RAONSQUARE | COMPANY PROFILE

'Raonsquare' aims to become a small but strong company.
It is a Digital Creative Company that provides service design and UX consulting in various digital environments.
It has the ability to develop "H/W and S/W convergence objects and contents" that can be actually touched.
We are researching and developing various products based on 'face recognition/object recognition/motion recognition' technology.
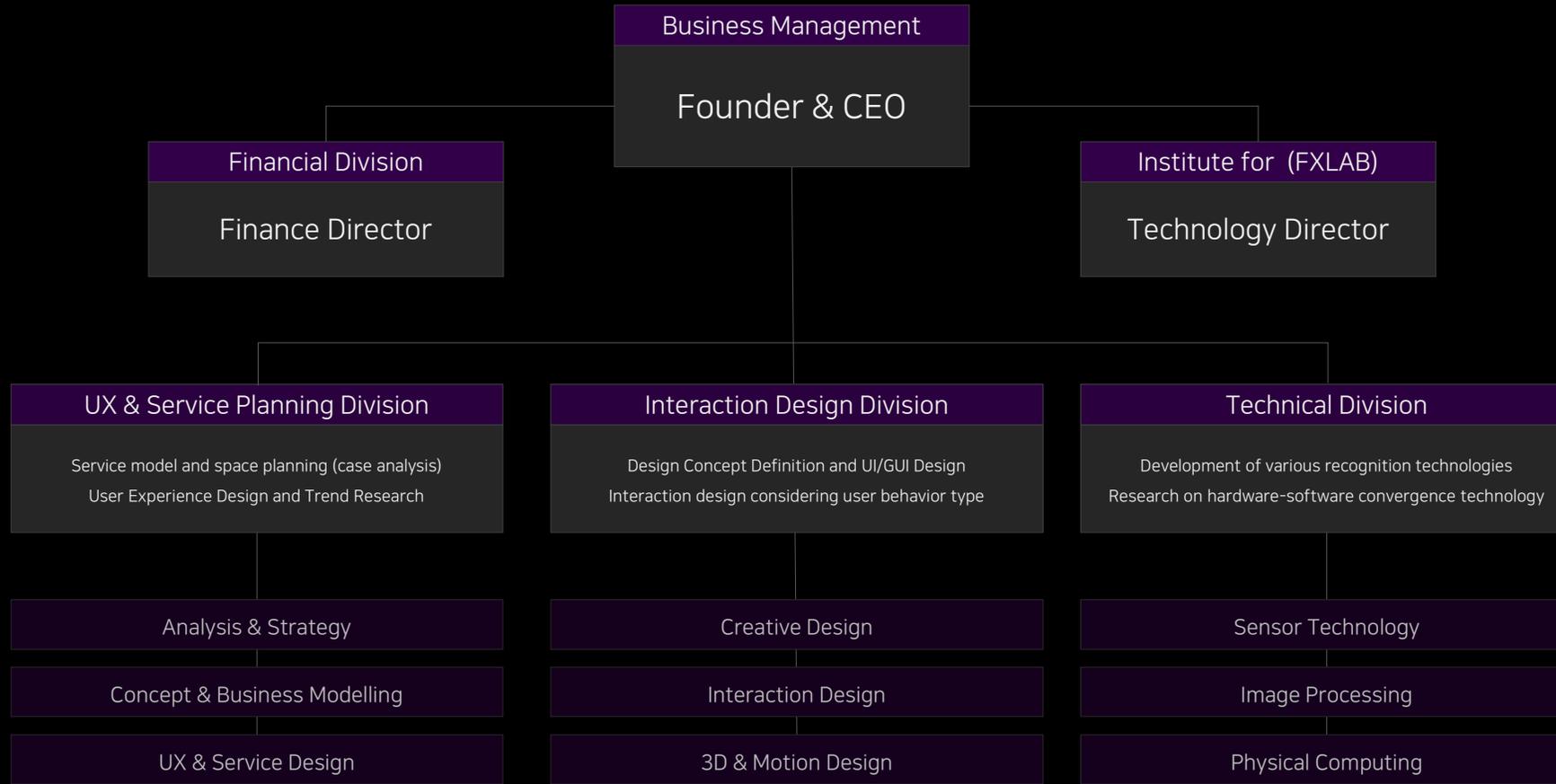
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RAONSQUARE is a UX Design Company that provides creative-based

'**differentiated user experience design and consulting services**' for various devices and environments.

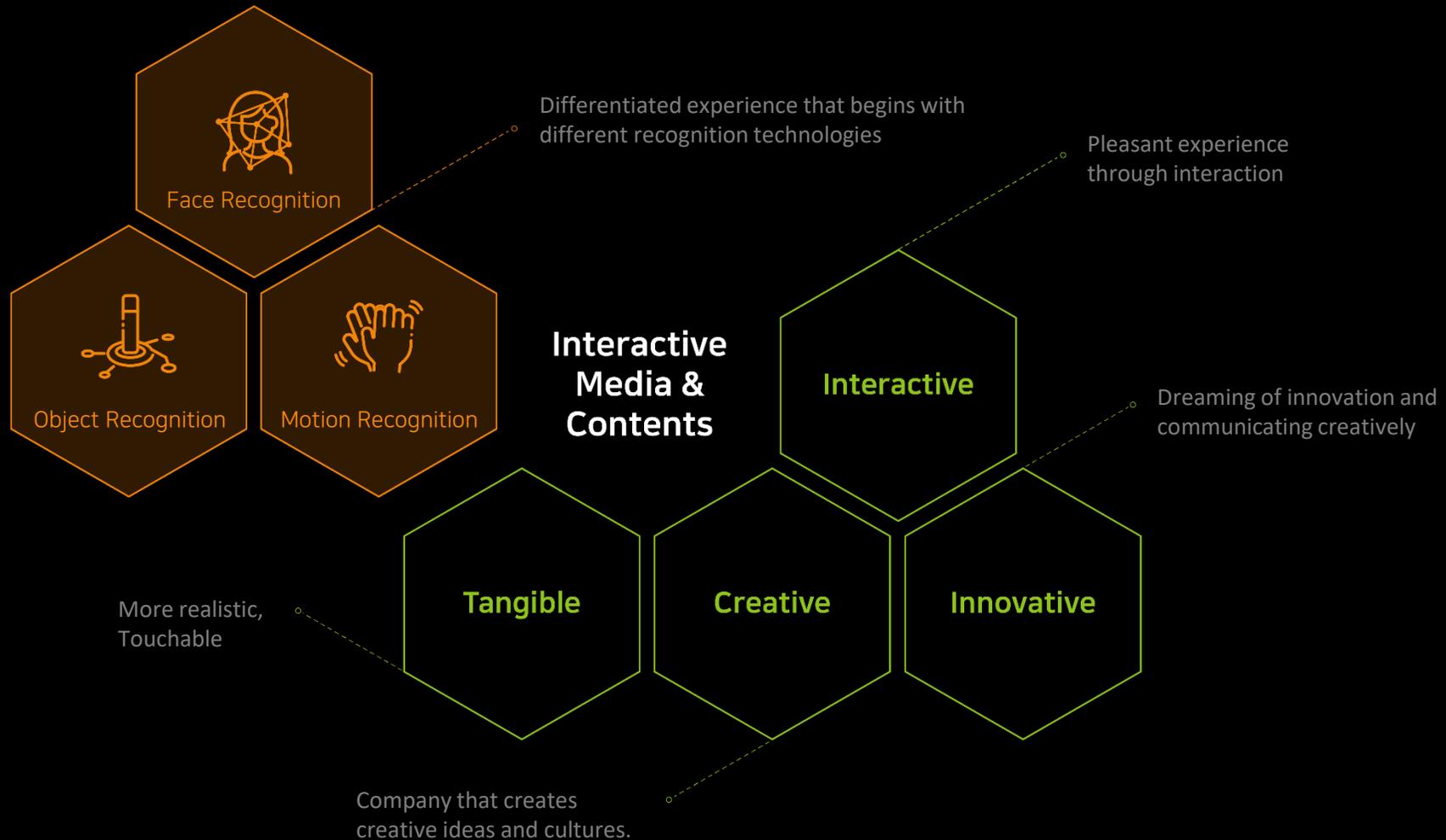|	
Company Name /CEO	RAONSQUARE CO., LTD. (www.raonsquare.com) / Taeil, Kim
Date of Establishment / Location	August 26, 2010 / Unit 1607, Saeng-gag Gongjang Desiang Flex, 49, Achasan-ro 17-gil, Seongdong-gu, Seoul, Korea
Business Area	Interactive Contents & Platform / Service Design / Tangible Media / UX Product Design / Digital Space Design / Interaction Design & Engineering
Major History / Award Performance	- SEP 2013 FX Lab(Future Experience Laboratory) certification from the KOITA - JUN 2014 KIBO Authentication Venture Business - JAN 2015 KIDP (Korea Institute of Design Promotion) Industrial Design Firm (Multi-Media field) - MAY 2015 SMBA (Small and Medium Business Administration) Start-ups into Stars Program (50 Companies) - SEP 2015 SMBA 'Technology Development for Startups Growth' Business Program - AUG 2015 Digital Contents R&D Business with Ministry of Future Science and Technology & IITP - APR 2016 Musical 'Cat Zorba' Performance Collaboration Business (@National Museum of Korea) - JUL 2016 Character Licensing Fair, Seoul International Character Animation Festival Participation - SEP 2016 11st Hankook Ilbo Digital Innovation New Industry 'Cultural Technology Part' Grand Award - December 2016: "PLAYDODO" by Good Design GD of the Korea Institute of Design Promotion - February 2017: 'Smart Cube & Table, Face AR Sticker' won the HCI KIDS AWARD Grand Prize from the HCI Society of Korea - June 2017: Selecting 'Start-up Growth Technology Development Project' under the supervision of the Small and Medium Business Administration and carrying out the project (Pernal Color Diagnosis and Product Recommendation Service) - October 2017: The 3rd Hangul Creative Idea Contest (2017) won the "Multiple Sense Hangul Play" Encouragement Award in the IT sector.

Echnical Patents / Trademark Registration	1. [Technical patent registration status]
	- Patent registration 10-1533603 / 2015.06.29 / recognition method and recognition device (patent evaluation A grade /
	  PCT application by the Patent Office and the Korea Invention Promotion Association)
	- Patent registration 10-1635456 / 2016.06.27 / terminal and holder control method and system
	- Patent registration 10-1661989 / 2016.09.27 / Contents on the puppet show performance device that can be controlled simultaneously with dolls and backgrounds
	- Patent registration 10-1643968 / 2016.07.25 / Methods and systems for providing information on things using slot devices equipped with slots in which cards are inserted (applied in China)
	- Patent registration 10-1712052 / 2016.11.29 / Interactive content delivery system and method - Patent registration 10-1712052 / 2017.02.23 /
	  Display method and system for displaying images including processing characters on display devices
	- Patent registration 10-1758198 / 2017.07.10 / Multi-Intelligence Inspection System and Method (PCT application)
	
	2. [Intellectual Property Registration Status]
	- Registration of RAONSQUARE service table / 2014.08.06 / Interactive content and software development
	- ACTIVE VISION trademark registration / 2015.01.08 / downloadable electronic book service (content management and statistical analysis system)
	- Register PLAYDODO Service Table / 2016.07.07 / Provide children's experience center for educational purposes

ORGANIZATION _ PROFESSIONAL TEAM

Members of '**RAONSQUARE**' have experience in developing UI/GUI in a wide variety of computing environments and offer a variety of digital experiences with top priority on **user experience**.

Business Management
Founder & CEO

Financial Division
Finance Director

Institute for (FXLAB)
Technology Director

UX & Service Planning Division
Service model and space planning (case analysis)
User Experience Design and Trend Research

Interaction Design Division
Design Concept Definition and UI/GUI Design
Interaction design considering user behavior type

Technical Division
Development of various recognition technologies
Research on hardware-software convergence technology

UX & Service Planning Division	Interaction Design Division	Technical Division
Analysis & Strategy	Creative Design	Sensor Technology
Concept & Business Modelling	Interaction Design	Image Processing
UX & Service Design	3D & Motion Design	Physical Computing

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We have an **ability to combine hardware and software** with User behavior, and develop to various research.

Also, we can handle technology related to **awareness and manipulation**. **(10 Related patents)**

Face Recognition

Object Recognition

Motion Recognition

Interactive
Media &
Contents

Interactive

Tangible

Creative

Innovative

Differentiated experience that begins with different recognition technologies

Pleasant experience through interaction

Dreaming of innovation and communicating creatively

More realistic, Touchable

Company that creates creative ideas and cultures.

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We have an **ability to combine hardware and software** with User behavior, and develop to various research.

Also, we can handle technology related to **awareness and manipulation**. **(10 Related patents)**

1

Sensing Technology

2

Active Vision CMS

3

Physical Computing

1. Retaining object recognition technology that can be touched and physically manipulated

Based on various sensing technologies such as face recognition, motion recognition, and object recognition, the company has a competitive edge that is differentiated from other contents by combining 'physical motion and object recognition technologies that can be touched or physically manipulated'.

2. Has proven content management and statistical analysis solutions

Our unique CMS solution (**ACTIVE VISION** - Content Management and Statistic Solution) that has proven reliable through multiple customer sites enables efficient management of the features and services customers want.

3. Ability to develop convergence services between S/W and H/W.

Our expertise in hardware development experience and knowledge enables us to create new, non-existing H/W as needed, which is also a strong competitive advantage for us in related markets where the convergence of S/W and H/W is critical.

We have an **ability to combine hardware and software** with User behavior, and develop to various research.

Also, we can handle technology related to **awareness and manipulation**. **(10 Related patents)**
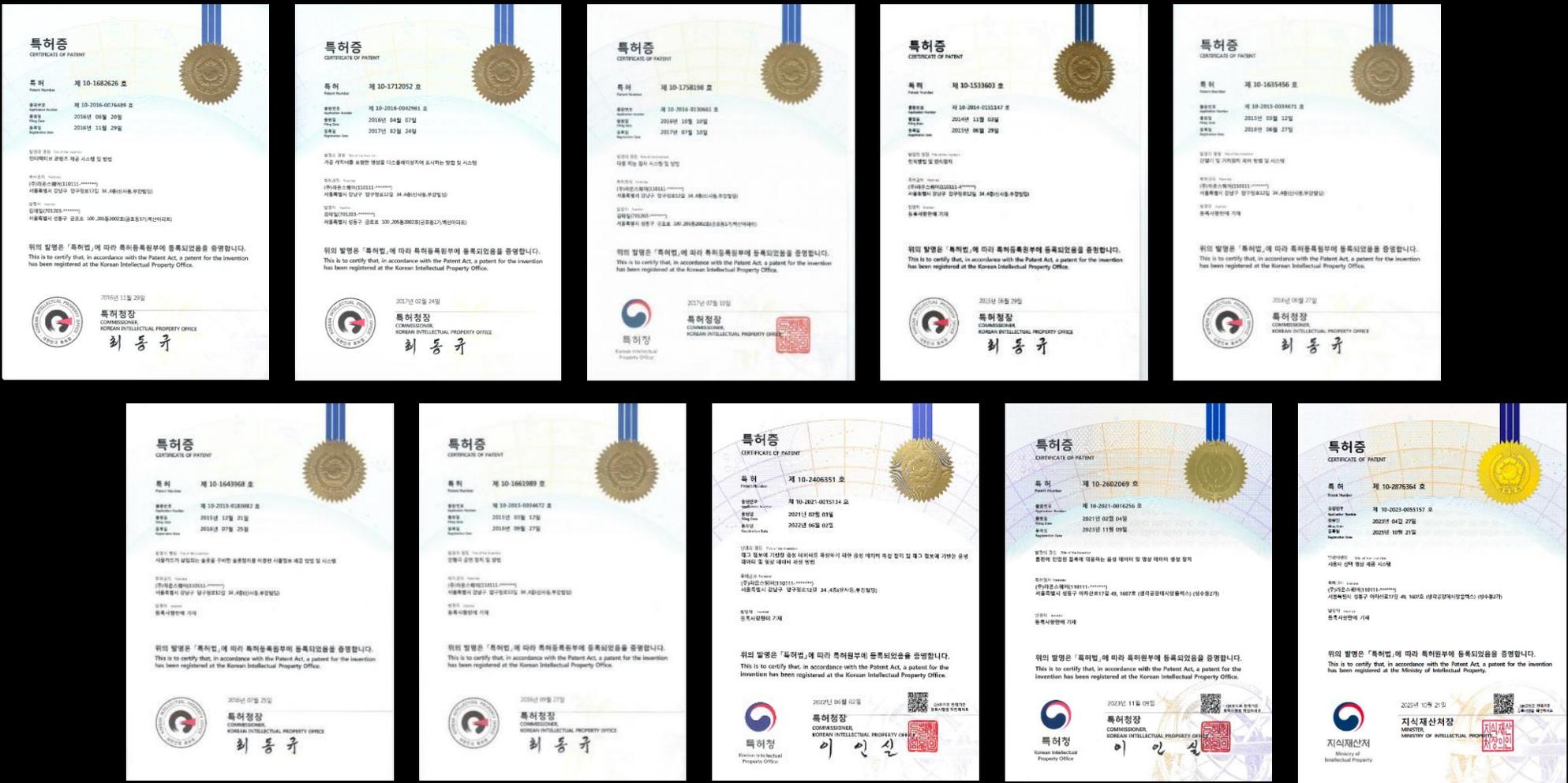
'RAONSQUARE' has **a various business area for each of the industrial fields**
based on its own interactive media platform **'ACTIVE VISION'**.

On-line and off-line provide new strategies and differentiated execution capabilities that deviate from traditional notions.

PLAYDODO
Convergence Experience Center

Multi-Intelligence and Behavioral-Based Convergence Children's Experience Center
Development of Kids Play Space and Indoor Sports Space with Various Sensor
Technology

FUTURE RETAIL
Futuristic Retail Store

Producing Installation media at Indoor/Outdoor facilities like store and
multiplex shopping mall, and planning and designing to fit the location and
situation.

EVENT / PROMOTION
Creative & Innovative

Experience promotion promotional events to present the creative know-how
for marketing the brand image change through interactive event design &
development.

EXHIBITION / EXPERIENCE CENTER
Digital Space UX

Experience exhibition planning for the user to experience space
for all UX digital media.

Future Experience LAB
R&D / Product Planning

The Project proceeding on the basis of applied research
and commercialization outcomes about the various technologies.
Development of **face recognition, motion recognition, and object recognition**
technology

INTERACTIVE AD PLATFORM
Digital Signage Platform

'raonsquare' offer an effective advertising and reliable operation management &
We have systematically analyzed and managing advertisement effect based on
our own interactive media platform 'ACTIVE VISION'.

ACTIVE VISION®
Product by RAONSQUARE

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01. FUTURE RETAIL +

'Future retail' refers to future retail that provides differentiated technology-based experiences that reflects consumer needs and lifestyle.
It aims to provide differentiated store design and composition, in-store communication,
and enjoyable experiences based on analyzing how customers react and behave to products both inside and outside the store.
(Retailtainment : Retail + Entertainment)

- Touch Kiosk : Experience the "AI Aquarium," where AI automatically transforms your own fish into a 3D fish, and the "AI Artist," where generative AI creates a real-time portrait in the style of a famous artist.
- Rear Media Pole & Circular Column LED: Provides a variety of media art videos, including liquids, particles, organic matter, colored objects, and digital aquariums, as well as real-time weather information.
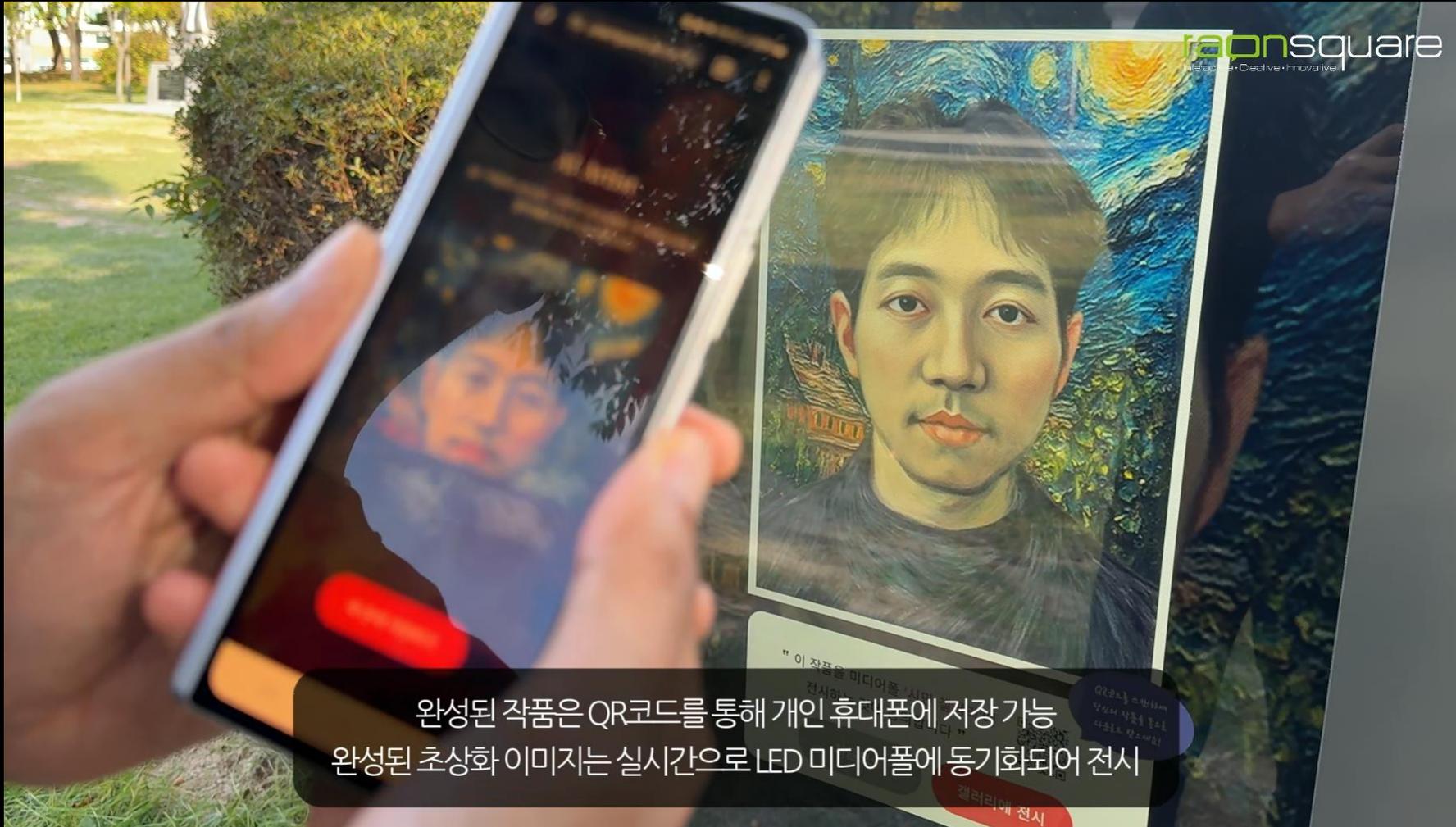
완성된 작품은 QR코드를 통해 개인 휴대폰에 저장 가능
완성된 초상화 이미지는 실시간으로 LED 미디어폴에 동기화되어 전시

https://vimeo.com/1143300635

 # 01. Interactive Content: Two types of citizen-participatory experience content utilizing generative AI (AI Aquarium, AI Artist, and QR download function included)

 # 02. Emotional Media Art: Provides a variety of media art videos, including liquids, particles, organic matter, and colored objects, as well as real-time weather information.

 # 03. Circular Column LED: Provides a variety of media art videos, including digital aquariums and works by media artists (dedicated mapping software applied).

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EXHIBITION _ Gwangju Media Art Platform 'GMAP'

- Through projection mapping that fills all four walls and the floor, it depicts a grand and dramatic journey encompassing the birth and destruction of the universe. (Wall : 13168 x 1080px, Floor: 3576 x 3008px)
- 'Cosmic Journey' is an immersive video content that breaks down the boundaries of our living space and invites visitors deep into cosmic time (5.1-channel surround sound maximizes immersion)

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 # 01. The Blue Dot of the Beginning: In a mystical space filled with tiny dust particles and stardust, the blue dot, the origin of all things, appears.

 # 02. Collision and Birth: After a powerful spark of energy and a massive nebula, a moment of cosmic destruction and rebirth unfolds with a black hole.

 # 03. The Silent Universe: After a beautiful scene of planets perfectly orbiting the sun, a supernova explodes in the far reaches of space.

https://vimeo.com/1143299264

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EXHIBITION _ Interactive Media Façade 'Jangsaengpo Light'

- Using four large oil tanks measuring 150m wide and 20m high as screens, this interactive media façade offers a new experience that blurs the lines between art and technology.
- Consisting of pre-registration content such as proposals and heartfelt messages, on-site participation content such as photo guestbooks and wish messages, and a variety of videos featuring famous paintings, color media art, and seasonal content (approximately 40 types in total).

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 # 01. Media Art Content: A diverse range of cultural and artistic content based on famous paintings (Matisse, Van Gogh, Klimt, Mondrian), color, organic matter, and sound.

 # 02. On-site Participation Content: A photo guestbook and lantern wish message service that allows on-site participation via a mobile website via QR code.

 # 03. Pre-registration Content: Pre-registration event services such as proposals, anniversaries (couples, birthdays, weddings), and heartfelt messages.

https://vimeo.com/1134548907

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EXHIBITION _ Outback Steakhouse's Customer Engagement Brand Campaign 'TASTE ATELIER'

- "Taste Atelier," a customer-engaged brand pop-up event held at Outback Steakhouse.

- Three interactive content elements designed to allow customers to experience the brand through all five senses, including selecting and decorating Outback menu items. (My Taste Plate, Find The Taste, Photo Booth)
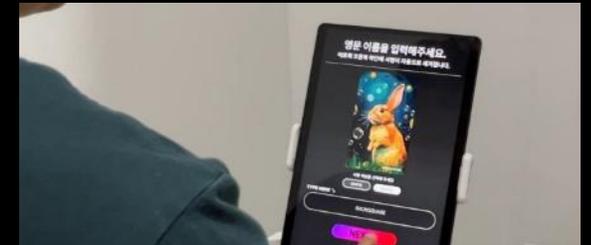
 # 01. My Taste Plate: Combine the given ingredients to create and decorate mini plates of Outback's signature dishes. Complete the challenge and take home your own mini plate, created with a ceramic marker.

 # 02. Find The Taste: Use a magnifying glass to find hidden menu items on a polarized monitor. Choose one of the four items you'd like to create a keychain with, and a keychain recipe will be printed.

 # 03. Photo Booth: Take photos and decorate your photo table with menu stickers. Record your dining style and preferences with photos, then download the photos via QR code to keep.

https://vimeo.com/1134548602

- SOLUM's customized digital solutions at 'ISE 2025,' Europe's largest display exhibition. Under the slogan "United for the Future," the company presented its next-generation, AI-based display innovation solutions.
- By showcasing natural language-based AI-based customized digital signage solutions and ESL (Electronic Shelf Label) technology, the company presented a new direction for future distribution technology.

Saying "Hi Sarah" in front of the SoluM Ball triggers voice recognition, and the AI docent "Sarah" appears, engaging visitors in a natural conversation to introduce the unique features of SoluM's signage and the company's philosophy.

The "SOLUM Ball," located at the center of the booth, is a cube-shaped structure composed of displays of various sizes, symbolically representing the customized digital signage solutions created by SoluM's technology.
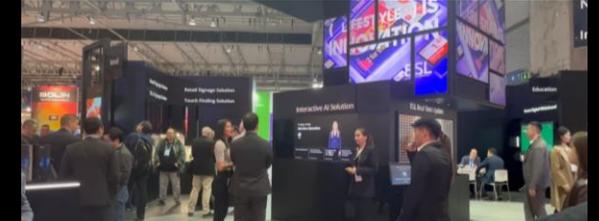
By showcasing natural language-based AI-based customized digital signage solutions and ESL (Electronic Shelf Label) technology, the company presented a new direction for future distribution technology.

https://vimeo.com/1134548233

EXHIBITION _ Hanwha Essential 'Lobby Media Wall'

- This LED media wall showcases key business introductions and promotional videos from Hanwha Essential, a developer of core materials and components for precision electronic products.
- Content includes a company introduction video, a brand promotional video, weather information, media art videos, business unit introductions, and welcome messages. (Operator functions provided via tablet.)

* Business Unit Introduction: Provides information on circuit and display materials (operators can select and play the information on the tablet if needed).

* Welcome Message: Provides VIP visitor information in text format. (Operators input information on the tablet and apply it.)
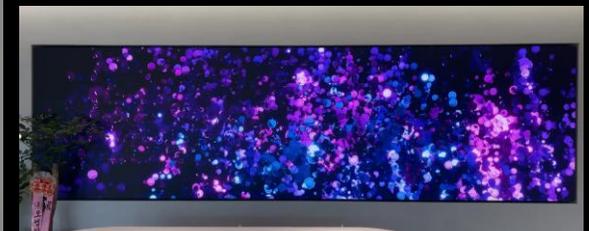
* Weather & Media Art: Provides real-time weather information by linking media art videos utilizing colorful shapes and weather data from the Korea Meteorological Administration.

https://vimeo.com/1134546897

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EXHIBITION _ Incheon Airport History Museum 'AR Photo Zone'

- Photo tour service installed at the Incheon Airport Terminal 2 History Museum (select location > take a photo > review the photo > upload and download to the media wall)
- Commemorative photo service using real-time chroma key technology (5 backgrounds provided / download to your phone via QR code)

 # 01. Background Selection: Select your desired background at the touch kiosk and take a photo (5 Incheon Airport background images provided)

 # 02. Photo Review and Download: Review the photo and download it to your phone via QR code.

 # 03. Media Wall Transmission: After consenting to the disclosure of your information, the photo will be automatically uploaded to the media wall and displayed in a photo gallery format.

https://vimeo.com/1134542310

- Art marketing experience exhibition of fashion platform 'W.Concept' participating in the 3rd large-scale art fair 'Freeze Seoul 2023'.
- Experience creating images using AI and selecting images to create your own picture card (generated images are automatically displayed on the AI artwork board)
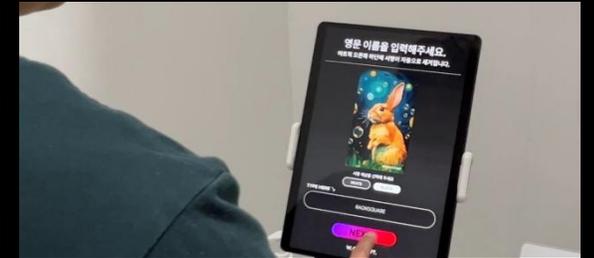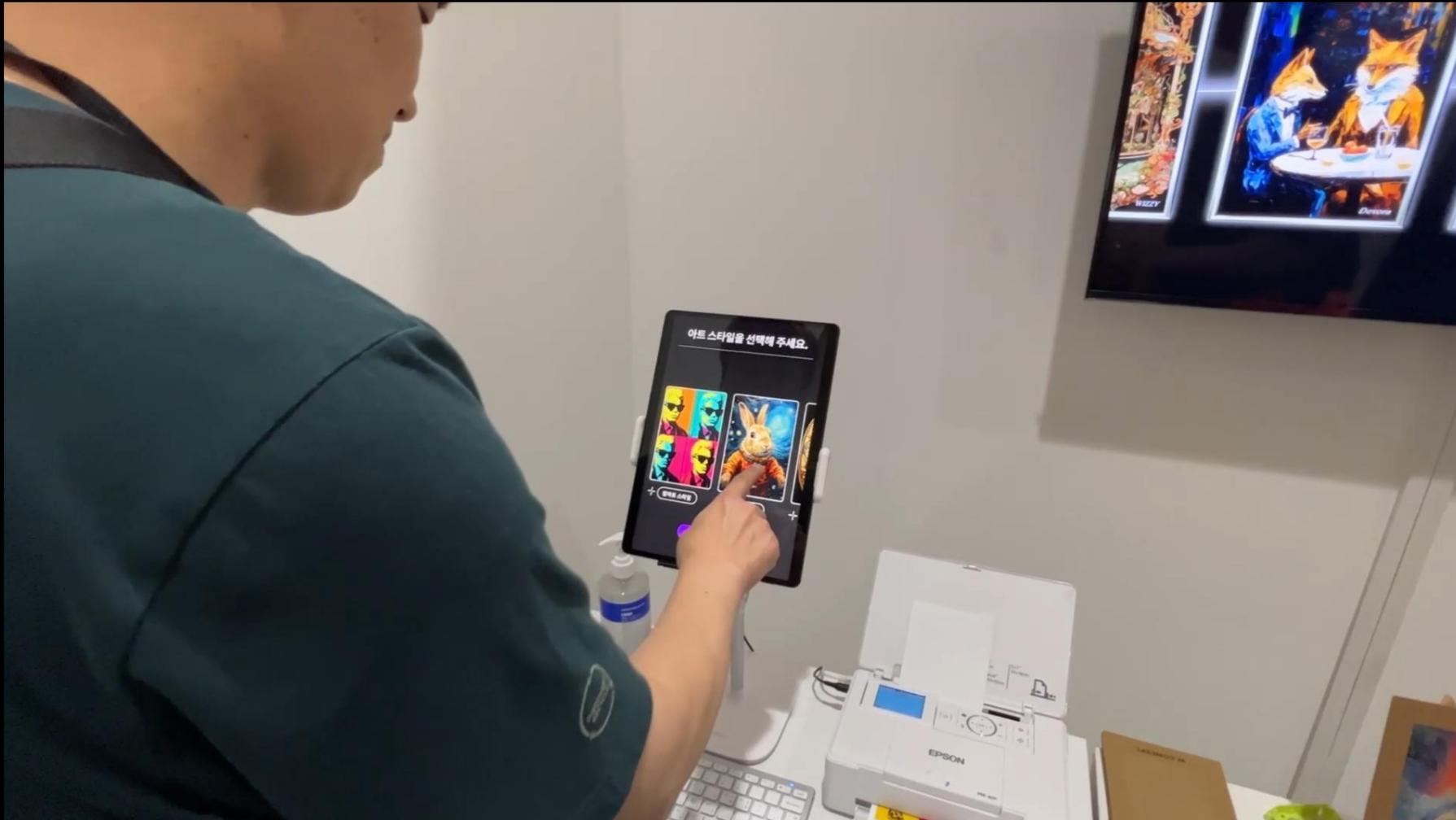
 # 01. Style setting: Select the desired style from 4 styles. (Pop art style/Van Gogh style/Alphonse Mucha style/Surrealism style)

 # 02. Keyword input: Enter the desired keyword directly with the keyboard, and the image will be created with the designated style prompt.

 # 03. POSTCARD output: The final image after completing signature input and editing is printed in real time on card paper and provided with a paper frame.

https://vimeo.com/866180252

- An experiential service where you can write a handwritten message (fan letter) on a commemorative postcard containing messages from the members and scan it to automatically register it on the media wall.
- NCT DREAM's heartfelt message to NCTzens who have been with them every moment is provided on the media wall.
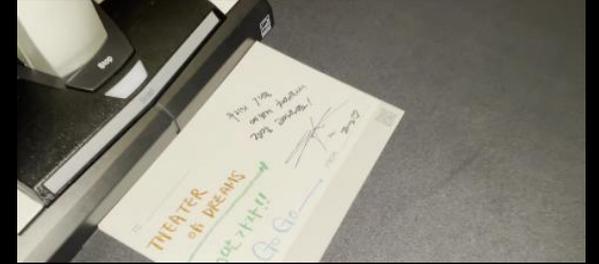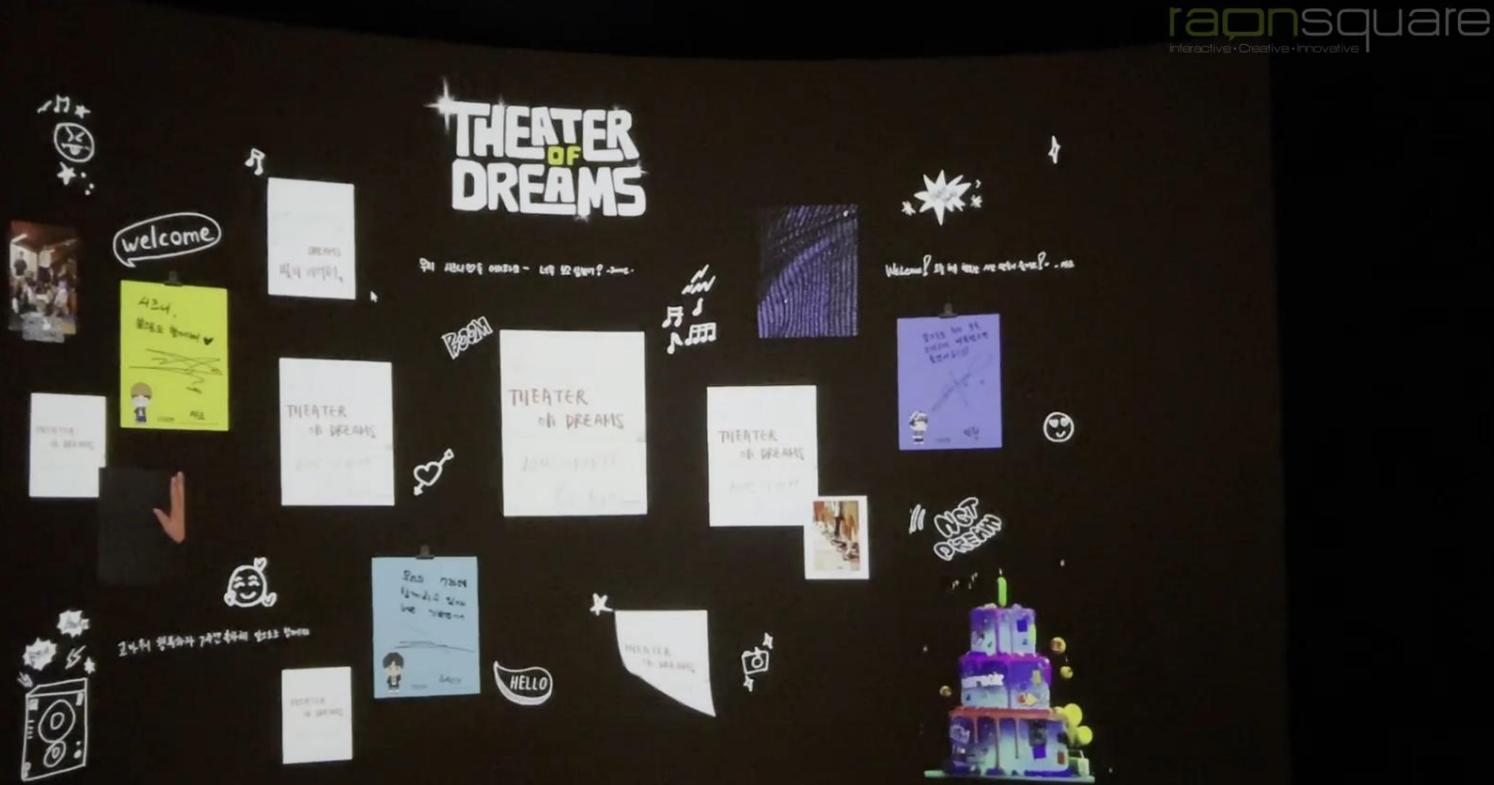
After writing a message, scan the image and it will be automatically registered on the media wall (after the appearance effect, it will be enlarged and then reduced again)
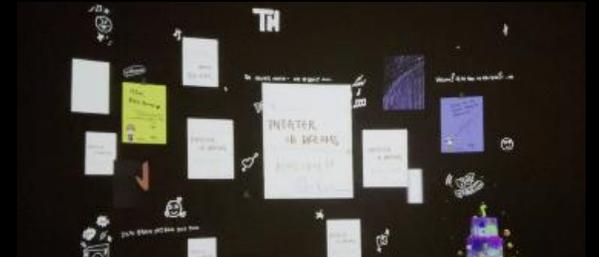
The poster image and the scanned image of the fan letter will be displayed alternately.
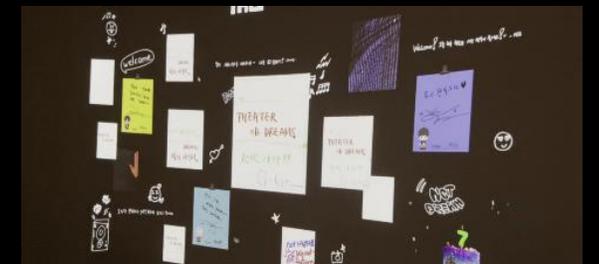
7 types of artist signatures will be displayed automatically while randomly fading in and out.

https://vimeo.com/836059339

EXHIBITION _ PANASIA 'BUSINESS CARD RECOGNITION SOLUTION'

- Business card recognition solution of environmental company 'Panacia' that participated in the world's largest hydrogen exhibition 'H2 MEET 2023' held at Ilsan KINTEX 1st Exhibition Hall.
- Customer relationship management (CRM) solution that scans and recognizes business cards of customers visiting the booth and automatically stores them in the customer DB.

 # 01. Business card recognition and storage: Insert a business card and tap the 'Start' button to automatically convert customer information into data using the OCR function and save it on the server.

 # 02. Check whether a customer has returned: Compare the scanned customer information with the existing customer DB to check whether a customer has returned in real time. (including administrator functions))

 # 03. Send welcome message: A welcome message containing 'customer name/company name/number of return visits' is automatically displayed on the media wall.

https://vimeo.com/866175173

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FUTURE RETAIL _ JEONGGWANJANG NEW STORE 'INTERACTIVE AR / RFID TABLE & KIOSK'

- Building interactive customer participation stores based on object recognition and face recognition technology at 4 major Jeonggwanjang stores.
- Providing detailed information on 30 main products, including main ingredients, main features, capacity/price/consumption method, recommended target, and related videos.

Smart Table: When you place the displayed product on the smart table, detailed information about the product is provided using object recognition technology (multilingual support in Korean/English/Chinese)

Immunity self-diagnosis test: Test fatigue through self-questionnaire and provide recommended products and discount coupons that match the immunity score

Interactive AR: When the customer is recognized, the expected appearance of fatigue is shown in AR format and a free tasting ticket is provided and a visit to the store is encouraged

https://vimeo.com/841788942

▪ This is an interactive media wall that combines a three-sided projection wall with a center width of 9,133 mm, each side width of 9,540 mm, and a height of 2,900 mm, and a touch sensor.

▪ It introduces major works by Mokpo's representative artists through touch interaction, and provides a differentiated experience through emotional spatial production.

A fantastic atmosphere is created with the library concept, and the main works of representative authors are introduced with emotional interaction effects combined with sound.
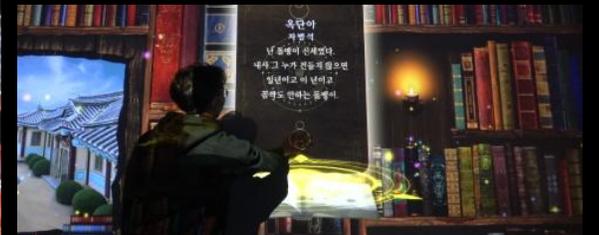
When the audience touches a sparkling book, related symbolic objects and representative phrases related to the book appear with various motion effects.

When touching objects placed throughout the library, emotional sounds and motion effects related to the objects appear.

https://vimeo.com/836059339

EXHIBITION _ W. CONCEPT 'AI T-SHIRT'

- This is an AI T-shirt experience space applied to the W Concept Hall of the 'Shinsegae Universe Festival' held by Shinsegae Group at COEX.
- It is an experience where visitors can input the phrase of the picture they want to draw using AI, and the image is generated to create a T-shirt.
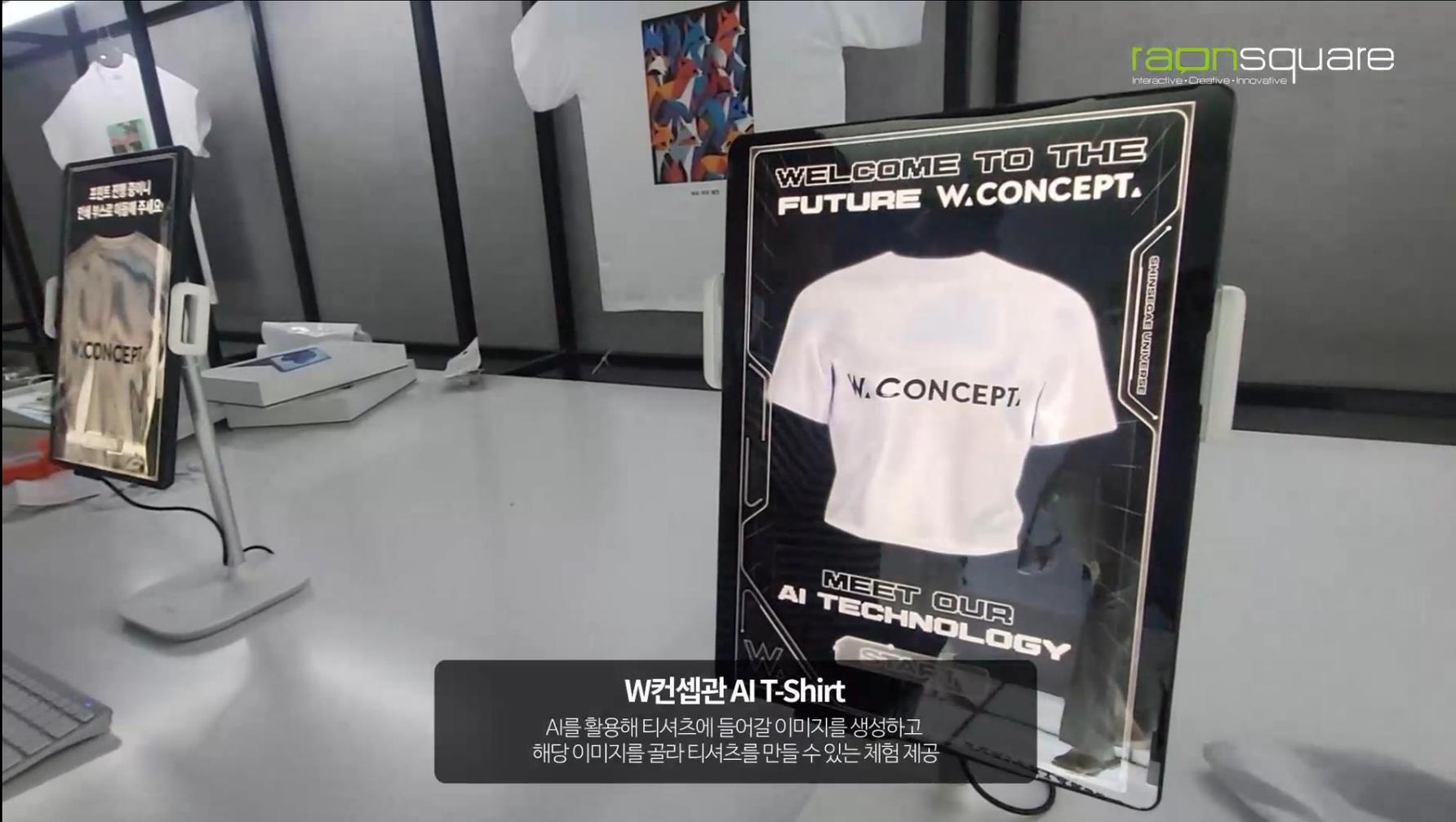
W컨셉관 AI T-Shirt
AI를 활용해 티셔츠에 들어갈 이미지를 생성하고
해당 이미지를 골라 티셔츠를 만들 수 있는 체험 제공

https://vimeo.com/836058099
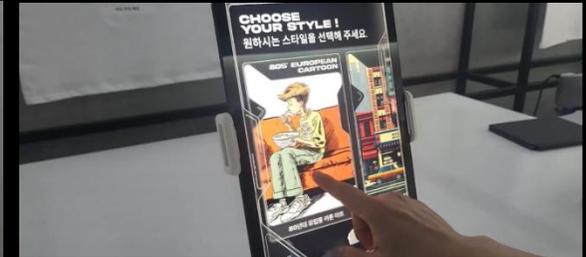
 # 01. Style setting: Select a style (black and white photo art/80s European cartoon art/retro pixel art/pop art/pattern graphic/random style)
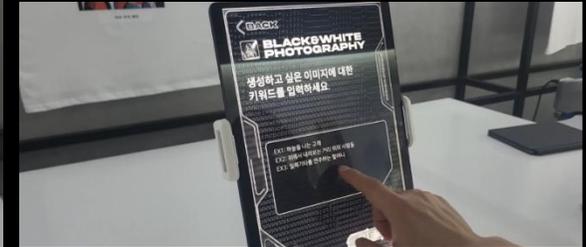
 # 02. Keyword input: Enter the keyword you want directly with the keyboard, and the image will be created with the specified style prompt

 # 03. T-SHIRT output: Select one of the four generated images to create a high-quality image and print the completed final image on a T-shirt.

EXHIBITION _ SEOUL LIGHT GWANGWHA 'Interactive Media Art'

- 'Dumchiddummchit Seoul' interactive art applied to the '2022 Seoul Light Gwanghwa' festival held at Gwanghwamun Square by the Seoul Metropolitan Government and the Seoul Tourism Organization.
- Looking at myself projected on a huge building, I enjoy the pleasure of escaping from everyday life.

다양한 캐릭터 제공

동심을 자극할 수 있는 풍선 캐릭터와 식물 및 화려한 꽃을 활용한 사계절 캐릭터,
한국 전통 다과인 떡을 활용한 전통 캐릭터, 크리스마스 캐릭터로 구성 (총 8종)

https://vimeo.com/787464574

Interactive KIOSK: When a user dances in front of a kiosk based on motion recognition, the character dances along with the user.

Projection Façade: The characters appear in sync (Sync.) in the form of projection mapping on the large media wall on the outer wall of the building across the street.

Character : A total of 8 types, including balloon characters that can stimulate children's hearts, four seasons characters, Korean traditional characters, and Christmas characters.

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EXHIBITION _ SK TELECOM 'A-DOT FACTORY'

- 'A-DOT Factory', an experience space where you can find your own AI mate through your taste and meet them in the real world.
- Flagship store that introduces A-DOT, SKT's artificial intelligence service, where you can enjoy music, video, and games that suit your taste for free.

Capsule Machine: A capsule machine that can summon your own A-DOT mate using your biometric information (My Data)

Experience Zone: A space where you can choose your own tastes and interests (color balls) and fill up lost A-DOT data (cons)

Final step. Factory Garden: A space to finally summon your own A-DOT mate by gathering all the clues (cons) to find A-DOT

https://vimeo.com/779146024

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- It is a 4K media wall composed of large LED panels with a length of 53m, a height of 3.25m and an area of 106㎡ installed in Haechi Madang of Gwanghwamun Plaza in Seoul.
- 'Citizen Participation Type Interactive Media Art', which is not simply a work to be seen, but is completed by any citizen who visits Gwanghwamun Square by participating in the work.

Interactive Art: A service that reads an offline QR code and creates 'my own fish' on the 'mobile web' and transmits it to the media wall.

Photo Album: A service that reads an offline QR code and transmits the photos you took on the 'mobile web' to the media wall (GPS linkage).

Includes manager function (CMS) to manage fish and photos registered by experiencers.

https://vimeo.com/779145828

EXHIBITION _ Mercedes-Benz 'EQE SENSE LOUNGE'

- As a promotional pop-up store to commemorate the release of the Mercedes-Benz EQE, it is an immersive experience space that combines a three-sided beam projection media wall and a scent kiosk.
- When you select the scent you want in KIOSK, the scent erupts, and the emotional video matched with the scent is played on the media wall with sound. (@Seongsu-dong, 10day)

[NIGHTLIFE]

우디 향을 중심으로 핑크 페퍼와 미모린
꼬냑 효과가 신선한 액센트를 선사
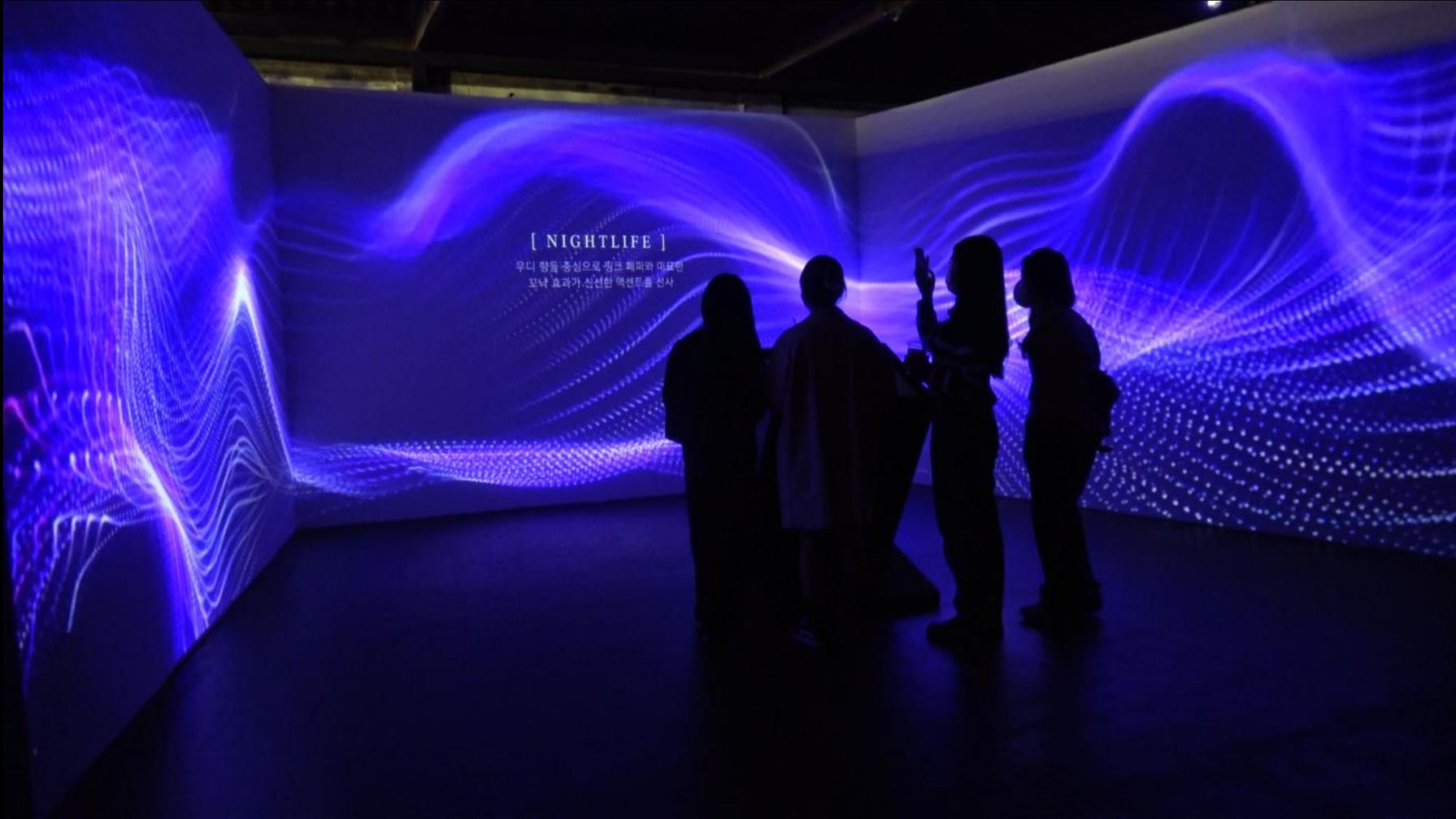
Standby mode: The inside of the EQE vehicle with LED lights turned on is shown. (BGM + vehicle interior color gradually changes)

KIOSK : When you select the scent you want, the scent erupts right away. (Nightlife / Pacific / Forest 3 scent experiences)

Media wall: An emotional video matched with the selected scent is played along with sound, and the EQE vehicle image is displayed at the end.

https://vimeo.com/779145276

EXHIBITION _ GWANGHWA SIDAE MURAL 'Digital Parade'

- A service that reads the QR code and creates 'My Own Character' on the 'Mobile Web' and transmits it to the media wall. (width 8,1360mm x height 9,710mm)
- Anyone can participate through the on-site QR code and mobile web at a designated time, and participants can customize their characters themselves.

QR코드를 통해 모바일웹에 접속 후 나만의 캐릭터 만들기 진행

가로 81M x 세로 9.7M 대형 LED (한/영/중/일 언어 서비스 제공)

https://vimeo.com/705225050

FUTURE RETAIL _ LOREAL ACADEMY 'INTERACTIVE MEDIA WALL & KIOSK'

- 49" 6x3 large media wall and photo kiosk installed in L'Oreal Academy space. (Trend Wall / Community Wall / Check-in Kiosk / Façade LED / Lounge LED)
- Providing brand information and differentiated customer experience through touch sensor and motion recognition sensor. (including CMS administrator function)

01. Trend Wall

LP 브랜드와 KERA 브랜드 정보 및 아카데미 교육정보를
터치를 통해 쉽게 조회 가능

LP brand, KERA brand information, and academy education information can be easily viewed through touch.

Photo guestbook and Social Board provided
Photo can be registered directly on site through QR Code.

Education information inquiry and check-in Kiosk.
Photo taking and printing functions are provided.

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FUTURE RETAIL _ NESCAFE DOLCE GUSTO 'AIR TOUCH KIOSK'

- Untact kiosk that can be experienced based on 'motion sensing' without touch contact. (Touchless Air Touch Kiosk)
- Provides information on Nescafe Dolce Gusto's main products and customer reviews for each machine. (E-Mart & Hi-Mart Installation)

Air Touch menu board. (Provides specific points of capsules and customer review information)

Barista speed game. (Coffee making experience after choosing Best Capsule)

Discount coupons are provided through QR codes when the game is successful.

https://vimeo.com/638944133

FUTURE RETAIL _ AMOREPACIFIC Sample Vending Machine 'AMORE MINI'

- A vanding machine that provides free samples with product information in conjunction with AMOREPACIFIC's 'Beauty Point App'. (Provided product management, usage statistics management function)
- Experience Process : Beauty Point App Link > Check personal bar code and number of coupons > Check product information > Carry shopping cart and exchange products
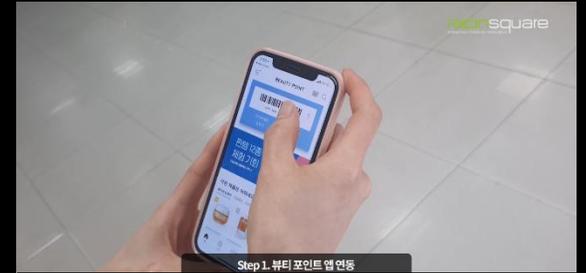
Step 01. Beauty Point App Interlink

Step 02. Check the number of personal barcode and coupons you have.

Step 03. Check product information and exchange shopping carts and samples.

https://vimeo.com/428404125

▪ Central City Interactive AR Advertising Platform (Aqua Interaction, Landmark Interaction)

▪ Central City's AR platform provides users with joy and emotional satisfaction by providing motion recognition-based experience contents by utilizing front electronic display and four pillar display.

When the user touches the fish, it is surrounded by drops of water and moved to the post.

Introduce Korea's landmarks using motion recognition sensors.

The four pillars in the square react in conjunction with the interaction on the front screen.

https://vimeo.com/352882277

FUTURE RETAIL _ SKT T PLACE Experience Zone

- A mobile phone simulator installed in the SKT T Place Jongno branch.
- Simulate SKT's various add-on services directly with the combination of mobile phones and plans customers want.

Mobile phone search, rate-based search, category-specific search, promotion information.

Compare mobile phones with the desired combination of options.

Up-to-date promotional mobile phones can be directly compared with RFID.

https://vimeo.com/352881736

FUTURE RETAIL _ L'OREAL KOREA Face Age Check Mirror

- Smart mirrors that analyze the customer's 'face age' based on real-time face recognition technology and provide relevant information.
- Provides the ability to measure the age of the face and recommend and share the right product depending on the skin concern and skin type selected by the customer.
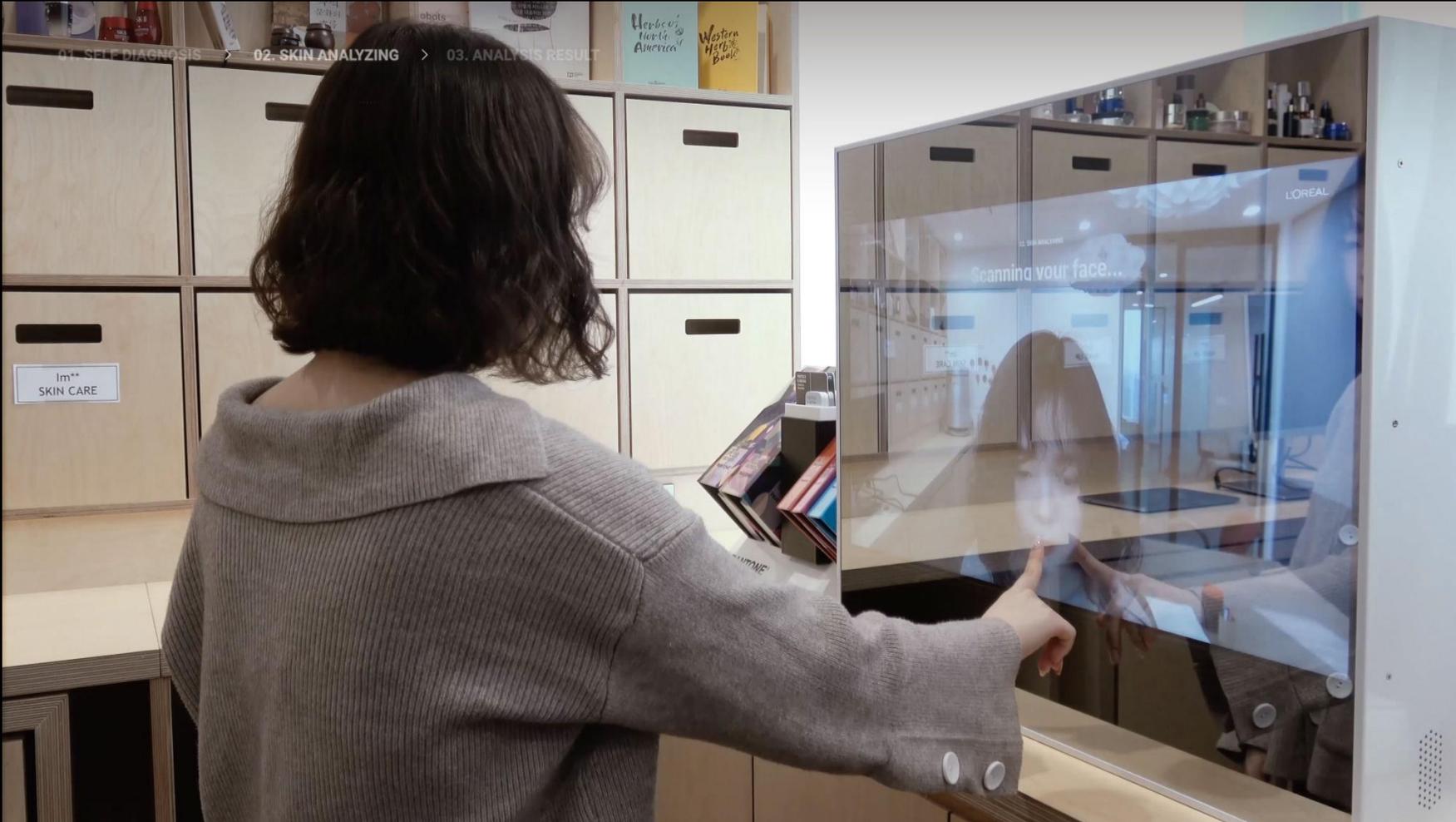
Self-survey to increase accuracy

Face scan for skin tone and wrinkle measurement

Provide analysis results and recommend related products

https://vimeo.com/339019288

FUTURE RETAIL _ RAONSQUARE 'PERSONAL COLOR STUDIO'

- Analyzes individual skin tone and facial shape to provide personalized personal color information and recommended products and makeup methods suitable for analyzed colors and facial types. **(Patent application)**
- Using self-survey and face recognition technology, accurate analysis and result report are provided / Developed as a stand-alone booth to maintain lighting that is important for personal color analysis.

Self-survey to increase accuracy.

Face scan for skin tone and face shape analysis.

Personal Color Analysis Results and Product Recommendation

https://vimeo.com/330697870

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- RFID-based 'TOUCH ON' service that shows product-related information when a product is placed on top and 'Search ON' service that makes it easy to search product information. (Lotte Tower Branch B1)
- Establishing a 'non-contact marketing' platform to allow you to experience your online and comfortable experience offline, enabling you to connect to a new type of customer experience.

Touch ON for product information by RFID tagging

RFID tags attached to the product

Search ON to retrieve product information from online and offline stores

https://vimeo.com/316501029

FUTURE RETAIL _ LOTTE OMNI STORE On And The Living

- Product search zone (6ea) / Consulting zone (multivision 2ea / Touchtable 4ea) / Incubating zone (6ea) H/W consulting and installation (Lotte Department Store Jamsil Branch 10F)
- Establishing a 'non-contact marketing' platform to allow you to experience your online and comfortable experience offline, enabling you to connect to a new type of customer experience.

Product Search Zone

Incubating Zone

Consulting zone

https://vimeo.com/316501517

FUTURE RETAIL _ OLIVE YOUNG Smart Table & Kiosk

- Smart Touch Table offering information of product / Floor plan information Kiosk
- High quality shopping experience by providing customers with smart information service and removing inconvenience of asking staff personally

RFID-based smart table

Provide Product Location (CMS)

Store Guide Kiosk

https://vimeo.com/244790418
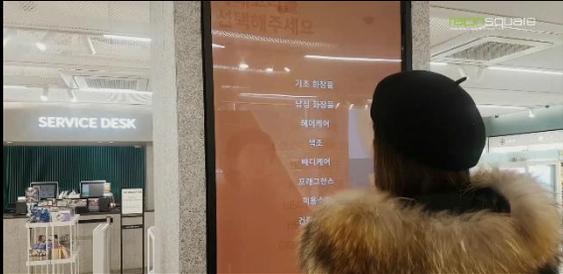
FUTURE RETAIL _ SAMSUNG DIGITAL PLAZA Mobile AR Game

- A location-based mobile game that creates prize items around the current location with real-time GPS link and pays actual prizes when you get 9 items.
- Select some of the nation's 261 stores to offer special events every day and attract customers to the stores.

Location-Based Augmented Reality Game

Collect Game Puzzle Fragment
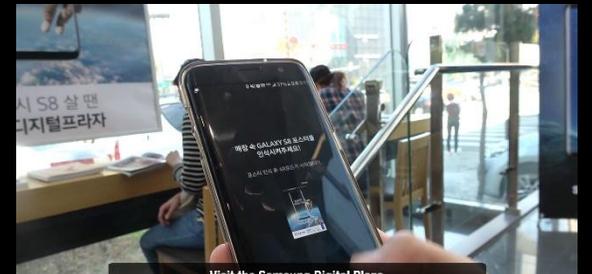
Core puzzles that can only be obtained in the store

https://vimeo.com/215159484

- Based on the real-time face recognition technology, the actual age and the analyzed face age are compared.
- Recommended for skin type and related products suitable for the skin area.

Accuracy Increase Self-Survey Phase.

Post-face Scanning for Measurement and Disclosure of Measurement Results.

After recommending a suitable product, provide product information and discount event information in QR code.

https://vimeo.com/200774485

FUTURE RETAIL _ AMORE PACIFIC 'ARITAUM' Omni Store

- Interactive Omni Store Project installed in ARITAUM Flagship Store (Play Window / Photo Booth / Make-up Mirror / Product Information Bar)
- Provides products information and personalized recommendation service through On-Off line contents.

Play Window: Attraction of Interest and issuance of Discount Coupons

Photo Booth: Inducing Photography and Social Media Spreading

Make-up Mirror: Analyze skin tone, recommend products, and provide reviews

https://vimeo.com/128342479

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- A color of customer's lip changes in real time when a customer put a lipstick on RFID recognition table.
- By using the chroma key, camera takes a composite photo of customer with 15 backgrounds then prints it and sends MMS to customer's mobile.

Indirect experience of the desired color of lipstick with RFID tagging

Chroma-key photography is possible with various Seoul landscapes in the background.

Print the photos taken and come with the photo frame

https://vimeo.com/184289334

- A Smart Mirror delivers the meaning of campaign using interactive sensors which is connected to a product.
- Campaign meaning that 'a purchase results to give girls living in the Third World the opportunity of education' could be delivered easily.

Switch to experience mode after recognizing users with proximity sensors

When you lift the product, the video of the product is displayed on the screen. (Sensor Recognition)

Interactive Smart Mirror based on proximity sensors and touch sensors

https://vimeo.com/175656443

FUTURE RETAIL _ OLIVEYOUNG AR Make-up

- After making choice of makeup options (eyes/lip/bandra), the customer will experience virtual makeup that will become a flapper girl in the days of Art Deco.
- Based on the motion recognition sensor, the contents of the four large pillars spread lights according to the movement of the customer.

Motion recognition-based media column

Taking photos after AR makeup experience

Print photos taken and provide photo frames

https://vimeo.com/200779516

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FUTURE RETAIL _ GUESS Fit View Mirror

- A Fitting Mirror offers views from different perspectives by using 9 cameras, which is hardly seen from normal mirrors.
- Customers can compare products and send photos to their email.

A nine-camera showing the back of a worn garment.

Check fitting style through real-time angle change (provides comparison function)

Send mail after taking a picture / Social media sharing

https://vimeo.com/153713531

FUTURE RETAIL _ GUESS Style Wall & Play Machine

- Interactive KIOSK recognizes a coin and operates prize choosing game. Prize lists and the probability can be modified by Contents Managing System.
- Customers can choose products without space limit in Style Wall which is touchable smart mirror.

Play Machine: Participate in a slot machine-type prize game with a prize coin
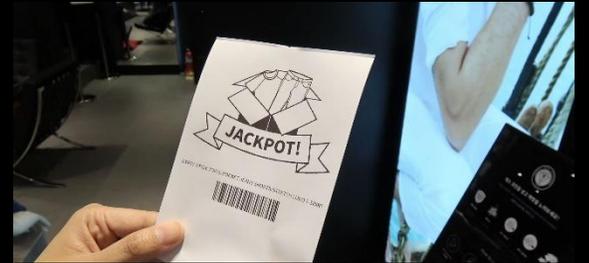
Provides manager capability to register prizes and adjust probabilities

Style Wall: Provides desired product style and price information / provides product management capabilities

https://vimeo.com/170142761

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- By using the proximity-sensing technology between the mirror display and users, play the information. (Weather/CF/Events/Sales/Promotion)
- Establishment of Integrated Management System for contents operations (Active Vision)

Provide various shopping information such as weather/promotion video/event/sales/event information

Interactive smart mirrors that leverage proximity sensors to provide contextual shopping information

Active Vision: content management functions (CMS)

https://vimeo.com/129076743

FUTURE RETAIL _ SAMSUNG ELECTRONICS Galaxy Wall

- Interactive Media Platform that is installed in SAMSUNG Mobile shop at Saudi Arabia. (Spread after Singapore branch installation)
- The interactive experience can possible with Samsung's new information and key features.
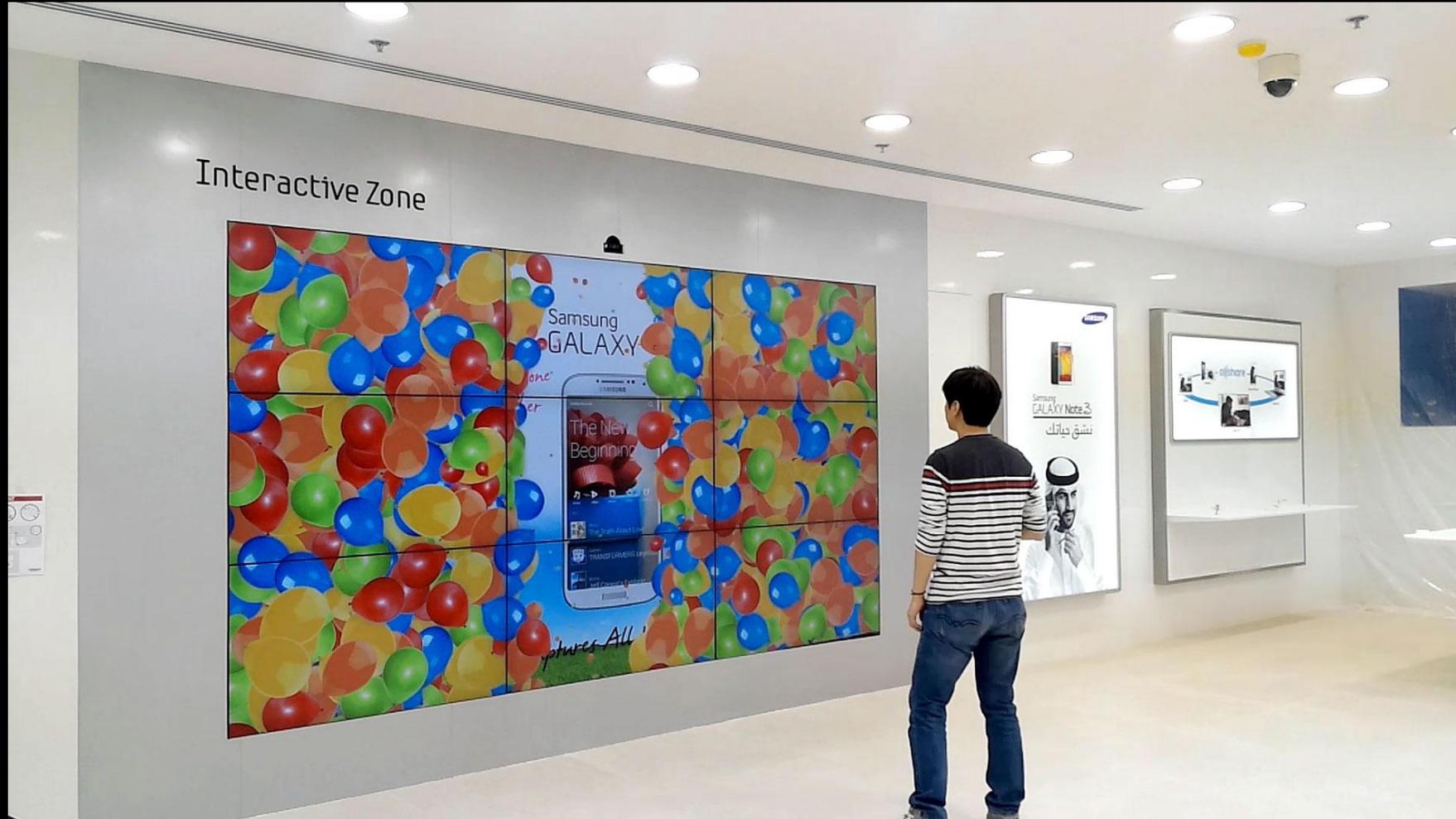
Introducing product features based on motion recognition sensors (interactive brochures)

The Key Feature of the product can be experienced using AR technology.

Mobile link function using QR code (photo transmission and download)

https://vimeo.com/81695802

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FUTURE RETAIL _ NIKE AEROLOFT Smart Mirror

- Mirror Display shows the information for the situation which analyzing the two types of NIKE Aeroloft.
- Rated as the best brand advertising project in 2014. / Global launch scheduled.

Kinect V2

Large smart mirrors with touch sensors

Automatically analyze product through image processing and provide detailed information on the product.
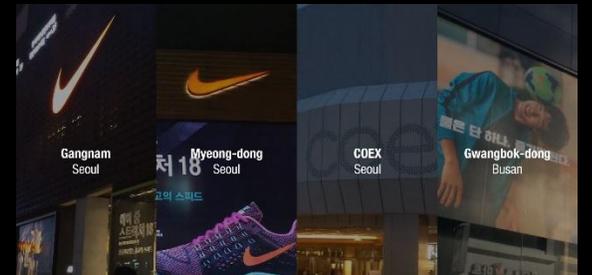
Spread in 4 branches of Seoul and Busan

https://vimeo.com/111395538

FUTURE RETAIL _ NIKE FLYKNIT Object Recognition Display

- The proximity sensor recognizes the user, and the camera analyses color pattern of product based on image processing technology.
- Leverage a six-screen multi-vision to effectively communicate the dynamic features of the product

When you lift or release a product, the proximity sensor automatically recognizes the situation and provides information about the product.

Determine the presence or absence of products through proximity sensors and further analyze color patterns to provide accurate product information.

Additional development of the 2016 Rio Olympics version

https://vimeo.com/182369842

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- Development of interactive digital media installed at Gangnam Nike Flagship Store.
- By using the detect-sensing technology between the display stand and the shoes, play the information of shoes.

Product Information

In standby mode, experience is induced along with explanatory text.

When you lift the product, the camera at the top recognizes the situation.

Expose the details of the product with the image.

https://vimeo.com/108986488

- Developing Interactive Photo Booth. The place that user can feel Nike tights product and get brand experience at firsthand.
- Taking various personal condition photos(like Run/Train/Live) at Mirror display and sharing it via mobile SNS.

https://vimeo.com/121758211

Photo Shoot (70" Smart Mirror Display)
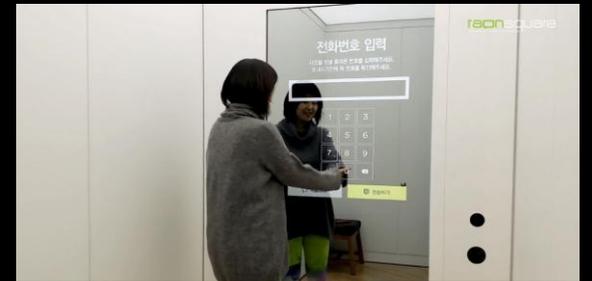
SMS Service (Linkage Facebook)

Photo Download

FUTURE RETAIL _ SUECOMMA BONNIE x YOOX Seoul Fashion Week

- YOOX Promotional Experience Media held during the "2019 Seoul Fashion Week" (@Dongdaemoon Design Plaza)
- Close sensor-based touch table and media wall are interlocked to provide product-related information

Touch the desired shoe on the table media.

Provide relevant information for selected shoes in media wall.

Interaction service experience booth.

https://vimeo.com/327004932

EXHIBITION _ GAPYEONG ANANTI CODE Kids Play Zone

- The interaction kids experience space installed at Gapyeong Ananti Hotel provides various interaction experience contents based on motion recognition and touch sensors (7 types in total)
- Applying motion recognition sensors and laser multi-touch sensors based on large media walls 12m wide x 3m long + 5m wide and 3m long, respectively.

Sketch POP_ Painting and Touch Interaction Experience

Music Playing _ playing a musical instrument with a touch

Space Monster _ Multi-touch with multiple people

https://vimeo.com/418808784

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- The experience content installed in the National Children's Science Museum provides the experience of playing a real instrument by touching the instrument picture drawn on the canvas.
- Touched instruments are colored with fun animation and can be played by multiple people at the same time using multi-touch sensor technology.

Color Mapping _ Mapping with sound and motion

Sensitive Touch _ Playing a musical instrument with a touch

Joint Performance _ Simultaneous experience for multiple people

https://vimeo.com/384952619

EXHIBITION _ CHEVROLET PAVILION Life Style Wall

- Promotion of 'CHEVROLET LIFE STYLE WALL' (@2019 Seoul Motor Show)
- Based on Instagram hashtags, the experience service recommends Chevrolet vehicles that best match the lifestyle of visitors.

Enter user's Instagram ID.

User Photos and Hashtag LED Cloud Tunnel.

Recommend a vehicle based on Instagram hashtag.

https://vimeo.com/329292032

EXHIBITION _ PYEONGCHANG OLYMPIC Play IOT Campaign

- Offered interactive kiosk and media wall service for visitors of 2018 Pyeongchang Olympic and Paralympic
- Provided a differentiated experience based on the latest ICT technology of movement recognition, face recognition and AR in 21 different venues.

Play IoT Kiosk

Play IoT Smart-Wall

Multilingual guidance using the Olympic mascot
(Korean/English/Japanese/Chinese)

https://vimeo.com/292869408

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EXHIBITION _ KYOWON Edu Deep Change Exhibition

- Participating in an educational exhibition held by KYOWON, one of the largest education companies in Korea. (STICKER POP / CHARACTER POP / SKETCH POP)
- Provided differentiated experience based on technology of face recognition, movement recognition and object recognition.

Sketch pop

Character pop

Sticker pop

https://vimeo.com/249635255

- Interactive touch wall 'Magic Wall' applied to the 'Letters for You exhibition' that lasted for two months at the Bridge Traum Belt.
- We provided emotional experience contents by utilizing our own touch sensor technology and projection mapping technology.

Multi-touch capability for multiple people to experience at the same time.

Leverage projection mapping and motion graphics to provide rich experience.

Unique touch sensor application

https://vimeo.com/292862406#t=49s

57
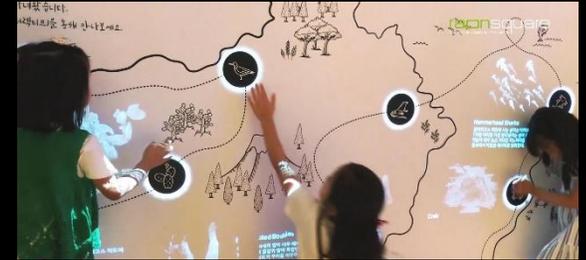
- Experience contents where participants wear AR and take pictures after decorating an avatar.
- OX Quiz Content to solve counterterrorism quiz on Touch Monitor. (AR Character Dress Up Kiosk, OX Quiz)
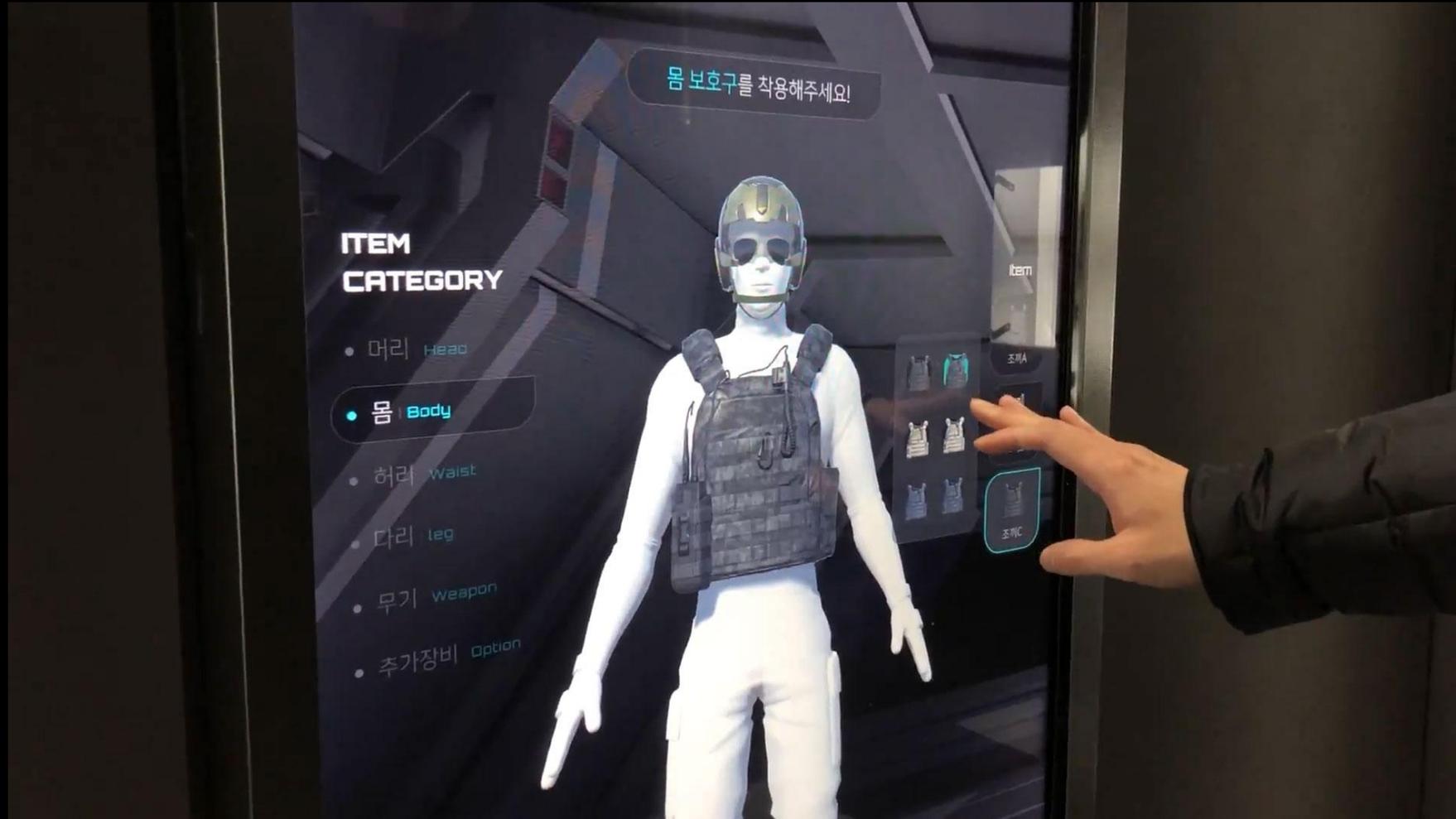
User wears agent costume AR and takes a picture.

Touch the touch monitor to complete self-authentication.

Touch the correct answer to enter the OX quiz.

https://vimeo.com/384951940#t=50s

EXHIBITION _ 365 SAFE TOWN Earthquake Experience Center

- A double-layered smart table consisting of a transparent display, a 55" LCD display, and a Diorama.
- Smart table where users learn how earthquakes occur by intensity by simulating them. (Transparent Smart Table)

Controlling content on top transparent touch display.

The bottom shows the seismic images and the top provides a relevant description.

Learning indoor/outdoor behavior in case of an earthquake by touch interaction.

https://vimeo.com/384951940#t=6s

- Interactive experience content installed in the Storm And Flood Damage Experience Center in 365 Youth Safety Theme Park. (Transparent LCD + Beam)
- Explaining the case of storm and flood damage in motion graphics and providing relevant information through transparent LCDs (Content control using touch LCDs)

Transparent LCD provides information on precipitation displayed in the beam area.
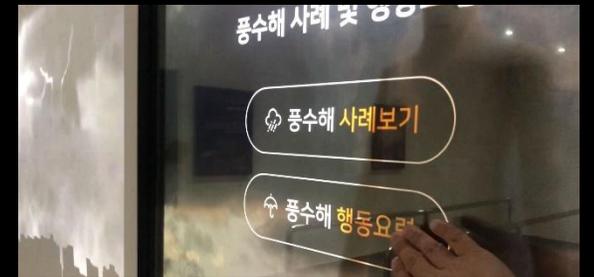
Provide content control using touch monitor.

Optional delivery of desired content.

https://vimeo.com/384951940#t=114s

EXHIBITION _ 365 SAFE TOWN Forest Fire Experience Center

- **Interactive Touch Wall**: Information on the cause of forest fires in the last 10 years is delivered through touch interface and motion.
- **AR Drone**: Using holographic displays and AR contents, we can indirectly experience forest fires.
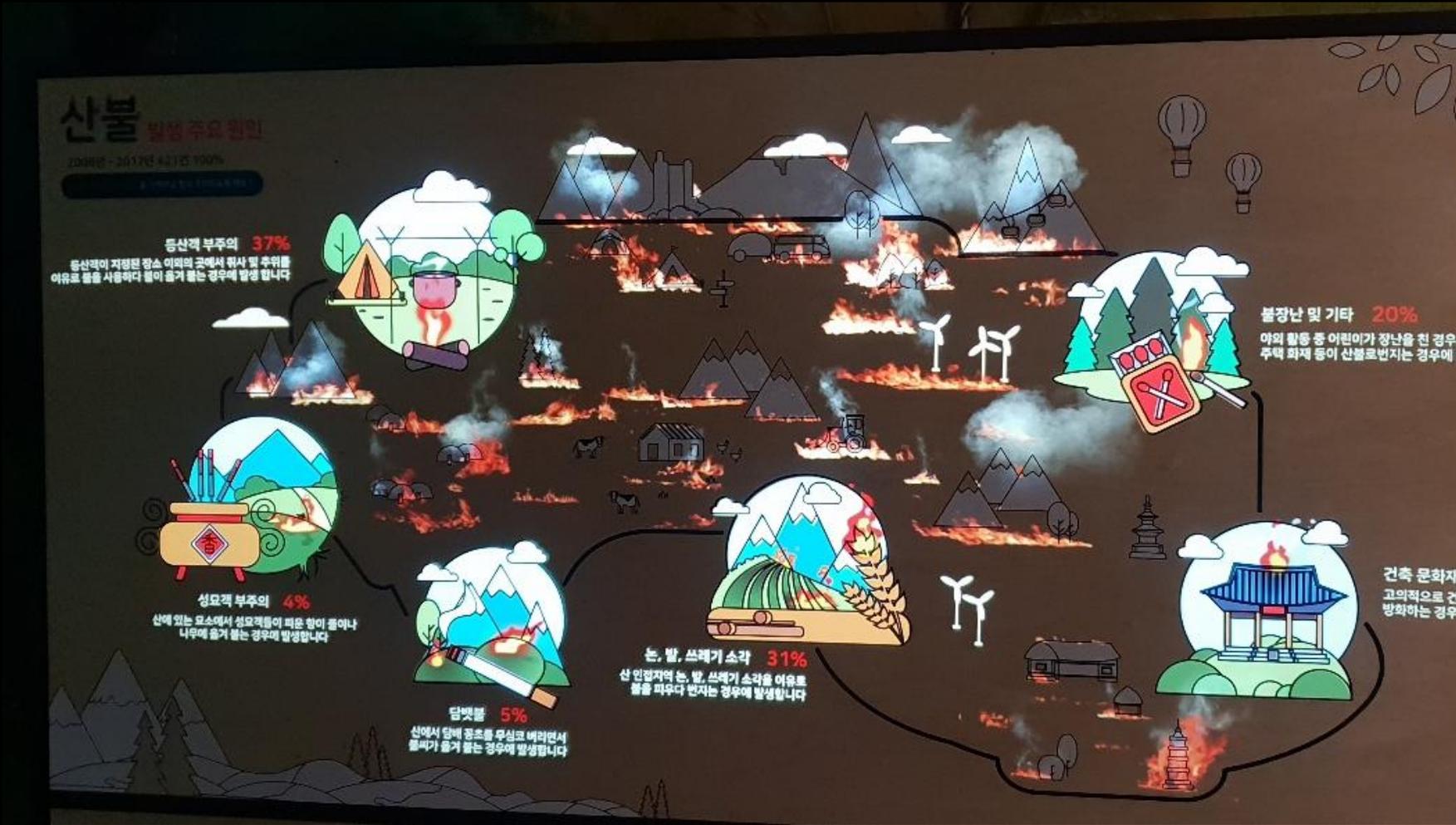
Learn the causes of forest fires with touch interaction

Hologram display provides storytelling of forest fires

Use AR technology to indirectly experience forest fire suppression

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EXHIBITION _ KOBACO Advertising Festival Smart Cube

- 2019 Korea Public Service Advertising Festival National Experience Center
- It delivers a message of safety-related public service advertisements produced by Kobaco through RFID Cube and provides photos of the user's face synthesized.

Watch a video of a public service advertisement video.

Lift the desired cube to verify the relevant information.
(RFID object recognition)

After completing the experience, take AR-certified photos and receive commemorative photos.

https://vimeo.com/384951033

EXHIBITION _ MOKPO MUAN AIRPORT Tour Information Kiosk

- Tourist Information Kiosk (@ Muan Airport, Jeollanam-do) provides tourist information and photo tour services.
- Tourist Map Guide / Photo Tour / Photo Download Function / Provides Multilingual Guidance.

Provides multilingual services in Korean, English, Japanese and Chinese.

Photo Tour Service (real-time Chroma Key shooting)

Photo Download (SMS/E-mail/QR Code)

https://vimeo.com/292865558

- Smart Airport Operation System Experience Booth (@ Incheon International Airport)
- Introduce smart airport systems and airport operation technology using touch wall and media table.
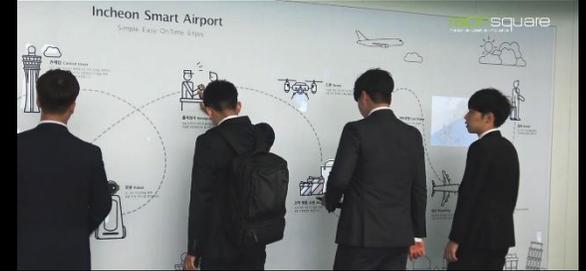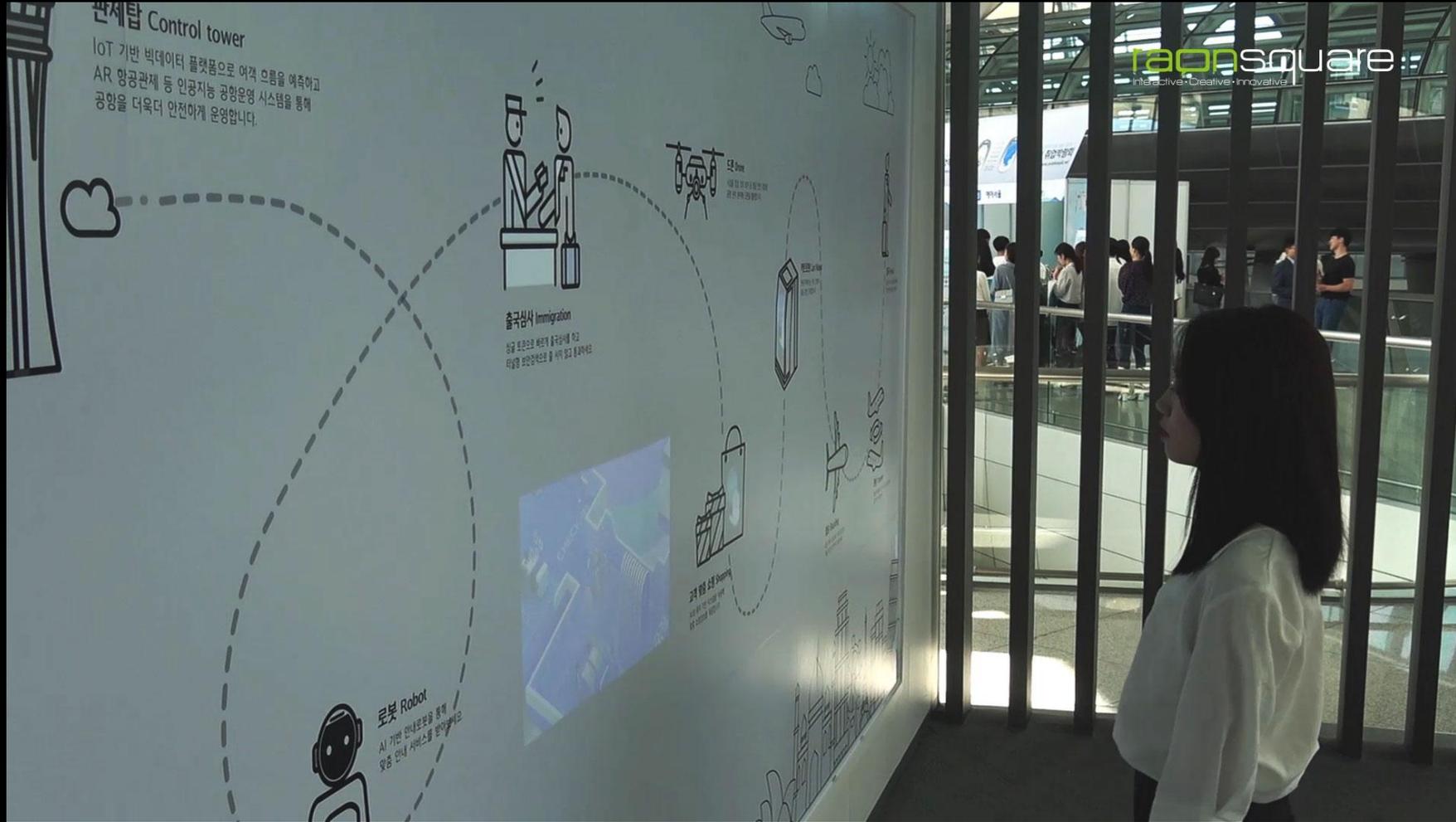
Interactive Touch Wall

Smart Table

Introduction to Smart Airport Operation System

https://vimeo.com/292890952

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EXHIBITION _ SKT T.um U.HOME Media Hub

- Implementation of Gesture Sensing function that has been upgraded more than a conventional by applying the KINECT Motion Sensing.
- T.um was introduced on CNN's travel channel, "13 things you've got to do in Seoul". (Recommended to the second.)

Immersion-type exhibition space using multi-faceted images and smart tables

Future Housing Environment Using Gesture Sensing

Photo Cloud

https://vimeo.com/73831325

EXHIBITION _ SKT T.um U.HOME Smart Table

- Development of Smart Table and Media Wall Interactive Program based on Object Recognition. (E-Learning & Digital Guest Book)
- T.um was introduced on CNN's travel channel, "13 things you've got to do in Seoul". (Recommended to the second.)
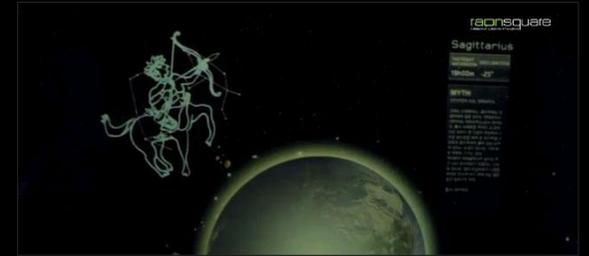
Projection Wall _ Detail Information

Smart Table _ Object Recognition

Interworking between Media Wall and Smart Table

https://vimeo.com/73831785

- By connecting 'Media wall screen (based on the gesture sensing)' and 'Touch table', provide the various company information that is differentiated.
- Such as a "Gesture & Remote Control", apply the effective configuration of presentation and content.
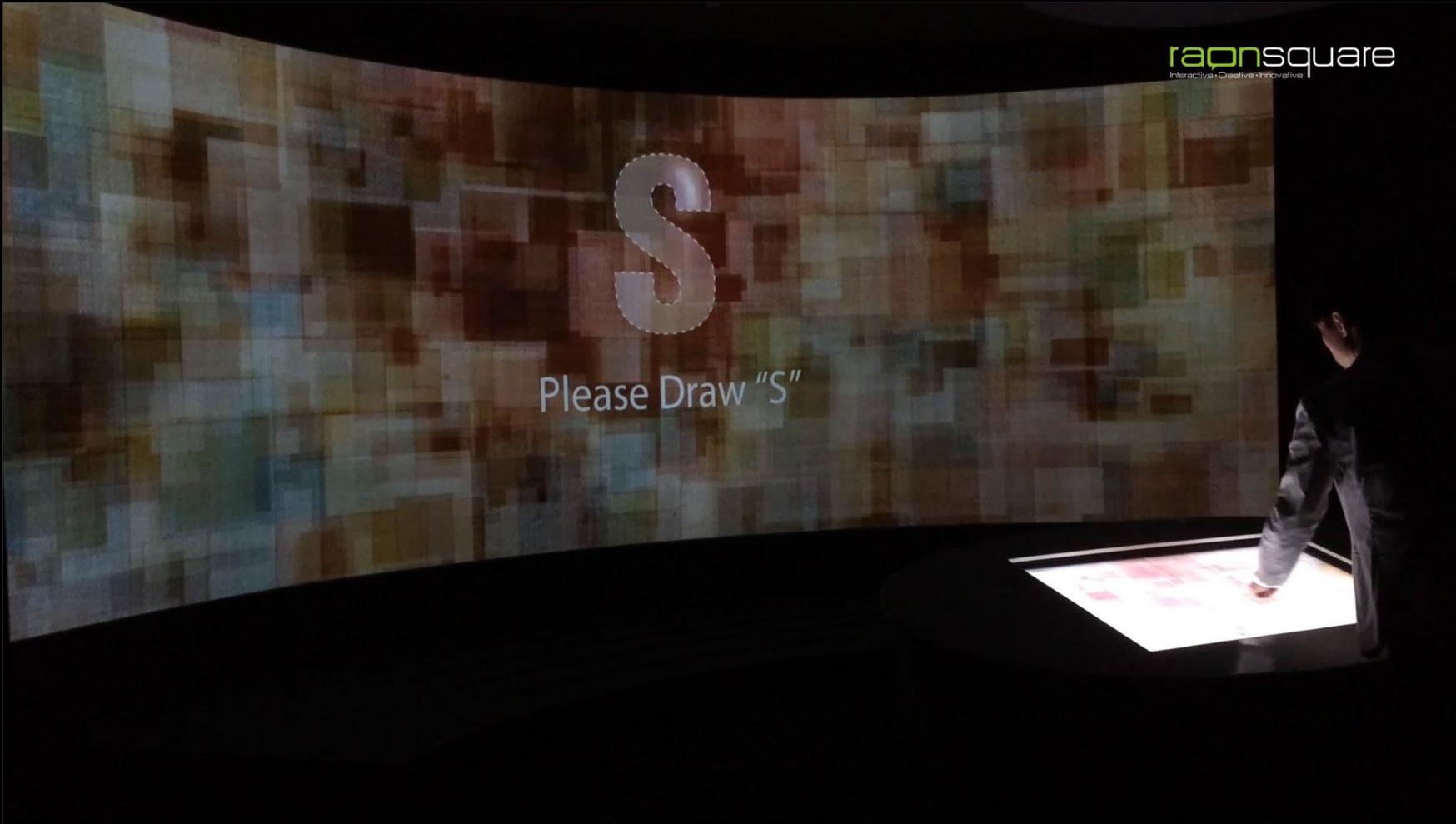
Controlling content through mobile devices

Projection Wall _ Detail Information

Interworking between Media Wall and Smart Table

https://vimeo.com/128340552

- LED & OLED pixel image type media wall development at Solvay Science for Innovation Center in Korea's Ewha Womans University.
- The project of 'Solvay time machine' show the story of Solvay's past 150 years by the media art wall. (Consists of 6th History)

Soft ware & hard ware Installation
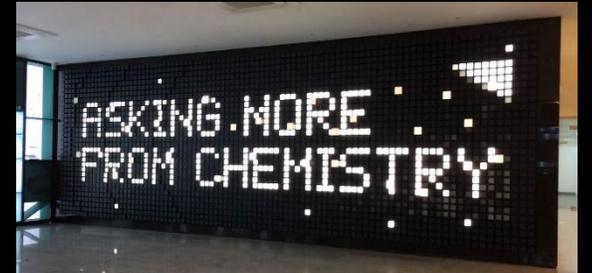
LED & OLED Light

Video Pixelation

https://vimeo.com/97810676

- Performs a real-time analysis of social data from major customers (Data Visualization)
- Selective playback and on/off is possible through CMS. Using IP Wall Controller, various contents of other PCs can be deployed and operated in real time.
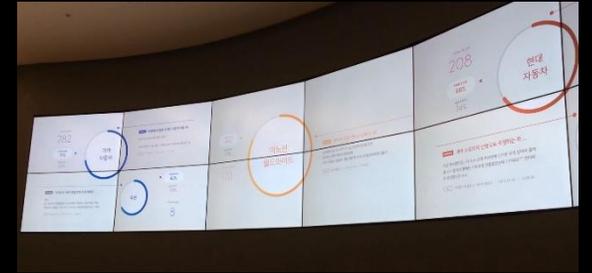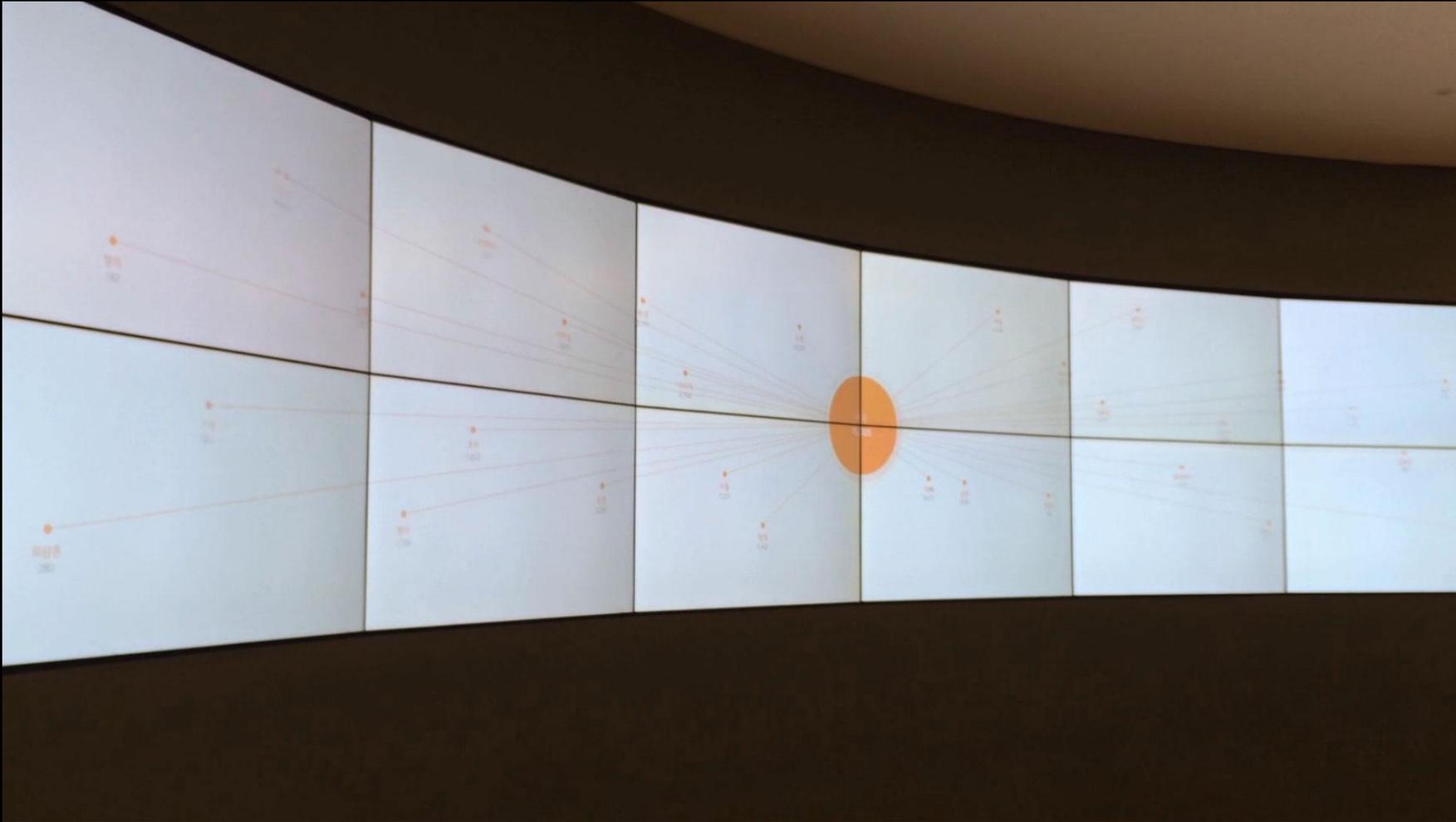
Providing corporate information using social data

IP-based intelligent Video Wall Solution

Content Management System (CMS)

https://vimeo.com/149712325

- Multi-touch table & KIOSK development for the introduction of the SK E&S main business at Gastech 2014.
- Provides differentiated user experience / Developing object recognition (Pattern Recognition) technology. (Applied patent)

Pattern Recognition

Touch Kiosk

Touch Kiosk

https://vimeo.com/90080066

EXHIBITION _ SKT T.um Connecting Board

- Hand Drawing Gesture & Touch Sensing-Based Large Touch Screen (width 7000mm x length 2500mm)
- To act as an introduction to key services and corporate vision (providing multilingual support and administrator capabilities)

providing multilingual support and administrator capabilities

Introduce key services and corporate vision

Hand Drawing Gesture & Touch Sensing

https://vimeo.com/41903581

- Introducing the main service of SKT Theme using the Smart Touch Table at the middle of the service showcase space.
- Apply the tag cubic, viewers can choose the services that they are interested in themselves. (Application of object recognition technology)
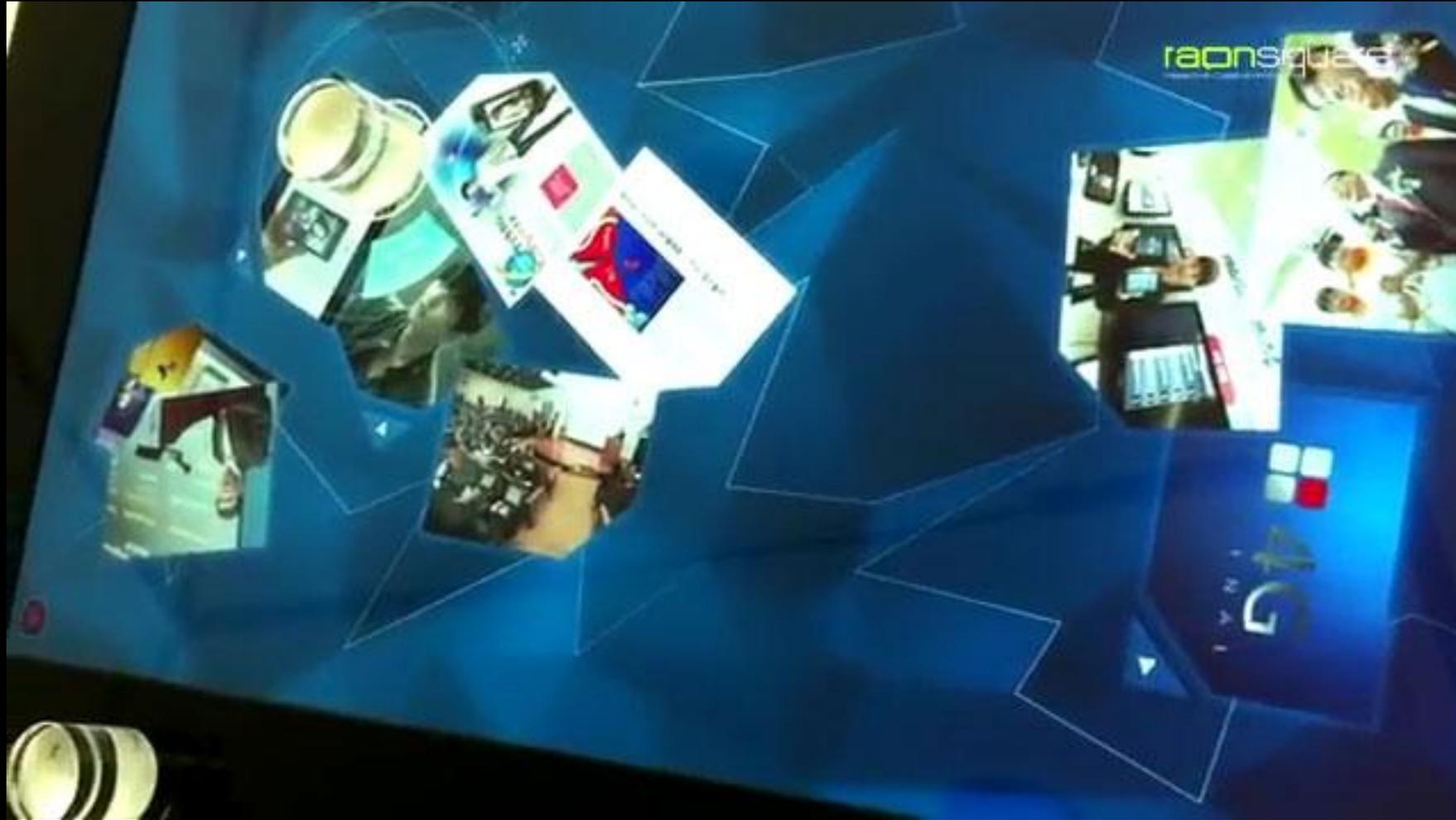
Provide differentiated experience using object recognition function

Provides administrator capabilities for content updates and statistical analysis

MS Surface 2.0 multi-touch smart table (world's first service application)

https://vimeo.com/41888153

BRAND CAMPAIGN _ SEOUL MOTOR SHOW Say Hello to Ford

- Recognize the user movement, and take a photo shoot service that is installed in the Ford booth of 2015 Seoul Motor Show.
- Provide interactive contents that many people enjoy in wide space by Using the Gesture Recognition.

Take a picture by recognizing your behavior

Provide photographic prints taken

10 Second Photo Booth

https://vimeo.com/124393329

BRAND CAMPAIGN _ AIA Real Life Now Festival AR Football Game

- Motion Sensing based football game content (Interactive pop-up event game.)
- Dual sync technology using the two camera to control the Motion tracking (Sensing Area) & Live View(User Area)

Mobile Control (Game Difficulty Control)

Motion Tracking

Mixed Reality

https://vimeo.com/104082546

BRAND CAMPAIGN _ FISSLER Smart Charity Box & Pot

- This is a digital charity pot that uses an object detecting smart box to select the desired method (cash or charge)
- Charity of choice, which implements a new donation method through a verification picture and SNS sharing.

Contribution campaign using RFID object recognition cube and touch sensor

Provides cash and card donation functions through sensor recognition

Provides photo-taking and photo-downloading capabilities

https://vimeo.com/148168307

BRAND CAMPAIGN _ CHUPA CHUPS Face AR Photo Sticker

- Apply the customer's chosen AR Skin to the customer's face.
- Prints out a photo of the captured animation as a sticker.

Provides various background and face stickers based on augmented reality

Choose the design theme you want and proceed with the photo shoot

Composed photos are provided as stickers.

https://vimeo.com/212450499

- '2019 Rare Disease Overcoming Day' Campaign with Genzyme
- Kinect-based AR Interactive Experience Service to donate as much as walking distance while walking through Seoul's landmarks.

Recognize walking motions to control speed, count steps.

Take an AR walk along Namsan Cherry Blossom Road, Hanyang Doseong-gil and Cheonggyecheon-gil.

Count the number of steps and donate the distance you walked.

https://vimeo.com/352880931

BRAND CAMPAIGN _ PIKICAST Talking Kiosk

- Making a flexible printing out system according to the Bus Waiting Time that user can enjoy while waiting the bus.
- Monitoring and Voice Recognition operations for interacting with the participating user.

Enables real-time communication with users remotely.

Print and provide interesting reading

Introduce the brand and provide new experiences

https://vimeo.com/123922958

- Samsung Inverter Dehumidifier KIOSK Touch Media at Gangnam Bus Shelter.
- Analysis touch User statistics / Real-time Monitoring for malfunction. (Including Schedule feature)

Leverage 3D characters to draw attention and engage.

Outdoor Touch Kiosk Installed on Bus Shelter

Introduce product features using characters

https://vimeo.com/97810637

INTERACTIVE AD PLATFORM _ IFC SHOPPING MALL Interactive Live AR

- Multiple interactive AR contents for visitors' participation, 20 kinds of theme about Weather and Season. (2012 ~ 2019)
- Based on a remote sensing camera, it recognizes the movements of many people and provides reactive experience content.

Interactive AR advertising platform based on remote camera.

Provide real-time weather information and about 20 other experience contents.

Produce motion-aware-based advertisements and provide a variety of hands-on content.

https://vimeo.com/109103263

INTERACTIVE AD PLATFORM _ IFC SHOPPING MALL Interactive Kiosk (26ea)

- Increase advertising exposure by recognizing user behavior and providing interaction using various advertising templates. (AD + Mall Information, total 26EA)
- Interactive AD Platform / Facial Recognition-Based Customer Analysis Solution / Provides monitoring and statistical analysis functions.
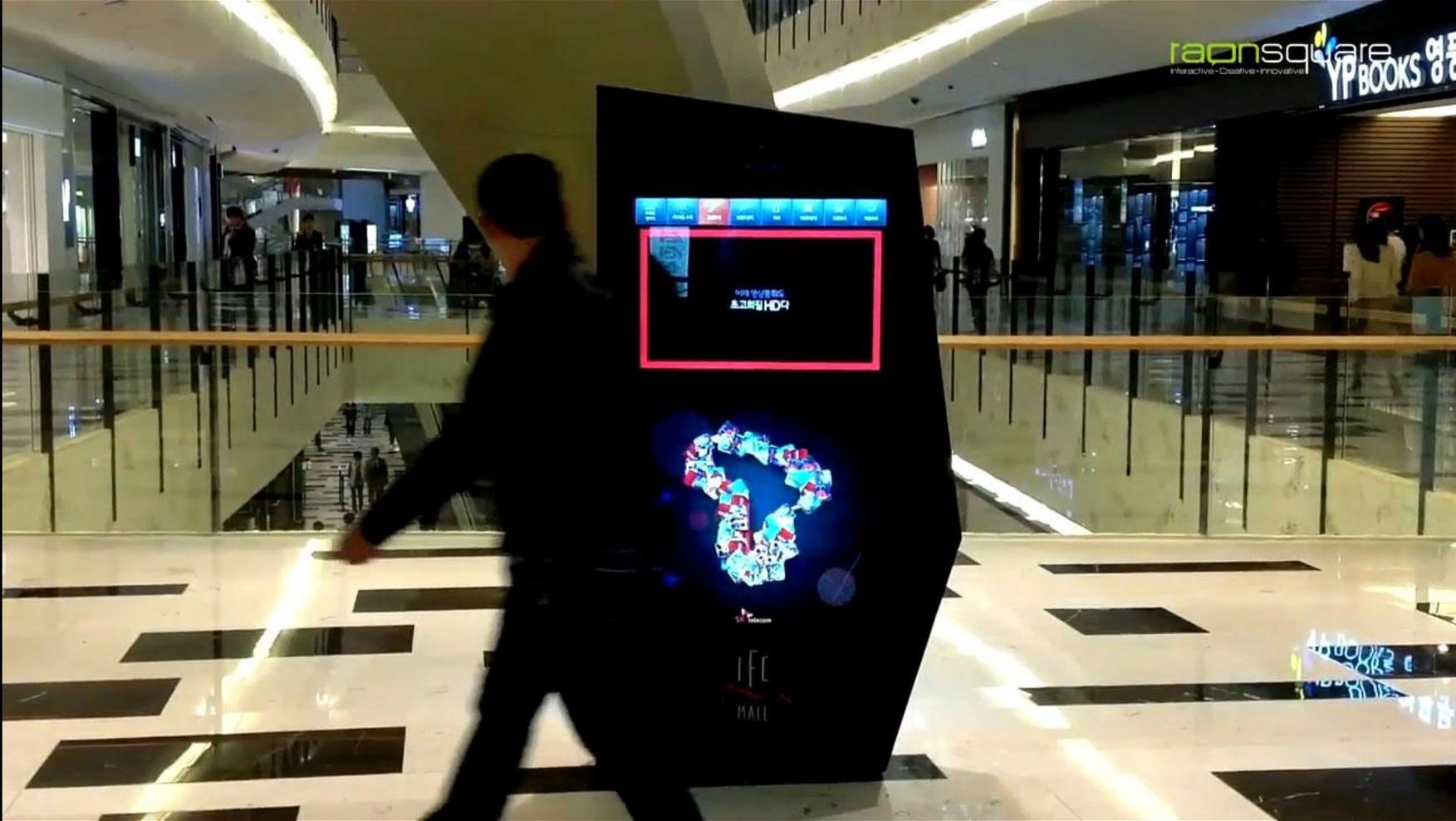
Interactive advertising platform based on user behavior recognition.

Leverage a variety of advertising templates to customize to the characteristics of advertisers.

Provides statistical analysis function using face recognition and motion recognition technology. (Gender classification, number of advertisements, etc.)

https://vimeo.com/50964605

- CGV interactive advertising platform 'Magic Wall' - Provides customer analysis solution / monitoring / statistical analysis based on face recognition.
- Recognize user's actions and provide various interactions to increase the effect of advertisement exposure. (Development of 10 Type AD Template)

Interactive advertising platform based on user behavior recognition.

Leverage a variety of advertising templates to customize to the characteristics of advertisers.

Provides statistical analysis function using face recognition and motion recognition technology. (Gender classification, number of advertisements, etc.)

https://vimeo.com/62401136

INTERACTIVE AD PLATFORM _ CGV OUTDOOR MEDIA Interactive AR Platform

- Development of augmented reality (AR) contents applied to a large LED display board (25m x 12m) installed on the exterior wall of Gangnam CGV.
- Provide a new user experience by combining live video and 3D content on site. (develop and operate contents of city, weather, widget, line signboard)

Application of Interactive AR Content Using a Distance Camera.

Provide weather and time information using interesting AR contents.

Various camera-based AR design themes can be applied.

https://vimeo.com/41834076

02. PLAYDODO

The kids experience center 'Playdodo' provides new experiences to children through tactile experience contents based on multiple intelligences and behavior types. An interactive media that analyzes 'experience data' to identify children's 'strong intelligence' It is a base convergence kids experience center.
(Patent Registration No. 10-1758198)

Our services are running on the **'Tangible experience contents'**, based on the **'Multiple Intelligences'** and 'Patterns of behavior'.

It could be providing a 'new experience' for children, and by analyzing a 'experience data'.

'**Convergence Playground**' is identify 'strengths intelligence' of children. **(Patent registration)**

+ +
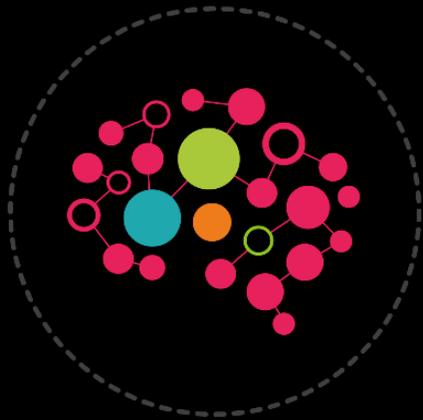
Service

Multiple Intelligence and

Big Data Convergence Service

Children's multiple intelligences analyzed by experience
data. This data can be check by band measurement.
(time, heart rate, activity level, etc.)
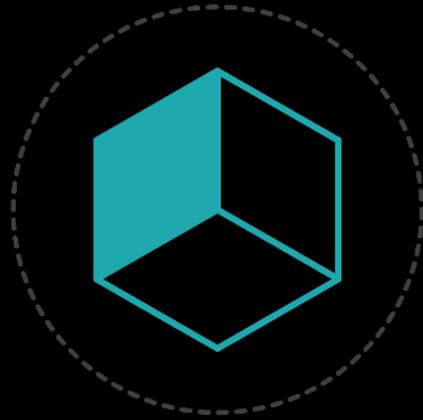
Space

Playground Safety and diversity

We are always considering the space design rules, 'for
children Design Guide'
Electromagnetic compliance with the safety distance,
interpolation range complies

Contents

'Tangible Media' based on

interactive content

We have a lot of experience with specific action type, touch type
content development. All contents are based on multiple
intelligences and children's behaviors.

Target Users	Sales Target	Product Category	Sales Method
Children aged 5 to 10, and their parents (B2C)	Kids industry related companies (B2B)	Full package, license, individual item sales scheme	CLOUD-based Operation Platform and Content Management

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Space Planning

Multiple intelligence analysis
3.EX Report

Personalized
4.Goods

D

C

5.Exit

B

2.EX Space

A

1.Entrance
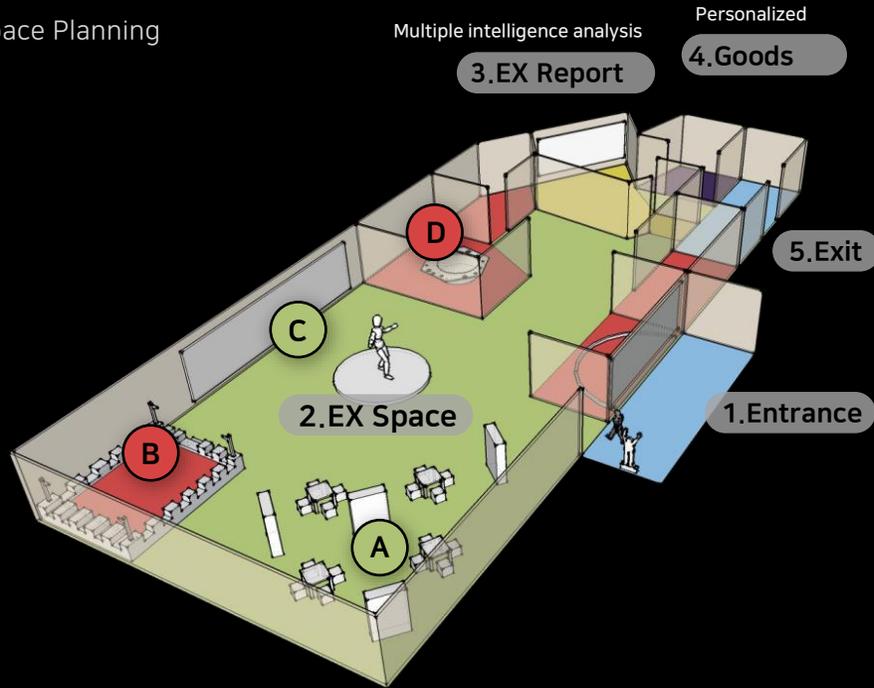
A **Kiosk/Table Type**
Each experiences are able to arranged freely.
Easy and fast theme change and contents update available.

B **Booth Type**
Specific and independent space needed
for using objects like sand, water and etc.

C **Outside Type**
A big space is needed for kids activity.
Touchable objects are main materials.

D **Space Type**
Materials which have big influence from light or
require high concentration need separated space

Kids experience center with digital interaction analyzing
kids multiple intelligence based on their experience data

Kids   Playground with various fun experience facility based on behavior pattern.

Parents   Helpful place to their kids providing contents for intelligence development, not just like normal kids cafe amusement.

Manager   Culture place with high revisit rate and efficient CMS with convertible contents & quarterly updates.

1.Entrance   **5.Exit**
Collect experience data
Experience data collection using DODO Band 's sensor matched up with registered participant ID. / Intelligence development is analyzed by checking duration, active mass, heart rate and other related information per each contents.

2.Space   A B C D
Motion and tactile specialized content
Experience Contents which specialize in motion and touch sensation based on multiple intelligence and kids behavior pattern.

3.EX Report
Analytical system
Based on multiple intelligence test, analysis system provides experience result and kids' specialization.

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Experience Content _ Daegu Creative Convergence Education Institute 'AI Education Center'

- A cutting-edge AI and digital education space offering AI-based, convergent, and customized programs for elementary, middle, and high school students.
- Developed content for the AI Experience Center: 'AI Block Coding / Music Play / AI Future City Creation / Digital Parade'
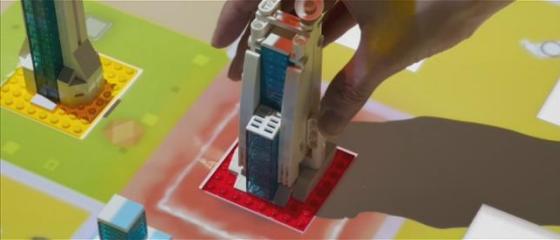
AI Future City Creation: When users place blocks they create, sensors recognize the color and position of the blocks, playing different motion effects for each color.
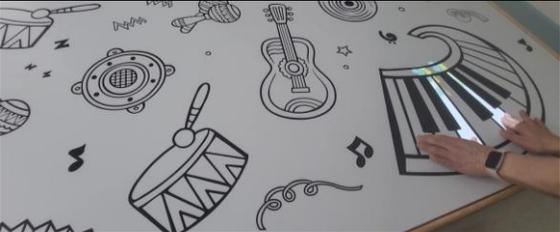
Music Playing Table: Connected to a beam projector in real time, each touch of an instrument displays instrument sounds and onomatopoeia, and the color fills the space with fun motions.

Digital Parade: Interactive experience content that allows users to read QR codes and create and send their own unique characters on their mobile devices.

https://vimeo.com/1134547700

Experience Content _ Jeonnam Creative Convergence Education Center 'AI Future City Creation' Block Table

- Using actual Lego blocks, it helps develop fine motor skills and spatial intelligence through the process of directly assembling and completing blocks rather than simply touching them. (Digi-log + Future + Education)
- The block recognition table provides various sounds and motion effects through the combination of slot positions and block colors to enhance the three-dimensional experience and satisfaction.
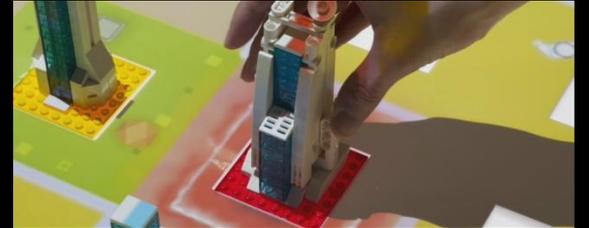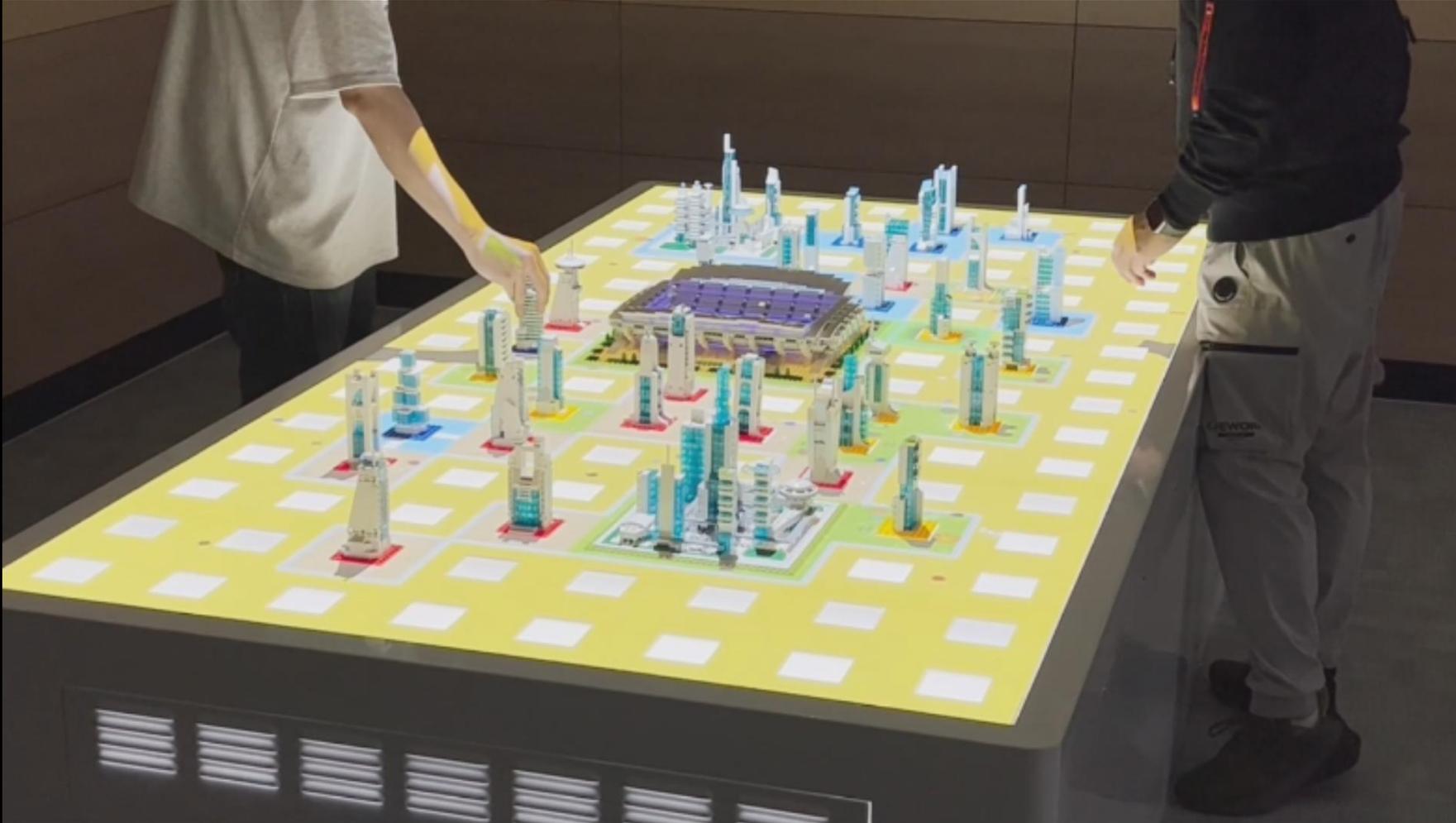
When the user places the block he created in the designated space (slot), the sensor recognizes the color and position of the block and plays different motion effects for each color..

Includes a drone stadium, 2 landmark buildings, and 30 other buildings pre-made by a Lego expert (Brick Artist).

When a certain amount of drone blocks are accumulated, a 'drone show event' is shown in the 'drone stadium' in the center.

https://vimeo.com/901721363

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Experience Content _ ANANTI CHORD 'KIDS Play Zone' Interactive Platform

- The interaction kids experience space installed at Gapyeong Ananti Hotel provides various interaction experience platforms and contents based on motion recognition and touch sensors (7 types in total)
- Applying motion recognition sensors and laser multi-touch sensors based on large media walls 12m wide x 3m long + 5m wide and 3m long, respectively.

Sketch POP_ Painting and Touch Interaction Experience

Music Playing _ playing a musical instrument with a touch

Space Monster _ Multi-touch with multiple people

https://vimeo.com/418808784

Experience Content _ KIA MOTORS SHOW 'SKETCH WORLD'

- PBV experience content installed at the KIA booth held at the 2022 Busan International Motor Show under the theme of 'NEXT MOBILECTION, A CELEBLATION' (202.07.15-07.24, 10/ Busan BEXCO Exhibition Hall 1).
- Interactive experience content where you can learn about Kia Motors PBV at KIOSK, create and color your own PBV design, and register it on the media wall to experience various motion effects including sound.

Touch Kiosk _ After selecting the desired PBV vehicle according to the purpose, print the design.

Coloring & Scan _ After coloring the printed design, scan it and send it.

Interactive Wall _ My own PBV vehicle appears and moves with motion.

https://vimeo.com/742197869

- Content that can emotionally experience the story of the Little Prince through motion effects and narration using a cup that recognizes markers and a cup that can hear sounds. **(Patent pending)**
- You can hear the corresponding narration with the motion effect by placing the cup on the marked position. (marker recognition and sound playback / multiple people can experience it at the same time)
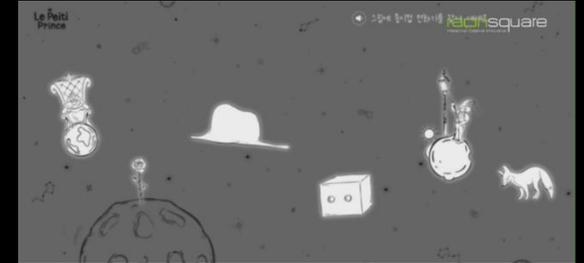
In standby mode, it is produced in the form of a soft silhouette with BGM.

Voice actor narration is executed when the cup is placed on the marked position.

The location where the experience is completed is expressed in color along with motion effects.

https://vimeo.com/510032902

Experience Content _ PLAYDODO 'ICE WORLD' Interactive Game

- If the flashlight is illuminated towards the screen from the designated position, a circular light corresponding to the color of the flashlight will be displayed.
- If you find a heart that matches your color and press the flashlight button, the submarine will rise one notch to the surface.
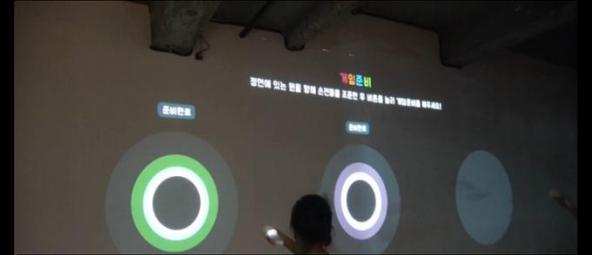
The game method guide and the flashlight match will be carried out when standing in the designated location.

Find a heart that matches your color and press the flashlight button to move the submarine up one level (if wrong, step down).

Finally, when you meet the animal family, you complete the mission with the motion effect.

https://vimeo.com/460048687

Experience Content _ PLAYDODO 'DESSERT GARDEN' Interactive Game

- An interactive game that uses a flashlight using a gyro sensor to obtain the dessert the character is holding.
- If you find a head friend holding a dessert, aim the light and press the flashlight button to get a score.

The game method guide and the flashlight match will be carried out when standing in the designated location.

If you find a head friend holding a dessert, aim the light and press the flashlight button to earn points. (other items are deducted)

A randomized balloon will produce bonus desserts, and after a set period of time the game will be played, their scores will be displayed.

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Experience Content _ PLAYDODO 'MONSTER TOUCH GAME'

- An interactive touch game using a large touch sensor, in which the left and right teams with more points than the other team wins.
- A game that saves a monster by touching a meteorite that appears randomly for a given period of time when the timer starts at the start of the game.

Monster Touch Game
파란색 번개운석은 +50,
빨간색 번개운석은 −50과 함께 생명 1이 차감됨

Touch a randomized meteorite to get a score.

+50 for blue lightning meteorites and −50 for red lightning meteorites, plus 1 for life.
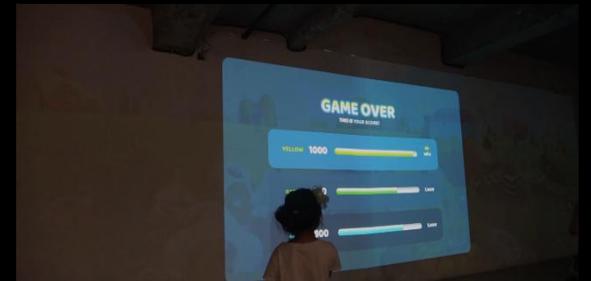
Game results will be displayed after a set period of time.

https://vimeo.com/460049105

Experience Content _ PLAYDODO 'MONSTER SKETCH POP'

- Coloring and scanning prepared monsters & wood designs will bring about motion effects and media wall experience.
- Touch a registered monster to fly with motion effect. (three themes: forest/sea/space background)

Monster Sketch POP
숲속배경/바다배경/우주배경의 3가지 테마로 구성
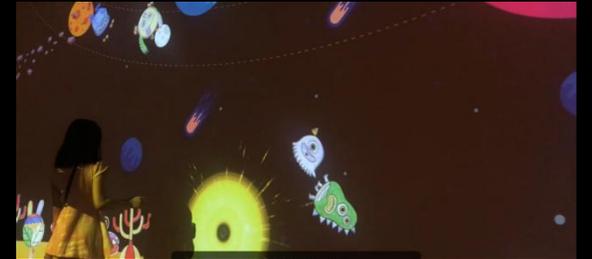
Touch a registered monster and fly freely with motion effect.

Color and scan monster and tree designs and send them to the media wall.

Composed of three themes: forest/sea/space background.

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Experience Content _ PLAYDODO 'RHYTHMIC MOTION GAME'

- It's a motion recognition-based rhythm game where you move your body to the music presented and score points.
- A motion recognition game where you select the music you want and move it to the position of the falling ball and touch it.

오른손으로 음악을 선택해 주세요!

Rhythmic Motion Game
원하는 음악을 선택한 후 떨어지는 공의 위치에 맞게
이동하여 터치하는 동작인식 게임

3Choose from three genres of music to choose from.

Scoring by moving the body to the music presented.

Success/failure/combo mode, with levels divided according to earned scores to display results

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Experience Content _ PLAYDODO SPORTS 'BOXING GAME'

- A boxing game developed based on motion recognition technology among the Playdodo sports themes, consisting of a single-player game and a double-player game.
- When a person is recognized, the game starts and scores a score by hitting a monster that appears randomly for a given period of time.
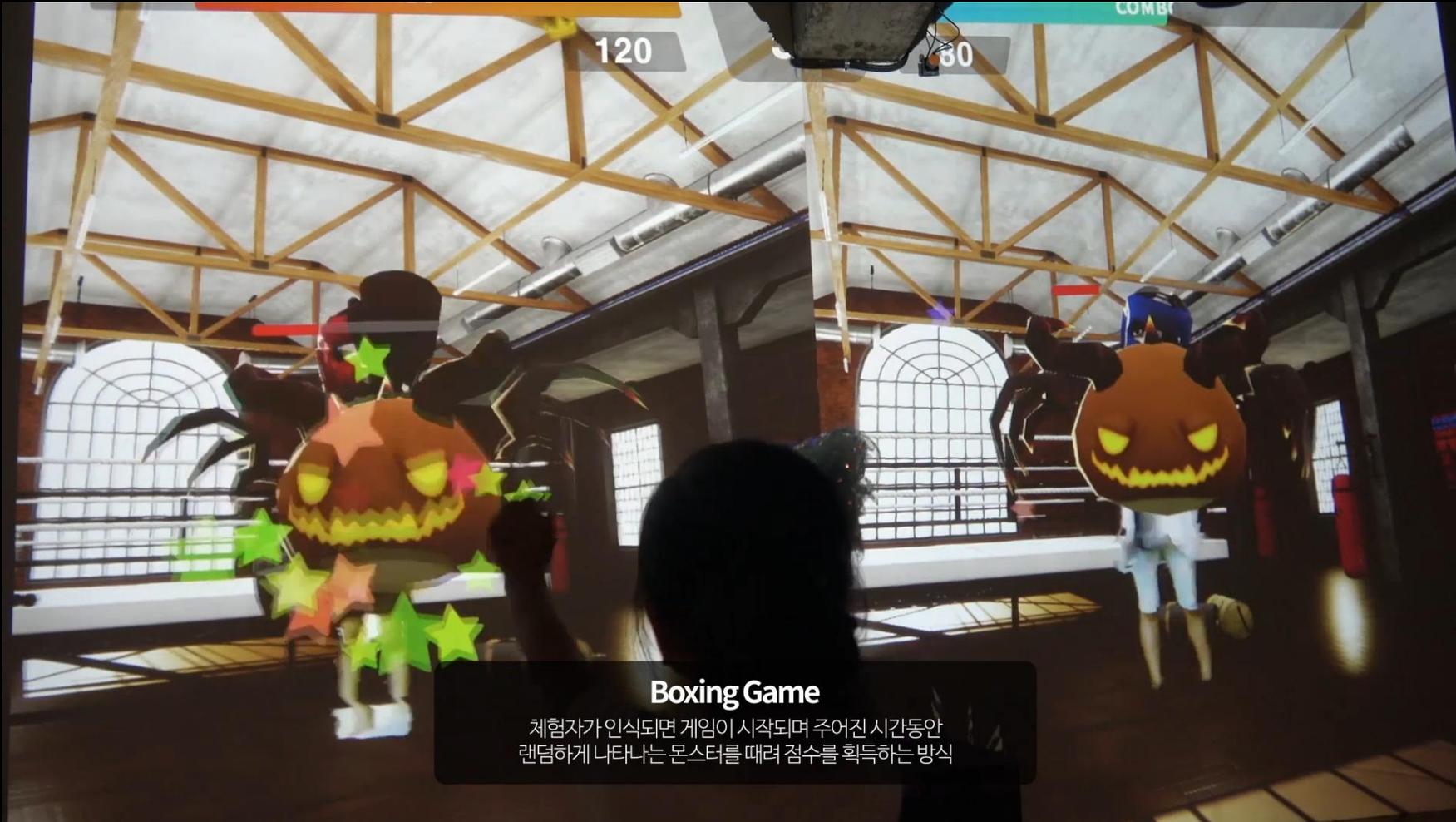
Boxing Game
체험자가 인식되면 게임이 시작되며 주어진 시간동안
랜덤하게 나타나는 몬스터를 때려 점수를 획득하는 방식

An action game that punches a randomly appearing monster.

Categorized as a single and a double-player games.

Show winners and losers with scores at the end of the game.

https://vimeo.com/460053218

Experience Content _ Sticker POP (Face sticker AR)

- Face sensor camera catches features and change face to cute character using AR technology.
- This character can be printed to stickers, also can be added to a unique badge.

Face Sticker: Select the desired character and take AR photos

Photographs taken are printed on stickers.

Badge making

🔗 https://vimeo.com/178564408

Experience Content _ Paper Toy

- Children can select their unique 3D character and by using scissor and glue, make a complete paper toy.
- Each toys have a unique ID so the camera sensor recognizes ID and brings it to a virtual reality. **(Patent registration)**

Completes your own paper toy by combining facial expressions, costumes, and tail shapes of the characters you want.
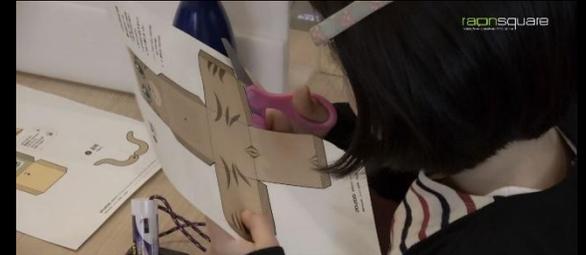
Print the completed character with a printer and make it paper-toy with scissors and glue.

When you put the finished paper toy on the table, a cat appears in the virtual world.

https://vimeo.com/178564407

Experience Content _ Paper Toy with CUBE

- Experience using CUBE to combine each element of a character into the desired form, print it, and register it in the media wall.
- Play content for each cube using RFID-based object recognition technology.
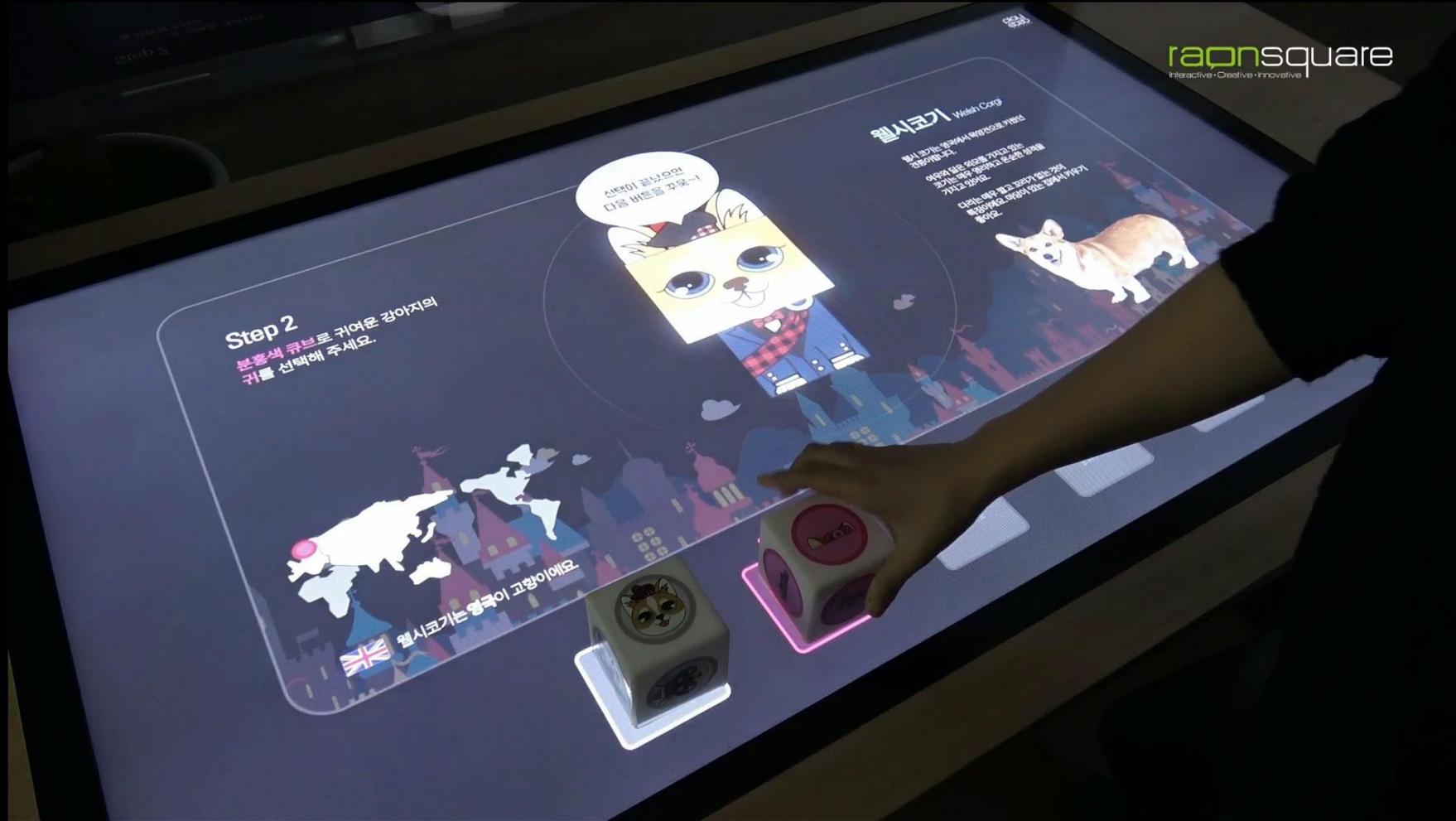
Combine the facial expressions, costumes, and tail shapes of the desired characters using an RFID cube, and complete your own paper toy
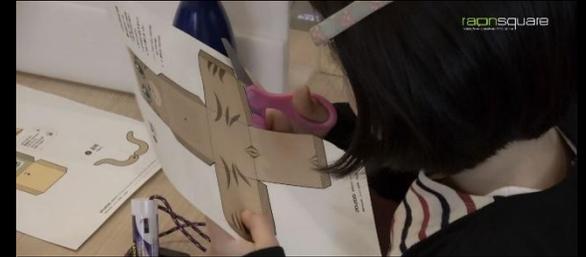
Print the completed character with a printer and make it paper-toy with scissors and glue.

When you put the finished paper toy on the table, a cat appears in the virtual world.

https://vimeo.com/241458576

Experience Content _ Interactive AR Media

- A huge media wall interacts to children's moving and delivers augmented reality(AR) experiences.
- Children can feel like being a tree, touching fishes and playing with characters.

https://vimeo.com/178564406

AR experience contents that recognize and respond to the user's behavior.

Provide a variety of design themes through customization.

Various emotional and seasonal contents based on motion recognition are provided.

Experience Content _ Interactive AR Media

- A huge media wall interacts to children's moving and delivers augmented reality(AR) experiences.
- Children can feel like being a tree, touching fishes and playing with characters.

AR experience contents that recognize and respond to the user's behavior.

Provide a variety of design themes through customization.

Various emotional and seasonal contents based on motion recognition are provided.

https://vimeo.com/224031965

Experience Content _ NATIONAL JEJU MUSEUM 'Smart Cup & Paper Toy'

- Smart Cup: An interactive media wall that uses RFID-based object recognition smart cups to learn about Jeju's water-related customs in a fun way. (Application of patent registration technology)
- Paper Toy: Create your own paper boat with the desired pattern and pattern and register it on the media wall with a wish message.

https://vimeo.com/730255188

A touch wall that uses a touch sensor to check Jeju sea and sand information.
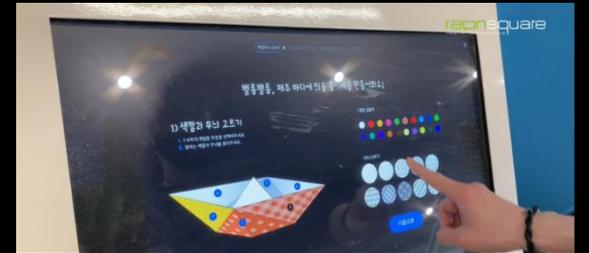
After making your own paper boat by selecting the desired pattern and color, register it on the Media Wall through the QR code. (Including wish post)

Photo kiosk where you select the desired photo skin and take a commemorative photo. (Provides mobile download function through QR code)

Experience Content _ CHEONGNAMDAE History Education Center 'Interactive Contents'

- Three types of interactive experiences installed in the 'CHEONGNAMDAE' History Education Center, where you can learn about the activities and history of the Provisional Government of the Republic of Korea.
- Digital Sketch Pop / Keyword Touch Wall / Interactive Game

Digital Sketch Pop : Interactive content that allows users to scan and send designs they have painted and experience them with touch motion effects.

Keyword Touch Wall : Experience content that uses a beam projector and touch sensor to meet keywords and sayings of eight heads of the Provisional Government.

Interactive Game : A game-style experiential content in which you throw a ball directly into a touch sensor-based media wall to save an independence activist.

https://vimeo.com/701123299

Experience Content _ SEONBI WORLD Hangeul Village 'Hangeul Cube' (Smart Cube)

- Hangeul Cube and Smart Table installed in the 'Hangeul Village' in the 'Seonbi World' in Yeongju, Gyeongsangbuk-do.
- Educational content to understand the principles of Hangeul by solving problems in the Quiz method using Hangeul Cube.

01. Smart CUBE
한글자음(첫소리)3종+ 한글모음(가운데소리)2종
한글자음(끝소리)3종의 한글상자(RFID Tag 매립)

It consists of 3 types of Hangul consonants (first sounds) + 2 types of Hangul vowels (middle sounds) + 3 types of Hangul consonants. (end sounds). (RFID Tag burial)

Check what you have learned through the Quiz game. (Gamification / Provide hints)

Scores are given differently according to the 'time required' and 'use of hints' for each problem, and the final results by grade (1st prize/2nd prize/3rd prize) are shown.

https://vimeo.com/701122244

- Financial roadmap smart beam and personal information protection motion game installed at Shinhan Bank Myeongdong Financial Education Center. (financial information + trends + education)
- Interactive experience content that presents a financial roadmap through a interactive touch wall and learns the importance of personal information protection through a motion game based on motion recognition.
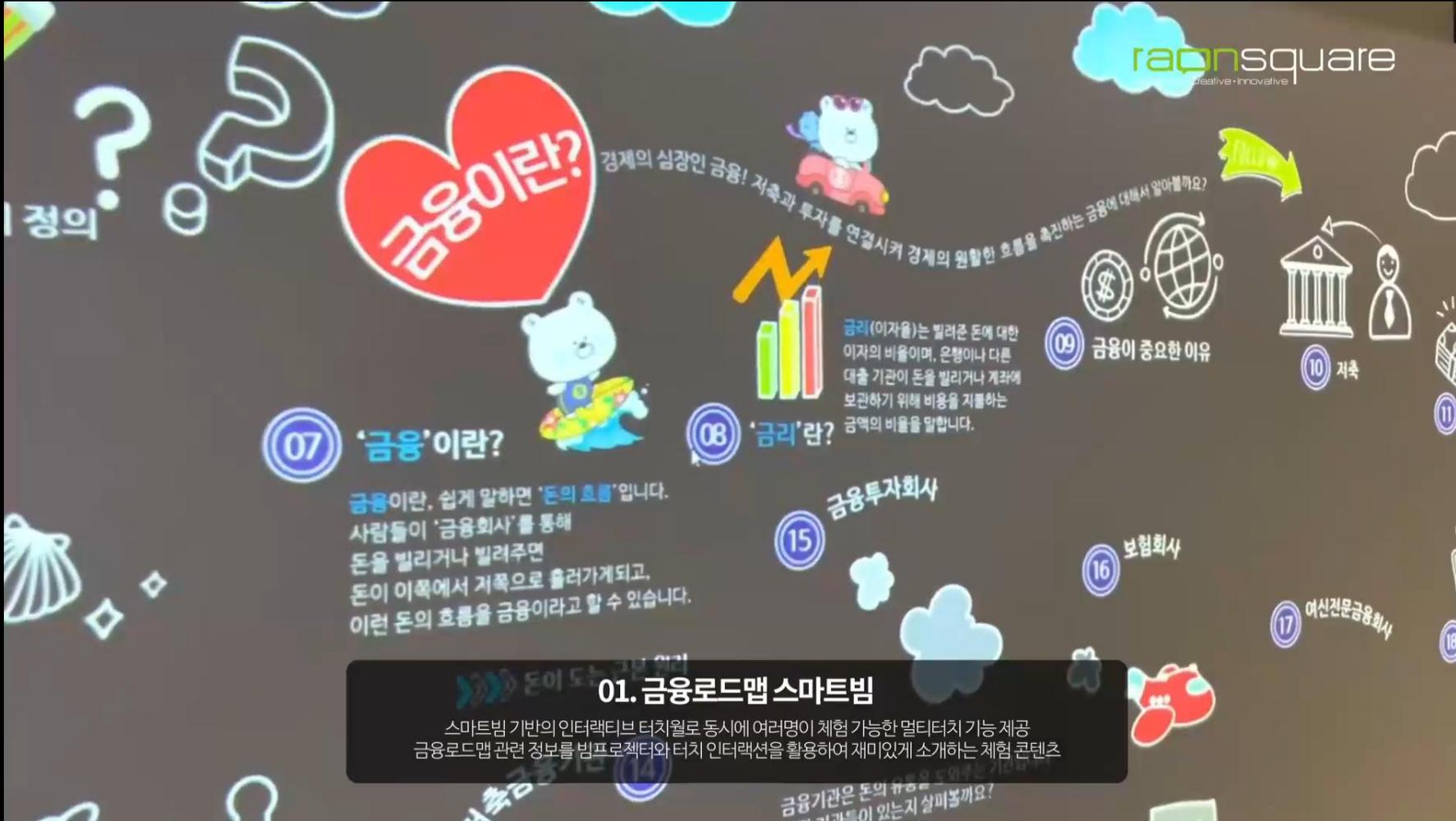
Introducing the financial roadmap using a beam projector and multi-touch interaction.

An interactive motion game based on motion recognition. (Acquisition of coins and quizzes)
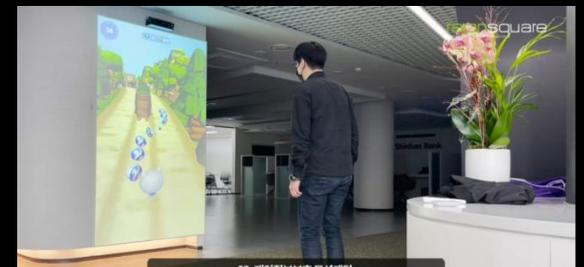
Gamification content that explores keywords related to personal information protection in the form of a quiz game.
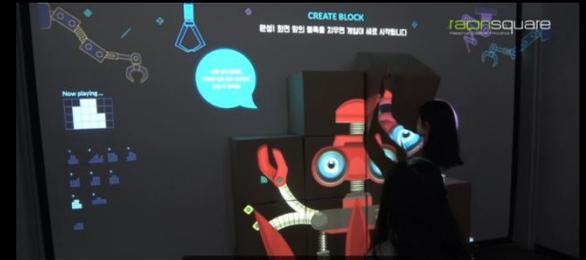
https://vimeo.com/701119820

- Experiential content that appears in the form of mapping when large prepared sponge blocks (50*50*50mm / approx. 15 pieces) are stacked according to the shape (10 types) presented on the media wall.
- When stacked in the same shape as the proposed block, a pre-designated graphic (ex. robot) appears with sound + motion.
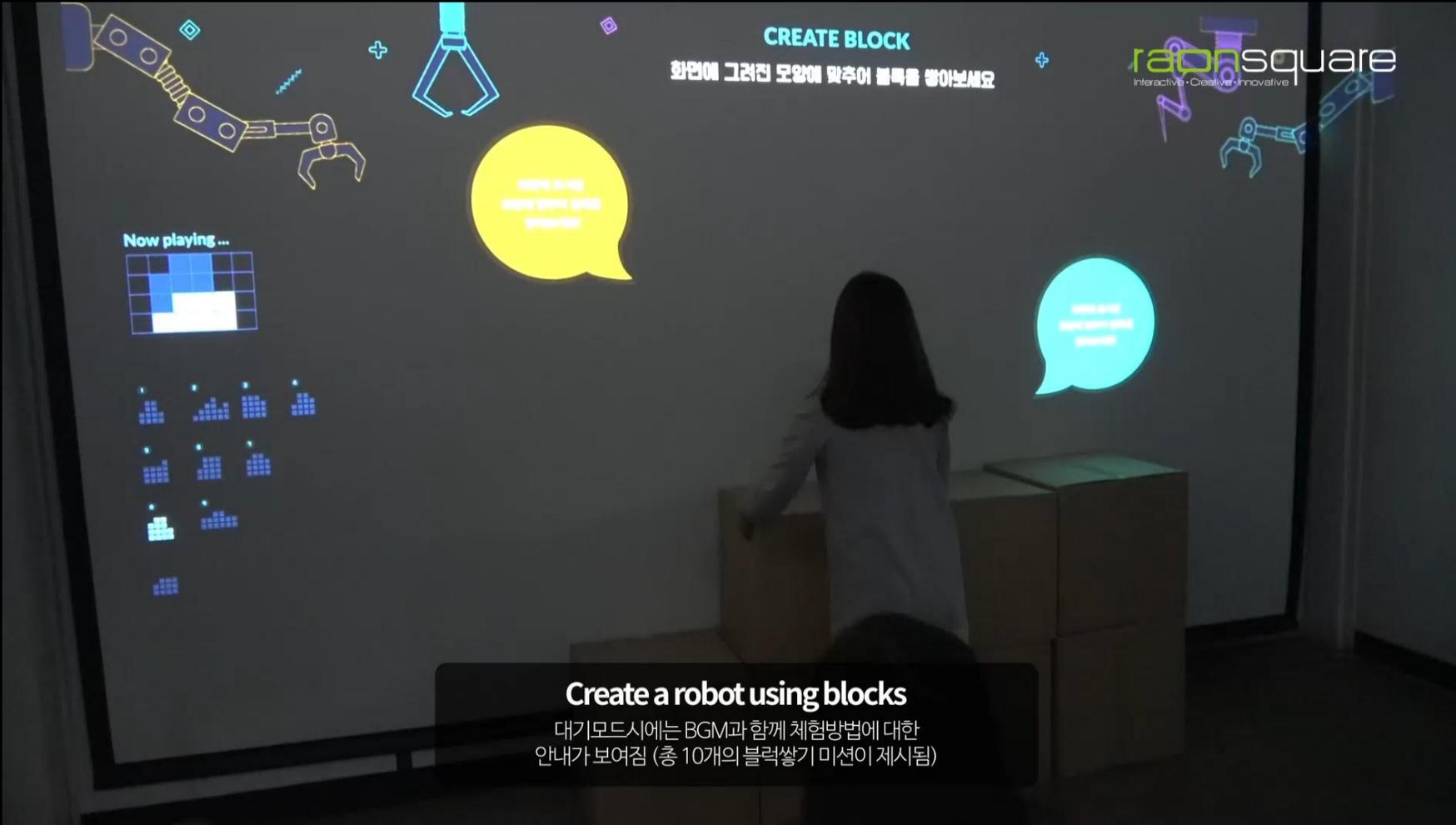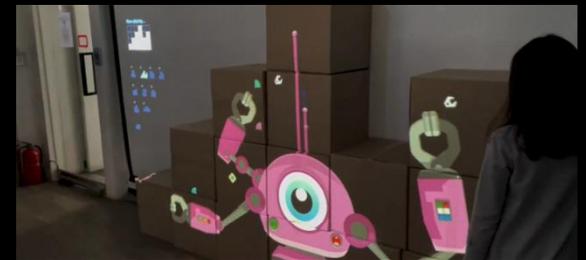

Interactive touch wall using beam projector and object recognition sensor.

Complete the block by directly stacking it according to the proposed design.

When the block stacking is completed, the matching character appears with narration.

https://vimeo.com/720494742

Experience Content _ Invention Experience Education Center 'Digital Tangram'

- Digital tangram content where characters appear when blocks are stacked according to the design (10 types) presented in the interactive table with machine learning-based object recognition technology applied.
- Eight people can experience it at the same time, and if it is matched with the proposed block shape, a pre-specified graphic appears with sound + motion.

Digital tangram play using a beam projector and an object recognition sensor.

Complete the wooden blocks by directly stacking them according to the proposed design.

When the block is completed, the matched character appears with motion and sound.

https://vimeo.com/701123163

Experience Content _ National Children's Science Museum 'Music Playing _ Interactive Touch Table'

- The experience content installed in the National Children's Science Museum provides the experience of playing a real instrument by touching the instrument picture drawn on the canvas.
- The instrument touched in real-time with the beam projector is color filled with fun motion and multi-touch sensor technology, enabling multiple people to play the instrument at the same time.

Color Mapping: Projection mapping with sound and motion.

Sensitive Touch: an intuitive instrument performance using the touch of the hand.

Joint Performance: Multi-touch with multiple hands-on experience

https://vimeo.com/384952619

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▪ A smart table that provides exchange rate information and currency information for each country through an RFID-embedded object recognition cube.

▪ Gamification experience content that confirms what has been learned through a simple Quiz game after the experience.

01. Smart CUBE
국가별 화폐큐브 3종(12개국가)
통화 기호큐브 1개(6종)

https://vimeo.com/638939672

Currency calculator linked with real-time exchange rate information.

Check learned through the Quiz game. (Gamification / Hint provided)

Check the Quiz result. (Grades are given according to the number of correct answers and whether or not hints are used)

- A canvas painted with instruments recognizes hand touch then plays the sound of instruments and maps colors.
- Children can easily play various kinds of instrument without physical constraints.

Sensitive Touch & Color Mapping

Leverage projection mapping and motion graphics to provide rich experience.

Multi-touch capability for multiple people to experience at the same time.

https://vimeo.com/187596589

Experience Content _ Interactive Touch Wall

- Interactive touch wall 'Magic Wall' applied to the 'Letters for You exhibition' that lasted for two months at the Bridge Traum Belt.
- We provided emotional experience contents by utilizing our own touch sensor technology and projection mapping technology.

Interactive Touch Wall

Multi-touch capability for multiple people to experience at the same time.

Leverage projection mapping and motion graphics to provide rich experience.

Unique touch sensor application

https://vimeo.com/292862406#t=49s

- Select the desired design from the touch table, color and send it, and experience content that appears in the media wall (@Lotte Outlet Young-in)
- Real-time image processing technology sends real-time images of children made. (Forest, Aqua, Space Theme)

Color the selected design in the touch table.
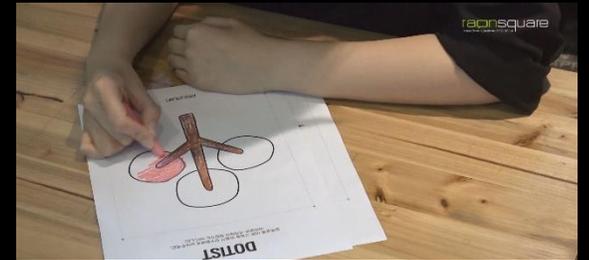

Transferring characters to the front media wall.


Simultaneous experience for multiple people.

https://vimeo.com/313954148

- You can choose the trees image, and then you put them in the paint box, and then put them on the screen, the tree show up on the screen.
- Real-time image processing technology sends real-time images of children made. (Forest, Aqua, Space Theme)

Choose the design print you want and paint as much as you want.
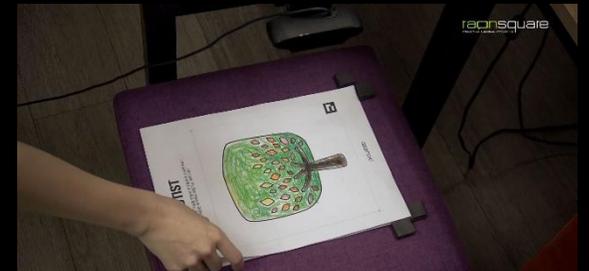
Scan a colored image by placing it on the recognizer.

Send pictures to the front screen

https://vimeo.com/178149151

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Experience Content _ Interactive AR Media

- Emotional interactive experience contents that make a wish by receiving falling stars using motion recognition sensors. (@ Lotte Outlet Young-in)
- Deliver positive brand experience by providing emotional interactive content to customer rest areas in the shopping mall.

Multi-vision and motion recognition cameras.

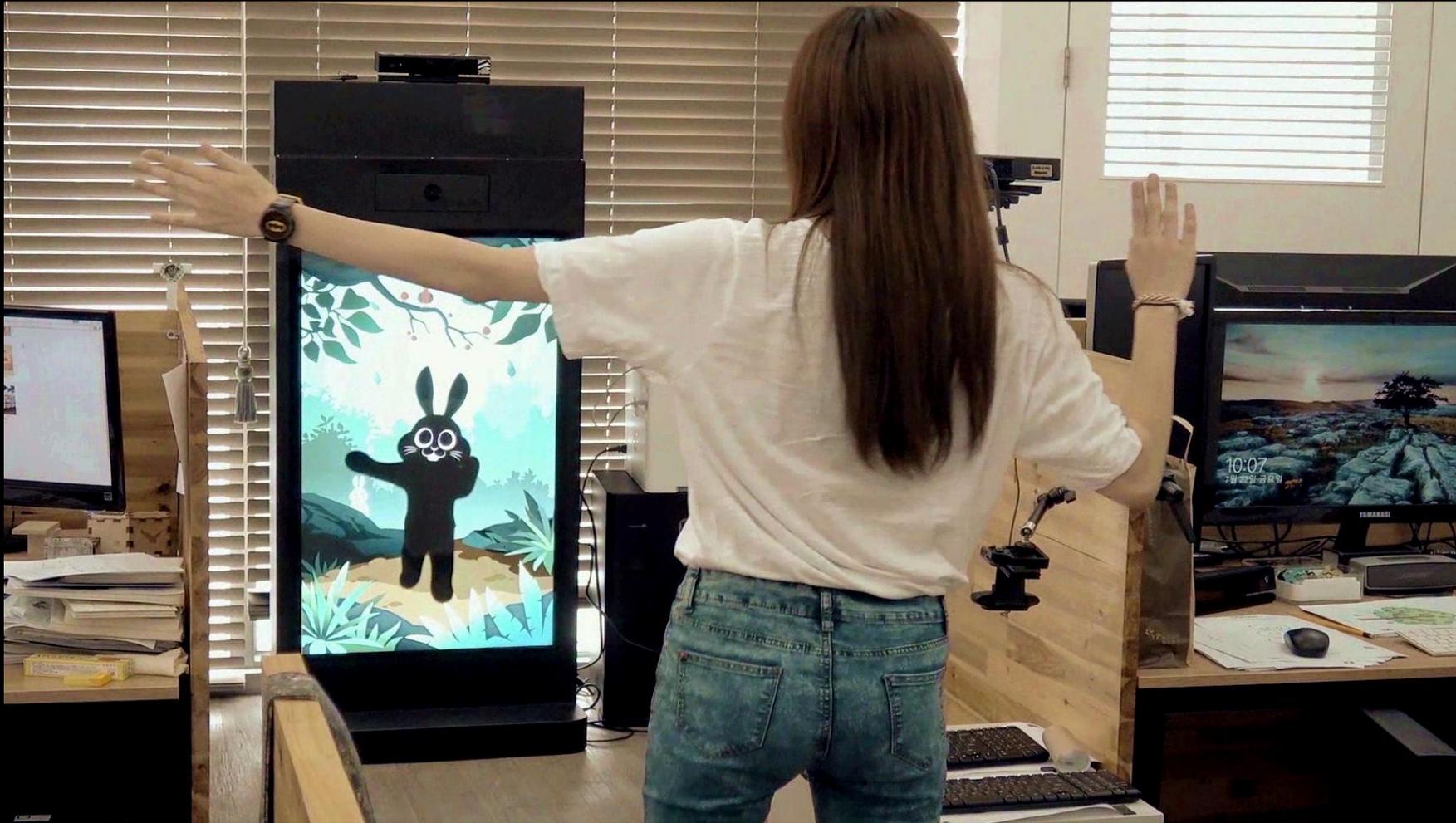Activation of rest areas with emotional sound.

Provide users with an enjoyable experience.

https://vimeo.com/316054867#t=79s

Experience Content _ Shadow Play

- The Kinect sensor reflects me as a shadow and transform into animal characters.
- Children can do a physical activity by catching fruits or dancing.

Using motion recognition and joint recognition sensors to create animal shadows. (tigers, monkeys, rabbits)

It is a game where you touch the flying prey to earn points, and points are given according to the type of food.

Motion game in which animal shadows mimic user behavior in real time.

https://vimeo.com/241458528

Experience Content _ Smart CUBE : ANI & DINO CUBE

- **Smart CUBE**: Interactive experience platform based on 'object recognition technology' utilizing patented communication technology between objects. **(Patent registration)**
- An object recognition cube that learns information about endangered animals by combining six kinds of continental and six kinds of animal cubes.

Animal cubes

Dinosaur cubes

Experience by changing the slots in the cube by content. **(Patent registration)**

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- **Smart CUBE**: Interactive experience platform based on 'object recognition technology' utilizing patented communication technology between objects. **(Patent registration)**
- A Hangeul(Korean characters) educational game combining a initial, medial, final consonant using object recognition cubes.

Learning by combining the cube according to the initial consonants, medial vowels, and longitudinal consonants of Hangul.
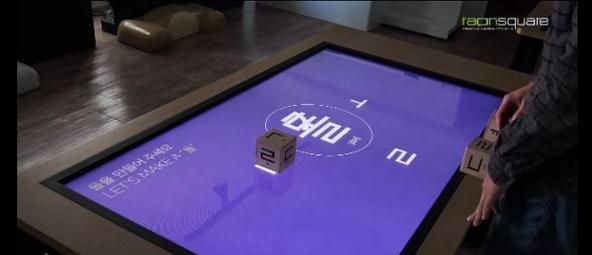
Feedback provided if the Korean combination is incorrect.

The correct answer and related visuals are exposed when matching the Korean combination.

https://vimeo.com/193313057

Experience Content _ Smart CUBE : SURISURI CUBE

- **Smart CUBE**: Interactive experience platform based on 'object recognition technology' utilizing patented communication technology between objects. **(Patent registration)**
- Experiential contents that can learn mathematics with a combination of arithmetic operation and numerical cube by using food cube.

Combine two numeric cubes and one math cube to solve the problem.

Provide feedback if calculation is incorrect.

Different levels of difficulty for experienced children by age.

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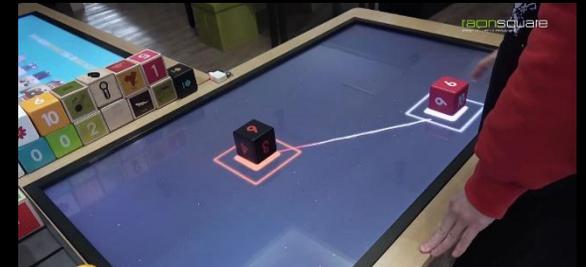# Experience Content _ Smart CUBE : Beat CUBE

- **Smart CUBE**: Interactive experience platform based on 'object recognition technology' utilizing patented communication technology between objects. **(Patent registration)**
- A rhythm game combining cubes which are built in various sampling and controlling a tempo and volume.

Depending on the position of the cube, the tempo and volume can be adjusted freely.

Combining a rhythm cube and a melody cube to create a variety of sounds.

Provides connected motion effect between cubes.

https://vimeo.com/241462909

Experience Content _ Smart CUBE : Drawing CUBE

- **Smart CUBE**: Interactive experience platform based on 'object recognition technology' utilizing patented communication technology between objects. **(Patent registration)**
- Drawing game putting sketches by hands on a cube and putting down on the table which show a beautiful animation.
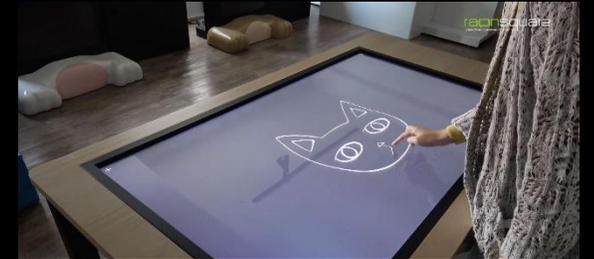
Draw the desired picture directly on the touch table by hand.

If you place the cube on the picture, it will enter the cube with motion effect.

When you put down a cube, the user's drawing moves and the color of the moving picture changes whenever the side of the cube changes. (Two cubes can be used simultaneously)

https://vimeo.com/241463099

Experience Content _ Smart CUBE : Drawing/Wind/Light/Music/Animal CUBE

- **Smart CUBE**: Interactive experience platform based on 'object recognition technology' utilizing patented communication technology between objects. **(Patent registration)**
- Interactive experience platform based on 'Smart Cube' and 'Smart Table' utilizing communication patent technology installed in Hwangnam Elementary School Robot Experience Center in Gyeongju.

Music Cube: Music contents with cute characters can be combined into a musical instrument.

ANIMAL CUBE

Contents that identify 36 endangered and rare animals using Continental Cube and Animal Cube

Drawing Cube : Draw the picture you want, put it in a cube, and change the color with the animation.

Wind Cube : Wind blowing on the cube provides a variety of wind-borne motion effect.

Light Cube : Game content that lights up the cube to find hidden characters.

https://vimeo.com/316501384

Experience Content _ Smart CUBE : Music CUBE

- **Smart CUBE**: Interactive experience platform based on 'object recognition technology' utilizing patented communication technology between objects. **(Patent registration)**
- A musical game combining a piece of musical instruments mapped to each side of the cube.

Play music by combining two musical instrument cubes.

Each side of the cube has a different instrument.
The character plays with animation.

Provides new digital music experience using object recognition cube.

🔗 https://vimeo.com/241458690

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- **Smart CUBE**: Interactive experience platform based on 'object recognition technology' utilizing patented communication technology between objects. **(Patent registration)**
- Touch-table based on object recognition that provides experience using various sensors mapped to each face of cube.
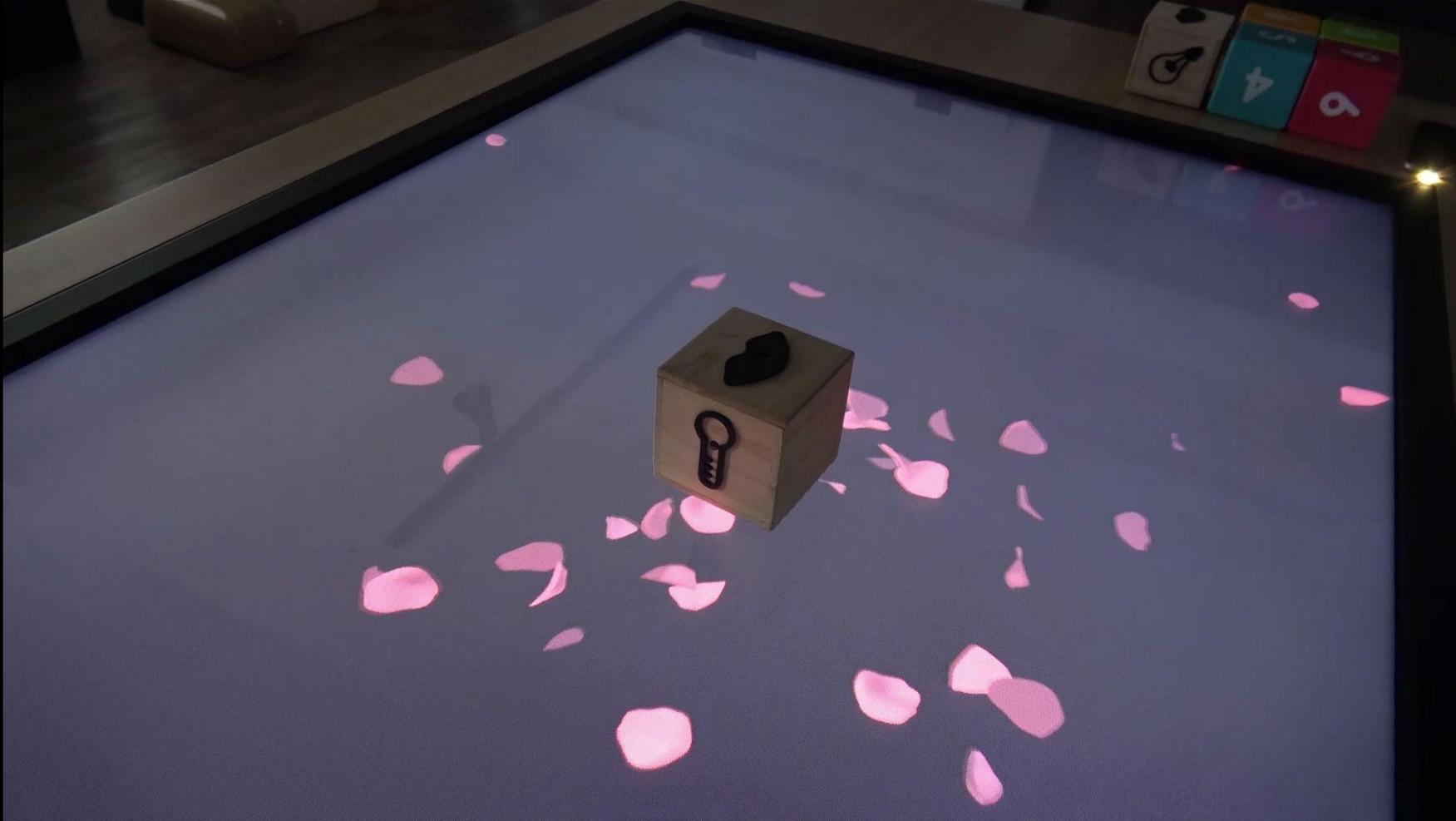
A state of blurred vision.

If Light the flashlight over the cube and the picture is shown as the area around the cube becomes bright.

An animated play with fluttering petals when the wind blows

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Experience Content _ Forest Concert

- Interactive game that select the animal and play the music by applying the KINECT Motion Sensing.
- By checking the user's hand information (position, direction, moving), experience the animal control.

Motion Sensing (Kinect)

Interactive Sound Environment

2D character Animation

https://vimeo.com/241458514

Experience Content _ Face Swap

- Swap faces of two people using face recognition technology.
- Using face recognition technology and augmented reality technology to provide a pleasant experience.

When two faces are recognized, each face appears in the other's face area.

A state in which faces have been changed

Print and deliver photos on-site

https://vimeo.com/241617113

Experience Content _ Live Shadow

- Interactive Contents that utilize distance and rotation motion sensing and character animations.
- The user adjusts the direction and the distance of the flashlight to control the intensity of the shadow. **(Patent registered)**

Adjust the direction and distance of the flashlight directly and experience a sense of immersion.

The size of the shadow varies depending on the distance and direction of the flashlight. Pressing the flashlight button executes different animations

Motion sensing using gyro sensors and distance measuring sensors.

https://vimeo.com/144437131

Experience Content _ Be a Tree

- User experience Media wall art that provided to the user who stays in place.
- Experience the media by the wide-open operation both hands. / Offering Relaxation & Refreshing experience.

Simultaneous recognition of multiple users.

Displaying an experience guide above the recognized user's head.

Disappear when user moves body.

https://vimeo.com/316054867#t=114s   https://vimeo.com/97810585

Experience Content _ Soul Link

- Remote Marionette using Leap Motion motion sensing and Arduino. **(Patent registered)**
- Control the marionette remotely by user's gesture, and Background Image is reactive according to marionette's movement.

Leap motion-based remote control.

Recognize user gesture.

Physical computing Technology.

https://vimeo.com/107118567

Experience Content _ Word Card (with smart Buddy)

- By combining 'Smart Cube' and 'Smart Buddy', making interactive education program platform and digital game environment for kids.
- **Smart Buddy**: A small friend on the desk who delivers emotional and fun with a smartphone holder developed using beacons and aduino. **(Patent registered)**
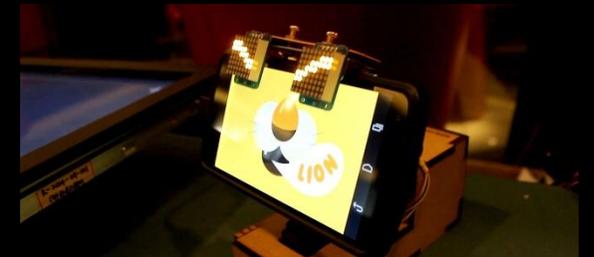

시각과 청각, 동물의 움직임 표현 등 감각을 자극하는 영어학습 체험
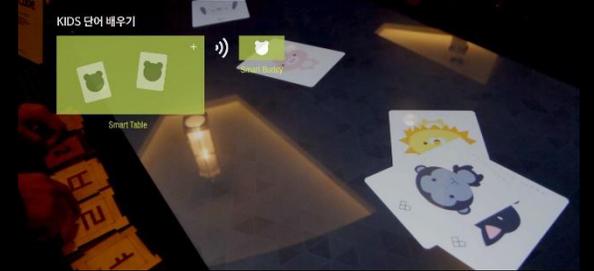
Learning English words with moving animal cards.

Send the desired card to your 'Smart buddy'.

Experience learning English that stimulates the senses, such as sight, hearing, and animal movement.

https://vimeo.com/121759757

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Experience Content _ Interactive weather

- User experience Media wall art that provided to the user who stays in place.
- Experience the media by the wide-open operation both hands./ Offering Relaxation & Refreshing experience.

Interactive weather information is provided through user body recognition and object recognition.

Real-time weather data can be interlocked and multiple actions can be recognized at the same time.

Apply various design themes with cute and friendly concepts such as cotton candy and ad balloon.

https://vimeo.com/138274092

- Multiple interactive AR contents for visitors' participation, 20 kinds of theme about Weather and Season. (2012 ~ 2019)
- Based on a remote sensing camera, it recognizes the movements of many people and provides reactive experience content.

Interactive AR advertising platform based on remote camera.

Provide real-time weather information and about 20 other experience contents.

Produce motion-aware-based advertisements and provide a variety of hands-on content.

https://vimeo.com/109103263

Experience Content _ AIA Real Life Festival 'AR Football Game'

- Development of action-based soccer game contents using motion recognition technology that can be operated outdoors.
- Operators can adjust the difficulty level wirelessly and provide prizes by dividing the grades according to the results of the experience.

Mobile Control (Game Difficulty Control)

Motion Tracking

Mixed Reality

https://vimeo.com/104082546

- Recognize the user movement, and take a photo shoot service that is installed in the Ford booth of 2015 Seoul Motor Show.
- Provide interactive contents that many people enjoy in wide space by Using the Gesture Recognition.

Take a picture by recognizing your behavior

Provide photographic prints taken

10 Second Photo Booth

https://vimeo.com/124393329

Experience Content _ Pyeongchang Olympics 'Following the Mascot' (Kiosk)

- Game Contents of imitating various motions a character shows. / Offered interactive kiosk and media wall service for visitors of 2018 Pyeongchang Olympic and Paralympic.
- Provided a differentiated experience based on the latest ICT technology of movement recognition, face recognition and AR in 21 different venues.

Choose the services you want to experience.

Follow the actions of the mascot on the screen to earn a score. (Check each round score and ranking)

Important moments during the experience are provided after taking photos with a high-light shot (downloadable for sms/e-mail/QR code)

https://vimeo.com/275566203#t=132s

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Experience Content _ Pyeongchang Olympics 'Be a Champion' (Kiosk)

- A game of blocking ice hockey puck as a goal keeper based on technology of motion sensing and AR. (@2018 Pyeongchang Olympic and Paralympic)
- Provided a differentiated experience based on the latest ICT technology of movement recognition, face recognition and AR in 21 different venues.

If you stand in a designated position, you will automatically recognize the user and wear AR equipment suitable for your physique.

A goalkeeper experience game that blocks incoming ice hockey puck using hands and feet.

Important moments during the experience are provided after taking photos with a high-light shot (downloadable for sms/e-mail/QR code)

- AR Photo touring service offering multiple selection of sightseeing places based on real time Chroma-key technology. (@2018 Pyeongchang Olympic and Paralympic)
- Provided a differentiated experience based on the latest ICT technology of movement recognition, face recognition and AR in 21 different venues.

Select the place you want to take a picture.

Select the desired background image and take a picture. (3 Layer photo)


After taking pictures, send and download them to SMS / E-Mail / QR Cade.

https://vimeo.com/275566203#t=306s

Experience Content _ Pyeongchang Olympics 'Following the Action / Be a Champion' (Media Wall Ver.)

- Game-type content that mimics the various actions presented by the character. / Offered interactive kiosk and media wall service for visitors of 2018 Pyeongchang Olympic and Paralympic.
- It is a game to block the flying ice hockey puck by becoming a goalkeeper and applying motion recognition technology and augmented reality technology.

Choose the services you want to experience.
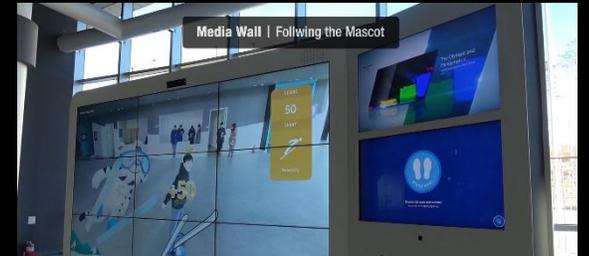
Follow the actions of the mascot on the screen to earn a score. (Check each round score and ranking)

Important moments during the experience are provided after taking photos with a high-light shot (downloadable for sms/e-mail/QR code)

Pilot Project _ Collaboration Cat Zorba

▪ The children's musical "CAT ZORBA" and pilot project were conducted, and 4,000 visitors participated in the PLAYDODO experience and satisfaction survey for about two months.

Face AR Sticker (Including badges)

Paper Toy (Patent)

Interactive AR

🔗 https://vimeo.com/170143224

Commercial Project _ Kyowon Exhibition (@DDP)

- It is a future education experience exhibition held by KYOWON, an infant education company, and displayed about 10 hands-on items, including STICKER POP/CHARACTER POP/SKETCH POP.
- Under the slogan 'Experience in an Imaginary Future!' we held a differentiated experience exhibition based on face recognition, motion recognition, and object recognition technology.

Sketch pop

Character pop

Sticker pop

https://vimeo.com/249635255

Showroom _ 'DODO**LAB**'

- A showroom for the final qualification for commercialization before official opening.
- By For user feedbacks and optimizing contents.

Character pop

Sticker pop

https://vimeo.com/213477214

Showroom _ 'DODO**LAB**'

- A showroom for the final qualification for commercialization before official opening.
- We collected various opinions from invited children, parents, and teachers.

Issuing an experience card after signing up for a simple membership through the mobile web

Recognize RFID cards before proceeding

Collecting parent interviews and feedback

https://vimeo.com/213477214

Showroom _ 'DODO**LAB**' Content Introduction Video

- A showroom for the final qualification for commercialization before official opening.
- Introduction video for individual content

🔗 https://vimeo.com/213477061

- Experience Process _ DODO Band matched up with registered participant ID collects and analyzed experience data per each contents item
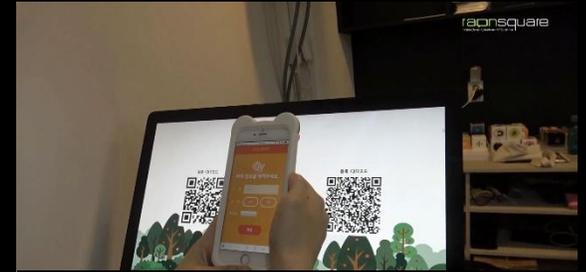
Register user after QR recognition

Experience after wearing 'Experience Band' for data collection

Check the experience report after completing the experience. (including the number of experiences, the number of experiences, and the results of the experience)

https://vimeo.com/237696308

Grand Prize in the 11th Digital Innovation Culture Contents
(Testing service and Marketing promotion of PLAYDODO)

- Won Grand Prize in 11th Digital Innovation New industry technology/ Culture Contents held by Ministry of Science, ICT and Future Planning and Han-kook Ilbo (Korean newspaper)
- Detailed reports and advertisements of our product/technology/management are appeared in the press and being advertised online continuously

[The grand prize for Culture Contents, Digital Innovaiton]

[Appeared in the press]

[Hangook Ilbo - Newspaper]

Certificate of 'Good Design' selection in App/Software
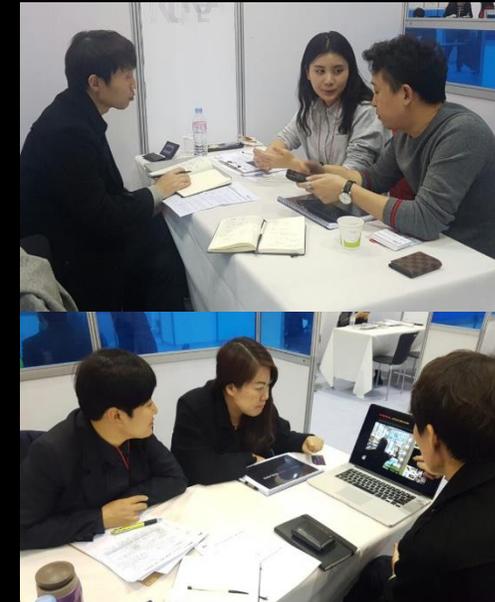(Validation test and marketing/sales of PLAYDODO)

- Selected as 2016 Good design in field of APP/Software. Progressed validation test and marketing/sales of 'PLAYDODO'
- Meeting related to '2016 Design Korea' with 6 Chinese buyers and 5 companies who have interest in booth exhibition

Good Design Selection Certificate
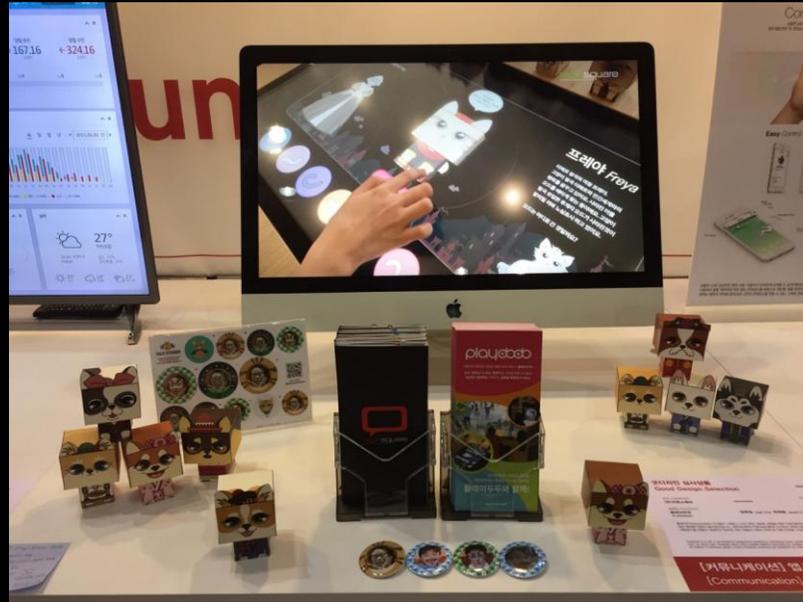
[Exhibition Participation]

[Chinese business buyer meeting]

HCI KOREA 2017 Academy exhibition participation and Thesis presentation
(To create higher brand recognition, participated in academy exhibition related with our service)

- Participated in HCI KOREA 2017 exhibition for KIDS; Introduction and marketing PLAYDODO service to the persons concerned of the related academy and industries
- Won the grand prize for HCI KOREA KIDS & PLAYDODO service test (Including thesis presentation)

[HCI KOREA 2017 KIDS AWARDS, The Grand Prize]
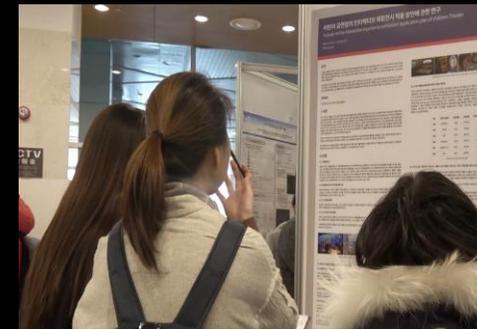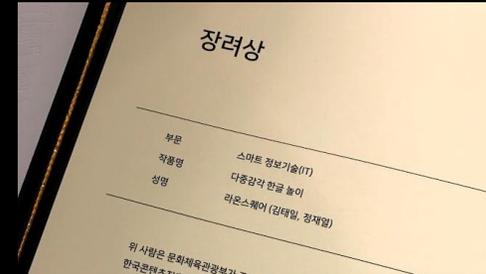
[Exhibition & Thesis presentation]

The 3rd Hangeul Creative Idea Award Bronze prize in Smart IT
(Validation test and marketing/sales of PLAYDODO)

- Won the 3rd Hangeul creative idea award Bronze prize in the field of Smart IT
- Product development, participating 'Hangeul' contest and experiential Contents of 'Hangeul Cube' got recognition for its creativity and commercial Value

[Bronze prize in the field of smart IT for the 3rd Hangeul Idea Award]

[Won the bronze prize]

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