

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.

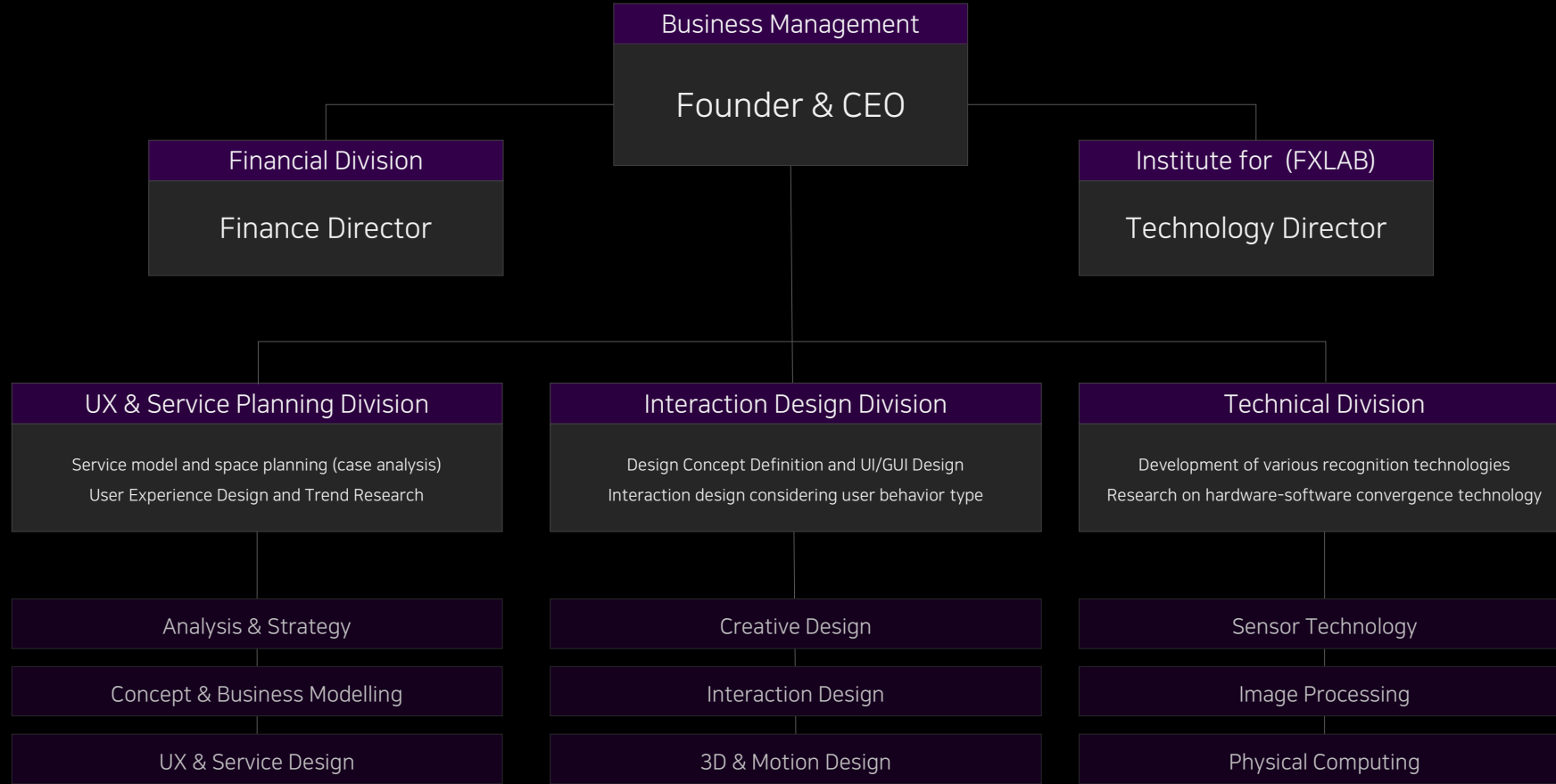


RAONSQUARE is a UX Design Company that provides creative-based 'differentiated user experience design and consulting services' for various devices and environments.

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, Ahasan-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	<ul style="list-style-type: none"> - 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	<p>1. [Technical patent registration status]</p> <ul style="list-style-type: none"> - 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) <p>2. [Intellectual Property Registration Status]</p> <ul style="list-style-type: none"> - 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



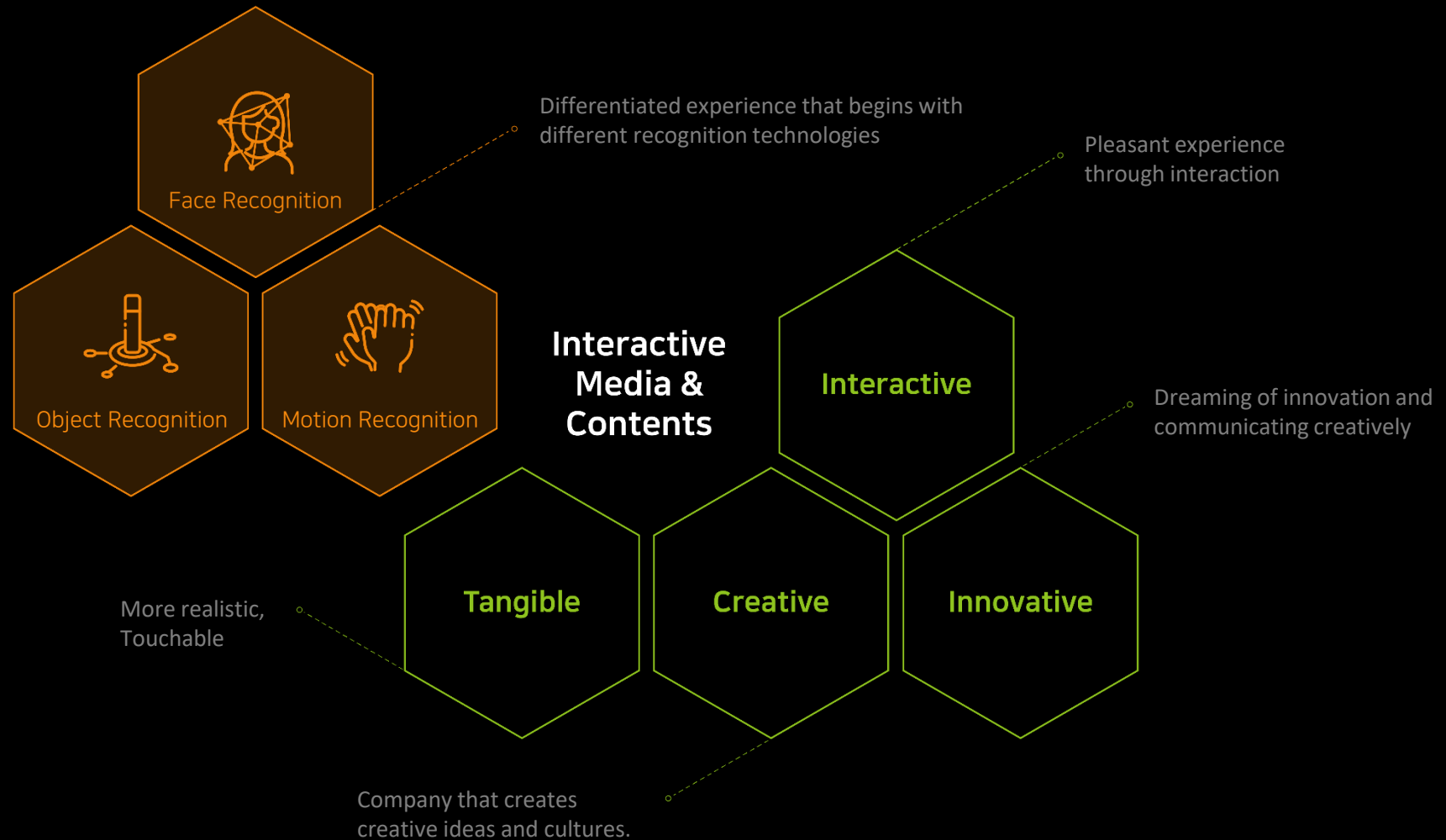
Members of 'RAONSQUARE' have experience in developing UI/GUI in a wide variety of computing environments and offer a variety of digital experiences with top priority on **user experience**.





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. (8 Related patents)**





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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.



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Also, we can handle technology related to **awareness and manipulation. (8 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

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.

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

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.

EXHIBITION / EXPERIENCE CENTER

Digital Space UX

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

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'.



01. FUTURE RETAIL +

'Future retail' refers to future retail that provides differentiated technology-based experiences that reflects consumer needs and lifestyle.

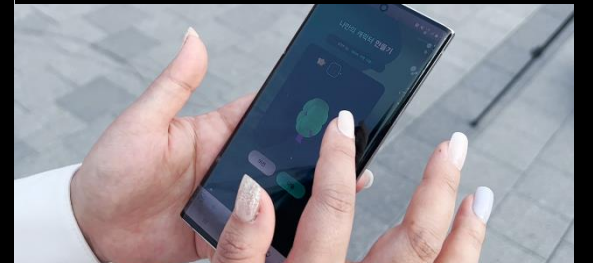
It aims to provide differentiated store design and composition, in-store communication, and enjoyable experiences based on analyzing how customers react and behave to products both inside and outside the store.

(Retailtainment : Retail + Entertainment)

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



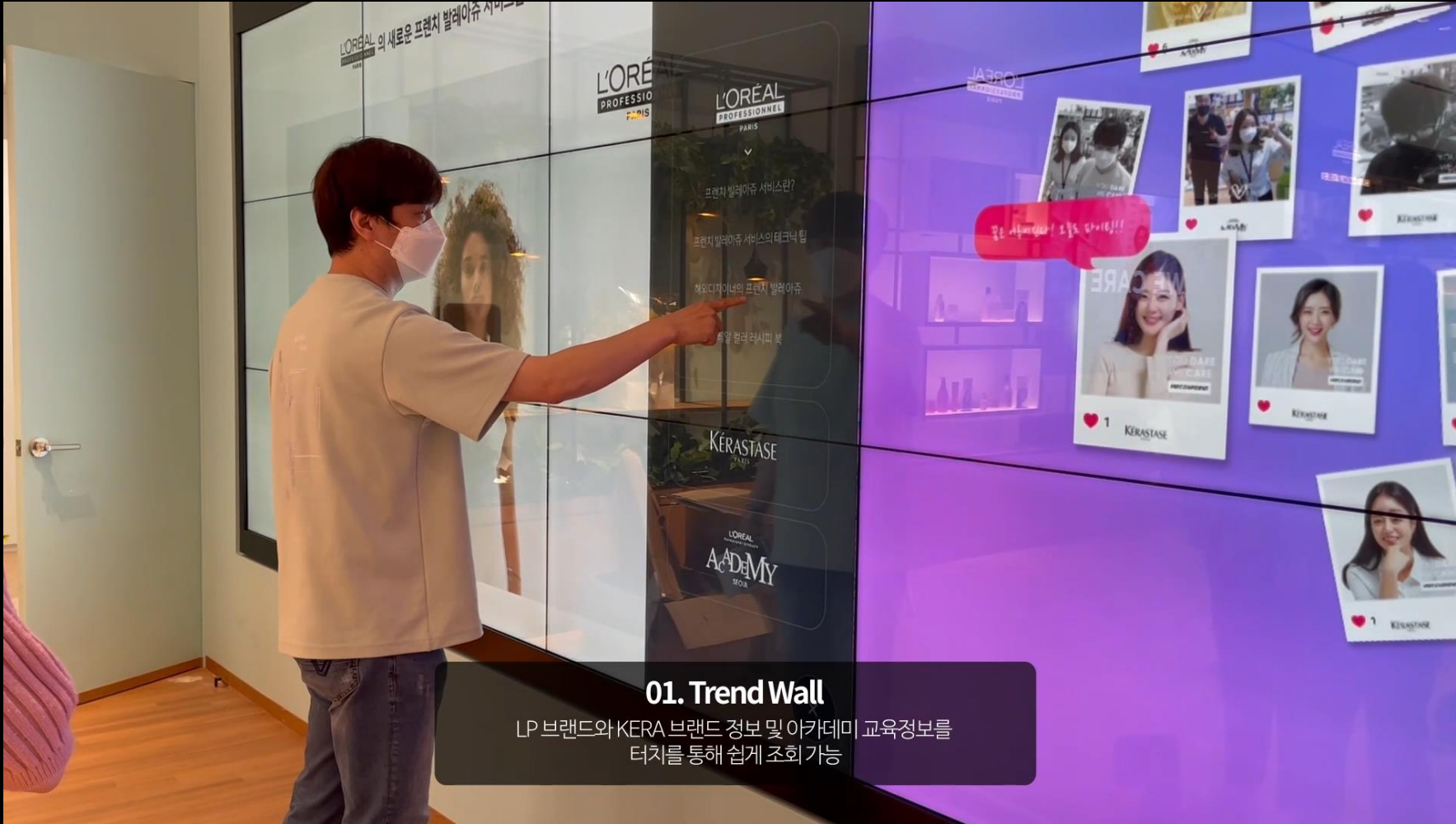
가로 81M x 세로 9.7M 대형 LED (한/영/중/일 언어 서비스 제공)

<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 터치로 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.



03. Check-in Kiosk

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

<https://vimeo.com/638945456>

FUTURE RETAIL_ NESCAFE DOLCE GUSTO 'AIR TOUCH KIOSK'



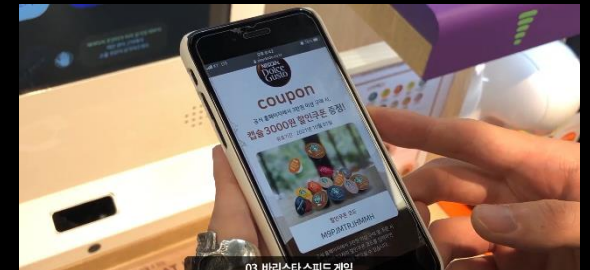
- Untact kiosk that can be experienced based on 'motion sensing' without touch contact. (Touchless Air Touch Kiosk)
- Provides information on Nescafe Dolce Gusto's main products and customer reviews for each machine. (E-Mart & Hi-Mart Installation)



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



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



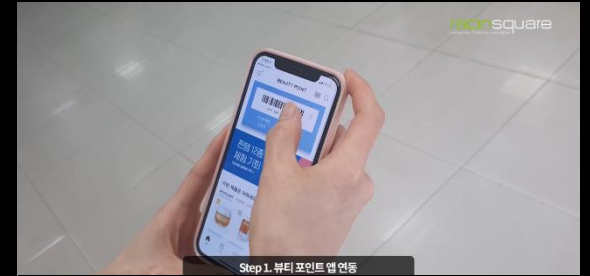
Discount coupons are provided through QR codes when the game is successful.

<https://vimeo.com/638944133>

FUTURE RETAIL_ AMOREPACIFIC Sample Vending Machine 'AMORE MINI'



- A vending 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>

FUTURE RETAIL_ CENTRAL CITY Interactive AR Platform



- 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.



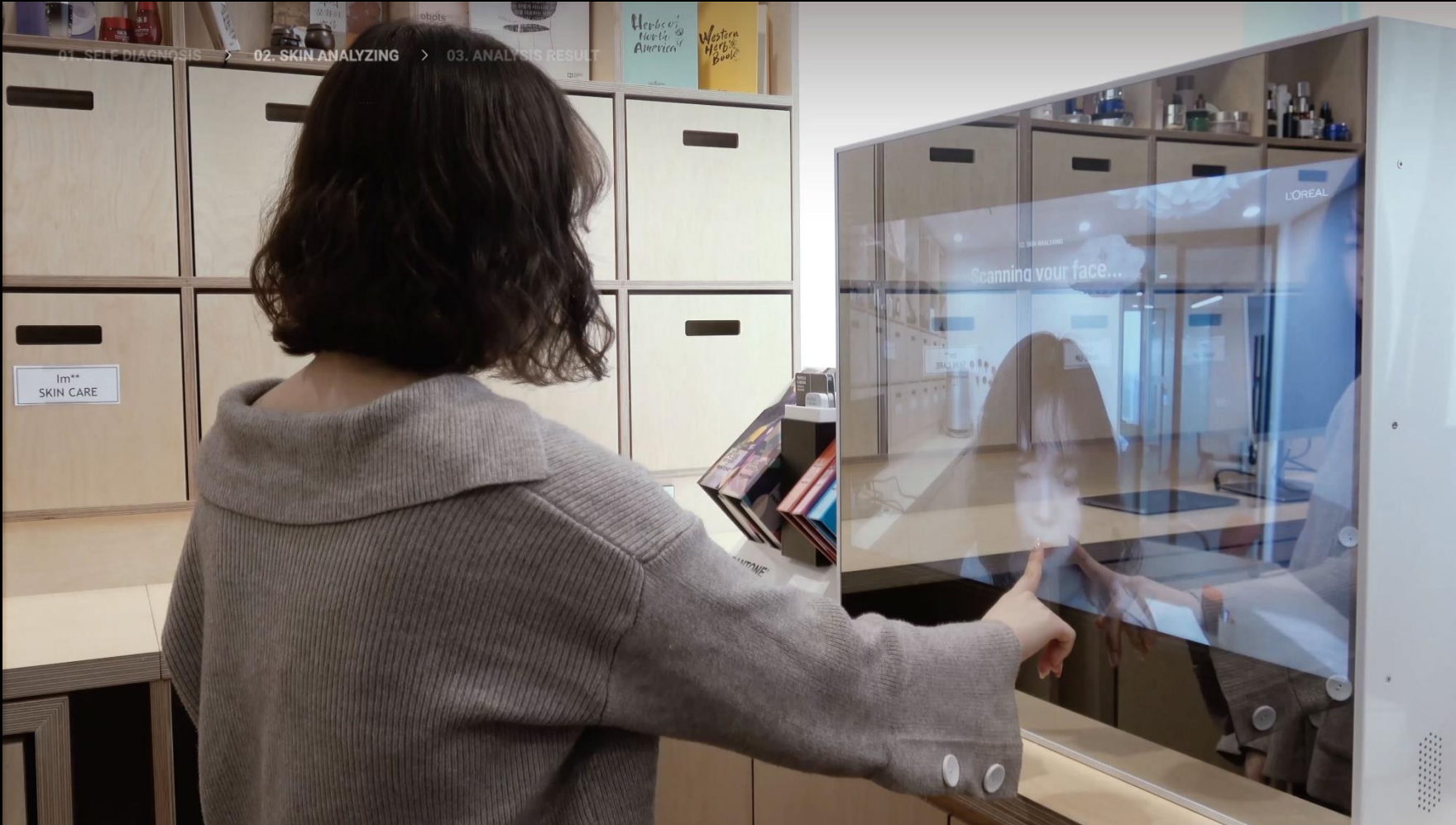
Up-to-date promotional mobile phones can be directly compared with RFID.

<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-diagnosis
Self-survey to increase accuracy



Face scan for skin tone and wrinkle measurement



Product Recommendation & sharing QR Code
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.



퍼스널 컬러 자가 설문 진행
Self-survey to increase accuracy.



스킨 톤과 얼굴형 분석
Face scan for skin tone and face shape analysis.



Personal Color Analysis Results and Product Recommendation

<https://vimeo.com/330697870>

FUTURE RETAIL_ LOTTE OMNI STORE On And The Beauty



- 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



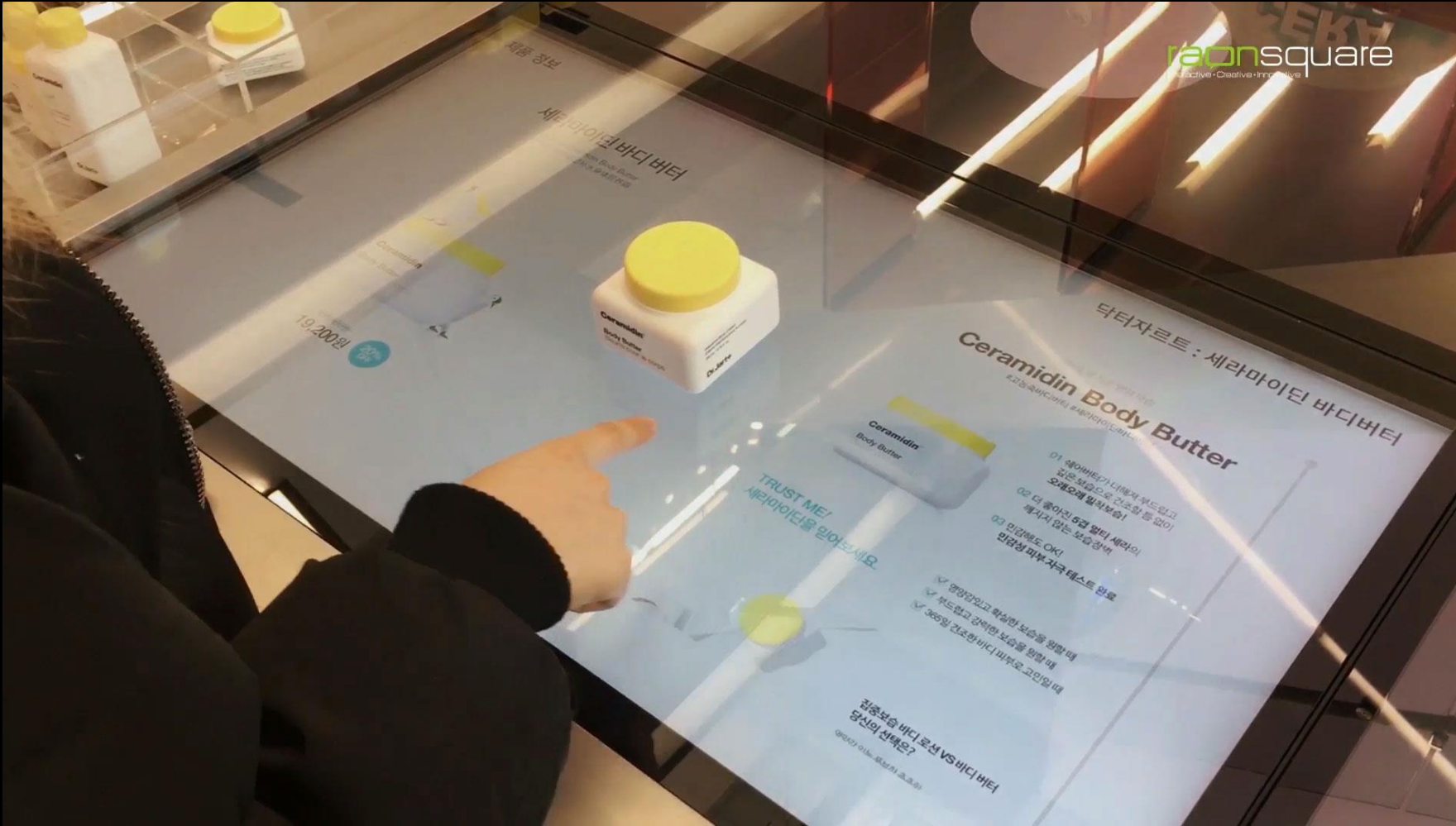
Consulting zone

<https://vimeo.com/316501517>

FUTURE RETAIL_ OLIVE YOUNG Smart Table & Kiosk



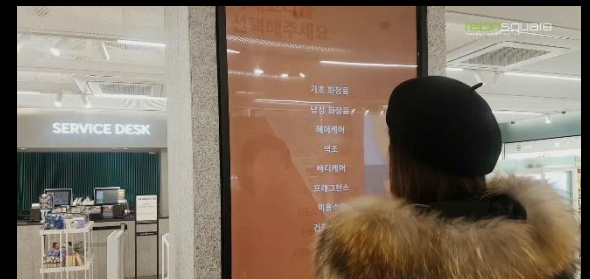
- Smart Touch Table offering information of product / Floor plan information Kiosk
- High quality shopping experience by providing customers with smart information service and removing inconvenience of asking staff personally



RFID-based smart table



Provide Product Location (CMS)



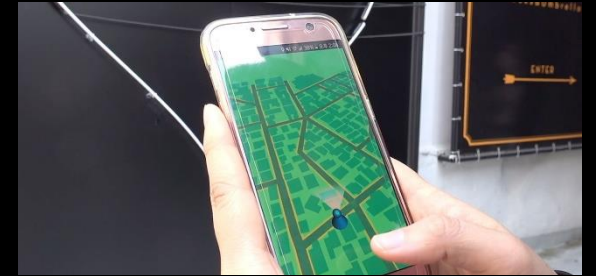
Store Guide Kiosk

<https://vimeo.com/244790418>

FUTURE RETAIL _ SAMSUNG DIGITAL PLAZA Mobile AR Game



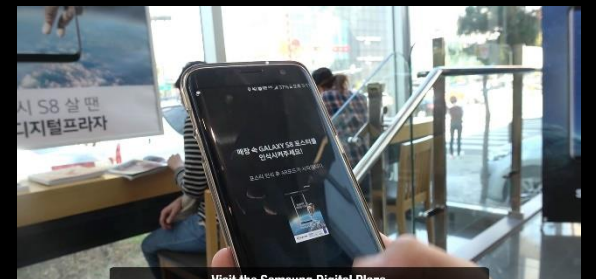
- A location-based mobile game that creates prize items around the current location with real-time GPS link and pays actual prizes when you get 9 items.
- Select some of the nation's 261 stores to offer special events every day and attract customers to the stores.



Location-Based Augmented Reality Game



Collect Game Puzzle Fragment



Core puzzles that can only be obtained in the store

<https://vimeo.com/215159484>

FUTURE RETAIL_ EUCERIN Face Age Check Mirror



- 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



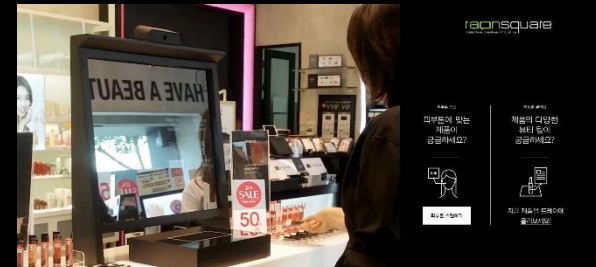
- Interactive Omni Store Project installed in ARITAUM Flagship Store (Play Window / Photo Booth / Make-up Mirror / Product Information Bar)
- Provides products information and personalized recommendation service through On-Off line contents.



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>

FUTURE RETAIL_ AMORE PACIFIC 'HERA' Exceptional Studio



- 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>

FUTURE RETAIL_ OLIVEYOUNG Girls' Education Campaign



- 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>

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>

FUTURE RETAIL_ YEOJU PREMIUM OUTLETS Smart Mirror



- 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



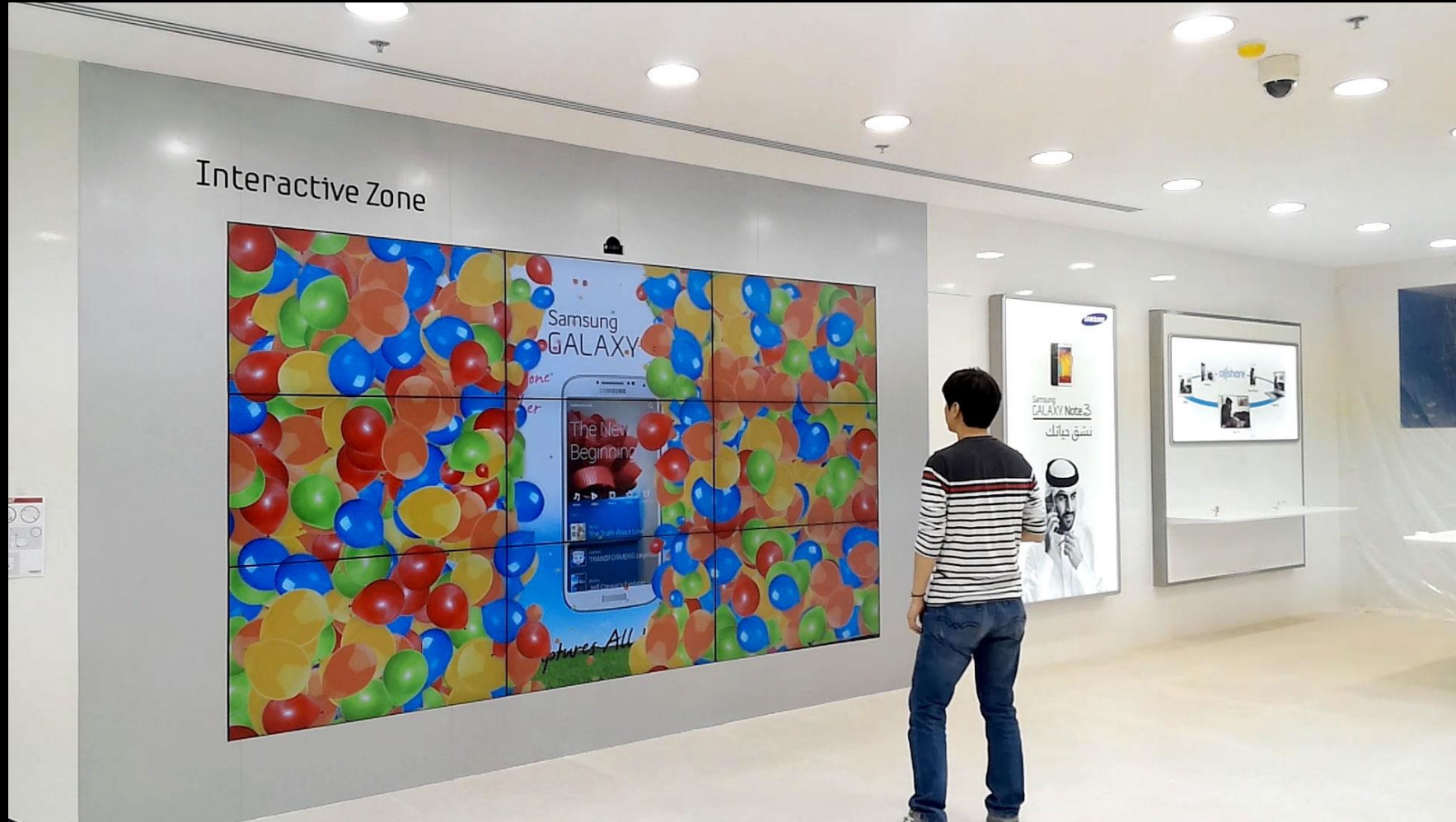
Active Vision: content management functions (CMS)

<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.



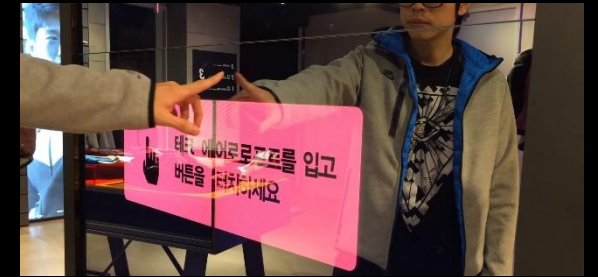
Mobile link function using QR code (photo transmission and download)

<https://vimeo.com/81695802>

FUTURE RETAIL _ NIKE AEROLOFT Smart Mirror



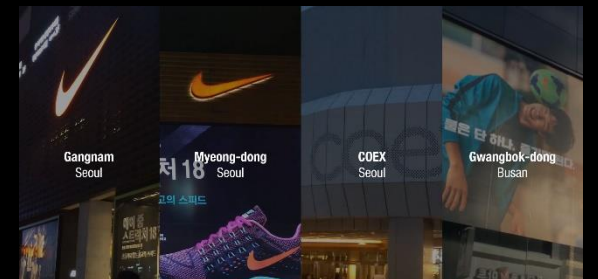
- Mirror Display shows the information for the situation which analyzing the two types of NIKE AeroLoft.
- Rated as the best brand advertising project in 2014. / Global launch scheduled.



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>

FUTURE RETAIL_ NIKE ZOOM AIR Interactive Media



- 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>

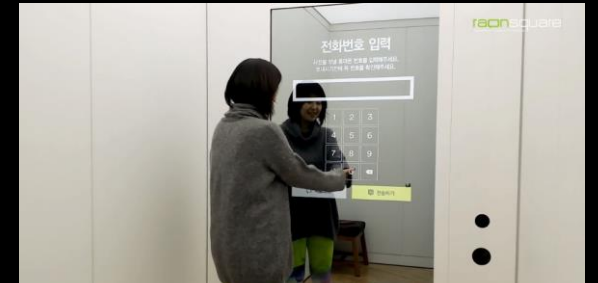
FUTURE RETAIL _ NIKE WOMEN'S Photo Fitting Room



- 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.



Photo Shoot (70" Smart Mirror Display)



SMS Service (Linkage Facebook)



Photo Download

<https://vimeo.com/121758211>

FUTURE RETAIL_ SUECOMMA BONNIE x YOOX Seoul Fashion Week



- YOOX Promotional Experience Media held during the "2019 Seoul Fashion Week" (@Dongdaemun 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>

EXHIBITION _ NATIONAL CHILDREN'S SCIENCE MUSEUM Music Playing 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.
- 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.

응원 투게더 Play IoT Kiosk

얼굴 인식 센서와 증강현실(AR) 기술을 활용하여
가상으로 응원도구를 착용하고 응원하는 마음을 전하는 서비스

2018-02-13

Cheer Together
PyeongChang 2018



Play IoT Kiosk



Play IoT Smart-Wall



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

<https://vimeo.com/292869408>

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



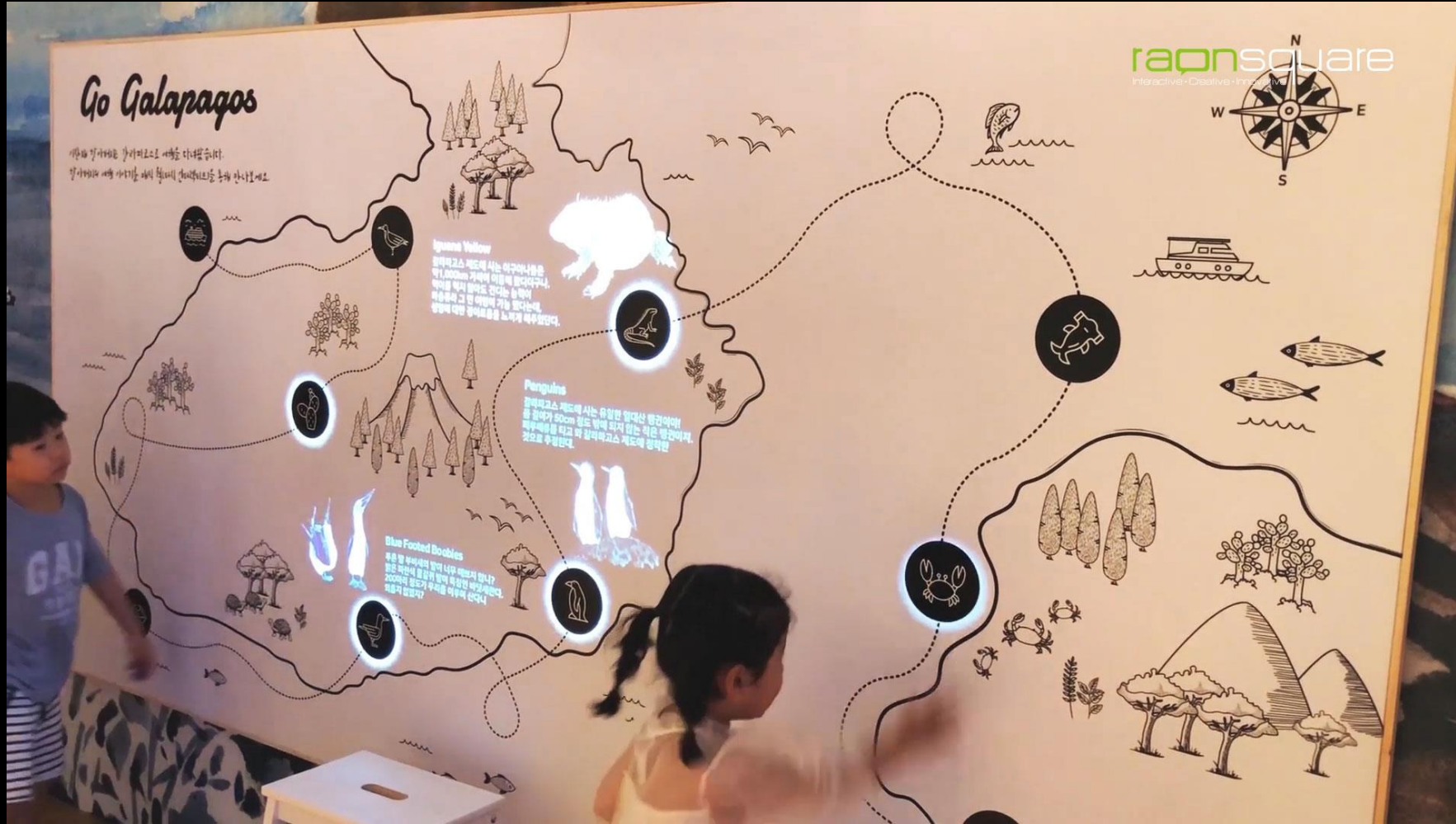
Sticker pop

<https://vimeo.com/249635255>

EXHIBITION _ DAEKYO MAGIC WALL 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.



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>

EXHIBITION _ 365 SAFE TOWN Anti-Terrorism Experience Center



- 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.



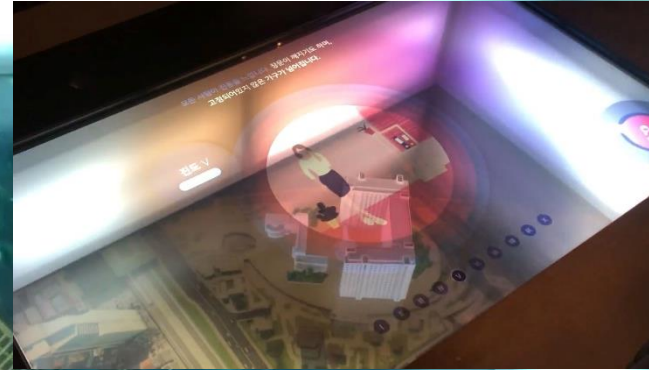
Touch the correct answer to enter the OX quiz.

<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.



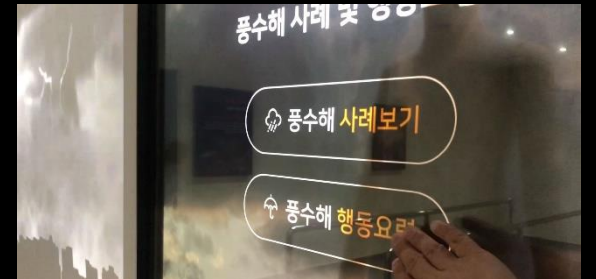
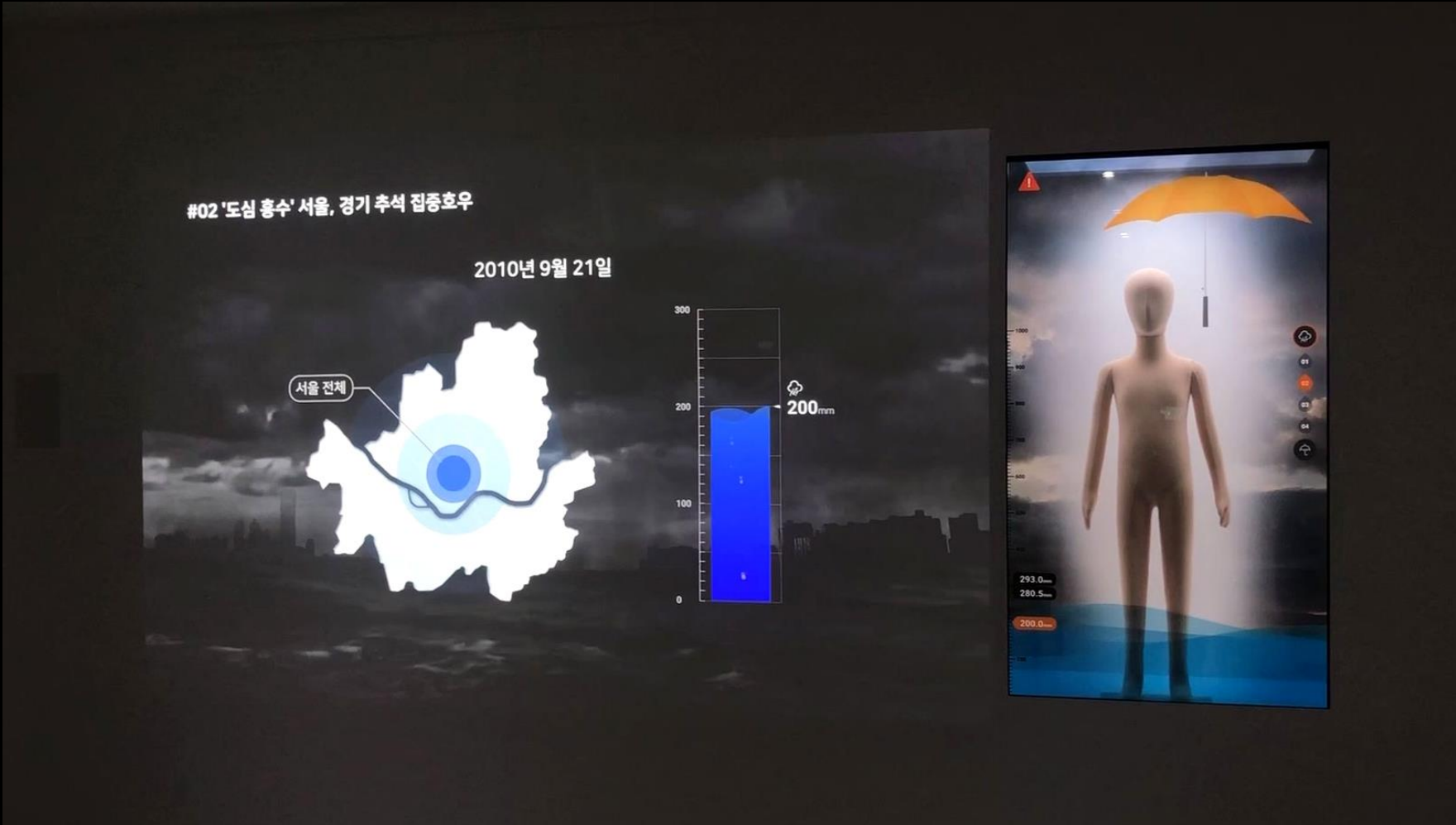
Learning indoor/outdoor behavior in case of an earthquake by touch interaction.

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

EXHIBITION _ 365 SAFE TOWN Storm And Flood Damage Experience Center



- 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)

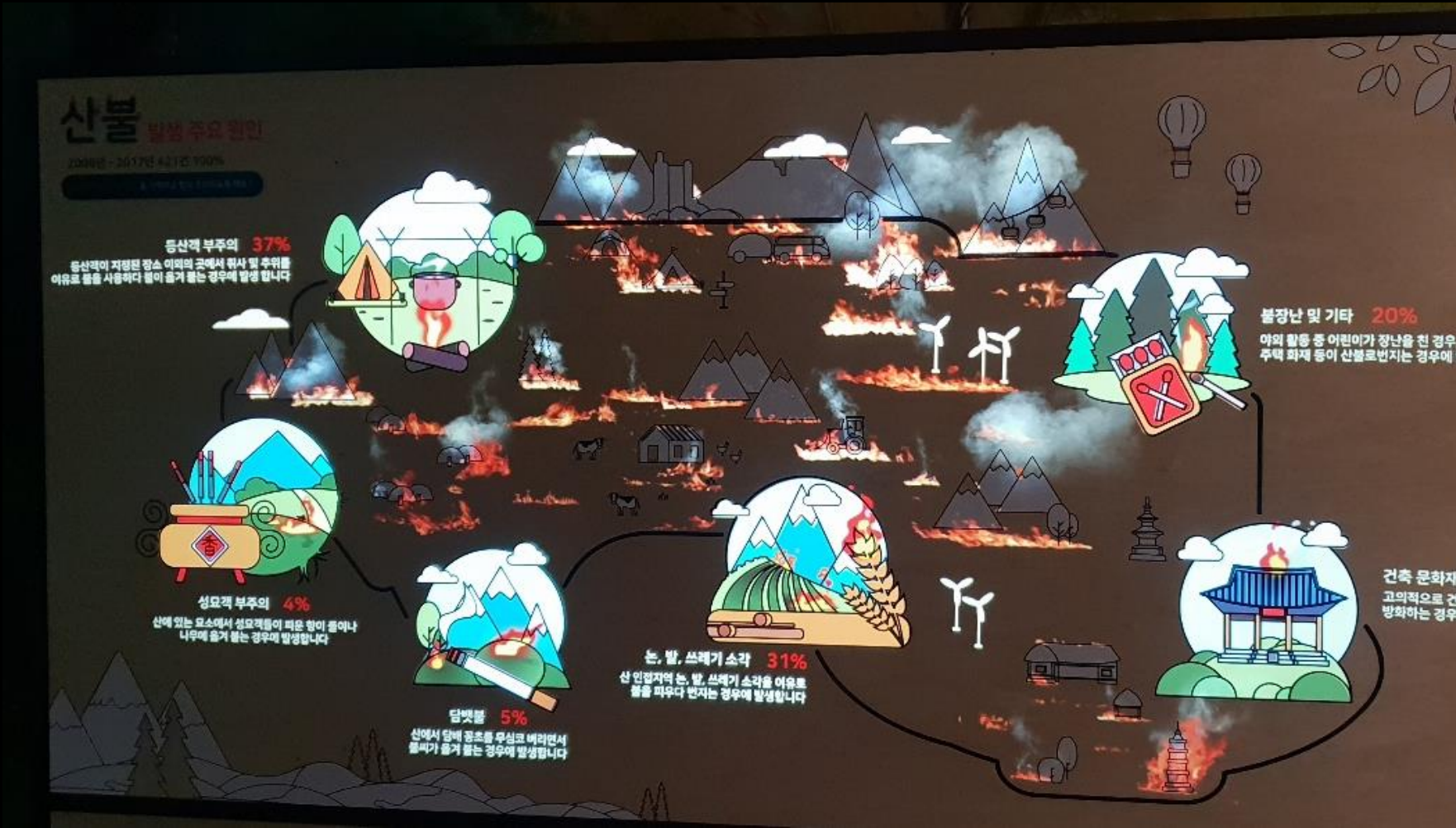


<https://vimeo.com/384951940#t=114s>

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

<https://vimeo.com/316501231>

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)



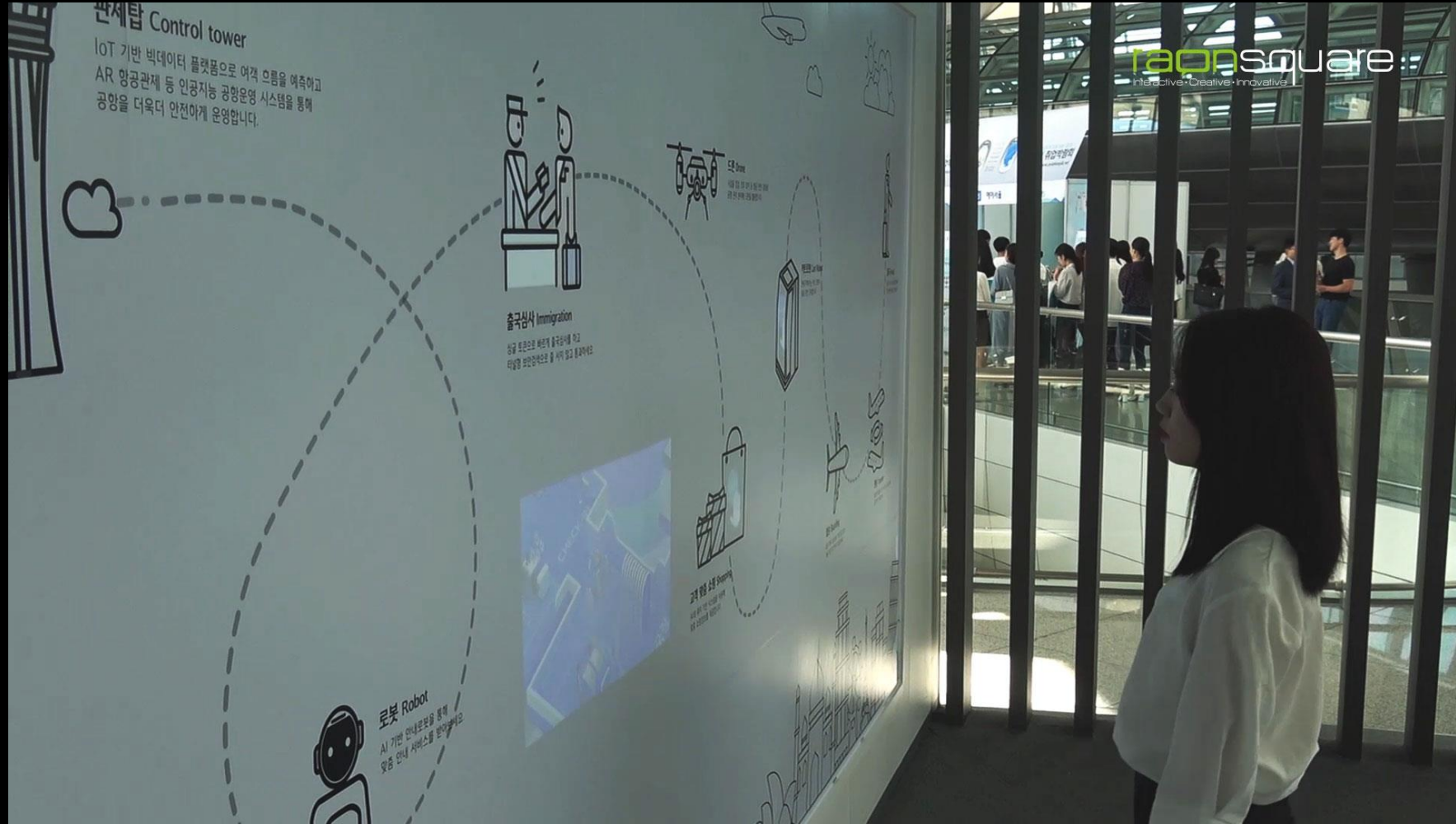
Photo Download (SMS/E-mail/QR Code)

<https://vimeo.com/292865558>

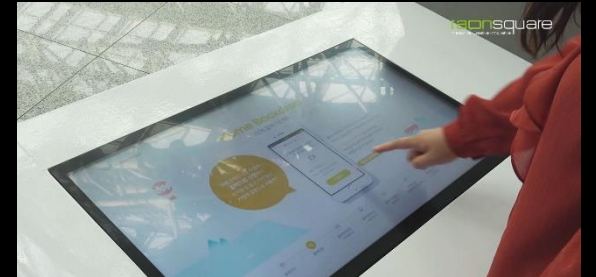
EXHIBITION _ INCHEON SMART AIRPORT Interactive Touch Wall & Table



- 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>

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



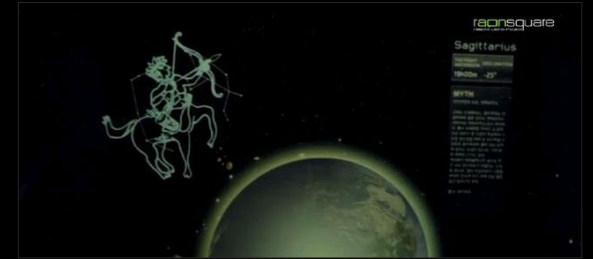
Photo Cloud

<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



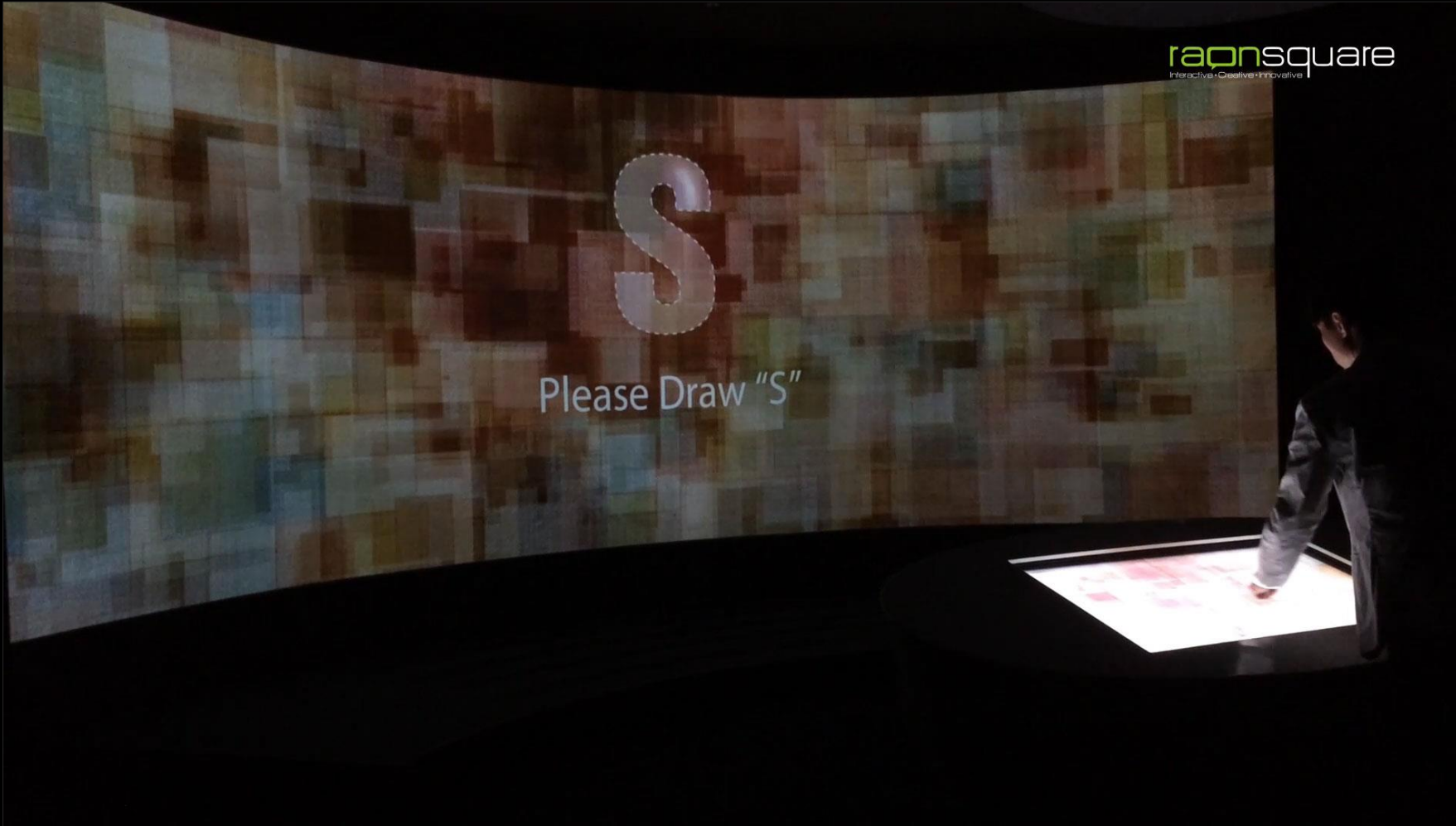
Interworking between Media Wall and Smart Table

<https://vimeo.com/73831785>

EXHIBITION _ SAMSUNG ENGINEERING Globe Zone



- 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



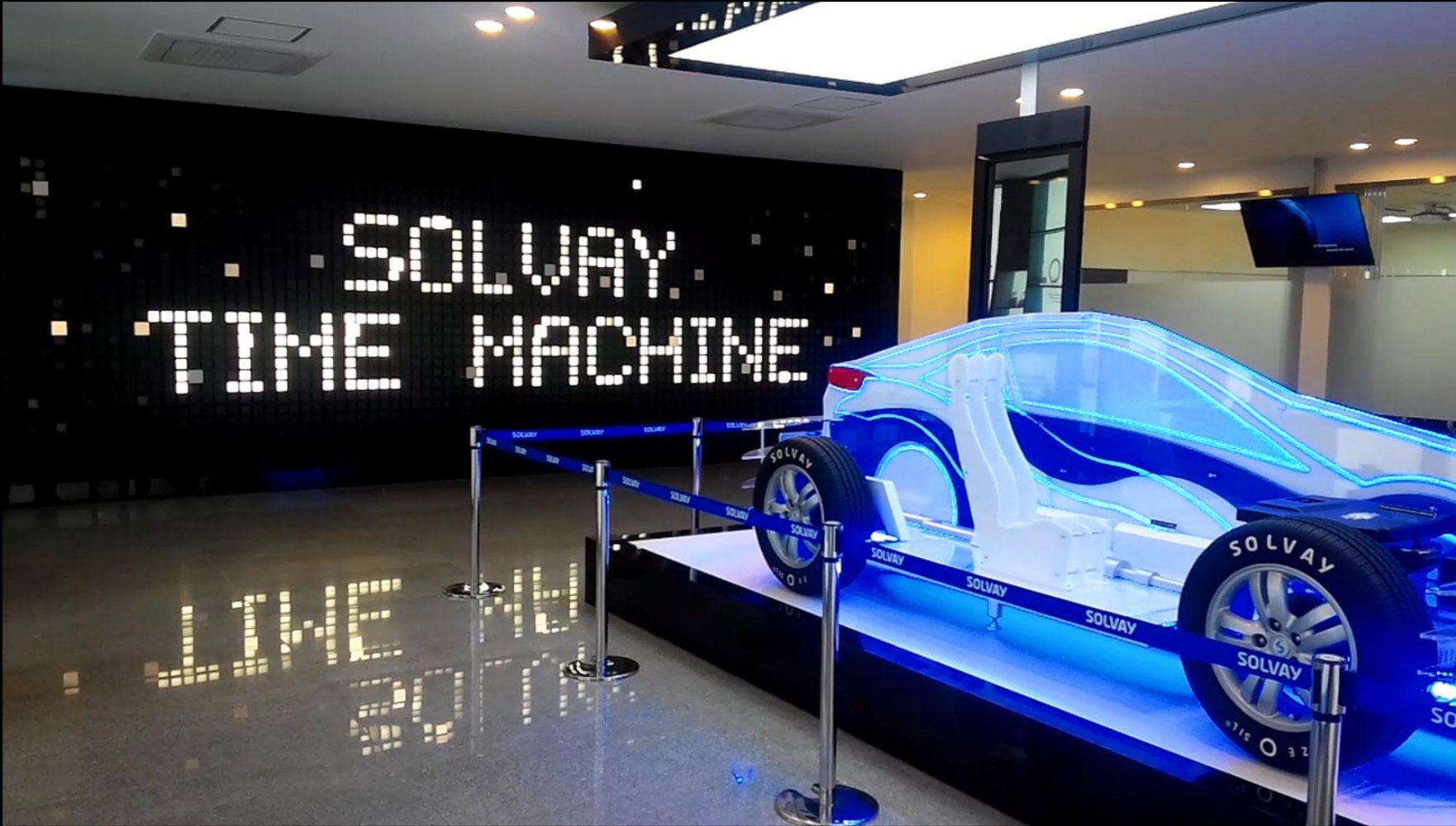
Interworking between Media Wall and Smart Table

<https://vimeo.com/128340552>

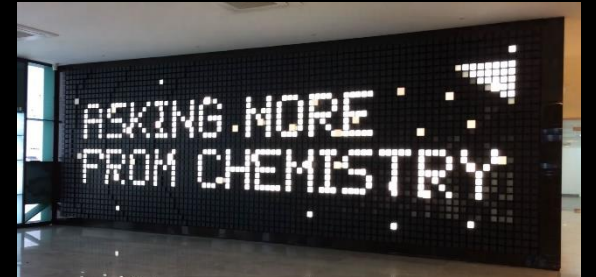
EXHIBITION _ SOLVAY Innovation History Art Wall



- 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



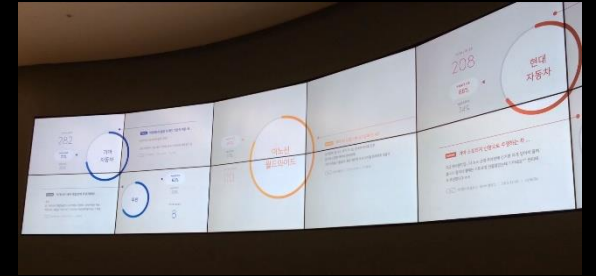
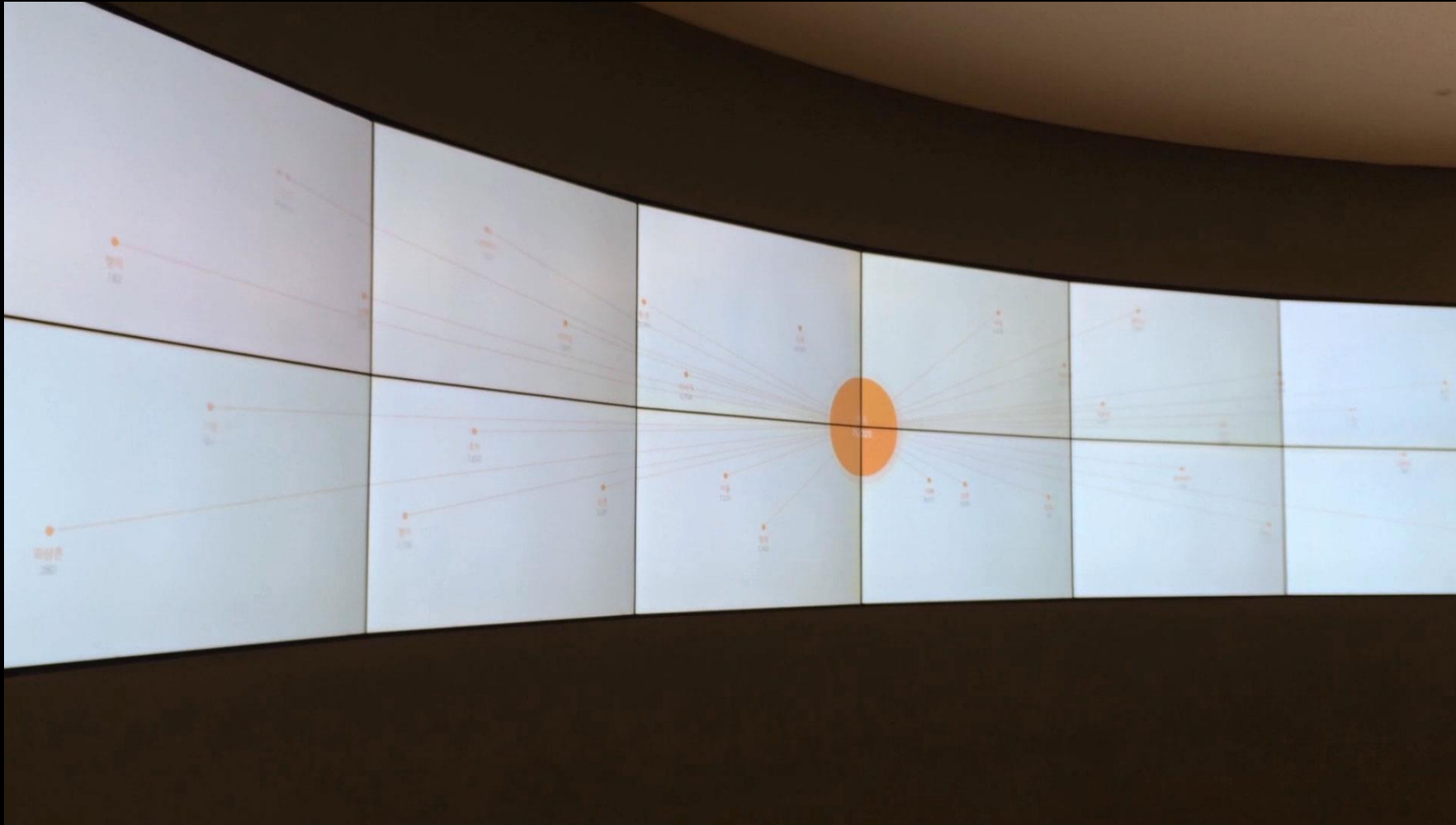
Video Pixelation

<https://vimeo.com/97810676>

EXHIBITION _ INNOCEAN Social Data Visualizing



- 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>

EXHIBITION _ SK E&S Gastech Smart Table & Kiosk



- 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>

EXHIBITION _ SKT T.um Showcase Smart Table



- 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)



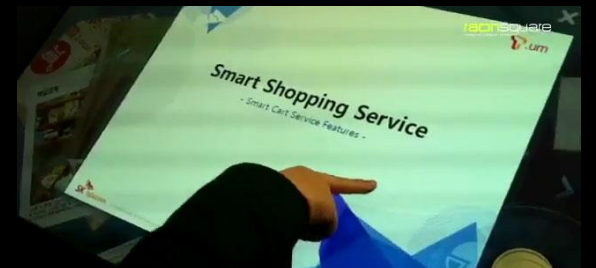
<https://vimeo.com/41888153>



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)

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>

BRAND CAMPAIGN _ GENZYME Good Walking 6minutes Campaign



- '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



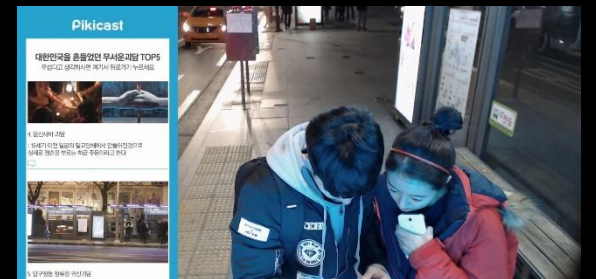
- Making a flexible printing out system according to the Bus Waiting Time that user can enjoy while waiting the bus.
- Monitoring and Voice Recognition operations for interacting with the participating user.



Enables real-time communication with users remotely.



Print and provide interesting reading



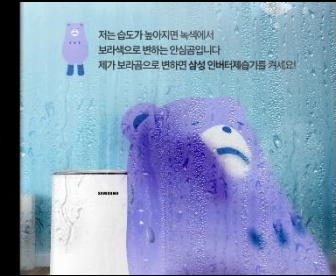
Introduce the brand and provide new experiences

<https://vimeo.com/123922958>

BRAND CAMPAIGN _ SAMSUNG Inverter Dehumidifier



- 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



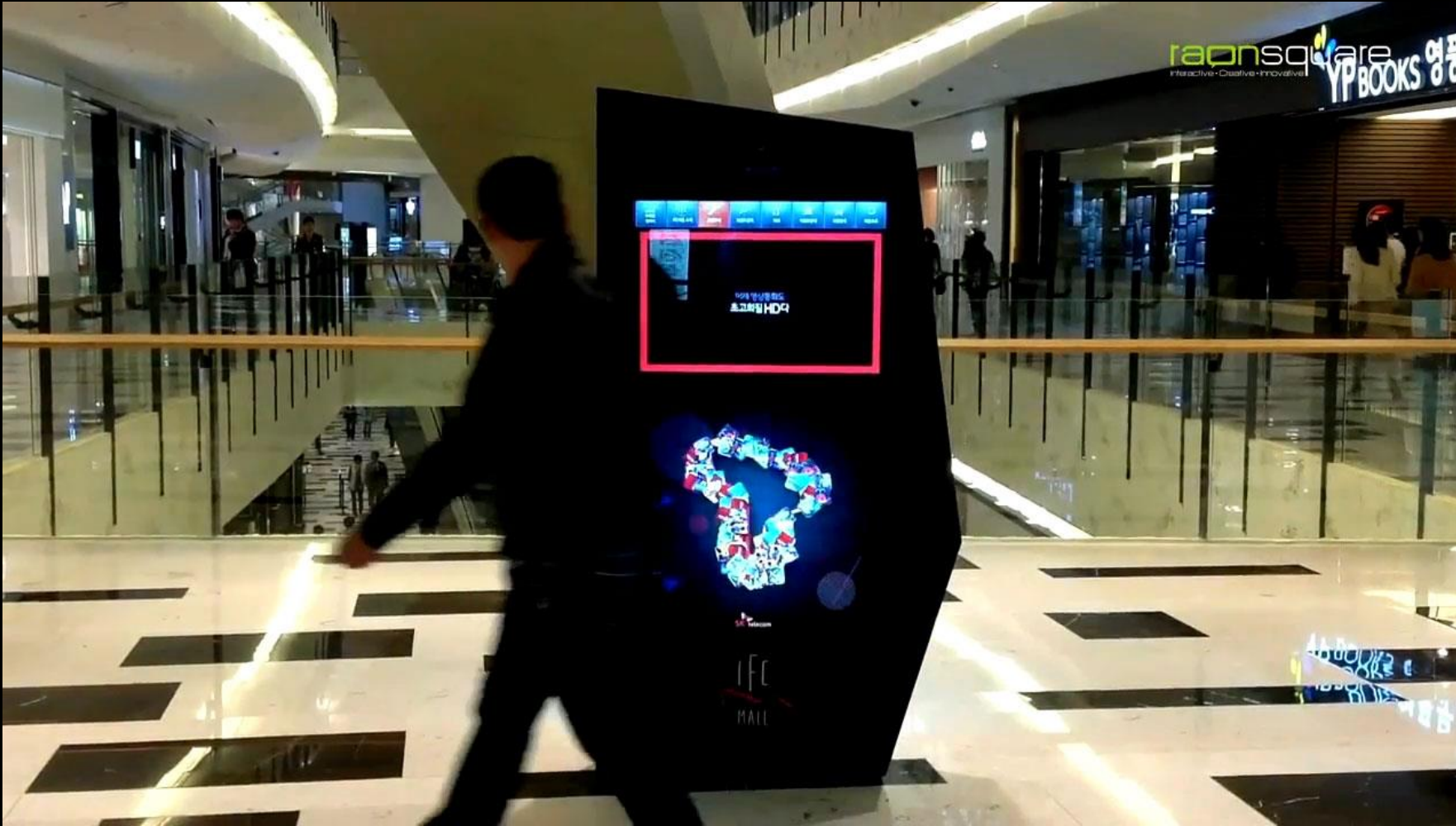
Introduce product features using characters

<https://vimeo.com/97810637>

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



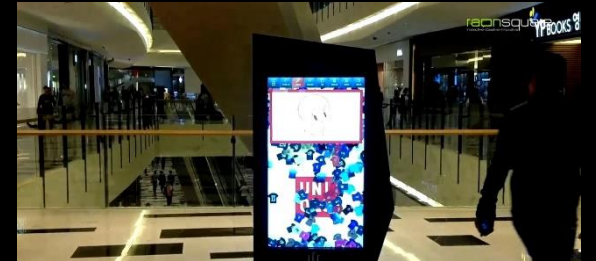
- Increase advertising exposure by recognizing user behavior and providing interaction using various advertising templates. (AD + Mall Information, total 26EA)
- Interactive AD Platform / Facial Recognition-Based Customer Analysis Solution / Provides monitoring and statistical analysis functions.



<https://vimeo.com/50964605>



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.)

INTERACTIVE AD PLATFORM _ CGV Interactive Ad Platform (14 branches)



- 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
Children aged 5 to 10, and their parents (B2C)

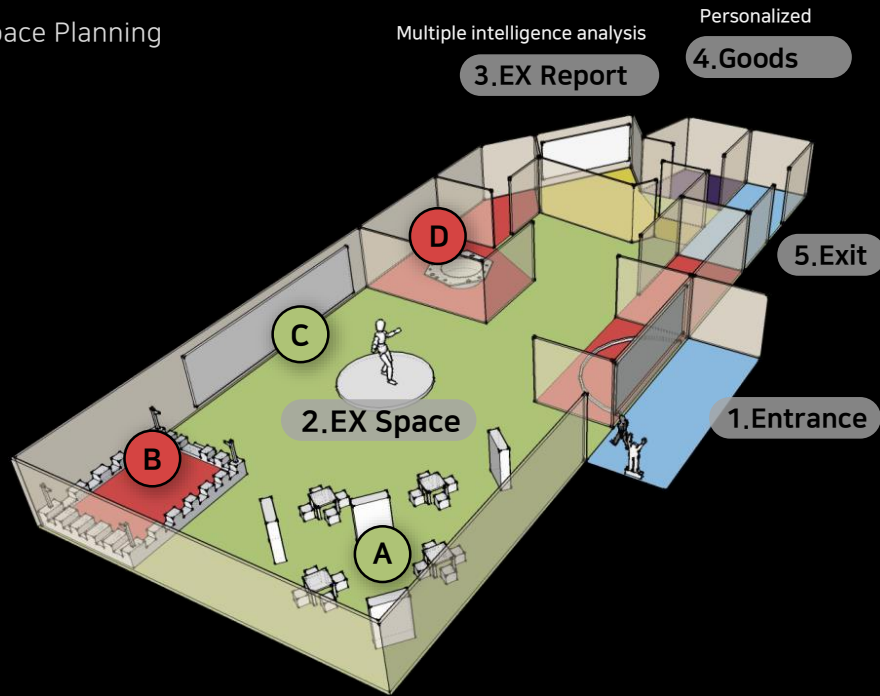
Sales Target
Kids industry related companies (B2B)

Product Category
Full package, license, individual item sales scheme

Sales Method
CLOUD-based Operation Platform and Content Management



Space Planning



A Kiosk/Table Type

Each experiences are able to arranged freely. Easy and fast theme change and contents update available.

C Outside Type

A big space is needed for kids activity. Touchable objects are main materials.

B Booth Type

Specific and independent space needed for using objects like sand, water and etc.

D Space Type

Materials which have big influence from light or require high concentration need separated space

Multiple intelligence analysis

3.EX Report

Personalized

4.Goods

5.Exit

2.EX Space

1.Entrance

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.

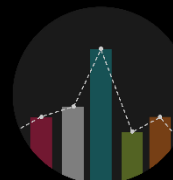


2.Space

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

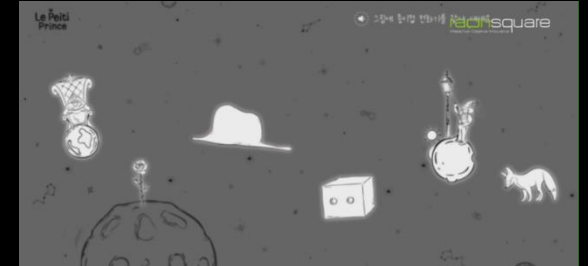
Analytical system

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

Experience Content _ PLAYDODO 'STORY BOOK' The Little Prince Story



- 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.

<https://vimeo.com/460047755>

Experience Content _ PLAYDODO 'MONSTER TOUCH GAME'



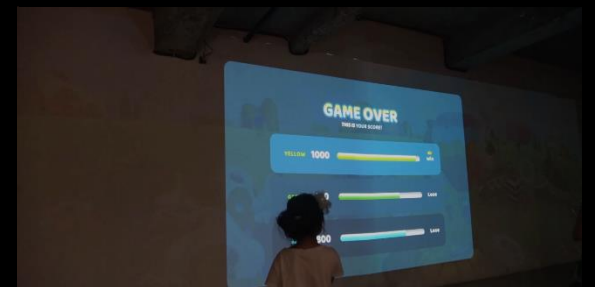
- An interactive touch game using a large touch sensor, in which the left and right teams with more points than the other team wins.
- A game that saves a monster by touching a meteorite that appears randomly for a given period of time when the timer starts at the start of the game.



Touch a randomized meteorite to get a score.



+50 for blue lightning meteorites and -50 for red lightning meteorites, plus 1 for life.



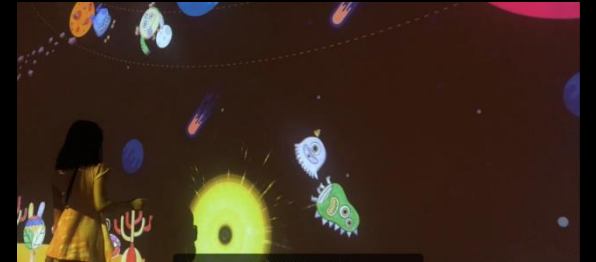
Game results will be displayed after a set period of time.

<https://vimeo.com/460049105>

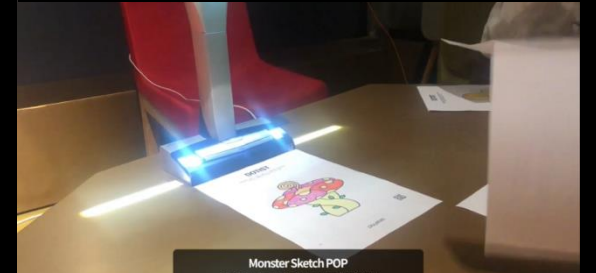
Experience Content _ PLAYDODO 'MONSTER SKETCH POP'



- 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)



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.

<https://vimeo.com/460049816>

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.



3 Choose 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

<https://vimeo.com/460052087>

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.



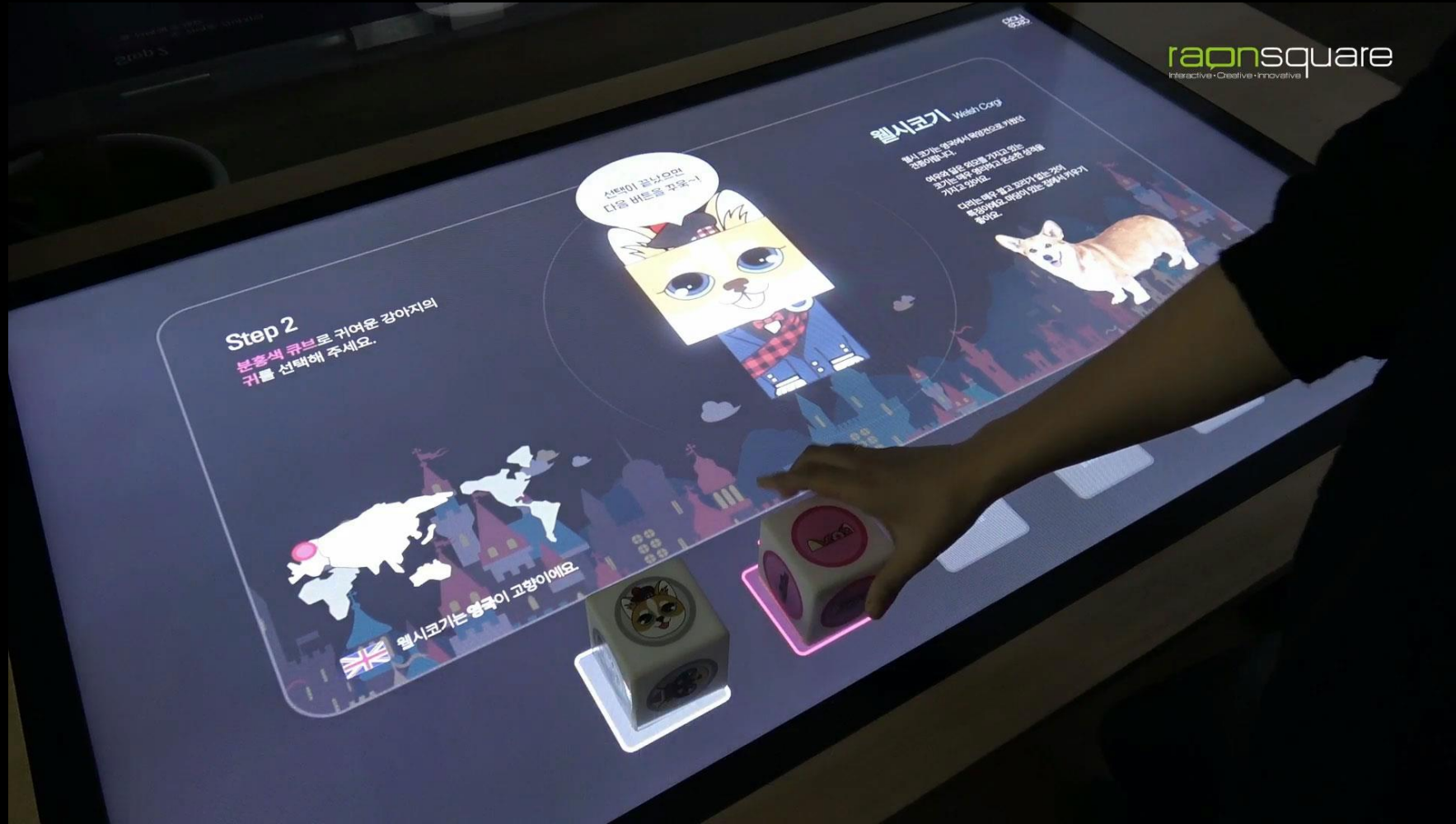
When you put the finished paper toy on the table, a cat appears in the virtual world.

<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 _ 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>

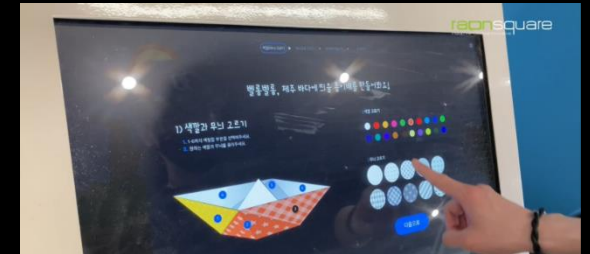
Experience Content _ NATIONAL JEJU MUSEUM 'Smart Cup & Paper Toy'



- 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.



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)

<https://vimeo.com/730255188>

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)



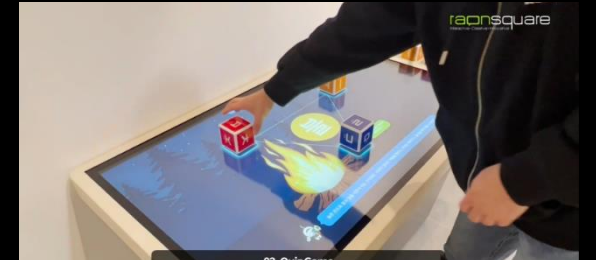
- Hangeul Cube and Smart Table installed in the 'Hangeul Village' in the 'Seonbi World' in Yeongju, Gyeongsangbuk-do.
- Educational content to understand the principles of Hangeul by solving problems in the Quiz method using Hangeul Cube.



<https://vimeo.com/701122244>



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



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

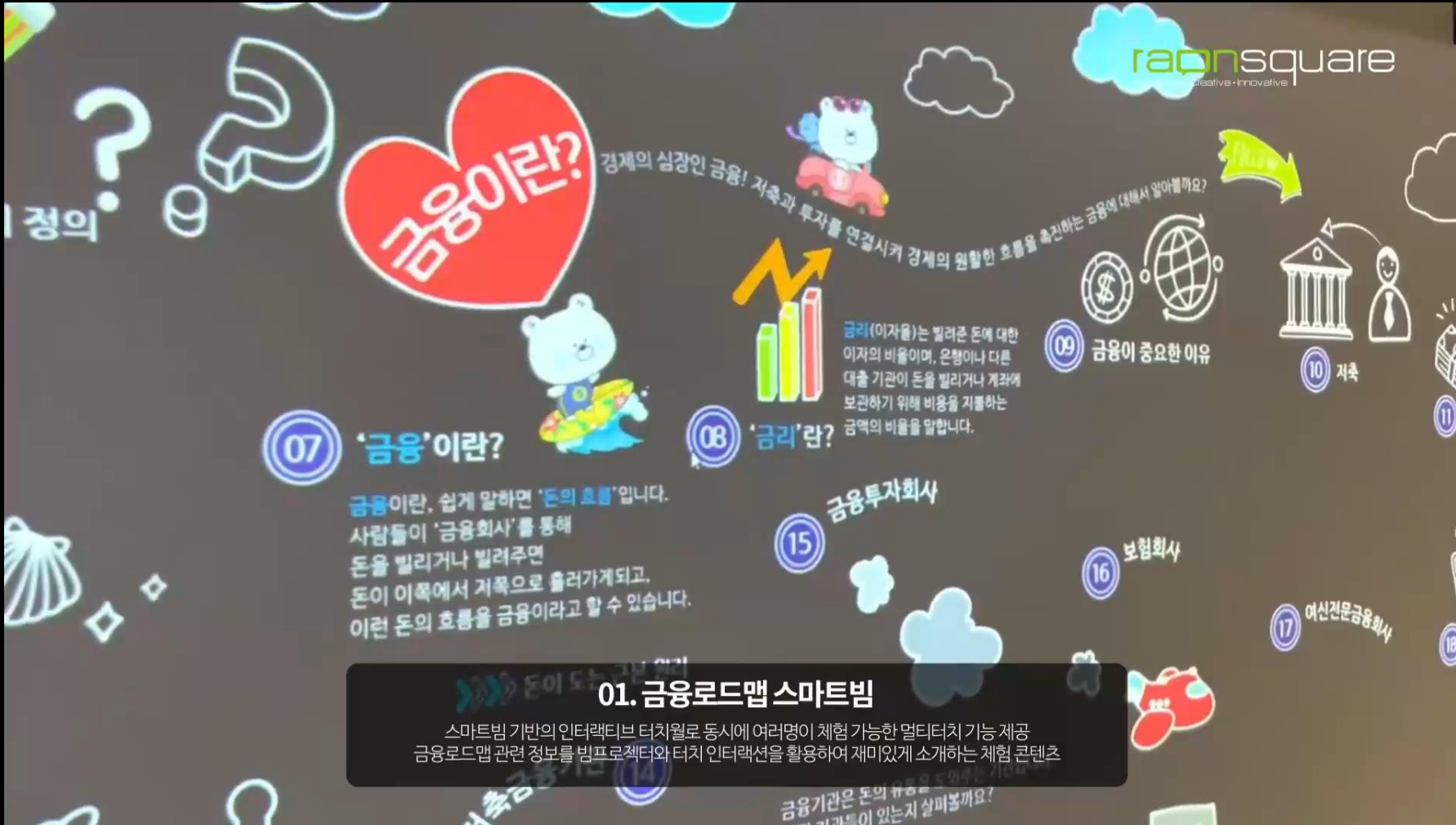


Scores are given differently according to the 'time required' and 'use of hints' for each problem, and the final results by grade (1st prize/2nd prize/3rd prize) are shown.

Experience Content _ SHINHAN BANK 'Smart Beam & Motion Game'



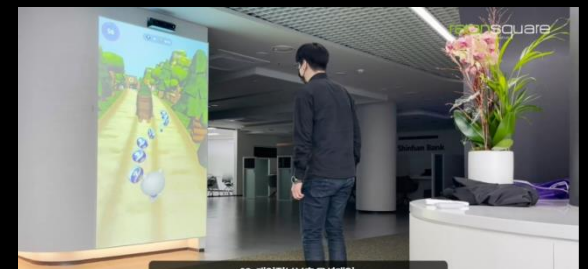
- Financial roadmap smart beam and personal information protection motion game installed at Shinhan Bank Myeongdong Financial Education Center. (financial information + trends + education)
- Interactive experience content that presents a financial roadmap through a interactive touch wall and learns the 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)



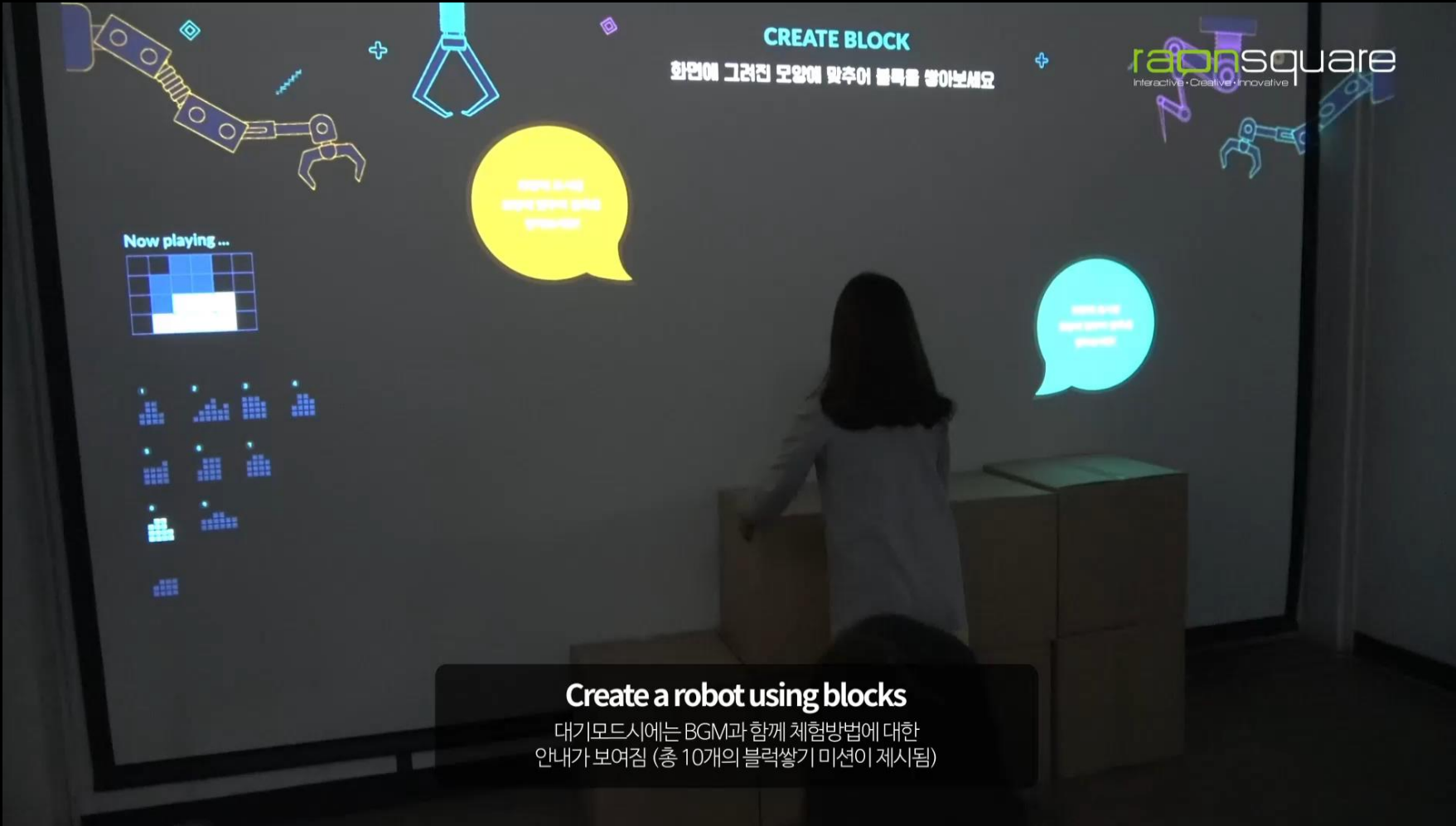
Gamification content that explores keywords related to personal information protection in the form of a quiz game.

<https://vimeo.com/701119820>

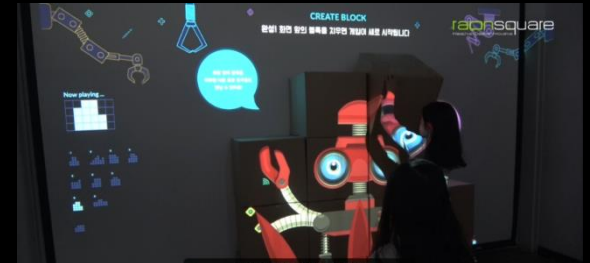
Experience Content _ Invention Experience Education Center 'Create Block'



- 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.



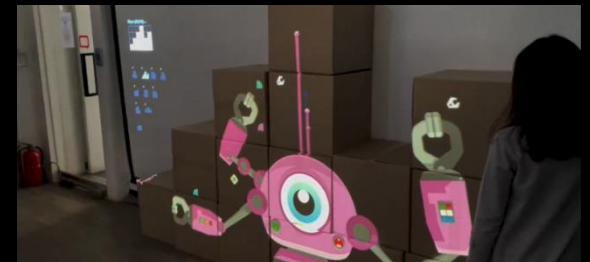
Create a robot using blocks
대기모드시에는 BGM과 함께 체험방법에 대한 안내가 보여짐 (총 10개의 블럭쌓기 미션이 제시됨)



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>

EXHIBITION _ SHINHAN BANK Foreign Exchange Education 'Smart Cube'



- 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 (12개국)
통화기호큐브 1개 (6종)



01. Smart CUBE
Currency calculator linked with real-time exchange rate information.



02. Quiz Game
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)

<https://vimeo.com/638939672>

Experience Content _ Music Playing Wall



- 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.



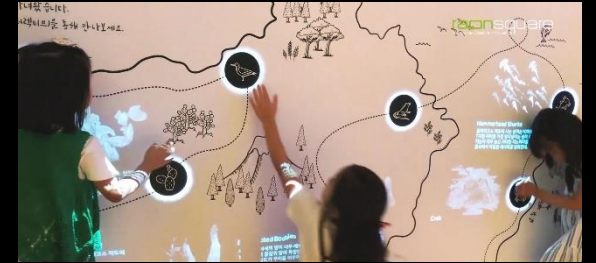
Multi-touch capability for multiple people to experience at the same time.

<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.



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>

Experience Content _ Sketch POP



- 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.



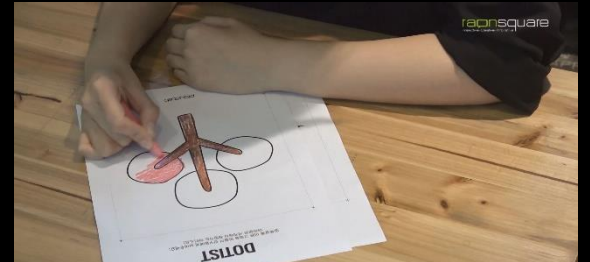
Simultaneous experience for multiple people.

<https://vimeo.com/313954148>

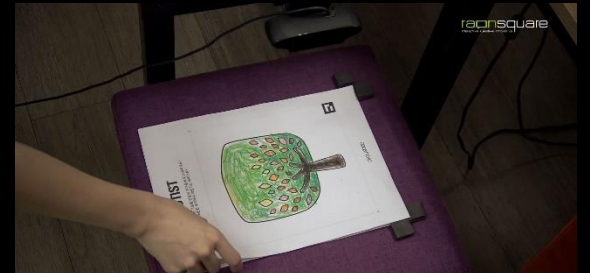
Experience Content _ Coloring Play



- 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>

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.



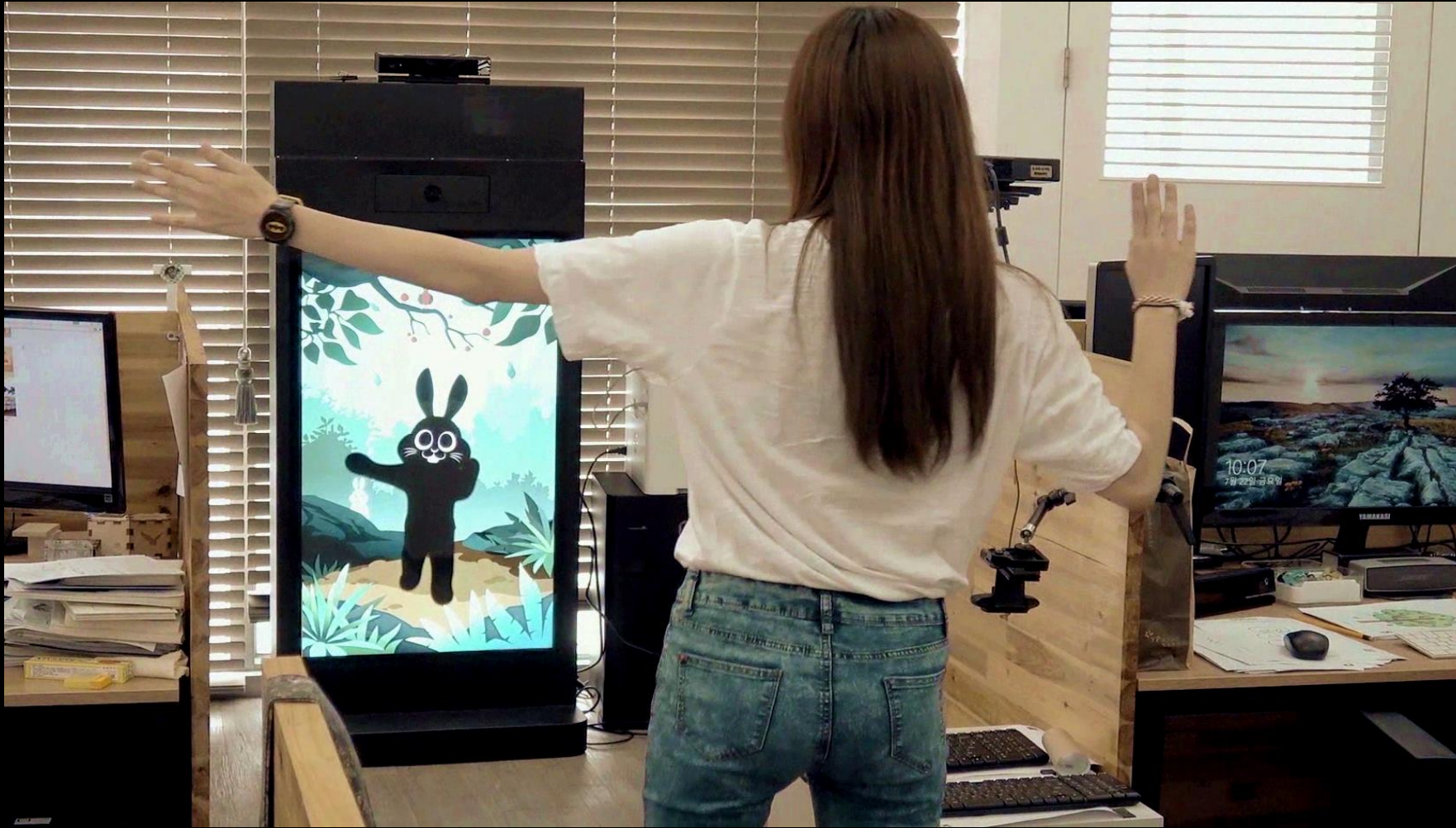
Provide users with an enjoyable experience.

<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)**

<https://vimeo.com/190824770>

Experience Content _ Smart CUBE : Hangeul CUBE



- **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 Hangeul.



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.



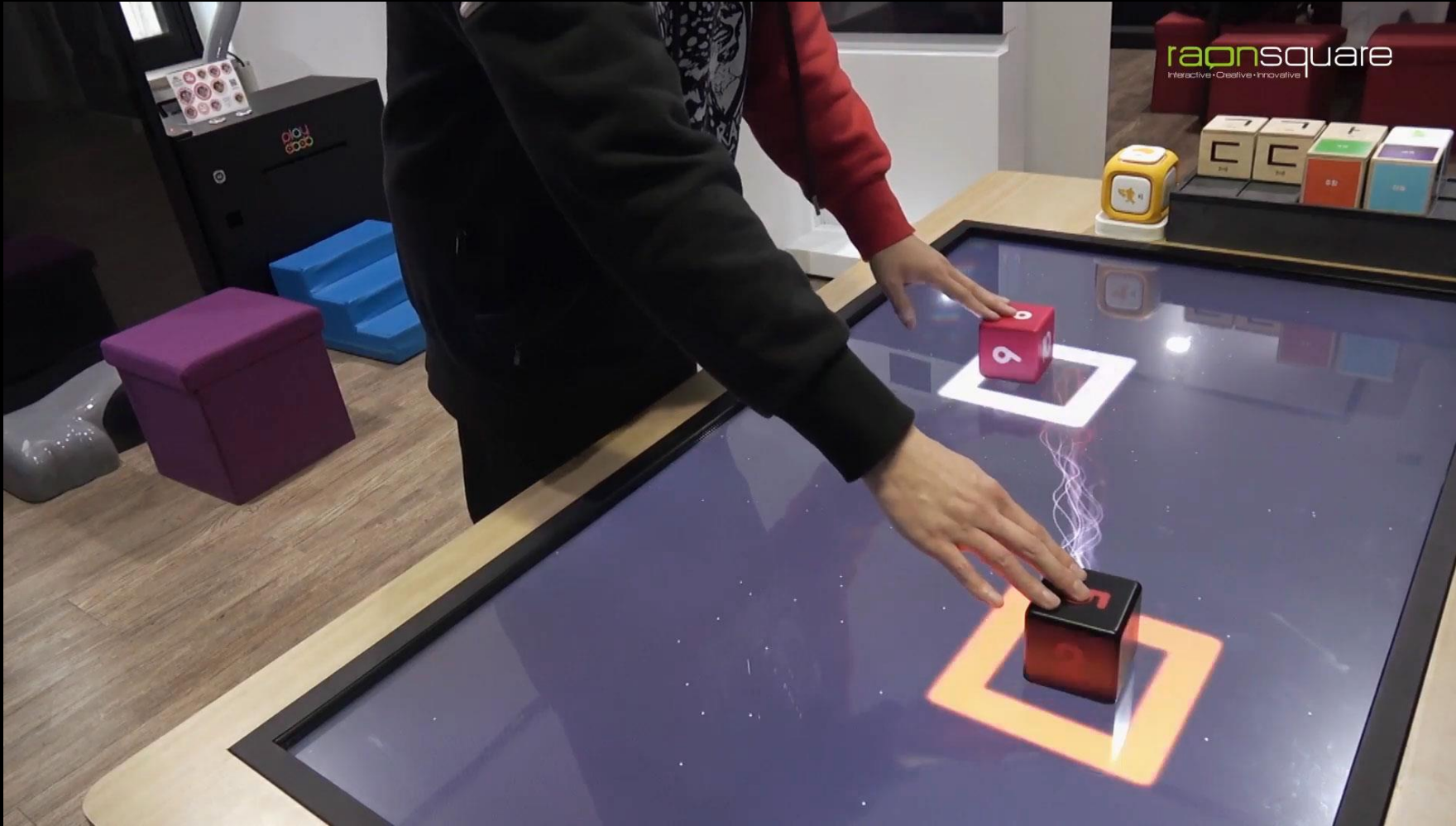
Different levels of difficulty for experienced children by age.

<https://vimeo.com/202315421>

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.



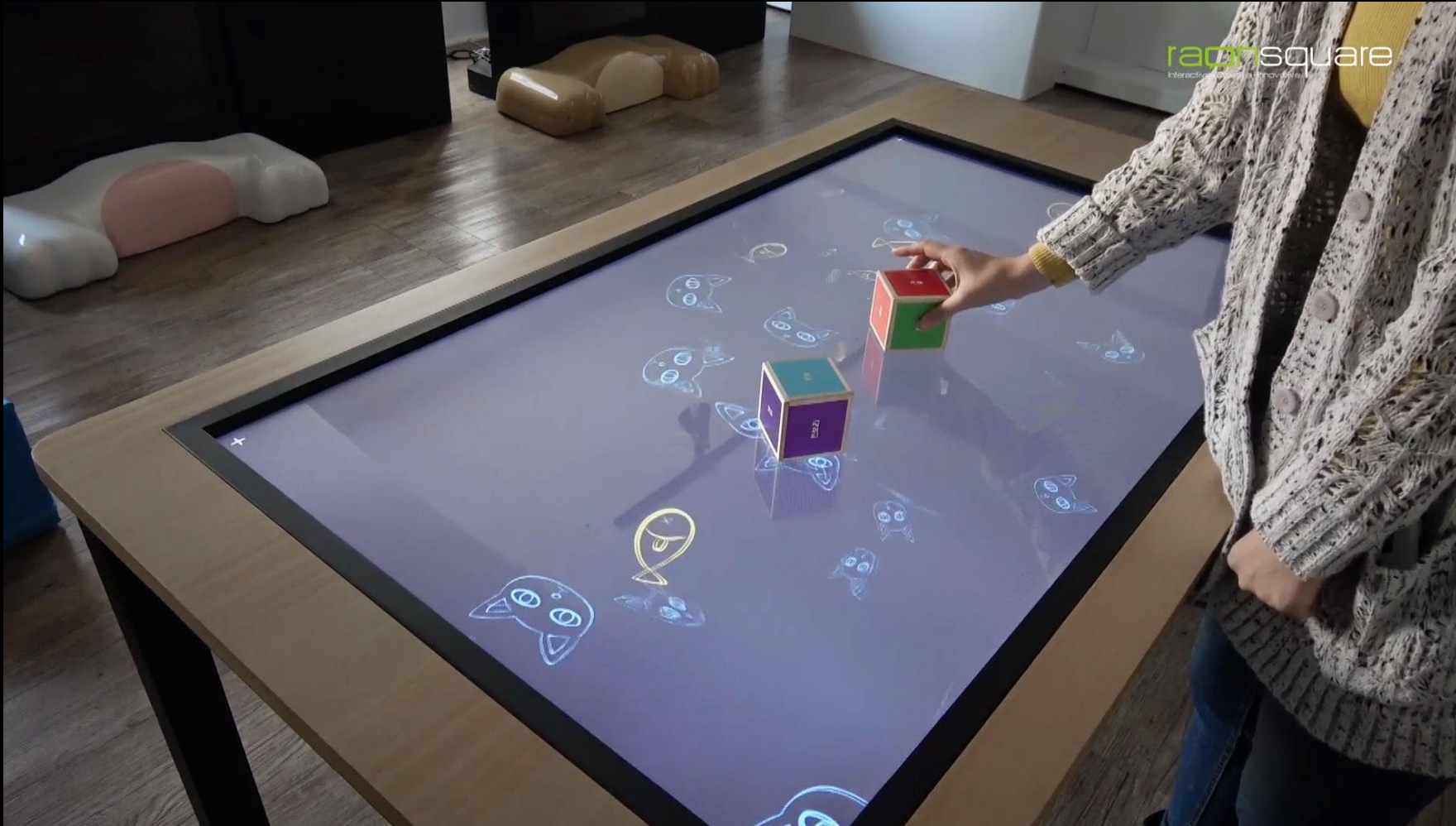
Provides connected motion effect between cubes.

<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.



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.



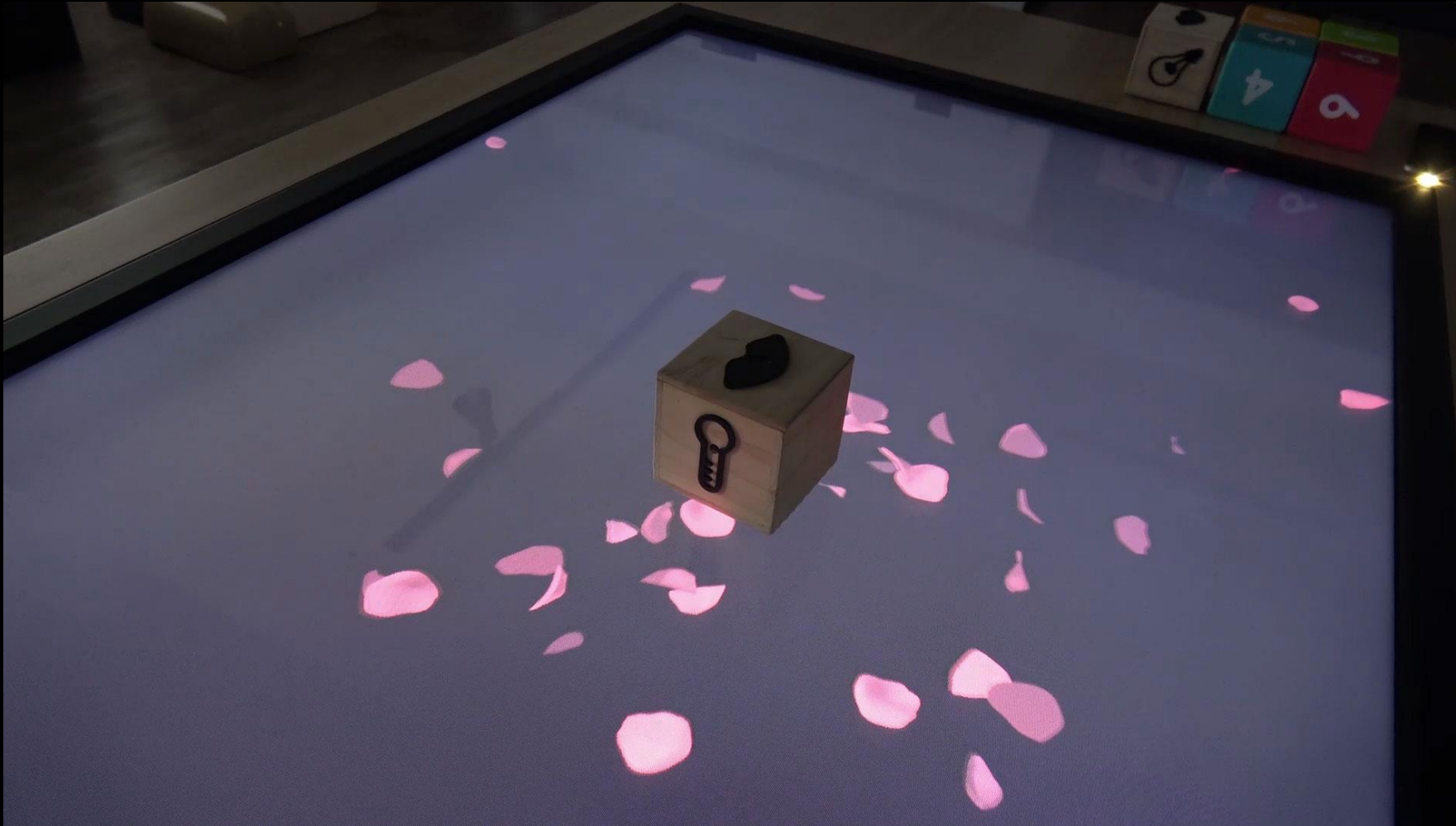
Provides new digital music experience using object recognition cube.

<https://vimeo.com/241458690>

Experience Content _ Smart CUBE : Sensor CUBE



- **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

<https://www.youtube.com/watch?v=4b-i7ftDT3E>

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.



Arduino + Servo motor



Leap motion-based remote control.



Recognize user gesture.



Physical computing Technology.

<https://vimeo.com/107118567>

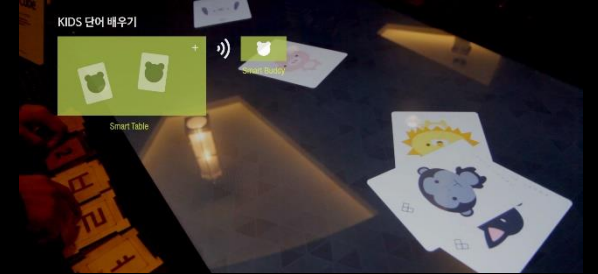
Experience Content _ Word Card (with smart Buddy)



- 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)**



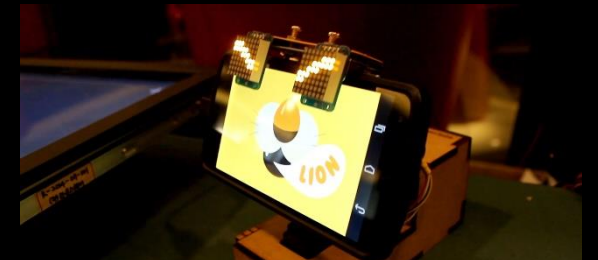
시각과 청각, 동물의 움직임 표현 등 감각을 자극하는 영어학습 체험



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>

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.



<https://vimeo.com/138274092>



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.

Experience Content _ 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>

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>

Experience Content _ Seoul Motor Show 'Say Hello' Interactive Photo



- 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>

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)

<https://vimeo.com/275566203#t=231s>

Experience Content _ Pyeongchang Olympics 'Photo Tour' (Kiosk)



- 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 Code.

<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)

<https://vimeo.com/266451096>

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)



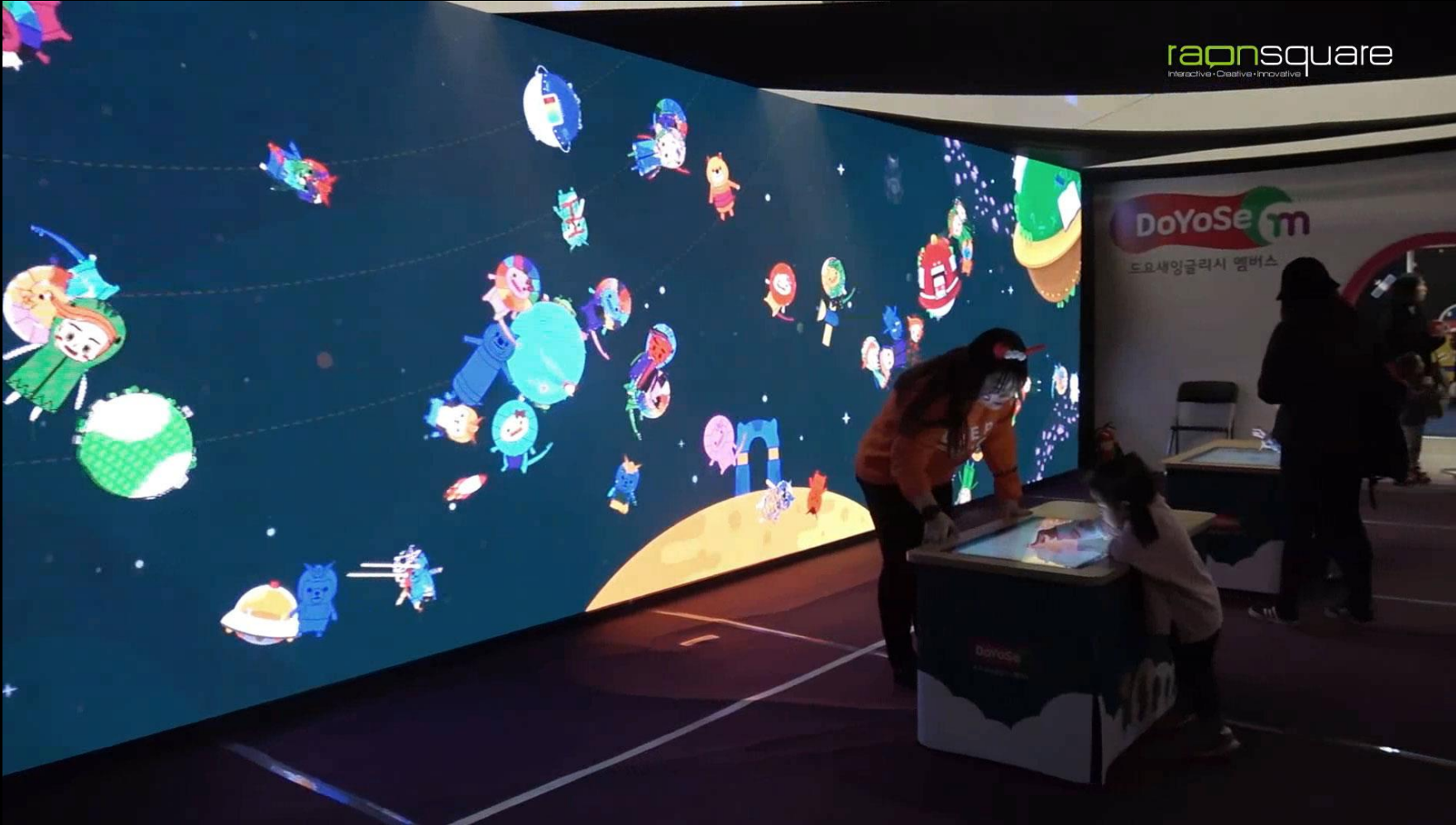
Interactive AR

<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>

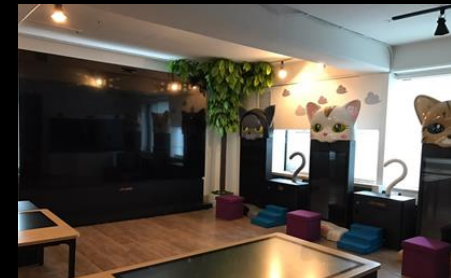
Showroom_ 'DODOLAB'



- 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_ 'DODOLAB'



- 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 _ 'DODOLAB' Content Introduction Video



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

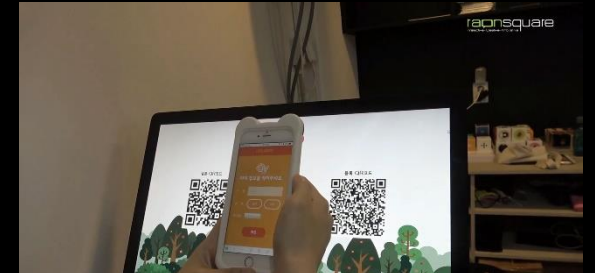


<https://vimeo.com/213477061>

Showroom _ 'DODOLAB' Experience Process with DODOBAND



- 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 Innovation]



[Appeared in the press]



[Hangeok Ilbo - Newspaper]



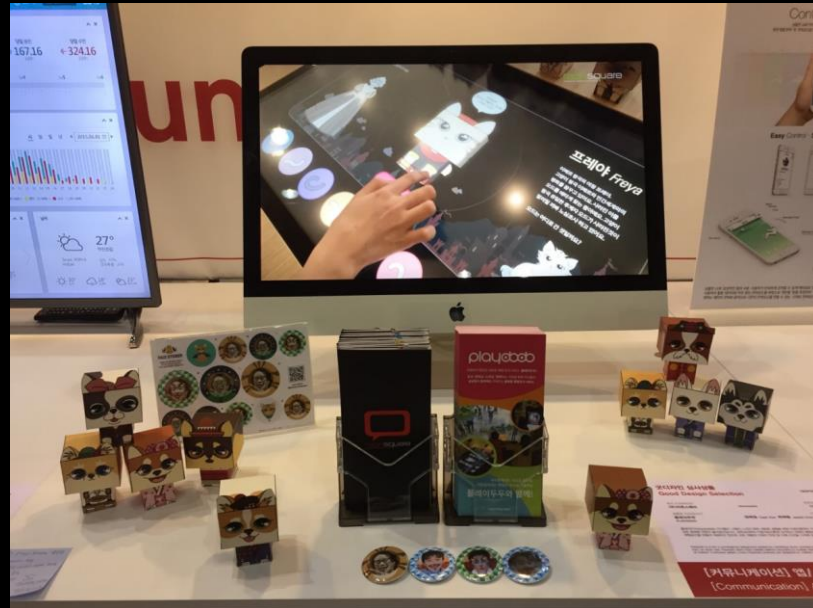
Certificate of 'Good Design' selection in App/Software

(Validation test and marketing/sales of PLAYDODO)

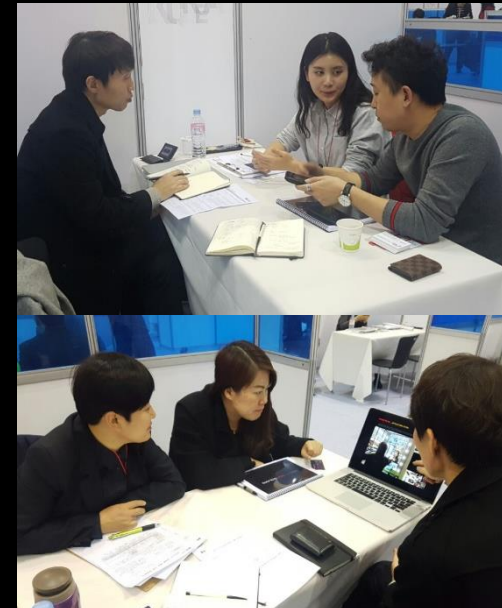
- Selected as 2016 Good design in field of APP/Software. Progressed validation test and marketing/sales of 'PLAYDODO'
- Meeting related to '2016 Design Korea' with 6 Chinese buyers and 5 companies who have interest in booth exhibition



Good Design Selection Certificate



[Exhibition Participation]



[Chinese business buyer meeting]



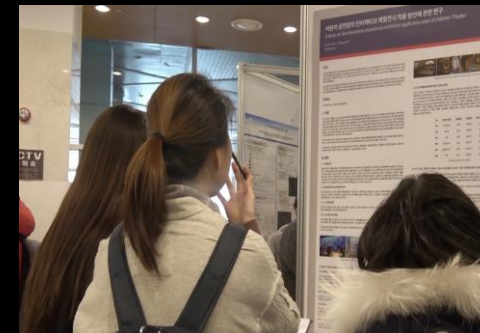
HCI KOREA 2017 Academy exhibition participation and Thesis presentation

(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]



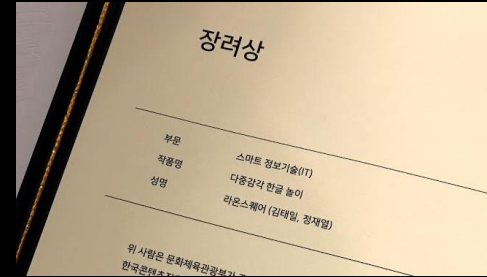
The 3rd Hangeul Creative Idea Award Bronze prize in Smart IT

(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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