



KT Smart Learning Services



2012. 04. 25 KT Content & Media BU

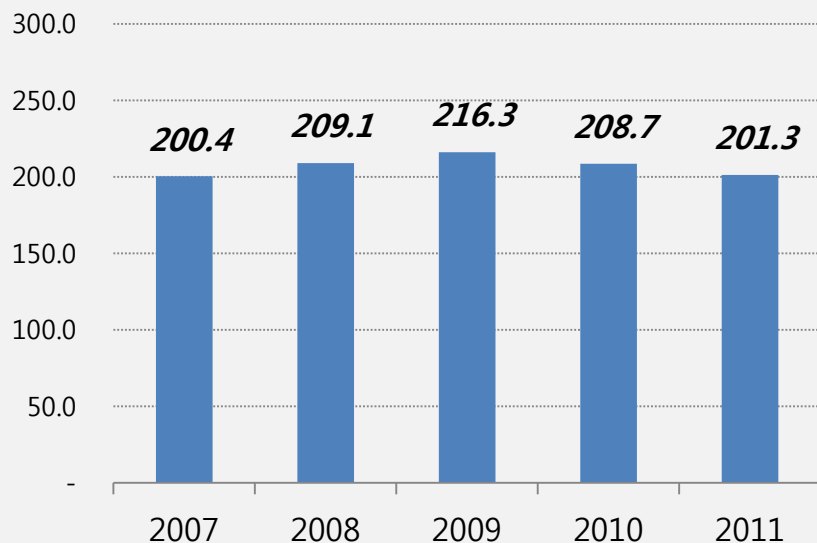
The statistics of education market, Korea

The market of private education in Korea is huge.

There are lots of business opportunities using smart devices.

Average monthly private education expenditures per student

(unit : USD/Month)

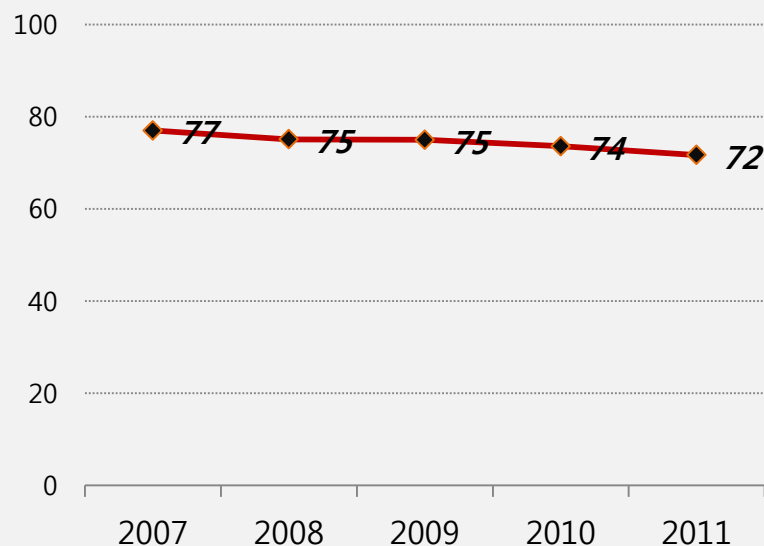


※ F/x Rate : 1,000 KRW = 1 USD

(Source : 2011, Statistics Korea)

The rate of participation of private education

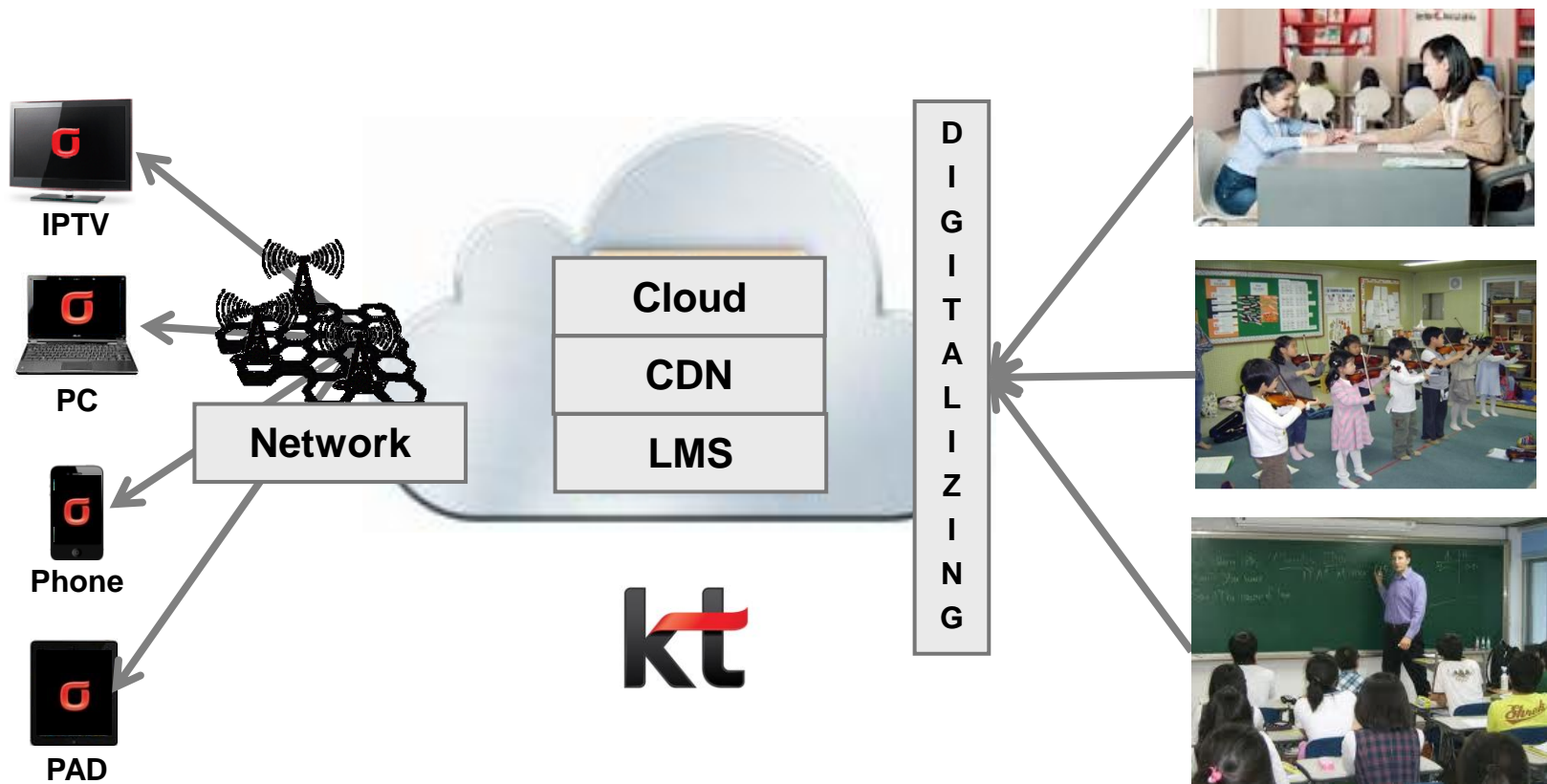
(unit : %)



(Source : 2011, Statistics Korea)

The Features of KT Services

KT's various combined platforms for services are effective and successful.



* olleh : KT's Service Brand

olleh Home School is an English learning service on TV.

Type of contents

VOD



Web Contents



Mom's Guide



Curriculum



Level
1

Beginner

Level
2

Medium

Level
3

Expert

olleh Home-school's Best Programs

Contents

Description

English DVDs



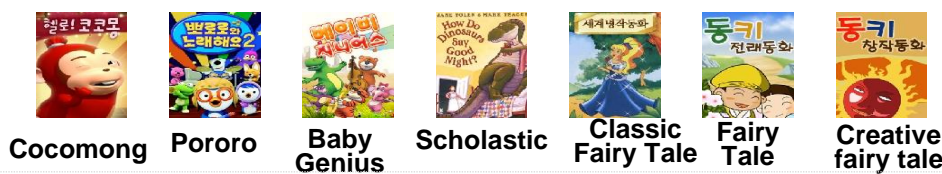
Famous English DVD Programs

Basic Phonics



Programs for practicing phonics

English song & Story books



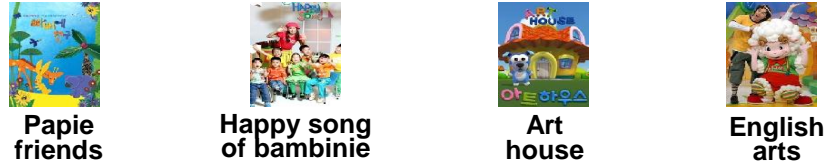
Famous English Songs & Story books

Science and Math Using English



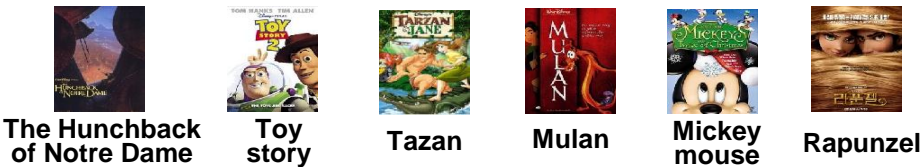
Programs for learning Math, & Science in English easily

Music and Arts Using English



Programs for learning music and arts in English

Disney Movies



**Popular animated films
Ex. Toy Story, Rapunzel , Tarzan, Mulan**

olleh TV-school

olleh TV school is a program for teachers and students.
It helps to link to the study process from home to school.

Service Content in 2011

Category	Count
Curriculum	62,774
Elementary	3,780
Middle school	6,037
High school	7,439
Documentary	6,682
Creative activity	4,226
After school	6,391
Book marking	10,000
VOD	6,415
Material of class	161
Total	113,350

At Home



In the School

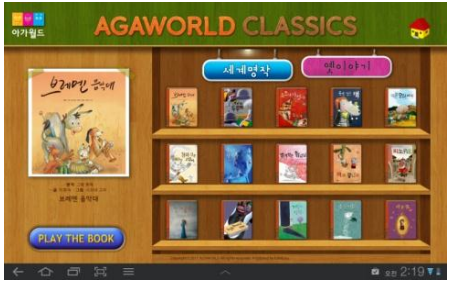


olleh KinderBook – Interactive Appbook

Appbook provides popular book series from the publisher.



Fairy Tales, World Masterpiece (50Volume)



Service video

Digital study material to help the students earn the perfect score!

DoosanDongA



Studying



Galaxy Tab 10.1

Learning



Smart home Pad

Math Excise Book



Galaxy Tab7''



iPAD

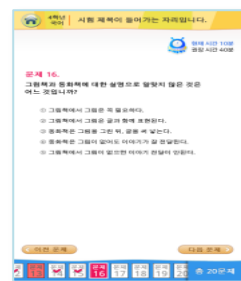
• Major function



Multimedia Lecture



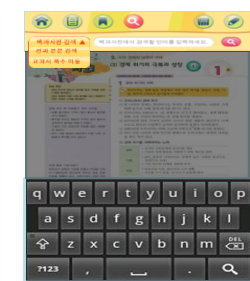
Audio



Daily weekly evaluation



Bookmark



Search

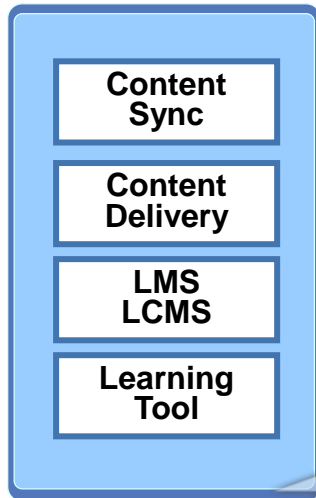


Instrument

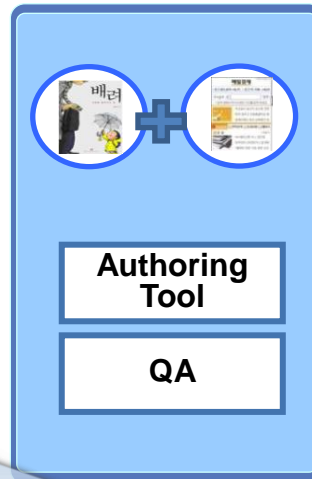
Digital text books

KT provides the education content based on KT's educational service Platform

Digital Textbook Platform



Open Market



1 Learning Management

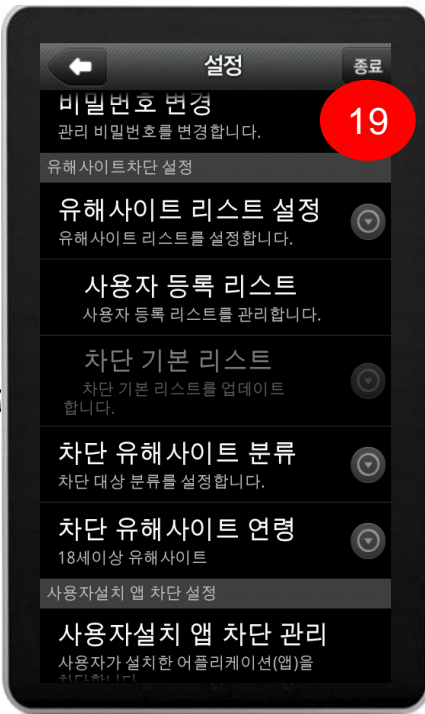
2 Textbook Download

3 One source Multi Device

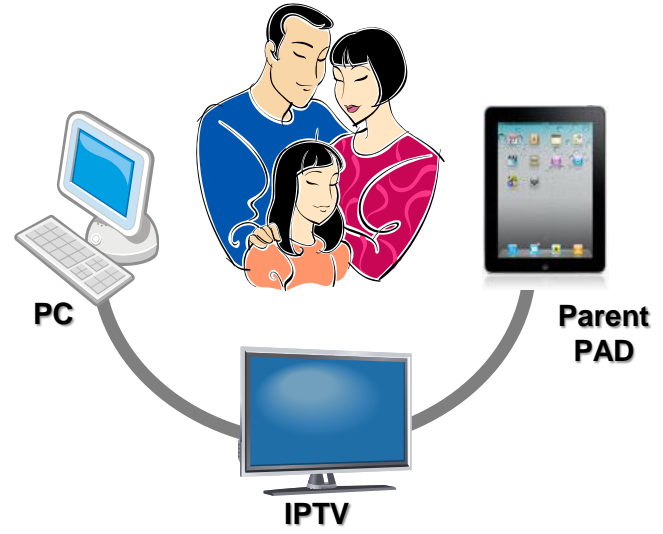
4 Application Market

Digital text books – Caring for students

It specializes in systematically caring for students.



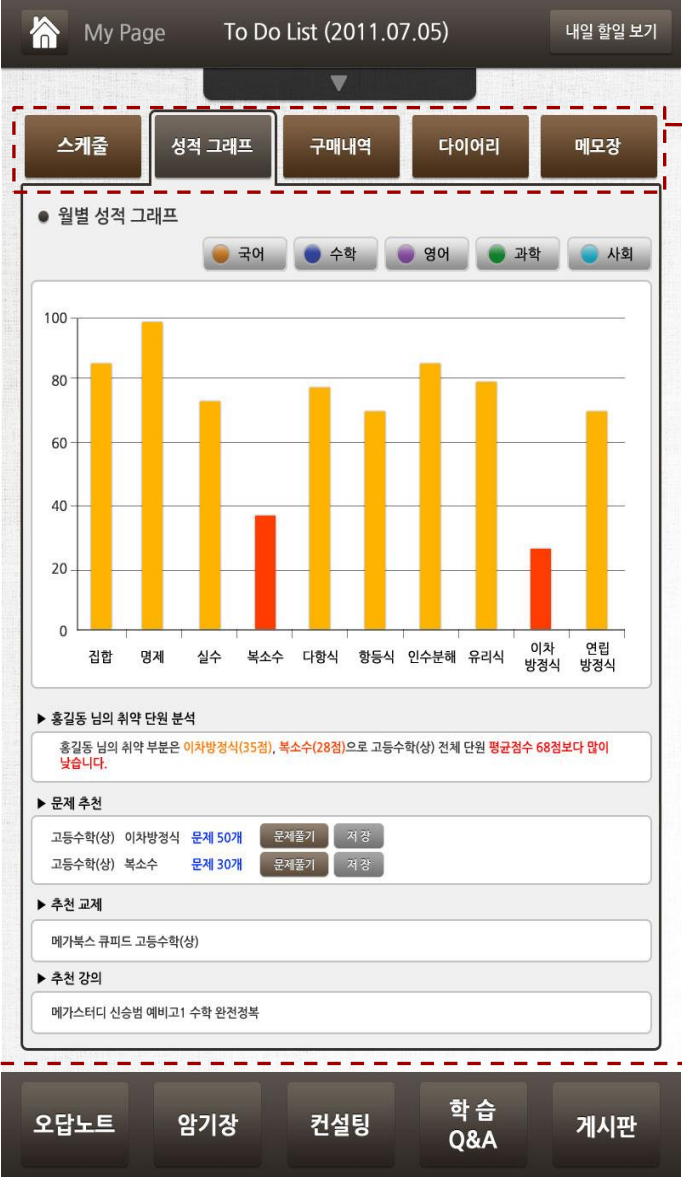
Usage/
Blocking
History



- Blocking harmful Content 
- Blocking sexual content 
- Blocking Game apps 

- Monitoring of Content browsing
 - Logs Blocked Content
 - Expense monitor
 - status of installed Contents on PAD

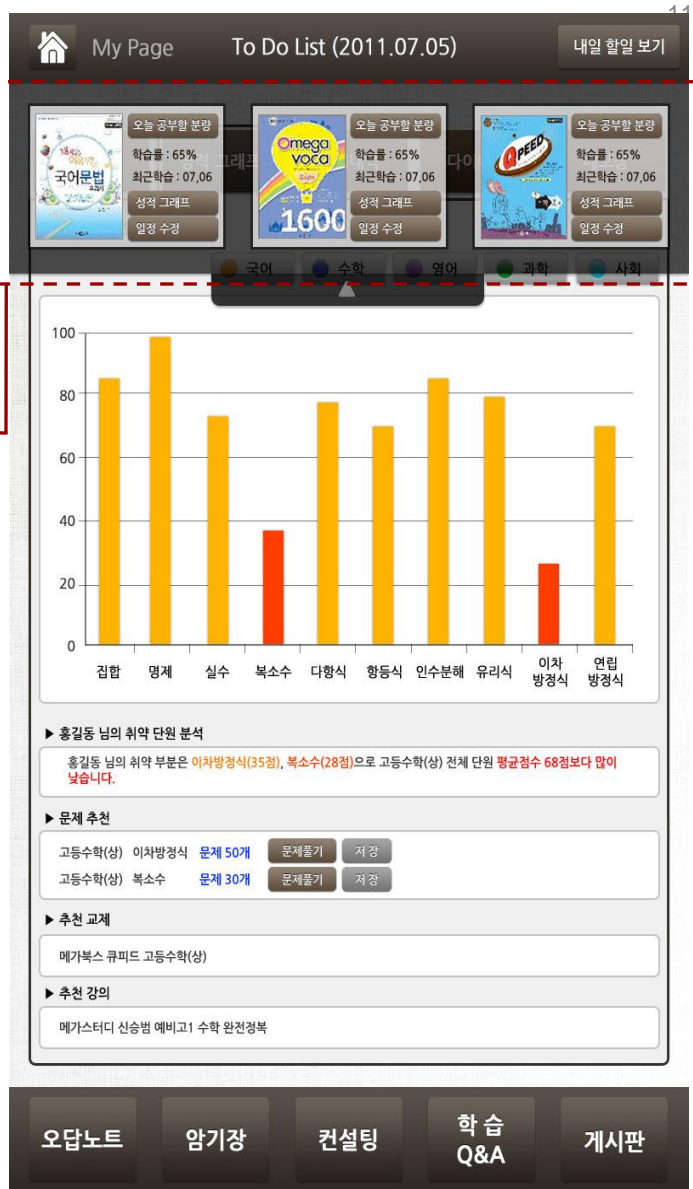
Digital text books - UI/UX



- main function
 - schedule
 - graph of grade
 - order history
 - diary
 - notepad

- Daily studying work

- helping for studying
 - Incorrect Notes
 - memory note
 - consulting
 - studying Q&A
 - board



Digital text books - UI/UX : Problem shooting

001 ☆
이차방정식 $x^2+2x-1=0$ 의 두 근을 a, b라 할 때, 행렬 $\begin{pmatrix} a+2 & \beta \\ \beta & 0 \end{pmatrix}$

① -2 ② -1 ③ 0

002 ☆
다음 [표 1], [표 2]는 어떤 자동차 회사에서 작년 상반기와 올해 상반기의 자동차 I, II의 생산량과 판매 가격을 나타낸 표이다.

제품명	I	II
생산량		
수출용	230	260
내수용	180	210

[표 1]

제품명	판매 가격	작년 상반기	올해 상반기
I		900	1000
II		1000	1200

[표 2]

[표 1]과 [표 2]를 각각 행렬로 나타내면 다음과 같다.

$$A = \begin{pmatrix} 230 & 260 \\ 180 & 210 \end{pmatrix}, B = \begin{pmatrix} 900 & 1000 \\ 1000 & 1200 \end{pmatrix}$$

이 자동차 회사의 올해 하반기의 수출용 자동차의 생산량이 올해 상반기의 생산량보다 10% 증가했고, 생산한 자동차는 모두 판매했을 때, 올해 하반기의 수출용 자동차의 총 판매 금액을 나타낸 것은? (단, 단위는 억 원이고, 올해 하반기의 판매 가격은 올해 상반기의 판매 가격과 같다.)

① $\frac{10}{11}AB$ 의 (1, 1) 성분 ② $\frac{10}{11}AB$ 의 (2, 1) 성분 ③ $\frac{11}{10}AB$ 의 (1, 2) 성분 ④ $\frac{11}{10}BA$ 의 (1, 1) 성분

003 ☆
좌표평면 위의 두 점 $A(x_1, y_1), B(x^m, y^m)$ 를 이은 선분 AB를 4:3으로 내분하는 점과 외분하는 점을 각각 $C(x, y), D(x', y')$ 라 하자. 이때, $M \begin{pmatrix} x_1 & y_1 \\ x_2 & y_2 \end{pmatrix} = \begin{pmatrix} x_3 & y_3 \\ x_4 & y_4 \end{pmatrix}$ 를 만족하는 행렬 M에 대하여 $49|abcd|$ 의 값을 구하시오.

Notepad notepad for Problem shooting

001 ☆
이차방정식 $x^2+2x-1=0$ 의 두 근을 a, b라 할 때, 행렬 $\begin{pmatrix} a+2 & \beta \\ \beta & 0 \end{pmatrix}$ 의 모든 성분의 합은?

① -2 ② -1 ③ 0 ④ 1 ⑤ 2

Notepad content:

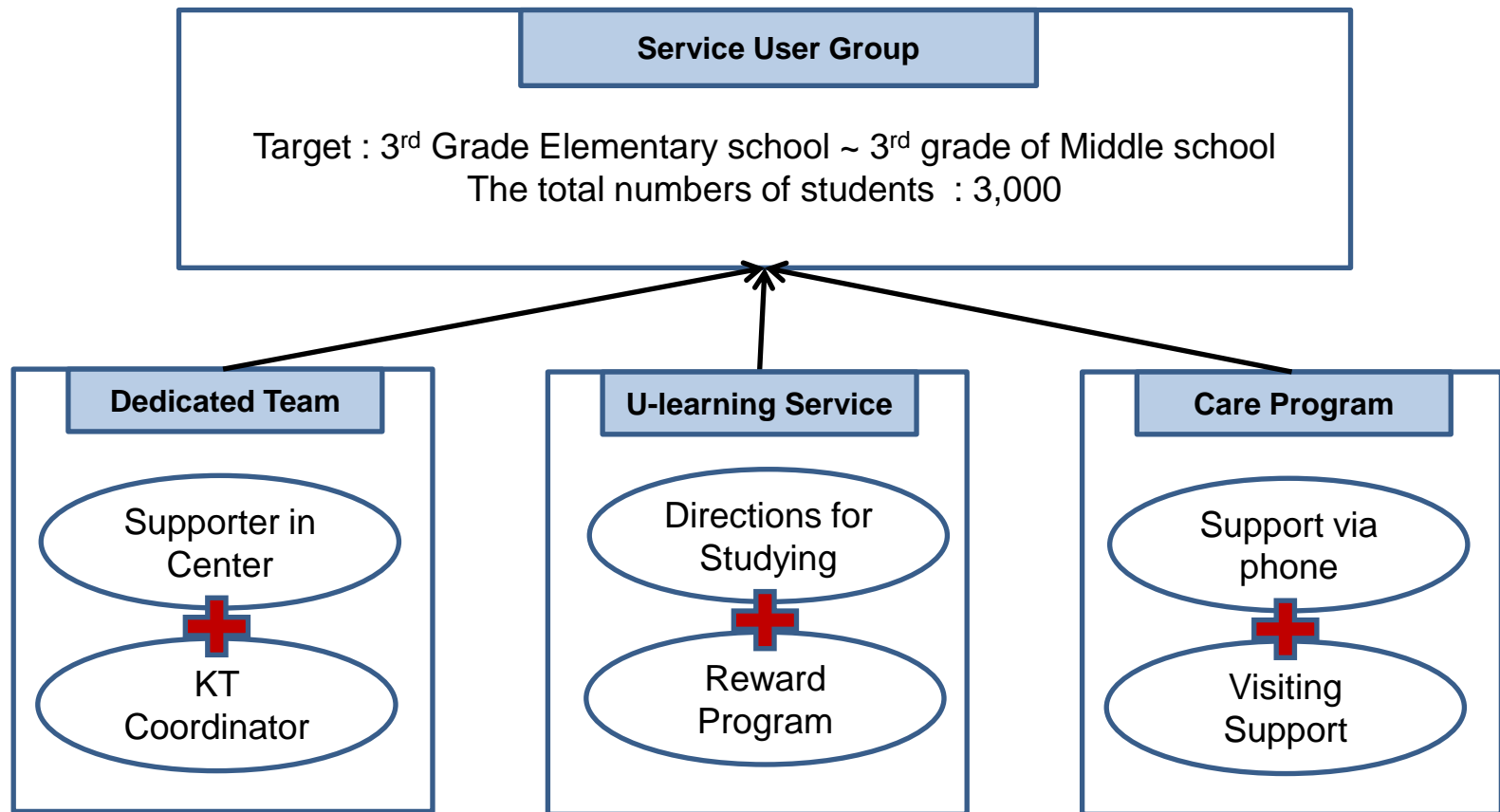
$$\begin{pmatrix} x \\ y \end{pmatrix} = \begin{pmatrix} a & b \\ c & d \end{pmatrix}^{-1} \begin{pmatrix} p \\ q \end{pmatrix}$$

$$* \underline{ad - bc \neq 0}$$

003 ☆
좌표평면 위의 두 점 $A(x_1, y_1), B(x^m, y^m)$ 를 이은 선분 AB를 4:3으로 내분하는 점과 외분하는 점을 각각 $C(x, y), D(x', y')$ 라 하자. 이때, $M \begin{pmatrix} x_1 & y_1 \\ x_2 & y_2 \end{pmatrix} = \begin{pmatrix} x_3 & y_3 \\ x_4 & y_4 \end{pmatrix}$ 를 만족하는 행렬 $M = \begin{pmatrix} a & b \\ c & d \end{pmatrix}$ 에 대하여 $49|abcd|$ 의 값을 구하시오.

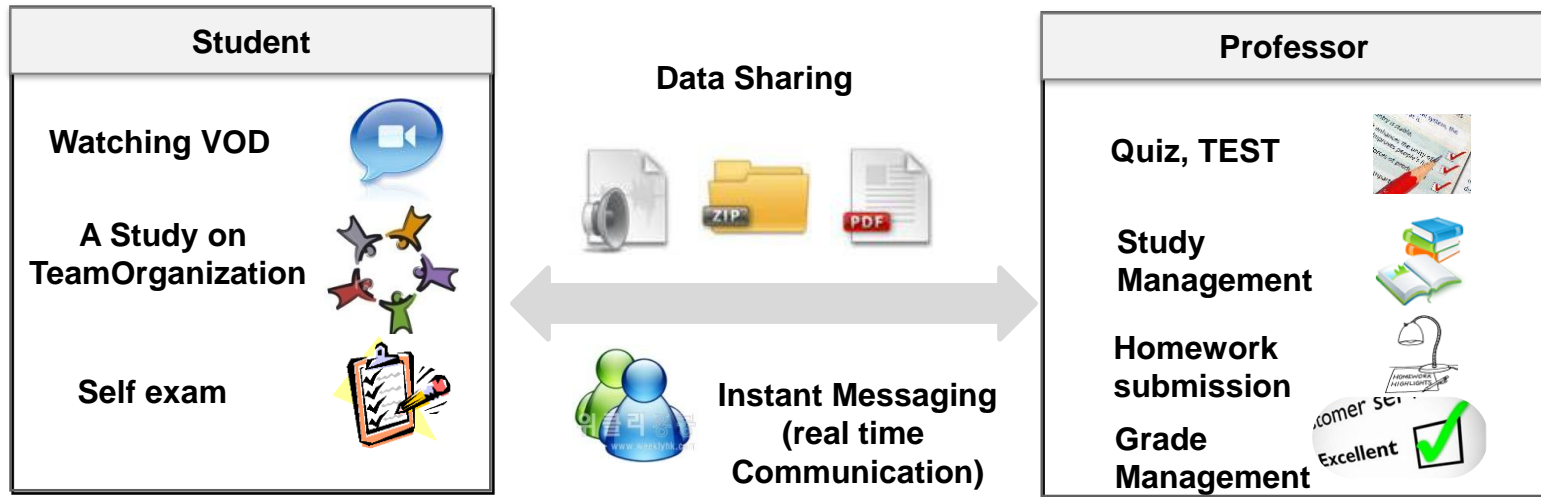
U-Learning Service

Programs for children of Low income households



Smart Campus Services

Programs for Universities which manage their own education services.



- Features

- ✓ Easy and Simple User interface : One Touch Course Contents Management
- ✓ Active & Social Learning : Group Activity , Wiki, News Group, Blog etc
- ✓ Monitoring and Test : Listing and Reporting of Studying, Grade Management, Dashboard ,statistics etc

- Reference



Ulsan National Institute of Science and Technology



Seoul National University



Woosong University



Pukyong National University

Smart Campus – User Interface



My Courses | Logout | Help | HE008 Business Course Map

- Home
- 공지사항
- 오리엔테이션
- Learning
- 학습모듈
- 참고자료
- Collaboration
- 그룹활동
- 토론방
- 블로그
- 위키
- Term Project
- Task
- 태스크
- 나의성적
- 실시간가상강의실
- echo

코스코요
교수소개
강의계획안
평가
블랙보드 사용법
네티켓
인사나누기

강의계획안

View in Browser

Attachments

강의계획안.pdf (125 KB)



Back | Course Map

HE008 Business
경영특강_2010_9

Home

Announcement

- 오리엔테이션
- Learning
- 학습모듈
- Jazz
- Collaboration

Back | Course Map

개인과제 제출방

그룹활동

M 컨텐츠

Task

저널

블랙보드 배우기

태스크

나의성적

[Group Activity]

Course Map | Announcements

13주차 사전학습
Posted 11/27/2010
좀 늦긴했지만 토론방에 게시한 '사례연구: 김과장의 고만을 읽고 자신의 의견을 토론방에 게시하여 주십시오

FourSight 분석 결과 업로드 하였습니다.
Posted 11/26/2010
학습 모듈 11주차를 확인하시면 분석결과를 받으실 수 있습니다. (꼭! 확인 부탁드립니다)

스마트퀴즈 3탄 결과발표합니다
Posted 11/13/2010
결과는 학습모듈 11주차 폴더에 있습니다. 모두들 수

Course Map | Grades

100%	5주차 온라인 퀴즈 12/14/10 Points: 50.0 / 50.0
80%	오케스트라 조직의 장점에 대하여 토론해 봅시다 12/14/10 Points: 80.0 / 100.0
95%	개인과제 제출 12/14/10 Points: 95.0 / 100.0

가을맞이 Smart

[Notice]

[Grade/Quiz]

Q&A

Thank you for your time.

lupina.hong@kt.com