

# 5. 우리에게 창의성이 있는가?

제 11주 1일  
개인 경험담 - Venture

# High Touch

1986~1996

- High Touch
  - Demand Pull
  - 기존 기술 체계적 적용
  - 인간공학적 분석
  - 산학협동

**New York Times**  
NEW YORK, THURSDAY, SEPTEMBER 26, 1991

C1 Vacuum Cleaner

Dr. Myun W. Lee's motto is, "Let your fingers do the cleaning." His latest invention, a vacuum cleaner, called the Power Brush, is one in a line of "High-Touch" products being manufactured by Daewoo Electronics of Seoul, South Korea. In developing the design, which is currently in

**M**EMORABLE dates in the annals of home improvement: 1869: Linoleum; 1938: Teflon; 1945: Tupperware; 2001: Floating furniture.

History marches on. Humankind has a seemingly inexhaustible lust for invention. Ten years ago, it was almost impossible to predict that by 1991, fax machines and portable telephones would be the stuff of everyday life. By 2001, according to a new book, they may be joined by voice-activated microwave ovens, floating furniture, robot bartenders and remote-controlled vacuum cleaners.

Dr. Myun W. Lee, a human factors engineer and director of research at Seoul National University, Seoul, Korea, is convinced that the world will be a better place because of his mushroom-shaped, remote-control vacuum cleaner, now in production. It looks like a toy robot and has a snap-off control box with a joystick handle.

"If you are in the mood for exercise, go to the aerobics club," he said in a telephone interview. "Don't vacuum."

"More Future Stuff: Over 250 Inventions That Will Change Your Life" is written by Marshall Abrams and Harriet Bernstein, to be published by Penguin Books next month, explores the outer limits of human ingenuity. From Jetsonian high-tech engineers to resolute backyard putters, the book chronicles designs that are actually the draw board of a prodigious imagination.

Many of the ideas spring from personal experience. "We all have an element of creativity," said Gerald Udell, a professor of marketing at Southwest Missouri State University who evaluates

*Continued on Page C6*

**Picture this: a skylight without the hole.**

**Microwave Oven** The voice-activated oven was developed at Seoul National University.

**Power Brush** The Power Brush, a vacuum cleaner developed by Dr. Myun W. Lee, is shown here. It has a black, rounded base and a cylindrical brush head attached by a flexible hose.

**Continued From Page C1**

inventions for individuals and companies. "The question is, do we make that creativity and do something with it?"

"Ingenuity needs to be matched by gamut of applications," he said. "If you operate, not been obsessed with burrs, there would have been no Velcro. Had an Oregon track coach not stuffed a piece of rubber into his wife's waffle iron, the world would be without the Nike waffle sole."

Among Dr. Lee's inventions are a voice-activated microwave oven and a remote-controlled television. Upon hearing a verbal command, the oven opens and delivers its tray. Its data base, containing more than 200 recipes, can tell a cook when to "prepare another dish." The remote-controlled contraption will also have a personalized salt and sugar detector.

Dr. Lee's television adjusts the color palette to match what you're watching: sports, you might want to emphasize red, blue and yellow," he explained. "Indicate 'Drama' and the colors will go pastel."

# 5주차 中 - 7不可 이론

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- 新상품기획 7不可 이론
  - 가격 상승 요인이 있다.
  - 생산성 저하의 우려가 있다.
  - 품질을 보장할 수 없다.
  - 시장이 형성되어 있지 않다.
  - 대대적인 투자가 선행되어야 한다.
  - 투자 Risk가 있다.
  - 선진국에도 전례(前例)가 없다.

# 10년 단위의 Paradigm Shift

1986~1996

- High Touch

- Demand Pull

- 기존 기술 체계적 적용

- 인간공학적 분석

- 산학협동

1997 ~ 2006

- Non Existing Product

- 1. First of its kind

- 2. 가격 결정권 행사

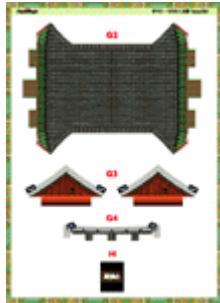
- (vs. 가격 경쟁력)

- 3. Global Market

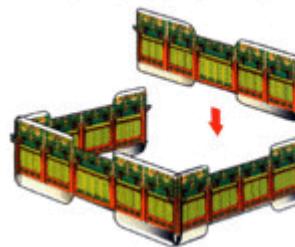
- Venture

# PaperMagic (1998)

- 설악산 기념품 가게 – 제주도 기념품 가게
- PaperMagic – 문화유산을 3-D 종이모형으로
- 세계 최초** - 칼/풀을 사용하지 않고 조립
- 4개 국어 Manual(미식축구 수비이론)



실제 설명서의 일부분입니다



## 1.4

남아있는 B1과 B2도 같은 방법(1.1~1.3)으로  
끼워 1층 벽(B)을 만들니다.

其余的B1和B2的制作过程同(1.1~1.3)所述。

残りのB1とB2も同じ方法(1.1~1.3)では  
めこみ、一階の壁(B)を作ります。

Repeat the above procedure for the remaining walls  
and complete the wall for the 1st level of the palace.

- 세계 최초의 휴대용 태교 system
- 첫 임신을 경험하는 임산부와 가족의 Romance 창조  
→ Absolutely needless, miserable without this.
- 엄마와 아이의 Intra Communication
- 주요 기능
  - 9 plus 12
  - Baby talk
  - Baby movie
  - Pregaboard
  - Mom's Diary

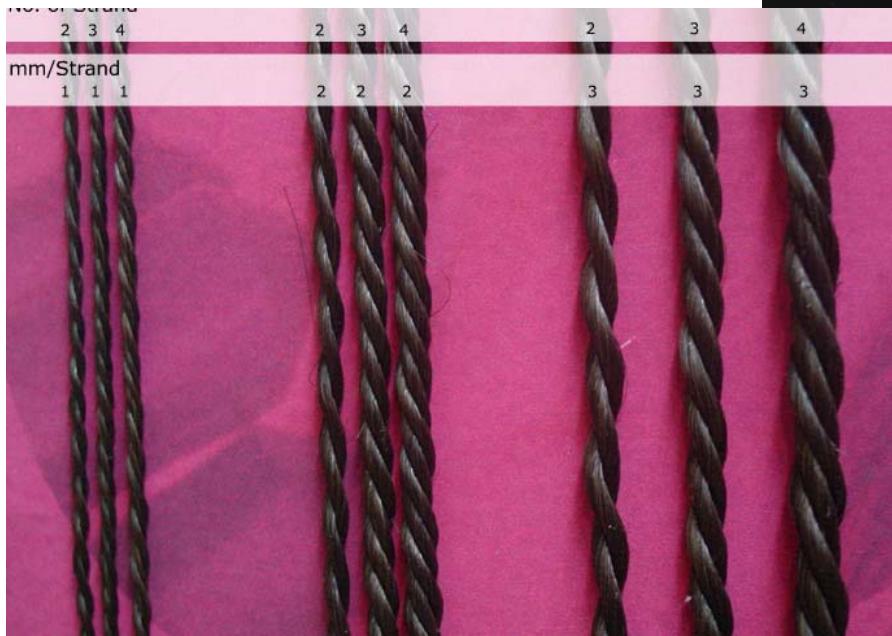


# BraidMagic (2000)

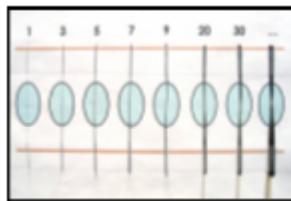
- 세계 최초의 머리 땋는 기계
- 대학원 수업시간 중 Idea 도출
- Braiding 작업 시간 대폭 단축



- 세계 최초의 머리 꼬는 기계
- 손으로는 시술 불가능



- 세계 최초의 머리 잇는 기계
- 기존 Silicon 이음 방법에 비해 월등한 품질
- 국제미용기구 전시회 출품 - 현재 17개국 판매



Nano Extension



Heat Resistant



Strong and Durable



Combing Avail.

Method	Time(Hrs)
Conventional Extension	6~7 Hours / 300 st.
Using ExtendMagic	1~2 Hours / 300 st.

Time Saving

# 문화와 산업의 결합

PaperMagic



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칼-풀 없이 만드는 3차원 종이조립제품

BraidMagic



-

머리땋는 기계

TwistMagic



-

머리꼬는 기계

ExtendMagic



-

머리잇는 기계

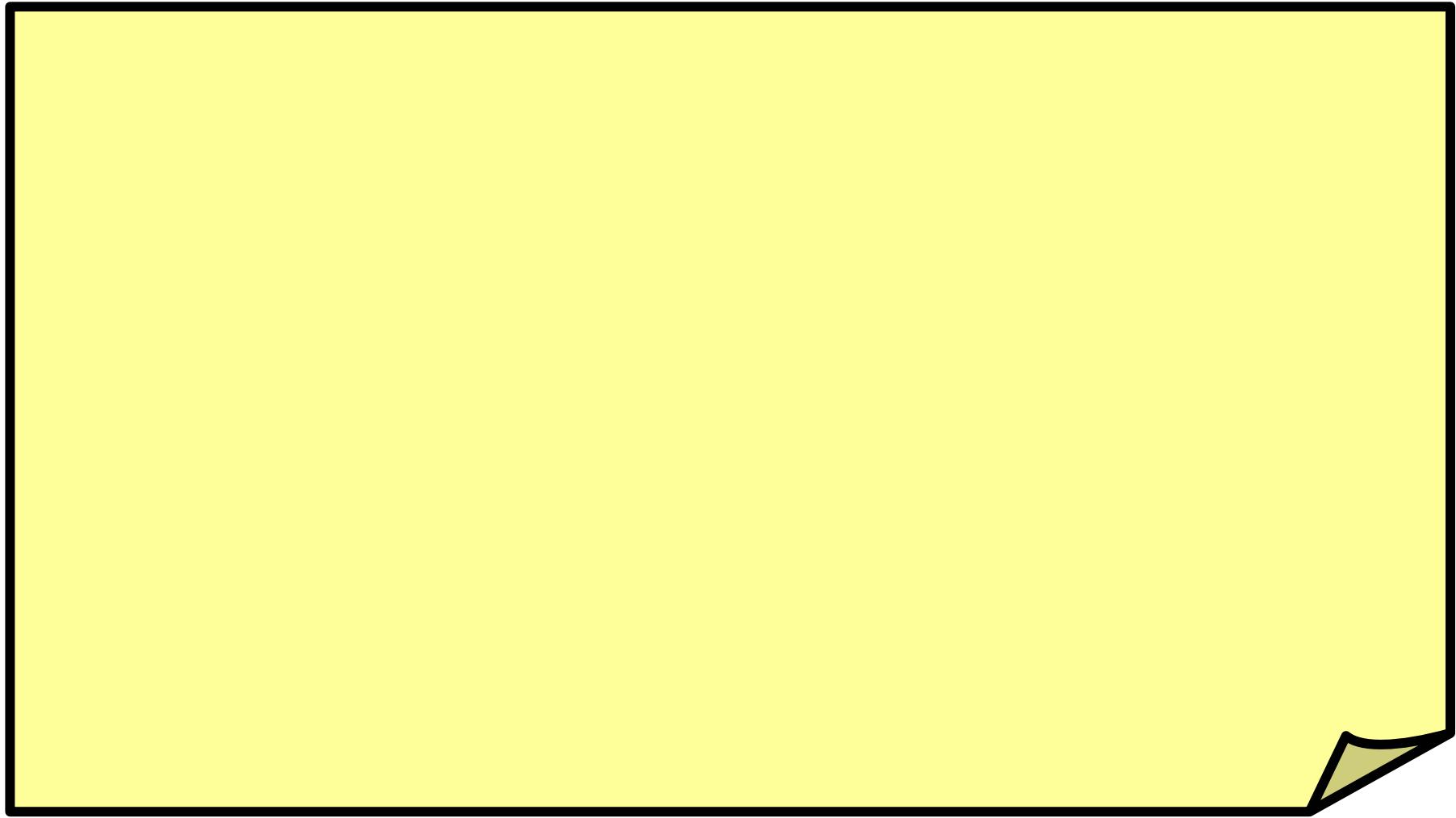
HiMom



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임신축하 제품

# 제 11 주 1시간 정리



# 5. 우리에게 창의성이 있는가?

제 11주 2일  
선진기업의 창의문화

# 선진기업의 창의 문화

Intel

Two Post

MS

M&A

Motorola

6σ – Eight Shift

3M

3 – 30

HP

Down-to-Drain

Toyota

Lexus(6)

Fanak

6 – 100%

Matsushita

Probe(JVC)

Media Lab

Demo or Die

서울대 공학연구소

QDND

결론 :

세계적인 선진  
기업의 전략은  
창의적이다.

# 제 11 주 2시간 정리

