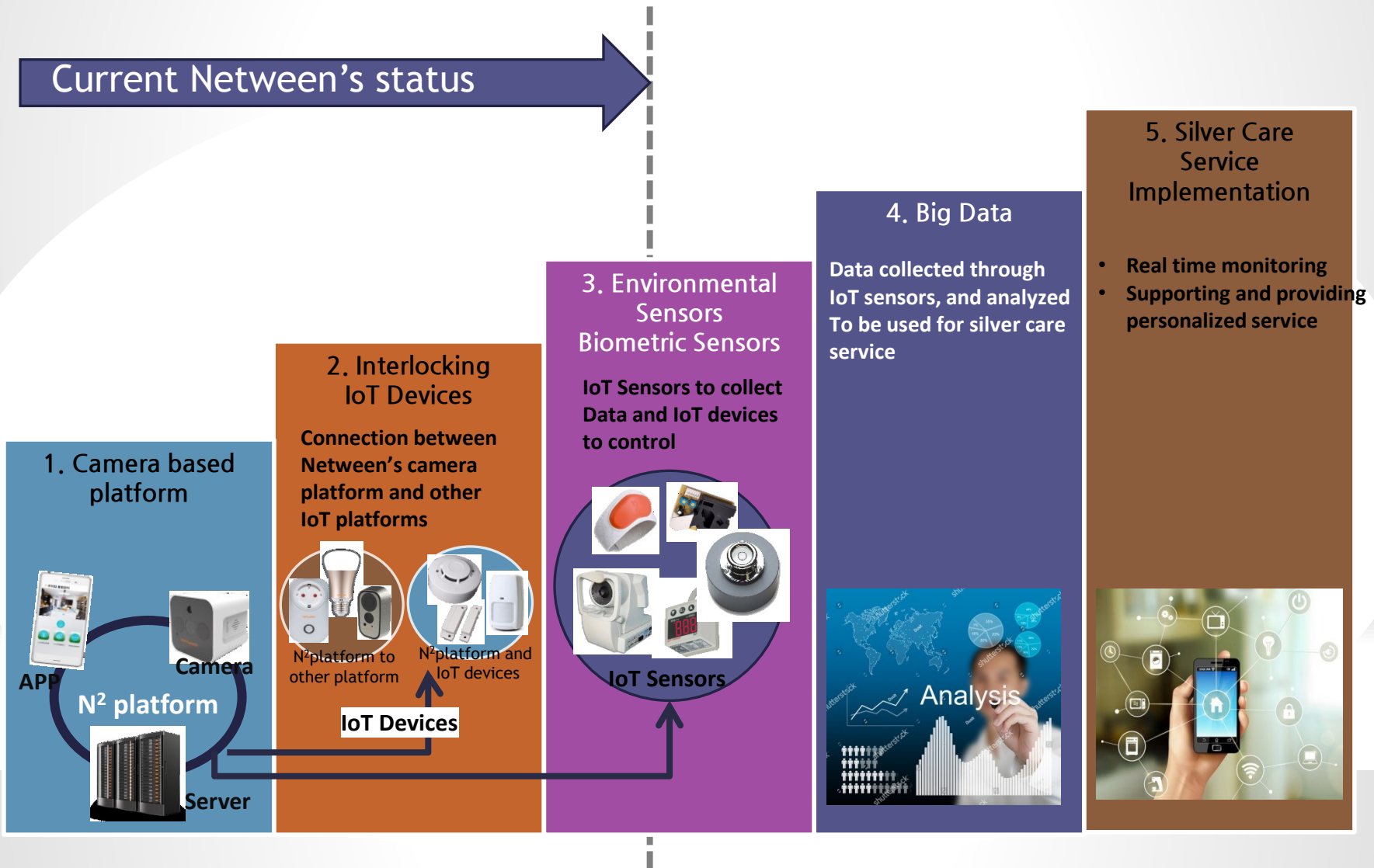


# Netween Business Model

# Netween's direction of business advancement

With new technologies, Netween strives to make life more convenient



# 1. Camera based platform - Netween's Key success factors

## Competitive advantage prices

- Optimized supply chain
- No license fee

## Product differentiation

- Netween own camera platform and CCTV total solution that give customer satisfaction
- Practicable to interlock with IoT devices to N<sup>2</sup> platform (Netween camera based platform)
- Control the devices through the smart phone app

## Reliability

- Made-in-Korea
- References : Suwon Silver Town, Bupyong Silver care house

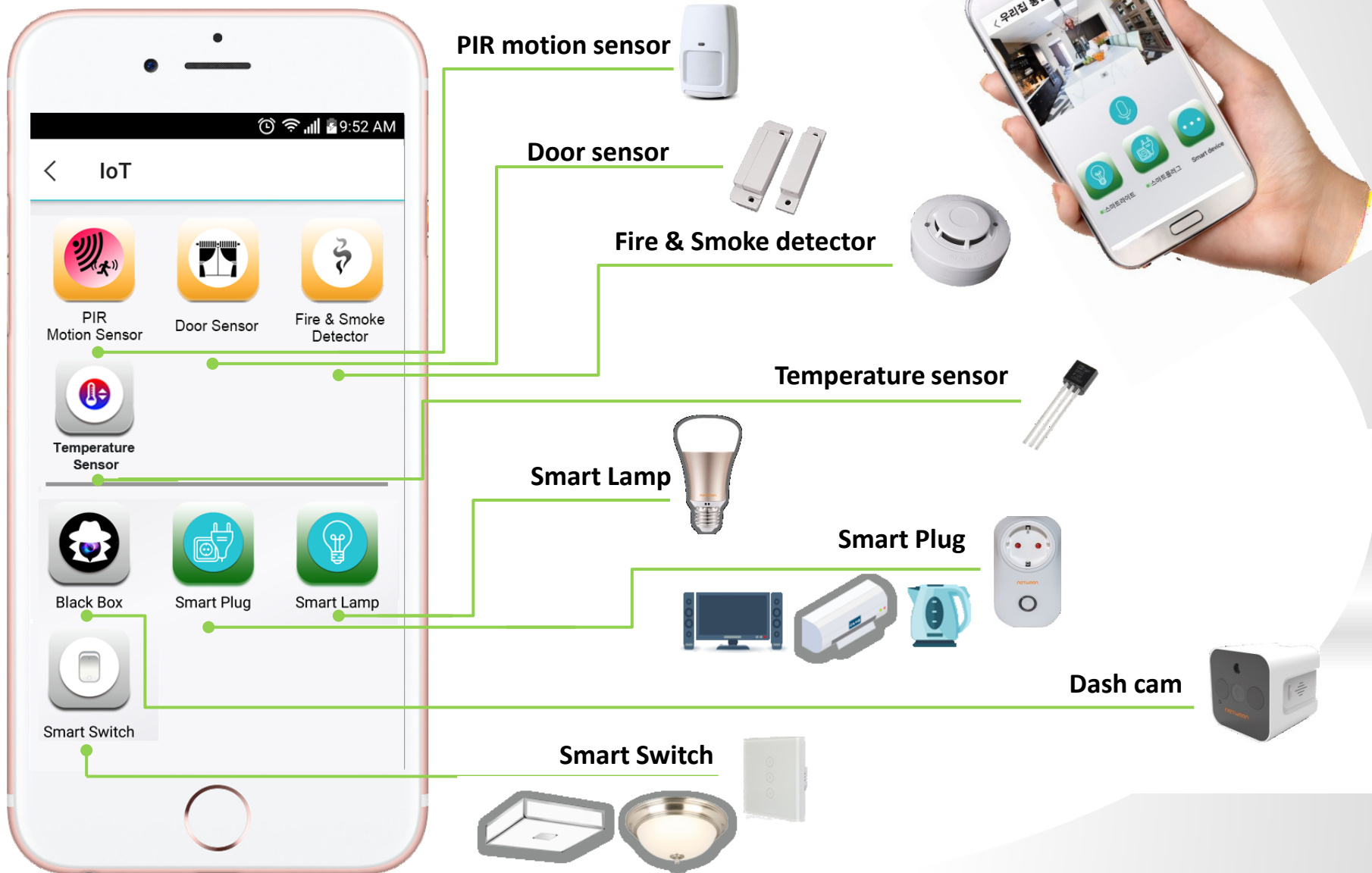


## 2. IoT Devices interlocked with N<sup>2</sup> platform

- Lights, doors and appliances you can control!
- Control the IoT devices via smart phone as you see



## 2. IoT Devices interlocked with N<sup>2</sup> platform





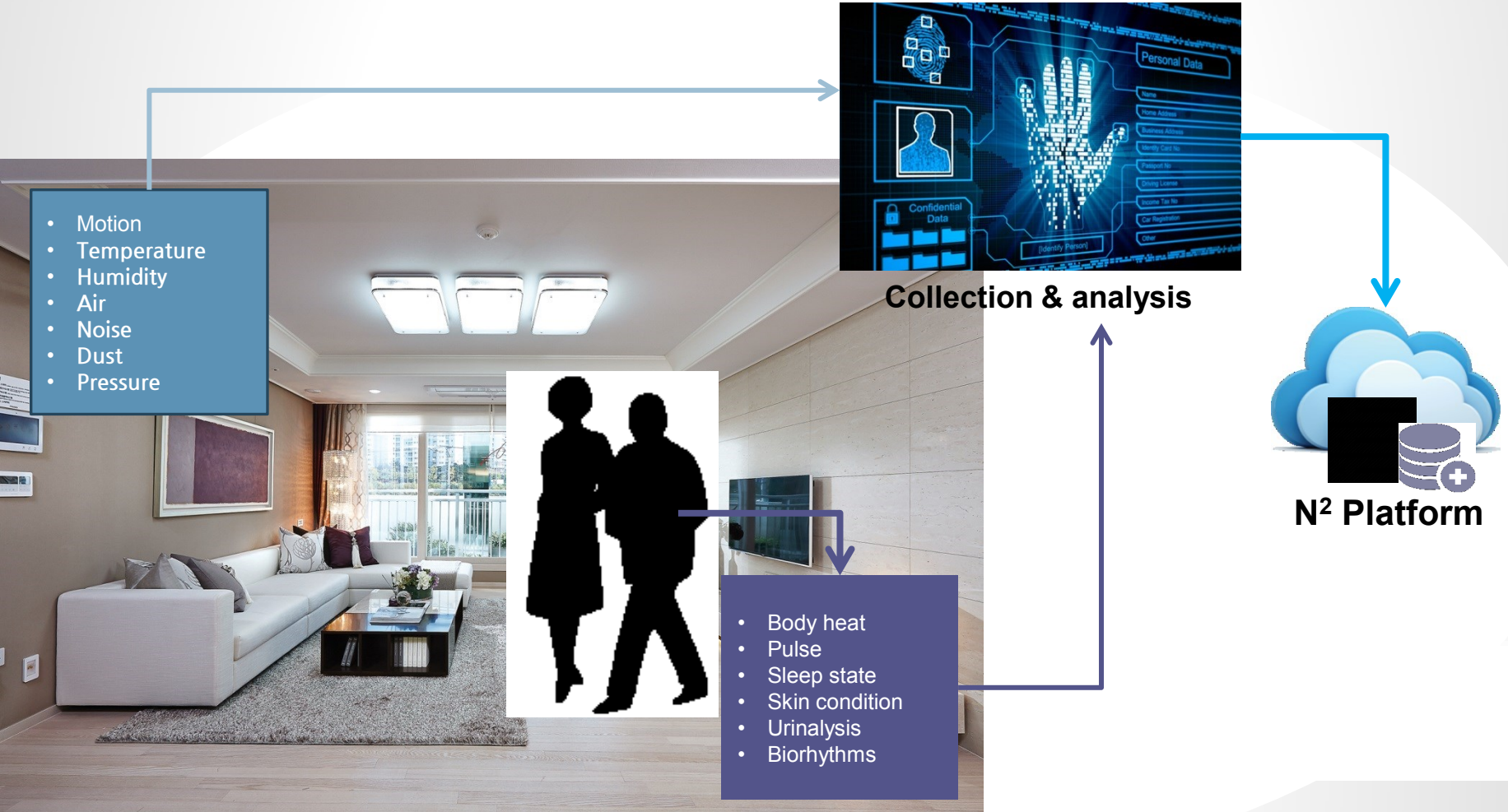
### 3. IoT sensors – Environmental & Biometric

- IoT sensors are installed at home, and used to collect data regarding one's life patterns
- IoT devices are installed to control appliances and environment at home



## 4. Big Data

Data collected from multiple sensors can be analyzed to identify life patterns and used to provide personalized care service. For example, the room is too dry or temperate is too high. The person has excessive body heat or pulse is not normal, etc. These kinds of events can be automatically adjusted or manually controlled by family members or oneself.

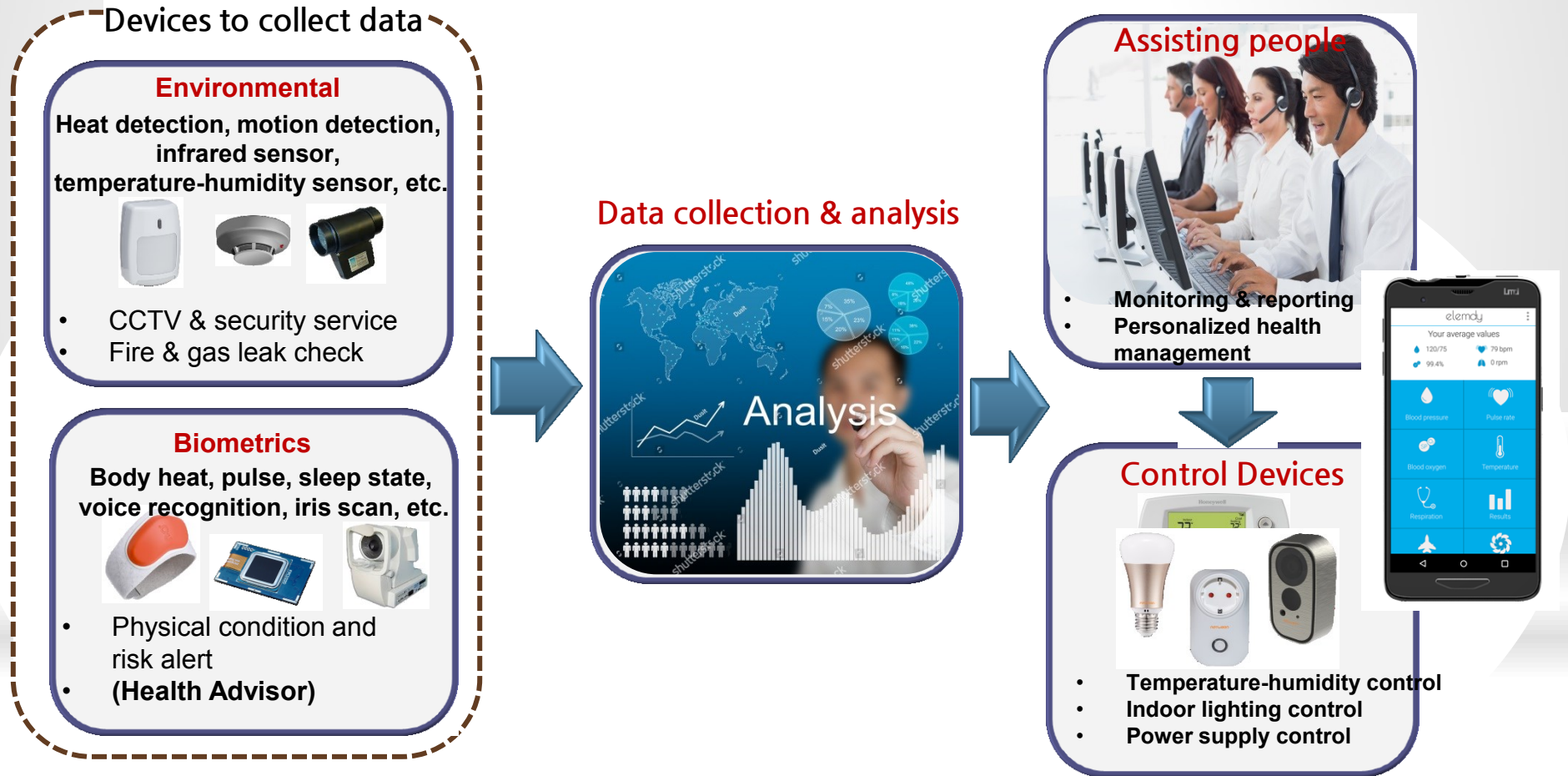


## An example of IoT application for silver care





# Between Silver Care Service Implementation



✓ For an elderly couple : receiving comfortable caring service

✓ For a single-living-senior: relief from house chores by cleaning and other service connected to the silver care service

✓ For their children : Acknowledging their parents condition and relieving anxiety for not being together