Samsung Electronics
Visual Display Business
- Recruitment Sector -

"Smart" People can make "Smart" Product

Advanced Development

Mechanical Engineering

SoC

HCI

S/W

Marketing

Service Planning

UX/UI

Samsung **SMART** TV

Samsung Electronics
Visual Display Business
- Recruitment Sector in R&D-

Advanced Development

• Audio
  - Acoustic processing technology
    . Virtual Surround
    . Speech Enhancement
     - Speech Recognition Technology
        . AM/LM Trainer, Decoder, NLP
    . Server-based ASR system

• Analog Circuit design Engineer
  - Analog sensor Application circuit design
  - Magnetic Field analysis & Anti-Gauss design
  - High-Speed Serial Interface design

• Sensor Applications
  - MEMS/NEMS System integrated circuit Design & Application
  - Human Sensor & Actuator
  - Sensor & Image Combine Application

• Image Processing
  - VHDL/Verilog coding & FPGA Design
  - Computer Vision Algorithm Design

• Picture Quality Development
  - 3D Human Factor development
  - Picture Quality Tuning based on Panel Characteristic

• 3D Display
  - Optics & Display elements

• Wireless
  - Bluetooth, ZigBee and Wi-Fi technology
  - High-speed signal Interface
  - Antenna Design & Analysis
  - Modem/Mac/BB
  - Network topology (Wired/Wireless Network)
  - Home Network

"Augmented Reality Algorithm"

"3D Display S/W"

Samsung **SMART** TV

"Smart" People can make "Smart" Product

Samsung Electronics
Visual Display Business
- Recruitment Sector in R&D-

- Mechatronics Research engineer
  - Structural / Thermal / Noise Analysis & Design
  - Polymer Engineering
  - Molding Engineering

Mechanical Engineering

SoC

- SoC design Engineer
  - Architecture design for Embedded CPU/BUS/DSP
  - RTL-level Design for AV codec and Video Processing
  - Verification Methods and Technics
  - Embedded 2D/3D Graphics Engine
  - High-Speed Serial Interface

- 2D and 3D Signal Processing Algorithm
  - 2D and 3D Image Enhancement

- Chip-level SW Engineer
  - Linux Kernel Driver
  - Device Driver
  - Application Program Interface for Audio/Video codec, GUI and various multimedia application

Sensor Processing Engineer
  - Sensing & Sensor Fusion Signal Processing
  - Sensor-based User Interface
  - Sensor-based Application

- Image, Voice Processing Engineer
  - Computer Vision, 3D digitization, 2D/3D Motion Tracking
  - Image Processing : Object Recognition/Localization, Image Interpretation
  - Camera ISP Programming
  - Acoustic Signal Preprocessing : Beam forming, Noise Cancelling

HCI

- Embedded Software Engineer
  - Performance Profiling, Optimization on Linux
  - SIMD/DSP programming

- Semantic Processing Engineer
  - Machine Learning & Inference
  - Semantic Web

Samsung **SMART TV**

"Smart" People can make "Smart" Product

Samsung Electronics
Visual Display Business
- Recruitment Sector in R&D-

- OS Kernel Programming
  - Distributed Real-time and Embedded Systems (DRE)
  - Advanced Systems Programming
  - Embedded System Design, Analysis, and Optimization
  - Linux Device Driver Programming
  - Linux Kernel Programming
  - Android Device Driver Programming
  - RTOS Device Driver Programming

- Cloud computing
  - Cloud security
  - Virtualization of HW resources/SW resources
  - Application Cloud
  - Cloud computing Architecture
  - Service-Oriented Architecture in Cloud computing
  - Service as a Service
  - Platform as a Service
  - Infrastructure as a Service

S/W

S/W

- Network
  - Network Topology
  - New protocols (Thunderbolt, etc.)
  - Ubiquitous sensing/computing
  - Wireless communication
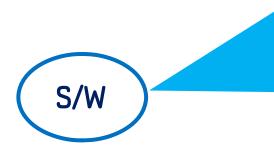 - Near Field communication (NFC)

- Human-Computer interaction
  - Speech recognition
  - Game programming
  - Gesture recognition (vision, sensors)
  - Subliminal state detection
    (e.g. facial expression detection)
  - Augmented Reality/Virtual Reality/Markerless AR
  - 3D User Interaces
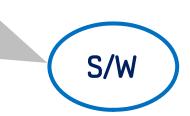 - Artificial Intelligence
  - Firmware Programming

Samsung **SMART TV**

"Smart" People can make "Smart" Product

Samsung Electronics
Visual Display Business
- Recruitment Sector in R&D-

S/W

- Computer Graphics
  - Algorithmic Modeling and animation
  - Image Compression
  - Video streaming (Variable streaming, Download DRM)
  - Parallel graphics and visualization
  - Interactive 3D Graphics and Games
  - Interactive Media and Effects

- Software Engineering
  - Multicore SE
  - Cooperative and Human aspects of SE
  - Secure System SE
  - SE for cloud computing
  - Automation of Software test
  - Sharing and reusing architectural knowledge
  - Refactoring tools and engineering

- Semantic Web
  - Ontology (Domain/Device/Functions)
  - Parallel Query Optimization
  - Web protocol
  - Parallel Parsers (HTML5, XML)
  - Javascript engine
  - Machine Learning
  - Contemporary Web Services and Web architecture

- Information techniques
  - Optimized Video Streaming
  - Ranking and information retrieval
  - Search Engine Optimization
  - Content Search (Visual search, Compression
  - Multimedia Communication over the Internet
  - Web search & Datamining (CRM)
  - Mobile search
  - Social search

S/W

Samsung SMART TV

"Smart" People can make "Smart" Product

Samsung Electronics
Visual Display Business
- Recruitment Sector in Marketing-

- 제품군 (TV / AV / Display)별 및 지역별 최적 Line-up 전략 수립
- 신규 차별화 솔루션 발굴 및 상품화 지원
- 차년도 / 중장기 제품전략 수립 및 로드맵 작성
- 제품군 (TV / AV / Display)별 가격 전략 수립 및 실행
- 해외 법인 및 주요 유통 채널과 상시 협의 실시

Product Planning & Strategy

Overseas Business

- 해외 법인별 판매 지원
- 국가별 Model Mix 관리, 최적 Line-up 구성
- 국가별 판매전략 수립 및 지원
- 시장 및 경쟁사 상황을 고려한 본사 공급가격 / 현지 판매가격 전략 수립

- Product Positioning 발굴을 위한 소비자Insight 분석
- Positioning 방향에 대한 소비자 검증 조사
- 마케팅 커뮤니케이션 전략 수립을 위한 소비자 Insight 분석
- 주요 Communication Activity에 대한 사전 / 사후 효과 분석

Market Sensing (MI)

Brand Management

- 제품군 (TV / AV / Display)별 對소비자 커뮤니케이션 전략 수립 및 실행 (ATL / BTL)
- 신모델의 지역별 런칭 일정 관리 및 display 계획 수립
- 신기술의 Sales Point를 소비자 언어화하여 마케팅 커뮤니케이션 컨텐츠 제작

Samsung **SMART** TV

"Smart" People can make "Smart" Product

Samsung Electronics
Visual Display Business
- Recruitment Sector in Marketing-

UX/UI Strategy

- UX 리서치 및 인사이트 도출
- Platform UX 전략 및 로드맵 작성
- 신규 UX 시나리오 및 컨셉 개발

Smart TV Service Planning & Business Strategy Development

– 스마트 TV 전략 수립 및 Business Model 발굴
- 차별화 컨텐츠 서비스 기획 및 지역 컨텐츠 서비스 전개
- 중장기 컨텐츠 서비스 로드맵 구축

Samsung **SMART** TV

"Smart" People can make "Smart" Product