Leading digital contents convergence

CELLBIG

Company overview

Company	**CELLBIG Co., Ltd**
Since	29th June 2004 Year
CEO	Mr. Sean Lee
Business	• Game, serious game contents (educational, healthcare, medical treatment, game, advertisement) production • VR,AR, MR, AI content / HW production & Distribution • Information and communication (SI) production (Web, Mobile) • Digital Theme Park design, construction service
Address	403, SK Techno BD, 16-4, Seongsu 1ga 2dong, Seongdong gu, Seoul, South Korea
Laboratory	306, SK Techno BD, 16-4, Seongsu 1ga 2dong, Seongdong gu, Seoul, South Korea

History

Building an Indoor Digital Theme Park (Gwangju, Sejong, Jinju…) Launching Service

Access Control Solution Procurement Distributor Agreement (Net End)

Build/maintain IT Business Unit Launching (Special Fan Supply Association, Water and sewage

association, Maritime Affairs and Fisheries Ministry, K2 Korea, Happy Money..)

To develp & supply LG U+ IPTV Children's Country 2.0 AR Content

2017 KOCCA functional game sponsor project, selected

China AR Digital Majang Development Contract

2017 Chonnam Culture Business Sponsorship (VR Simulation Contents Development), Selected

Korea Trade Association Recommendation 'SandCraft' Selected

China 'Sun Tree ' 'SandCraft' distributorship in China signed, US 'System Koo' Copyright contract.

AR Sand Game 3D Sand Box 'SandCraft' launched.

Hyundai Motor 'GDSI Simulation Unity Engine Optimization' service agreement

LG Research Institute 'VR Car interior system' service agreement

'Seoul Culture Foundation 2015 System Enhancement (Mobile)' selected as developing partner

Auto Reserach 'SK Telecom SDN 3D UI' developing partner

POSCO ICT 'web/mobile game Mongni Run' game investment partner

Gwachon City 'Knowledge Information City Investment MOU' – 8 IT companies leader

Two Bar / Wiz Games 'Lava Bit' development

Samsung 'Smart TV Motion Recognition Contents' selected as development partner

I Jim 700 Martial Arts Franchise 'Taekwon Star' Kinect Game Zone

Korea.com Buy Chinese products site

'Motion Recognition Technology Award' Selected

2013 ~ 2018

History

2010 ~2012

Chonnam KOCCA 'Advanced real touch media' – Selected

Kids Pang Pang Motion Cognition Game with 100 franchisees signed up for distribution

Neowiz Games 'Tour de Star' US 'ICE Games' publishing contract

Developed Medical online game 'Cell Bike'

Developed Kids Online Bike CO-1400 linked to online games

Samsung '2013 Samsung Smart TV' Video player, game contents development contract

Developed Beyond Tech 'Kies 2.0 Mac Version S/W'

Designated as KOCCA consulting partner

2007 ~ 2009

Developed STB Certification and Contents Management Server for Hong Kong

NexTrend

Gyunggi Province Functional Game Festival

G-Star 2010 International Exhibition (Functional game 'Tour de Star')

Developed arcade game for Japan Yamaza Group

Developed physical interactive online tool kit for KOCCA

Developed arcade game to export to Japan Bandai Namco Games

Established as CELLBIG Co., Ltd.

2006

Vision

Mixed Reality Business Area

Advertisement Media	Entertainment	Smart Learning	Health Care	Construction / Service	Next generation Game

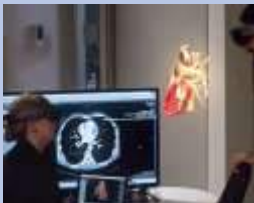|	Advertisement Media	Entertainment	Smart Learning	Health Care	Construction / Service	Next generation Game
1st Stage (Entry Period) Market Exploration	Projection Mapping AR Advertisement	Kids cafe Playground	3D Museum / Exhibition Hall Customized contents	Physical interactive fitness	Product preview for shopping & service	IP based physical interactive game
2nd Stage (Development Period) Securing construct	Media production for tourism	Physical interactive attraction : survival game	Virtual Reality Digital textbook	3D medical information	Virtual model house catalogue	B2C VR game platform
3rd Stage Expansion Period) Expanding platforms	Ad Media VR solution	Dedicated mixed reality Theme park	Tools and equipment for education	Linked to medical information cloud	VR real estate and interior	Major title Multiplatform

Mobile Application

Samsung Smart TV Content

Platform	Android / i-OS (AR)
Title	Education fusion game contents using geographic position and augmented reality
Features	• The place for geographic positioning game is a historical monument in Young Am
	• The Chinese characters can be printed not only in AR screen angle but in 360 turn positions

|	
Platform	Mac OS / Samsung Galaxy Android
Title	Kies 2.0 Mac version S/W' order made development
Features	• Samsung Smart Phone sink program Kies Mac version porting
	• Beyond Tech order made

Platform	Arcade	
Title	Experience Bike racing gram	
Features	• Player can control characters with bikes	
	• 13 stages and 5 characters	
	• Support Multi play (maxi 2 people)	
	• Extract data related with sports capacities	

Status
- Created platforms in 2 versions
  (Adults [LST-1300], Children [CT-1400])
- LST-1300 is being sold to government agencies, welfare centers and facilities
- CT-1400 to kids café, gymnasium, schools and franchise shops

SERIOUS GAME

Iron Fist Elementary Kid
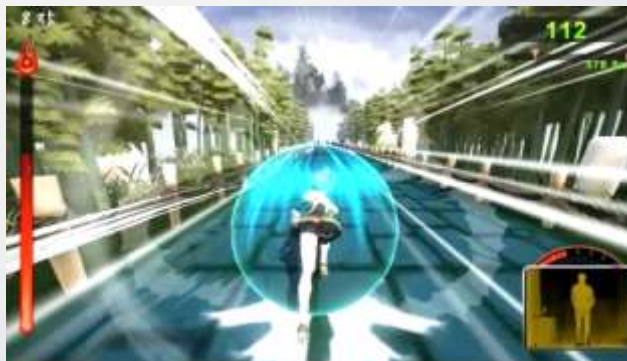
Platform	PC Arcade for Kinect
Title	Sports run game using motion cognition function of Kinect
Features	• Using Kinect motion sensor, recognizes players action and transmit to characters
	• Log in using individual RFID card and store activity results on DB

Status	• After beta Test with Korean students, started sales
Future development	• To be distributed to schools and martial arts centers and gymnasium

Track Record

3D Product Development

Hyundai Motors GDSI Simulation
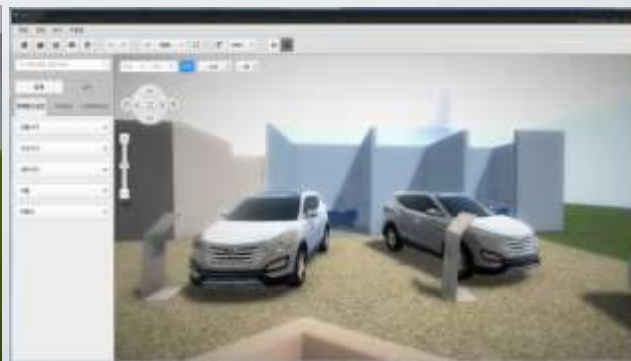
Platform	PC Windows / Mac OS	
Title	Hyundai Motors Distributors Shop Interior Editing Tool	
Feature	• Easy preview and re-arrangement of furniture and exhibited items	
	• Easy-to-use interface	

Status	• Completed
Future development	• GDSI web and mobile version
	• Hyundai Motors 3D solution PR

Track Record

3D Product Development

SK telecom 3D topology
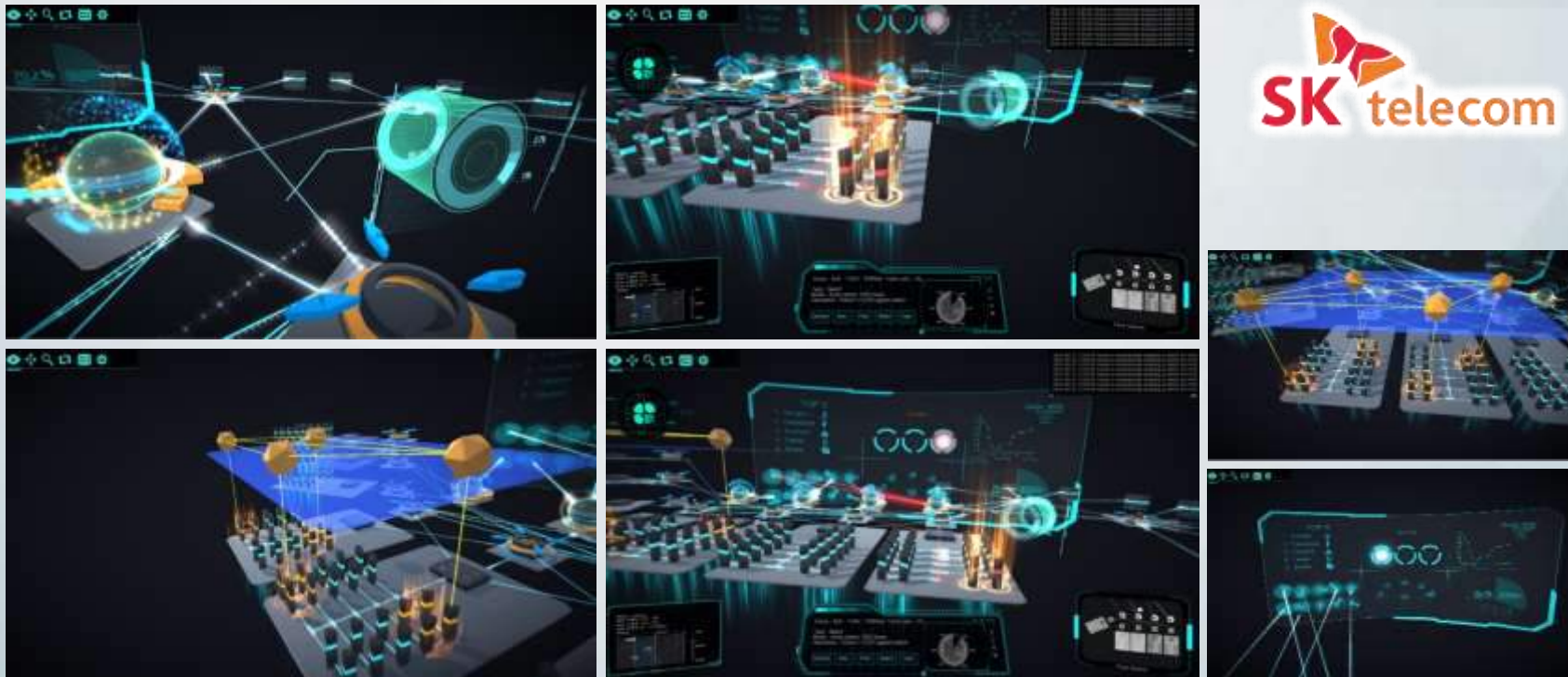
|	
Platform	PC Windows
Title	3D Integrated Control of SKT Server Management System
Features	• Setting SK Telecom Business Center Server with cutting edge 3D UI/UX
	• Enables one-stop check of SDN based flow information and network UI information

Status	• Completed SKT Server Center Version and UX TEST
Future development	• Link with HMD, Kinect virtual environment interface
	• To be extended to SK Telecom main server control system

CELL3IG
DESIGN. DREAM. FACTORY

3D Sand Craft
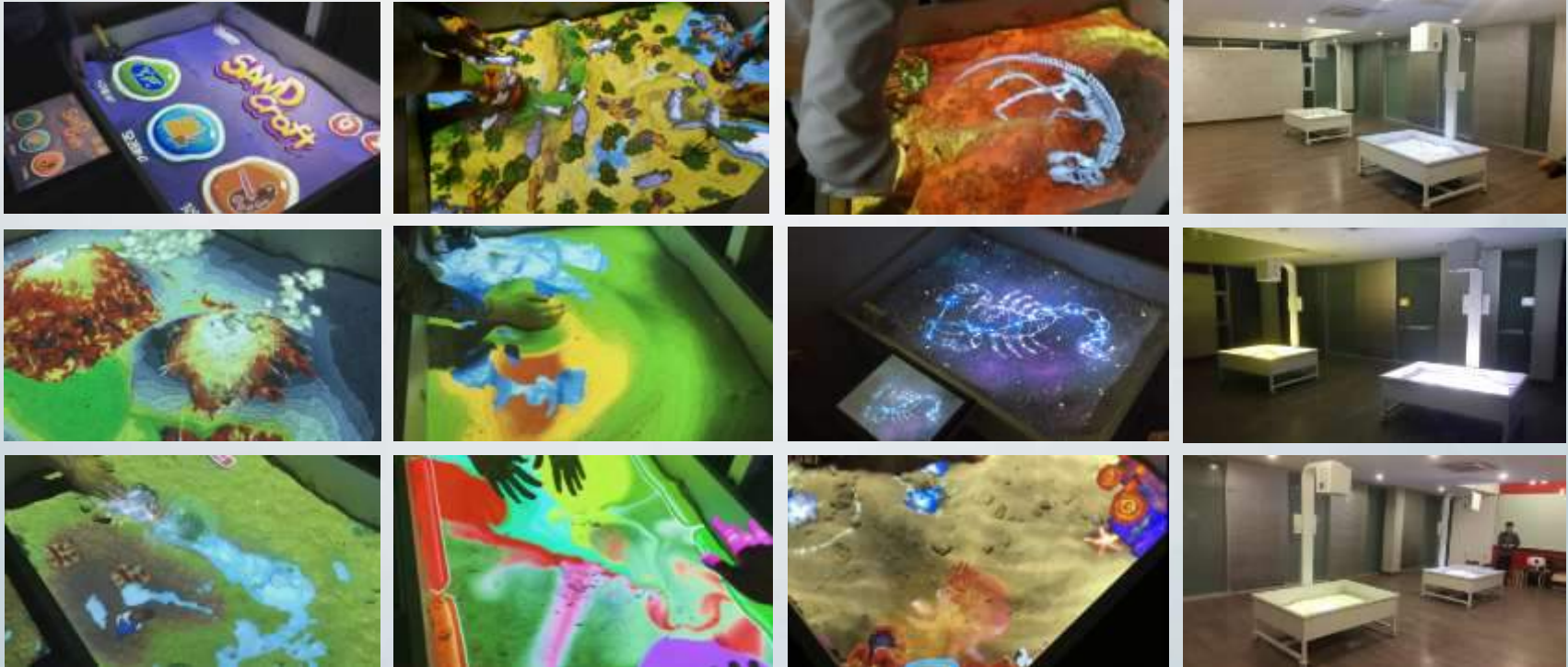
Platform	PC Windows / 3D sandbox platform	
Title	Tactual cognition-based virtual environment learning contents	
Features	• Players shapes landscapes with real sands	
	• A tactual cognition emotional experience contents where Kinect recognizes the change of landscapes and brings about new scenes	

Sales target

• Exhibition rooms, museum, kids café, playground facilities

• Can be used as a lease item for science expo or other children-related events accommodating kids

• Can be linked to IP contents that customers possess

• Can extend geographic change simulation interfaces liking GIS

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Fanta Box Kids Contents

Fanta Ball Shooting	Fanta Floor	Fanta Slide	Fanta Table

Track Record

Digital Theme Park

Amusement interior
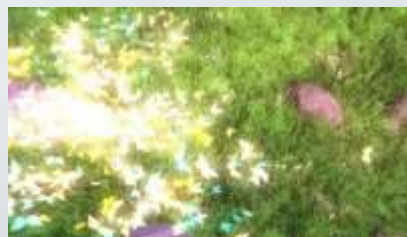
- CELLBIG provides not only AR/VR/MR solutions, but contents leasing and sales services
- CELLBIG maximizes customer satisfaction through its strong technology and knowhow
- Backed by its next generation construction engineering and performing skills, CELLBIG can offer infinitely valuable contents which can contribute to customers emotions, intellectual development and health care.

Track Record

- ✓ **Lead users to experience mobile AR**
- ✓ **Used as advertisement and marketing tools for companies**
- ✓ **Interactive elements combining experience and fun and**
- ✓ **Social PR using viral marketing**

Pseudo hologram

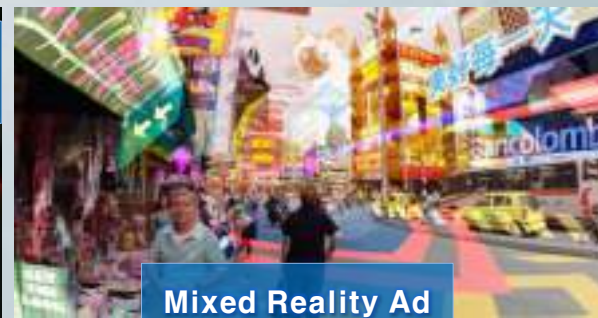**Interactive Ad and performance**

AR ad for smart phones
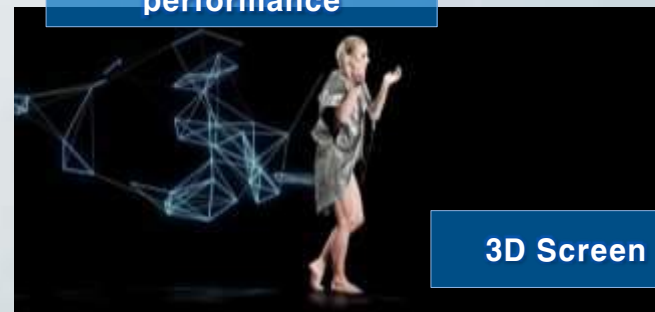
3D Screen

Building Projection Mapping

Ad Media Table

Mixed Reality Ad

VR Attraction Rider

- To develop VR theme park contents using existing approach rides. New Direction of VR Content Development from the Viewpoint of Using Analog Ride.
- Leveraging position tracking, a state-of-the-art technology rather than traditional beacon or network synchronization, mobility HMD technology transforms Legacy Theme Park into VR Theme Park at a lower cost.

Track type attraction VR contents
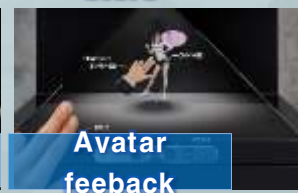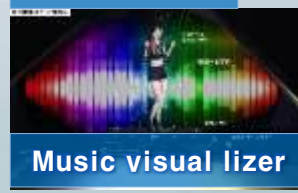
Riding attraction VR content
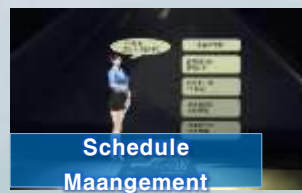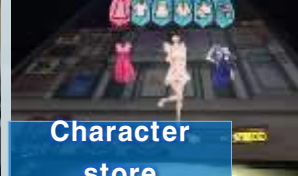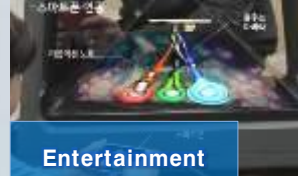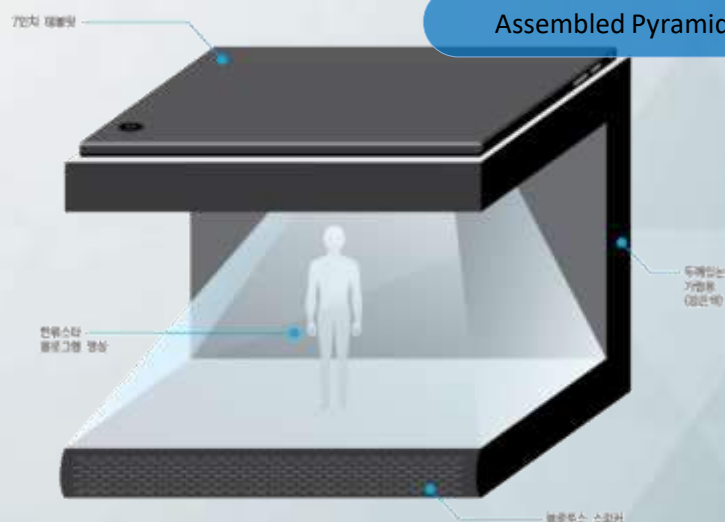
Track record

Holostar

Augmented Reality Platform

- To show K-POP Star and Idol character intelligent smart assistant hologram platform that enables emotional digital content design to be implemented in 3D animation and combined with hologram technology to enjoy individual schedules, information, games, emotions and communication in a hologram.
- To allow content that two-way communication through various interactive controls such as voice and motion, not smartphone remote control.
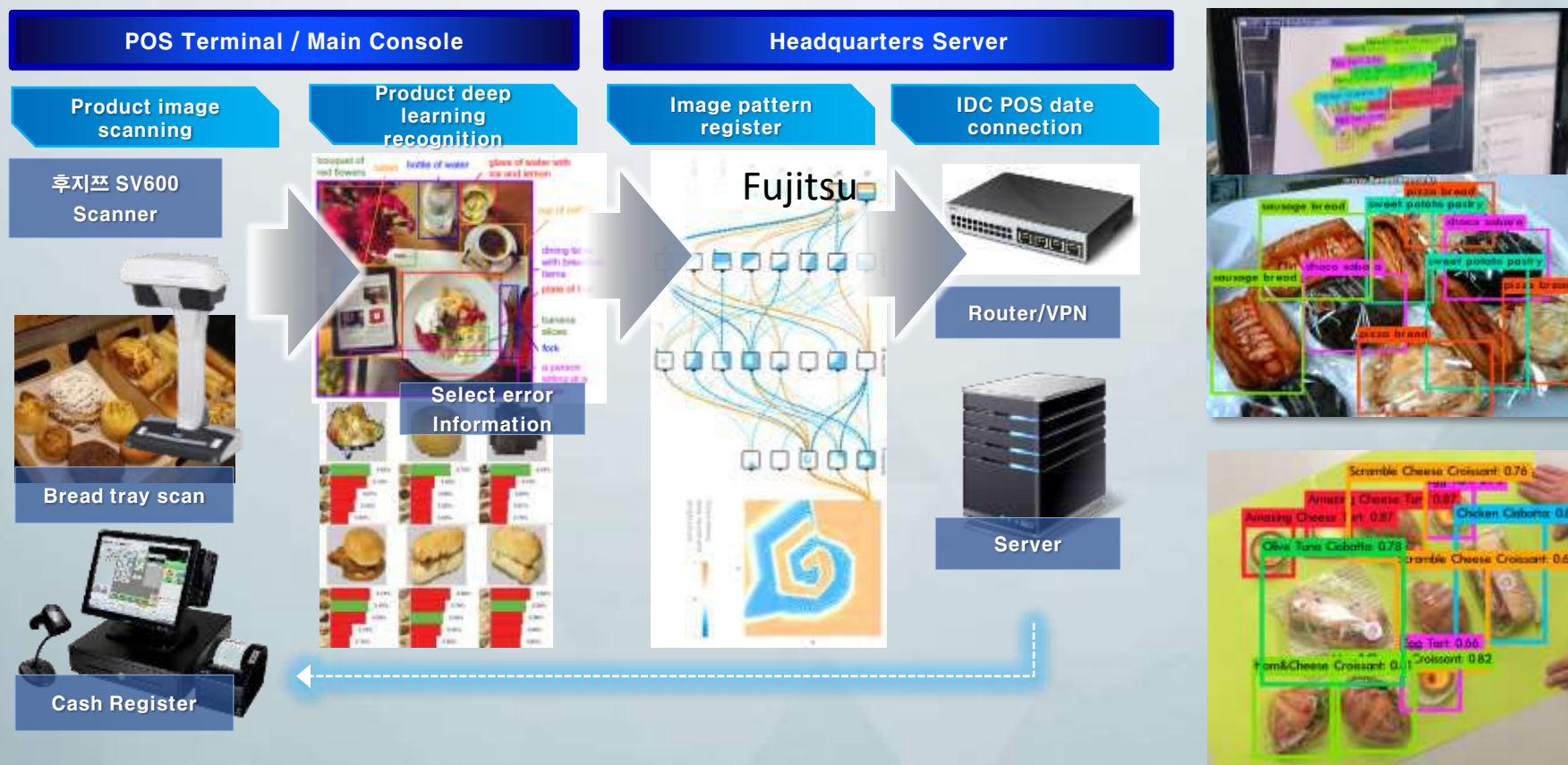
Mobile phone hook type

Assembled Pyramid

Social Alarm

Entertainment

Character store

Schedule Maangement

Music visual lizer

Avatar feeback

CNN Image recognition

Paris baguette deep running casher

- Build image processing automated calculation system with image scans only, not barcodes.
- Variety of video processing applications using deep Learning technology are proposed, and (high-Level Feature Learning Capabilities), which are characteristics of Deep Learning technology, are used to extract, analyze, and utilize the complex characteristics of the analysis target in the video.
- management system for product calculations and hardware control by establishing an active updateable database of each data

POS Terminal / Main Console

Product image scanning

후지쯔 SV600 Scanner

Bread tray scan

Cash Register

Product deep learning recognition

Select error Information

Headquarters Server

Image pattern register

Fujitsu

IDC POS date connection

Router/VPN

Server

LGU+ IPTV

- The TV set top box and smartphone distributed to the home without a separate console device or AR equipment provide services to the augmented reality environment so that children can enjoy the contents of the video on TV .
- To develop contents that can be learned effectively while playing by creating educational content based on AI and AR technologies according to trends in education industry

K-POP Dance Master

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KPOP Dance Acade game

- K-POP DANCE MASTER is a motion-capture training content of G running, a sensual content where the dance master of virtual reality teaches me dance.
- To Combine K-POP with DANCE as a favorite content for everyone from children to adults causes interest in sports
- Dancing improves joint and stretching effects and reduces stress hormones and tension by dancing to music.
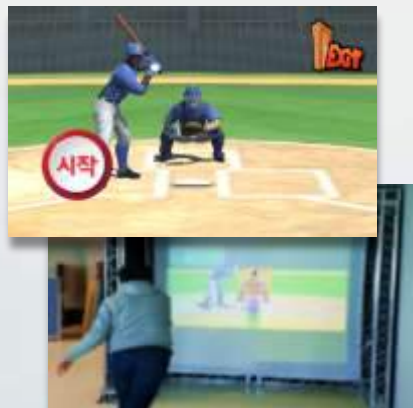
Development

Sport Game Contents

- Proven technology by the Korea Institute of Sports Science to produce content / Providing sports technical information for the SporEdutainment School Service

Handball

Baseball

Basketball

Foot volleyball

Volleyball

Trampoline

Archery

Football