

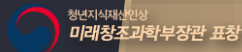
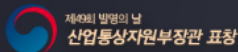
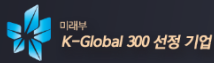
교통데이터 연동을 통한 2차 사고 예방 및
구난신호 송출, 교통흐름 개선 솔루션

H.W.A.N SYSTEM

Hazard Warning Accident Notification

Presenter : IK. H. KWON

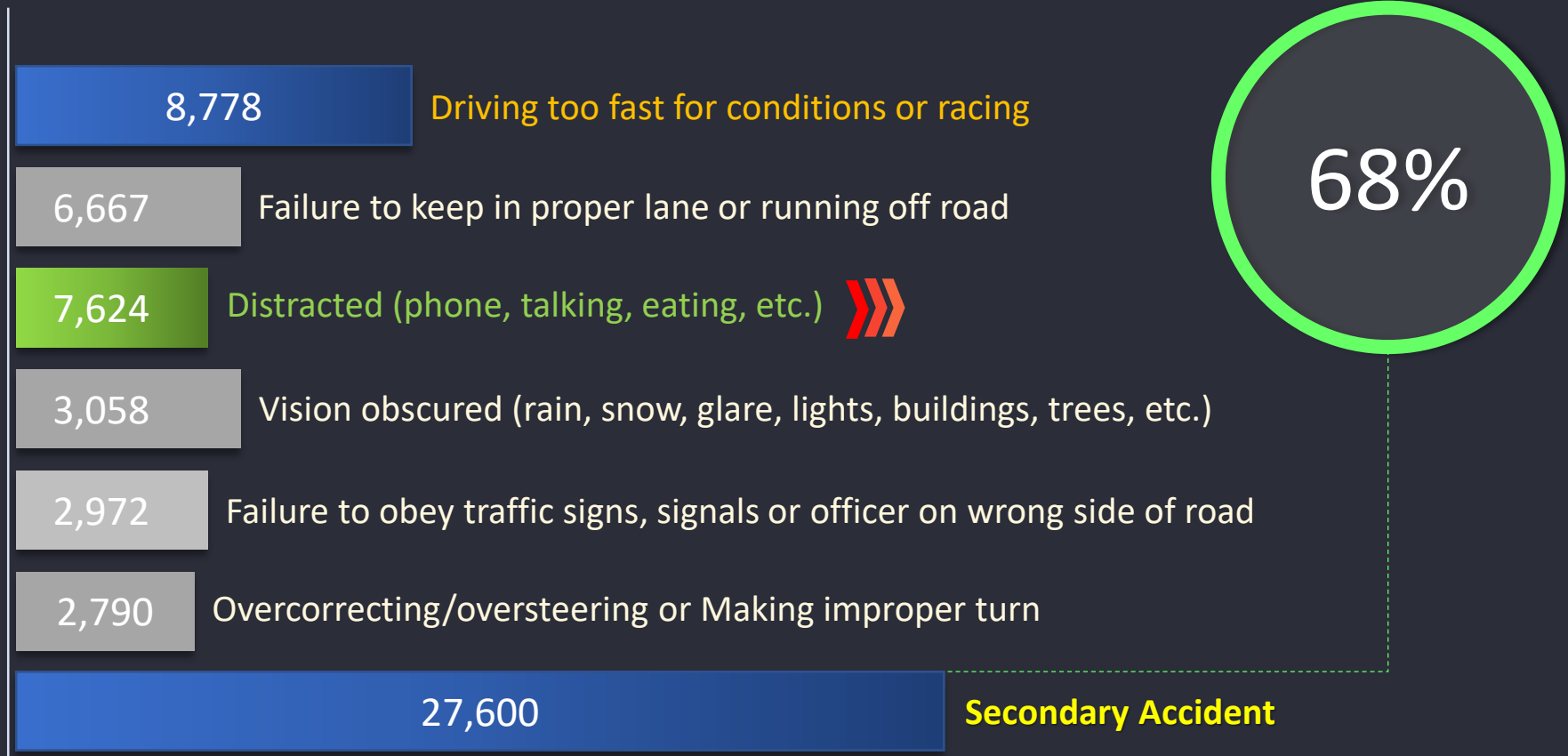
ceo@schaffengott.com



Last update
Aug. 2018

Causes of fatal accidents, 2015.

* Source : U.S Department of Transportation, National Highway Traffic Safety Administration



Subsequent collision

The motionless car appears to be moving, so the secondary car assumes the other cars are in motion and does not step on the brakes.



H.W.A.N SYSTEM

Hazard Warning Accident Notification

Who are our competitors: On-Star or Waze?



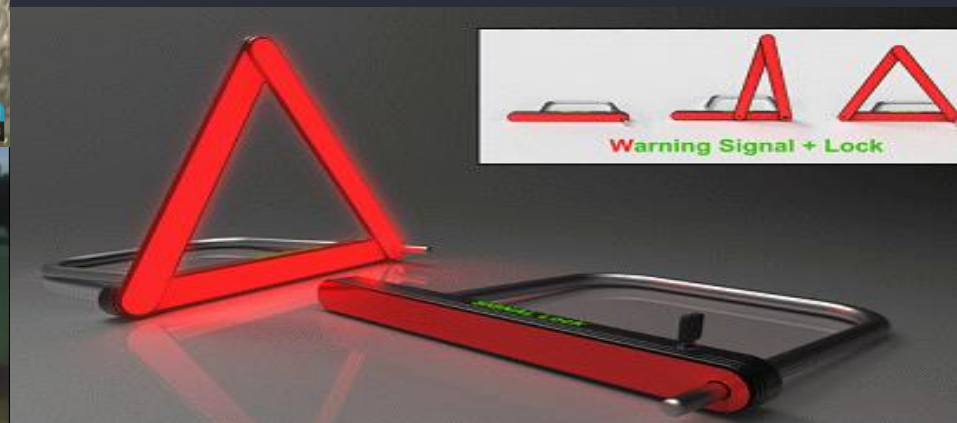
- Monthly fees
- Not available as post-sale addition
- Reports accident but is not able to prevent subsequent accidents.

Who are our competitors: Tripod or Flare?



Take 4 minutes to set up

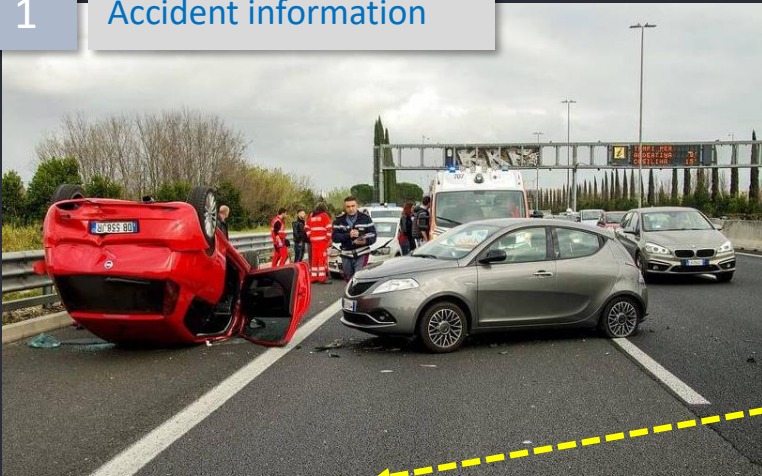
Cannot be used if driver is unconscious



H.W.A.N SYSTEM

Hazard Warning Accident Notification

1 Accident information



2 Shares accident information in real time



공공데이터를 활용한

H.W.A.N SYSTEM

Hazard Warning Accident Notification

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원천
정보

1 대기

2 체류

휴게소 주차장



카드사용정보

맛집 안내

번개할인쿠폰 발송

프로
모션

HWAN_{system}
+ Public data

DETOUR

가공
정보

1 대기

2 체류

3 우회

SCHAFFENGOTT®
(주)샤펜고트

차가 많이 밀리네.
어떻게 할까?
(고민중...)

어? 그럼 차도
밀리는데
휴게소에서 돈까스
먹고갈까?
(고민중.)

어차피 집에 가면
저녁 차리기
귀찮은데 여기서
먹고가자.



딩동~금강휴게소 최고 맛집
왕서방 돈까스에서 2시간 동안
50% 스팟 세일을 합니다.
휴게소까지의 거리는
여기서부터 1.3km 거리입니다.

1시간 후에는 교통
흐름이 지금보다 30%
향상될 것으로
예측됩니다.

- 즉각적인 2차 사고 예방 및 구조신호 자동송출
 - 기존 삼각대와 불꽃 신호기 대체
 - 사고율 감소에 따른 운전자, 보험사 비용절감
 - 애프터 마켓 장착을 통한 보급의 용이성
 - 비상등 사용 時 방향 지시등 사용 가능
-
- 보다 세분화 되고 신속한 도로정보 수집을 통한 능동적 교통흐름 통제
 - 고속도로 휴게소 매출 증대

공공데이터를 활용한

H.W.A.N SYSTEM Awards Status

Hazard Warning Accident Notification

◀ Intellectual Property Right



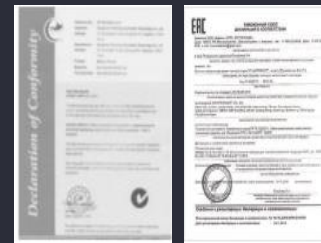
53 PATENT



◀ International Awards

Awards at One of the World's
Three New Products and other Invention Fairs.

- Gold medal in INPEX 2013 (Novelty / Specialty gifts)
- Bronze medal in IENA 2013 (IEDAS-INVENTIONS-NEW PRODUCTS NUREMBERG)
- Special Prize in IENA 2013 (UKRAINE Invention Promotion Association)
- Special Prize in IENA 2013 (MACEDONIA Intellectual Property Office)
- Gold medal & Special Prize in SIIF2013 (KOREA Invention Promotion Association)
- Award from Ministry of Trade, Industry & Energy (On the 49th invention day in 2014)
- Bronze medal in KINPEX 2014 (KOREA International Trade Association)
- Gold medal in INPEX 2015 (Novelty / Specialty gifts)
- Bronze medal in IENA 2015 (IEDAS-INVENTIONS-NEW PRODUCTS NUREMBERG)
- Award from GEN KOREA 2015 (GLOBAL ENTREPRENEURSHIP WEEK)
- Award from Best Innovation Goods (Creative Korea 2015)
- Semi Grand Prize & Silver medal in SIIF2015 (KOREA Invention Promotion Association)



호주 C-Tick 러시아 CU



6 International Certification

12 international and renowned prizes at the invention fair



SCHAFFENGOTT®
(주)샤프고트

Hazard War



C.E.O of SCHAFFENGOTT Co., Ltd

past. C.E.O of Markmaius Resort

* Career : Product planning & Marketing

- Headquarters Jason Marketing Group
- Nissan Motors Korea Dealership
- Financial Institutions(Bank)



- * Director of Korea Automobile Engineers Association
- * Chairman of Korea Auto Tuning Industry Association
- * Chairman of Korea Electric car leaders Association
- * Director of Korea Automotive Inspection and Warranty Association
- * Recorded in Marquis Who's who in the world
- * Chairman of the Seoul Auto Salon

Korea Univ. MBA

공공데이터를 활용한

H.W.A.N SYSTEM

Hazard Warning Accident Notification

Thank you.

