

Truly smart AIoT
of the new era

T.OI

MySmaX

About Us



MySmaX is a venture startup specialized in AIoT with accumulated IoT technology over 7 years, spun off from Seoul National University's research lab in 2023. MySmaX dreams of a world where all people can benefit from IoT technology through its secure edge-based IoT platform solutions, integrating AI and big data analytics technologies.



Edge device



IoT Middleware



On-device AI



IoT Big data analytics



Robot SW

2017~NOW	R&D on service-oriented edge IoT platform - acquire a domestic patent in 2020, an US patent in 2022
2017	DAC UBooth Best University Demo Award
2022	Testbed exhibition in the Gulliver platform hall in the ICT (Institute of Computer Technology) of SNU
2020 ~ 2022	Develop IoT sensor/actuator devices for smart gardening Research on AI-based anomaly detection of sensor data
2023	Establishment of a corporation Selected as a TIPS participant Establishment of a corporate research center

Domestic patent(10-2017-0165863): 서비스 지향 사물 인터넷 플랫폼 및 그 제어 방법

US patent(11,245,769): SERVICE-ORIENTED PLATFORM FOR IOT AND CONTROL METHOD THEREOF

Int'l Journal(IoT '17: Proceedings of the Seventh International Conference on the Internet of Things): A Novel Service-Oriented Platform for the Internet of Things

Int'l Journal(Design Automation for Embedded Systems, Volume 25, Issue 4) : Adaptive run-time scheduling of dependent services for service-oriented IoT systems

Int'l Journal(Elsevier IoT, Volume 24): A novel hierarchical edge-based architecture for service oriented IoT

MySmaX's technological **innovation is surpassing** the previous limits of IoT

Sensitive personal information
on local servers

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Convenient and intelligent
device configuration.

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Customization tailored
perfectly to my space



Unique differentiators of the **JOI Platform** compared to other IoT platforms



	JOI	Other platforms
User Interaction	Specify desired 'services' only	Specify the action of each device
Device Control	Automatic control by the JOI middleware	Manual control by a user
Group Device Control	Flexible multiple devices control with tagging	Limited multiple devices control
Customizability	Complex IoT scenarios can be easily added	Simple conditional scenarios only
Upgradability	Seamless device addition/ replacement by registering the device only	Redefine all related applications that use the new device
Scalability	Hierarchical topology of JOI	Mesh topology of hub
Privacy Protection	Store IoT data on a local server	Send data to a cloud
Internet Connection	Not required	Required
Supporting Protocol	Wifi, Matter, BLE, Zigbee, LoRa	Partially supports (Wifi, Matter, BLE, Zigbee)

Starting with **AIoT**, dream of **robot integration platform**

As-is

B2B

Tailored AIoT solutions for
military or hospitals,

Offer SW platform to
AIoT solution companies

B2C

Tailored AIoT solution for
smart homes

B2G

AIoT platform for
vulnerable areas

To-be

Creating new market opportunities through integration with robots

examples: smart kitchen, smart factory



