Open! Touch! WebGL! Authoring development "MatrixEngine for TIZEN”

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TIZEN™
DEVELOPER SUMMIT
KOREA
2013

Rich User
Experience

Achievements of Rich 3DUX with MatrixEngine

Cloud “Photo Collection”

NTT DOCOMO

Cloud storage service of photos and videos. Free user fees with the capacity that can store up to 5GB.

Lux3D Music Player

NEOS CORPORATION

Won rank 17th in AppStore(Japan) for best free music category! The fantastic next generation user interface.

Car Navigation「MAX675VD」

Clarion Co.,Ltd.

3D Car Navigation to provide many information in a limited space of the display with fun.

Challenges of 3D UX Development

Who can make?

How can make?

The Problem

- **3D Technology is the key to providing an enriched user experience on Touch Devices**

  - Skill set is vastly different

  1 To create feels which is not stated on the specification sheet

  2 Rapid prototype is quite important to enhance mutual understanding

  - Cost of software development has been rocketing

  1 Software development cost for new model reaches almost 90%

  2 Development time for creating rich 3D UX is 5 to 10x than non 3D

The Solution
MatrixEngine

The Solution:

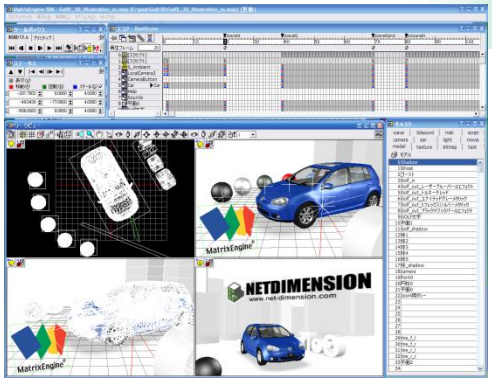
MatrixEngine 3D Authoring development

- No Waiting: see your design changes in real-time
- Finish your 3D UI Part in weeks, not months
- Runs brilliantly on devices with limited memory and processor resources
- Play content on mobile phones, web browsers, handheld and embedded devices

Image of Authoring Tool, Engine & Contents on TIZEN

On Windows PC

MatrixEngine SDK



All multimedia in 3D

3D Menu, 3D MAP, etc…

HTML

JavaScript
WebGL
CSS
Canvas

for JavaScript

MatrixEngine

Convert into JAVA Script with Engine

MatrixEngine DEMOs

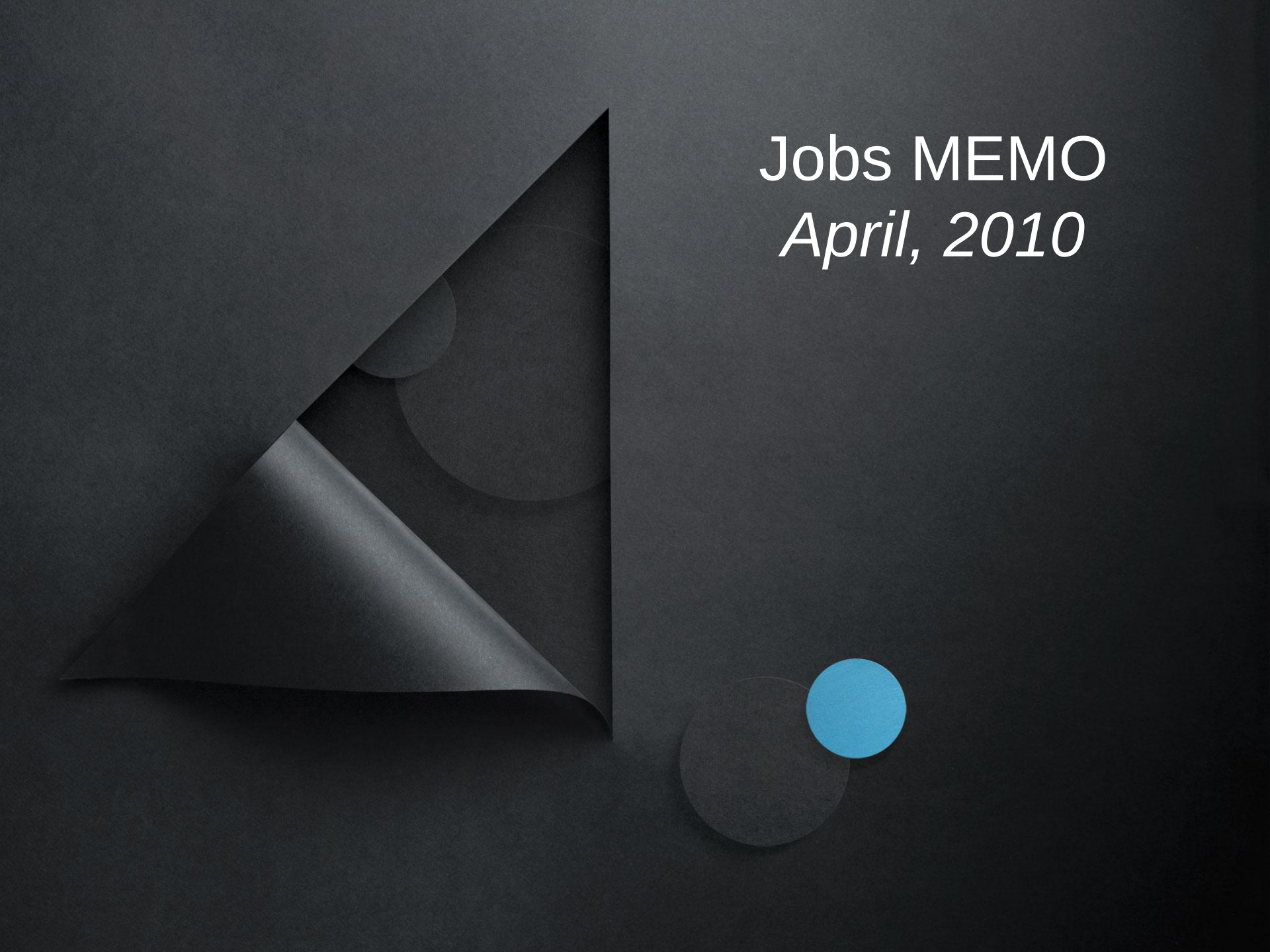
WebGL

3D CSS

Canvas

Jobs MEMO

April, 2010



Job's Comments towards Authoring Tool

- ***First, there's "Open".***

  HTML5… lets web developers create advanced graphics, typography, animations and transitions without relying on third party browser plug-ins.

- ***Second, there's the "full web".***
- ***Third, there's reliability, security and performance.***
- ***Fourth, there's battery life.***

  ….. mobile devices must decode the video in hardware; decoding it in software uses too much power

- ***Fifth, there's Touch.***

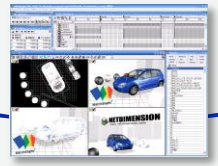
  …. will need to be rewritten to support touch-based devices.

TIZEN
HTML5+WebGL+Hybrid
Essential 3D UX for Rich Internet Apps

Business

Business model

BtoB LicenseBusiness



MatrixEngineSDK

Licensee

Operator
Device Vendor
Solution Vendor
Service Vendor
:

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neos

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for JavaScript

MatrixEngine

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