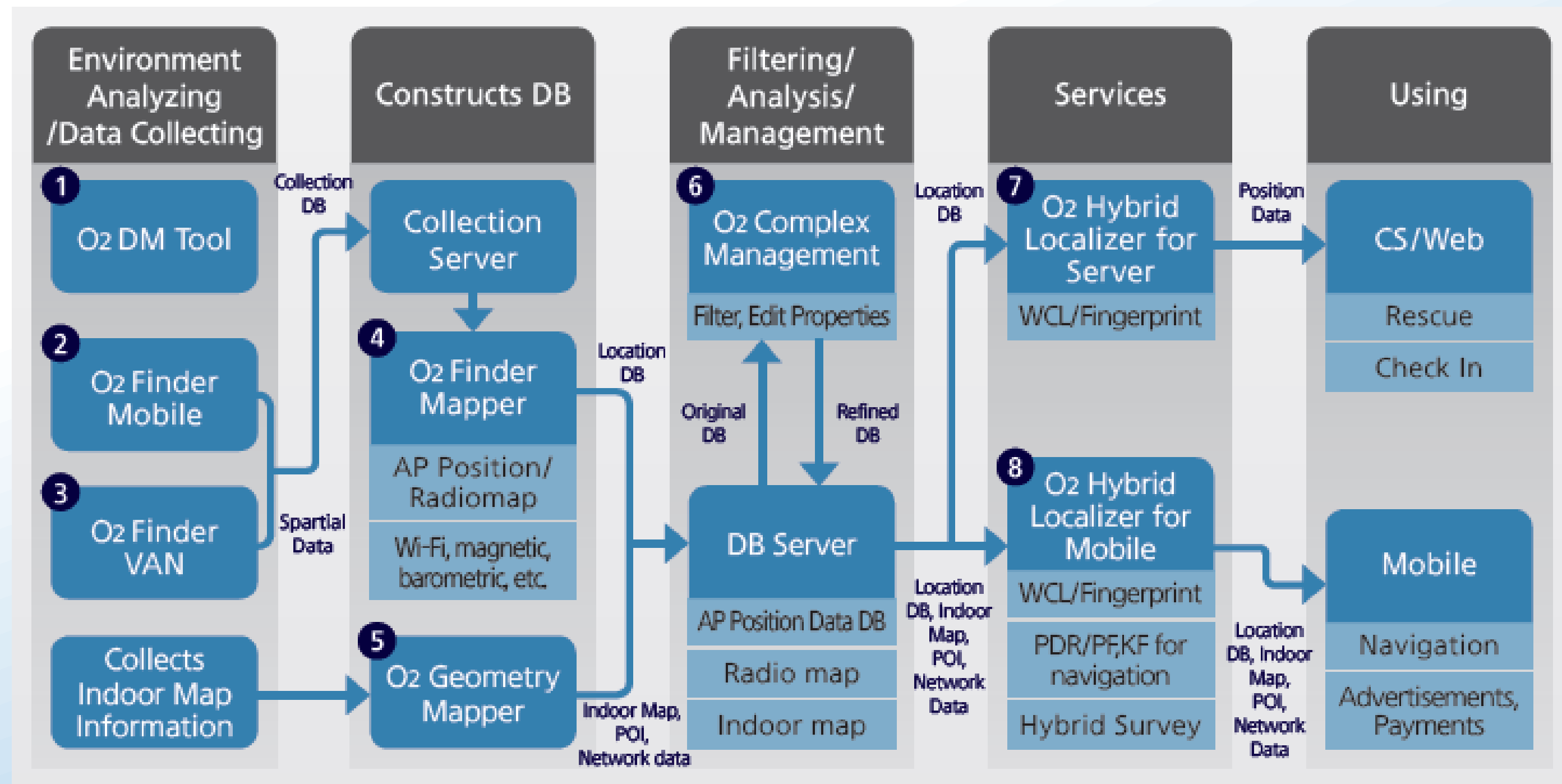


Technology Overview

O₂ LBS platform is a total LBS eco-system that can perform the entire process of location-based services such as location environmental diagnosis, dynamic measurement collection, location DB construction and hybrid localization.

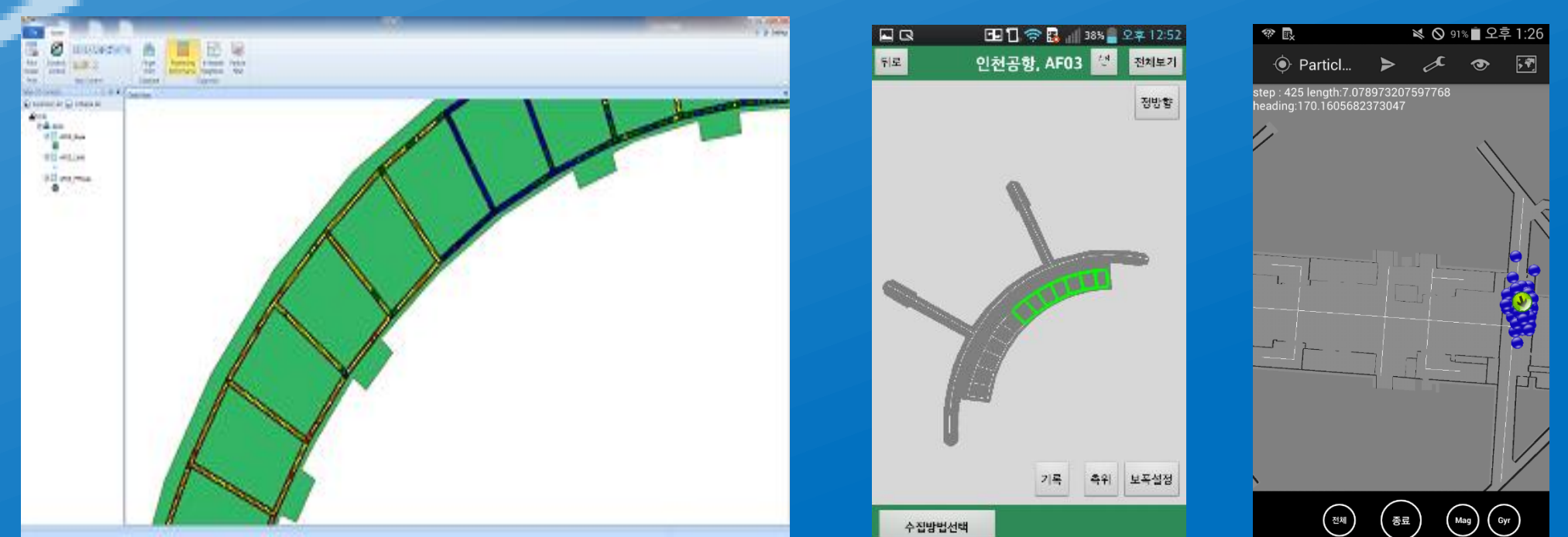


Core Technologies

- O₂ DM Tool : analyzes the expected location performance of O₂ LBS platform
- O₂ Finder Mobile/VAN : collects wireless signal and various sensor measurements with reference points using a smartphone or vehicle
- O₂ Location/Geometry Mapper : constructs location DB or 2D/3D indoor map
- O₂ Hybrid Localizer : provides robust and high accurate 3D position combining Wi-Fi/magnetic/barometer using Kalman or particle filtering

Application Area and Advantages

- Indoor Navigation, Location based mobile services(e.g. SNS, e-commerce)
- Public Safety(E-911 or E-112)



Accomplishments

- 10 patents submitted
- 6 technology transfers(totally 0.25 million U.S. dollars)
- Preferred partnership (technology transfer, technology licensing, joint research)

Applications
(O₂ DM Tool, O₂ Finder Mobile, O₂ Hybrid Localizer)(From left)