



Samsung C-Lab to Reveal Creative New Projects at CES 2018

Three innovative new C-lab projects as well as commercial products from seven spin-offs to be showcased at this year's CES

SEOUL, Korea – January 2, 2018 – Samsung Electronics announced today that, at CES 2018, it will introduce three innovative new projects, developed from its C-Lab (Creative Lab) program. In addition, seven start-ups which have been spun off from C-Lab will showcase their newly released commercial products at CES to explore new business opportunities.

“Since launching five years ago, our C-Lab program has gained exciting momentum across Samsung, helping foster an innovation culture, and providing avenue for our creative, talented employees to pursue innovative new projects. We will continuously introduce innovative projects through our C-Lab program” said Jaill Lee, Vice President and Head of the Creativity & Innovation Center at Samsung Electronics.

The three new C-Lab projects include:

- **S-Ray (Sound-Ray)** is a portable directional speaker which users can carry anywhere. While existing directional speakers are primarily stationary due to their size and price, S-Ray is a directional speaker that is made much smaller, lighter and portable with its unique system module while maintaining the advantages of conventional directional speakers and/or earphones. S-Ray helps people avoid having to put on earphones for a long time which can cause ear pain, and avoids the distractions to others Bluetooth speakers can cause. At CES 2018, S-Ray will showcase a variety of product options such as Neckband, Handy and smartphone cover.
- **GoBreath** is a recovery solution for people who have experienced lung damage and suffer from postoperative pulmonary complications after general anesthesia. Patients commonly need to exercise deep breathing for faster recovery, with one of the conventional methods through use of an spirometer. However, deep breathing becomes challenging for patients who have undergone surgery due to lung pain. A doctor at Samsung Medical Center came up with the concept of GoBreath, which helped his patients recover faster, and consists of a portable device and mobile app that can teach patients basic techniques such as inspiration, coughing or deep breathing. Patients can refer to exercise guidelines and check how well their lungs have recovered through the app. GoBreath even offers a web and cloud service for doctors to help them monitor their patients' recovery progress as well as provide reminders to practice.
- **Relúmīno** glasses are smart visual aid eyeglasses to help people with vision challenges see images clearer when they are reading a book or viewing an object. The Relúmīno app was first showcased at Mobile World Congress 2017, and Relúmīno glasses were subsequently developed to enable people with visual impairments to utilize the technology more comfortably and discreetly. The glasses work in conjunction with a smartphone, utilizing its processors and batteries, which makes Relúmīno glasses light and comfortable to wear. The smartphone processes images from videos projected through the camera of the glasses, and the processed images are floated into the display of the Relúmīno glasses to help the wearer see things better.

In addition to these projects, seven start-ups which have been spun off from Samsung C-Lab, including LINKFLOW, Kitten Planet, lululab, KIDSOFT, Mangoslab, Innomdle lab, and analogue plus, will participate at CES 2018 to showcase their newly released commercial products and explore global business opportunities.

As notable example, the wearable camera FITT360 by LINKFLOW was awarded the CES 2018 Innovation Award in the Digital Imaging category. Initially, the start-up focused on personal travelers



in the B2C market, but recently has been focusing on a B2B model for the security industry with a model which features extended battery capacity.

Created in December 2012, C-Lab is an in-house idea incubation program that encourages a creative corporate culture and nurtures innovative ideas from Samsung employees. The program supports the development of ideas from all areas of the business. Introduced in 2015, the C-Lab spin-off policy helps Samsung employees who have successfully completed C-Lab projects to launch their own start-ups. Samsung supports the spin-off companies through seed money investment and business consulting to accelerate their growth, while guaranteeing their independent management.

For more information, please visit the booth #51765~#51774 in Sands, Hall G (Eureka Park Marketplace) from January 9 – 12, 2018.

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About Samsung Electronics Co., Ltd.

Samsung inspires the world and shapes the future with transformative ideas and technologies. The company is redefining the worlds of TVs, smartphones, wearable devices, tablets, digital appliances, network systems, and memory, system LSI, foundry and LED solutions. For the latest news, please visit the Samsung Newsroom at <http://news.samsung.com>.

Appendix

1. LINKFLOW (www.linkflow.co.kr)

'LINKFLOW' has developed a neckband-form wearable 360 camera that records full HD video from the first-person viewpoint. The video can be broadcast in real time using automatic stitching technology. Originally, its main target customers were personal travelers and sports athletes, but it has found a new business opportunity in the security market after its spin-off. The commercial B2B model will be shipped to security companies around the world.

2. Kitten Planet (www.brushmon.com)

'Kitten Planet' has launched an ultrasound toothbrush called 'Brush Monster' for kids to educate them on how to brush effectively using an augmented reality (AR) guide. Children can enjoy toothbrushing through fun features like collecting Monster images and sharing selfie photos.

3. lululab (www.lulu-lab.com)

'lululab' has developed the artificial intelligence (AI) skincare assistant, Lumini. The AI algorithm captures and analyzes face images to predict skin troubles intelligently and suggests best products to customers based on accumulated measurement data. The solution can be implemented in various device forms, e.g. portable device, KIOSK, and signage.

4. KIDSOFT (www.kidsoft.kr)

'KIDSOFT' has developed the 'Carrie Watch' that helps kids to develop good habits and improve their cognitive ability. Children can plan activities with their parents using the watch, and receive rewards for accomplishing the task correctly. In addition, parents can also measure their children's ability to pay attention through the device. The company completed a joint research project with Seoul National University Hospital to develop a model of children's behavior development using the watch.

5. Mangoslab (www.mangoslab.com)

'Mangoslab' has successfully launched its smart sticky notes printer called 'nemonic'. Users can print free memos and useful built-in templates via their smartphone. The data can be stored and managed in a cloud server and up to 20 people can share the device at the same time using Bluetooth connectivity.

6. Innomdle Lab (www.mysgnl.com)

'Innomdle Lab' has developed an innovative watch strap 'sgnl' that generates vibrations when a voice signal is received through Bluetooth. The vibrations transmit through your hand to your fingertip. When you place your fingertip to your ear, the vibrations change back to voices. The device enables people to make and take phone calls without worrying about privacy issues in a silent environment.

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The company successfully raised over USD two million in crowdfunding and will ship products to backers soon.

7. analogue plus (www.analogue-plus.com)

'analogue plus' has developed a smart communication device 'Ahead' for helmet users. Both hands and ears can remain free while using the gadget attached on a helmet. Motorcycle and bike riders, skiers, and workers in dangerous environments can safely answer phone calls and enjoy music using 'Ahead.'