



**Kew Tea\***  
knowlege networked

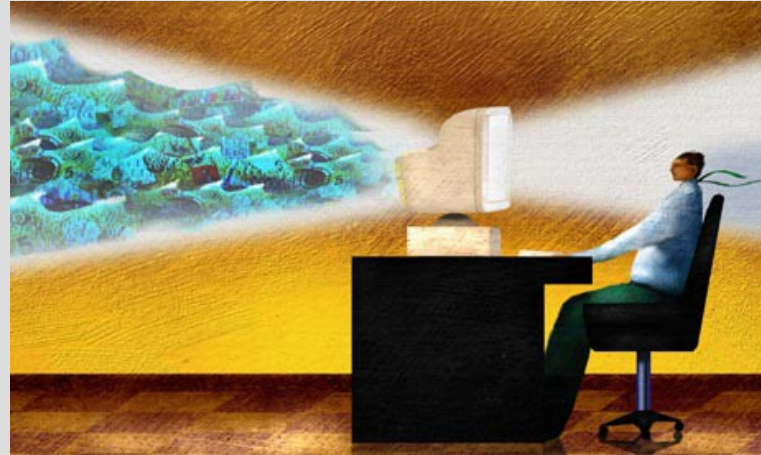
**Be better off at era of information overloading**

## Schedule

- Opening the <sup>opensource</sup> OS community : '13. Jan
- Prototypes from '13. Feb
- Beta Service from '13. April

## Table of Contents

- Product 1
- Product 2
- Business Model
- Schedule





measurements of you  
reporting hourly, daily, weekly & monthly

# Information Briefing Platform

pushed for you to prioritize

# How it works

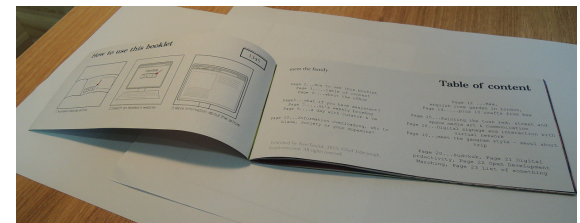
## “Multi-disciplinary design with Cognitive Science, Machine Learning/Data Mining/Context\_Awareness ”



[Context Aware/  
Measurement]

[Recommendation Engine  
plus Collective intelligence/  
DataMining]

[Pushed to App(hourly&Daily),  
Weekly Report & Print-outs]



# Population & Market Size Estimation

City(Population)	London(7.5M)	New York(8.4M)	Seoul(10.4M)
Age 25-40	1.75M(23%)	1.98M	2.39M
10% Customer (Revenue)	175,000 (\$21M)	198,000 (\$23.7)	239,000(\$28M)

(Source wikipedia and various)

Subscription

\$10 a month / head only

Article, Report & Analysis

Item Pay-as-you-go



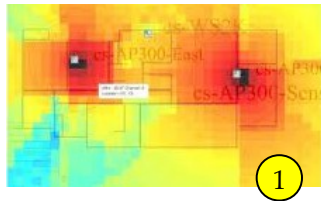
with Audio, Video

painting the town **red**

hyper local Content Delivery Network

mapped with city points

## RF Fingerprint



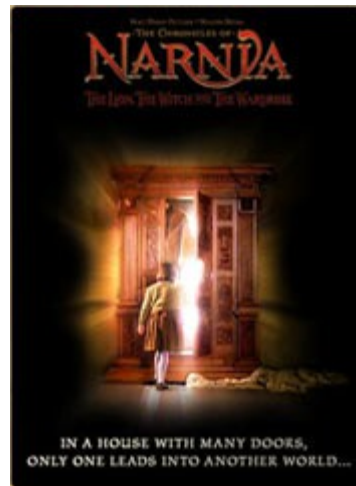
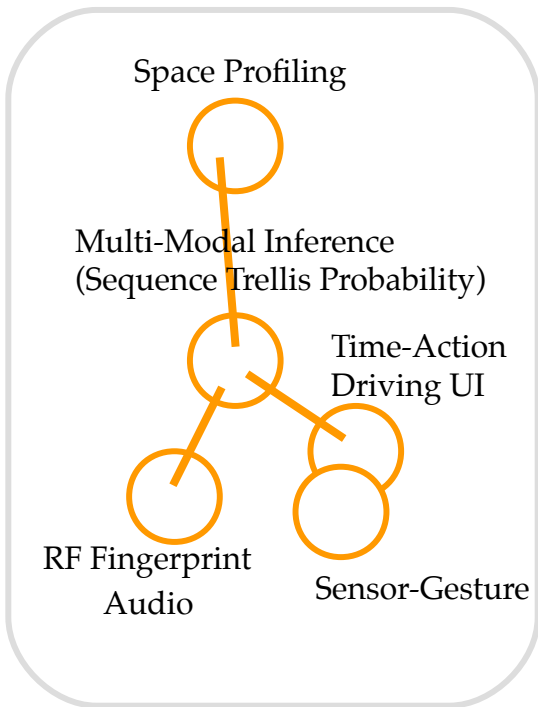
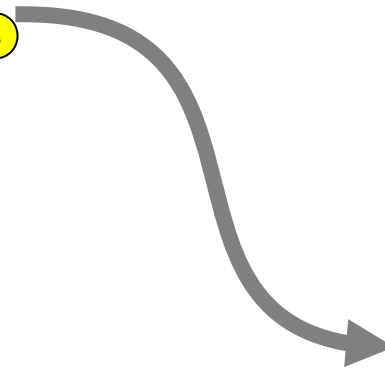
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Milk Delivery



Draw the door to  
Narnia



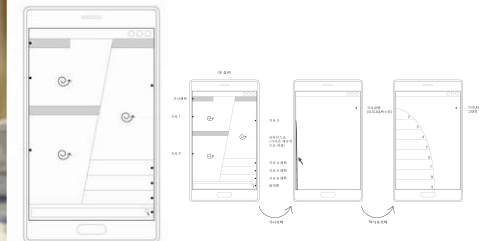
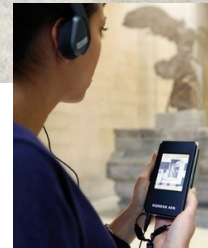
[User Device]



# inspiring Artists, Community & Local TV/Radio/Media

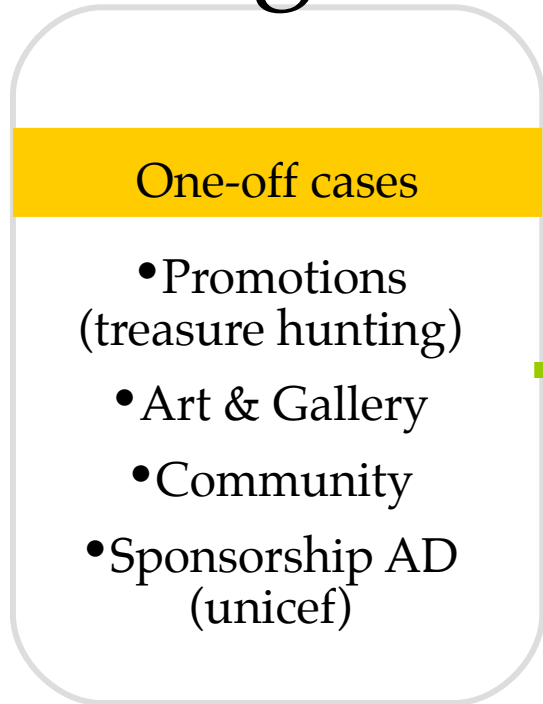
Let's fill the city with voice, Music & Video

## Case1

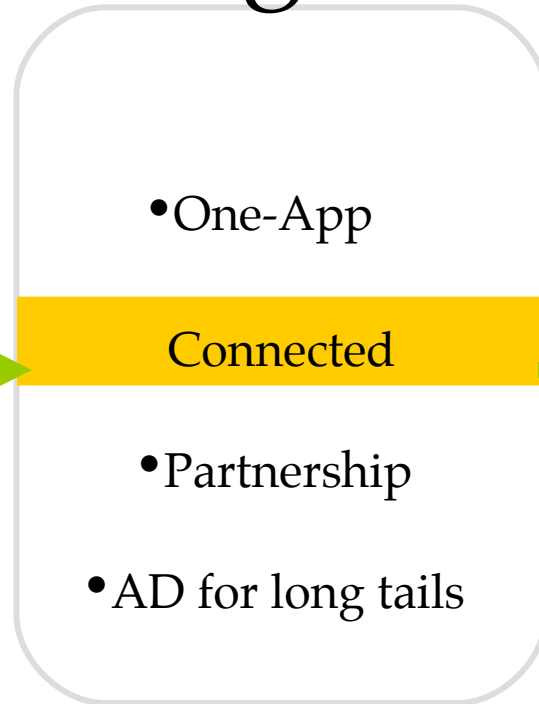


Guided Tour UI

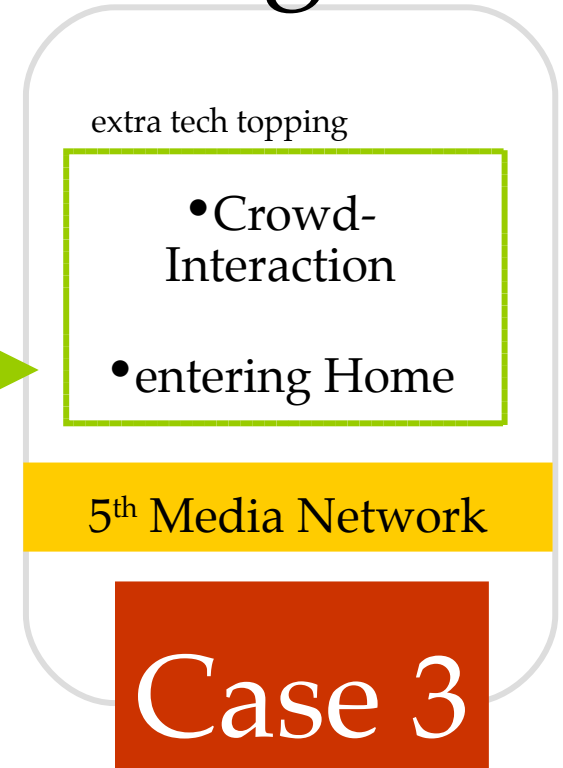
## Stage 1



## Stage 2



## Stage 3



- What's 4 media before?
- Not tuned by channel but sign & your context

Development and share together  
**OpenSource**  
algorithm library collaboration

SAAS-SW as a Service

cognitive, mindengineering  
context measurement

**Revenue from Partnership**  
**Subscription & Hosting**

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