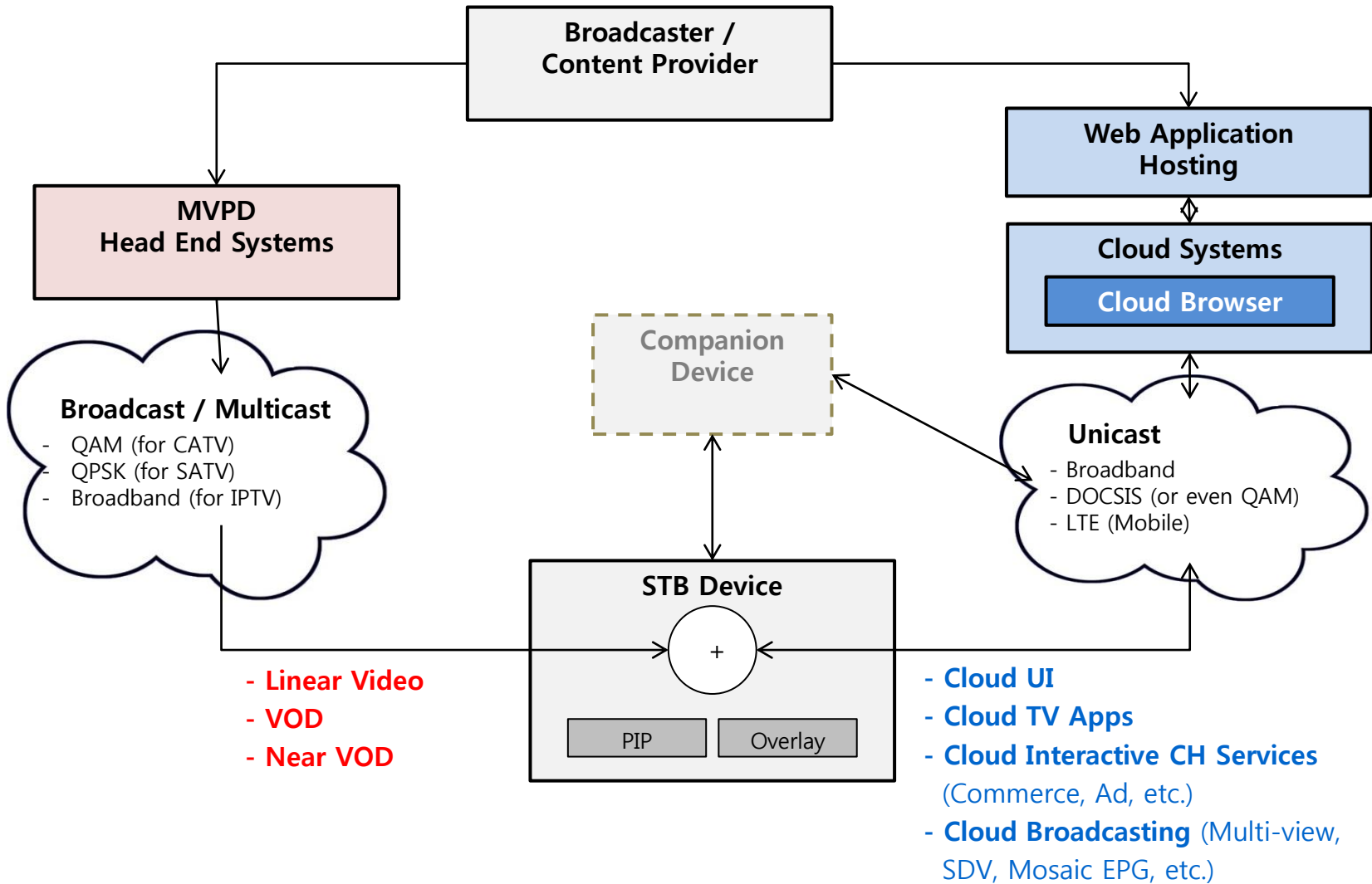


# Cloud Browser Architecture Overview



# Commercial References



| Company           | CJ Hellovision                                                                                                                          | C&M                                                                                                                                  | SK Broadband                                                    |
|-------------------|-----------------------------------------------------------------------------------------------------------------------------------------|--------------------------------------------------------------------------------------------------------------------------------------|-----------------------------------------------------------------|
| Commercial Launch | <b>Cloud UI</b> : Feb. 2015<br><b>TV Apps</b> : Mar. 2014 (Beta)<br>Sep. 2015 (Com.)<br><b>Interactive CH Svc</b> : Oct, 2016           | <b>Cloud UI</b> : Feb. 2015 (Beta)<br>Jun. 2015 (Com.)<br><b>TV Apps</b> : Sep. 2015 (Com.)<br><b>TV Ad/Commerce</b> : 1Q, 2016      | <b>Cloud UI</b> : Feb. 2016 (Com.)<br><b>TV Apps</b> : 2Q, 2016 |
| # of Subscribers  | 2.5 M                                                                                                                                   | 1.5 M                                                                                                                                | 3.0 M                                                           |
| Service Area      | Nationwide (Korea)                                                                                                                      | Nationwide (Korea)                                                                                                                   | Nationwide (Korea)                                              |
| Service Offerings | <b>Cloud UI</b> : Phase 1, 2, 3 upgrade<br><b>TV Apps</b> : Kids, Casual Game, Life, e-Book, etc.<br><b>Interactive CH Svc</b> : CH VoD | <b>Cloud UI</b> : Phase 1, 2 upgrade<br><b>TV Apps</b> : Kids, Casual Game, Life, e-Book, etc.<br><b>TV Ad/Commerce</b> : T-Commerce | <b>Cloud UI</b> : Smart UI                                      |

1. OCAP vs. Cloud Browser
2. 3D Animation with CSS3

## [ Target STB Specification ]

- Model: Samsung SMT-H3021
- Core Chip: Broadcom BCM7406
- Computing Power: **1,000DMIPS**
- OS and M/W: **OCAP 1.0** over Linux
- SDRAM and Flash: **256MB**, 64MB
- Tuner: QAM/8VSB
- Cable Modem: **DOCSIS 2.0**
- Video/Audio: H/264, AC-3

# Q & A

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