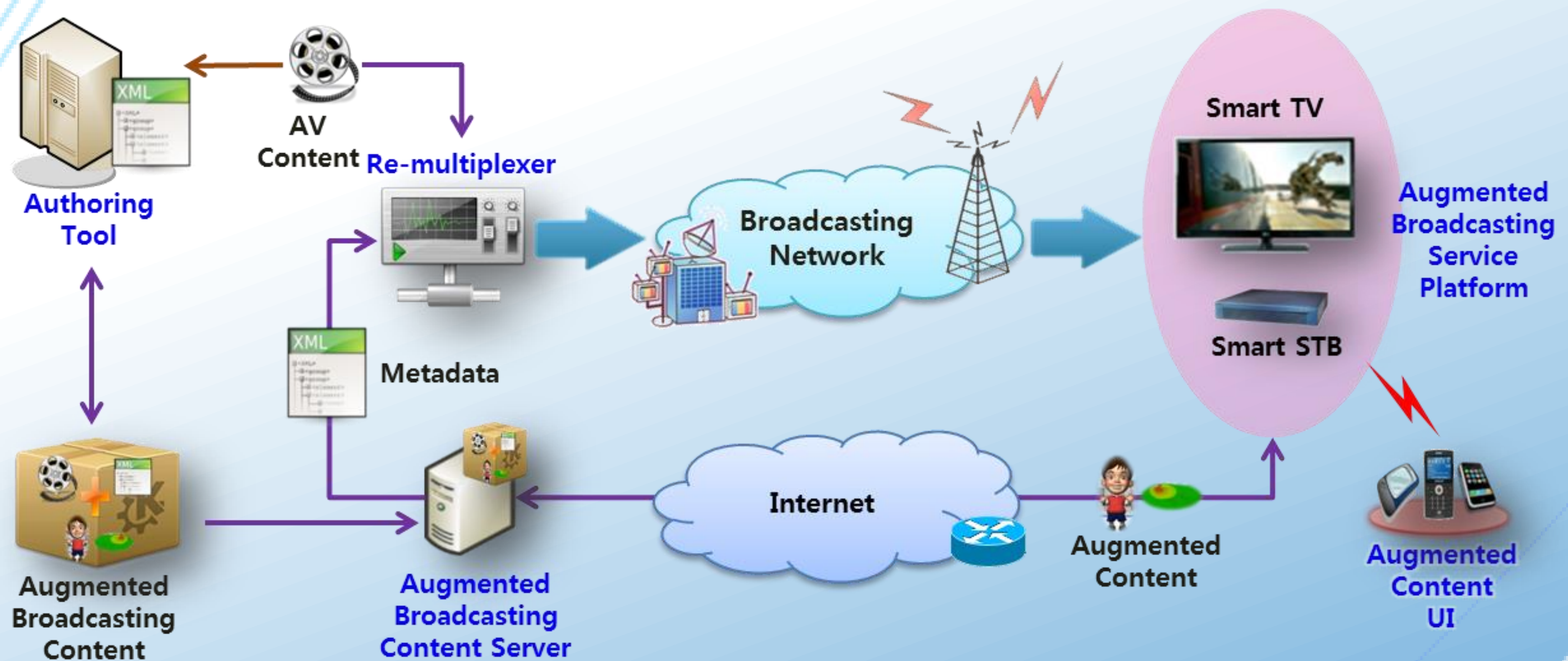


# Augmented Broadcasting Technology

## Technology Overview

- Ideal convergence of Augmented Reality (AR) concept with TV broadcasting
- Enabling users to select preferred augmented content provider
- Enabling users to control service using assistant devices such as tablet PC



## Core Technologies

- Metadata authoring to generate information for real-time rendering of augmented contents on a TV
- Hybrid content synchronization over heterogeneous broadcast and broadband networks

## Application Area and Advantages

- TV augmented advertisement using augmentation region allocated by broadcaster
- TV education by augmented broadcasting using assistant devices for user interaction
- Providing a new business model or application service based on augmented broadcasting

## Accomplishments

- Contributions on ISO/IEC 23000-13 and ITU-T J.301

