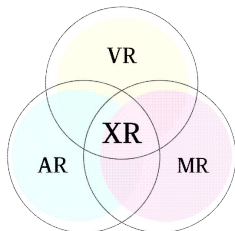**SHAREBOX**

SHAREBOX

Transcending time and space,
Offering equal opportunities
Sharebox

We are a **cultural content focused technology company** that combines new video technology with innovative ideas to create content that can be understood all over the world , transcending both language and generations.

XR Market

Normal Content		XR Content
Limited Immersivity	→	Immersivity
Passive Experiences	→	Interactive
Single sense stimulation	→	Multi sense stimulation

XR (Extended Reality) Technology

XR combines digital elements with the real world to create an immersive experience for users. The technology allows users to interact with digital content in a physical space.

Interaction technology and LED experience spaces without cumbersome HMDs

Utilizing interaction technologies (touch, gesture recognition, scent, wind, sound) without the need for a human-mounted display (HMD), we created an LED experience space that interacts with visitors without the need for an HMD.
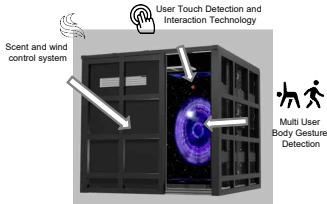
XR Interaction Content

Immersive and engaging XR content that tells your brand's story is an effective marketing tool for pop-up stores or offline stores. XR content stimulates multiple senses to make your brand memorable and create an unforgettable experience for your customers.

XR 5-sensory Experience Zone

"2022~2023, Finished development of 5-sensory XR Experience Zone"

User Touch Detection and Interaction Technology

Scent and wind control system

Multi User Body Gesture Detection

5-sensory immersive
XR interactive experience zone

- **5-sensory experiential XR interaction**
- **Movement based interaction**
- **XR virtual environment set up**
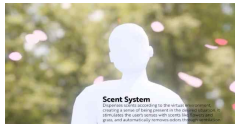- **Personalization using QR code**
- **Scent and wind control system**

Air Control System

Deliver tactile experiences to match content with the Air Control system

Wind Dispensing System

Designed to ensure that wind and fragrance spread evenly through the Wind Dispensing System

Scent System

Deliver olfactory experiences that match content with the Scent system

Sound Control System

Deliver the right sound for your content, maximizing immersion

Brand Storytelling

Personalized 5-sensory experiential content depending on the theme the user desires

Touch Interaction

Quick and active way of experiencing brand content

Stimulation through scent

Memorable experiences that connect emotionally through storytelling using scents

Motion detection floor interaction

Graphic interactions that represent the logo, message, and vibe of the brand

Immersive Surroundings

Dramatic wind effect that heighten immersivity in the quickly changing environments

Interactive Story-telling XR 5-sensory Booth
Actual Indoors Experience Zone Example
(LED version, with glass walls)

Quick and Memorable Experience

QR brand interactive lookbook after 3 minutes of experiential content

Exterior LED Advertising

Raises effectiveness of marketing as well as attracting attention

Subliminal Marketing

Choose the location, vibe, and occasion, to create an immersive story for the brand

Customer Data Collection

QR code entry system to collect customer data

DX, XR, Technology Oriented Marketing

3D 360 degree 5-wall videos and surround sound system to create a modern brand advertisement

Example: COEX Hyundai Duty Free Indoors Perfume Pop-Up Store
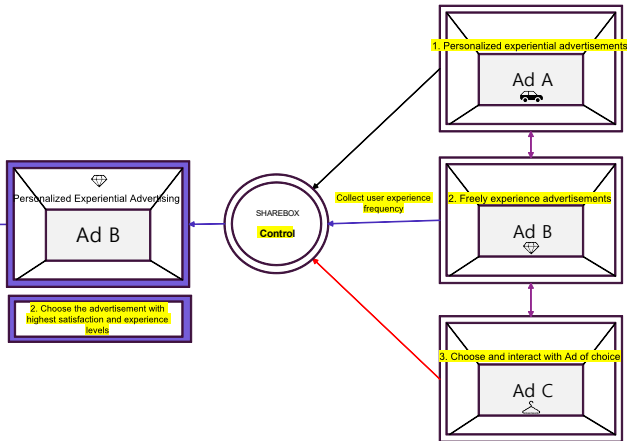

Touch

A subtle scent is visualized with a pattern that spreads out in a wavy pattern from the point of touch.

Pattern

Simple representations of scents are patterned and generated based on user touch.

Launch New Interactive Outdoor Billboard Market

Ad A
🚗

1. Personalized experiential advertisements

Ad B
♦

2. Freely experience advertisements

Ad C
⚓

3. Choose and interact with Ad of choice

Collect user experience frequency

SHAREBOX
Control

Personalized Experiential Advertising
Ad B

2. Choose the advertisement with highest satisfaction and experience levels

Ad B Shown

Ex: COEX Parnas Billboard (JoongAng Daily)
3. Large LED Outdoors Billboards apply user feedback

[SHAREBOX] XR 5-sensory experience zone

Take the pre-existing advertising market and turn it into interactive experiential advertising market

Famous Brands <mark>Indoor</mark>

Target : All companies that wish to use our services to enhance the brand image and attract customers.

Example: **Department Stores – Hyundai Department Store**

Helps portray the impactful value of a brand's image, and to strengthen the bond between the brand and the customer

Billboard/Parnas-Joongang Daily <mark>Outdoor</mark>

Target : Companies that want to discover or apply for advertisement clients

Example : **PARNAS-Joongang Daily**

Companies that want continuous income and a clean image by maximizing the efficiency of billboards

POPUP Store <mark>Event</mark>

Target : short-term events that want pop-ups, offering the customized type of experience that clients want to see, like festivals, expositions, sports events, etc.

Example : **Seong-su dong, Myeong-dong brand pop up, etc**.

Use of personalized interactive experiences to impress customers.

Global Marketing and Expansion

Global Expositions and Marketing Results

Dubai GITEX (2023.10)

Tokyo IT WEEK (2023.04)

2023 Dubai North star

GITEX Demo (2022.10)

Tokyo IT WEEK (2024.04)

2023 France KOREA EXPO IN PARIS

Global Expositions and Marketing Results

Global Marketing Results – MoUs with companies in Dubai, Japan, South East Asia,

Dubai KOCCA XR content installation

Main Exportation Result

Country	Exportation	Number of Products	Name of Product
China (2018)	U$ 50,000	1	VR Content <My Love Clara>
Vietnam (2019)	U$ 4,800	6	VR 360 Content samples
Vietnam (2019)	U$ 4,800	1	VR Content "My Love Clara"
Digital Twins (2023)	**55,980AED**	1	XR Interaction Content

Our Technology

We plan, develop, create and sell our content in ONE-STOP

Projection Mapping	VR / MR	Metaverse	XR ShowRoom	Interactive Media Wall	Anamorphic Contents
Schumann & Clara & Brahms	Universe, Let's Play / Space Expedition	KBKookmin Bank VR	Sangam Showroom	Media Maru Exterior	Dubai GITEX
2018	2019~2020	2021	2022	2023	2023

Unity / Unreal Engine

Projection Mapping/ VR, AR, MR, Metaverse content

Can create performance animated videos with visual storytelling

Multi-wall immersive space / interaction

Multi-user projection mapping in experience zone / indoors and outdoors LED media wall interaction

Anamorphic Content / 5-sensory experiential technology, movement and touch detection

| Real time mirroring Movement interaction | **Multi User Movement Detection** | Skeleton and Hand Tracking | User movement interaction technology | Hand tracking, touch, floor walking fallow hand body motion. | VR/XR Content Development Technology |

Content Characteristics

'Once Source Multi Use(OSMU)' focused education service

Storytelling content creation experience
Content that will cause curiosity in the user
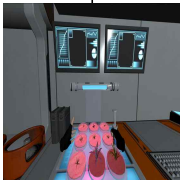

Storytelling

Projection Mapping, VR/AR/XR content creation, etc.

Constant planning and production of original Sharebox Content, with high quality storytelling elements.

Use of content without device restriction

Content Rebirth

Possible to use our astronomy education content on multiple different devices (projection mapping, media art, VR/XR/Metaverse), to allow content recycling

High price competitivity

Price Competitivity

Use of owned IP on different devices, raising price competitivity for new products

High global selling power

Globalized Content

Participation in CES Las Vegas, MWC Barcelona, GITEX Dubai, to verify our chances in global market

Content Unique Points

Experience through all 5 senses without a device
➡ Can offer high experiential value

1.

Heighten immersivity in 5-sensory experience with 3D sound and air control

2.

Immersive experience zone without needing protecting gear

3.

Experience the scent and temperature through sense stimulation system

4.

Stimulate all the senses through in depth studies

5.

Highly immersive experience with high quality LED

6.

Use leftover spaces to save money

7.

Not just visual but full body experience

8.

Experience the education with your entire body, raising experiential value

Sharebox utilizes XR technology to offer a customized immersive experience, with interactive booths set up in front of billboards for mini games and selective advertisements.

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Phone: +82 070 8833 198

Headquarters 218, gajeong-ro, yuseong-gu, daejeon, room 302-3-2
Main Office 396, World Cup buk-ro, Mapo-gu, Seoul, 9th floor Room 9065

Content	Immersive classical concert Projection Mapping <Schumann, Clara and Brahms>	VR <My Love Clara>	VR Astronomy content <Universe, Let's Play> 22 Episodes	MR Content <Space Expedition>	KB Kookmin Bank Metaverse VR Branch	Metaverse 4th industry education VR content
Images						
Organisation	Seoul Business Agency (SBA)	Korea Institute of Startup & Entrepreneurship Development (KISED)	KISED	Daejeon Information & Culture Industry Promotion Agency (DICIA)	KB Kookmin Bank	Korean Community Media Foundation (KCMF)
Content	5-wall immersive interactive XR service, Sharebox Showroom	KB Metaverse VR Branch 2nd stage testbed	C2E Platform consortium for Metaverse Economy	360 degree videos customized for 5 walls	Immersive Interactive Fairy Tales: 3 Little Pigs	Immersive Interactive Fairy Tales: The Magic Clay Pot
Images						
Organisation	Ministry of SMEs and Startups (MSS)	KB Kookmin Bank	Korea Radio Promotion Association (RAPA)	SBA	National Library for Children and Young Adults (NLCY)	NLCY

Previous Portfolio   Meet-up!

Piloti shaped XR interactive LED installation with 3 walls that is useful for promotional content. Can also be created in a circular shape. The KINECT sensors installed on each side detect the users' movements in real time and mirror it on the screens, creating an interactive community space

Event exhibition Art

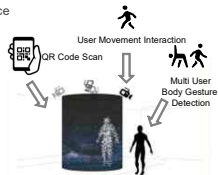LED interactive XR installation that offers interactive content according to various events throughout the year

Media Art Exhibition

Media art exhibition in collaboration with various artists

Interaction Mini Games

Various mini games using motion detectors. Developed 3 mini games and created media art for standby screens.

User Movement Interaction

QR Code Scan

Multi User Body Gesture Detection

3-wall XR Piloti Contents

- **Piloti Shaped XR Landmark**
- **Personalized user experience through QR code detection**
- **Interactive Performance with users**
- **Used as media art**

  Sharebox was selected for the 2022 Seoul Testbed Program, proceeding with a PoC in front of the Seongbuk-gu City Hall
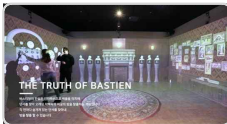
XR Experience Zone (Educational Content)

1

Energy Hero

- A game that uses motion recognition to find where energy is wasted

2

Escape Room

- XR escape room game using wall touch detection and motion sensors

3

Hidden Pictures

- XR hidden pictures game with wall touch detection.

4

Work Race

- Card flipping game XR content for multiple users

5

Pumping Square

- Multi-user experience of with XR rhythm games and motion recognition

6

Mirror Cast

- LED Interaction XR to bring interaction to citizens

■.Sharebox Original Content

Showcased interactive content on an outdoors interactive LED installation in 4K
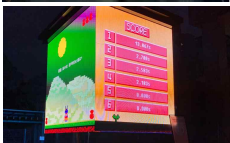Successfully launched media art exhibition that was in collaboration with an artist

1

Yearly Event Display Art

2

Discover Seoul Seong-buk Gu's Hot Spots

3

Interactive Minigames

4

Energy Hero Game

5

Media Art while screen idle

6

Media Expo in collaboration with artist

Sharebox

※ QoE (Quality of Experience) Evaluation of content scenarios from the user's POV for overall satisfaction checks.
Analysis of user engagement and user satisfaction levels.

XR Options

Format Options

Booth Type

Minimum size of one wall 3m*3m

(can add more panels)

Can add kiosk connected to booth & QR system

4K / Full HD

Can connect motion detectors and sensors

N-wall Type

Number of walls according to the space

Can add kiosk connected to booth & QR system

4K / Full HD

Can connect motion detectors and sensors

Piloti Type

Minimum size of one wall 3m*3m

Can add kiosk connected to booth & QR system

4K / Full HD

Can add internal control room

Can connect motion detectors and sensors

Sharebox's XR marketing service is fully customizable, allowing you to choose the perfect format for various different spaces and goals. We offer personalized content, that presents effective marketing effects by targeting each customer and not just the general public.