

Booth No. **8.1B40.6**

## MySmaX Co., Ltd.

Year Established	2023	Type of Business	IT
Website	<a href="https://mysmax.kr">https://mysmax.kr</a>	Main Export Countries	U.S.
SNS			
Main Customer	Domestic Customers	International Customers	
The Person In Charge	Name	Department	Position
	Euseok Kim	Headquarter	CTO
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### Company Description

MySmaX, short for “My Smart X,” aims to transform any space—home, office, car, or building—into a smart environment with our advanced IoT technology. We are committed to ensuring privacy and security, enabling anyone to create a safe, convenient, and personalized smart space.

### Product

#### JOI platform

**Function and Usage :** “JOI” is an innovative AIoT platform that allows users to specify functions while the platform automatically manages device control. This approach eliminates the need for users to understand the intricacies of each device, facilitates easy device replacement, and simplifies the integration of complex IoT scenarios. As an edge-based system, JOI enables the creation of smart spaces without relying on the cloud or internet connections, ensuring both privacy and convenience.

**Marketing and Selling Points :** Our JOI platform offers two key competitive advantages:

- 1) JOI eliminates the need for direct device control; users specify desired functions, and the platform manages devices automatically. Once a system is built through JOI, it offers the flexibility to replace or add devices without changing the system, thereby significantly reducing system maintenance costs. This technology is protected under U.S. Patent #11,245,769.
- 2) JOI is totally edge-based, enabling smart environments in locations without internet access and enhancing user privacy.

**JOI** MySmaX

**New Paradigm of AIoT Platform**

JOI is a service-oriented platform that lets users simply specify and choose desired functions.

**The Features of JOI**

- 01 Service-oriented Control**  
JOI autonomously selects the optimal device for tasks based on device status and urgency.
- 02 Secure Privacy**  
JOI operates without cloud or internet, ensuring privacy and reliability in smart environments.
- 03 One-Click Setup**  
JOI automatically scans Wi-Fi, Zigbee, BLE, Matter, and LoRa, allowing easy integration and control of various vendor's IoT devices.