

Life Web

Ubiquitous web2.0



@JoSanKu

Life Web

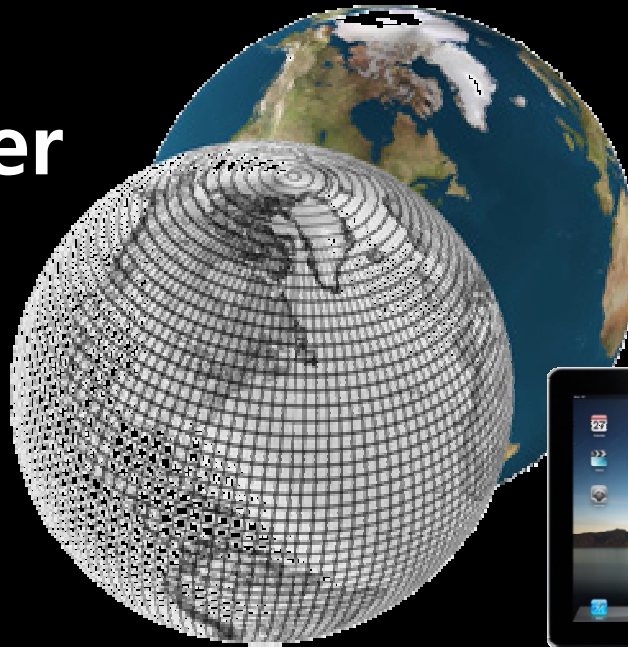
Web as Life Platform

‘웹, 일상 생활’

World



Mobile Computer

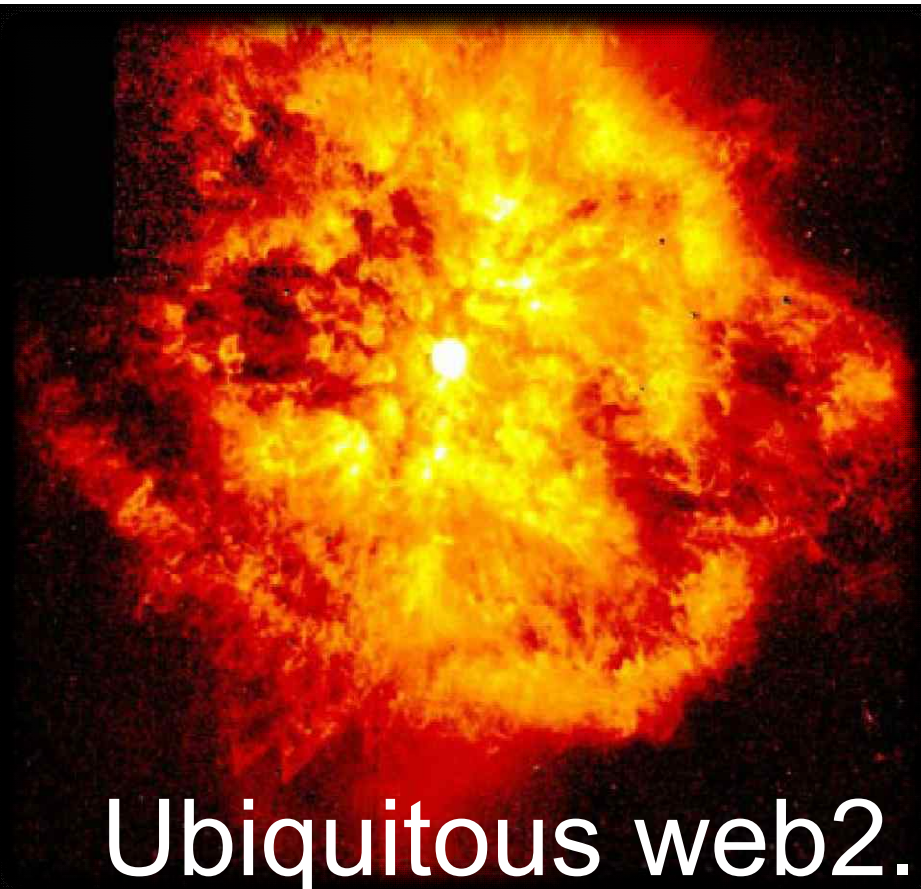


Web

Pad Computer



web2.0
2005~2009



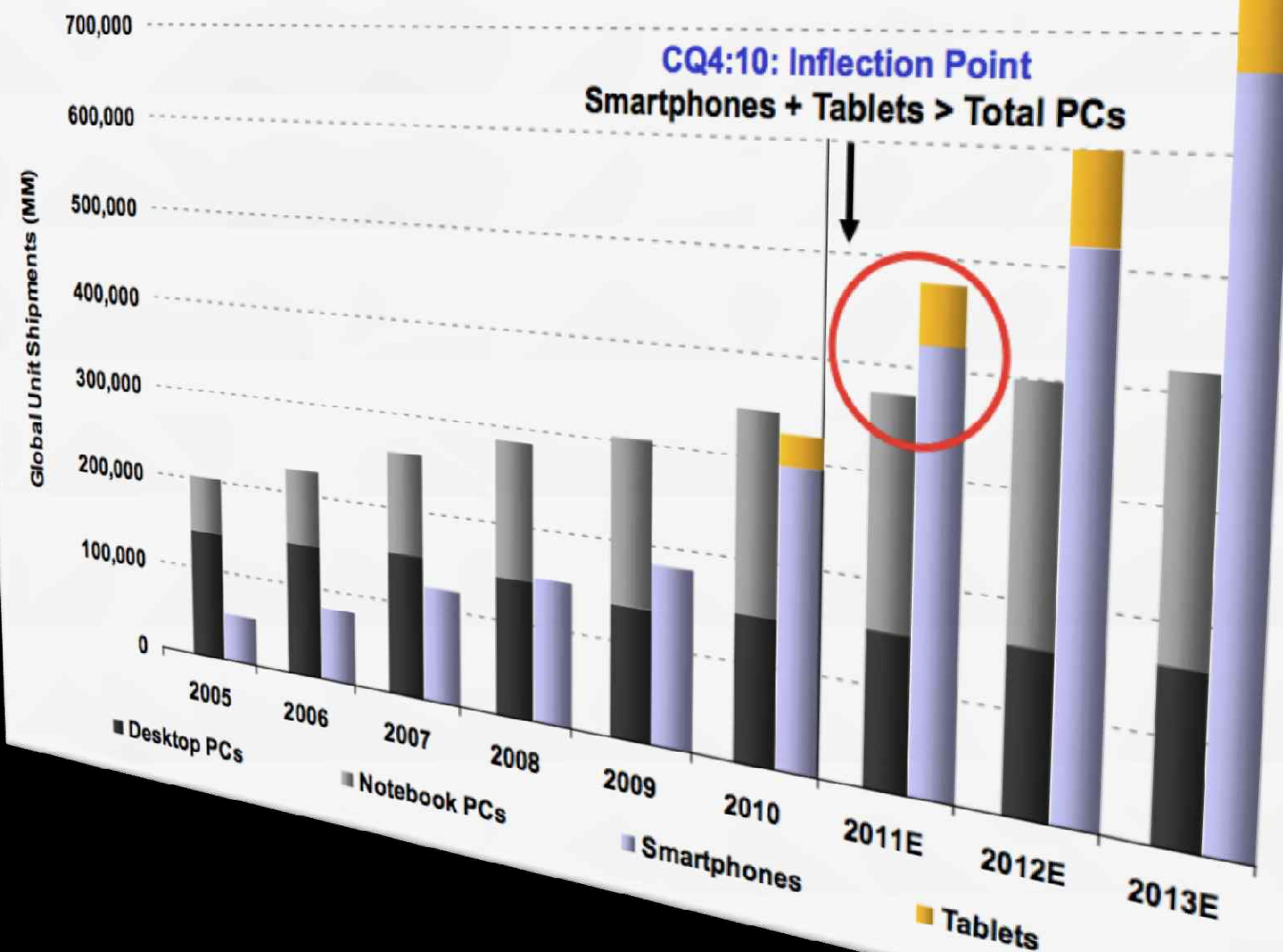
Ubiquitous web2.0
2011~



web1.0
1990~

20 vs. 5

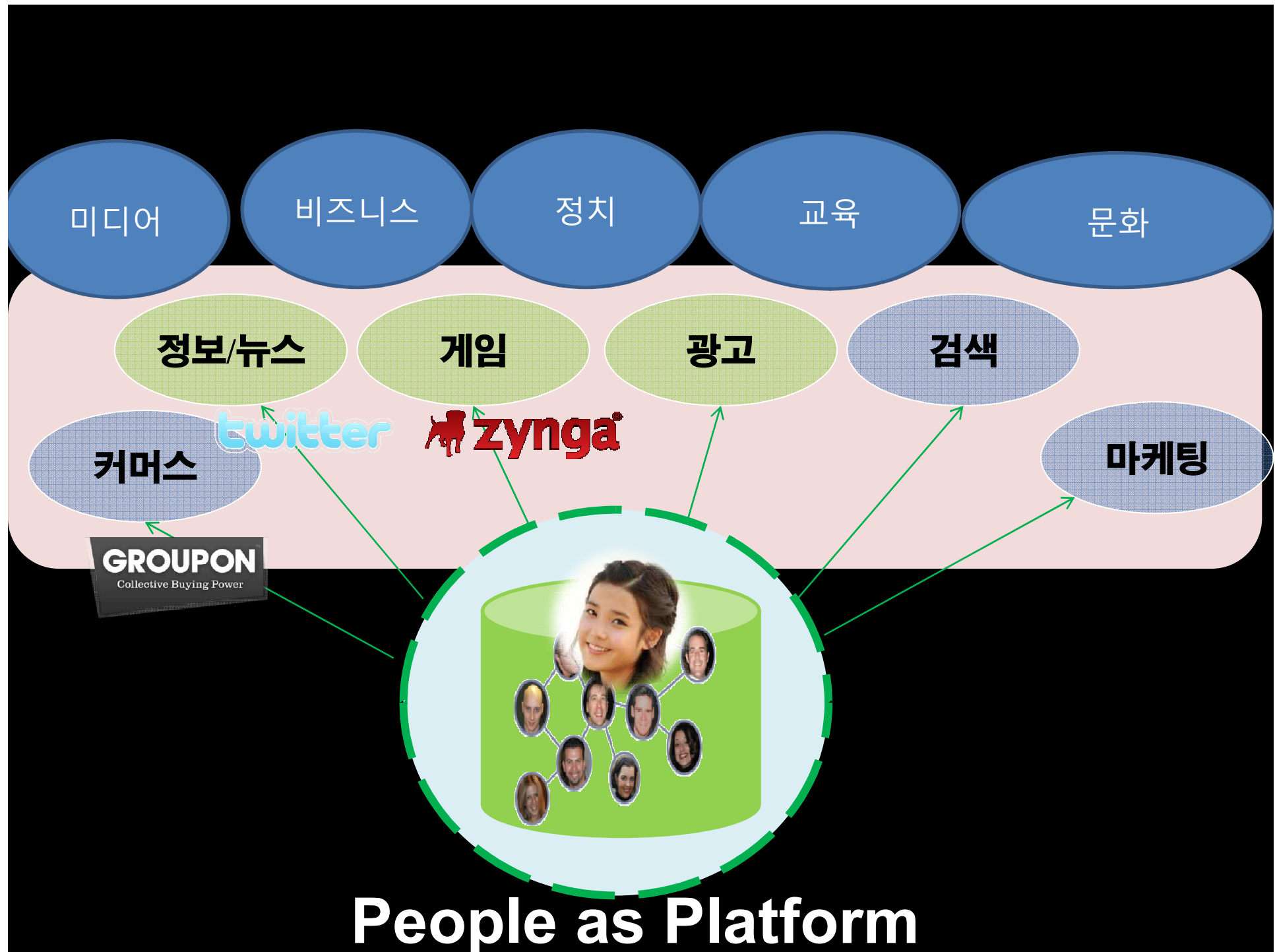
Global Unit Shipments of Desktop PCs + Notebook PCs vs. Smartphones + Tablets 2005-2013E



disruption

Social
LifeWeb
Commerce
Gamification
Location
RealTime

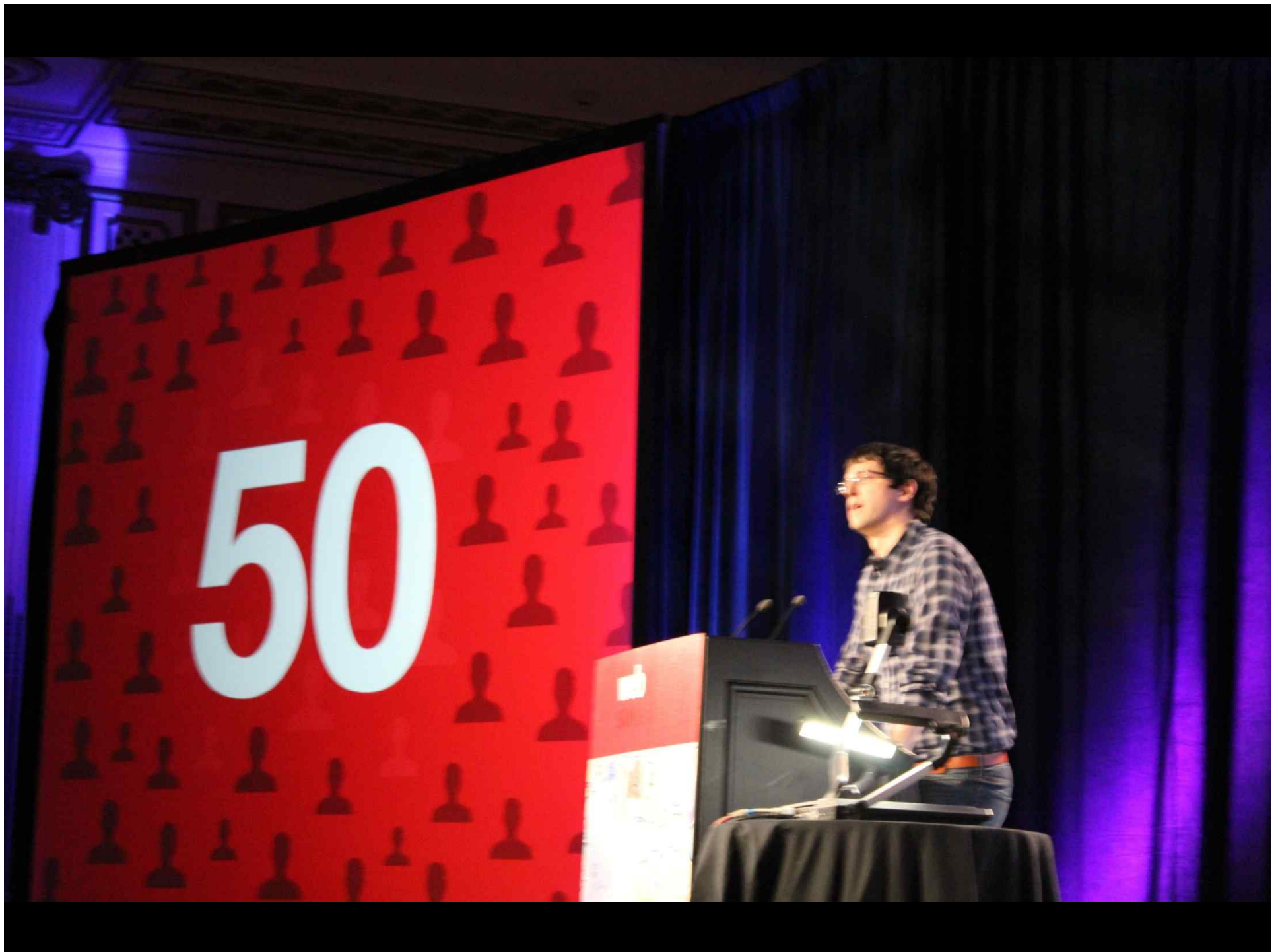
Page to People
Social Web



Real Life Friends

Path



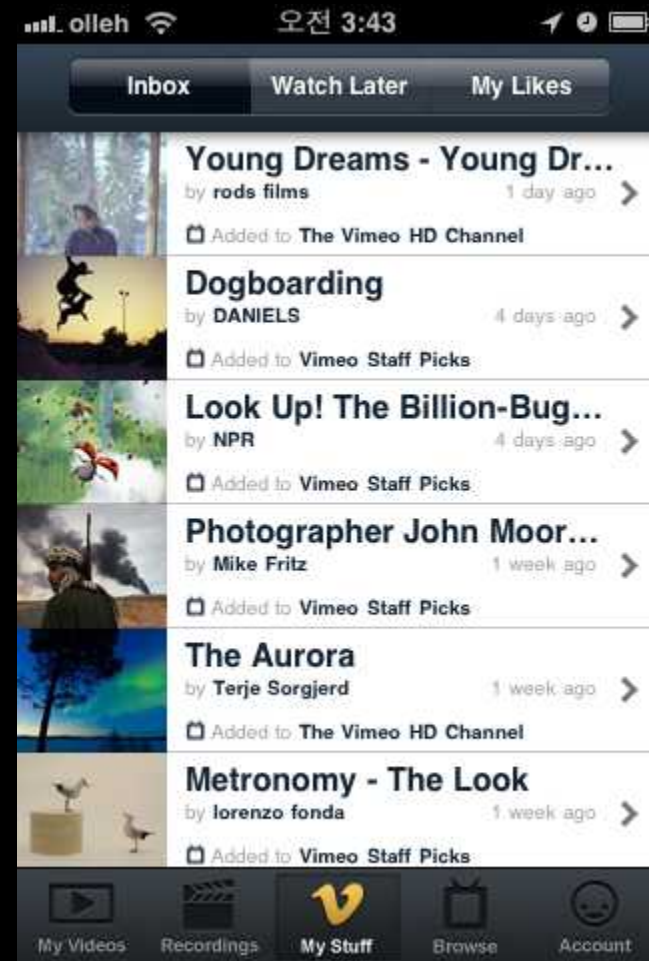


Group



<http://jamespoling.com/beluga-groupme-and-fast-company-neck-and-neck-in-the-sxsw-horse-race-for-group-messaging-triple-crown-infographic/>

Visual: Photo & Video



Social Business



<http://socialcomputingjournal.com/viewcolumn.cfm?colid=833>



 **zynga[®]**



Local

Location Web

Next Big Thing

THE QUERY

what i want



THE SOCIAL GRAPH

who i am,
who i know



THE STATUS UPDATE

what i'm doing



THE CHECK-IN

where i am



John Batelle in Wired

John Batelle in Wired

Social

SNS: Communication & Conversation



Friendly



Game

Competition
Challenge
Reputation



Funny

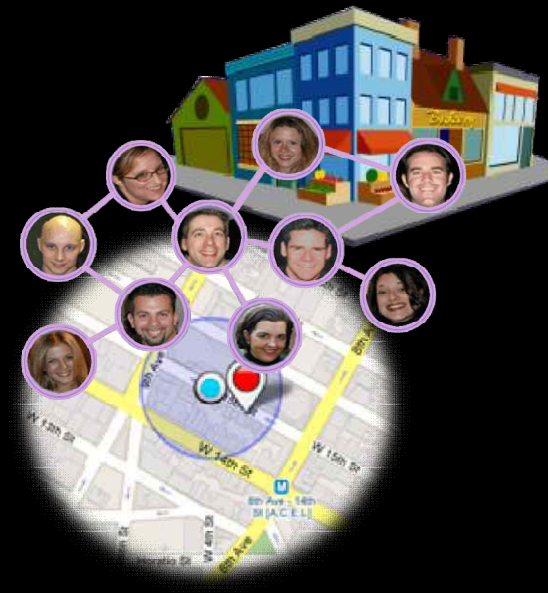
Informative



Local

Local Information
Life Logging
Reward

Location Based Social Marketing Platform for SMB



Social and Mobile Commerce



**Social Commerce >>> Group Buying
It Has Just Began.**

Mobile Revolutionizing Commerce – With Constant Product Improvements

- **Location-Based Services** – Enable real-time physical retail / service opportunities
- **Transparent Pricing** – Instant local + online price comparison could disrupt retailers
- **Discounted Offers** – Deep discounts drive foot traffic to local retailers
- **Immediate Gratification** – OTA (over-the-air) instant digital product + content delivery

Location-Based Services

Shopkick iPhone App

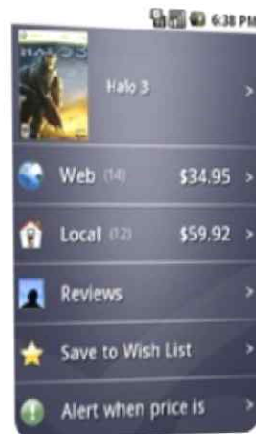
Finds deals and offers
in your area



Transparent Pricing

ShopSavvy Android App

Comparison shopping among
online + local stores



Discounted Offers

Groupon iPhone App

Local Services
Up to 90% Off



Immediate Gratification

iTunes Store on iPhone

Music / video / apps
delivered wirelessly



Location Based Social Shopping

The banner features a blue header with the shopkick logo and navigation links: THE APP, ABOUT, COMMUNITY, PRESS, CONTACT, and HELP/FAQ. A 'FOLLOW US!' section includes Facebook and Twitter icons. The main content area has a light blue background with green spheres labeled 'GADGETS', 'MUSIC', 'MOVIES', 'FASHION', and 'GIFT CARDS'. A large 3D 'DEALS & REWARDS' text is centered. A red sphere with 'FREE APP' is on the left. On the right, a 'SUBSCRIBE TO GET NEWS!' section includes a 'DOWNLOAD FOR FREE!' button and an 'Available on the App Store' badge. Below this is a smartphone displaying the app's interface, which shows a list of retailers with their logos and a 'Collect' button. A green cartoon character is peeking from behind the phone. At the bottom, a row of logos includes American Eagle Outfitters, Best Buy, Crate&Barrel, Macy's, Simon Malls, Sports Authority, Target, and Wet Seal.

shopkick™

THE APP ABOUT COMMUNITY PRESS CONTACT HELP/FAQ FOLLOW US! f t

GADGETS

DEALS & REWARDS

MUSIC MOVIES FASHION

GIFT CARDS

FREE APP

SUBSCRIBE TO GET NEWS!

DOWNLOAD FOR FREE!

Available on the App Store

market

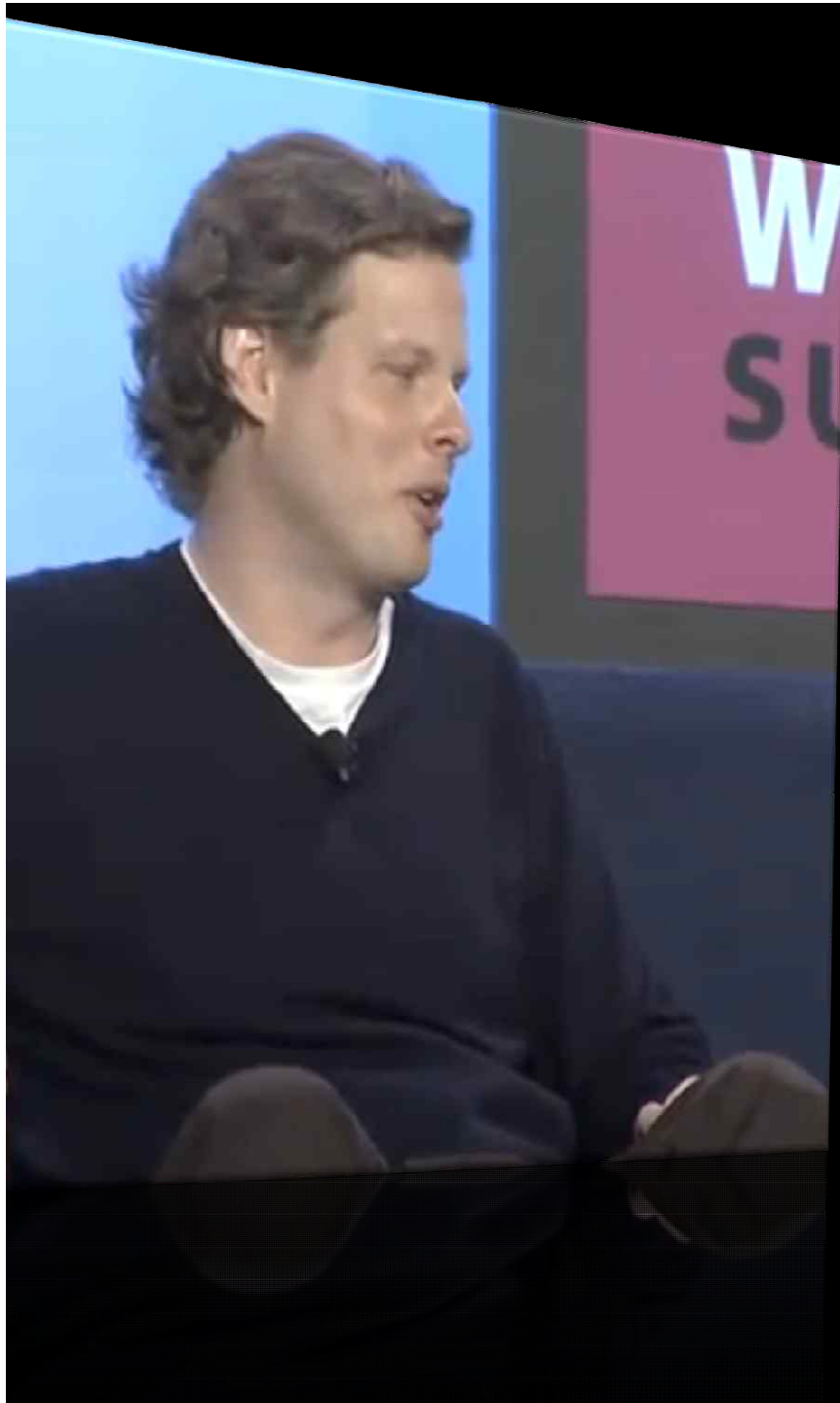
THE WALL STREET JOURNAL Top 10 Apps 2010

FAST COMPANY Top 10 Most Innovative Companies in Retail 2011

Mashable All That's New on the Web Top 10 Apps to Watch in 2011

TechCrunch Best Social Commerce App - Runner-up (Crunchies)

AMERICAN EAGLE OUTFITTERS BEST BUY Crate&Barrel macys SIMON MALLS SPORTS AUTHORITY TARGET wet seal.



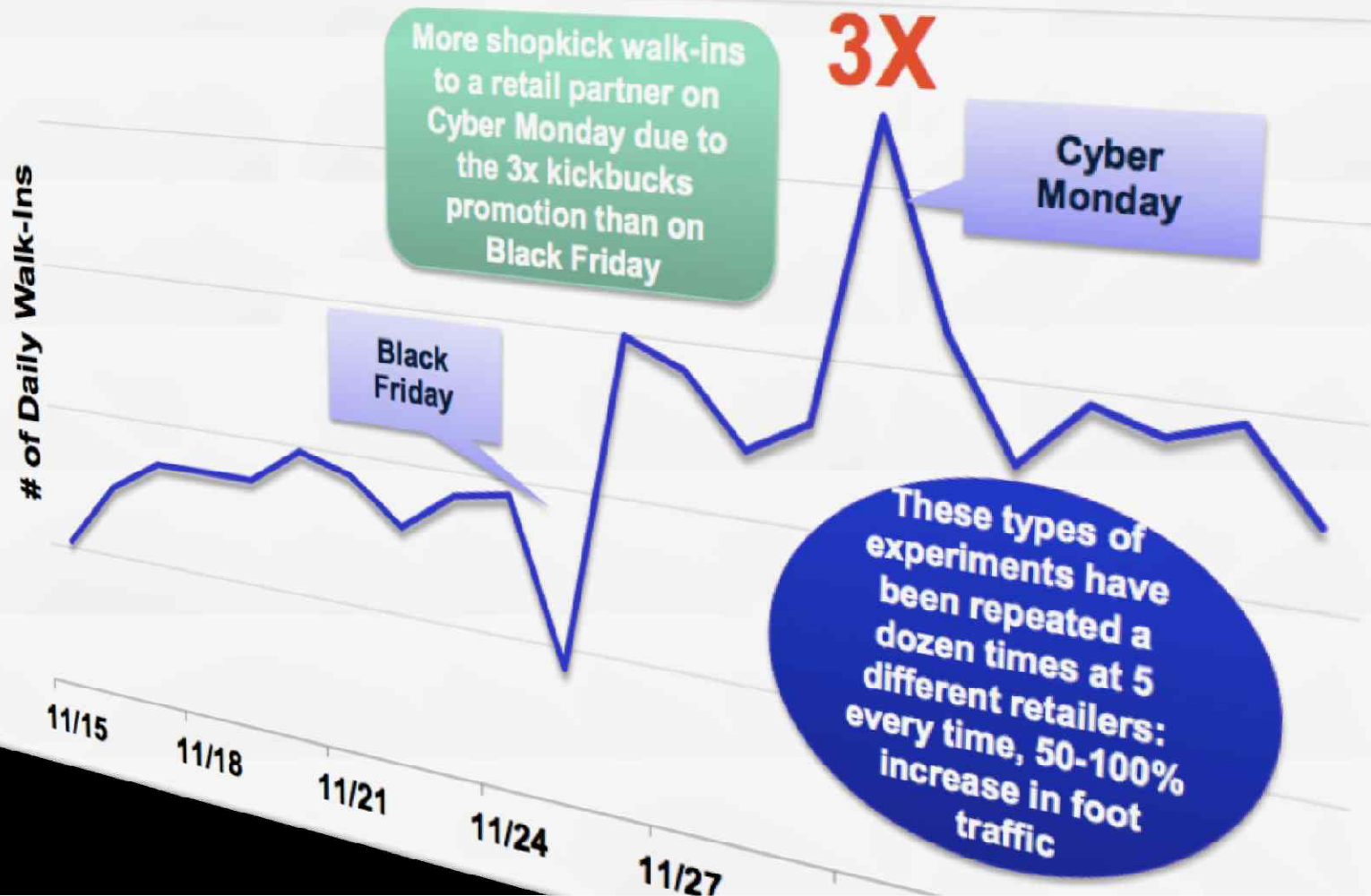
Future Online is Offline

2~5% vs 20~80%

KP
CB

Mobile Shopping Apps - Changing Behavior + Driving Revenue & ROI For Retail Partners

Shopkick's Daily Walk-Ins to Retail Partners, 11/15/10 – 12/6/10



Fun Reward Interactive
Gamification

Connecting the World Through Games

Social Game Dialtone:

"In Five Years, Connections Will Be To Each Other, Not The Web;
We'll Be Dial Tones"



The Game Layer on Top of The World



a game about doing challenges at places.

The Decade of Games

Social Layer → Connections

Last decade

All about connections

Facebook's Open Graph

Construction is over

Game Layer → Influence

Next decade

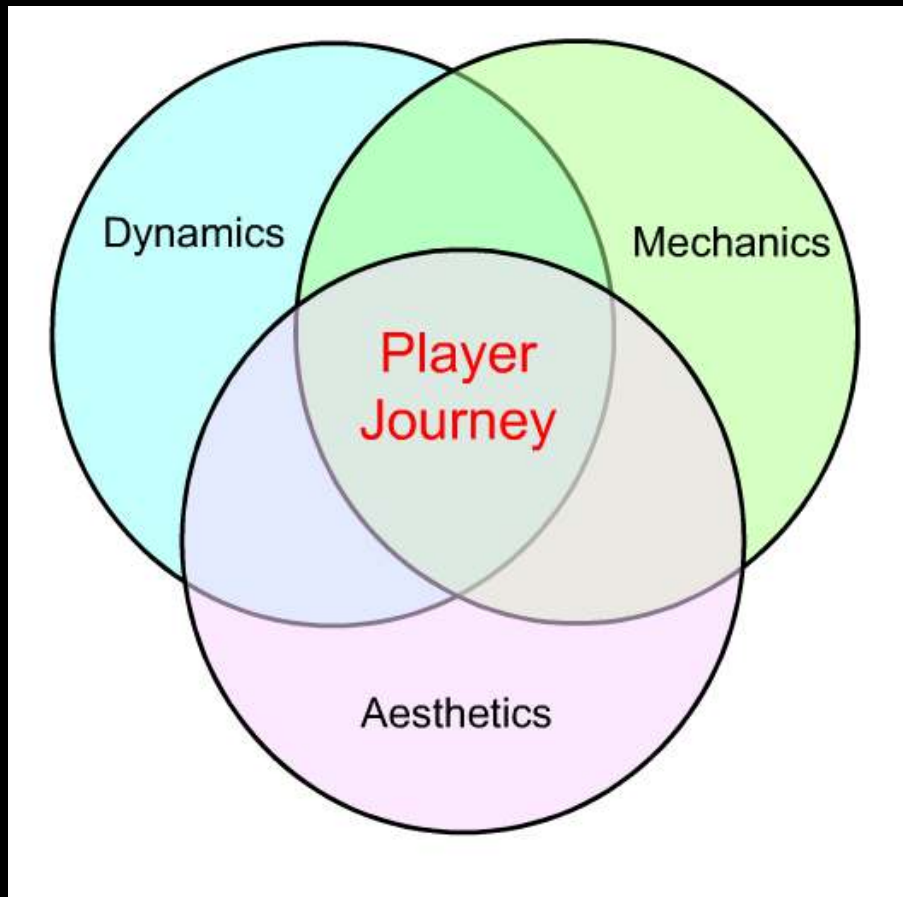
All about influence

No set foundations

Construction has just begun (*and we'll all be involved*)

Gamefication

the process of using game thinking and game mechanics to solve problems and engage users



SETH PRIEBATSCH



Realtime

Social
Location

mCommerce

Gamification

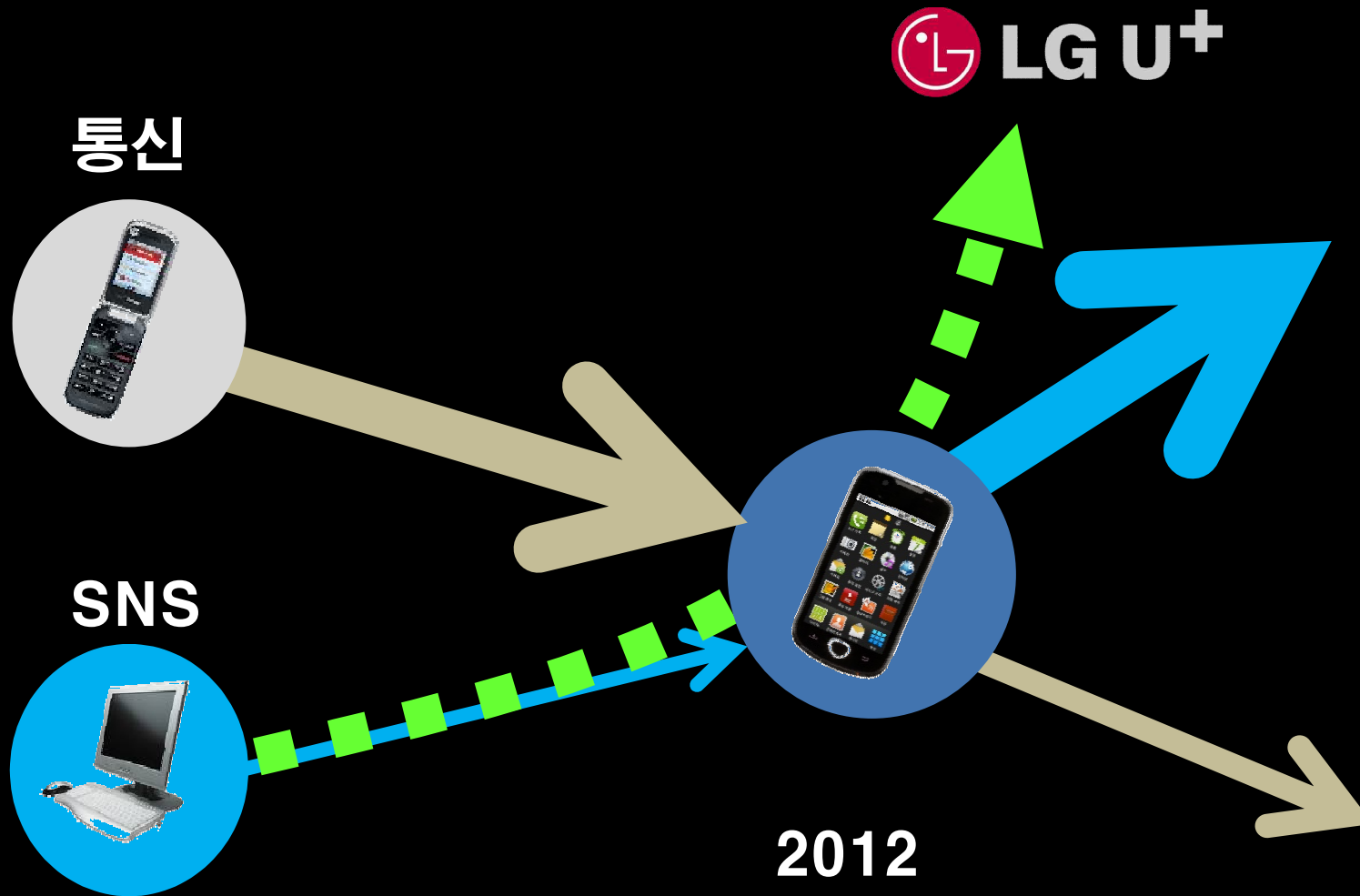
LifeWeb

LifeWeb

Gamification

Change

SNS, 제 2의 통신





Enables

Life Web

LG U⁺ Life Web Philosophy

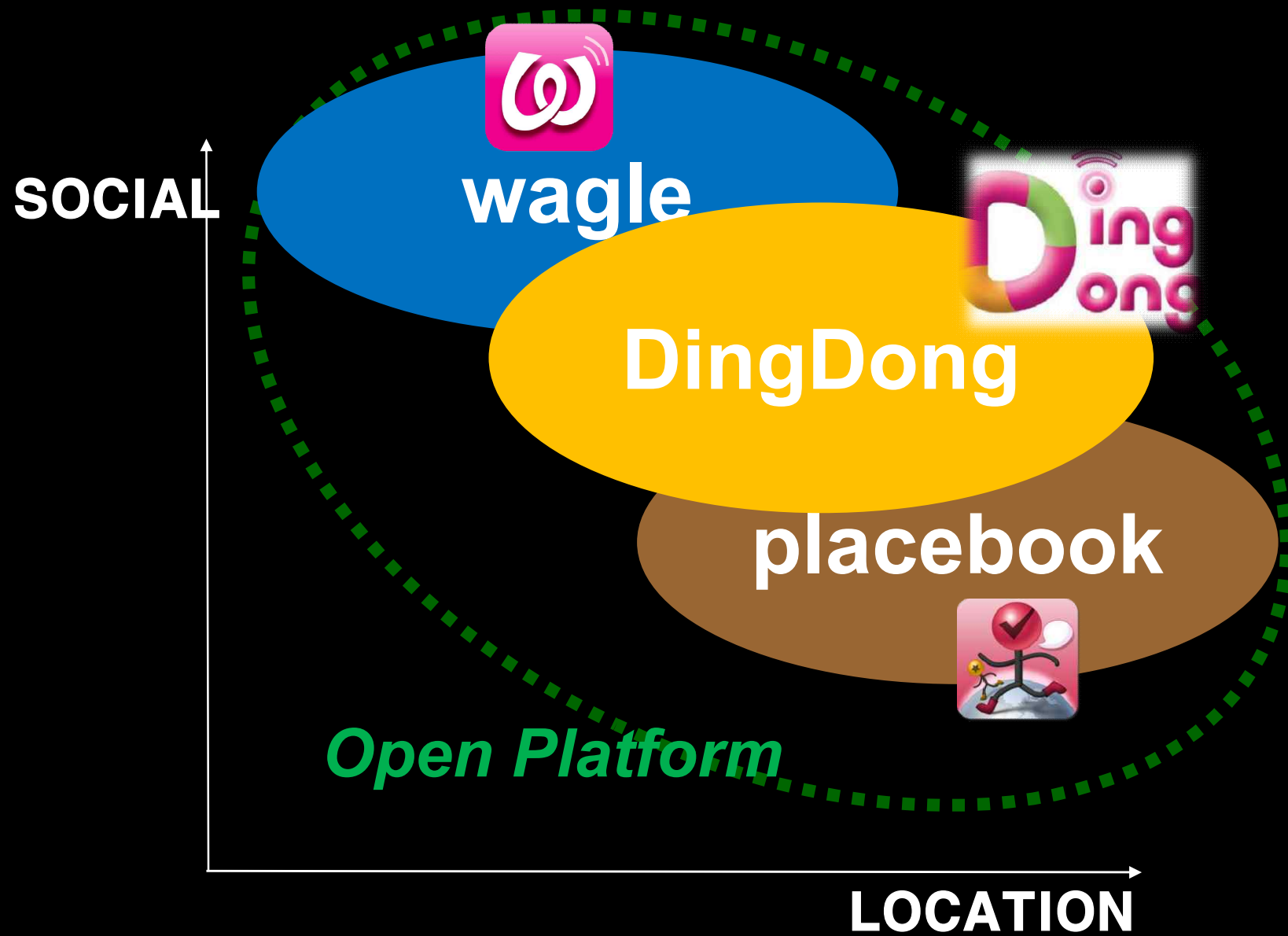
U Centric

Made in Users

Open Platform

Open Innovation

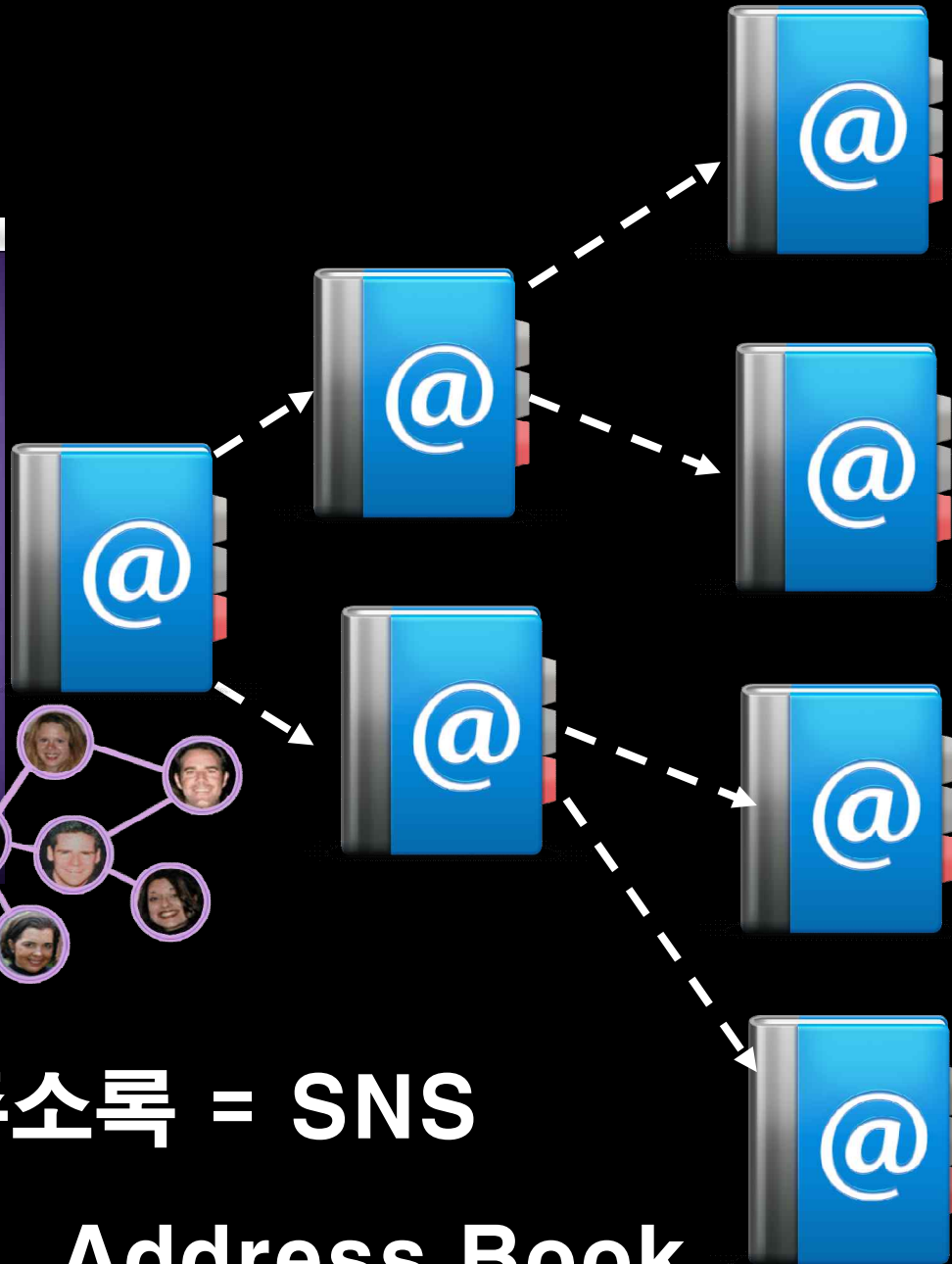
Portfolio: SoLoCo





지인 중심 한국형 트위터





주소록 = SNS
Social Address Book

twitter

 Wagle

Public
(Tweet)

Public

Group

Private
(DM)

Private

Interest

Interest + Trust



지인

그룹

통신

일기

쉽고 편하게~





Vinod Khosla, "Innovation vs. Punditry" video <http://youtu.be/1FBFPQ7L8Ro> slide <http://bit.ly/gfyzI8>

Life Web Enabler

