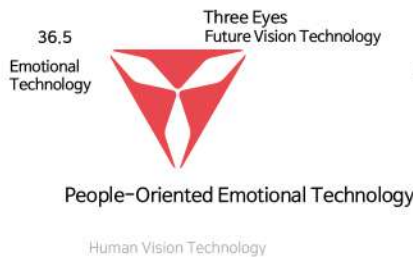**BE THE SPECIAL**
LIFELOG TECHNOLOGY

THES

01. Company Introduction

CI

THE-S: stands for "THree Eyes System," meaning three eyes where the three eyes represent our company's future vision technologies of
Optical Technology,
Emotional Techonology,
Sharing Technology.

36.5
Emotional Technology

Three Eyes Future Vision Technology

People-Oriented Emotional Technology

Human Vision Technology

THE:S

Trustworthy
신뢰

Honest
정직

Eager
열정

Specialist
전문성

about us

The-S is a technology-oriented company that specializes in R&D of 2D/3D image, movie, and 3D tech to produce devices and provide specialized services.

Overview
- Founding Year: 2013
- Sales: 940,000,000 (2018)
- Organize IITP Smart Media
- Number of Employees: 9 (Including CEO)
- Patent: Eight cases in Korea and China (Design/Trademark Right)
- Private Investment Fund 320,000,000 Common Stock Investment (2014)
- Assets: Over 1,000,000,000

Production & Service
Smart Action Cam, 3D Body Scanning Printing Machine, H/W & SW solution, Machine and Service related to AR Kiosk

Core Technology

01
Develop Custom Camera, Producing
OEM / ODM machine for B2B

02
Emotional ICT Technology
AR Technology Development
3D Modeling, Printing, Scanning

03
Integrated Movie & Content
Sharing Technology,
Build Movie Channel / Could

02. Business Contents

3D TOF Develop Camera & Scanner

- 3D micro camera tech
- 3D scanner tech
- Optical modulation tech
- 2D/3D reconstruction tech

Integrated & Sharing Camera Movie Edit System

- ios/Android
- Develop movie channels
- Cloud technology (developed in-house)

Produce & Develop Action Camera

- Develop wifi action cam
- Develop micro wearable camera
- Implement camera function

VueCam

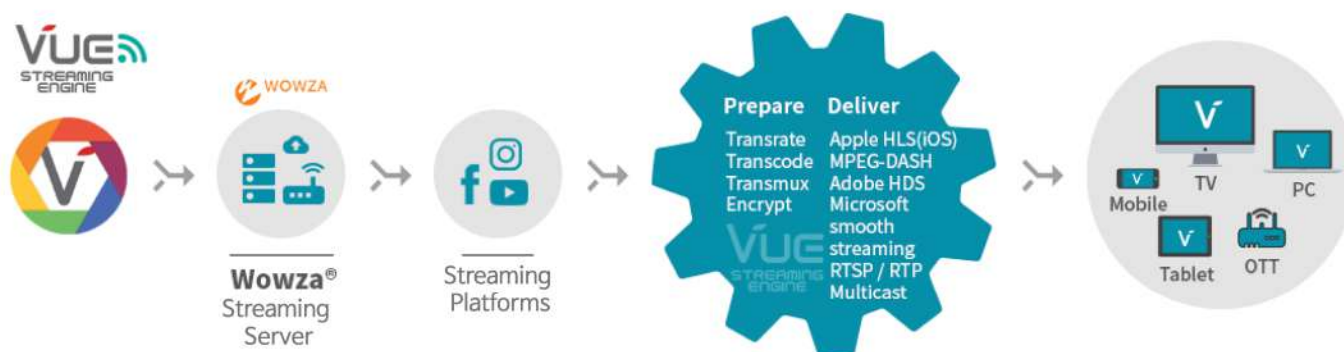IoT professional camera brand developed in-house using HW / SW Manufacturing Technology.

→ Installed Android OS
Smart Cam that provides fast & easy real-time broadcast system

Various Application Range

· Free view and self-edit function through galley
· Share on movie Platforms such
  as Facebook and Youtube
· Realtime broadcasting our own created server
· Provide multi-channel platforms

· Realtime boardcasting for personal media
· IoT IP Camera for industrial site
· Leisure sport
· Various application &
  Expand of functions depends on platforms

Realtime Movie Building Solution

View Streaming Engine –
a solution that provides faster and easier transmissions of real-time images by supporting various platforms and video systems

VUE STREAMING ENGINE

→ WOWZA
Wowza® Streaming Server

→ Streaming Platforms

→
Prepare
Transrate
Transcode
Transmux
Encrypt

Deliver
Apple HLS(iOS)
MPEG-DASH
Adobe HDS
Microsoft smooth streaming
RTSP / RTP
Multicast

VUE STREAMING ENGINE

→ Mobile
TV
PC
Tablet
OTT

VUEcam

3D Mania

3D professional brand that provides a variety of services using 3D expertise, including prototyping

3D mania Process

3D Scanning > 3D Modeling > 3D Printing > Printing & After Treatment

Main Services

3D Scanning / Modeling / Printing

· Scan product
· Modeling scan data
· Printing scan data
· Coloring

Prototyping / Reverse Engineering

· Prototyping
· Reverse engineering gears
· Fix product modeling

Ceramic Ware Modling by FDM Print

· Creat Craft-Design Product
(made by Cheongju University
Department of Craft & Design)

Full Color Gypsum Powder

· Clean & Various color
pepresentation
· Character Figure & Body Printing

Remento 3D Photo Scan Booth

3D Body Photo Scan Booth Solution made by 3D Technology

REMENTO 3D STUDIO

1. My Poster

· Providing various AR sticker contents by instant face recognition
· Providing dramatic animation effects by recognizing various motions
 such as opening a mouth, making hearts and other gestures with hands, and doing a thumbs up

Core Functions
· AR/MR experience based on AI
· Face, hands, motion recognition (Maximum 8 people at once)
· Photographing pictures and posters
· Payment / text Message
· High resolution color printing
· Content, video data, ADs management, customer responses
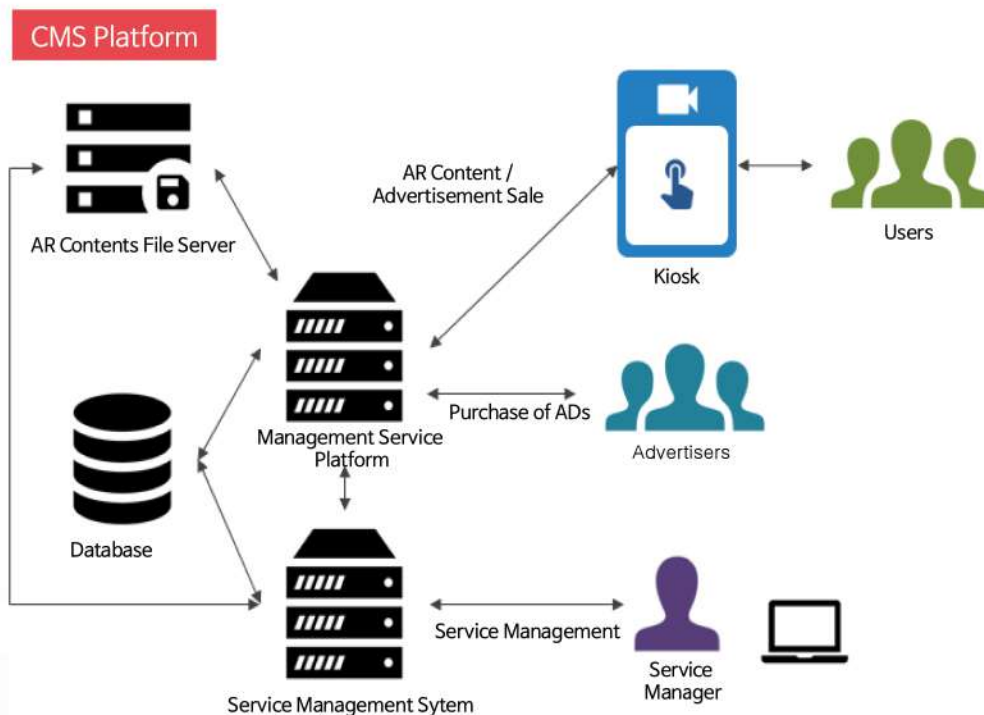 by CMS

State of Tech
Licence & Technology Development MOU Agreement
with Alchera Inc.
Use Body Recognition Engine based on a world class artificial intelligience AR

2-1. System – Differentiation/Competitiveness

(1) XR content producing technology (advanced of ordinary 2D, VR, AR)
(2) Easy management by exclusive CMS (Contents Management System)
(3) Providing attractive AR advertisement Media
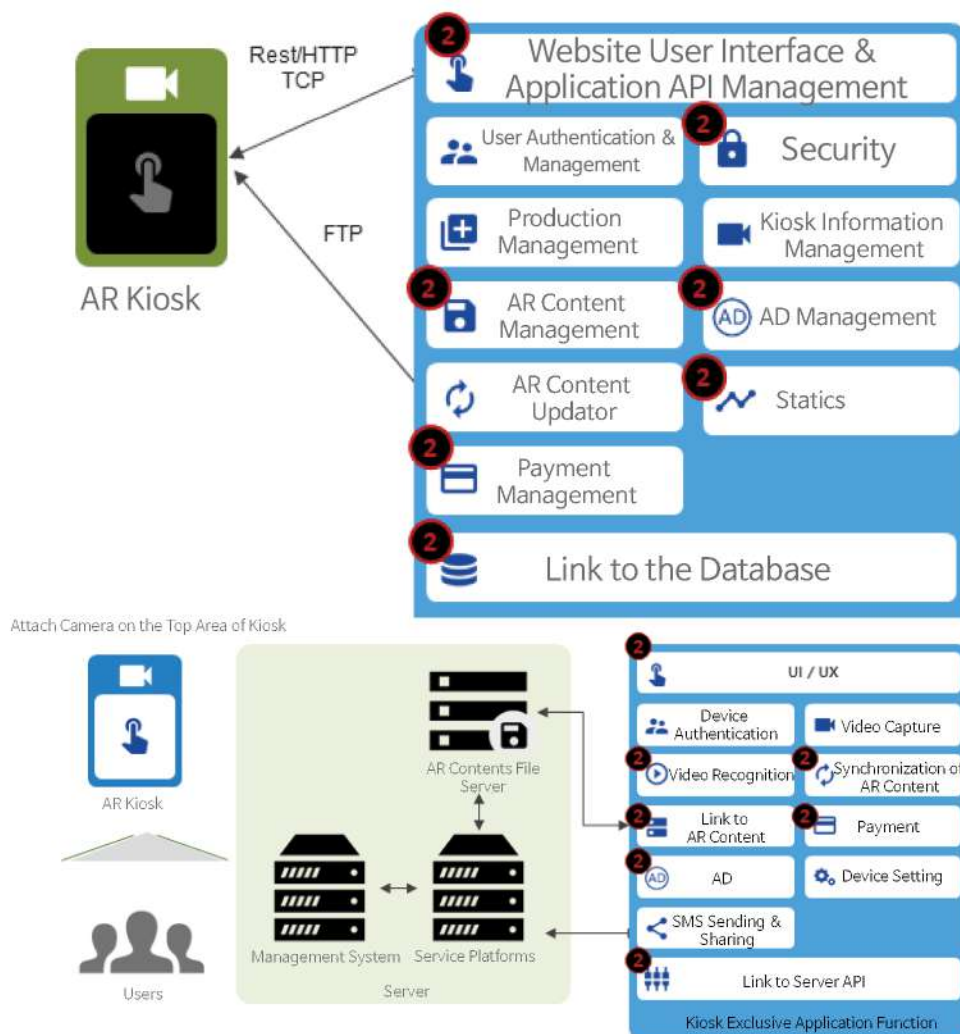(4) Format & content producing technology that provides various content

CMS Platform

AR Contents File Server

AR Content /
Advertisement Sale

Kiosk

Users

Database

Management Service
Platform

Purchase of ADs

Advertisers

Service Management Sytem

Service Management

Service
Manager

2-2 Application – Differentiation/Competitiveness

▶ First version delivery completed in 2019 to five CGV locations
  around the country and Temiorae, a tourist attraction in Daejeon

CGV*

[My Poster in CGV]

▶ Sales of AR Photocard and Photocard Collection Book by Vending Machine

AR Kiosk

Rest/HTTP TCP

FTP

- **Website User Interface & Application API Management**
- User Authentication & Management
- Security
- Production Management
- Kiosk Information Management
- AR Content Management
- AD Management
- AR Content Updator
- Statics
- Payment Management
- **Link to the Database**

Attach Camera on the Top Area of Kiosk

AR Kiosk

Users

AR Contents File Server

Management System   Service Platforms

Server

- UI / UX
- Device Authentication
- Video Capture
- Video Recognition
- Synchronization of AR Content
- Link to AR Content
- Payment
- AD
- Device Setting
- SMS Sending & Sharing
- Link to Server API

Kiosk Exclusive Application Function

[Photocard Management System]

[Photocard Printing Example]

3-1. Marketing Plan

Service Target Settings

[Expected sources of demand]
· Public institutions, gemeral enterprises, or organizations
· Advertisers looking for Kiosk ADs &
  Specializing AR advertisement
· Organizations looking for specializing exhibitions or events

[Main Audience]
· Various visitors including children, family, lovers, and friends
e.g) Tourist destination, organization, events, mall, amusement park
· Fansumer for specific sites, tool, Item, culture/sports figure,
  culture / content
· General consumer of brand product/service

[Regional Settings]
· Considering Englsh Sub / Narration for World-Wide Advertisement

Concept & Types of Manufacture

· Concept : Fresh concept advertisement video based on HQ realistic video for focusing on Product and Demonstration.
    Highlights the Strong Point of Photocard which is "easy and fun to use" AR Content for users.
· Highlights the high usability for various content AD channels
· Content & Photocard Printing Service : Over 1920 Pixel 16:+ Ratio FHD Video + Photo + Photocard Printings

Marketing Strategies

[Entire My Poster Process]
· Introduce App UI & functions, and process
· Demonstrate how to use App using model

[Hardware / Software]
· Introduce exterior Kiosk
  (Normal/Booth type 3D modeling render file)
· Explain functional discrimination & features
· Introduce detailed function & Hardware performance

[Practical Application]
* My Poster installed on
  Dae-Jeon Temiorae Gwansachon
* My Poster content instance & usage plan
  applied to various industry
* Scheduled to Yuseong Culture Festival
  & Yuseong Youth Center instantiating business

3-2. Reality of Usage Plan for Advertisement Marketing

▶ My Poster Advertisement through own Application Channel
· Display AD video on enterprise websites & Main page of My Poster brand website
· Display My Poster Kakao Plus Friends Page, CGV banner area for a video
· Plan to increasing brand awareness
· Plan to advertise brand through various channels

▶ Usage of Portal Sites (such as DAUM, NAVER, & GOOGLE) AD or
    Applications & Youtube
· Plan to upload brand AD videos & related content AD through multiple channels
  for securing more users & increasing brand awareness
· Display customized ADs for audience (region/age/life styles, etc)

▶ Aggressive Business/Marketing through Face-to-face Channel
· Most effective advertising effect was through using face-to-face channels
  due to the characteristics of B2B
· Actively utilize AD for brand when buyer meeting, investor briefing & related supporting industry support
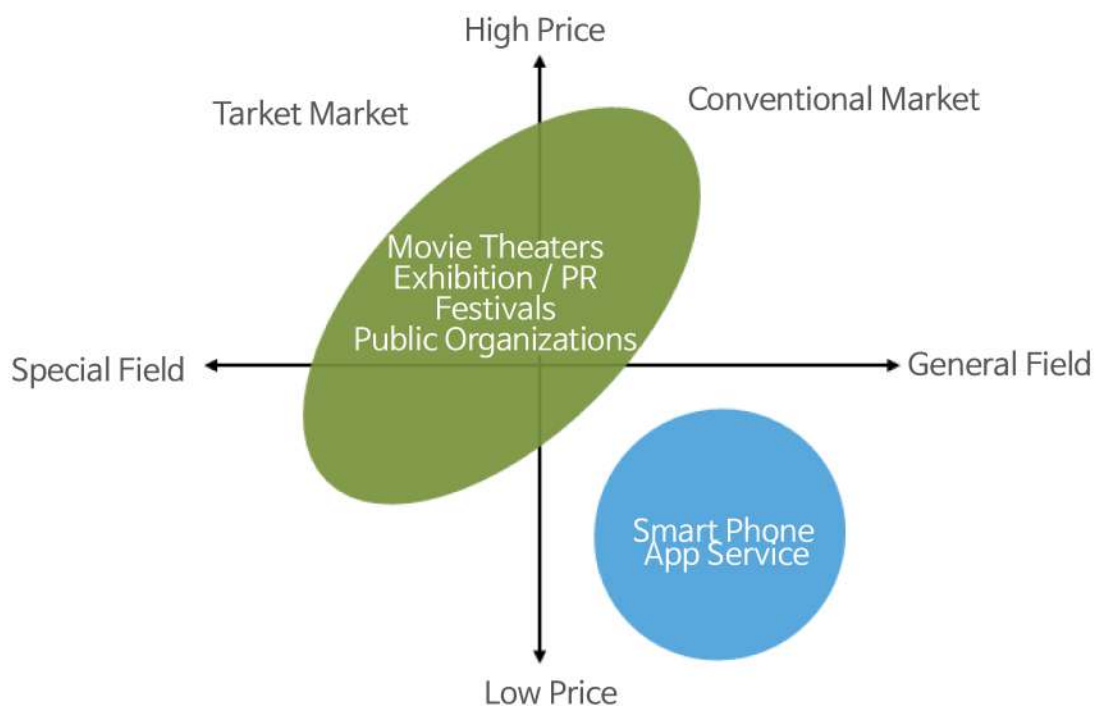
3-3. Marketing Technique Analysis

Strength	Weakness
· Interactive product marketing by AR video recognition tech & various AR content is new marketing technic · Great Usability for Any Place such as Movie Theaters, Exhibitions, PR Halls, Public Organizations, various festivals.	· Low brand awareness · Limit of main product central strategy
Opportunity	**Threat**
· Obsolescence of conventional marketing technique · Domestic and foreign high expectation for artificial intelligence AR & face recognition tech · Limit of one-way marketing technique	· New market pioneering · Preparing new competition

· Approach to grand enterprises requiring product marketing
· Apply new technique & new industry pioneering by continous investment
· Preparing diversification of profit model

Product Positioning

High Price

Tarket Market

Conventional Market

Movie Theaters
Exhibition / PR
Festivals
Public Organizations

Special Field ← → General Field

Smart Phone
App Service

Low Price

4. Profit increase potential from the development of Photocard System

▶ Expected revenue growth, both direct and indirect,through the production of production of promotional videos
 · Promotional videos will be useful as a visual & effective promotional method,
  since My Poster has almost no sales/marketing channels.
 · Great potential for easy and quick brand understanding and service acceptance through video production that
  includes the demonstration of My Poster and detailed explanations.

▶ Plan to advance management on Marketing/Promotion Channel actively based on Photocard
 · Promotion for My Poster Photocard through Portal Sites or In-App ADs
 · Buyer Meeting & B2B Sales, Feedback from General Users and Service Improvement through
  attending related domestic and foreign Exhibition

▶ Franchise & Expansion of Commercialization Capabilities by Implement Photocard System
 · Plan to Provide High Quality Service & Build Advanced My Poster System.
 · Brand Promotion purposed My Poster Sales & Events / Expansion of Rental Service Business Capabilities.

THES