

出國報告(出國類別:國際會議)

參加韓國電子展及受邀擔任討論會演講者

服務機關:國立中正大學

姓名職稱:吳財福 教授

派赴國家:韓國

出國期間:100/10/13-100/10/15

摘要：

此次去韓國的行程，主要是受韓國首爾大學電子系 Professor Bo Hyung Cho 及韓國電子協會邀請，講解及推廣「直流智慧微電網供電系統」。出國日期為 2011/10/13-15 共三日，共講解了二個場次，一場在 2011 韓國電子展(KES2011)的「綠色 IT 技術在韓國的市場前景研討會(Green IT Technology Market Prospects Seminar in Korea)中擔任” Grid Connection for Applying to Houses” 專題討論會的演講者；另一場是在首爾大學電子系所舉行的” DC Distribution Systems for Grid Connection” 專題討論會上，兩場討論會皆與現場參加人員針對「直流智慧微電網」之相關研究做交流、討論及互換心得，並了解目前世界上直流微電網之最新動態與發展。

目次

目的	1
過程	1
心得及建議	1
攜回資料名稱及內容	2
照片集	3

目的：

1. 研究及推廣高效益綠色能源直流供電系統。
2. 與學術界、產業界等做學術研究資訊交流。
3. 了解最新資訊與設計，持續接收多元的知識及新的脈動。

過程：

此次去韓國的行程，主要是受韓國首爾大學電子系 Professor Bo Hyung Cho 及韓國電子協會邀請，講解及推廣「直流智慧微電網供電系統」。出國日期為 2011/10/13-15 共三日，參加了二個場次的討論會，與現場參加人員針對「直流智慧微電網」之相關研究做交流、討論及互換心得，並了解目前世界上直流電網之最新動態與發展。

「韓國電子展 KES2011 (Korea Electronics Show 2011)」，展覽期間從 2011/10/12-10/15 共 4 天，於韓國首爾 KINTEX 舉辦。展覽會的主辦單位為 KEA(Korea Electronics Association)，展覽的主題為綠色 IT 市場前景研討會及電力電子等相關廠商之最新產品展示與陳列。

此次電子展及研討會今年參加人數約為 1,200 多人，這些人員為來自世界各先進國家在電力電子領域的工程師、專家及學者。此外，在會議中心還有約 250 家參展廠商，進行零組件、電力電子系統、分析軟體及量測設備的展覽。此次的電子展及研討會之性質為理論與實務的結合、學術與工業均顧的會議，除了讓與會者聆聽專業講題，彼此討論與交流研究心得以外，還有工業界的許多實務問題的探討，並可收集相關零組件、儀器設備及分析軟體資料，每位參加者均能滿載而歸。

除了參觀電子展了解最新韓國綠色 IT 產業動態以外，並於 10/14 在展場中的「綠色 IT 技術在韓國的市場前景研討會」(Green IT Technology Market Prospects Seminar in Korea)擔任”Grid Connection for Applying to Houses”專題討論會的演講者。研討會舉辦的目的，主要是在 IT 產業推廣與介紹高能源效率之綠色能源中，除了交流與推廣之外，並也尋求與海外合作與發展的方向。本人講解及推廣的主題是「直流智慧微電網供電系統」，與現場參加人員做相關研究之心得交流與討論，並了解目前世界上直流電網之最新動態與發展。

另一場是在首爾大學電子系所舉行的”DC Distribution Systems for Grid Connection”專題討論會上，與會人員為首爾大學電子系師生，大家對於台灣目前發展的情況非常的感興趣，現場場面熱絡，本人與與會人員做相關研究之討論及互換心得，並了解目前世界上直流電網之最新動態與發展，獲益良多。

心得及建議：

心 得

KES2011 除了展示最新電子產品以外，也有不同主題的討論會讓與會者參加，為理論與實務的結合、學術與工業均顧的會議，提供許多不同的電力電子與直流微電網相關資訊，會議內容相當豐富。除了研究心得交流外，還有工業界的許多實務問題的探討，與會者除了聆

聽專業論文報告，並有討論與切磋的機會，還可收集相關零組件、儀器設備及分析軟體資料，讓各領域專家學者與業界人員均能滿載而歸。

本次的出國行程，除了有 3 天交流與國外交流的機會，在電子展中，可以與不同領域的學者與業界人員接觸，是個非常好的交流及學習平台。在研討會會場中，有許多廠商展示最新的儀器設備與開發套件，透過與這些廠商的談話中，可以了解新舊產品的區別以及改進之處，並了解到廠商未來預計推出商品，這對之後研究內容、使用儀器與開發套件前撰寫計畫時可以使用的儀器有很大的幫助。

參加 KES2011 也增進許多研究新知，尤其在綠色能源直流供電方面，知道世界的研究與發展趨勢與本人研究重點不謀而合，也正符合「精緻電能應用研究中心」之發展重點。個人相信此次的行程對研究之獲益良多。

最後感謝學校給予我全額的出國經費補助，讓我在無經濟壓力下出國參與討論會並推廣所做之研究項目，增廣見聞，對指導學生做研究和教學上均會有莫大的助益，相信花小錢但可栽培許多優秀的科技人才。本人相信每一次參與國際會議的機會，都可以拓展視野並培養國際觀，對於教學與研究都有莫大的助益；亦希望能多多鼓勵校內研究學者，能多多參與這類理論與實務技術結合的國際研討會，這會比參加一般純學術性質的研討會收穫更大，也更能擴展研究視野。

建 議

1. 直流微電網系統發展方面：韓國首爾大學目前在其政府的大力補助之下，已改建兩棟建築物，做為直流供電的示範屋，其推廣及進展之速度已領先世界其它國家。希望我們的政府能因應世界發展趨勢，多多鼓勵及推廣「直流智慧微電網系統」。

攜回資料名稱及內容：

零組件供應商資料若干。

照片集：



Korea Electronics Show 2011 展場外觀



有關 KES2011 之相關報導如附件。

When Hardware meets Software

Official Daily News for Korea Electronics Grand Fair 2011

KES 2011 commemorates Steve Jobs : A legacy of Smart and Wow

After astonishing the whole world with his iPhone and his passion for innovation, Steve Jobs' will forever linked to "Smart" and "Wow". The success and breadth of his innovation which revolutionized several fields such as computers, music, and communication, was such that the name 'smart' is inextricably linked to all state-of-art products, many of which are displayed at KES 2011 today, and many of which are exciting and innovative enough to cause a series of 'Wow's to ripple around the globe, in a manner similar to the world's response to Steve's yearly Mac World Addresses.

Apple's biggest competition, Samsung Electronics and Lee Gunhee, have proudly released the Galaxy S3 LTE and Galaxy S2 HD LTE. Thanks to a speed 5 times higher than 3G, the Galaxy S2 LTE allows users to better enjoy their experience with multimedia such

as mobile internet, videos, movies, and games, in addition the Galaxy S2 HD LTE is the world's first LTE smartphone that employs a HD Super AMOLED. This high-resolution display lives up to its slogan: HD movie theater on the palm. Furthermore, Samsung Electronics has also released a premium smart TV, at 75-inches the biggest in the world, a smart TV 3D VOD, an IT laptop series, a digital camera, and various other electronics that put the emphasis on 'smart.'

In addition to products from big corporations like LG Electronics, small and medium businesses have brought out a lot of new products based on innovation, convergence, software, and mobile technologies under the name of 'smart.'

Continued on page 02 →

Contents

- 01 Editor's Note
- 03 Time Capsule
- 04 CoverStory
- 08 Interview with Vanguard
- 09 Global Buyers visits KES 2011
- 10 Software&Mobile
- 12 3D Expo
- 14 ICT Solution
- 16 IT Convergence
- 18 Multimedia
- 20 Components&Materials
- 22 Product Highlights
- 30 Time Management Guide
- 31 Report on IFA

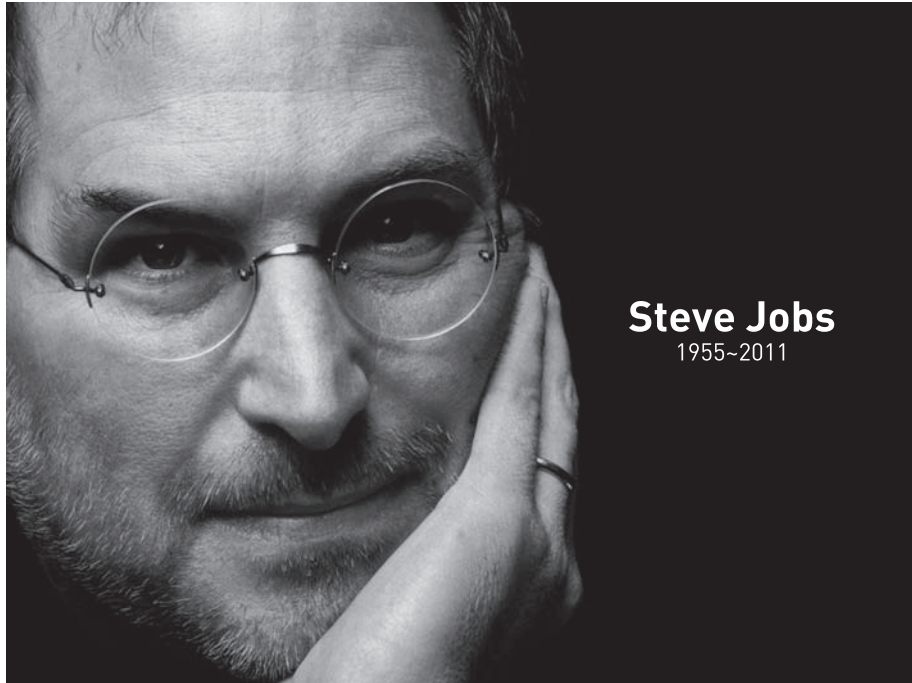


Continued from 01 →

You should not miss the IT Convergence Hall and Software/Mobile Hall in particular. The IT Convergence Hall houses new additional functions created from the application of IT to other industries like automobile, machinery, textile, national defense, medical treatment, energy and construction, providing information on the actual cases of industry convergence, future trends, R&D and investment in relevant industries.

Meanwhile, the Software/Mobile Hall showcases '30 Korean Software Products Worthy of Global Recognition in 2012' selected for the first time this year by Korea Software Enterprise Association and Korea IT Times.

Here at KES 2011, you can enjoy the exhibition in a smart way, using the cutting-edge exhibition app. So far, similar apps were limited to providing information on the exhibition; however, this application combines the benefits of smartphone and social media to provide a whole new experience for the visitor as well as extensive support for consultation with buyers.



At this grand event co-hosted by KES 2011, iSEDEX 2011 and IMID 2011, you will hear the whole world chanting 'Wow' in the face of such smartly-clad electronic communication, semiconductors, displays, electronic parts, software, IT convergence, and home appliances. **KES 2011**

2011한국전자산업대전에서 스티브잡스가 남긴 '스마트'와 'WOW'노래 퍼진다.

죽는날까지 아이폰 열정으로 세상을 흔들어 놓은 스티브 잡스의 아이덴티티 카드(Identity Card)는 Smart와 Wow다. 스티브 잡스의 혁신의 열정과 에너지는 오늘 열린 '2011한국전자산업대전'에 전시된 모든 첨단 제품들에 '스마트'라는 이름을 지어주었고 세계인들에게 'Big Wow Moment'라는 감격의 순간을 선물했다.

애플과 스티브잡스의 강력한 경쟁자인 삼성전자는 소리없는 총격 무대에서 아이폰을 뒤로하고 슈퍼아몰레드 디스플레이가 탑재된 '갤럭시S2 LTE'와 '갤럭시S2 HD LTE'를 화려하게 선보이고 있다. 갤럭시S2 LTE는 3G보다 5배나 빠른 속도 덕분에 모바일 인터넷·동영상·영화·게임 등 멀티미디어를 즐길 수 있고, '갤럭시S2 HD LTE'는 세계 최초로 HD 슈퍼아몰레드를 탑재한 LTE 스마트폰이다. 고해상도 디스플레이가 선명한'순안의 HD 영화판'으로도 손색이 없는 것 같다. 이 밖에도 삼성전자는 세계 최대 75인치 프리미엄 스마트TV출시, 스마트 TV 3D VOD, IT 노트북 시리즈, 디지털 카메라, 다양한 전자제품 등의 스마트를 강조한 제품들을 선보이고 있다.

LG전자도 이에 뒤질세라 시네마 3D 스마트 TV, 시네마 3D 노트북, 시네마 3D 모니터 TV 등을 선보이며 스마트한 3D로 중무장하고 있다. 대기업 못지않게 중소기업들도 반짝이는 다양한 아이디어 제품과 융합제품 그리고 소프트웨어,모바일 제품 등을 선보이며 '스마트'의 길을 함께 가고 있다.

특히 발걸음을 멈추게 하는 곳은 IT융합관과 소프트웨어,모바일관이다. IT융합관은 자동차 기계 섬유 국방 의료 건설 등의 전반적인 산업을 IT와 융합함으로써 새로운 부가 기능을 만들어 이를 전시하고 향후 트렌드를 제시하고 있다. 소프트웨어 모바일관은 한국SW전문기업협회(Korea Software Enterprise Association)와 Korea IT Times에서 올해 처음으로 선정한 '2012년 세계에서 주목 받을 국산SW 30선' 제품들을 전시하여 국내 소프트웨어산업의 우수성을 소개하고 있다.

이곳 KES 2011에 오면 스마트하게 전시회를 보는 신개념 전시 앱(APP)을 사용하여 전시관람을 할 수 있다. 지금까지 나온 앱들은 대개 전시정보 전달에 그쳤으나 이번 전시회에서는 스마트폰과 소셜미디어의 장점을 결합한 신개념의 전시관람이 가능하고 바이어 상담을 위한 시스템도 지원된다.

올해도 KES2011, iSEDEX2011, IMID2011이 공동 개최한 한국전자산업대전은 지금껏 없었던 새로운 스마트 옷으로 갈아입은 최첨단 제품들을 소개하며 세계인에게 또 하나의 "Big Wow Moment"를 선물하고 있다.

Keeping Smart on the Move

Jack woke up to the sound of his smart-watch in the morning. It was his boss and he wanted the files for the meeting now. Jack sent the files through his watch and checked the time. It was still only 6:30 in the morning, with plenty of time left to get ready for work. He got out of bed and checked his wardrobe. There were no clothes suitable for the sudden weather change. He made a note to buy some winter clothes and go see the doctor.

During breakfast with his family, he noticed that his son was going to be alone at home today. His wife had a very important appointment, but it was a school holiday. Although his wife seemed to be worried about leaving their 6 year old son all alone, Jack told her not to worry, as he could check on their son through the home network system at work. His wife relaxed a bit and as she began to get ready for her appointment, Jack headed off to work.

In the morning, Jack attended a meeting. It was a daily meeting, and the presenter had forgotten to bring the hard copies of the presentation. Everybody muttered and pulled out their smartphones and started up their office applications. Through the office applications, the members could read the files and make memos on them, just as if they had hard copies. After the meeting, Jack recorded the results onto his very own business application. It was an application Jack had made by himself by m-Bizmaker, and it took only a few days to develop it. It still had a few flaws here and there, but Jack had uploaded the app onto the app store and was hoping that other people would find it as useful as it was to him.



After lunch, Jack checked on his son. Using the home network system, Jack could log onto the CCTVs that were inside his house and see what his son was doing. He was a bit alarmed when he couldn't find his son in his room. He then searched the living room and found his son playing video games on television. Jack went through the records and found out that his son had not eaten lunch and that his wife had not turned off the gas. Using the home network system Jack turned off the gas, he then called his son to eat lunch and do his homework.

Remembering that he had to buy some winter clothes, Jack went to the virtual avatar clothing website. He had seen his wife use it, and it looked very convenient. Since it was Jack's first time, Jack had to create his avatar. After tinkering with the tools, Jack managed to make an avatar that had the same figure and hairstyle as himself. The website automatically began to recommend some apparel that would fit his style. After browsing through the recommendations, Jack finally found a coat that he liked and he tried it on his avatar.

It looked just like him wearing the coat, but Jack thought the color was too bright. He changed the coat's color to black, and he immediately liked it. Jack paid for the coat on the spot, and arranged to have it delivered tomorrow.

After a long day of work, Jack realized that he had forgotten about going to the doctor. He checked the time. Although it was still operating hours, he was sure by the time he got to the hospital it would be closed. He decided to use the hospital's teleconsulting program. He logged onto his computer and made an appointment with the otolaryngologist. The otolaryngologist asked him about his symptoms and checked Jack's body temperature, nose, and mouth. He then said that Jack had a common cold and all he needed was warm water and some rest. But Jack insisted on getting some medicine, so the doctor wrote an online prescription, which Jack printed out and used at the pharmacy. After taking the medicine and some warm water, Jack took a shower and retreated into a good night's sleep. **KES 2011**

이동하면서 스마트하게

미래의 회사원 Jack의 하루. Jack은 아침에 일어나서 시계로 전화와 문자를 확인한다. 회사 회의에서는 프린트물 대신 스마트폰 어플리케이션을 사용하여 서류 확인을 하며 회의가 끝난 후에는 Jack은 자신이 직접만든 어플리케이션에 회의 결과를 저장한다. 점심을 먹은 이후에 Jack은 혼자 집에 있는 아들을 홈 네트워크 시스템을 통하여 잘 있는지 확인을 한 후 바쁜 계절에 대비하여 가상 아바타를 통하여 옷을 골라본다. 가상아바타에 직접 옷을 입혀보고 자신이 그 옷을 입었을 때의 모습을 미리 볼 수 있어서 편리하다. 일이 끝난 후 Jack은 자신이 의사를 보러 가지 못했다는 것을 깜박하였다. 그래서 집에서 원격진료 시스템을 통하여 자신이 감기 걸렸다는 것을 알고 진단서를 끊어 약국에서 약을 지어먹고 이내 Jack은 잠이 든다.

Be Smart, Spot the Smartest Hardware and Software at KES 2011

Gaming at KES 2011 - A Comprehensive Walkthrough

The Korea Electronics Show 2011 has expanded this year's event. With 2300 booths being set up, the show might be difficult to navigate for the average attendee. But with this handy walkthrough, you can easily navigate through KES 2011 to get the best and most interesting information. We give you the highlights so you don't have to waste any time playing hide-and-seek.

Hardware + Software = Firmware

One thing that this KES shows is that the terms hardware and software are becoming obsolete. There is less and less distinction between them. For instance, hardware will be developed based on advances in software, rather than the other way around as it has been in the past. The intense collaboration between hardware and software is bringing about amazing innovation. Attendees to the event this year are able to experience this new wave in IT firsthand.

Software developers have been exceptionally busy this year. They are the ones bringing new innovations to the game. That means completely new hardware devices will be more rare at the show, but the applications of existing hardware will thrive. There are companies specializing in embedded technology, virtual reality, applications, 3D, mobile, and u-cloud technology signing up to set up kiosks. Applications will be the main focus, with over 24 companies setting up over 200 booths.

Gear up for your quest with the official Smartphone App It can even get you in Free

The KES Exhibition App is smartening up the fair. Yoon Jong-yong, the president of KEA, introduced the all new KES 2011 App, free for download. The application integrates social media services, registration, a company list, buyer's requests, ex-



hibition schedules, and KES Live, which allow visitors to participate in the exhibition at a whole new level.

The QR code enables interactive information transfer between the visitors and the vendors. The application also automatically analyzes the hot zones of the participants and the popular halls in order to guide the users in their search. That's not all, users can identify visitors with similar interests in order to communicate and interact with each other.

A pre-scheduled appointment service, PSA, is helping the buyers at KES 2011. In order to maximize the number of visits with buyers, PSA allows suppliers to receive messages when a buyer arrives to the show floor. Suppliers and buyers are to use this application to break the ice before an actual in-depth meeting at the conference.

Any visitor can upload field information through social media channels like KES Live and eNews Café. The pre-registration can be done easily on the website www.kes.org, and the KES application can be downloaded free both for android

phones or iPhones.

KEA encourages many visitors-to-be to download the new application and take advantage of entering the exhibition for free. So gear up with your Smartphone and start the quest of the year!

One of a Kind- Samsung

If you're looking for the best place to hide on the show floor, say for instance you just saw an annoying ex down the aisle and you need a place to duck for a few minutes, you can't go wrong with the Samsung area. With 150 booths, it is a house-sized area that is chock full of Samsung products. This year at KES 2011, Samsung unveils their 75 inch Premium Smart TVs. And for the record, this is yet the largest high-definition television screen anyone has ever seen. Look for the Smart TV series, D9500 (75 inch), D7500 (65 inch), and D8000 (60 inch) on the show floor. With the all crowds and stands available because of all the products, there will be plenty of places to duck. A special mission this editor would like to suggest is checking out the Smart Hub, where a Customized Smart TV UI (User Interface) provides contents such as, Smart Tips, a Social Network, a Web Browser, and Samsung TV Apps. This perfectly suits KES 2011's theme, "Be Smart." In terms of mobile phones, the GALAXY Note is something to take a look at. It combines full touch with an advanced stylus experience, using the S Pen, which features advanced pressure sensitivity, making writing and drawing precise, fast, and as rich as using an actual pen. The GALAXY Note also offers easy tasking on the 5.3 inch full screen with minimum screen transition and scrolling. Then there is the Smart Tango a brand new vacuum cleaner which embeds 2 CPUs. The Smart Tango has improved motion sensors which enable the device to clean 20 percent faster than any other domestic model. The duel CPUs detect the amount of dust on the floor, vacuums the



most contaminated area on Turbo Mode, and then switches back to the standard mode to vacuum the whole area again. Lastly, take note of, Bubble Shot, a washer which embeds the Smart Care feature. Should the washer break, the consumer can simply detect the problem via Smart-Phone, and quickly find a proper solution for repair. All it requires is downloading the Smart Care Application, which saves a consumer's time by avoiding calling and waiting for a technician. The overall picture Samsung portrays of the future is that phones are no longer only used to make phone calls or send and receive text messages. What that means is a Smart-life where the Smartphone is a total solution provider. For the visitors who came to seek the Smart-life, the Samsung booth will surely deliver.

Come Smart, LG's Smart-nation

The grand booth from LG this year exhibits a full line-up of Cinema 3D. A 370 inch 3D LED screen and 20,000 3D glasses await the visitor. Stop by the booth and try 3D games in duel play mode. Make sure to experience 3D without glasses as well while being at the booth. LG is pushing smart 3D with its high quality 3D television, 3D monitor, 3D projector, 3D personal computer, 3D smartphone, and 3D total solution. This editor would like to spotlight Optimus LTE, which embeds IPS True HD on its 4.5 inch screen, a High-Definition Multimedia Interface (HDMI), and a Digital Living Network Alliance (DLNA). With its 1.5 Ghz dual core processor and Android 2.3 gingerbread OS, Optimus LTE provides DMB service as well as a content sharing solution.

LG's brand new Smart-refrigerator is impressive. Model R-T851TBHSL has a 10.0 inch LCD screen on the refrigerator door, housing a Web Ordering System. LG developed this project with Home Plus. Consumers can choose the groceries he or she needs on the refrigerator LCD screen, and make an easy purchase online. Previous LG Smart-refrigerator users can use this service as well by simply updating the software. Meet LG's smart oven, refrigerator, washer, vacuum, and the other consumer electronics at the booth!

Stop by China

But perhaps you would prefer a more foreign venue. You can slip into the SZSME booth. Even though with 50 booths it is not quite as big as the Samsung booth, it is definitely going to be full. SZSME stands for the Shenzhen Promotion Association for Small & Medium Enterprises, from Shenzhen, China. The organization represents about 2,000 different small and medium companies in their area. They are featuring IT-related products such as notebooks, all-in-one PCs, speakers, LED lighting, and auto electronics. There is also an area focusing on trade services for organizations wanting to get more information about doing business in the Shenzhen area.

Electro-Mechanical Wonders

After that, if you still haven't gotten enough of Samsung yet and have a curiosity about the inner workings of your



CoverStory

phone or electronic products, you could dip into the Samsung Electro-Mechanics booth. They are showcasing the latest in an alphabet soup of their products: MLCC, PCB, ISM, and Power Drivers. MLCC stands for Multi-Layer Ceramic Capacitors, which are essential components in cellular phones, computers, and even autos today. PCB stands for Printed Circuit Boards, once again an essential component of all electronic devices. If you've ever opened up a computer or a phone, you've probably seen a PCB. ISM means Image Sensor Module, a device which converts optical signals coming through the lens into the digital signals by using ISM. The Power Driver supplies power to drive LEDs for LCD TVs using LED as a Backlight. Samsung Electro-mechanics power drivers make sure that the power that flows through an electronic device is of high quality and low variability. Two Power Drivers displayed at this booth are a direct power driver and an edge power driver.

Higher, Higher Education

Dongyang Mirae University is also a good place to play hide-and-seek. They have as many booths as Samsung Electro-

Mechanics showcasing the educational services that their university offers. The hidden treasures to seek for at the booth are a geographic information system which operates through motion recognition sensors, a micro mouse, an intelligent building system and a mobile robot via Smartphone connection, an intelligent wheelchair, and many different types of robots. A special quest this editor would like to suggest is to pay close attention to intelligent building systems and mobile robots via Smartphone control solutions. Their research suggests that the future home and office can be fully controlled with a Smartphone.

Getting Creative with IT

The Korea Creative Content Agency's booth is good for at least 1-2 people hiding at once. They have 10 booths in which they have dedicated to showing off all the things that you can do with computers these days. According to their web site, the company itself specializes in "leading the country's creative economy through the promotion of the creative content industry, by creating world-class stories and developing advanced imaging technology such as CG and 3D emotional images." Their booth is probably going to be extremely full of people, because they are showing off a lot of computer generated graphics and 3D technology. If you go there then you can definitely get lost in the crowd, as this booth is sure to always be packed. The Korea Creative Content Agency is bringing the top eight companies this year to KES 2011. A glimpse of their products is shown on the right.

Forest of Antennas

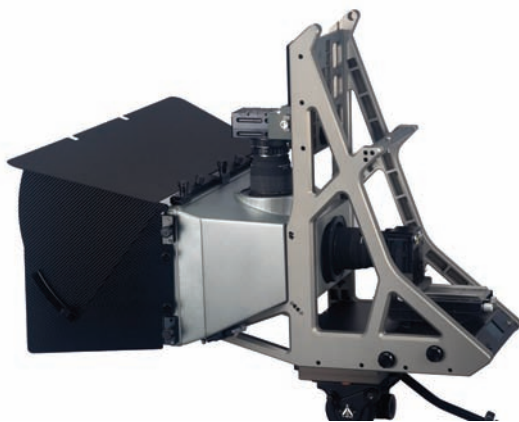
If you would prefer to hide in the forest you might want to stop by the Korea Taiyo Yuden booth, which has 10 booths of antenna related gadgets for you to duck behind. The Japan-based company has been in the business of creating electronic signaling devices since March 1950. They are showcasing capacitors, inductors, chip antennas, Bluetooth modules, and Wi-Fi modules in their booth this year, all of course essential components to today's wireless lifestyle.

Brokers Anonymous

Perhaps you are not at the Korea Electronics Show to play hide-and-seek. Perhaps you are there to buy and sell instead.



In that case, all kidding aside, you need to head over to The Broker Forum's booth. It will be ten booths representing the world's largest online network for buyers and vendors of electronic components. It is a thoroughly Internet-based company that has been operating for 15 years in order to facilitate the buying and selling of passive components, integrated chips, semiconductors, diodes, transistors, and other electronic components. Any small or medium-sized business in Korea can definitely get a boost in business by working with them. The company lists 60



million items in stock from hundreds of different companies, which are available to thousands of buyers around the globe. According to the company web site, over 100,000 parts are searched for each day. The Broker Forum is dedicated to lowering the risks of international trade. It is a great company to work with for any one looking to expand out into the international market. Take some time out from playing hide-and-seek and go check them out. Your company won't regret it.

Can We Come Over?

Last but not least is the booth where you'll probably be most tempted to play hide-and-seek, Redrover. Just hearing the name takes one back to the schoolyard phrase, "Red rover, red rover, can that one come over?" The company is not involved in schoolyard games though, but stereoscopic 3D technology. They produce both the cameras needed to create 3D images and the devices necessary to view them. They are showing off a new system which they call True 3DI in the booth. Much like the Korea Creative Content Agency's booth, this one will be full of people looking at the free entertainment.

Korea-Russia partnerships sought at KES 2011

Francis Kang, director of KEA said, "KEA has been striving to open Sales Fairs to help small and medium sized companies to reach the global market. Every year, we invite buyers from emerging countries including China and Russia. Russia is emerging fast with its abundance of resources and oil money. Top distributors and manufacturers are visiting this year from Russia including companies like Slican Balt, Delta Group, and Beko. These companies are interested in discovering the newest IT technology from Korean companies." From 2:00 pm to 3:40 pm, in room 213 on October 12, RATEK is giving a presentation on the Russia Electronic Industry Market. A tip to SMEs that are seeking business partnerships with Russia, the Sales Fair will be held on October 13, 10:00-17:00 at KINTEX 5 hall, Business Lounge.

Haier looks through KES

China's largest electronics company Haier is digging around for small IT businesses to become business technology partners. Haier had announced through

the Korea Electronics Association (KEA) that they will start recruiting IT firms that are interested in business partnerships with their company. They are searching for candidates through KEA by the end of this month, and will have individual meetings and negotiations regarding the partnerships at this October's KES.

As an overall appliance company, Haier wants to cooperate in many areas of IT. They have shown interest in glasses-less 3D technology and flexible displays, app store platforms, and 3D touchscreen applications, as well as high resolution video transmission using multiple screens and graph awareness technology.

In the home appliance area they are interested in technology that can reduce energy and water consumption, air cleaning technology, and noise reduction technolo-

gy. They are also interested in companies with mobile Internet solutions and Smart-home solutions.

A representative of Haier Korea said, "The recruiting of partners is directly operated from our China headquarters, and there is no limit on the number of companies we will approach. We will choose promising and competitive companies to build a win-win opportunity."

Haier made it clear that rather than just product purchases, they are interested in finding partners and technology that could build the company's strategic product family for the next couple of years. Concluding that the addition of Korean IT to Haier's producing power and brand image would produce strong synergy. **KES 2011**

알차게 즐기는 한국전자산업대전 투어

'2011 한국전자산업대전'이 경기도 고양시 일산 컨텍스에서 12일부터 15일까지 나흘간 역대 최대 규모로 열린다. 800 여개 업체들이 참가하는 이번 행사는 자칫하면 길을 잃기 쉽다. 그러나 이 KES 2011 완벽 투어 공략집과 함께라면 그런 걱정은 끝. 하이라이트를 따라 KES 투어를 시작해보자.

'스마트하게' KES2011을 즐기자

예로부터 머리가 똑똑해야 몸이 덜 고달프다고 했다. 그렇다면 '어떻게 KES 2011을 스마트하게 참관할 수 있는지' 알아보자. KES 사무국은 참관객의 편의를 위해 'KES 전시 어플'을 마련했다. 이번 전시회의 테마는 'Be Smart'다. 스마트 폰에 먼저 어플부터 다운로드 받자. QR 코드를 이용하면 참가기업과 참관객들이 서로 양방향 정보교환도 할 수 있다.

'App World' IT 산업의 새 바람

'KES 전시 어플'은 현 IT 산업의 판도가 바뀌었음을 상징한다. 소프트웨어가 산업을 이끄는 선 소프트웨어, 후 하드웨어 현상이다. 이로 인해 올해 새로 출품되는 하드웨어 기기들은 줄어 들겠지만 이들을 위한 어플리케이션은 호황을 누리고 있어 꼭 챙겨야 할 분야다. KES2011의 중심 테마이기도 한 이 분야는 '앱월드(App World)'를 테마로 200 부스(24개 업체 이상)의 대규모 전시를 진행한다.

스마트 라이프 우리가 이끈다.

KES 2011에는 스마트한 전자제품에서 그 부품까지 'Be Smart' 테마의 주인공들이 참가한다. 삼성, 삼성전기, LG, 레드로버, 태양유전 등이 바로 그들이다. KES 2011와 같은 대규모 전시장에서 재충전이 필요하다면 삼성과 LG 부스만한 곳이 없다. 휴식은 이 두 부스에서 취하자. 삼성과 LG관은 두 회사의 제품들이 모두 모인 보물창고다. 에디터는 삼성관의 스마트허브를 둘러 삼성의 갤럭시 노트, 스마트TV와 함께 스마트한 IT 놀이를 즐기기를 추천한다. LG관에서는 3D 월드가 당신을 기다린다. 370인치 스크린으로는 3D 게임을 즐겨보자. LG스마트 냉장고로는 스마트 쇼핑을 체험할 수도 있다. 단 한번의 클릭이면 OK. 한편 삼성전기와 태양유전, 레드로버도 놓쳐서는 안 되는 업체들. 삼성전기는 각종 스마트폰 부품과 LCD TV와 LED 백라이트용 LED를 출품할 계획이다. 레드로버는 스테리얼스카픽 3D 테크놀러지를 소개하고 태양유전은 다양한 무선통신용 디바이스와 부품을 출품한다.

Message from Vanguard

Greetings from Yun Jong-yong,
Chairman of the Korea Electronics Association



This year, the Korea Electronics Association celebrates the 52nd year of Korea's electronics industry. There is no doubt that, in the past 50 years, Korea's advancement and achievements in the electronics industry represent a monumental accomplishment. From the humble beginnings of building transistor radios, Korea's electronics industry has grown to manufacture world class products, to include semi-conductors, displays, color TVs and smart phones in 50 years.

To fulfill the mission of achieving success in the approaching Smart era, Korea's world-class enterprises will continue to improve their global competitiveness, with the continued support of the Korean government. It is obvious to me that Korea's electronics industry has a bright future ahead.

Since the first Korea Electronics Show (KES) was held at Deoksugung Palace in 1969, the KES has been a conduit for the Korean electronics industry and foreign markets. Over the past 42 years it has become the country's largest electronics and IT exhibition. Today it even represents the entire Asian electronics industry by introducing state-of-the-art electronics and IT products, such as smart TVs, smart phones, semiconductors, displays, IT and IT convergence technologies.

Korea's electronics industry has grown to manufacture a broad range of state-of-the-art, name-brand products, even in the absence of a favorable geographic location or massive markets. It is for these reasons that I am exceptionally proud of Korea's electronics industry and the KES.

This year in particular, KES2011 is a show that provides buyers and companies a forum to build future partnerships on a global scale. Equally significant are the many cutting edge products and technologies along with software, including Smart TVs, LED TVs, 3D cameras and more that will be introduced. Attendees will learn about these products and technologies in an atmosphere of fusion, creative themes and displays of next generation solutions, like the 3D Expo, the multimedia, ICT solution and Software and Mobile.

KES2011 will be honored to host exhibition and electronics heavy weights from China, India, Russia, USA, and Indonesia at the event. Approximately 350 invited buyers, including the CMAI with 14 companies from India, Chip 1 Stop from Japan, ELECTUS Distribution Pty from Australia, Delta Group with 11 companies from Russia and Pacific Group with 5 companies from USA will participate in the event during the 4days between October 12th to 15th.

"Smart Korea 2011", which will be a part of the KES 2011 event schedule, will be a forum which has been designed to offer a glimpse into the future product portfolios and insight into responses to the trend toward smart revolution. This forum will introduce the future vision and the strategy especially for IT companies in Asia and the panels will discuss to find the meaning of smart revolution for Asia and to correspond the direction for Korea's bright future.

It is my sincere hope that the KES will continue to grow and further establish itself as one of the world's greatest electronics and IT exhibition, and at the same time serve its constituency, as well. In conclusion, I would like to thank all the companies and buyers who have helped to make the show a great success. [KES 2011](#)

Oct 12, 2011

Yun Jong-yong,
Chairman of the Korea Electronics Association

Global Buyers visits KES 2011



Jimson Olufuye of the Information Technology Association of Nigeria is present at KES 2011 as the president. He is also the Vice Chairman of the World Information Technology and Services Alliance (WITSA) responsible for evangelizing ICT in sub-Saharan Africa. Olufuye is also the CEO of Contemporary, an IT solution and consultancy firm. "Korean products are very popular in Nigeria. Almost every household has Samsung, LG, and Kia products," he said. At the exhibition his company is seeking to buy computing systems, namely smartphones, laptops, routers, and LCD screens. "I also expect possible partnerships for local manufacturers in Africa's fastest growing market, Nigeria." President Olufuye expects to establish relationships with visionary Korean firms that believe in the potential of Africa. Since the Nigerian computer industry is already in full blossom, it is just the right time to shower the market with high quality Korean goods. In this regard, Mr. Olufuye's visit to Korea is quite significant. [KES 2011](#)



Another valuable buyer from the company, Tesena Inovindo, President Titah Sihdjati Riadhie, is visiting KES 2011 with a full interest in Korean products as well. "My main products are components like parts and sensors used in electronic equipment such as incubators. We also deal with a lot of medical device manufacturing. At this exhibition we are mainly interested in the R & D of new electrical components," said the president. Ms. Riadhie visited Korea once for KIMAX, a medical device exhibition, but hasn't been to KES before. "In terms of purchasing products, the quality of the component is of the utmost importance, as well as the price. I'd like to meet as many Korean companies as possible and compare samples from each. Maybe I can find some components for our medical devices", she said. [KES 2011](#)

Looking for your buyer? Be at the sales forum.

If you are looking for new business partners at KES 2011, go directly to 'the sales forum.' The sales forum is the meeting where vendors at KES 2011 can meet buyers from other countries. The Korea Electronics Association has set up the sales forum for all exhibitors who have already registered. This year, more than 350 buyers from 19 countries will visit KES for the sales fair. It will be held over 2 days, between the 12th and 13th at the business lounge in Hall 5 at KINTEX. For more information, you should contact the KES Executive Office.

Sales Fair

Country	Date	Venue	Participants	Contents
India	Oct. 12(Wed) 13:30-17:00	Trade mission lounge(Hall5)	15 Companies including CMAI	Purchasing and exporting IT products
Philippines	Oct. 12(Wed) 13:30-17:00	Trade mission lounge(Hall5)	7 Companies including Testech, Inc	Purchasing and exporting IT products
Nigeria	Oct. 12(Wed) 13:30-17:00	Trade mission lounge(Hall5)	4 Companies including Worldwide Computers Ltd	Purchasing and exporting IT products
Japan	Oct. 12(Wed) 13:30-17:00	Trade mission lounge(Hall5)	2 Companies including Chip 1Stop	Purchasing and exporting electronic parts
Australia	Oct. 12(Wed) 13:30-17:00	Trade mission lounge(Hall5)	2 Companies including ELECTUS Distribution Pty Ltd.	Purchasing and exporting related to CCTV
Russia	Oct. 13(Wed) 13:30-17:00	Trade mission lounge(Hall5)	11 Companies including DELTA GROUP	Purchasing and exporting electronic parts
America	Oct. 13(Wed) 13:30-17:00	Trade mission lounge(Hall5)	6 Companies including Pacific GROUP	Purchasing and exporting related 3D
Indonesia	Oct. 13(Wed) 13:30-17:00	Trade mission lounge(Hall5)	17 Companies including InterActive Technologies Corp	Purchasing and exporting medical devices and IT products
Mongolia	Oct. 13(Wed) 13:30-17:00	Trade mission lounge(Hall5)	5 Companies including UBMTS LLC	Purchasing and exporting broadcasting equipment

When Hardware meets Software

Windows, Internet Explorer, and Office. Most people would have used these programs at least once in their lives. These are the basic software for any PC to be functional and be of any use to its user. Hardware may increase the speed of a device but without software, a computer is but a whirring machine without any capability to do anything. That is why over 20 companies from the software and mobile industry are participating in KES 2011, which is being held from Wednesday October 12th to Saturday October 15th at KINTEX Ilsan, exhibiting their cutting edge software.

Innovative New Systems

Daeyoung Information System is introducing their Green PC System. The Green PC System is the next generation of green solution by reducing energy consumption and CO2. With a more efficient AC to DC rectifier, a power distribution board that uses the DC from the rectifier, and a web-based power management software that controls the whole system, the Green PC System features a 10~20 percent savings in server power and cooling costs, redundant power feature for both the PC and the server, real-time rack power monitoring and control, and temperature and humidity monitoring. With these features the Green PC provides many advantages such as wide space utilization, data security, a comfortable office environment, centralized control, PC maintenance cost savings, and less errors.

Intelli Korea is showing CADian, a Korean made CAD software based on Intelli Korea's very own CAD source code. Users who had been using other programs can adapt easily to CADian, and it was designed as an alternative to AutoCAD. CADian provides a multiple document interface, effective blueprint management through the CADian Explorer, a preview for the blueprints, the same command lines as the AutoCAD, a graphic interface, and supports Active X from Microsoft. Several applied software for each industry such as CADian Pyramid (Construction), CADian 3D (Furniture and Interior), CADian ElectCad (Electricity),

and much more are also available.

Streamvision is presenting TeemStream, a system which has integrated transcoding(encoding in a different video format), encoding, encapsulation, multi code, and streaming into one easy to operate the IPTV station. The system processes the past multi streaming steps into one, which makes it cost effective. It also features real-time HD contents & service support, and also provides real-time transcoding in the various formats of videos. Teemstream supports MPEG2-TS, the format which the major broadcasters provide their services. It also enables customers using a satellite network to change their analog signals to a digital signal and transmit their data through the network.

Integrated Solutions

DataStreams is showcasing TeraStream and Deltastream. TeraStream is a high-performance data integration solution in conjunction with DB in a variety of server environments to do the core functional ETL routines (Extract, Transform, and Load). It can be efficiently applied to high-volume batch processing, real-time data connectivity and data conversion. It also provides speed and convenience for its users and developers to plan and manage data integration processes by handling high volume data with high speed and smartly using system resources. DeltaStream is a real-time CDC (Change

Data Capture) solution which automatically detects the data change information form the transaction log and transfers it to a target system. It also provides real-time error control and ETL tool connection, which means the changed data captured by the CDC engine is saved as a SAM file and is passed to an ETL solution to process more complex data.

MDS Technology is introducing the TestExpress, a black box testing solution optimized not only for Android and iOS Apps, but also for multimedia devices. It automates the vigorously long testing period, which leads to a shorter R&D and testing period and expenses, and verifies the quality of the software efficiently, consequently leading to a better product. TestExpress provides features such as user action logging, effective app & web test, enhanced user convenience, local logging, and it supports various devices and equipments.

FORCS Co. LTD is presenting OZ Report, OZ Xstudio, and OZ EQ. FORCS is a SW company specializing in business intelligence solutions. With OZ Report, which is FORCS Co's main product, the user can design, deploy, and manage a diversity of professional reports quickly and easily, build mobile reporting as well as web reporting for smart business environments, build ad hoc reporting, non-pre-defined and runtime interactive reporting, and operate reports on cross platforms



and browsers. OZ Xstudio is an application development solution for enterprises running on the X-internet. It provides integrated development environments for high quality reports as well as powerful user interfaces. OZ EQ helps non-professionals, who are not used to SQL, to connect on the database to inquire and process the needed data through Drag & Drop.

Smartphone Applications

Everybody loves smartphones. Smartphones are convenient, easy to customize, and fun to use. What makes these smartphones so special? Nobody can argue that the core essence of any smartphone is the applications, which is the software that can be installed in smartphones. This year at KES many companies have come and are showing their applications and here are a few appetizers.

Beagle Co. is presenting their Ployd Black Box, Sherpa, and BeagleMap. Ployd is a new concept of black box which integrates the pros from both the black box for cars and smartphones. Ployd constantly records events by a built-in G sensor and enables users to detect the precise location on a map. In terms of an emergency call, it automatically works and provides useful functions to the victim by transferring the log of the accident by email. Sherpa is specialized mountain navigation app for hikers. Sherpa makes finding hiking paths more easy through smartphones by introducing the hiking paths of 25 national parks and 100 famous mountains. Beaglemap is a map application, featuring a free traffic message channel (Western Europe, USA), Smart Zoom in & out, easy address searching, high-speed data search & route search, and speed alarm support.

INFRAWARE Inc is showing an ap-

plication called. Polaris™ Office 3.0, a mobile office Solution which lets end-users read and edits various document formats on mobile devices. In addition to fast loading and high quality rendering, Office 3.0 lets users operate various editing functions intuitively with Whiz UI®, which is a proprietary UI form. And its modularized architecture enhances portability of solutions on various mobile platforms such as Windows Mobile, Android, Bat and etc.

Wonderfulsoft's m-Bizmaker is also one of the innovative software on display. m-

Bizmaker is not an application but a app-development software that allows easy production of an application. Even people with no experience in programming can learn how to make an application by studying just 2 hours. m-Bizmaker helps the development of even applications that require complex business logic and high functionality. As long as m-Bizmaker understands the business and intention of the app, it is able to automate the whole process of the design and development of the app. KES 2011

발걸음 멈추게 하는 소프트웨어관 하드웨어가 소프트웨어를 만났을 때

윈도우, 인터넷 익스플로러, 오피스 모두 한번쯤은 사용 해보았을 소프트웨어다. 이들 소프트웨어가 우리가 PC를 사용할 수 있도록 만들어 준다. 하드웨어는 속도를 증가 시킬 수는 있지만 소프트웨어 없이는 무용지물이 되고 만다. 한때는 선 하드웨어 후 소프트웨어 순의 개발 단계를 거쳤지만 이제 판세는 뒤집어 졌다. 자 그럼 우리의 인터넷 환경을 스마트하게 만들어줄 소프트웨어관을 살펴보자.

먼저 대영인포시스템은 그린 피씨 시스템을 소개한다. 그린 피씨 시스템은 컴퓨터의 에너지 소비와 이산화탄소 배출량을 줄여 주는 소프트웨어다. 인텔리코리아(Intelli Korea)는 CADian을 발표한다. 이는 한국판 AutoCad이다. 스트림비전(Streamvision)은 IPTV 방영을 쉽게 해주는 종합 시스템을 전시한다. 팀스트림은(Teamstream)은 트랜스코딩, 인코딩, 멀티코딩과 스트리밍을 한 번에 해결해주는 시스템이다. 데이터스트림(DataStreams)은 테라스트림(Terastream)과 델타스트림(Deltastream)을 출품한다. 테라스트림은 고성능 데이터 델타스트림은 실시간 CDC 솔루션이다.

MDS는 어플리케이션 자동화 어플인 테스트익스프레스(Testexpress)를 발표하고 비글(Beagle)은 산악용 지도 어플과 차량용 블랙박스 어플을 출시했다. 포시에스(FORCS)는 사용자 중심의 한국형 웹 비즈니스 솔루션 OZ 시리즈를 선보인다. 윈더풀소프트(Wonderfulsoft)는 누구나 쉽게 스마트폰 어플리케이션을 만들 수 있는 엠-비즈메이커(m-Bizmaker)를 소개한다. 프로그래밍에 전혀 지식이 없는 사람도 2시간만 투자하면 어플리케이션을 제작할 수 있다고 하니 참고하자. 인프라웨어(Infraware)는 PC의 서류들을 스마트폰에서 쉽게 읽을 수 있게 돕는 폴라리스 오피스(Polaris Office)를 전시한다.

Poppin' Poppin' 3D

The 3D industry expanded as a whole led by 3DTVs in 2010. 3DTVs enjoyed a brief period of fascination after the release of the movie Avatar and the World Cup, but some were doubtful of its prospects due to following low sales. However, in 2011 3DTV is still the hottest and the most anticipated technology with visible developments in both glassed and glassless models. In addition to these developments in technology, experts are also expecting 3DTVs to come at a very affordable price soon to create another boom. KES 2011 brings the latest of these developments in 3DTV as well as varieties of other 3D technologies including monitors and mobile displays.



3D Displays Without Glasses

Glasses are no longer a prerequisite to fully enjoy 3D displays. 4Division is a company that has 10 times in 8 years been selected for a government run development program for the 3D sector. It also has developed technology for automatic 3D transformation software as well as 3D games and content. As a 3D solution company, 4Division has self-developed a glassless 3D display in Korea and for the first time in the industry obtained overseas certifications. A truly eye-catching and emotionally dynamic and vivid video can be shown without having to use glasses. The 3D display is the world's first 110 inch, 4K resolution glassless 3D UHD (3840x2160) display. Home theaters can be more colorful and vivid without glasses.

The 3D Monitor and Camera Rig Looks For Market Domination

In an ever competitive 3D market, it is



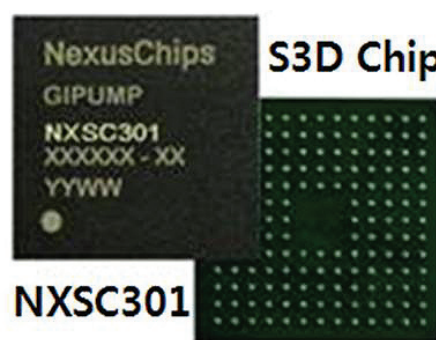
hard to give someone the upper hand. However, this year's KES 2011 showcases two products by Redrover that are worth giving notice. Redrover's 3D monitors use dual LCD panels and cutting-edge technology that support plug and display without the need of professional video processing devices. Also, it uses Half Mirror technology to support full HD display without reduced resolution. It can be utilized in various fields such as 3D video post-production, defense, medical, and GIS.

Another Redrover product is the 3D Rig. Redrover's rig uses special high-precision components to shoot a 3D stereoscopic movie with confidence. The complexity of the 3D stereoscopic camera system and difficulties in adjusting the stereoscopic value is resolved by using a horizontal type rig, a small rig for medical services, and other types of rigs devel-

oped by Redrover. With the variety of rig systems, Redrover seeks to play a leading role to vitalize the 3D movie and content markets.

3D Goes Mobile

As time goes by, we are less likely to be content with two-dimensional screens. Higher definition, better quality and cinematography are now taken for granted. Moreover, viewers want more realism and liveliness on the screen to feel truly entertained, and NexusChips Co. does just that. Its product, the NXSC301, is the world's first 3D chip built exclusively for mobile devices. Also, a software that converts 3D graphic games into 3D real-time is on display as well. It is called the Viewracle 3D Conversion Software and it enables users to play games in 3D by connecting to a 3DTV. It is a project run in collaboration with not only domestic



partners, but also major mobile device manufacturers abroad. NexusChips seeks to develop mobile 3D chips and 3D related software for applications in domestic phones as well as in the international market.

Fashionable 3D Glasses

Those old clumsy polarized glasses may be a thing of the past. The newly designed polarized glasses from Frontier Chemics remind us of the exterior of designer sunglasses. The smooth and agile design is close to perfection, as is its performance. Not only are the stereotypical traits of polarized glasses nowhere to be found, but also technology and performance are improved. Frontier Chemics' polarized glasses also offer reduced eye fatigue and add more comfort, being lightweight. Its circular polarized glasses style is compatible with both FPR 3DTV's and RealD screen movies. Lastly, it comes in a variety of designs according to need – sports, modern, disposable, or medical. Frontier Chemics has shown its will to further develop and diversify its product design according to future demand.

Seesun is also a producer of unconventional 3D glasses. It offers even more diverse designs of polarized glasses. Seesun offers different designs to suit each age group and brings the latest fashion trend into its designs. All of them look no different from everyday eyewear but are legitimate 3D glasses compatible for use with RealD TV, cinema and notebook PC's. Seesun also prides of its designs being ergonomic, using the finest material. **KES 2011**



한국전자전, 3D를 주목하라

한국전자전2011은 3D 산업의 트렌드를 제시하고 다양한 정보를 제공한다. 지난해 3D 산업은 3D TV를 중심으로 관련 분야를 확대해 나갔다. 세계적으로 히트친 3D 영화 아바타와 2010 월드컵의 영향으로 3D TV 수요가 증가 했기 때문이다. 이제 3D TV 시장은 또 다른 국면을 맞을 것으로 보인다. 기술 개발로 3D TV 구매가가 대폭 낮아질 전망이다.

여전히 3D 산업은 기대와 주목을 한 몸에 받는 신기술 중 하나다. 이번 전시회에는 어떤 3D 산업 기업들이 참가하고 어떤 제품을 출품하는 지 살펴보자.

3D 안경 없이 3D TV를 시청한다

안경 없이도 3D TV를 즐길 수 있게 됐다. 4Division은 '3D 안경 없이 즐기는 3D 디스플레이'를 개발, 처음으로 국내·외에서 인증을 획득한 회사다. 이 제품은 3D 안경을 사용하지 않고도 역동적이고 생생한 비디오를 즐길 수 있다. 제품 사양은 110 인치, 4K 해상도의 3D UHD(3840x2160)다. 이 제품을 통해 3D 안경 없이도 생생하고 풍부한 컬러의 홈 씨어터를 즐길 수 있다.

4Division은 지난 8년간 10회에 걸쳐 3D 산업 분야에 정부 인증 우수 업체로 선정된 기업이다.

3D 입체촬영 시장을 공략하라

치열한 경쟁 속에서도 분명히 두각을 나타내는 제품은 있기 마련이다. 이번 한국 전자전에서 출시되는 레드로버의 두 가지 제품이 바로 그런 제품이다. 먼저 '레드로버 3D모니터'는 두 장의 LCD패널을 사용한 전문가용 3D 모니터다. 별도의 영상 처리 장비 없이 플러그 앤 디스플레이(Plug & display)가 가능한 제품이다. 큐브 타입의 구조로 전면 부에 AR코팅 처리가 되어 있어 빛 반사를 실내·외 작업환경에도 구애 받지 않는다. 3D영상 편집, 국방, 의료, GIS등 다양한 분야에서 사용이 가능하다. 또 다른 제품, '레드로버 RIG'는 현장에서 쉽고 빠른 3D카메라 정렬과 촬영을 도와 주는 장치. 레드로버의 특이한 양안시차 및 주시각 동시제어 기능과 고니오미터 분배방식을 이용했다. 레드로버는 3D 입체영화 및 콘텐츠 시장의 활성화에 선구자로 자리매김하기 위해 박차를 가하고 있는 기업이다.

소비자는 선명하고 생생한 화면을 원한다

최근 소비자들은 보다 많은 요구를 하고 있다. 그들은 보다 선명하고 생생한 화면을 선호한다. (주)넥서스칩스가 이런 소비자의 니즈를 만족시키는 제품을 공개할 예정이다. 세계 최초 모바일 기기 전용 입체 3D변환 소프트웨어 'NXSC301 입체 3D 칩'이 바로 그 제품이다. NXSC301 입체 3D 칩은 일반 그래픽 3D게임을 입체 3D 게임으로 실시간 변환시켜주는 소프트웨어 변환 프로그램이다. 또 다른 제품 '뷰라클 입체3D 변환 소프트웨어'는 3DTV와 연결하여 입체 3D게임 프로그램이다. 3DTV와 연결해 입체 3D게임을 할 수 있다. 이 제품으로 넥서스칩스는 글로벌 메이저 모바일 기기 제조사와 프로젝트 진행중인 제품으로 추후 세계 시장을 공략할 계획이다.

3D 안경도 진화한다

기능성만을 강조한 편광 안경은 이제 과거가 제품이 됐다. 이번 전시회에서 디자인과 기능성의 두 마리의 토끼를 잡은 진화한 3D 안경이 출시될 것으로 보인다.

먼저 프런티어케믹스는 디자인과 기능 두 마리의 토끼를 잡은 편광안경 '디자이너 선글라스'를 이번 전시회에서 선보인다. 이 제품은 눈의 피로를 감소시켜주는 렌즈를 사용했다. 초 경량으로 착용감도 좋다. 프런티어케믹스의 원형 편광 안경은 FPR 3D TV와 Real D 화면 영화와도 호환된다. 스포츠, 그리고 의료분야 등 다양한 필요에 따라 디자인이 가능한 제품이다.

시선의 3D 안경 'S1W'도 기능적인 측면을 강조한 제품이다. 눈이 편안한 렌즈를 채용해 장시간 착용에도 어지럽지 않은 편안함을 줄 수 있도록 했다. 시선은 이번 제품을 위해 지속적인 공을 들였다. 3D 영상의 다차원적 원리와 상황별 구현방식을 연구, 분석해 인체공학 디자인을 적용한 프레임을 선보인 것이다. 'S1W'는 까다로운 신뢰성테스트를 통과한 소재를 적용한 제품이다.

Take Control : User Friendly Technology

Emotional Injection into ICT Technology

It was announced last September 30th by the Ministry of Knowledge Economy that it would actively foster the emotional ICT industry in line with the growing importance of the emotional factor as a new growth engine. By 2020, it seeks to tap into the strong domestic IT base, to establish the emotional ICT sector as a strong contender in the industry. In other words, at a time when products are becoming technologically advanced and complicated at a rapid pace, it is equally important for them to satiate the human emotions. Thus, human recognition and process is converged with emotional technology to increase convenience and practicality. This year's participants of ICT solutions in the KES 2011 are the pioneers that are making headway in this ambitious scheme.

Moving Objects Using Brain Waves

Using only the power of your brain and concentration to move objects around may no longer be a story from a science fiction novel. Brainwave controllers from Eyemax Co., Ltd. are wearable headsets that measure alpha waves, the amount of which changes according to the degree of concentration. These measurements can be used for brain training and improving concentration. However, they can also be amplified and transferred wirelessly to move a toy car remotely, or converted into numbers to help improve memory

and prevent dementia in the elderly. It is a brain wave controller with limitless applicability that can be used at schools, homes or kindergarten for brain education.



Stylus Pen to Enhance the Emotional Experience

Capacitive stylus pens are smoother and more convenient than responsive pens, but recognition errors turned out to be frustrating. However, the new capacitive stylus pen from Hitech Korea Co., uses a special nano-texture SWNT touch pen which provides better touch recognition and durability. Especially, the contact tip is coated with a conductive silicon rubber which prevents it from wearing out, and retains its recognition rate. These technologies and patents on stylus pen manufacturing have been accumulated by Hitech Korea over the course of 10 years, and the company is currently a supplier to Samsung Electronics for the Galaxy S2 and Galaxy Tab. Also, Hitech Korea's stylus pen is compatible with all smartphones, smartpads, and tablet PCs and offers the finest touch sensitivity and quality, being able to withstand over a million touches. It seeks to expand its export abroad to Europe, North America, and Russia through this exhibition.



Headphones for Your Ears

Huria offers headphones that do not transfer music through the ear. They are called bone conduction headphones which transmit the vibration of a sound directly to the auditory cochlea, not passing the eardrum. The company claims a plethora of benefits come from this mechanism. Some of them include prevention of accidents when going outdoors and the capability of multi-tasking, since the earlobes are open to enable hearing of surrounding sounds. Moreover, there are health benefits since it prevents hearing disturbances, aging of the tympanic membrane, and hearing loss. High quality sound is also accomplished without an amplifier.



Toothbrush Innovations

Electric toothbrushes have permeated households and conventional toothbrushes have long been disposed of. However, many are still unconvinced of how effectively electric toothbrushes help protect dental health. Dentists unanimously say it is most important to brush your teeth along the gum line and without this vertical stroke any good toothbrush would be useless. Gold Lucks Co.'s new Dentalucks electric toothbrush provides the solution and only offers vertical movement brushing. This unprecedented device rinses away food particles from between the teeth with a single brush. Also, gums are



massaged along the lines to appear harder and healthier. It is made with patented eco-friendly materials and makes a perfect gift for parents on any occasions. It is truly a big step forward in dental care.

It is an unsettling fact that, regardless of whether you have the most cutting-edge toothbrush, germs starts to flourish once it is used. These germs are responsible for

causing gingivitis and thus, it is important to sterilize your toothbrushes. Allure F&B's toothbrush sanitizer meets the needs of complete eradication of germs. 100 percent sterilization is achieved using infrared ray heating whereas conventional toothbrush sterilizers use ultraviolet lamps. Therefore, the lamps do not require replacement as often, for it lasts for over 11 years and it does not leave any moisture behind where germs could start to grow again. It has been certified through lab tests for exterminating germs of over 60 kinds, including colitis and salmonella.

Network Data Storage with Versatility

Another product to keep an eye on at the KES 2011 is NanoSolution's Smart Network Storage. It is a compact multimedia network data storage device that works wherever there is a internet con-

nection. Contents such as music, movies, documents or photos can be easily downloaded to general PC's, smartphones, IPTV's etc. using proprietary software. Also, the whole exterior is done with aluminum and is designed to be resistant to heating. Inside, it stores Gigabit LAN for high speed data transfer and also supports SD card and a USB connection. It also offers a high-end 12Ghz Marvell ARM9 CPU, DDR2 256 flash memory. The best part is that the whole production process including design and planning is done in Korea. [KES 2011](#)



ICT 기술에 가미되는 감성

기술이 나날이 발전하고 복잡해지면서 인간의 감성을 사로잡을 수 있는 기술이 갈수록 중요해지고 있다. 생체인식 등의 대표되는 감성 기술은 편의성과 실용성을 제공한다. KES 2011에서는 이 분야의 일류가 되기 위해 도약하고 있는 ICT 솔루션 기업들을 만날 수 있다.

19년 동안 첨단공학 관련 제품을 개발해온 **아이맥스**는 이번에 새로운 뇌파 제어기를 출품한다. 뇌파 제어기는 두피에 착용 가능한 헤드셋 형태의 뇌파측정 시스템으로서 발생하는 알파파의 측정치로 제어가 가능하다. 이러한 뇌파 신호를 증폭해 무선으로 장난감 자동차를 움직이거나 주변의 가전 제품을 생각만으로 작동 할 수 있다. 또한 어린이들의 두뇌발달과 중 장년층의 기억력 향상 및 노인들의 치매 예방에도 크게 도움을 줄 수 있는 다재다능의 뇌파제어기이다.

하이텍코리아의 정전식 스타일러스 펜은 특수 나노섬유 소재 SWNT를 사용해 인식율 및 내구성이 우수한 스마트폰 및 스마트 패드용 터치펜이다. 약 10년간의 기술과 특허가 축적된 제품으로 삼성전자로부터 공식품질인증도 획득하여 공급되고 있다. 특히 매우 부드럽게 터치 인식이 가능하고 최고의 감도와 100만회 이상의 터치 동작이 가능한 높은 품질을 제공한다. 하이텍코리아는 이번 전시회를 통하여 앞으로 현재 수출 중인 미국, 중국, 일본 외에도 유럽, 북미, 남아메리카, 러시아 등으로도 수출을 확대할 계획이다.

지디텍은 귀를 막지 않는 골전도 헤드폰을 선보인다. 골전도란 뼈의 진동을 이용해 바로 달팽이관으로 소리를 전달하는 형태를 말한다. 귀를 막지 않고 사용하기 때문에 주위의 소리를 들을 수 있어 안전하며 인체공학적 설계로 장시간 사용시에도 피로하지 않다. 또한 청력 저하예방에도 도움이 된다.

덴타럭스 전동칫솔기는 100% '세로로만' 양치가 가능해 치간 사이의 치태나 음식물 찌꺼기를 거의 한번의 양치로 제거해 주도록 제작되었다. 잇몸을 곁대로 쓸어주어 잇몸색이 좋아지고 단단해짐과 동시에 잇몸 마사지 효과가 극대화 되는 제품이다. 친환경적인 재질로 제작된 특허 받은 이중 회전모로 칫솔의 기능을 극대화한 제품이라 평가 받고 있다.

나노솔루션의 멀티미디어 데이터 저장 소형 네트워크스토리지 NASN-321/322는 네트워크에 연결된 저장장치로 인터넷만 연결된 곳이면 장소에 구애 받지 않고 언제 어디서나 각종 콘텐츠를 자유롭게 공유하여 사용할 수 있는 저장장치이다. 영화, 음악을 바로 재생할 수 있고, 사진, 문서 등 각종 자료를 손쉽게 저장하고 내려 받을 수 있다. 아름답고 발열에 유리한 디자인을 갖추고 디자인, 기획, 제조의 전 과정이 한국에서 이루어지는 제품이다.

When IT Meets “The Others”

IT development continues to converge with other fields, and is touching every bit of our lives, from such basic activities like eating and sleeping, to the more elaborate areas such as love and leisure. Universities are establishing majors and laboratories purely dedicated to the research and development of IT convergence. At KES 2011, over 30 companies are participating from the IT convergence field, and Korea IT Times is covering some of the most exciting exhibits that could open a window into the future.

Professor Chankyu Park's team from Konkuk University is introducing virtual clothing technology, which scans a user's whole body before instantly creating an avatar to choose the jean that best fits the body. The team also introduced technology, which scans the user's hands, currently being used to supply customized gloves for the pilots of the Korean Air Force.

What if you did not have to check your bag every time your phone rang? What if you could immediately check your messages during an important business meeting? EDAM I&C's PoleX is the solution to your problem. It integrates a full touch screen device also capable of sending messages and calls into a beautiful fashionable accessory. It has the same GUI as a smart device, making it comfortable and easy to use.

With the wide distribution of the computer and the Internet, computer related medical diseases have also increased. These diseases are called Visual Display Terminal (VDT) syndromes. J&P CO's comfy mouse intends to reduce the VDT syndrome involving the wrist. It allows the user to grip the mouse as if they were holding a pencil, making the hand and the wrist relax at the same time

Cloversoft's Gagetshield turns your fragile iPhone into the toughest accessory for the outdoors. It features an auxiliary battery which makes up for the iPhone's weak juice. The battery is de-



tachable thus more easy to recharge than the iPhone's main battery. The battery also has its own flash that can be used for photos and for emergencies a flashlight. The battery is also solar chargeable making it environmentally friendly and reliable. Gagetshield supports iPhone 3/3GS and 4 and comes in various colors.

VINYL's Translook : World's first interactive transparent showcase

VINYL co is presenting the world's first transparent showcase with an interactive interface. The showcase's name is Translook. With Translooks' excellent penetration rate and color expression, it is capable of a display as clear as glass. Real products can be showcased inside Translooks' inner space, and users are able to interactively adjust the product's information and image on the front glass.



Translook also features a turntable inside the showcase and using the turntable, users are able to observe the product in 360 degrees. Translook can be used for a variety of ordinary and luxury products, and it will be especially useful for galleries and museums. Translook is manufactured in both stand types and flush types and is equipped with a 26 inch screen, touch sensors showing interactive videos, a camera, and an inner turntable allowing a 360 degree display. Hong Rae Jo, CEO of VINYL co, said "The future demand seems bright for the transparent display advertising platform for both the domestic and global display market." He added, "We will make more diverse products to address these needs".

MDS Technology's cutting edge solutions

MDS Technology is showcasing Testexpress, an app automation solution, and MirrorLink, a solution for the infotainment system. As the market for applications for smartphones and tablet PCs grows, the app automation solution is very groundbreaking as it automates the test runs during the development and upgrade process. This makes work much more efficient, as up until now they have been run by hand. By using Testexpress, developers create and run a test script with a simple touch or key press. Testexpress functions and reliability tests can be run repeatedly without cumbersome script

programming. MDS Technology reflects the customer needs by developing respective versions for the two main smart devices platforms Android, and iOS, and is receiving good initial feedback after supplying Testexpress to Pantech, Woori Bank, and Infraware. In contrast to the open source of the Android platform, there has always been a technological barrier regarding the restricted multitasking environment in Apple, but MDS technology has managed to allow iOS apps to be tested in the same way as Android device apps.

Mirrorlink is a technology that connects smartphones to a cars infotainment system, allowing it to use the smartphone's diverse resources. This is recognized as the core technology to create the smartcar as it easily establishes the car's infotainment and telematrix environment without the separate development of a car based platform or application. MDS Technology's very own Mirrorlink solution satisfies the connectivity consortium standard and supports various OS platforms such as Android, Windows CE, Windows Mobile, and Linux and is very compatible, easily being transplanted into any system. CEO Bong Kwan Kim of MDS Tech quoted "As the trend of auto-IT convergence accelerates, so will the infotainment market for cars" he also said "We will contribute to the smartcar actualization by providing optimized solutions and quick tech support to smartphone and consumer electronics companies and automotive head unit manufacturers."

OBIGO Inc is showcasing two innovations at KES 2011. One of them is the 'Car browser system & Web Platform', which is a platform optimized for surfing the web in a vehicle. The Car Browser System uses a touch-based, jog typed human-machine interface that maximizes user-



friendliness with in-vehicle screen optimized graphic settings. The system features web surfing in 3 modes, E-mail services, text to speech support, a drive

centric UI, and HTML5 support. The second product is called "Webby". Webby is a framework for Android mobile home applications. It provides web content to the phone wallpaper using webcore and supports HTML6, CSS3, and JS technology The major features of Webby provide phone decoration services, web technology, device APIs, and improve the accessibility & usability for brand marketing using the home screen.

YooJin Robot is another company with special exhibits. Yoojin Robot is producing the robotic cleaners called "iClebo", which are capable of maneuvering through a built in camera, and are also capable of microfiber water cleaning. Yoojin also produces educational robots such as the iRobby and RoboSSem. Both robots provide robot learning through their intelligence, mobility, and diverse



education. They are capable of voice, video, and motion sensing. Yoojin is also showing RobHaz (Robot for hazardous jobs), Cafaro (Public Service Robot), and robot toys. KES 2011

IT와 다른 산업이 만났을 때

IT의 발전과 더불어서 IT가 다른 분야와 접목하게 되는 것을 많이 볼 수 있게 되었다. 특히나 IT융합의 중요성은 오늘날 더욱 높아져서 대학들은 IT융합 관련 학과를 창설하고 연구실들을 만들게 되었다. KES 2011에서 IT와 융합한 제품으로 30여 회사 참가를 하였고 이중 몇 가지 제품을 만나보기로 한다.

건국대에서는 가상현실을 의류에 접목하여 아바타를 사용하여 옷을 고를 수 있는 기술을 소개하고 있다. Edam의 PoleX는 스마트폰의 주요한 기능과 운영방식을 시계로 옮겨놓아 쓰기 편하게 만들었다. 시계 또한 아름다운 패션 물품으로 사용 가능하다. J&P 에서는 손목에서 VDT증후군을 방지할 수 있는 마우스를 개발하여 전시하고 있다. Cloversoft에서는 가젯쉴드라는 아이폰 케이스를 개발 판매하고 있는데 가젯쉴드는 연약한 아이폰을 바깥에서 최강으로 만들어준다. 아이폰 보조배터리와 자체 플래쉬가 내장되어 아이폰을 최대한으로 보조해준다.

바이널의 트랜스룩은 세계 최초의 투명 쇼케이스이다. 트랜스룩은 또한 진열장에 실시간 인터페이스가 내장되어 있으며, 제품을 360도 회전가능하게 해준다. 이로써 소비자들은 제품을 살살이 훑어보며 이와 관련된 정보를 바로 유리 진열장에서 확인할 수 있게 된다. MDS는 테스트익스프레스 라는 어플리케이션 자동화 솔루션과 미러링크라는 차량용 인포테인먼트 시스템을 개발해 화제이다. 특히 테스트익스프레스 어플리케이션이 중요시되는 오늘날에 자동화를 통하여 그 시간을 굉장히 단축시킬 수 있다는 점에 큰 의의가 있다.



Evolving Sound and Full Motion Videos

Capturing the moments you loved, listening to your favorite songs, slacking off in front of the television. All of these became possible with improvements in multimedia technology. The current trend for multimedia is to make these moments more convenient and memorable, and Smart TVs, high resolution cameras, and other devices are making this happen. Powerhouse Korean companies such as Samsung and LG are renowned for their multimedia devices and as a result this section of KES 2011 turned out to be one of the largest of them all. Korean IT Times took a tour of the multimedia section and here are some booths we found memorable.

What fun is the multimedia section without Korea's largest company Samsung? Samsung is holding the biggest booth in KES 2011, and will be showing a wide variety of products from TVs to Smartphones. Samsung's SmartTVs provide a new way of viewing television, revolutionizing the experience, and can also be customized to the user's preferences. Samsung's digital cameras were also very interesting with their dual LCDs allowing self shots and being capable of Wi-Fi, allowing the cameras to send pictures anywhere over a wireless network.

Neckers portable pico projector Vingo is also a very interesting product. Vingo is a subminiature projector that supports Bluetooth and Wi-Fi, and has a running power of 3 hours. It is capable of playing files from USBs and SD memory devices, and for the first time in the industry, a projector supports Android apps and media contents. With its launch Vingo



will also release an iPhone and Android remote app. Apart from being able to play multimedia on a 40~100 inch big screen, Vingo is also capable of small group presentations.

To fully enjoy MP3s, Ipods, or other mobile devices, one must definitely utilize a speaker. EXELWAY Inc's new portable speaker EXB100 is not only portable, but has a classic design that can go with any device. With a Li-poly rechargeable Battery and 4W/Ch X 2 output, the device runs for 8 hours and weighs only 120g. EXELWAY is also introducing a speaker that is more appropriate for the living room. The Wall Mounted Slim Speaker, which is made from EXELWAY's own technology, provides a wide frequency range with a deep full bass and clean sound, not to mention its sleek and slim design. It is easy to say that it will integrate splendidly into high class restaurants and living rooms.

NST Co is showcasing 3 new products at KES 2011, the most innovative being NST-RX10, the next generation of smart remotes. It is ergonomic with a simple yet refined design, featuring a QWERTY keyboard and a slide to cover the keyboard when not being used. NST-RX1 uses Bluetooth, which is much less disturbed by obstacles than the original infrared light method. And since it allows two-way communication it is also able to link to a variety of contents. NST-RX10 is trying to be the new generation universal remote by incorporating a hybrid method to control the ordinary TV, IPTV, digital TV, Internet TV, and Set-top box. Another product is the MX-A10 (Wireless Smart Docking System). Using 2.4 GHz Bluetooth communication, MX-A10 is a system that allows smartphones and tablet PCs to dock on. When the Bluetooth keyboard, headphones, and hands-free use all bond into one, it is a system that maximizes the users' convenience. It also supports a variety of operating systems such as iOS, Android, BlackBerry,



and Win7. The last product is the auto security / power saving screen-keeper for monitors. If the user moves 5~10 meters from the PC, the screen-keeper automatically switches the monitor into a security and power saving mode. When the user comes back the monitor switches back to its original status. The screen-keeper can run for 2 years without any battery replacement. The design is refined and portable. Most importantly each screen-keeper is assigned an unique ID making it the perfect solution for companies and individual users.

Earphones, although being convenient and portable, are also known to be harmful for the ear. But iFeelu's EX2 2.2CH earphone uses osteophonic technology which protects the ear. Osteophony is known to be effective for transmitting sound to the elderly and deaf people, by utilizing the bone structure of the inner ear. EX2 2.2CH is compatible with every Apple device including iPods, iPhones,



and iPads. It has a remote that can control calls, an MP3 function, and a strong WOOFER vibration. In the front EX2 2.2CH has a normal speaker but in the back it incorporates a DMS (Dynamic Multi Function Speaker), which is an osteophonic speaker, and when the 4 speakers are controlled the earphone allows the user to enjoy Haptic Sound. By controlling the volume of DMS, the user can decrease the pressure on the external and middle ear, and the sound loss is noticeably lower than with original earphones, making EX2 2.2CH an ideal 3D earphone that can be used indoors. EX2 2.2CH also provides an analogue equalizer with settings for movies, games, music, DMB, and various other media.

Nimbus, inc. is offering innovative wired or wireless multimedia communication systems, especially transmitting and receiving 1080p60 full HD resolution of

video and high quality audio over the air. The company's WiMi family of encoder/decoder solutions combine the ubiquity, flexibility and simplicity of the near zero delay H.264 codec with the reliability and speed of Ethernet and IEEE802.11a/g/n Wi-Fi. The home entertainment and digital video distribution (digital signage) market has moved rapidly to manage high-definition digital content. In the past consumer electronics companies have built products to record and display HD content through HDMI cables. But there has been no effective solution for conveniently distributing and connecting that content within the home without cabling, until now. The WiMi3000 series wireless HDMI transmitter and receiver was made to replace cumbersome HDMI cables. Since, every display and A/V components are equipped with HDMI connectors, there must be an installed HDMI cable

between A/V source and HDTV. The WiMi3000 series eliminates this HDMI problem without any degradation in quality. In addition to the HDMI connector interface, the WiMi3000 can be used to interface traditional RCA jacks and RGB monitor out with D-Sub connectors at a 1080p60 resolution. So, the WiMi3000 is the best solution currently for connecting PC or Blu-ray disk players to that projector hanging under the ceiling without expensive HDMI or RGB cabling. KES 2011



소리의 진화와 풀 모션 영상

멀티미디어의 발전과 함께 인류의 삶은 훨씬 윤택해졌다. 현재 멀티미디어의 발전 트렌드는 이런 삶을 더 쉽고 기억할 수 있게 만드는 것에 있으며, 요새 나오는 발명품은 이것을 더욱 증명한다. 특히나 한국에서의 멀티미디어는 삼성이나 엘지 등 대기업 등에 의해서 굉장히 유명해졌으며, 이번 KES 2011에서 멀티미디어가 차지하는 부분 또한 상당하다. Korea IT Times에서 이번 KES 2011 멀티미디어관을 찾아가 보았다.

한국의 멀티미디어는 삼성전자와 떼어놓을 수 없는 관계이며, 이번 KES 2011에서도 역시 삼성전자는 가장 큰 부스 크기를 자랑하였다. TV부터 스마트폰까지 없는 제품이 없었으며, 특히나 주목할만한 상품들은 삼성의 스마트TV와 디지털 카메라이다. 스마트 TV는 TV시청의 새로운 패러다임을 제공해주며 사용자의 편의에 맞출 수 있다는데에 장점이 있다. 삼성의 디카는 듀얼 LCD를 통하여 셀카를 제공해주고 와이파이가 되는 지역에서는 언제 어디서든지 자신의 사진을 보낼 수가 있다.

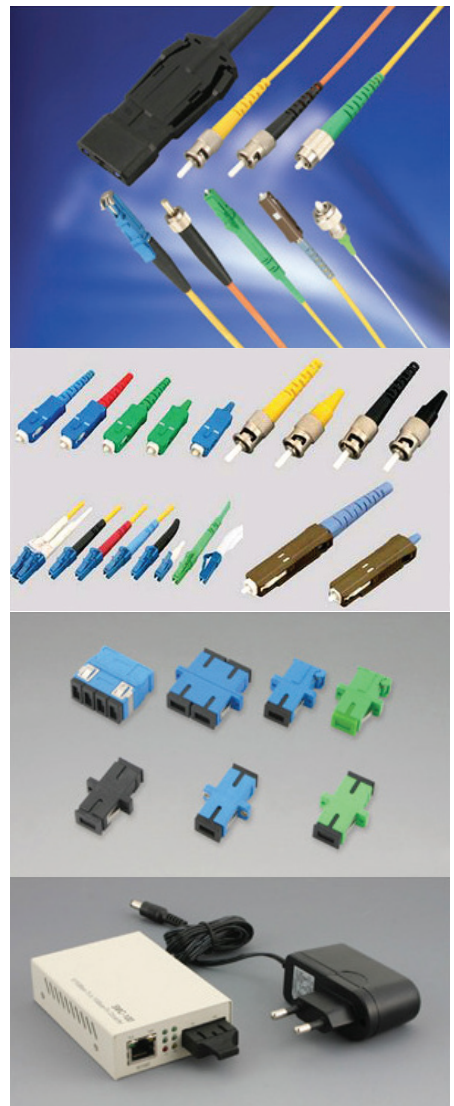
네커스의 빙고 또한 굉장히 흥미로운 제품이다. 빙고는 초소형 프로젝터로서 블루투스와 와이파이를 지원하며 안드로이드와 연동되어 안드로이드나 미디어 콘텐츠 재생이 가능하다. 런칭과 더불어서 아이폰과 안드로이드를 위한 빙고 조정기 앱 또한 출시될 것이다. Exelway에서는 디자인이 어느 장치와도 어울리는 휴대용 스피커를 출시했으며 무게가 120g으로 가볍다. Exelway에서는 또한 벽걸이형 슬림 스피커를 출시했다. NST co에서는 인체공학적인 스마트 리모컨, 스마트 도킹 시스템, 그리고 모니터용 스크린 키퍼를 선보이고있다. iFeelu에서는 골전도 이어폰을 출시하였다. 이 이어폰은 Woofer 진동과 DMS 스피커를 제공하여 일반 이어폰과의 차이점을 두었다.

Who's Who Among Korean Components and Materials Manufacturers

From fiberglass converters to wooden cell phone cases, the worldwide 'Buy Korea' trend is bigger than ever. Korea has become increasingly competitive in the components and materials industry and more companies are stepping up to play a key role as industry leaders. Let's see who's among them at KES 2011.

Reliable Fiber Optics Components

Fostec, manufacturers a variety of products used in fiber optics communications, such as cables, adapters, attenuators, converters, distribution frames, couplers,



links, and connectors. They sell domestically as well as having have a broad international distribution, including Europe, CIS, UAE, Asia and the Americas. In this year's show, Fostec is unveiling devices and components for the construction of fiber optics based network systems and for 3G facilities. Most importantly, their measurement devices for the maintenance of fiber optics facilities are especially easy to carry, easy to use and remarkable in terms of performance and price. They are expected to garner strong interest from related companies.

A New Line of Automobile Black Boxes

Car accidents, although best avoided are mitigated by a quick response and a clear account of the details. Having available videos, location details and data from impact, all make this process much easier. An automobile black box records and stores video and audio from the time of an accident or theft. With the bundled software all the data and videos can be seen on a PC. Eyecar Networks is displaying the latest developments of these automobile black boxes at KES.

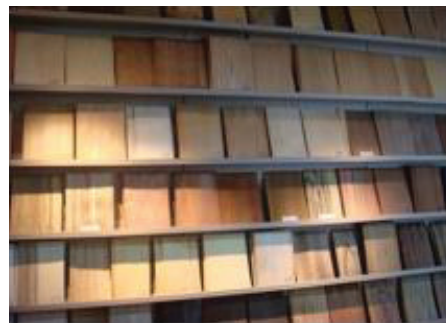
They are demonstrating three different models: The first, Observer Plus, provides both front and rear end cameras, and can be connected to a monitor, such as an onboard navigation system to view the recorded videos and change the settings, to ensure an accurate account. This dual camera technology is new to the Korean Market. The second model is the M1, a one channel device, capable of clear high-definition resolution and offers a GPS connection that lets users pinpoint their location on a Google map. The third model, compact and simple in design, is the Observer R1, the smallest single channel automobile black box now available. Despite it's size, it is capable of many advanced functions including outstanding resolution and GPS connectivity. All of these unique and powerful product lines are on display at KES 2011.



Eyecar Networks, automobile black boxes

Stylish Wooden Cases for Your Devices

Modern digital devices lack the warmth and liveliness of electronics from yesteryear. To address this, Inmok has designed a cell phone case with a luxurious exterior made from real wood, available in variety of natural colors and textures. They choose from over 400 different types of trees with varying patterns and shades to ensure a unique and custom product. Inmok's products are a distance above existing wooden, not to mention plastic or leather cell phone cases in terms of performance and quality, not to mention delicacy of design. These 'Man&Woos' cases support the phones Galaxy S2 and iPhone 4. The continued effort to find ways to use wood in a distinct and creative fashion has given Inmok a competitive edge in the market.



Phone Calls for Bikers Revolutionized

Cyclists are no longer a blind spot for wireless communication hardware manufacturers. For such sportsmen, mobile devices have to be convenient, while at the same time being safe. Also, weight, volume, as well as the filtering of outside



Inmok, real wood phone cases



Jinyoung Contech, Panel PC

Jinyoung Contech, Box PC

noise are obvious factors to be considered. HuRob seems to have come up with just such a product. HuRob's outdoor headset is the world's first type of device that is fitted to the inside of a helmet, and is adjustable. Using beam microphone technology, it's an all in one system compatible with all Bluetooth devices. Most importantly to the health of the consumer, it uses only 1mW power, which emits no electromagnetic waves that can affect the brain. The battery supports up to 9 hours of call time with just 2.5 hours of charging, and weighs just 20 grams. So far, the cycle and sports market have been overlooked by the wireless communication sector but now HuRob is addressing this niche.

Postal Sealing Made Simple

Mail automation systems are growing every day. Some of the devices that are being shown at KES 2011 are demonstrating faster processing speed and greater accuracy than ever before. Weltec's Of-ficemate 3D uses only a piece of paper to envelope a package, and can process up to 3000 papers per hour. Weltec's mail finisher 3000DC is a color printer in addition to being an efficient enveloper which processes up to 2100 papers per hour, making it effective for use in marketing and advertising. Since their establishment in 1999, Weltec has gained 75 percent of the European and 85 percent of the Asian market for pressure sealers.

Industrial PC's Diversified

Jinyoung Contech is displaying two of their products, the Panel PC and the Box PC at KES 2011. The Panel PC is an industrial PC with an integrated LCD monitor and EMB Main B/D. It is solid, compact and comes in various customizable designs. The Box PC has a minimal design, and is compact and slim with a shock resistant Flash Disk, being perfect when space is limited. This model can also be customized to customer specification. **KES 2011**

앞으로 세계 시장에서 감초 역할을 할 부품소재

세계적으로 불고 있는 바이 코리아 열풍으로 볼 수 있듯이 더욱 높은 경쟁력을 가지게 된 한국 부품 재료 산업. 앞으로 업계의 선도적인 역할을 할 한국 기업들을 KES 2011에서 미리 만나볼 수 있다.

포스트는 광통신 기반의 네트워크 시설구축용 부품과 장비를 전시한다. 코드를 비롯한 특수용 비접촉식 광 커넥터, 현장용 광 접속기, 광 측정기, 광케이블 등 다양한 제품이 준비되어 있다. 특히 광통신시설 유지보수에 필요한 측정장비는 휴대성과 편리성이 뛰어나며 성능 면에서도 우수하고 가격 면에서는 저가형으로 출시되어 광 관련업체들의 뜨거운 관심이 예상된다.

아이카네트웍스에서는 차량용 블랙박스 세 가지를 공개한다. 첫번째는 옵저버 플러스. 국내 최초의 분리형 2채널 블랙박스로 전방영상뿐만 아니라 차량 후방에 분리형 카메라로 연동되어 전/후방 영상을 동시에 녹화하여 보다 정확한 정황을 확인할 수 있다. 두 번째는 옵저버 M1, M3으로 선명한 영상을 구현하며 연동된 GPS장치로 위치정보뿐만 아니라 차량의 이동궤적 정보까지 확인이 가능하다. 세 번째는 옵저버 R1으로서 국내최초의 초소형 1채널 차량용 블랙박스로 매우 작은 사이즈임에도 불구하고 독특하고 심플한 디자인과 높은 수준의 기능을 탑재하고 있다. 이 제품군 모두 이번 한국전자전에서 확인할 수 있다.

인목은 갤럭시 S2, 아이폰4용 천연나무 휴대폰 보호케이스인 man & wood 휴대폰 케이스를 선보인다. 소형 IT제품에 대해서 천연나무의 적용을 위한 연구를 지속한 끝에 디자인, 기능, 질감 등 모든 부분에서 기존의 소재를 사용한 제품들을 능가할 수 있었다. 뛰어난 목질 표현과 400여종의 다양한 수종, 색상 및 패턴 활용을 통해 하이엔드 소비자들로부터 요구하는 감성적 디자인 제품의 요소에 부합한다.

휴롬의 아웃도어용 헤드셋은 세계최초로 헬멧 안에 부착되는 빌트인 방식의 제품이다. 모든 블루투스 기기와 호환되며 타사 제품과도 통화가 원활하고, 헬멧 내부에 자유롭게 부착할 수 있는 다양한 형태의 거치대도 제공된다. 무게와 부피, 통화시의 외부 소음 차단 등 여러 면에서 레포츠인들이 기대하는 안전성과 편리성을 동시에 충족시키는 제품이다.

이 밖에도 웰텍시스템이 오피스메이트3D라는 완벽한 봉합품질과 혁신적인 저소음을 실현한 우편봉합기를 선보이며 진영콘텍에서는 판넬PC와 박스 PC 개량화된 산업PC 두 제품을 선보인다.

Product Highlights

1) Hurob Co. (CEO Jeong Seon-gyu)

Hurob Co. is a small but strong Korean company which develops and produces advanced IT gadgets for the leisure and sports world, especially. "Understanding the need for advanced safety equipment for bikers, our company has been focusing on developing high-end IT helmet Bluetooth technology" said Jeong Seon-gyu, CEO of Hurob Co. "These days, bikes are extremely popularity as an eco-friendly means of transportation in an era of green growth."

As more and more people place a priority on human safety and prevention of accidents, the company aims to grow into a world-class company that develops, produces, and sells its helmets to create a safe traffic culture, protect those who enjoy biking and other leisure and sports activities, and enhance industrial safety. In particular, rock climbers can use the helmet with Bluetooth technology maintaining their safety and at the same time listen to music and receive cell phone calls while they climb rocks.

"In the future, Hurob will help develop and create environment-friendly wireless telecommunication technology that can be applied to new and renewable energy development, next-generation robots, IT convergence and natural resource exploration," Jeong said. The company was designated as a TBI new technology company in 2008. Hurob has registered three patents so far.



2) Chois Technology (CEO Choi Soon-pil)

Chois Technology has been consistently committed to manufacturing the nation's finest RF wireless presenters and remote solutions since 2001 "Our company produces high end professional grade wireless presentation technology with the brand name of 'X-pointer,' the first of its kind in the Korean market," said Choi Soon-pil, CEO of Chois Technology. At the moment a full range of models are available.

The X-pointer XPM140Plus has a stylish ergonomic design plus all the functions users expect from wireless presenters-- complete plug-and-play, 2.4GHz, a range of up to 30m, a laser pointer, page up/down, a slideshow and a black screen. Easy presentation control is possible, even when the product is not connected to the computer. The XPM145 model is a new edition in 2011. This new model has an orange color (635nm) laser. So the laser beam is twice as bright as a standard laser. In addition to its modern and chic design, the XPM350 model is equipped with the world's first optical touch sensor. A new-concept optical touch sensor detects tiny movements of the thumb to allow free mouse pointing of 360 degrees and precise control within a resolution of 800CPI.



3) Yuhanhitec Co. (CEO Han Ju-hyeon)

Yuhanhitec is a leading PC case manufacturer in Korea. "Our company has focused on product quality differentiation through a systematic management of ISO certification and know-how over the last 28 years," said Han Ju-hyeon, CEO of Yuhanhitec. Its product quality is already recognized in Germany, Japan and the U.S.A.

The ITX PC case market is growing little by little in the world PC market, in particular, Europe. As Intel continues to release high performance ITX main boards, receiving good responses from customers, Yuhanhitec has been focusing on this market by developing ITX PC cases over the past three years. For users wishing to more effectively utilize smart devices at home, the new ATX PC case series by Yuhanhitec



will be the best choice. With a drastic and modern design, which integrates a high-performance PC and a high-quality wire-wireless router in one. HTPC cases by Yuhanhitec sport elegant designs which can be created with an aluminum front manufacturing process. Users can create a remotely controlled home theater system in living rooms by utilizing VFD modules. Thanks to such strengths, HTPC cases of Yuhanhitec are steadily enjoying popularity among European PC users. The company is always committed to providing much more value to its customers through advanced technology.

4) INNOWORKS CO., Ltd.

(CEO Han Seon-yeong)

INNOWORKS has been concentrating on cases for mobile devices such as cell phones and MP3 players. Its ergonomic case production system moved away from the old system where an upper body part hooks into a lower part. "Our company developed a bar-type cell phone case with an elastic hinge and registered its patent in Korea, the U.S., Japan, Europe and China," said Han Seon-yeong, CEO of INNOWORKS. "We have so successfully minimized the thickness of the case (0.7T), users may feel as if they are using cell phones without cases, which are easy to use regardless of age or gender." The case for the Galaxy S2, a sleek smart-phone from Samsung Electronics, con-

1) 바이크와 레포트에도 통화의 한계를 종식시키다

이제 더 이상 바이크는 무선통신 분야의 사각지대가 아니다. 장족의 발전을 거듭하는 휴대기기 중에서도 안전과 편리성을 동시에 충족하는 제품이 레포트인들의 기대에 부응하고자 재탄생하는 것이다. 통신 분야의 주역인 스마트폰과의 호환성 여부도 체크해야 할 중요한 포인트. 무게와 부피, 통화시에 외부의 소음에 노출되는 아웃도어의 환경상 얼마나 명료한 품질의 통화가 가능할지도 꼼꼼히 따져봐야 한다. (주)휴롬의 아웃도어용 헤드셋은 세계 최초로 헬멧 안에 부착되는 빌트인 방식의 친구조의 제품이다. 게다가 마이크 빔 기술로 확장 마이크가 필요 없는 본체 일체형 마이크까지 탑재했다. 모든 블루투스 기기와 호환이 가능하여 타사 제품과 인터컴 통화가 원활하고, 헬멧 내부에 자유롭게 부착할 수 있는 다양한 형태의 거치대도 제공한다는 것 역시 중요한 장점.

더욱이 놀라운 것은 두뇌에 미치는 전자파의 영향이 없는 1mW파워로 200m가 통달거리라는 사실이다. 또한 휴대기기의 핵심은 품질 뿐 아니라 지속시간. (주)휴롬의 아웃도어용 헤드셋은 2.5시간 충전으로 통화시간이 연속 9시간에 달하며, 스마트폰 과도 원활한 커뮤니케이션을 보장한다. 노이즈 제거능력이 우수하여 아웃도어의 열악한 통화환경에서도 뛰어난 명료함을 자랑한다. 부피감 역시 최소. 또한 20g의 최 경량으로서 주행 중 이용자의 피로도를 최소화하였다. 외장형 마이크를 사용하지 않고, 본체에 스피커만 연결하여 사용할 수 있다는 점도 체크해보자. 바이크는 녹색성장 분야로서 탁월한 경제성과 신속성을 제공하지만 많은 위험성을 내포하고 있음은 주지의 사실. 그러나 날로 발전하는 무선통신 분야의 마지막 미개척지인 바이크와 레포트 분야에도 이제 새로운 무선통신의 꽃이 피어나고 있다.

2) 초이스테크놀로지 Wireless Presenter, X-pointer

초이스테크놀로지는 자체 기술과 솔루션의 개발과 마케팅을 주도하여 왔으며, 2001년부터 무선 발표자 및 원격 솔루션 방면에서 전국 최고 수준의 제품을 제조하기 위해 최선을 다하고 있다. 이 회사는 전문적으로 급변하는 프레젠테이션 환경에서 선두를 위해 "X - pointer"를 개발했다. X - pointer XPM140Plus는 사용자가 무선 발표에서 기대하는 모든 기능을 담으면서도 세련된 인체 공학적 디자인을 지녔고, 2.4GHz, 범위 최대 30m의 레이저 포인터 지시가 가능하다. 페이지 업/ 다운, 슬라이드쇼 시작/종료기능 등이 있다. XPM145 모델은 2011의 새로운 버전으로서, 오렌지 색상 (635nm) 레이저이다. 일반적인 레이저보다 2배 밝은 제품이다. 플러그 앤 플레이, 2.4GHz, 최대 30m 범위로 레이저 포인터 사용이 가능하다. 페이지 위/아래, 시작/중지 지시와 슬라이드쇼 지시가 가능하다. 컴퓨터에 연결되지 않고 가능한 완전하고 쉽게 프레젠테이션 제어가 가능하다는 장점이 있다. XPM350 모델은 현대적이고 세련된 디자인과 함께 세계 최초의 광학 터치 센서를 갖추고 있다. 새로운 개념의 광학 터치 센서는 무료 마우스가 360도에서 포인팅 및 세부 해상도 800CPI 내에서 제어하도록 엄지 손가락의 작은 움직임을 감지한다. 이 제품은 거리 30m 이내 사용하고 아마도 환경의 어떤 종류의 적용될 수 있다. 또한, 쉽게 파일 이동 및 파워 포인트 밑줄 기능을 위해 마우스의 드래그 & 드롭 기능을 지원하며, 쉽게 휴대할 수 있도록 USB 삽입 방법을 사용한다. X-포인터의 고유한 매직 키 프로그램은 제품의 모든 기능을 담고 있는데, 바로 프레젠테이션, 미디어 플레이어, 게임, 음악, 사진 뷰어 등 다양한 응용 프로그램이다. 개발 및 생산에 관한 오랜 축적된 결과인 ChoisTechnology의 X-포인터 브랜드는 국내 시장에서 인정받는 리더가 되었고 해외 시장에서도 빠른 인정을 얻고 있다.

3) 모던한 디자인, 스마트한 성능의 PC 케이스

무결점 제품과 차별화된 품질로 해외 PC 케이스 시장을 공략하고 있는 (주)유한하이테크(대표 한주현)가 한국전자전을 맞아 다양한 제품을 선보인다. 먼저 살펴볼 것은 'HTPC 케이스'다. '사무공간의 비품이던 PC케이스를 생활공간인 거실로 들어올 있도록 하자'는 콘셉트에서 착안한 심플하고 모던한 고급스러운 디자인 특징이다. VFD 모듈을 이용한 이 제품은 사용자가 멀리서도 홀시어터를 제어하기 쉽도록 고안됐다. 함께 선보일 'ITX PC 케이스'는 유럽시장 점유율을 점진적으로 높여주고 있는 유한의 효자 아이템이다. 고객들의 반응이 가장 좋은 제품으로 꼽힌다. 또한 'ATX PC 케이스'는 스마트 디바이스(Smart device)를 원하는 소비자들에게 가장 적합한 제품이다. 한중구 회장은 "New ATX PC 케이스 시리즈'를 선택한다면 과감하고 모던한 디자인과 높은 사양의 두 마리 토끼를 잡을 수 있을 것"이라고 전했다.

Product Highlights



sists of two parts – the panel and the bumper. Consumers can change the colors of the bumpers and panels whenever they want. This appeals to many consumers concerned with the colors of their phones. They are also offer rubber and glossy cases. The rubber cases are soft and resist fingerprints and scratches. The glossy cases give people a good sense of color through glossy coating. At the same time, the gloss makes the case more luxurious. DUES cases are the best of both, mixing the merits of both. They are expected to sell like hot cakes in the domestic and overseas markets.

5) Cheong Tech (CEO: Kim Bong-seok)

Cheong Tech specializes in developing and producing earphones, headphones and cup and tumbler holders. “With Voice Echo Earphone users can sing along to music from their portable players, while hearing themselves at the same time,” said Kim Bong-seok, CEO of Cheng Tech. In addition, those who want to correct their pronunciation are able to compare their voices with standard voices. Language students will also find this product very useful as a study tool.

Cheong Tech’s luminous cup holders emit light while being held. A Unique feeling and atmosphere is created as the color of a drink changes according to the color of light emission. “Outside of its aesthetic appeal as a cup holder, the product maintains a drinks’ temperature by lowering heat conduction from inside and outside of the cup, making it possible for the user to enjoy the optimum beverage temperature desired for an extended period,” Kim added.

The company has also developed a luminous hands-free earphone. As the

earphone emits light by reacting to voice or music, the user can let others they are preoccupied.

6) Redrover

Two bright suggestions to dominate the 3D market

The heated competition for the emerging 3D market has long been more than just a fierce race. However, there is one product that might attract the most attention at this year’s Korea Electronics Show. It is the 3D Monitor from Redrover, a company epitomizing evolution in monitor technology. Redrover’s 3D Monitor for professionals has adopted two LCD panels, allowing a plug and display without the need for a separate video processing device, and supports full HD with no resolution degradation by using the Half Mirror. Though it is a cube-type structure, the AR’s coated frontal area blocks out the light allowing it to be used regardless of the working environment, whether inside or out, and it can be put to use in various fields such as final editing for a 3D video, military defense, medical treatment or GIS. Another Redrover product of note is the 3D RIG. The Redrover RIG has adopted a high-degree special component to support their patented binocular disparity and primary view concurrent control features, which have a quick and easy array with an on site 3D. To prepare for the fast growing stereoscopic filming market, Redrover is leading the way in revitalizing the 3D stereoscopic movie and content market by developing and selling RIG systems to address various users needs.

7) 4D Vision

Take off the glasses and enjoy 3D.

Imagine a tiger flaunting its size and power, seated in front of you as if it could be touched, and a brash skateboarder careening toward you. Its time to drop the notion that special glasses are necessary for a spectacular 3D experience. Let us take a look at 4D Vision’s Non-glass 3D Display. 4D Vision is a 3D solution company that has been selected for government funded 3D-related projects a dozen times over the last 8 years, and is the first in the industry to acquire international



Cheong Tech, Voice Echo Earphone



Redrover, 3D Monitor



4D Vision's Non-glass 3D Display

certification by self-developing the Non-glass 3D Display in Korea. From enjoying dynamic 3D projection videos displayed, to eye-catching 3D displays, this product realizes the world’s first non-glass 3D UHD (38840×2160) video of 110” 4K to create a more realistic and vivid home theater viewing experience.

8) Eyecar Networks

The new evolution of car black boxes

Car accidents are best to be avoided, but when they do occur, prompt and precise analysis and accident handling is the key. If drivers have video and audio during the drive, location information and impact data are provided to both parties, a more indisputable handling of the event is possible.

Most of the details during an accident can be clearly identified by a car black box, which are video recording devices for cars, that store video & audio, location information (GPS) and impact data from car accidents such as crashes, impacts and sudden acceleration, as well as damages from parking or theft. You can view the stored video and data from your laptop or desktop using the bundled PC software. Three groups of Eyecar Networks car black box are to be revealed at this Korea Electronics Show. The first is Observer Plus. As Korea’s first split-type 2-channel black box, it records not only the frontal view but at the same time the rear view by linking its split camera to identify the situation more accurately. By linking with the on-board navigation system and other monitor devices, real-time recording and playback is allowed, and being able to operate the product’s setup while looking at the monitor is another merit. The second model is Observer M1, M3. It is a 1-channel product with a WVGA (800×480) resolution to provide a clear picture, and with the linked GPS device, not only the



4) 갤럭시 S2 케이스의 화려한 변신

INNOWorks의 갤럭시 S2 DUES SERIES가 이번에 출품된다. 갤럭시 케이스의 결정체로서 본체 보호라는 본연의 임무 외에 화사한 컬러감과 산뜻한 디자인이 돋보이는 이 제품을 눈여겨 볼 것. 인체환경 공학적 케이스로 기존 방식인 HOOK로 상하판의 케이스를 연결하는 방식에서 탈피하였다. 또한 HOOK 없이 본체와 결합시켰으며, 탄성힌지부가 구비된 바형 휴대폰 단말기케이스를 개발하여 한국과 미국, 일본, 유럽, 중국에서 특허를 등록, 출원하였다. 그리고 케이스의 두께에 차이를 두어 두께 (0.7T) 를 최소화 하였으며, 케이스를 사용하고 있어도 사용하고 있지 않은 느낌을 주고, 남녀노소 모두 탈부착이 쉽게 만들었다. 갤럭시 S2 제품은 패널부분과 범퍼부분 두 파트로 나누어져 있다. 그 결과 소비자들의 취향에 맞추어 범퍼·패널 색상을 다양하게 탈부착 할 수 있으며, 다양함을 추구하는 소비자들에게 크게 어필할 것이다. 더욱이 크게 RUBBER와 GLOSSY COLLECTION으로 나뉘어지며, RUBBER의 경우 고무느낌의 촉감이 부드럽고 지문이 잘 남지않고, 스크래치를 많이 흡수하는 장점을 가지고 있다. GLOSSY의 경우 제품의 광을 살리는 코팅으로 컬러감을 잘 살려 고급스럽다. 이러한 두가지 COLLECTION의 장점을 적절히 조합하여 만든 DUES(듀어스) 제품은 스크래치 및 지문이 잘 남지 않고 범퍼의 경우 GLOSSY 특징을 담아 컬러감을 잘 살릴 수 있도록 제작되었다.

5) 노래방 이어폰으로 가수에 도전하세요.

요즘 각종 TV 오디션 프로그램의 대중적 인기로 실용음악학원의 열기가 뜨겁다. 목적은 다르지만 노래를 배우고 싶다는 마음은 모두 같지만, 상황이 된다면 노래방이라도 가서 연습을 해보고 싶다는 마음 누구나 한번쯤 들었을 것 같다. 한국전자전에서 당신의 그 요구를 만족할 제품이 선보일 것으로 보인다. 헤드폰, 마이크 등 음향기기 제조기업 청택(대표 김봉석)이 개발한 ‘노래방 이어폰’이 그 주인공이다. 이 제품은 일종의 나만을 위한 이동식 노래방이라고 생각하면 이해가 쉽다. 사용자가 휴대폰, 노트북, MP3 등 음향기기와 연결해 음향 재생기기에서 흘러나오는 원음을 따라들으며 노래하면 이어폰이 에코음을 첨가해 주는 아이디어 상품이다. 원곡과 내 노래를 동시에 비교할 수 있어 노래 교정에도 도움을 줄 수 있다. 이밖에도 청택은 사용시에 반짝 반짝 발광해 이어폰 사용을 타인에게 알릴 수 있는 ‘발광 핸즈프리 이어폰’과 사람의 손이 접촉부에 닿으면 발광하는 신기한 ‘발광컵’도 함께 선보일 계획이다.

6) 3D시장을 장악하는 두 가지 산뜻한 제안

다가오는 3D시장의 각축전은 단순히 치열한 양상을 넘어선지 오래이다. 그러나 이번 한국전자전에서 가장 주목할 만한 레드로버의 제품이 이번 한국전자전에 출품된다. 우선 모니터의 진화를 보여주는 레드로버의 3D 모니터. 레드로버 3D모니터는 두장의 LCD패널을 사용한 전문가용으로 별도의 영상 처리 장비 없이 Plug & display가 가능하며, Half Mirror를 이용하여 해상도 저하 없이 Full HD를 지원한다. 큐브타입의 구조이나 전면부에 AR코팅 처리가 되어 있어, 빛 반사를 막아 실내외등 작업환경에 구애 받지 않으며, 3D영상후반편집작업, 국방, 의료, GIS등 다양한 분야에서 사용이 가능하다. 또, 하나의 레드로버의 제품은 3D 리그RIG이다. 레드로버 RIG는 고정도 특수 부품을 사용하여 자사의 특허인 양안시차 및 주시각 동시 제어 기능과 고니오미터 분배방식을 통해 현장에서의 쉽고 빠른 3D카메라 정렬과 촬영을 도와준다. 빠르게 성장하고 있는 입체 촬영시장에서의 대응을 위하여 다양한 성능의 RIG시스템을 개발 및 시판하여 3D 입체영화 및 콘텐츠시장의 활성화에 앞장서고 있다.

7) 안경은 벗고 3D를 즐긴다

화면에서 호랑이가 그 큰 덩치를 자랑하며 만져질 듯이 앉아있고, 스케이트보드를 타는 사람이 아슬아슬하게 눈앞으로 돌진하는 광경. 우리가 3D에서 원하는 이 스펙터클함을 위해서는 안경은 필수라는 생각은 이제 버려야 한다. 포디비전의 무안경 입체 디스플레이어를 살펴보자. 포디비전은 8년 동안 십여 차례 3D입체에 관한 정부 지원사업에 선정되어 자동입체변환 S/W를 비롯하여 3D게임과 입체 콘텐츠 제작에 특화된 기술력을 보유한 3D입체 솔루션 업체로서, 무안경 입체 디스플레이를 국내에서 자체 개발하여 업계 최초로 해외 인증을 취득했다. 역동적인 돌출 입체 동영상을 연출하는 무안경의 자유로운 입체 감상, 시선을 사로잡는 입체 연출까지. 세계최초 110인치 4K급 무안경 3D UHD(3840×2160)의 영상을 구현하는 이 제품으로, 안경 없이도 우리의 안방극장을 더욱 화려하고 생생하게, 보다 박력있고 흥미진진하게 즐겨 볼 수 있다.

Product Highlights

location information but also other data such as, average speed, average number of event occurrences, driving distance and time can be identified. The third product is the Observer R1. It is Korea's first micro 1-channel car black box boasting a subminiature size and distinguished by its, small simple design, coming equipped with a WVGA 800×480 resolution and an external GPS link for high-level features. These products with their performance specifications and distinguishing features can be seen at this year's Korea Electronics Show.

9) IMAX

Brainwave controller that can move objects using alpha waves

Our brains are the source of power that can move objects just by thoughts and concentration. Psychokinesis in sci-fi movies may no longer be mere imagination. IMAX Ltd. is an IT company with cutting-edge technology based in Busan. The company has developed cutting-edge engineering technology and collaborated with Korea's major companies and university research teams including Samsung Electronics, Hyundai Motors, Dong-A Pharmaceutical, Korea Yakult, and KORI Nuclear Power Site for the last nineteen years. Its research lab has continuously delivered excellent results out of this collaboration. IMAX Ltd. will be presenting its newest product at the Korea Electronics Show 2011: a brainwave controller. Through this brainwave controller, brainwaves can be controlled using a headset as a brainwave measurement system to measure alpha waves according to the level of concentration. Thus this equipment can be used for training brains or enhancing concentration ability.

When studying or cogitating, a high level of concentration is required. The brainwave controller can amplify brainwaves, and transmit them to run a toy car

or activate electronics. This product is the first in the world to display the level of concentration with numbers, so it can help provide accurate and reliable data for developing children's brains, improving memory in adults and preventing dementia. This can be used as a brain training device at kindergartens, households, or schools.

Computer Energy Management and Security System

What is the most effective way to stop thieves from stealing expensive computers, monitors, printers or beam projectors that are used in public places? IMAX Ltd.'s computer energy management and security system offers an environment to prevent and monitor the theft of computer equipment. This system can be easily connected to valuable electronic equipment such as computers and detect any changes in the connected devices such as being powered off or shaken. It notifies of the breach and activates an alarm. This system was designed to prevent and monitor the theft of computer equipment in schools or public institutions, and it can be attached to any electronic device and be managed by a master key. This system offers diverse security functions such as detecting any changes or damages in the security device. This system can be utilized at any school, library, or public institution.



10) iFeelU

EX2 2.2-channel Bone-conduction and Vibration Earphones

It is a well-known fact that damage to ears is proportional to the convenience and portability of earphones. However, iFeelU introduces a product that can not only protect hearing but also help the hearing-impaired. iFeelU's bone-conduction vibration earphones are the first in the world to be certified by Apple and are compatible with all Apple products including their iPod/iPhone/iPad.



The attached remote control allows users to control MP3 and phone functions easily. As this product uses bone conduction which is friendly to natural ear functions, it protects ears and is also suitable for the aged with hearing problems or even for the people with impaired hearing. A personal analog equalizer can be set on various modes such as vibration, games, or movies, and it keeps the external noise level low.

With its accumulated technology, iFeelU started as a technology-intensive multimedia component company, and since then, the company has been dynamically cultivating new markets by developing and commercializing the world's first compact, low-powered and highly efficient Dynamic Multi-Function Speaker (DMS) and 2.2-channel woofer vibration earphone. iFeelU has already secured numerous patents and intellectual property

rights at home and abroad in designing and producing the most efficient structure and system to realize strong sound vibration and bone conduction in a compact, low-powered form. iFeelU is already a strongly-established company in this blue-ocean market and also is expanding its business to various industries such as entertainment, telecommunications, well-being, sports, and medicine.

EX2 2.2-channel bone-conduction and vibration earphones are the world's first bone conduction woofer vibration earphones which have adopted normal speakers in the front and DMS at the back. They can be controlled by a remote-controller, and therefore offer the optimal environment to enjoy haptic sound.

By adjusting DMS, a bone conduction speaker, with a volume controller, the earphones put less pressure on the external and middle ear including the eardrum, and can be used by people with conductive hearing loss. Its external-noise level is much lower than other earphones, so that users can still enjoy full 3D sound even in the subway or a library.

EX2 2.2-channel bone-conduction and vibration earphones offer analog equalizer functions which can be adjusted depending on the content (movie, game, music, or TV) and multimedia device (PMP, MP4, smartphone).

This model obtained an official certificate from Apple for the first time in Korea, and it is not only sold in domestic Emarts, Hi-Marts, Lotte Marts, Homeplusses, and Apple stores, but also exported to Japan, the US, Canada, the UK, Hong Kong, and Germany.

11) innoPia Technology

Terrestrial and Internet-based Hybrid Smart Set-top Box Supporting Two-way Services

innoPia Technology, which develops multimedia and telecommunication devices, presents a smart set-top box that supports terrestrial and Internet-based two-way services. This differentiated product supports multi-channel terrestrial reception, various Android applications and real-time streaming. It is a converged broadcast and telecommunication set-top box embedded with self-developed applications for using N-screen and SNS services. The product is also embedded with

8) 차량용 블랙박스의 새로운 진화

차 사고는 최대한 피해야 하는 가능성의 악이지만, 발생시 최대한 신속하고 정확한 경위 분석과 대처가 필요한 대상이다. 운전시의 영상과 음성, 위치정보, 충격 데이터 등이 당사자들에게 제공된다면 좀 더 확실한 처리가 가능한 부분이기도 하다. 피하지 말고 방심치 말며 미리 대비해야 하는 차 사고. 과연 어떠한 방법을 모색해야 할까.

차량 사고시 밝혀져야 할 사고경위는 대부분 차량용 블랙박스로 인해 그 실체가 명확히 드러난다. 차량용 영상 기록장치, 일명 블랙박스 (Car DVR)는 주행 중 추돌, 충격, 급 발진 등의 차량 사고 발생시 뿐만 아니라 주차 중 차량 파손 및 도난 등의 상황이 발생 하였을 때 영상과 음성, 위치정보(GPS), 충격 데이터 정보 등을 저장하여 사고의 원인을 분석 하는데 도움을 주는 기록 저장장치이다. 제공된 전용 PC뷰어 프로그램을 통해 저장된 영상 및 각종 데이터 등을 노트북 또는 데스크탑에서 확인할 수 있다. 이 블랙박스가 밝혀내는 정보와 기기의 외관 역시 갈수록 발전하는 가운데 이번 한국전자전에서 아이캐네트웍스의 차량용 블랙박스 세 그룹이 그 모습을 드러낸다. 첫번째는 옵저버 플러스. 국내 최초의 분리형 2채널 블랙박스로 전방영상 뿐만 아니라 차량 후방에 분리형 카메라로 연동되어 전/후방 영상을 동시에 녹화하여 보다 정확한 정황을 확인할 수 있다. 차량에 설치된 네비게이션 및 기타 모니터 장치와 연동하여 실시간 녹화영상 및 저장된 영상까지 확인이 가능하며 모니터를 보면서 제품의 기능 설정 또한 가능하다. 두번째는 옵저버 M1, M3. 1채널 전용 제품으로 WVGA(800X480)급 해상도로 보다 선명한 영상을 구현하며 연동된 GPS 장치로 위치정보 뿐만 아니라 차량의 이동궤적 정보(평균속도, 평균 이벤트 발생 횟수, 구간별 이동거리 및 이동시간)까지 확인이 가능하다. 또한 Play Back 기능으로 차량에 설치된 네비게이션 및 기타 모니터 장치와 연동하여 실시간 녹화영상 및 저장된 영상까지 확인이 가능하며 모니터를 보면서 제품의 기능 설정 또한 가능하다. 세번째는 옵저버 R1. 국내 최초의 초소형 1채널 차량용 블랙박스로 매우 작은 사이즈와 독특하고 심플한 디자인이 강점이며, 작지만 WVGA 800X480급 해상도에 외장형 GPS 연동으로 높은 수준의 기능을 탑재하고 있다. 목표로 하는 성능과 특징점을 달리하는 이 제품군들을 이번 한국전자전에서 확인할 수 있다.

9) 집중도의 알파파가 물체를 이동시키는 뇌파제어기

우리의 두뇌는 생각과 집중력만으로 물체를 이동시킬 수 있는 힘의 근원이다. SF 소설에 등장하는 염력의 기이한 장면이 가상의 현실만은 아닌 듯 하다. (주)아이맥스는 19년 동안 첨단공학 관련 제품을 개발하고 생산하여 국내의 삼성전자, 현대자동차, 동아 제약, 한국 야쿠르트, 고리원자력 등 대기업과 100여 개 이상의 중소기업 그리고 여러 대학의 연구기관과 공동연구 개발 등 수많은 프로젝트 개발에 참여하여 좋은 성과를 계속적으로 수행하고 있는 정보연구소를 보유하고 있는 부산의 IT 첨단기업이다. (주)아이맥스는 새로운 출시 제품인 뇌파 제어기를 이번 한국 전자전에 출품한다. 뇌파 제어기는 두피에 착용 가능한 헤드셋 형태의 뇌파측정 시스템을 이용하여 집중도에 따라서 발생하는 알파파를 측정하여 뇌파 제어기의 제어가 가능하며, 이를 통하여 집중력 향상 및 두뇌 훈련이 가능하다. 깊은 생각이나 공부를 할 때 강력한 집중력이 요구되는데 이때 뇌에서 나오는 뇌파 신호를 증폭하여 무선으로 원격지에 전송하여 장난감 자동차를 달리게 하거나 주변의 전자기기나 가전 제품을 생각만으로 작동할 수 있다. 본 제품은 세계 최초로 집중도를 숫자로 표시하여 어린이들의 두뇌발달과 중 장년층의 기억력 향상 및 노인들의 치매 예방에도 크게 도움을 줄 수 있는 세계적 인 뇌파제어기 이다. 활용 가능한 용도로는 유치원, 가정, 학교 등의 두뇌 교육용으로 사용될 수 있다.

컴퓨터 에너지 관리 및 도난 감시 시스템

(주)아이맥스의 컴퓨터 에너지 관리 및 도난 감시 시스템은 컴퓨터 및 주변기기의 도난을 방지 및 감시 할 수 있는 시스템을 제공한다. 컴퓨터, 모니터, 프린터, 복합기, 빔 프로젝트 등 고가의 전자 기기들에 손쉽게 연결하여 전원의 탈거 및 물체의 이동, 충격 등을 감지하여 관리자에게 통보 및 비상벨, 부저 등을 가동하는 시스템으로, 세부사항은 다음과 같다. 학교 및 공공기관에서 사용중인 컴퓨터 및 주변 기기들의 도난 사건을 방지 및 감시 하기 위한 시스템으로, 컴퓨터, 모니터, 프린터, 복합기, 빔프로젝트 등 다양한 전자기기에 탈부착하고 관리자의 마스터키로 관리되는 형태의 도난 감시 시스템으로, 도난 방지 장치의 파괴에 대한 감지 기능, 이동, 탈거 등에 대한 감지 기능 등 다양한 보안 기능을 제공한다. 이 시스템은 학교, 도서관, 공공기관 등에서 활용될 수 있다.

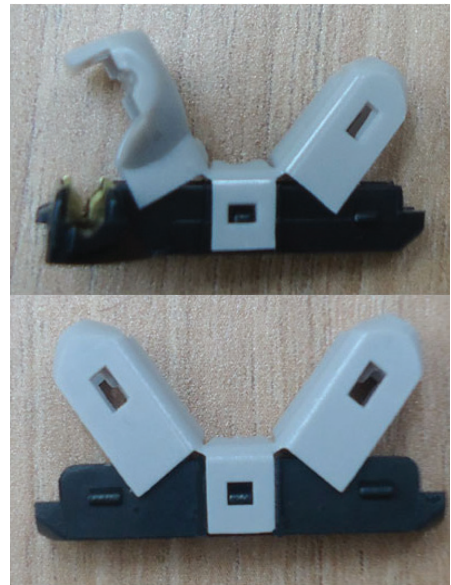
Product Highlights

DLNA functionality and Wi-Fi, therefore sharing media over internal wireless networks is possible. Moreover, it has a self-developed UI/UX for a user-friendly environment. Upgrades and maintenance can be conducted remotely so that technicians can help users with any errors. The product also comes with terrestrial reception capability and support of real-time streaming, N-screen, and SNS services as well as diverse Android applications, Flash 10.1, Wi-Fi, H.264, MPEG2, MPEG4, DIVX, and WMV. This smart set-top box comes in a compact size with sophisticated design.

12) JoWoo-Tech

e-Clamp One-touch Wire Connector

Generally, when we connect two cables or wires, we go through the process of uncovering, connecting, and taping. However, the e-clamp is an epoch-making product that eliminates all of that process. The e-clamp uncovers and connects two



wires simultaneously by pressing two U-shaped plates together. Therefore, all the process like twisting wires by hand, taping around the wires after connecting them, or using special sockets or tools for connecting wires are taken care of. The e-clamp's biggest advantage is that there is absolutely no risk of electrocution, so it can be used in manufacturing cars, airplanes, ships, robots, train compartments, IT devices, semiconductors or displays.

This innovative product improved the way we connect wires by eliminating inconvenient processes. Its quality and convenience was proven on many TV programs such as SBS's How Much, MBC's Prime Senior Model Case for Successful Start-up, and MBN's Small Business EU-REKA!

JoWoo-Tech is a venture company that produces and distributes the e-clamp. This product is an unprecedented new connector which can be adopted in various ways. As of 2011, the e-clamp obtained a patent (no.0943203, no.1026503) in Korea, and filed patent applications to PCT and the USA, UK, Germany, Japan, China, and Australia. It is ISO9001 and ISO14001 certified and won 3rd place at the Korea Invention Patent Exhibition 2009, 2nd place at the Seoul International Invention Fair and 1st place at The 3rd Disabled Startup Fair.

13) Yelim GMS

Imported Conductor Hard Coated Glass - TEC Glass

Yelim GMS (Representative: Jin-Gu Kim), an importer and supplier of secondary manufacturing facilities for plate glass, subsidiary materials, and hi-tech glass will be exhibiting their TEC-Glass at this Korea Electronics Show, a conductor hard-coated glass produced by Pilkington. TEC-Glass, supplied by Yelim GMS, is a product made by hard-coating conductive film when manufacturing the mother glass to conduct electricity in the plate glass. Thus, according to the size of the product and the resistance coefficient of the conductive film, it can be grafted onto frontal glass of freezers, showcases and solar cell glass plates, and it features practical storage and cutoff, tempering, lamination and processing, as well as control of electrical characteristic (Ω) or the haze ratio. TEC-7 and TEC-8 can be used for thin films & DSSC Solar Cells (thickness: 2.2t, 3.0t, 3.2t, 4.0t), and TEC-15, 35, 50, 70, 250 can be used for heating glasses, display panels and oven windows (thickness: 2.2t, 3.0t, 3.2t, 4.0t, 5.0t, 6.0t). And TEC SB: Sodium Barrier Coating products are 2.2t, 3.0t and 4.0t in thickness. KES 2011



현하는 가장 효율적인 구조 및 관련 제품을 이미 다양한 국내외 특허와 지적재산권으로 확보하고 있는 아이필유는 이미 이 블루오션 시장에서 강력한 선발업체이며, 엔터테인먼트, 통신, 웰빙, 스포츠, 메디컬 등 다양한 분야로 그 활동영역을 확대해 나가고 있다.

EX2 2.2CH 골전도 체감음향이어폰은 전면 부에는 일반 스피커가 후면 부에는 골전도 스피커인 DMS(Dynamic Multi-Function Speaker)가 채택되어 있어 컨트롤러에 의하여 4개의 스피커를 조절하여 HAPTIC SOUND를 즐길 수 있는 세계최초 골전도 우퍼 진동 이어폰이다.

골전도 스피커인 DMS를 볼륨 컨트롤러에 의해 조절함으로써 고막 등 외이와 중이에 무리를 적게 주는 귀에 좋은 이어폰이며 전음성 난청인 사람도 들을 수 있으며 외부 노출 소음이 일반 이어폰보다 현격히 줄어 도서관 지하철 등에서도 풍부한 음향을 즐길 수 있는 매너 좋은 3D 입체음향 이어폰으로 소리를 몸으로 느낄 수 있는 이어폰이기도 하다.

PMP, MP4, 스마트폰 등 멀티미디어 기기로 영화, 게임, 음악, DMB 등 다양한 콘텐츠에 따라서 풍부한 음향과 나만의 음향을 즐길 수 있는 아날로그 이퀄라이저 기능을 제공한다.

EX2-501M 모델은 국내 최초로 애플사 공식인증을 취득한 제품이며 현재 국내 이마트, 하이마트, 롯데마트, 홈플러스는 물론 백화점 및 애플매장에서 쉽게 접할 수 있으며 해외수출은 일본, 미국, 캐나다, 영국, 홍콩, 독일 등 여러 국가에 수출을 하며 선풍적인 인기를 누리고 있는 제품이다.

11) 지상파 및 인터넷 기반 양방향 서비스 지원 하이브리드 스마트 셋톱박스

멀티미디어 및 통신 장비를 개발 해 온 (주)이노피아테크는 그동안 쌓아 온 개발 노하우를 바탕으로 지상파와 인터넷 기반 양방향 서비스가 가능한 스마트 셋톱박스를 출품하였다. 기존 셋톱박스과 차별화된 제품으로 다채널 지상파 시청이 가능하며 다양한 안드로이드 어플리케이션을 지원하고 실시간 스트리밍 지원이 가능한 제품이다. N-screen과 SNS 서비스가 가능하도록 자체 개발한 어플리케이션을 탑재한 방송 통신 융합 셋톱박스이다. DLNA 기능과 WiFi 기능이 탑재 되어있어 내부 무선 네트워크 및 미디어 공유가 가능한 제품이며 소비자가 사용하기 쉽고 편리하게 UI/UX를 개발하여 탑재하였다. 업그레이드와 유지보수가 원격으로 가능하여 관리자가 적시에 장애 처리가 가능하게 설계 되었다. 다채널 지상파 수신 및 실시간 스트리밍이 지원되며, N-screen 및 SNS도 지원한다. 다양한 안드로이드 기반 어플리케이션 및 플래시 10.1 및 DLNA 및 WiFi, H.264, MPEG2, MPEG4, Dvix, WMV 역시 지원된다. 컴팩트 사이즈 및 세련된 디자인이 특징이다.

12) e-크렘프 무탈피 전선커넥터

일반적으로 전선과 전선을 접속할 때 먼저 피복을 벗기고, 결선하고, 테이핑 하는 과정이 필요하다. 그러나 e-크렘프는 이런 과정이 필요 없이 간단히 접속하는 획기적인 제품이다. e-크렘프의 핵심기술은 U자의 격자 동판과 U자에 톱니를 만들어 겹쳐지게 하고 압력을 가하여 피복이 절개됨과 동시에 접속되는 원리를 이용하여 전선의 피복을 벗기지 않고, 눌러줌으로서 접속되어지는 접속기이다. 즉, 전선의 접속을 위해 전선의 피복을 벗기지 않고, 전선을 꼬는 즉, 접속하는 행위를 하지 않는다. 또한 전선접속 후 테이핑을 하지 않으며, 전선접속을 위해 특별한 소자 즉, Y, U 단자 등을 붙이지 않아도 된다. 접속을 위해 특별한 톨 즉, 스트리퍼나, 모뎀틀 등을 쓰지 않으며 신속 정확하게 접속이 가능하고 남녀노소 누구나 접속이 용이하다. 가장 주목할만한 특징은 감전의 위험이 전혀 없다는 사실이다. 특히, 자동차, 항공, 조선, 로봇, 객차, 정보통신기기, 반도체 생산라인, 디스플레이 산업 등에 적용할 수 있는 신제품이다. 본 제품은 기존에 전선을 연결할 때 사용하던 방법 즉 전선의 피복을 벗기고, 두선을 꼬아 결선하고, 테이핑을 하던 불편한 연결 방법을 개선 한 제품으로 이러한 복잡한 과정을 생략하고 한번에 전선을 접속하는 획기적인 제품이다. SBS 하우머치, MBC 프라임시니어 창업 성공사례, MBN 소상공인 유레카에 소개되어 그 품질과 편리함을 입증한 바 있다.

제조사인 (주)조우테크는 e-크렘프(무탈피 전선커넥터)를 생산, 판매하는 벤처기업이다. 당사의 제품은 기존에 없던 신형 커넥터 제품으로 활용 여부에 따라 다방면의 적용이 가능한 제품이다. 현재 e-크렘프는 국내 특허출원(특허 제0943203호, 제1026503호)이 완료되었고 PCT 국제출원과 미국, 영국, 독일, 일본, 중국, 호주에 특허 출원을 마쳤으며 ISO9001, ISO14001을 획득하였으며, 2009대한민국발명특허대전 동상, 2009서울국제발명특허대전 금상, 제3회 장애인창업경진대회 대상 등의 수상 경력이 있다.

13) 수입 전도체 하드코팅유리 TEC Glass

판유리 제2차 가공설비 및 부자재, 특수유리 수입 공급업체인 예림지엠에스(대표 김진구)가 Pilkington사에서 생산하는 전도체 하드코팅 유리인 TEC-Glass가 이번 한국 전자전에 출품된다. 예림지엠에스에서 공급하는 TEC-Glass는 원판유리 생산 시 전도막을 하드코팅 처리하여 판유리에 전기가 통할 수 있도록 만든 제품이다. 따라서 제품의 크기와 전도막의 저항계수에 따라 냉동고 전면유리, 쇼 케이스, SOLAR CELL 기판유리 등에 적용시킬 수 있는 제품으로 보관 및 절단, 강화, 접합, 곡 가공 등이 가능하며 전기적 특성(Ω)이나 헤이즈(Haze)율 조절이 가능한것이 특징이다. 제품의 종류 및 주요 용도를 살펴보자. TEC-7 & TEC-8 제품은 Thin Film & DSSC Solar Cell (기판용) (thickness: 2.2t, 3.0t, 3.2t, 4.0t), TEC-15,35,50,70,250 제품은 발열유리,디스플레이 패널,오븐창 등으로 사용가능하다 (thickness: 2.2t, 3.0t, 3.2t, 4.0t, 5.0t, 6.0t) 또한 TEC SB : Sodium Barrier Coating 제품은 (thickness: 2.2t, 3.0t, 4.0t)이다.

10) EX2 2.2CH 골전도 체감음향이어폰

이어폰의 편리함과 휴대성과 비례하여 귀 안에 전해지는 해악도 크다는 것은 주지의 사실이다. 그러나 여기, 청력 보호는 물론, 난청인 사람까지 들을 수 있도록 만든 주목할 만한 제품이 있다.한국전자전에서 선보여지는 아이필유의 골전도 체감음향이어폰은 세계최초 애플정품인증 2.2CH 체감진동이어폰으로서, iPod, iPhone, iPad 전기종이 호환되고, 리모컨이 있어 통화는 물론 Mp3기능 컨트롤이 되며, 강력한 우퍼(WOOFER) 진동을 보여준다. 또한 귀에 좋은 골전도 이어폰으로서 청각 보호, 청력 유지는 물론 외이와 중이의 노화, 청각 장애인도 들을 수 있다는 장점이 있다. 한편 나만의 음향 아날로그 이퀄라이저를 설정할 수 있으며, 골전도, 게임, 영화 등 다양한 모드기능이 있다. 외부노출소음이 없어 사생활 보호가 가능하다는 것도 장점이다.

아이필유는 그동안 축적된 기술을 바탕으로 2006년 1월에 기술집약적 multi-media component 기업으로 출발을 하였으며, 초소형, 저전력, 고효율로 구현이 되는 DMS(Dynamic Multi-Function Speaker)와 2.2채널 우퍼진동 이어폰 시스템을 세계최초로 개발, 출시하여 역동적으로 세계 시장을 개척하고 있다. 초소형, 저전력으로 강력한 sound vibration과 골전도를 구

Time Management Guide

Is your forte time management?

Then refer to the information below to try participating in as many events as you can.

Is your forte time management? Then refer to the information below and try participating in as many events as you can

This year's show has so much to offer and delivers a truly extraordinary experience to visitors and buyers. Here are the events and ceremonies you will not want to miss and how you can enjoy them in a more time efficient fashion.

To kick things off, Chairman Yoon Jong-Yong of Samsung Electronics is giving the opening speech in the Grand Ballroom at 10:30. At this ceremony over 1000 are expected, including prominent government officials. It is be followed by the Electronics IT Professional Day award ceremony presented by the provincial Governor of Gyeonggi.. The opening ceremony gets further brightened by a celebratory address by the chairman of the Knowledge Economy Committee, Kim Young-Hwan.

After the ceremony, head down to the entrance of Hall 3 on the first floor, to see the tape cutting ceremony that begins at 11:15. A promotion video screening and the tour of the exhibition is to be held right afterwards. The Luncheon reception

with the media and major personages begins in 12:10 at room 306 and 307.

Beginning from 18:30, a gala show is planned, for over 450 participants including global buyers, representatives of



participant companies, and central and provincial government officials,. The location is on the 5th floor of the AMORIS Hall at Yeongdeungpo Time Square. A variety of events including performances by Korean musical groups and a lottery taking place. It is an opportunity for foreign buyers and participating Korean companies to establish networks.

There are two other exhibitions taking place at the venue KINTEX, i-Sedex and IMID 2011, so make sure to check them out according to your needs. I-Sedex, held at the neighboring Hall 2, is Korea's only international semiconductor exhibition in which participating businesses show off their products related to semiconductors, displays, and equipment. In addition to the exhibition, various events are included where participants, whether business, academic or government related, can get together. Another exhibition is the 11th International Meeting on Information Display 2011, or IMID. It is a fair where distinguished scientists and engineers gather to share and exchange ideas related to information and innovative achievements in the information display area. **KES 2011**

당신의 장점은 시간 관리 인가요?

그렇다면 아래 정보를 읽고 최대한 많은 이벤트를 참여 해 보세요.

2011년 10월 12일 킨텍스에서 열리는 한국전자산업대전 행사는 IT에 관심 있는 방문객들로 넘쳐 날 것이다. 올해 전시회에서는 방문객과 바이어에게 특별한 경험을 제공한다. 절대 놓쳐서는 안 될 이벤트와 행사를 정리 해 뒀으니 좀 더 시간을 효율적으로 활용하며 즐길 수 있다.

행사의 시작은 10시 30분에 그랜드볼룸에서 한국전자정보통신산업진흥회 윤종용 회장의 개막 연설로 시작한다. 이 행사에 고위 공무원을 포함한 1000명 이상의 관객이 참관한다. 연설이 끝난 뒤 전자 IT 전문가의 날 시상식이 경기도지사장으로 부터 있다. 또한 개회식은 국회 지식경제위원회의 김영환 회장의 축하 연설로 활기를 불어 넣을 것이다.

개회식을 마치면 1층에 3번 홀 입구로 가면 11시 15분에 테이프 커팅식을 볼 수 있다. 그 후 홍보 동영상 상영후 전시회 투어 있을 예정이다. 미디어 및 주요 인사들과의 오찬 리셉션은 306번과 307번 방에서 12시 10분부터 시작한다.

저녁 6시 반부터 국제 바이어, 회사 대표, 정부 관계자를 포함한 450명이 넘는 관객을 위한 갈라 쇼가 영등포 타임스퀘어 5층 아모리스 홀에서 열린다. 한국 뮤지컬 그룹 공연과 로또 추첨등 다양한 이벤트가 준비돼 있고, 해외 바이어와 한국 회사간의 네트워킹을 만들 수 있는 좋은 기회다.

그 이외에 i-Sedex와 IMID 2011도 함께 열린다. 2번 홀에서 열리는 i-Sedex는 국내 유일한 국제 반도체 전시회이다. 반도체, 디스플레이, 장비등의 관련 제품을 전시한다. 전시회와 더불어 기업, 학계, 정부 관련 인사들이 다 같이 참여 할 수 있는 다양한 이벤트도 마련돼 있다. 제11회 국제 정보 디스플레이 전시회 및 학술 대회, IMID 2011은 저명한 학자와 엔지니어들이 모여 정보 디스플레이와 관련된 정보와 혁신적인 성과 아이디어를 나눌 수 있는 장이 마련되었다.

IFA 2011 Satisfies Both Exhibitors and Audiences

Retailers and consumers reacted very positively to the record number of product firsts at this IFA 2011. One of the world's largest trade fairs for consumer electronics and electric home appliances closed the curtain on 7 September in Berlin with orders placed for more than 4.9 billion dollars. 238,000 visitors attended the show, up 3% from the year before. A total of 1,441 exhibitors showed their latest products in a 140,200-square-meter display area.

The Korea Electronics Association also took part in the Korea pavilion at IFA 2011 with 27 Korean electronics companies. The result of IFA 2011 for these companies was successful. They estimate that they have had orders placed for more than 37.9 million dollars from buyers all over the world.

Many of the companies in the Korean pavilion were popular at IFA2011 because of the creative ideas behind their products. The two main Korean Companies, Samsung and LG representing themselves, enhanced their company's position once again.

"Overall we are very satisfied with the volume of orders placed. Initial forecasts suggest that IFA-related business will total more than 3.7 million euros, making it the largest show for placing orders worldwide", said Hans-Joachim Kamp, the chairman of the consumer electronics trade association and vice-president of ZVEI.

The many innovations and product firsts at the show are expected have a positive impact on the markets as end-of-year business gets under way. Once again, IFA was able to fulfill its role as the world's largest and most important trade fair for doing business and for the consumer. According to all the major retailers there is no better time to introduce new products than at IFA. More than 45% of annual sales take place after this event.

Market researchers expect that in 2011 the consumer electronics market will grow to 690 billion euros, an increase of about 7%. The European market is anticipated to grow to around 204 billion euros,



an increase of 6%, while the industry's expectations for Germany are 27 billion euros and 4%, respectively.

In 2010, worldwide sales of large and small appliances at net industry prices reached EUR 160 billion dollars, an increase of 8%. In 2011, the industry expects global demand to increase yet again. In 2011 in Germany the industry expects the market for large appliances to expand by 2 to 3% and for small appliances to grow by 4 to 5%. Energy and water savings, ease of operation, intelligently networked home appliances and smart grids

were all topics that attracted keen interest from visitors.

For the first time the Association of the German Hearing Aid Industry showcased the abilities of modern hearing systems at IFA. In 2011 Dell, Beko and Ford joined the trade show as newcomers to the fair, and Groupe SEB occupied a larger stand. Krups, Rowenta, Tefal and Moulinex were represented directly next to the south entrance. MF Consumer Electric, a division launched early this year, was also at IFA for the first time. **KES 2011**

참여 업체와 방문자 모두 만족시킨 IFA 2011

지난 9월 2일부터 7일까지 5일간 독일 베를린 전시장에서 세계 3대 가전전시회중 하나인 IFA2011이 열렸다. 1441개 가전업체가 참가하고 23만8000명의 참관객이 이번 전시회를 찾은 것으로 집계됐다. 출품된 제품들은 참관객의 뜨거운 관심이 몰려 총 370만 유로 이상에 달하는 주문이 체결된 것으로 알려졌다. 13만2900명에 달하는 바이어들이 IFA2011을 찾았기 때문이다. 이는 작년 대비 12%가 증가한 수치다. 이 중 5만1200명이 해외바이어다.

한국전자정보통신산업진흥회도 IFA2011 쓰리디원, 액셀웨이, 엘리온디지털 등 27개 기업으로 꾸린 한국관을 운영, 큰 성과를 거뒀다. 한국관 대상 27개 업체들을 대상으로 조사한 결과 IFA2011를 통해 영국, 미국, 동유럽 등 세계 각국의 바이어들을 대상으로 1570만8000 달러에 달하는 상담 실적을 거뒀고, 이를 통해 3793만3000 달러의 계약체결이 예상된다.

이들 기업의 출품제품 중에는 무안경방식 3D USB 모니터, 스마트 TV 박스, 스마트미디어플레이어, 스마트 포토 프린터, 초슬림형 스피커 등 참신한 아이디어 제품들이 각광을 받았다. 이 밖에도 삼성전자와, LG전자 등 국내기업이 IFA2011에 참가해 한국의 저력을 과시했다.

이번 행사에 출품된 제품들 중에는 우수한 신제품들이 많아 연말 가전 시장을 주도 할 것으로 예상 된다. 전문가들은 이 행사를 통해 소비자 가전 시장이 7% 성장한 6,900억 유로 가량 증가할 것으로 전망 했으며, 그 외 기관에서도 비슷한 전망치를 밝혔다.

본격LTE폰 시대 개막



SHV - E110S

5배 더 빠른LTE폰 시대 Samsung GALAXY S II LTE

• 3G보다 최대 5배 빨라진 놀라운 다운로드 속도 • 끊김없는 초고화질 영상통화 및 대용량 동영상 시청 • 더 넓고 선명한 4.5형 슈퍼아몰레드 플러스

▶ 제품 이미지는 실제와 다를 수 있습니다. ▶ LTE속도는 규격과 사용환경에 따라 다를 수 있으며, LTE서비스 지역은 현재 서울에서 가능합니다.
▶ LTE 서비스는 SK텔레콤 등 통신사업자에서 제공합니다. ▶ 초고화질 영상통화는 LTE 서비스 지역 내에서 LTE 단말기 간에 지원되는 LTE 전용 서비스입니다.

KES 2011 wrapped up with successful results

KES 2011 ^[1]

Meetings held worth of \$1.6 bn even under economic recession from Europe
Tuesday, October 18th, 2011

Kim Sung-mi ^[2]



^[3]

Yoon Chong-yong, Chairman of KEA and VIPs are looking at 3D Smart TV at Samsung booth

KES 2011, Korea, October 15th - 2011 Korea Electronics Show, or KES 2011 and Smart Korea 2011 came to an end today after 4 days of the event since October 12TH at KINTEX in Ilsan, Goyang city, Kyunggi province. This year, under the theme of 'Smart', participating companies displayed numerous state-of-the-art technologies and opinion leaders gathered to discuss a smart revolution era.

KES originated from Korea electronics Show, which held its 42th event this year. Since 2008, International Meeting on Information Display (IMID) and International Semiconductor Exhibition (i-SEDEX 2011) has been merged into KES to hold a joint exhibition. KES 2011 has topped the list of 'Global Top Exhibition' for 3 years in a row with recognition on its size and reputation on the globe.

One of the key items during the show was mobile software. Organizers reflected the trend that software leads to the development of hardware by adding a software-mobile Convergence exhibition hall that promoted meetings between software and hardware. Even during the economic recession triggered by European crisis, some 800 companies has participated, 5 percent increase from last year, to set up 2,300 booths. Among 60,000 spectators, 2,000 were buyers from overseas. Economic value of KES 2011 is estimated to US\$ 1.6 billion.



[4]

Buyers from many countries came to KES2011 to discuss how they could carry on Korean cutting edge products in their business industry

Korea Electronics Association, or KEA, hosted a Sales Fair and supported Korean small and medium companies in their finding a sales market. Buyers from BRICS areas alone were over 200 with wealth from its rich resources and especially oil money. From China 100 or so of companies came to discuss business about electronics parts, while 11 Russian companies, including Delta Group, showed interest into electronics products. Indonesian buyers had interests in IT products and medical devices and Pacific Group from the US showed intention to buy 3D products and broadcast audio equipments. Armed with advanced technologies for next generation and cutting-edge products, Korean companies are expected to diversify export markets and overcome the sluggish global economy.

◇ Software-mobile Convergence exhibition hall - new theme added this year. Today, software has emerged as keyword for IT industry with the advent of big software companies including Google and Apple under the Smart era. New software development leads to the evolution in hardware and even shakes up the value of existing companies and its competitive edge. Tablet PCs and Smartphones are at the center of the changes. The power of smartphones on IT industry is exactly expressed at Software-mobile Convergence exhibition as well. Participants at the hall are all united in emphasizing the importance of smartphones.

60 or so of software makers are showcased Korean representative icons including mobile platform, security solutions, web-based reporting solutions, CAD, mobile office, virtualization solutions, 3D vocal organs simulator, black box form smartphones, navigation app for mountain hiking. (Refer to news article titled: Software-Mobile Convergence Hall: the keyword of IT industries - Software)



[5]

Many visitors are experiencing Samsung's smart phone at Samsung booth

◇ Global IT-information electronic appliances - At KES 2011, companies leading the market with 'Be Smart' theme by producing all kinds of smart Electronic products and its components have participated, that is Samsung Electronics and LG electronics. The global market readers have showcased a series of products including smartphone, 3D TV, cleaning robot, smart washing machine, refrigerator and etc. The exhibition, a treasure house hosting products that takes up the running at smart life era, offers an opportunity to taste industry-leadings cutting-edge technologies and market trend.

At Samsung Electronics hall is displayed a two-door refrigerator and a smart washing machine, which checks disorder through smartphone. Its premium smart TV, featured with 75 inch LED screen of world's biggest, smart functions and 3D function, has caught the eyes of visitors with its flamboyant image and contents. Samsung's smartphones were all displayed to attract spectators.



The LG Electronics hall was decked with 3D products. A 3D monitor that applies eye tracking technology and realizes optimal 3D images and the largest full LED 72 inch cinema 3D TV captured the eyes of spectators. Its brand-new refrigerator is a smart home appliances that allows users to shop products from HomePlus, one of the biggest supermarket in Korea, through internet by a touchscreen on the front.

◇ IT convergence - 'Mingle to create value', a motto for companies that marked a new era in Korean IT industry by converging IT and other areas and displayed at IT convergence hall. Meet companies that creates value through 'Mix & match, creative ideas' at KES 2011.

The IT convergence hall claimed some 30 companies including Vynal, Obigo, MDS technology, which showcased a list of products including world's first transparent showcase, browser system and web platform for automobiles, cleaning robot equipped with navigation camera, App test automation solution, headset for outdoor and etc.

◇ Up-to-the-minute IT components and module technologies - Companies including Samsung Electronics, LG Display, Hynix, Dongbu Hitek came to the show with various cutting-edge IT parts, modules and equipments, which allowed visitors to taste cutting-edge technologies and understand the driving force behind Korea's No.1 export products. Samsung Electronics showcased Full HD 3D active glass and the world's first 20 nano DDR3 D ram, while LG Display came with a high resolution wide viewing angle (AH-OPS) display and FPR 3D display that boasts of 3D technology with no flickering. Hynix showcased 8Gb mobile LPDDR2 D ram and Dongbu Hitek introduced word's first 0.18 micro BDCMOS (Bipolar Cmos Dmos) technology that is processed in analog.

Meanwhile, Merck Advanced Technology from German has introduced its OLED, organic electronic materials for Flexible display while Japanese Taiyo Yuden came with a gallium arsenide semiconductor.

KES 2011

Copyright(c) 2009 KOREA IT TIMES. All rights reserved.

13th floor, iStation Building, 561-31 Sinsa-dong, Gangnam-gu, Seoul, Republic of Korea

If you have any questions or suggestions, please contact us by email or call at +82-2-3459-0671.

Source URL (retrieved on 11/28/2011 - 14:49): <http://www.koreaitimes.com/story/17522/kes-2011-wrapped-successful-results>

Links:

[1] <http://www.koreaitimes.com/channel/624/stories>

[2] <http://www.koreaitimes.com/source/kim-sung-mi>

[3] <http://www.koreaitimes.com/image/vip-tour-4>

[4] <http://www.koreaitimes.com/image/viptour02>

[5] <http://www.koreaitimes.com/image/many-visitors-are-experiencing-samsungs-smart-phone-samsung-booth>

[6] <http://www.koreaitimes.com/image/visitors-including-many-students-spend-their-most-time-playing-games-lg-booth-0>