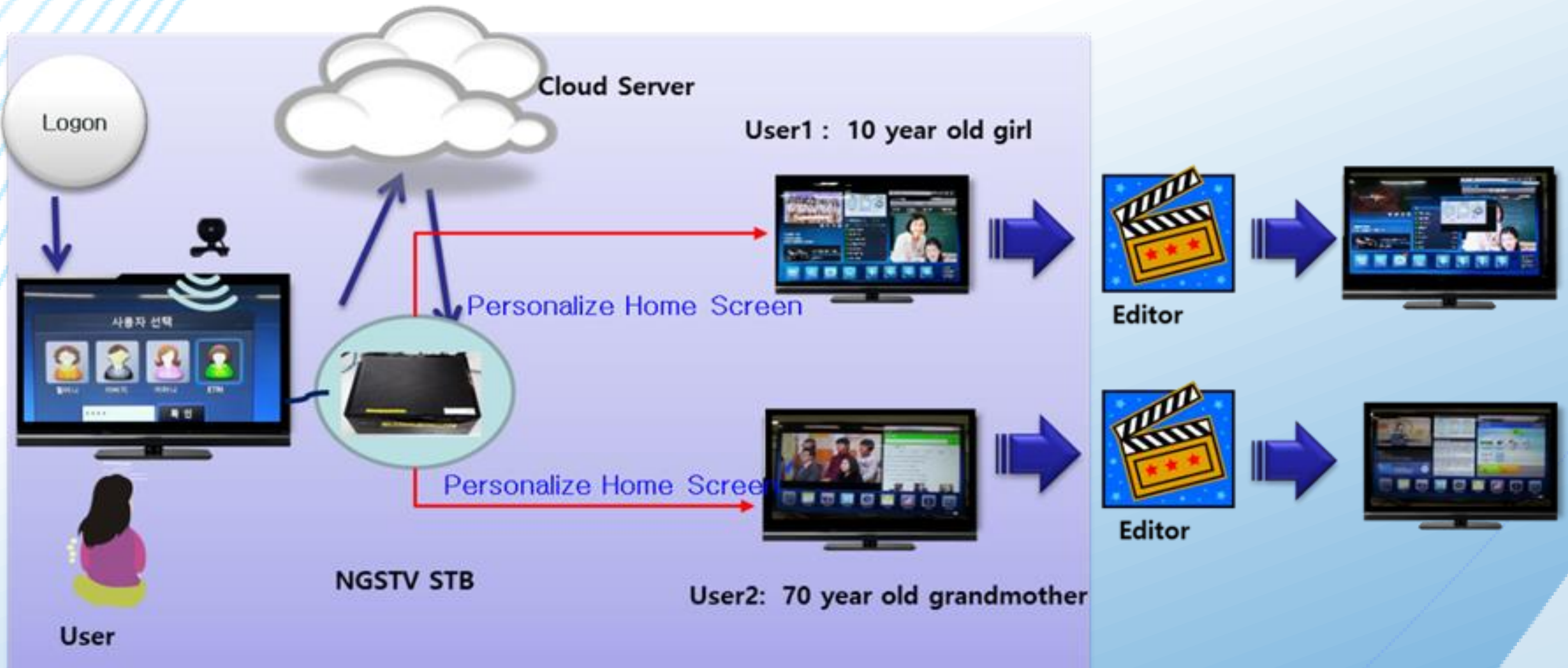


HTML5-based Smart TV STB

Technology Overview

- HTML5-based NGSTV(Next Generation Smart TV) STB is the future technology for Full HD digital TV broadcasting with personalized application services



Core Technologies

- HTML5 based NGSTV STB provides personalized home screen with customizable user interface.
- HTML5 based NGSTV STB provides multi-modal UI/UX, personalized services, hybrid media services, and augmented broadcasting.

Application Area and Advantages

- Enhanced STB platform for next generation Smart TV
- Personalized application services such as targeted advertisement, hybrid media services through broadcasting or the Internet.
- Sharing personalized home screen over the Cloud.

Accomplishments

- 3 PCT patents, 2 TOT(Transfer of Technology)
- Korea Standard TTA-KO-07.0120, 'Interconnection between Smart TV App Stores'