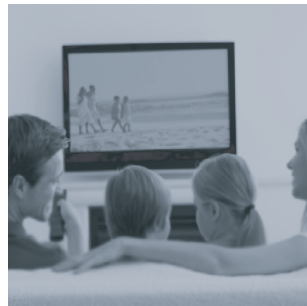
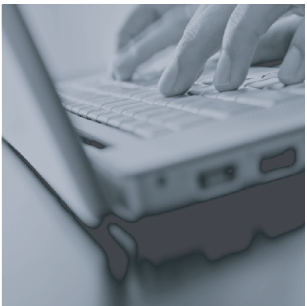
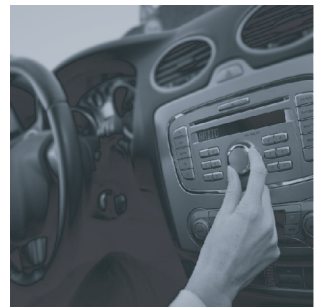
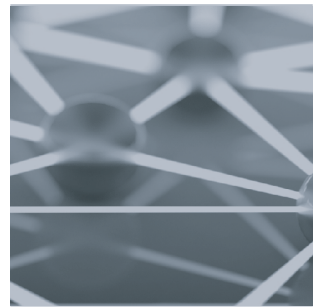
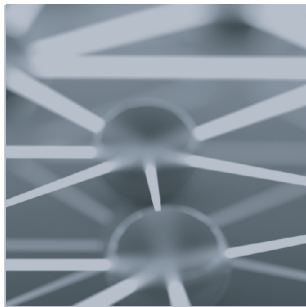


CES 2012

MediaZen Inc.

Global No.1 Voice Service Creator



MediaZen Inc.

As much as Henry Ford, Thomas Edison, Alexander Graham Bell changed the world we live in, we change the world we live in by giving the automobiles and digital devices intelligent lives to communicate with us and turning them into objects of desire.

We reinvent vehicles and digital devices - from through tedious finger touches to a few simple voice commands, and from through change of colors and designs to dressing them up in variety of colors of human sound-like voices.

Founded in 2000, MediaZen has been able to excel in the field of voice-related context awareness/dialog middleware engine and voice handler for automotive industry.

MediaZen's efforts to provide voice recognition and conversational natural dialog engine for automobiles and digital devices will revolutionize the way we communicate with man-made machines. With MediaZen's voice recognition solutions, hands become truly free, enabling drivers to focus on his job, preventing distractions and accidents. The effect will be felt for many generations to come with our patented state-of-the-art innovative SDS (Speech Dialog System) engine. By making infotainment systems in automobiles and digital devices more personal and natural with our voice technology, we are making accessing the information more easy, safe and intuitive, and we are truly changing the way we drive and live our ways.

Our unprecedented and extensive experiences in mass-production coupled with highly engineered skills give us great opportunities for future growth in the voice-to-intelligent action system to give more complete end-user experiences and to become a global leader in providing and creating voice service solutions to our valued customers.

OUR UNPRECEDENTED EXPERIENCES

We are truly one of the very few top-notch players in the global automotive voice recognition market. Despite rigorous and intense quality control management by our OEM customers, we have proudly and successfully implemented voice solutions for over 30 different mass-produced models, and under the current development is for another 20 different models of automobiles for the worldwide coverage. Because different models of the cars have different specs for voice recognition requirement, different interior layouts with different noise levels, different audio/AVN/navigation models, different hardware specs and O/S, etc., each model would require us of painstaking designing and tuning processes, and it is very costly and time-consuming. Our unparalleled past record would not have been achieved, had it not been our dedication, determination and cost-effective strategy of supporting our customers for in-time development in this rapidly changing environment.

TREND

Level	Type	Example
Word only (Isolated Word)	Embedded System	"Navigation", "Radio", "MP3", "Phonebook"



Level	Type	Example
Sentence (Natural Language)	Embedded/Server	"Play my MP3.", "Start playing radio for me."



Level	Type	Example
Conversation (Natural Language)	Server	"Show me the list of Zagat-rated Italian restaurants near my work."

HISTORY OF MASS-PRODUCTION

The scope of work in this proven mass-production history ranges from developing our own Automatic Speech Engine (ASR), porting our own state-of-the art open-platform Speech Dialog Engine (SDS) capable of adopting ANY ASR from ANY vendor in an embedded environment, voice/application handlers for audio/AVN systems, and 3rd party ASR and TTS.



i30

i40

Rio 5-door

Rio

Genesis

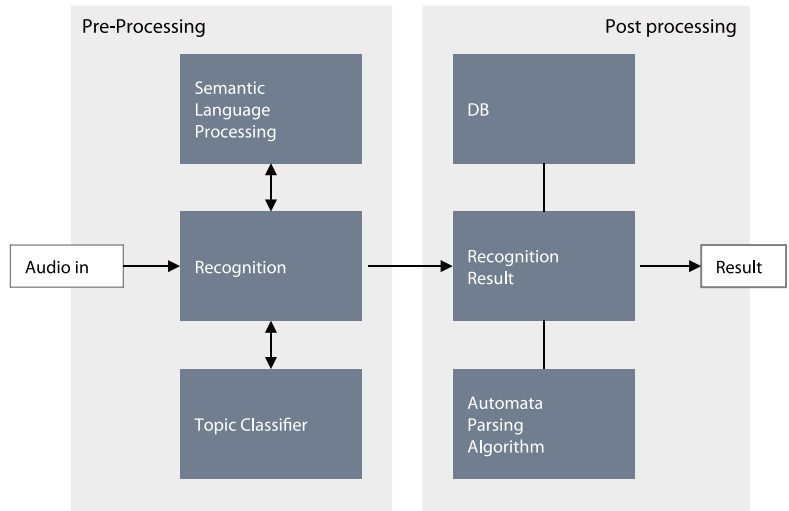
Genesis Coupe

SOLUTIONS

MediaZen's speech solution for the automobile industry raises the safety of driving to a new level of excellence by enabling the drivers to remain their hands on the wheel and take their eyes off friends' list to call, email or text messages in your cellphone. Our simple voice solution will do the rest for them, while their eyes look out for more safe driving practices.

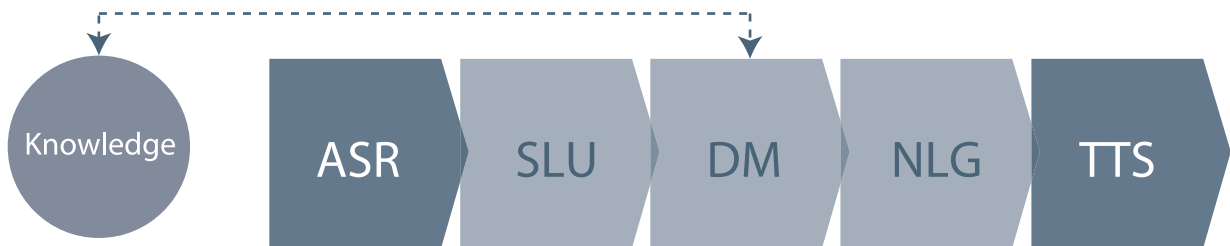
TIMA®

Tima® is our state-of-the-art open-platform embedded middleware SDS (Speech Dialog System) that enables any ASR (Automatic Speech Recognition) to work flawlessly and seamlessly with car audio/video systems. Consisting of Abstract API, Device Module, Scenario Module, and Message Module with 21 Local Language Pack, this SDS for embedded system architecture is an essential to a successful integration of ASR/dictation engine into the audio/video units. Tima® is an independent open platform engine that is capable of fully adopting any ASR engines from any vendors.



SANDRA®

Sandra® is our server-based middleware dialog engine that enables the context awareness in the voice communication technology. Sandra®, not only enables users to command their inquiries to the devices, but it also makes the devices smarter by understanding the context of the conversation carried on and virtually assisting the users in the form of giving the answers and recommendations in voice, text and graphical forms.



ASR : Automatic Speech Recognition
 SLU : Spoken Language Understanding
 DM : Dialog Management
 NLG : Natural Language Generation
 TTS : Text to Speech



Sonata Hybrid



Azera



Accent



Elantra



Equus



Sonata

VISION & STRATEGY

Open innovation biz structure

Target industry in automotive, smart phone, telecommunications, smart TV

Create service-oriented speech dialog solution in a hybrid form



Connectivity Services

Infotainment System

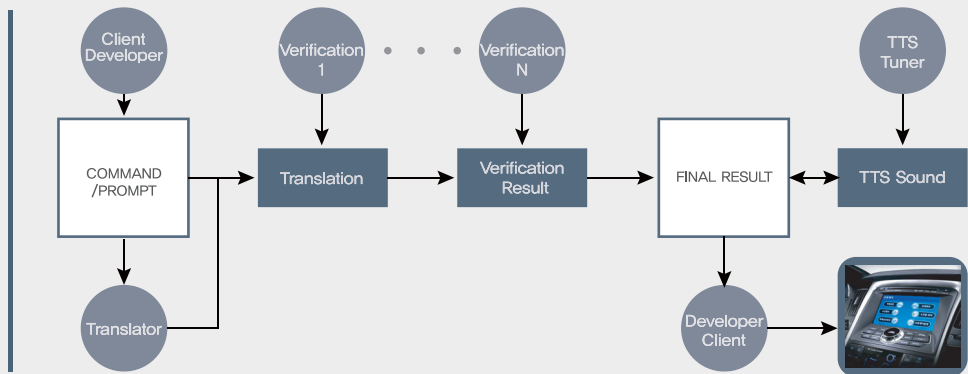


LINGUANET®



Our multilingual data collection and management system, LinguaNet® is a platform for managing, writing and testing voice input, audio output, and user interface translation data. Mediazen's LinguaNet platform is designed to provide a scalable, flexible and user friendly interface for translators, writers and managers. MediaZen currently supports 21 languages including, Korean, US English, Canadian French, Mexican Spanish, Mandarin, Cantonese, European Portuguese, UK English, European French, Italian, German, European Spanish, Russian, Dutch, Swedish, Polish, Turkish, Czech, Danish, Slovak, and Arabic.

LINGUANET® Process



K7

K5

Ray

Morning



	Developments	ASR	Platform (Middleware)	Voice Handler	Client	
Korean ASR	MediaZen		MediaZen		Ssangyong Motors	2005
North America AVN Voice Handler	Nuance	Nuance (SpeechPAK)	MediaZen		Hyundai Motors	2007
Korean Voice Recognition System for domestic models	MediaZen	MediaZen (SDS)	MediaZen		Hyundai Kia Motors	2008
Gen1.5/2.0/2.5/3.0 AVN & Audio System	Nuance	MediaZen (SDS)	MediaZen Hyundai Mobis		Hyundai Kia Motors	2009 2010 2011
VIT (Gen4.0) Embedded Voice Recognition System	Nuance	MediaZen (SDS)	MediaZen		Hyundai Kia Motors	2011 2012 2013
VIT (Gen4.0) Center (Server) Voice Recognition System		MediaZen (SDS)	MediaZen		Hyundai Kia Motors	2011 2012 2013