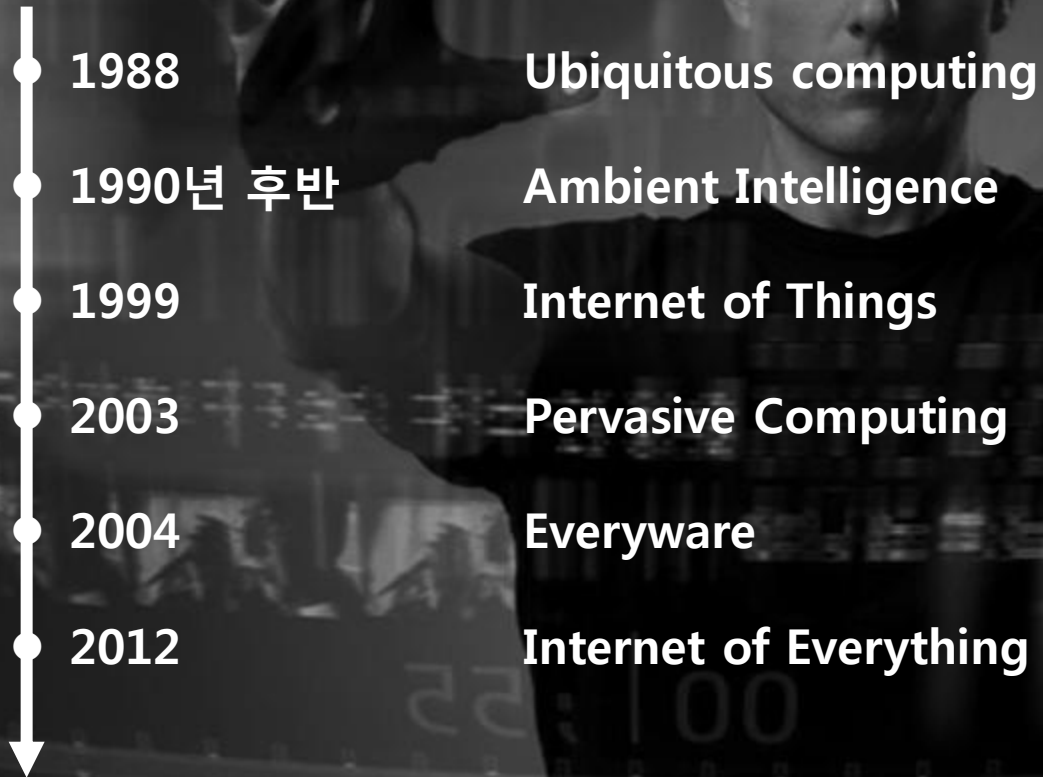


스마트 시대, 당신을 위한 디지털 비서 LG '홈챗'

2014. 2. 20

LG전자 스마트비즈니스센터
황재선 차장

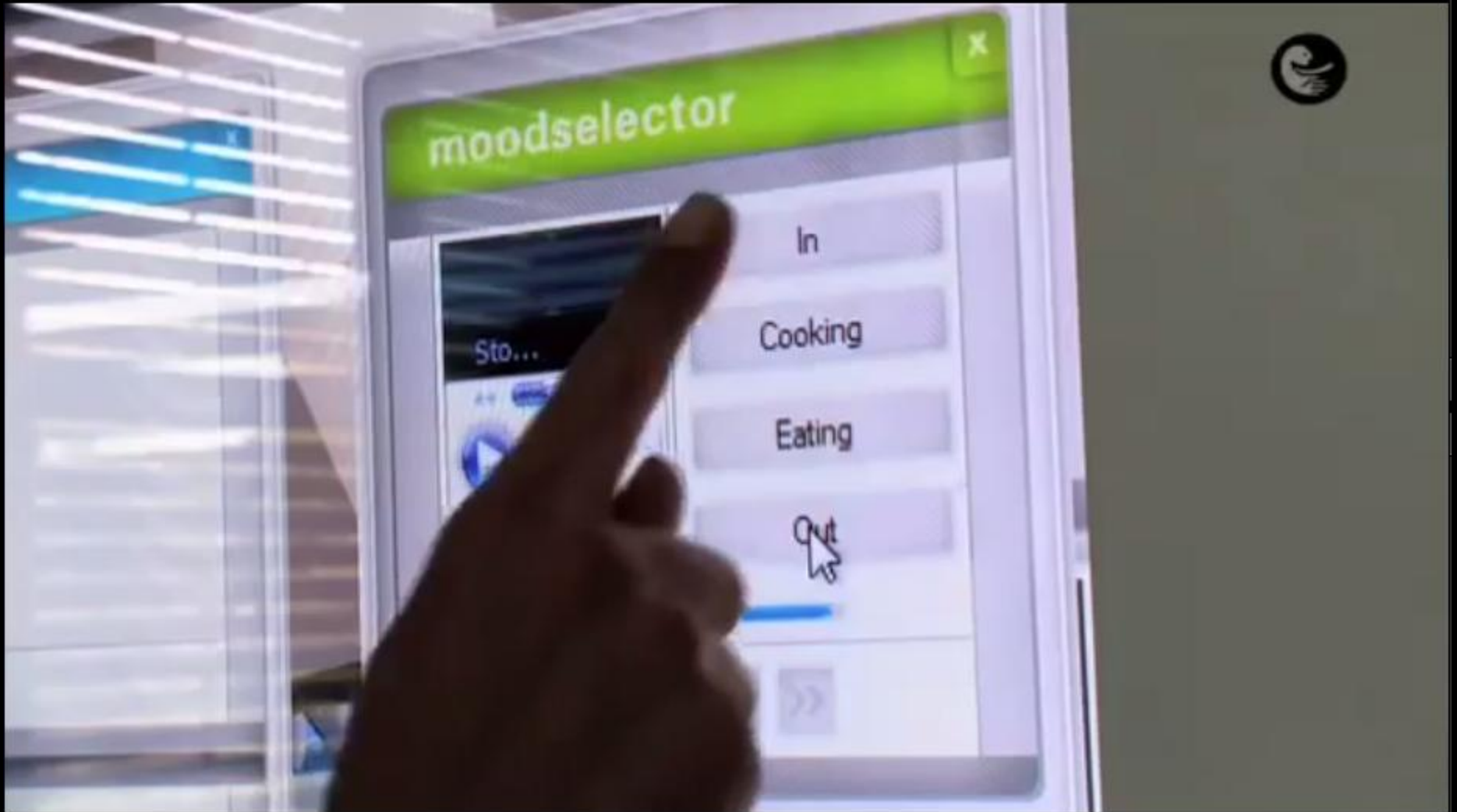
Internet of Things



GE future concept for kitchen (2006년)



Living Tomorrow: house of the future (2010년)



LG HomeChat 



CES 2014

Editors' Choice Award 2관왕 수상





TR * 88

GUIDED MICRO-PROJECTILES

18

12

RIGHT SIDE - MINIMIZE

ROCKETS HIGH-Powered
97% FULL

ROCKETS HIGH-Powered
97% FULL

ROCKETS HIGH-Powered
97% FULL

08A

아이언맨 :: JAVIS

26
JUNE
TUESDAY

SHIELD OS
Ver 1.1.0



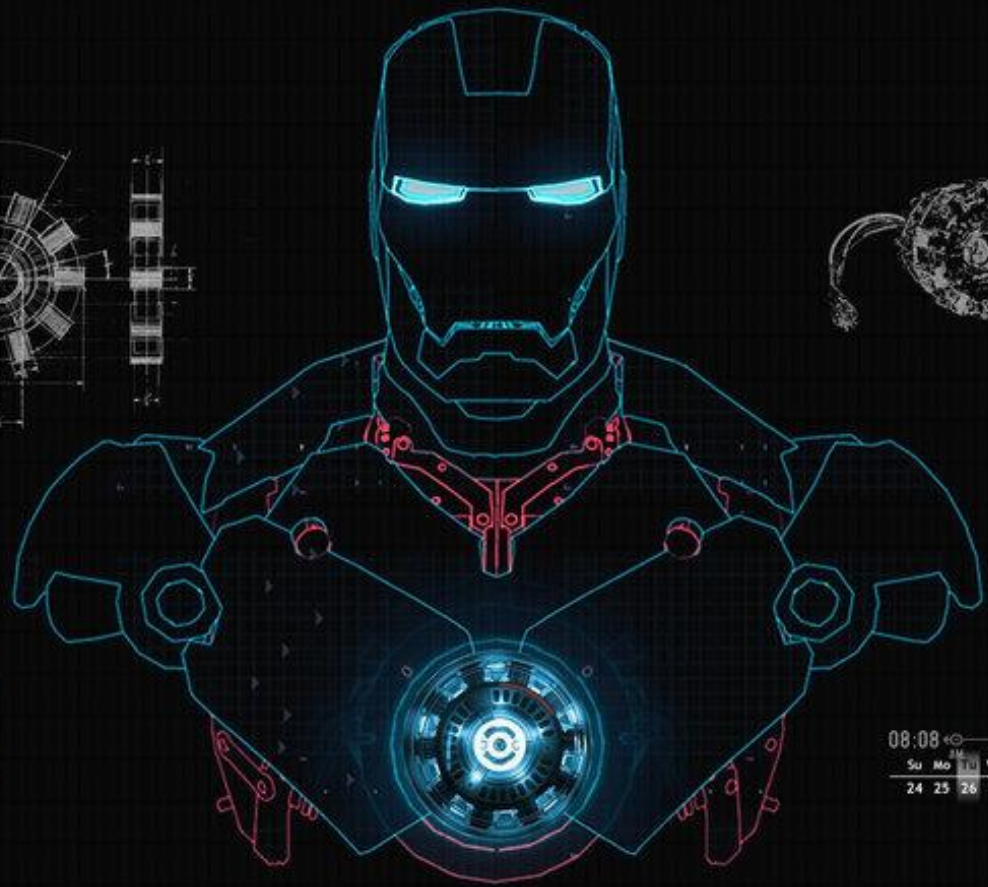
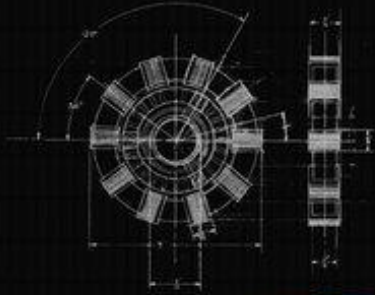
AGENT IN HIVES

- Photoshop
- Illustrator
- Pressure Pen
- After Effects
- Autodesk
- Macromedia
- Drawniverse
- SketchBook
- Flash
- Excite
- Fireworks
- Indesign
- Contribute
- Delusion

TO DO LIST

- Call Nick Fury not working today
- Lunch Date with Pepper
- Anger Management with Hulk

STARK INDUSTRIES



Sunny
Today 67°F
Wednesday 86°F
Thursday 87°F

- Chrome
- Opera
- Internet Explorer
- Safari
- Firefox
- Thunderbird

BRIDGE CONTROL



08:08

Su Mo **Tu** We Th Fr Sa
24 25 26 27 28 29 30

- Gmail
- Skype Apps
- Web Forum
- YouTube
- Twitter
- Facebook
- Downloads
- Documents
- Pictures
- Music
- Parameter
- Videos

Currently power level is at 100 percent and holding steady.

HARD DRIVES

| | |
|-----|------------------------|
| C:\ | 771.0 GB/1.8 TB used |
| D:\ | 869.9 GB/931.5 GB used |

NETWORK

| | |
|------------|-------------|
| IP Address | 75.84.6.134 |
| Upload | 0.0 B/s |
| Download | 0.0 B/s |

SYSTEM

| | |
|------------|-----|
| CPU Usage | 13% |
| RAM Usage | 16% |
| SWAP Usage | 18% |

SHUTDOWN RESTART LOG OFF



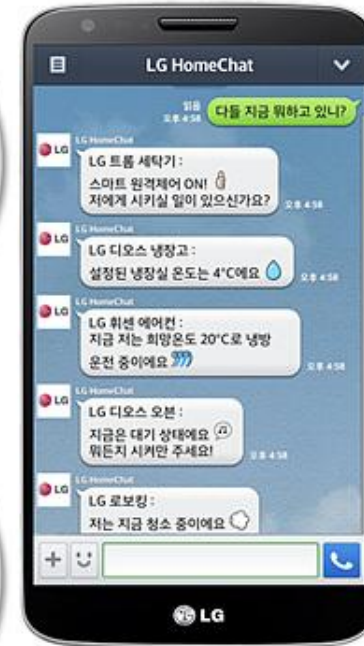
SMART WASHER

Washing time rescheduled to **8:30 PM**

reality

홈챗(HomeChat)이란?

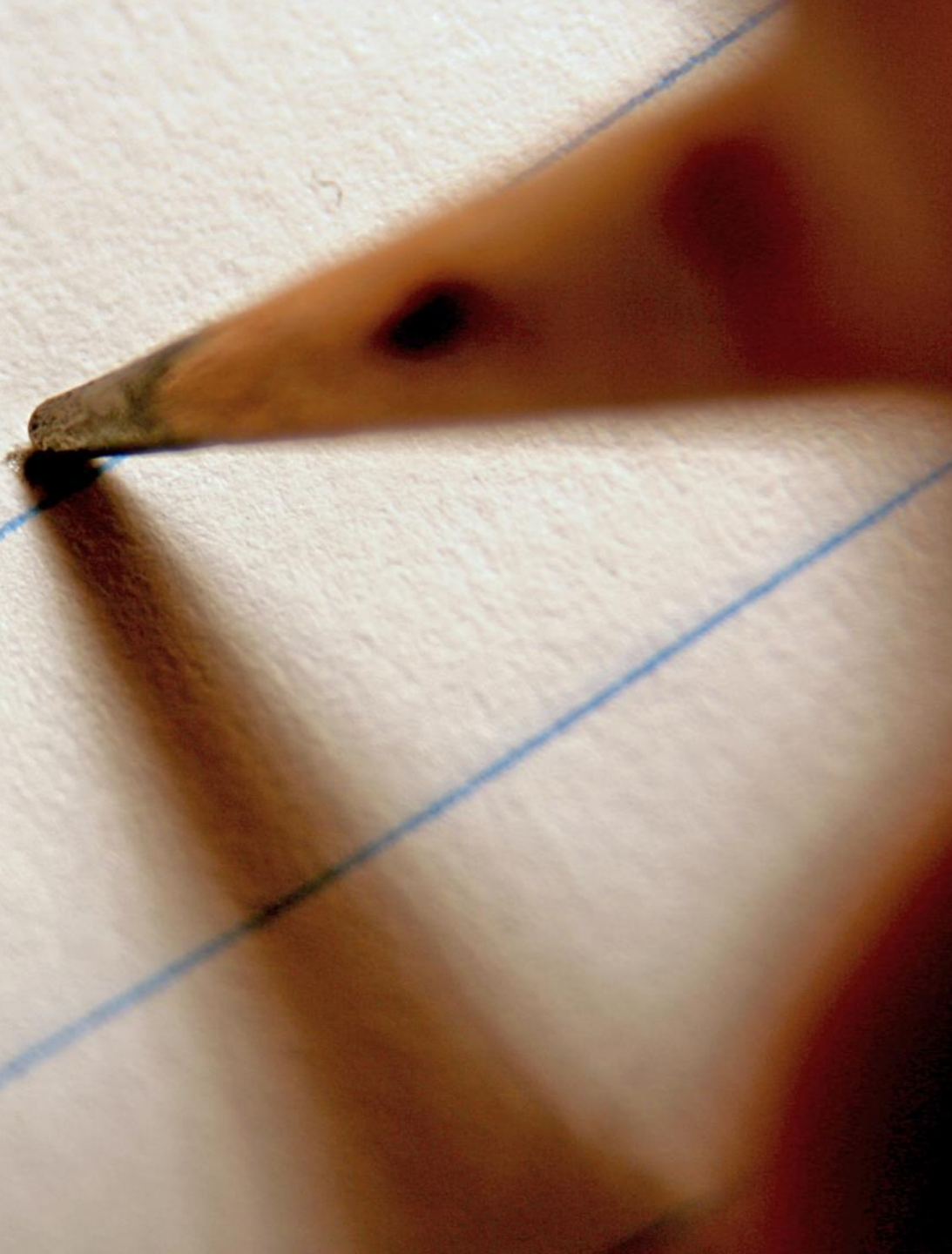
*“모바일 메신저를 이용하여
가전기기를 사용하는 비서서비스”*



라인과 함께하는 홈챗

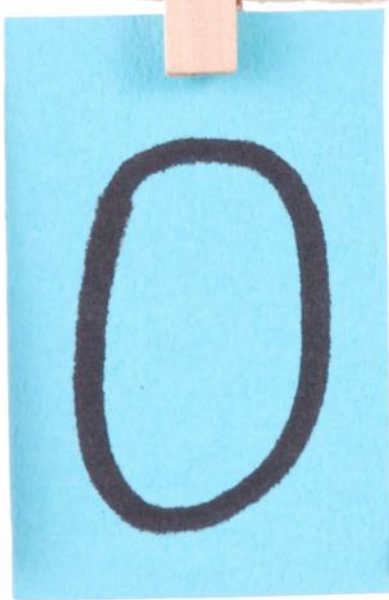


✓
Pump





H



O



W



?

Input Technologies

Sensor
Input
(M2M)

Gesture
Input

Speech
Input

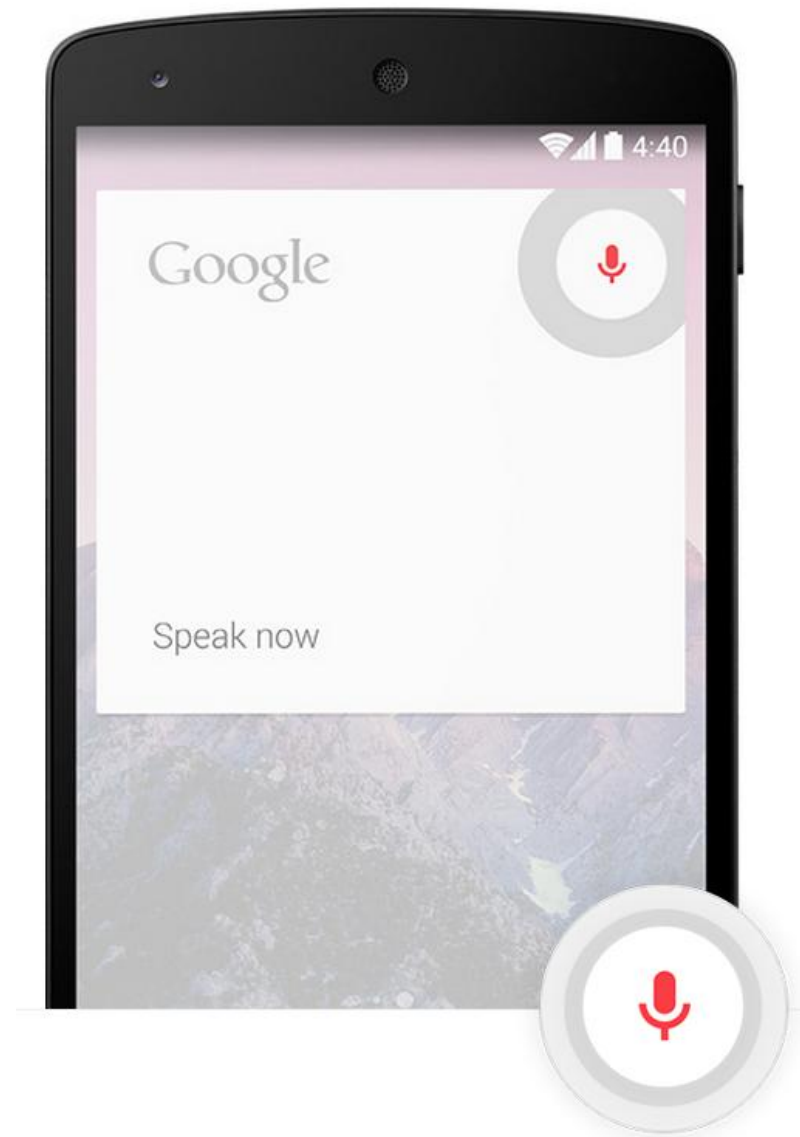
Nest thermostat



Leap Motion



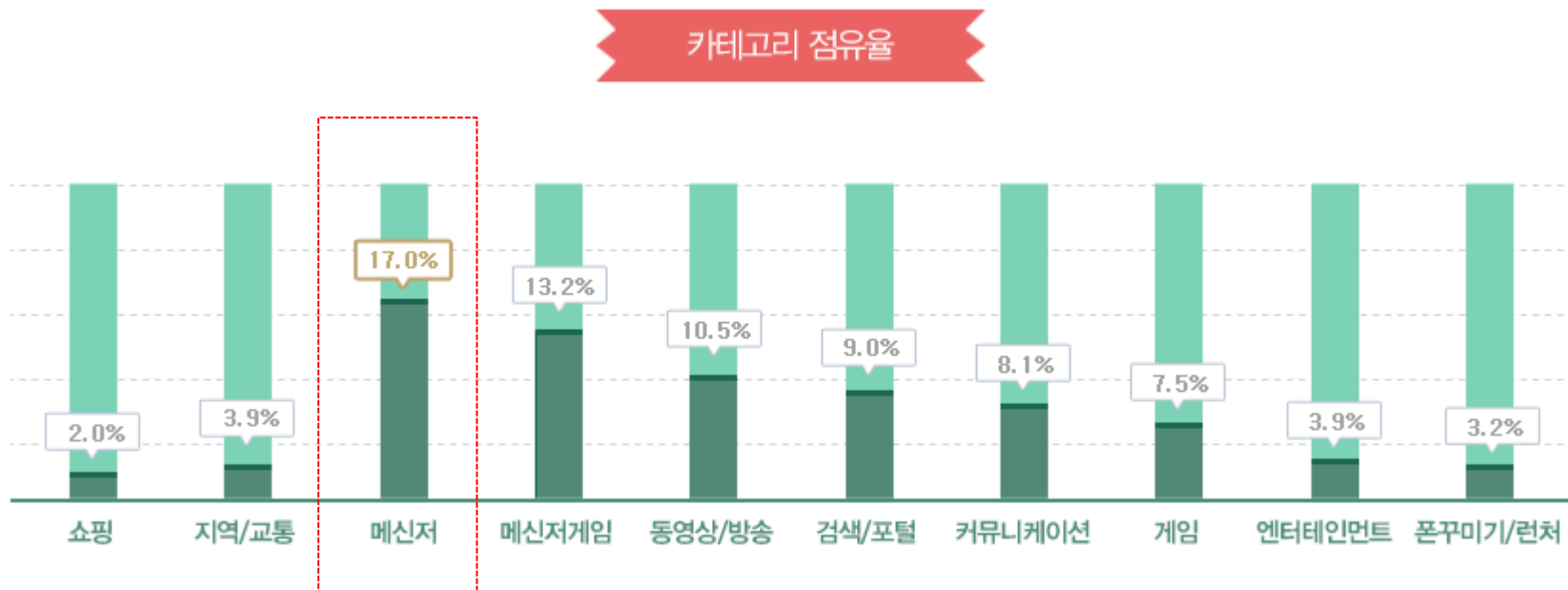
Apple Siri, Google Now





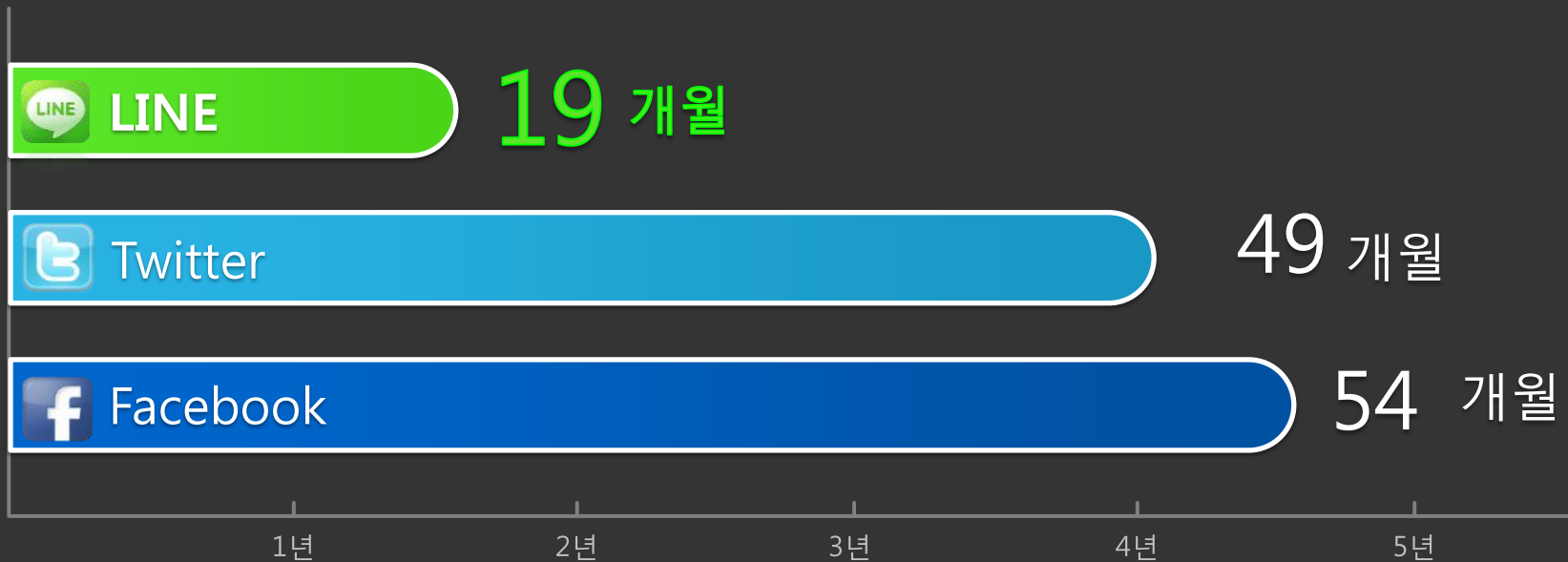
편안한 환경 = 사용자 친화

모바일 앱 이용시간 점유율



World's **Fastest** Growing Service

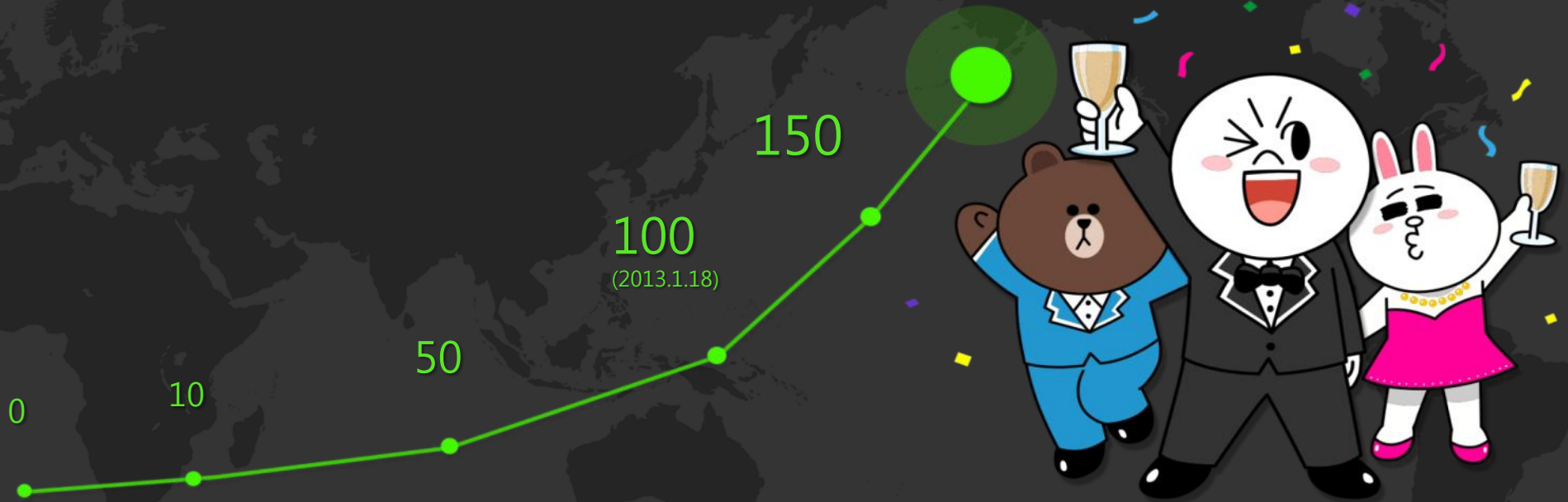
가입자 1억 명에 이르기까지 소요된 시간



Over 350 million Users Worldwide

LINE 이용자 3억 5천만 명 돌파!

(2014년 2월 기준)



Globally Popular!

52개국에서 1위 앱 기록, 230개국에 이용자 분포



자연어 처리 - Q보이스

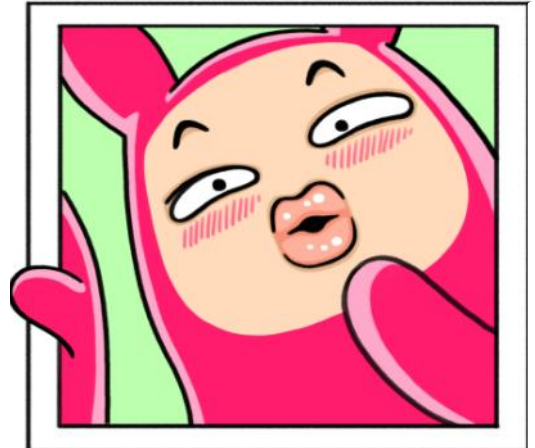


HomeChat Character



홈챗 캐릭터

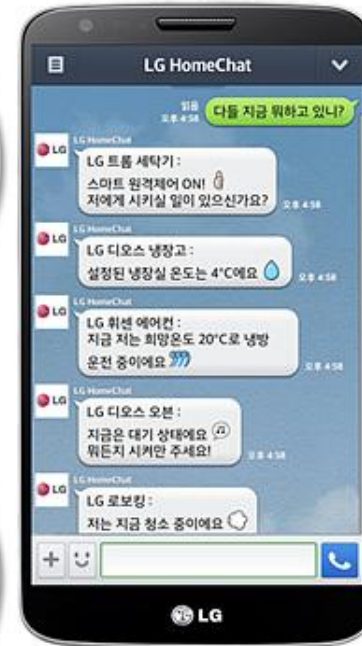
“사람에게는 아주 **친근**하고,
따뜻하지만 자기가 관리하고
있는 기계들에게는 **엄격**하게
일을 지시하는 캐릭터”



홈챗(HomeChat)이란?

“**일상의 언어**로 이야기하는
것을 이해하여

기기들에게 명령을 내리고,
기기들의 반응을 보고 그 결과를
전달하는 **사용자 친화적인**
개인비서”



What?

MU91

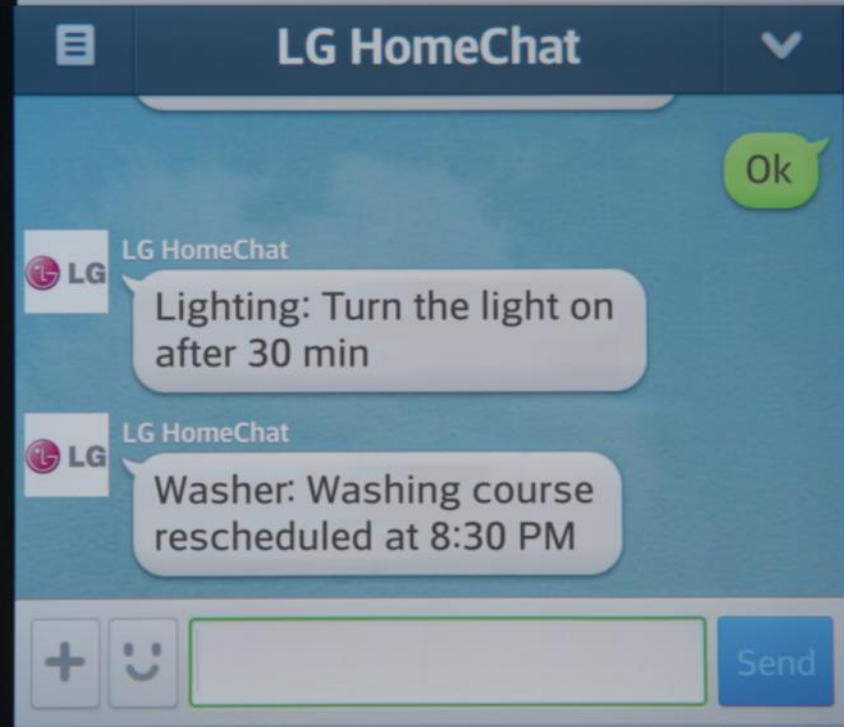
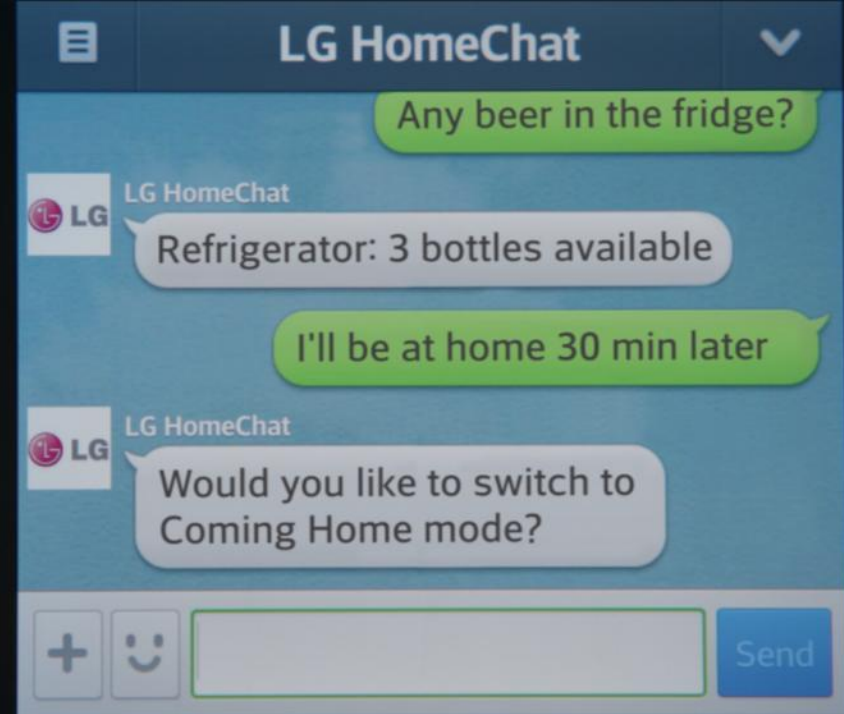
홈챗의 장점 (1)

“가전기기의 **기본 기능**을
일상의 언어로 사용하기”



홈챗의 장점 (2)

**“상황별 연출을 통해 조금
더 똑똑하게 기기 사용하기”**



홈챗의 장점 (3)

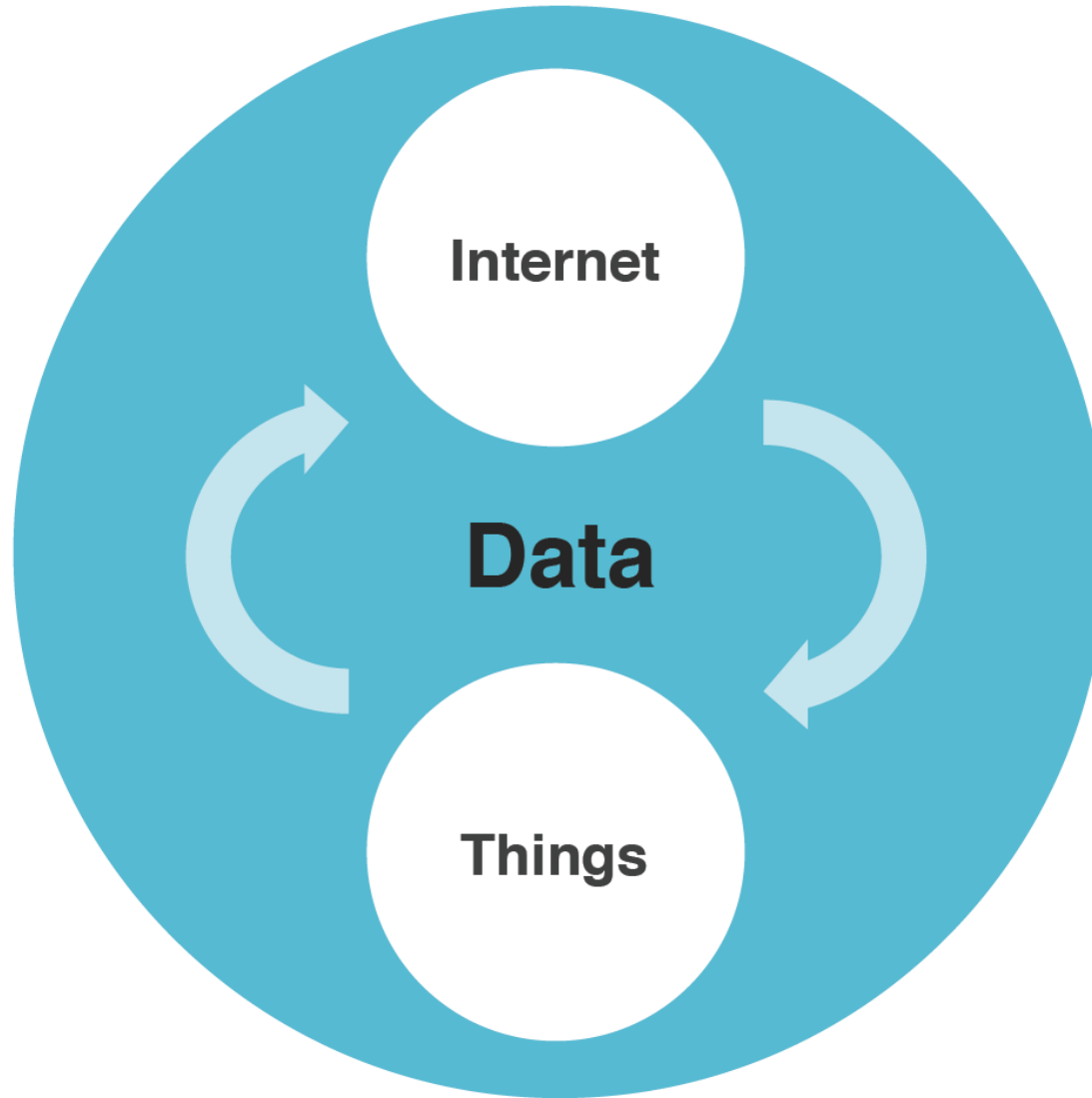
“재미있는 **캐릭터**와
스티커 커뮤니케이션”



A long, empty subway station platform with a central striped path and the word 'Next?' overlaid. The platform is brightly lit with recessed ceiling lights. The walls are white with some posters and a small kiosk. The floor is light-colored with a central path of dark grey and white stripes. The perspective is from the end of the platform looking down its length.

Next?

IoT = Internet, Things, Data의 상호작용



과제들...

Privacy

- 데이터를 수집하는지?
- 왜? 무엇 때문에?

Security

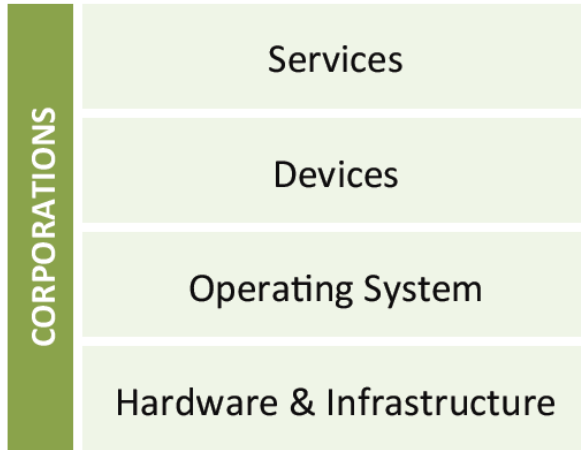
- 데이터의 보호는?
- 기기의 보안은?

Ownership

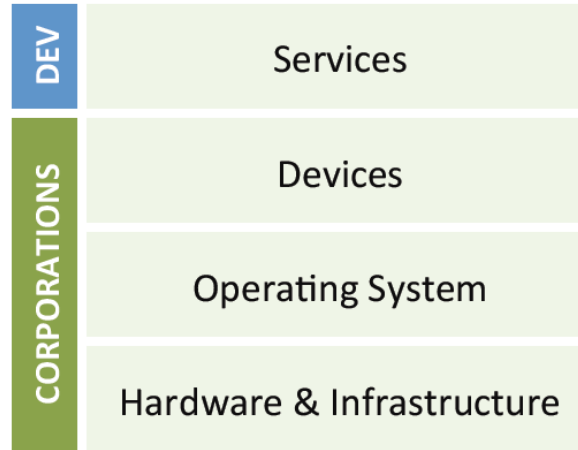
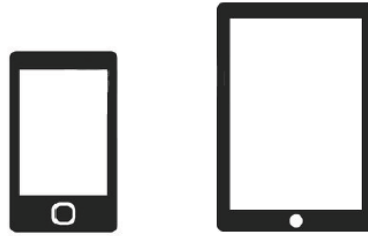
- 기기의 소유와 관계?
- 데이터의 소유?

IoT 시대의 협업

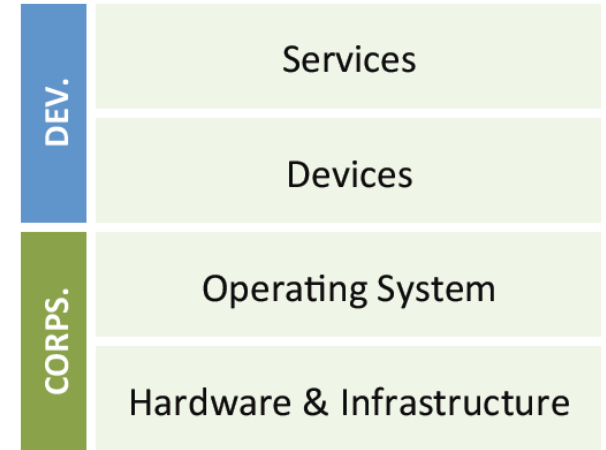
PC industry



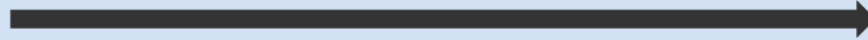
Mobile industry



Internet of Things



TOP DOWN



COLLABORATIVE

감사합니다

LG전자

스마트비즈니스센터

황재선 차장 (js.hwang@lge.com)