

Change the Application business with Next Experience Smart Technology

The best solution for Application development

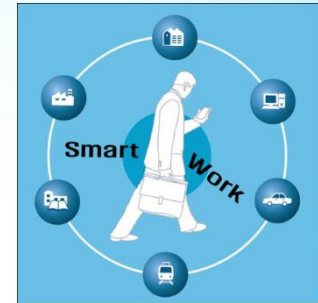


NXST, INC.

NXST

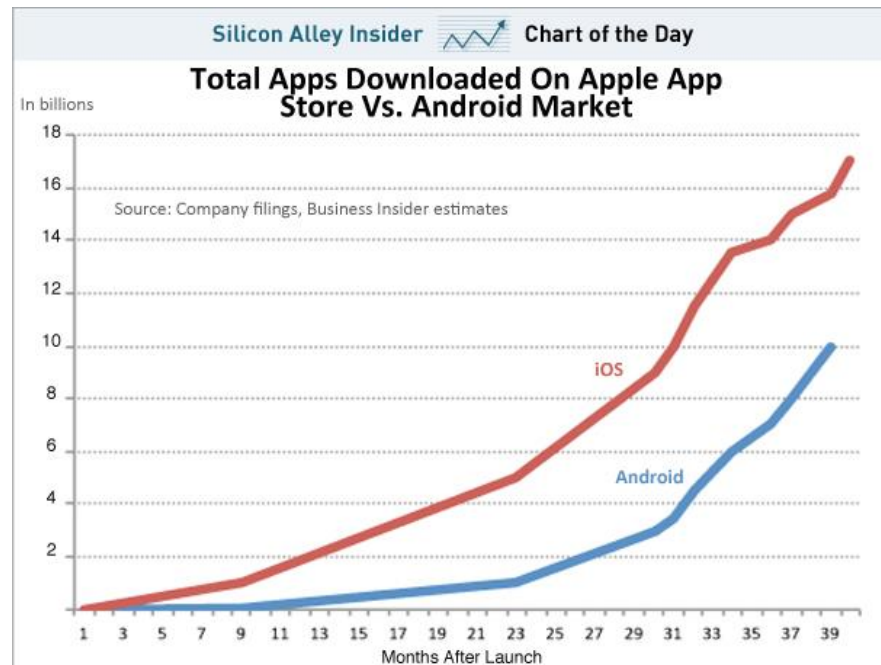
The Evolution of Hand Touching World

- **Quickening the iPhone App Store as a smart phone revolution**
- **2011 : 472million units (YoY growth of 55%)**
- **2015 : 982million (Estimated expectation)**
- **Endlessly evolving the content and application**
- **Content consumption, scheduling, shopping, financial transactions, secure, and all life style**
- **The popularity of Smartphone becomes the emerging smart business opportunity**



Just smartphone? No Way !

- Explosive growth of Smartphone **is under an obligation to application**
- Key Success Factor = Application activation
- **App store, Android market is achieving 100million downloads**
- iOS, Android App DL 25billion (YoY 300% Up) *
- \$ 2.5 billion revenues in 2012 **twice more than the growth prospects**

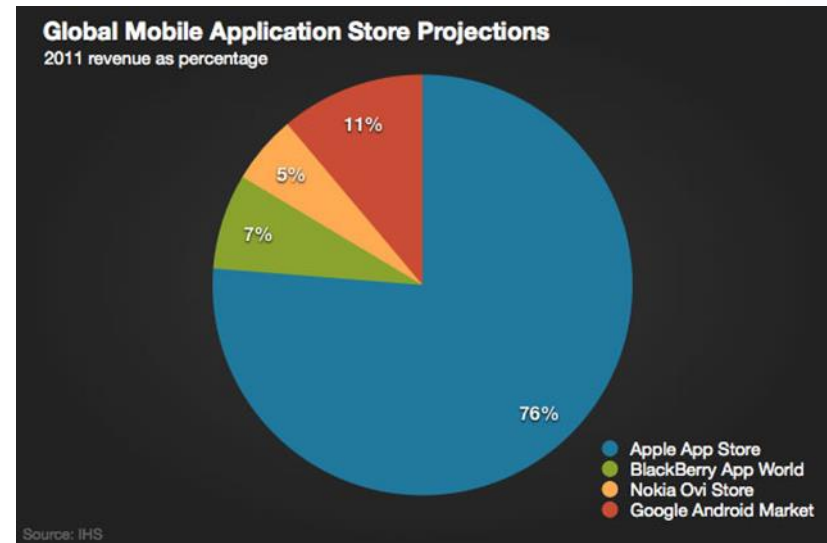
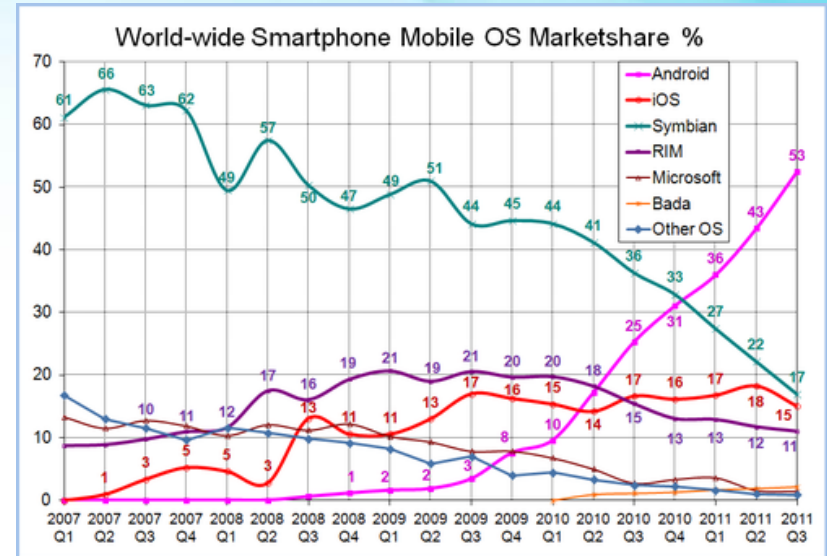


But, the diversification of mobile platforms

- Distress for differentiation of mobile platforms
 - Existing of Android, Apple, Windows, Blackberry
 - Customer choice guarantee, OS unify impossible
 - **Sustainable burden for various OS support**

- Service Provider
 - Huge cost of dev. when all platforms considered
 - Pressure on customers selection, budget limitation

- Developer
 - Burden for essential constant training
 - Different OS development
 - Burden for the corresponding OS updates



Is there anything to solve that problem?

Antenna , Pyxis, Unwired platform, Worklight ?



- Limited application IDE supports
- SI type framework thru web app dev. Methodology
- Limited UX(Only list & bar)/ Static UI(Fixed UI)
- Coding work and pro-developer required
- No scalability
- Once write, run anywhere possible **only in words**
- Impossible for practical applications

There is no solution to solve this problem

Useless
But, expensive

Customers with no reaction and no adaptation

Division	NEST	Antenna	Unwired Platform(Sybase)	Worklight	SI solution
Dev. environment	Provided IDE / cloud build	Provided IDE	Provided IDE	Provided IDE	No
Backend Interface	API provides, code free (SOAP, JSON, REST, etc.)	SI development for each system	API methods (SOAP, JSON, REST, etc.)	SI development for each system	SI development for each system
Svr. Architecture	3 Tier structure	3Tier structure	3Tier structure	3Tier structure	only middleware
Communication	TCP / HTTP(S)	TCP/ HTTP	HTTP	TCP/ HTTP	TCP/HTTP Selection
Comm. speed	Native C/S, High	Native C/S, High	HTTP, Low	Native C/S, High	Native C/S, HTTP Selection
Data Security	Apply SSL Dual security (Data, N/W)	Security module is applied after purchase	SSL Application	Security module is applied after purchase	Security module is applied after purchase
Services Security	. Attachment security . Data Encryption . Session Encryption	. Session Encryption	. Session Encryption	. Session Encryption	. Session Encryption
Version Upgrade	. Binary data . Updated automatically	. Pre-defined version up . Lack of flexibility	. Pre-defined version up . Lack of flexibility	. Pre-defined version up . Lack of flexibility	. Pre-defined version up . Lack of flexibility
Development of new systems	. Immediately . One person can develop	. 12 weeks . Various developer labor	. 6 weeks . Various developer labor	. 12 weeks . Various developer labor	. More then 3 months . Various developer labor
Service (Content), expandability	. DB creation / integration . New GUI (Drag, drop) . No need to change	. New clients redevelopment	. HTML screen reorganization	. New clients redevelopment	New clients redevelopment
Device applicability	. Support for all OS	. Support for IDE, terminal restriction	. HTML support, terminal-independent	. Support for IDE, terminal restriction	. Individual App Development
Application structure	. Native Application . Web Application	. Native Application . Web Application	. Web application	. Native Application . Web Application	. Native Application . Web Application
Cost efficiency	Moderate	High	High	High	N/A

- **Complicated, not simple**
- **Physical constraints** on the implementation of solution concepts
- **Chaos and non-standard** development phase
- **No chance for non-developers; its their own league!**

Change the Application market

With NEST



Mobile platform reinvention story

Escalating complexity of major mobile application platform

Mobile application challenges for quick deployment.

However, Never changing application development process

- **Mobile apps by mobile professionals only**
- **Iterative and routine traditional development process**
 - **Client/Server development methodology**
- **What market players call 'evolution' means to streamline UX development process**

They call it “Smart” but not smarter enough

So, We directly make it

NEST philosophy : Adapted, iterative, agile mobile development/ testing methodologies, altering the landscape of enterprise mobile platform

- **Unparalleled** mobile platform – altering existing UX IDE
- **Reinvented** application development methodology – Eliminating complexity
- **Full suite of mobile application development kit**
 - IDE, Component builder(COBI), Application engine(ADAM), Built in Data server(EVE), Security, Form & Project Editor, Simulator

Only one, Unique One – Real enterprise mobile platform

The Chance

Application business required implementation for the smart app market;
however various OS, complex and different dev. process makes it only
professionals bay and no Chance for time to market;

but if we look from different perspective,

changing app dev. process is an opportunity to change the destination.

Well, this is a great opportunity.



'Change'

Our Change

Truly Once

- Write once, run anywhere
- Any OS compatible
- Various resolution

Extremely easy

- Easy & faster
- Drag, drop, select
- No coding
- No development

Fantastic UX/ UI

- Interactive UX
- Variable UI component
- Connectivity
- Agility

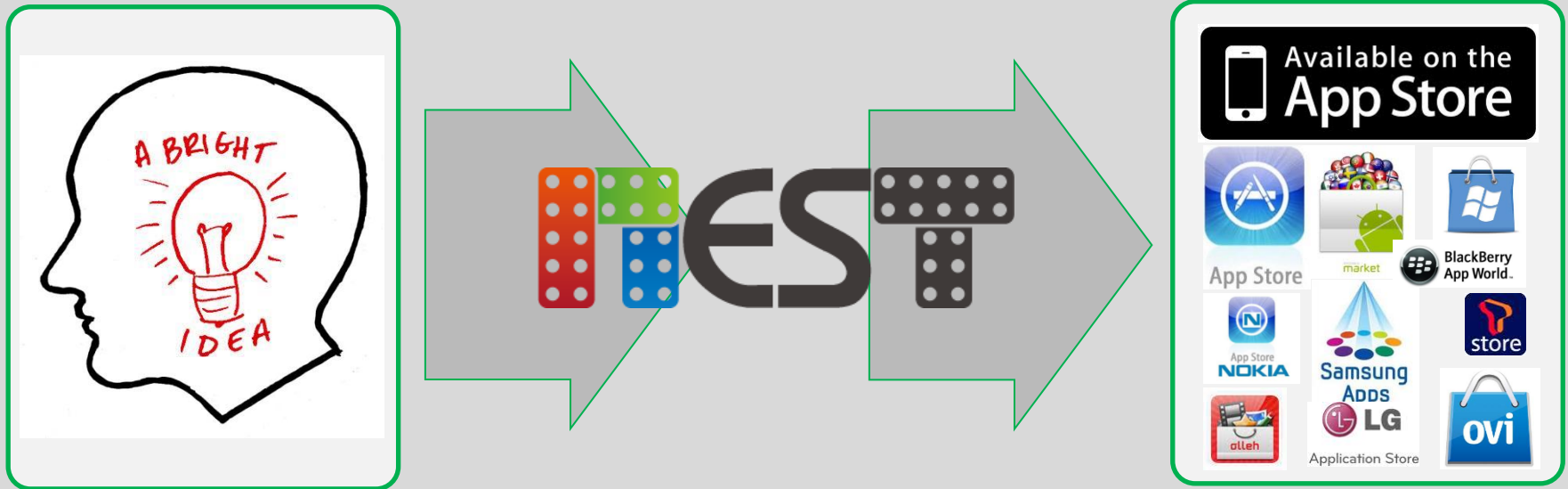
Customer's Change : No fear to failure, challenge

- Developing Business App with an idea
- Committed personnel, costs, and dwindling resources (with TCO, TCD release the burden of ROI)
- Ideas, based in essence with commercialization
- Free from development burden and various attempts are possible
- Removing the barriers for the activation of app market development :

Starting of Virtuous cycle



Your ideas are just app. thru NEST



- **NEST solves the most difficult technical problem**, that is various OS and devices.
- **With NEST, you can make application & opportunity**

High speed, connectivity, scalability

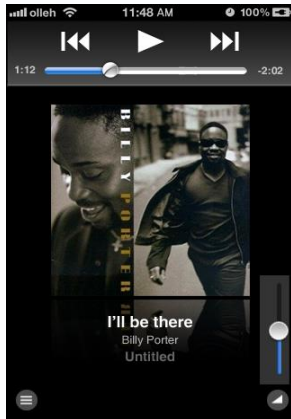


- **Speeds up development & deployment : Once write, run Anywhere**
 - Powerful RAD IDE(Plugin to Eclipse), WYSIWYG UI
- IDE supports HTML5 & simple data bindings(DBMS, SOAP, RESTful)

Do you see these amazing results?

Creative flexible ways to application development/ Easy and efficient

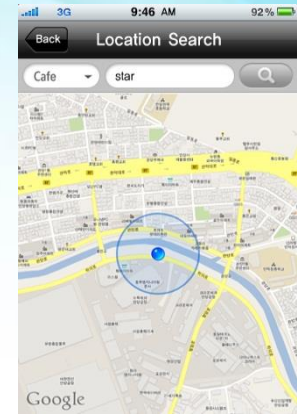
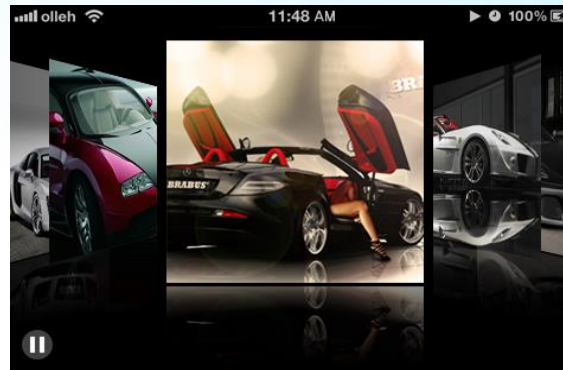
For
B2C
Customer



Music Player



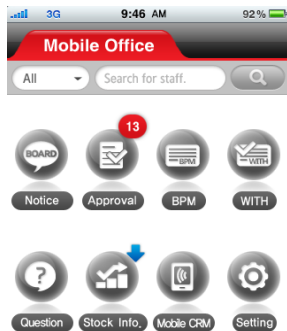
Variety views including coverflow : Album Application



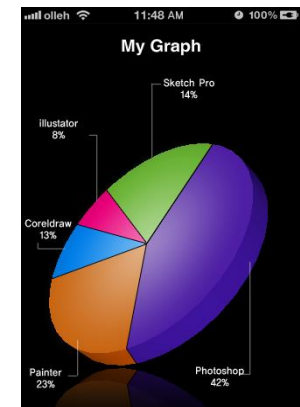
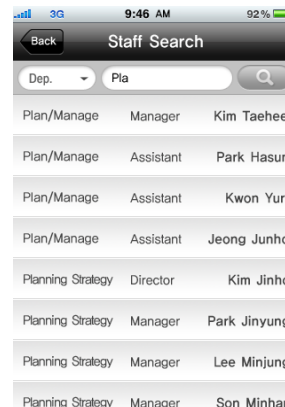
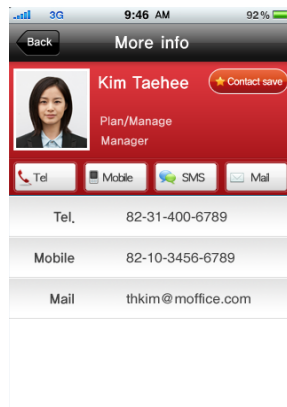
Map linked App

Simple Back-End Connectivity/ Dash board type UI Component

For
B2B
Customer



Back-end connectivity is possible without coding : Mobile Office Application



Charts linked App

NEST 's service value

- Difficult and complex development process
- App X (OS qty) = TCD
- All operations SI method
- Time, cost, and repeated inefficiency
- Repeatable inefficient inherent



- **IDE, ease of development**
- **Multi-OS dev. at once**
- **High efficiency by NEST framework**
- **1 man process**
- **Considering for O&M**

Big Changes in Application market!

- Development framework that turn your idea into actual application
- Streamlining the process of developing/ reducing the resource commitment
- Provides easy and quick business opportunity for customers who wants to introduce new business.

Benefit to Developer & User

Benefits to Developers

- **Integrated Client/Server development** environment – No Soloed development more
- **Automated UX coding**
- **Making new market with Component Toolkit**
- Self IDE environment with standard technology
- **No additional skills acquisition** like. security, admin console, data interface, web 2.0 etc

Benefits to Users

- **Anybody** can **design UI**(ICON, Layout, Image etc.)
- **Close engagement** in full mobile application **development cycle** – not only in scenario planning
(Marketing staff, UX designer can lead the mobile project)
- Structure Data and **scheme Database without DB skills**
- With basic templates and components given, design and develop **mobile apps on its own.**

NEST will create many opportunities and benefits

Business opportunity for parties

▪ **Manufacturer ecosystem composition tool**
App market activation tool

- App Business Distribution
- App store plug-in service
- Individual App Development Platform
- Prosumer composition of ecosystems
- TV OS App Biz

▪ **Operator ecosystem composition tool**
App Market activation tool

- App abundant service differentiation
- PaaS in the App Market - Paid services for developers
- Market Support programs Activation
- Additional revenue through the channel sale
- TV App market

▪ **OS-derived linking business**

- Backend paid service (Build, Push, Ad, etc.)
- SDK, Toolkit free development
- 3rd party dev. market
- UI component library
- TV OS SDK

▪ **NEW Biz Opportunity**

- TV App market
- Service provider
- Integrated Marketing
- Smart marketing Corp
- Individual Biz/freelancer
- Implementing smart strategies for individual companies
- Developer group
- Framework education

Device Manufacturer

Operator

OS Developer

Independent Business



**Thank you
for
attention**