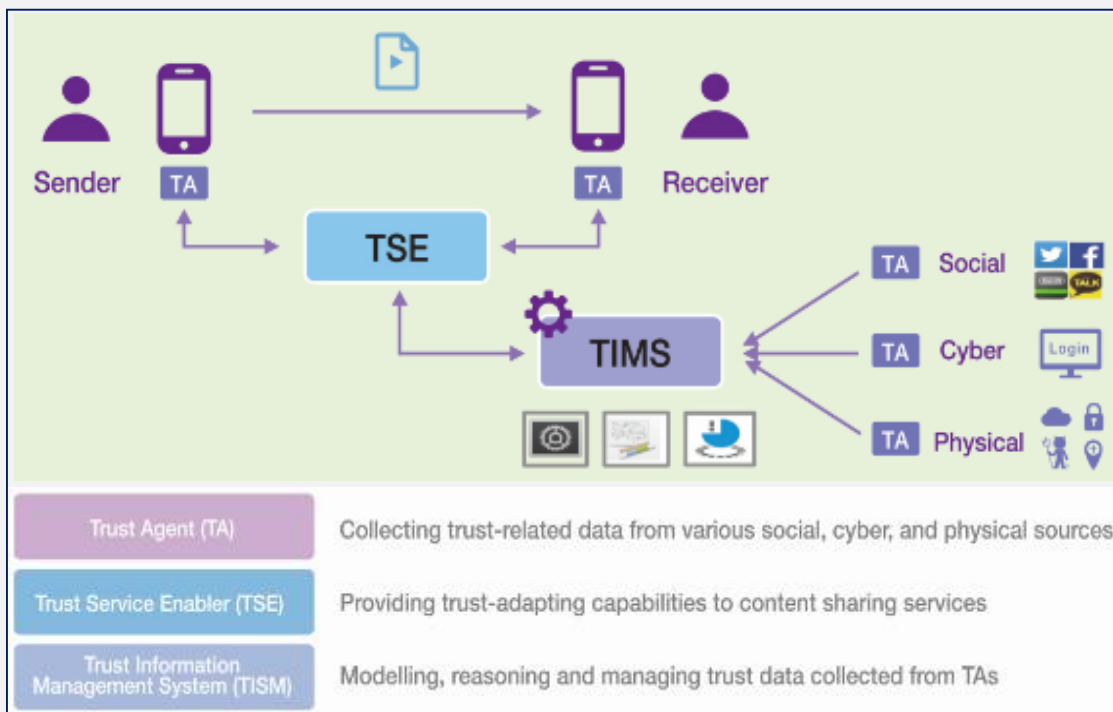


Trust Technology for Trustworthy Content Sharing Service



Technology Summary

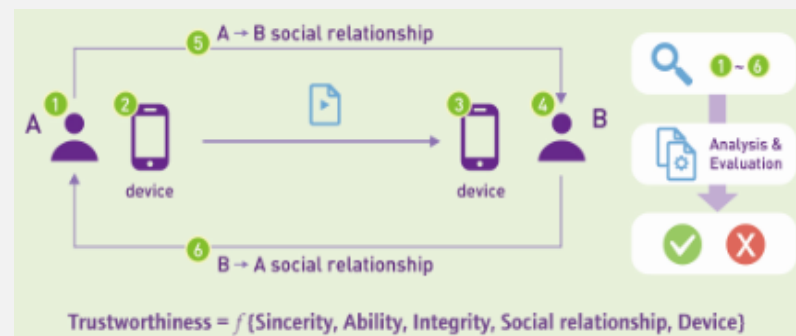
- People suffer from device infection, privacy leakage, spam mail, unintended redistribution, and even fraud.
- The level of risk and uncertainty in content sharing might be reduced if information of the other party's trustworthiness is provided.
 - Trust Technology allows senders and receivers to ensure whether the other party is trustworthy enough to share content.
 - Senders and receivers can confirm the other party's trustworthiness based on multi-dimensional analysis.
- This technology is to gather user/service data from various data resources, analyze trust from data and apply trust to various content sharing application services.

Potential Applications

- Trust based smart media service
provide service which can enable share contents among users, devices based on trustness. (trust in physical & social domain)
- Trust based medical service
: provide target medical service considering reputation, satisfaction of service. (trust in physical & social & cyber domain)
- Trust based traffic control service
: reflect trustness to traffic control after analyzing real-time traffic data, and provide users with high trusted traffic information. (trust in physical & social & cyber domain)

Functions

- Trust information gathering: gathering user/service related data from social/physical domain
- Trust information analysis and content sharing: analyze gathered data using trust analysis algorithm, produce trust result and control content sharing
- Trust information application: apply trust result into various application services



Development (TRL : 4)

Core Patent

- APPARATUS AND METHOD FOR CONTENTS SHARING BASED ON THE SOCIAL TRUST, KR 2016-0036036
- Apparatus for providing car pool service and method thereof, KR 2016-0028431

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