SAMSUNG

Samsung Electronics' C-Lab to Reveal New AI Projects at SXSW 2018

Three new C-lab projects will introduce new user experiences with AI technologies to change everyday life.

SEOUL, Korea – March 6, 2018 – Samsung Electronics announced today that it will showcase three innovative new C-Lab (Creative Lab) projects based on artificial intelligence (AI) from March 11 through 14 at SXSW 2018 Trade Show. These projects - Toonsquare, Aurora, and GADGET - will introduce new user experiences with AI technologies to the attendees. The projects will be exhibited at Stand #1538 in Exhibit Hall 3 of the Austin Convention Center in Austin, Texas.

The three new C-Lab projects are:

- **Toonsquare**, an artificial intelligence application which automatically converts a sentence into a cartoon, allowing users to easily make their own cartoons. The app first allows users to choose a character from the pre-sets the app offers or create a character based on pictures of themselves. Second, the app analyses text put in by the user to figure out the emotion and movements implied in the sentence. It then recommends proper facial expressions as well as appropriate gestures of the character. Backgrounds, fonts, and speech bubbles can also be customized to create a cartoon or a picture diary.

- **Aurora**, a smartphone app and deck that shows a visualized 3D character assistant, enabling users to interact emotionally with the assistant. While existing voice assistants provide the information only with voice, Aurora gives intuitive user experience by giving information visually onto the display of the device. Aurora also recognizes gestures and the location of the user through the camera of the smartphone, allowing for a more intuitive interface.

- **GADGET**, a real-time ad auction platform for in-game ads. Most in-game ads are pop-up or interstitial ads which tend to interfere with gamers' experiences. GADGET helps the ads blend into the game by serving them as native objects in areas like billboards in the background. Game developers can easily import the GADGET plug-in to place ads with just a few clicks. Ads are sold to advertisers real-time via automated trading platform. The ad content is updated in real-time, interfacing with the GADGET server, and can be targeted based on gamers' preferences.

Since its SXSW debut in 2015, C-Lab has introduced various projects in the field of music, art, and interactive technologies, to validating business opportunities and getting user feedback to refine the prototypes to reach market fit.

"The majority of ideas that have been proposed recently aim to utilize artificial intelligence to solve inconveniences in daily life," said Jaiil Lee, Vice President and Head of the Creativity & Innovation Center at Samsung Electronics. "We hope to see these ideas in action in the near future.".

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. C-Lab projects that are closely related to Samsung business are transferred to in-house division for further development

Since 2015, Samsung has also supported other successfully completed projects, that are not transferred to business units, to be launched as an independent company as a fully-fledged start-up via the C-Lab Spin-Off program.

###

About Samsung Electronics Co., Ltd.

SAMSUNG

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.