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Samsung Announces Support for Seven New Startups Spinning-Off from C-Lab Program

With support for seven new startups, a total of 32- C-Lab alumni startups created to-date as a result of Samsung's commitment to investing in employee-driven innovation

SEOUL, Korea – October 26, 2017 – Samsung Electronics announced that it will support seven startups created by Samsung employees which are being spun off from the company's C-Lab (Creative Lab) program on October 31. Including these seven businesses, a total of 32 C-Lab alumni startups have been created as a result of Samsung's commitment to investing in employee-driven innovation and developing a startup ecosystem.

From the latest in VR/AR, IoT, healthcare and more, Samsung selected the seven new startups for investment based on their business potential and contribution to innovation:

- **Hyperity** – A VR/AR solution to remotely control smartphones and desktops through virtual screens without a physical monitor
- **Linkface** – A unique VR solution that can detect eye and facial muscle movement and let users directly control VR content
- **PIXELRO** – A smartphone-based solution to provide a vision correction solution to presbyopia, replacing regular eyeglasses
- **BlueFeel** – A personal portable air purifier that doesn't block the user's mouth, developed as a response to users who dislike the discomfort of regular dust masks
- **Defind** – A smart shoe matching service that carries out a 3D scan of a customer's foot to enable them to buy shoes that fit perfectly
- **Soft Launch** – A social media-based recommendation service for restaurants and stores aiming to combat fake reviews, and developed by employees from multiple Samsung affiliates
- **1Drop** – An ultra low-cost blood glucose measurement solution using LED and the camera of a smartphone

A Collaborative Approach

The prospective entrepreneurs were provided with intensive training and preparation on key aspects of running a business with the help of experts before launching their startups. They also engaged in various talk sessions with former colleagues with success spinning off businesses to obtain know-how.

"We have provided the support to establish 32 C-Lab alumni startups over the past two years and based on our valuable past experience, we are planning to build up a more profound and actionable program to nurture employees' ideas and launch new startups," said Jaiil Lee, Vice President and Head of the Creativity & Innovation Center at Samsung Electronics.

C-Lab alumni startups have performed well in recent years, securing additional global funding, increasing company valuation and opening up unexpected business opportunities. For example, 360-degree camera manufacturer Link Flow started as a business for travellers in their 30's and 40's, but after being spotted by the security maintenance industry, underwent further iterations and will be unveiled as an official product at this upcoming CES 2018.

Created in December 2012, the C-Lab is an in-house startup incubation program that nurtures a creative organizational culture and innovative ideas among Samsung employees. The spin-off policy was introduced in 2015 and since its inception C-Lab alumni startups have been striving to open a new startup ecosystem.

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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

Hyperity

'Hyperity' has developed a VR/AR solution to remotely control smartphones and desktops through virtual screens without a physical monitor. The company also plans to launch a wearable device in line with the solution. Physical monitors are not required and users can easily control various types of content at the same time with multiple screens. The solution can even use 3D graphic tools and enable users to enjoy graphically demanding PC games which are not available on mobile platforms.

Linkface

'Linkface' has developed a new type of VR interface to monitor bio-signals measured from eyes and faces via sensors on VR headsets and transform the signals into meaningful information. Unlike other VR devices on the market, this solution can detect eye and facial muscle movement and let users directly control the VR content. Additionally, Linkface will make it possible to conduct user response analysis on the VR content with facial expression recognition.

PIXELRO

'PIXELRO' has developed a functional film and mobile application to provide a vision correction solution to presbyopia users. It replaces the regular eyeglasses needed to watch content at a short distance and instead uses lens array film and image processing for diopter correction.

BlueFeel

'BlueFeel' has developed a personal portable air purifier that doesn't block the user's mouth. The project started from the small idea to respond to customer feedback about uncomfortable dust-masks. Not only is the product small enough to hold easily with one hand, it also provides high performance with 'BlueFeel's unique air filter and fan purifying the air with high efficiency and low airflow loss. It also offers various mounting options.

Defind

'Defind' is a service that uses a smartphone camera to carry out a 3D scan of a customer's foot, which it then uses to find the perfect size shoe online. The project was started to help shoppers who worry about the exchange and return procedures of regular online stores. The service provides detailed shoe information measured by a 'shoe inner gage' to help customers to enjoy a better online shopping experience.

Soft Lunch

'Soft Lunch' has developed a social media-based recommendation service for restaurants and stores based on actual customer purchase data. People now tend to utilize the reviews posted on popular social media sites for their visits and purchases, but it is hard to find the reliable reviews among the many fake ones. The service developed by 'Soft Lunch' spotted this pain point and provides reliable information, sharing reviews and recommendations based on what customers have bought.

1Drop

'1Drop' has developed an ultra-low-cost blood glucose measurement solution using LED and a smartphone camera. Through its unique technology, the company has created a paper-based blood glucose measurement strip and a device which helps patients to check their glucose in a simple way. The device can be carried as the back cover of a smartphone to provide convenience. The solution is expected to be utilized for other chronic diseases such as gout and high cholesterol in the near future. The company is targeting the Indian market first considering that there is a high need for telemedicine due to the unbalance between the number of doctors and patients.