Be better off at era of information overloading
<table>
<thead>
<tr>
<th>Event</th>
<th>Date</th>
</tr>
</thead>
<tbody>
<tr>
<td>Opening the OS community</td>
<td>’13. Jan</td>
</tr>
<tr>
<td>Prototypes</td>
<td>’13. Feb</td>
</tr>
<tr>
<td>Beta Service</td>
<td>’13. April</td>
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Table of Contents

• Product 1
• Product 2
• Business Model
• Schedule
Information Briefing Platform

pushed for you to prioritize

measurements of you reporting hourly, daily, weekly & monthly
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(hourlyy&Daily), Weekly Report & Print-outs]
### Population & Market Size Estimation

<table>
<thead>
<tr>
<th>City (Population)</th>
<th>London (7.5M)</th>
<th>New York (8.4M)</th>
<th>Seoul (10.4M)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Age 25-40</td>
<td>1.75M (23%)</td>
<td>1.98M</td>
<td>2.39M</td>
</tr>
<tr>
<td>10% Customer (Revenue)</td>
<td>175,000 ($21M)</td>
<td>198,000 ($23.7)</td>
<td>239,000 ($28M)</td>
</tr>
</tbody>
</table>

(Source: Wikipedia and various)

### Subscription

$10 a month/head only

### Article, Report & Analysis

Item Pay-as-you-go
painting the town red

hyper local Content Delivery Network
mapped with city points

with Audio, Video
RF Fingerprint + Milk Delivery + $20

Space Profiling
Multi-Modal Inference (Sequence Trellis Probability)
Time-Action Driving UI
RF Fingerprint
Audio
Sensor-Gesture

Draw the door to Narnia

[User Device]
inspiring Artists, Community & Local TV/Radio/Media

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

Case 1

Leaving voice memo

Guided Tour UI

Wifi Pebble (+solar)

Artist- Podcast

Classic Music mp3

2
Business & Market

Stage 1
- One-off cases
  - Promotions (treasure hunting)
  - Art & Gallery
  - Community
  - Sponsorship AD (unicef)

Stage 2
- One-App
- Connected
- Partnership
- AD for long tails

Stage 3
- extra tech topping
- Crowd-Interaction
- entering Home

5th Media Network

Case 3

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

Next pg-OpenSrc
Development and share together OpenSource algorithm library collaboration

SAAS-SW as a Service cognitive, mindengineering context measurement

Revenue from Partnership Subscription & Hosting
Schedule

- Opening the OS community: ’13. Jan
- Prototypes from ’13. Feb
- Beta Service from ’13. Apr