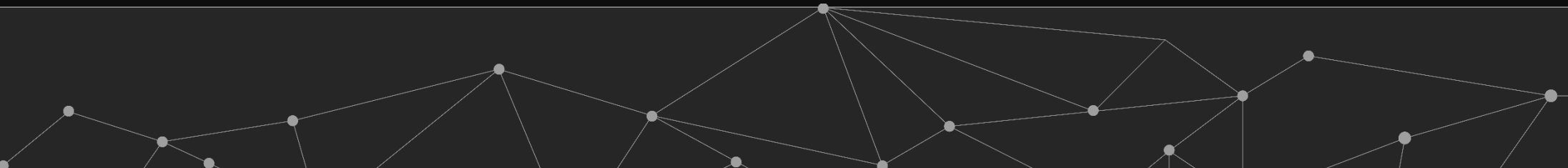


Holotive Global Business & Products and Contents Introduction

2017. 12. 07

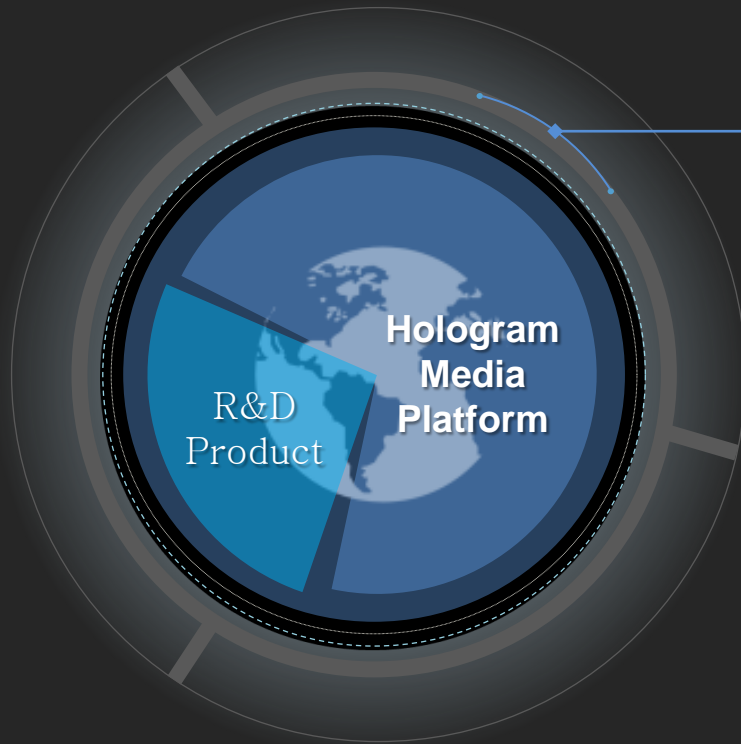


HOLOTIVE
Neo Tech Neo Life



Holographic Technology Platform

Immersive media projection and content creation



Holotive Global is a R&D based holographic technology company.

We have been building up a market for the immersive media projection and content creation business.

Strategy

01. Entertainment

- LBE
- Live Performance
- Event



02. Advertisement

- Outdoor Billboard
- Glass Facade solution
- Hologram Digital Signage



※ LBE stands for Location Based Entertainment which collectively indicates Community-Based Entertainment Business. LBE provides upscale social gathering places like shopping mall, playgrounds and is often used interchangeable to describe amusement parks, waterparks, zoological parks, and places where provide an entertainment facilities in a particular location.

Int'l Business

2017 MAMA Awards



INSPIRE Integrated Resort



Guangzhou Lantern Festival Dome Project



Dubai Project



China Gwanizhou Project



Kuwait ROOFS



Saudi Arabia Media Vehicle Advertisement



China (Air Media) Media Façade



Diagnosis

HOLOGRAM ITEM



HARDWARE PRODUCT



MATERIAL PRODUCT



Hologram Contents IP

1

STEP

3 Layer Hologram Stage



Most popular cartoon shows
made into hologram
musical

2

STEP

45° Floating Hologram



3D and 45 degree
hologram performance theater

3

STEP

VR Animation Contents



360 degree hologram VR
animation contents
creation

> HOLOTIVE IP CONTENTS



요괴워치



HOLOTIVE
Neo Tech Neo Life

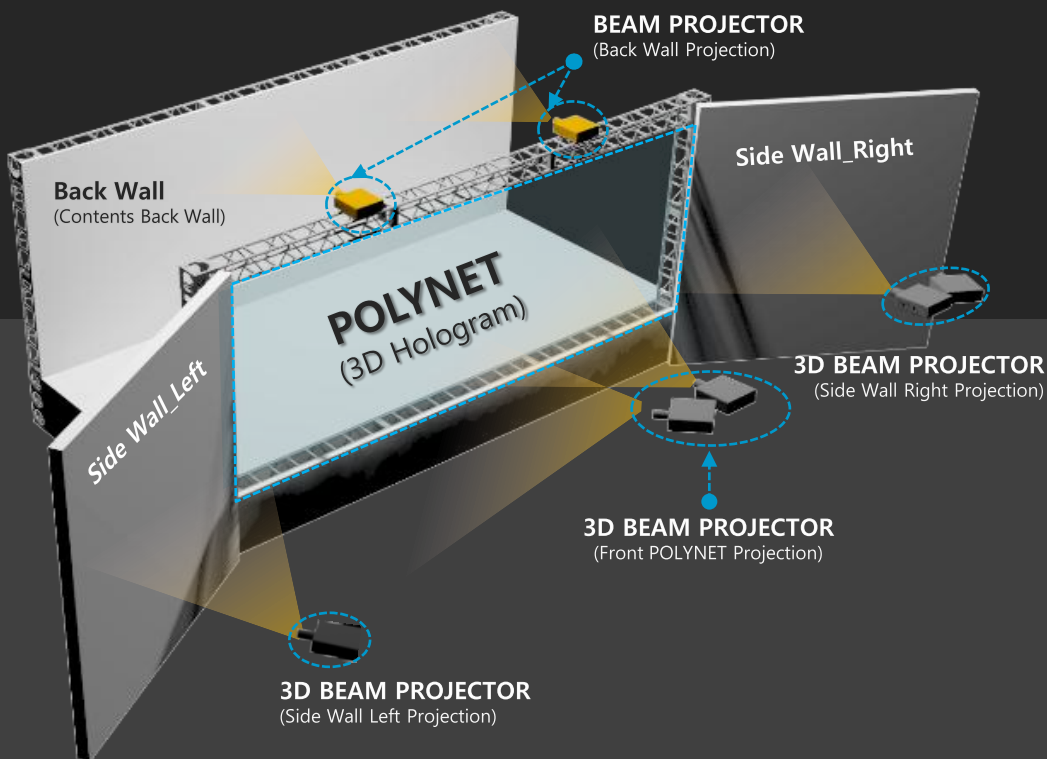
Hologram Stage

For Hologram
Contents Musical

Reproducing animation characters synchronizing with hologram contents

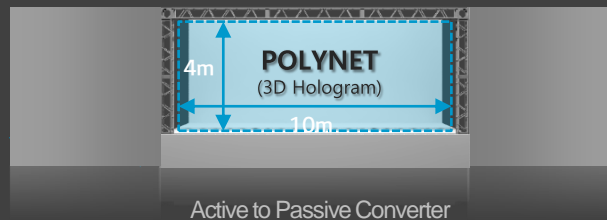
3 Layer Hologram Stage!

Utilizing 3 Layers such as the Polynet screen, Back wall, Side walls and Projection Mapping Hologram stage with full of impact from Multi Sided images and the sense of immersion



- Hologram Stage Module that enables to provide the sense of immersion in Hologram images has come to reality with 1.3 Layer technic having Polynet screen and Back Wall, Side Facade and Projection mapping and Wide stage.
- Additional Side Facade to be used with the wider stage if more than 11mx12m in size

Front View

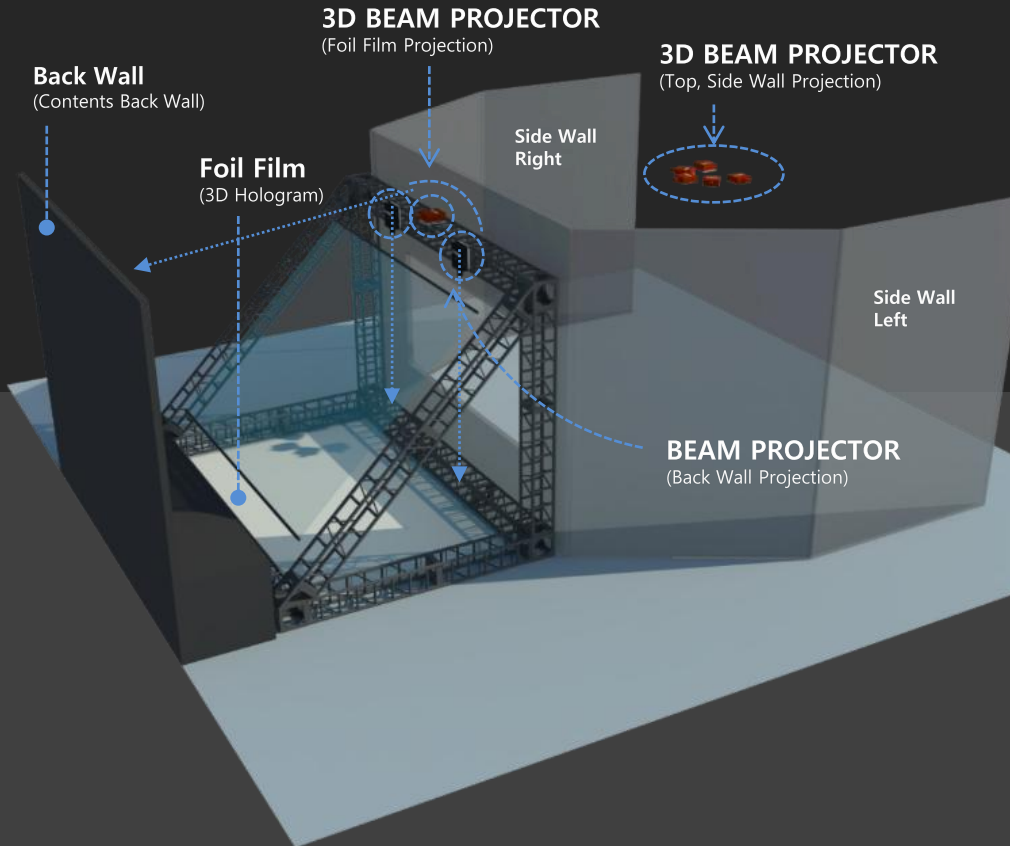


Reference



Hologram Stage

For Hologram
Contents Theater



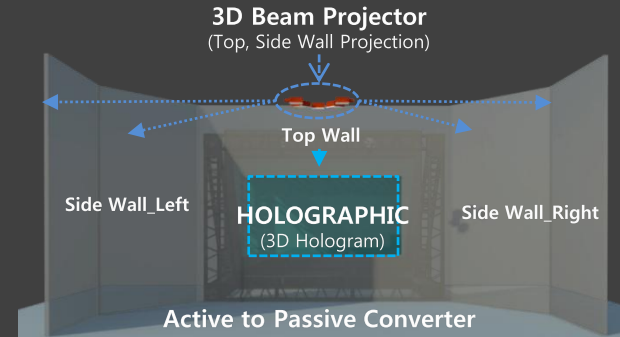
100% Hologram Contents

that allows to meet the main characters from animations

Hologram stage platform which gives the sense of depth filling to the background with various special effects and projection mapping by mixing the 45° floating hologram and 3D experiences technique

- Floating Hologram: Technique which allows images to be formed on the hologram film by reflecting the images to the installed film in 45°
- Multiplying the spatial impression thanks to the projection mapping on the back of the transparent floating hologram
- Adding stage effect with 3D projection mapping on five walls including two walls on each side and the top. – Building up of effective and efficient system by installing 3D electric filter which allows 2D images to be turned into 3D signals.

Front View



Reference



Hologram Contents

For VR(HMD)
Animation Contents

That enables 360° view wearing HMD Gear applying the existing animations

VR Animation Contents

Various animation contents that can be enjoyable anywhere and elsewhere without the limitation of space

Space that can be enjoyable with the animation characters

- Able to shift the view point to the angle which the player see with the function of Head Tracking in Samsung Gear VR
- Able to experience the contents and multiply the sense of immersion with the wearables such as touchpad, luminous sticks and etc
- Able to support the seamless image as a result of input of players movement with the Bluetooth game pad

HMD Manual



Viewer
(Targeting)
Head Tracking

Select / Action
Pad Touch

Shield
No operation state

- VR 360 viewer for HMD and operation method optimized for the attraction

HMD Control



- Using SAMSUNG Gear VR platform

HMD Video (example)



- Double the immersive feeling by interacting with character in video and apply experiential contents

New Media Exhibition Featuring
Digital and Interaction Technology

Gustav Klimt

It consists of four spaces that
best represent Klimt.
63 media art works of Klimt.

ZONE.1
Golden Instinct
15 Art works



ZONE.2
The art of Sensuality
15 Art works



ZONE.3
Portrait
20 Art works



ZONE.4
Landscape of Klimt
13 Art works





New Media Exhibition Featuring Digital and Interaction Technology



Vincent van Gogh

You can reinterpret the world famous painting in a modern sense, Media art exhibition with various experience 8 zones.

ZONE.1
Rebirth of Van Gogh's
Art
into Media Art



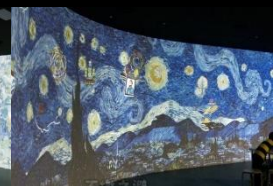
ZONE.2
Fantastic Light Feast,
Van Gogh and
the Impressionist



ZONE.7
Letters between Vincent
and Theo Van Gogh,
writing the endless
friendship



ZONE.8
Having same dream
with Van Gogh





Vincent van Gogh

Digital
Art Gallery

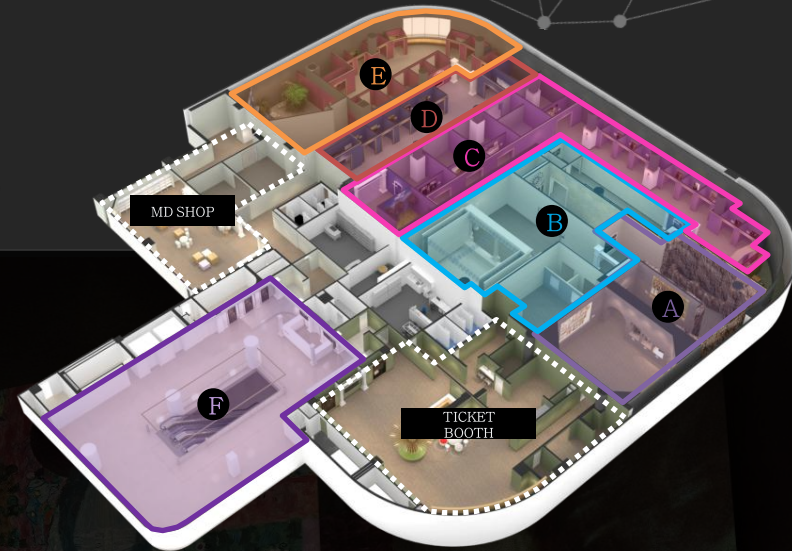
Live Digital Museum

The Exhibition that experience Virtual Reality blending the Science and the Art

Able to experience the living art by seeing, hearing, touching by the interaction with the characters from the art work thanks to the scientific technique

which reinterpret the famous art works in the modern sense

A Media Art Museum that has been formed with Various Zones for Experiences



A Why seen like this?

- Garden of Nebamun
- Papyrus of Ani
- Hunting of Tutankhamun
- Relief of Ramesses II
- Gudea
- Code of Hammurabi
- Wall painting of bullfighter
- Nanner Palette
- Venus of Willendorf
- Discobolus
- Altamira cave paintings

B The world of Gods

- Belvedere Apollo
- Hermes and young Dionysos
- Victoire de Samothrace
- Venus de milo
- The Miracle of Multiplication
- Sistine chapel ceiling painting
- Chartres Cathedral

C The World in Scientific View

- The Last Supper
- The Arnolfini Marriage
- The Ambassadors
- Mona Lisa
- School of Athens
- The Avenue at Middelhamis
- Embarkation for Cythera
- Las Meninas
- The Milkmaid

D The Art is the record

- Netherlandish Proverbs
- The Grand Canal, Venice
- Coronation of Napoleon
- The Third Class Wagon
- Gare St. Lazare
- The Angelus
- The Gleaners
- Ball at the Moulin de la Galette

E The Art that Think

- Langlois Bridge at Arles
- Almond Tree
- Café terrace at night
- Sunflower
- The card Players
- Sunrise
- Kandinsky
- Senecio of Klee
- Straws at Oise and room of Gogh
- Tree of Mondrian

F Media Gallery

- Golden Sensuality
- Art of sense
- Portrait
- Scenery
- Gold line
- Face Mapping
- Live Sketch

Live Digital Museum

The Exhibition that experience Virtual Reality blending the Science and the Art

Able to experience the living art by seeing, hearing, touching by the interaction with the characters from the art work thanks to the scientific technique



ZONE.1
Why happened?
11 Art Themes

ZONE.2
The World of Gods
7 Art Themes

ZONE.3
The World
in Scientific View
9 Art Themes

ZONE.4
The Art is the Record
8 Art Themes

ZONE.5
The art that think
10 Art Themes

ZONE.6
Media Gallery
7 Art Themes







Hyper Realism Dome Theater

HYPER REALISM DOME THEATER

Holotive is going to build
a new media dome
"Hyper Realism Dome Theater"
customizing OOH Ad System, Screen
materials, Stages and Space
configuration in terms of customer's
needs..

Screen Texture



Negative pressure
inflatable screen



Hologram screen
(SKYNET)



New Media
OOH AD System

Screen Texture

Stage,
Experience Space

Hyper Realism Dome Theater

GENERAL DOME



General Dome

Able to be used in various way in terms of the purpose



NEW MEDIA DOME



The Legend of Yue

New media dome for Performances that is converged with OOH Ad equipment, 360°Dome image, Hologram stage technique



Magic Forest

New media dome for Experiences that is converged with OOH Ad equipment, 360°Dome image, Hologram stage technique

HOLOGRAM DOME

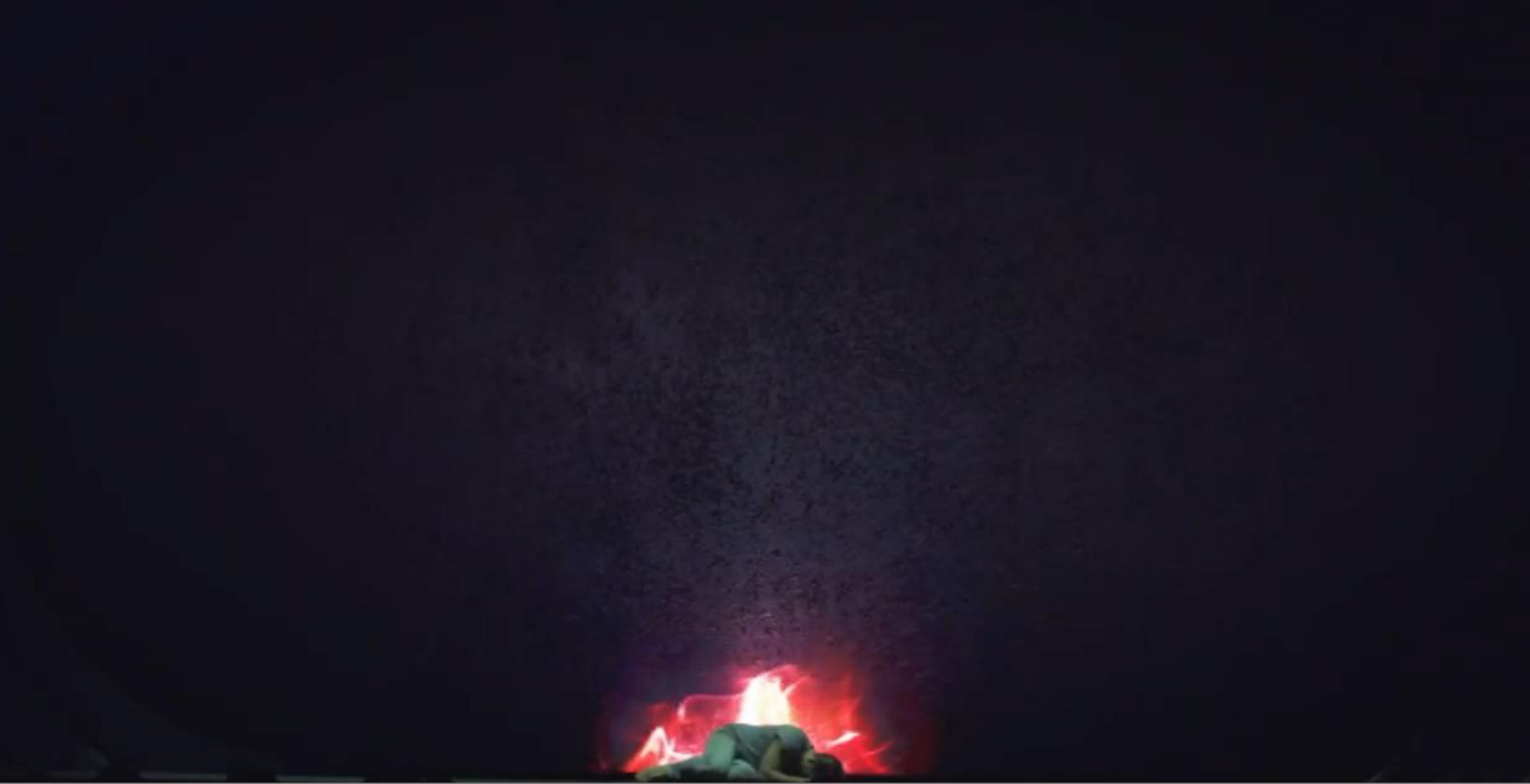


Legend of Constellation

World's 1st Hologram Dome with the SKYNET(Patented) Holotive has developed for Hologram effect







The First Hologram Landscape Light with various types and colors

Creating a distinctive environment and moods that maximize the expression of local characteristics

01 The First Hologram Landscape Light

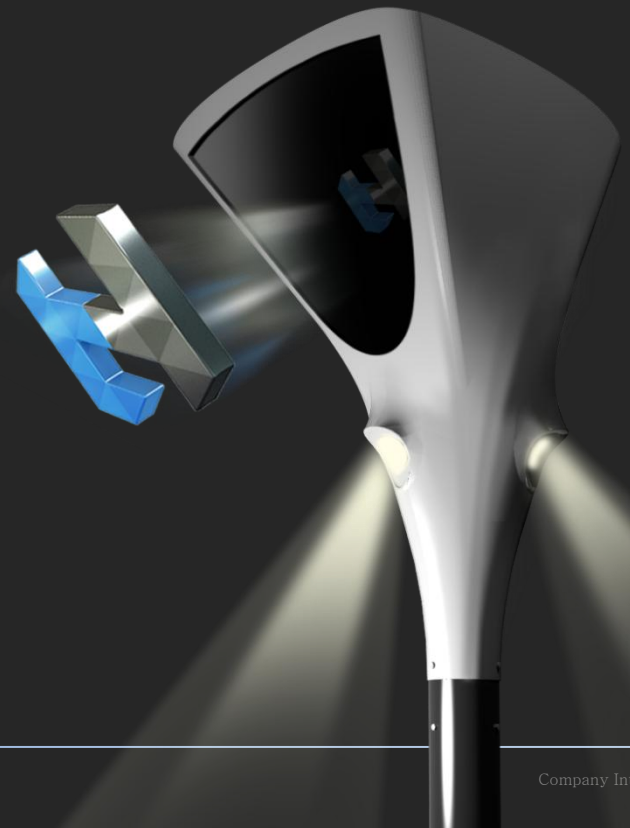
A new concept hologram landscape light that adds hologram image technology to existing general landscape lighting.

02 Landmark Effect _ Representative Place

Express the identity of the city and regional characteristics in 3-dimensional holographic visual and it emphasizes the uniqueness of the places

03 Customizable Content Update

Easy to update contents by the integrated control s through online SMS. Two type of shapes: Open/Closed, and customizable with the choices of colors





VLL Visual Landscape Light

Hologram
Landscape Light

World's First Street Light showing Hologram Image

Creating a distinctive environment and moods that maximize the expression of local characteristics

01 The First Hologram Landscape Light

A new concept hologram landscape light that adds hologram image technology to existing general landscape lighting.

02 Landmark Effect _ Representative Place

Express the identity of the city and regional characteristics in 3-D holographic image and it emphasizes the uniqueness of the places

03 Easy Updating of Contents

Easy to update contents with the Holotive's online CMS.
Two type of shapes: Open/Closed, and customizable with the choices of colors



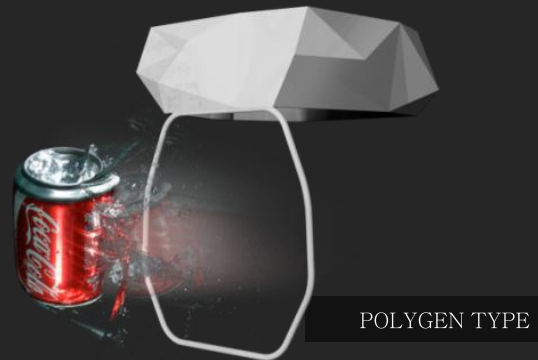
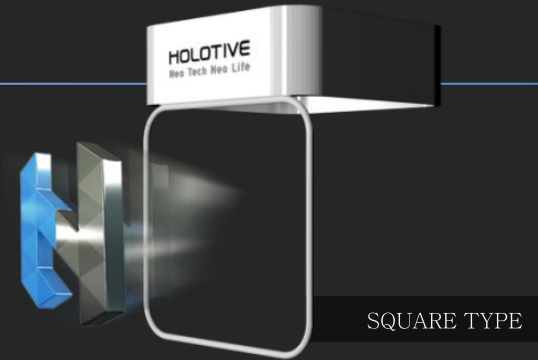


World's First Digital Signage with 3D Hologram Image

Attract more customers & draw more attentions thanks to aesthetic and effective Hologram Signage

01 World's First and Brand New Concept of Digital Signage

The only Digital Signage with hologram images will give eye-catching experiences to shopper, pedestrians and allows increases in sales figures and pleasant experience for owners.



HOLOTIVE
Neo Tech Neo Life



Hologram OOH—The Brand New Platform replacing the Existing LED Billboard AD SKY FAÇADE transforms any city into the Landmark

Stage 1

Pilot test 1

Selected 2 major spots in Seoul

Stage 2

Pilot test 2

24 spots in major region (Southern part of Seoul)
17 spots in major region (Northern part of Seoul)

Stage 3

Business

Expanding HOOH business
to the world





It is a **Transparent Film** attachable to any glass
with no need for an additional screen for **Hologram effect**

With Holotive's Own Patented Technology, it can be applied freely for Franchise Show Windows, Exhibition, Art Museum and More!

01

Various Types

Able to apply in terms of Transparency,
Use Environment and Usage
(Silver, White, Dot, Black)

02

Wide Range of Application

All window or glass to become Screens
Ex: Store Show window, Glass wall, etc

03

Best Hologram Effect

Keep transparent during the daytime
Show hologram during the
night time



Brand New Digital Media AD

with All in One Convergence of **HT Glass Film, Projection mapping, Hologram and Pixel art**

Holotive's solution that is available to control many films simultaneously and allows to install various new media art

01

HT Glass Film

No Yellowing,
Manufacturing with strict standards
in Film & Glass

02

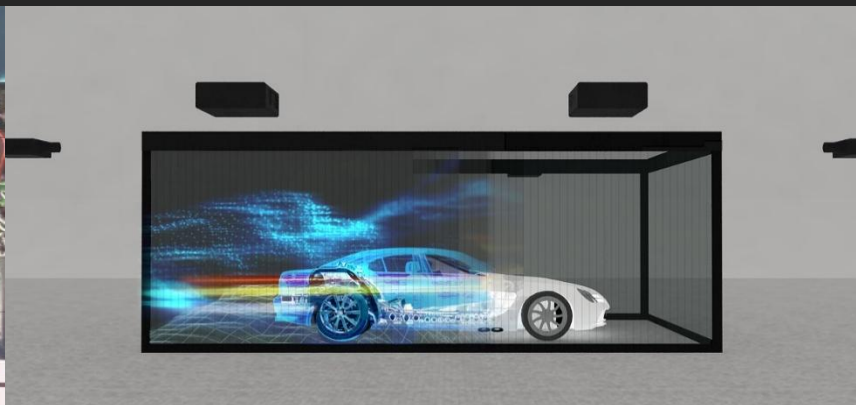
Contents

Maximize commercial value with The
Holotive's expertise in creating the
contents to the level of the state of art

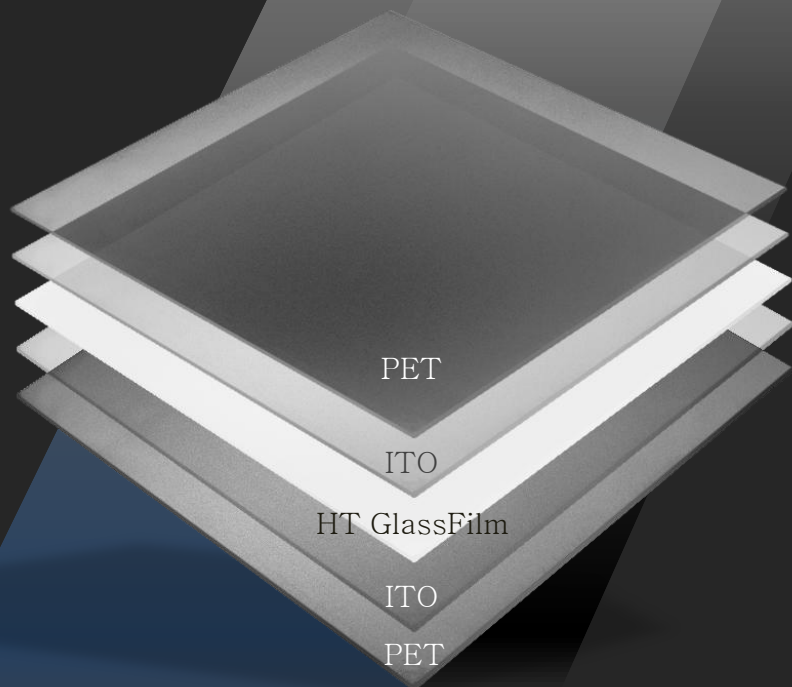
03

Optimized CMS

Provide the unique and easy
control for the Pixel Art effect



Transparency & Pixel Control with Projection Mapping which allow storytelling with Hologram effect and create more values for the stores and spots



01. Switchable Film from Opaque to Transparent

Special films that is available to adjust the transparency by controlling the electrical signal can transmit the holographic video advertising and projection mapping, and utilize real-time information and customized promotion

02. Simple Installation

Easily attached to the glass surface and provide optimized middleware

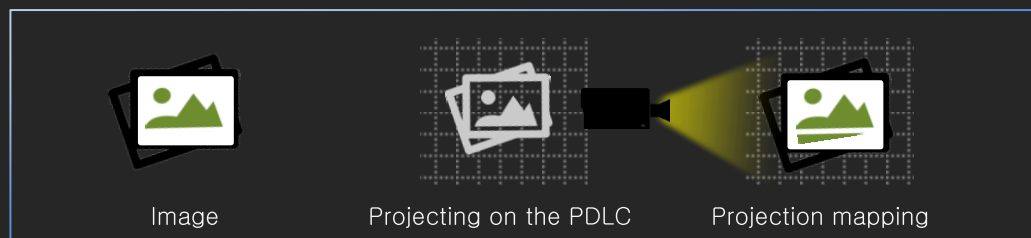
03. Highly Competitive

Optimized and flexible power consumption and no yellowing

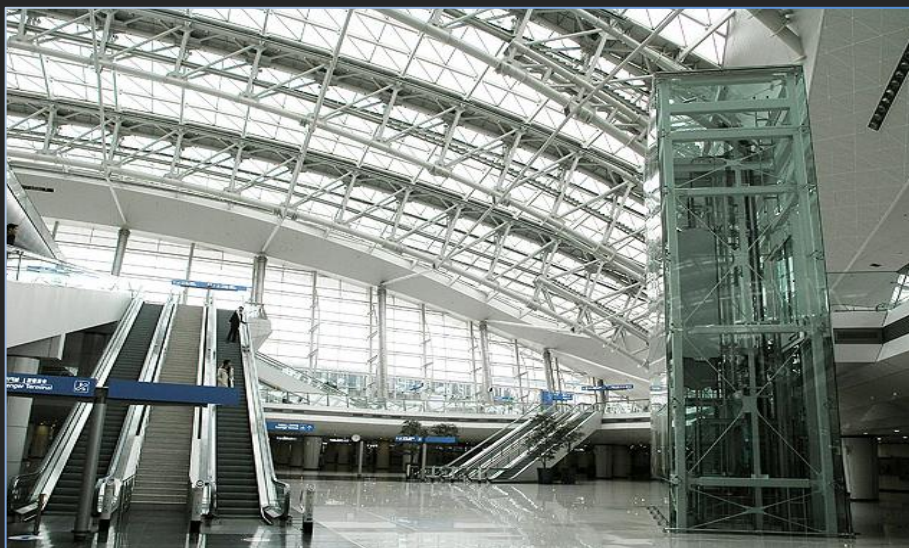
04. Delicate Image Display

Control power of 5cm pixel enable to give the state of art

How it function



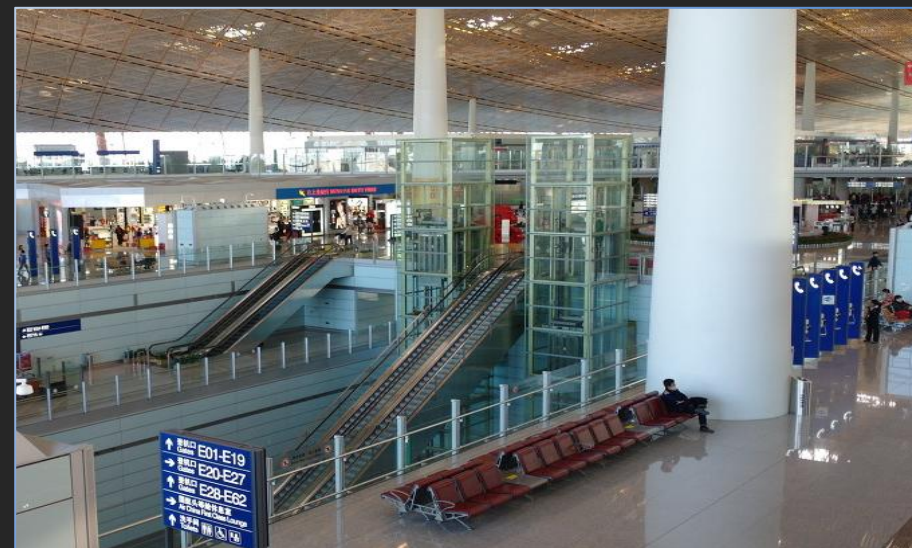
HT Glass Façade for Incheon International Airport & Beijing International Airport



GLASS FACADE in Incheon Int'l Airport

- Annual customers about 50 million
- Focused on several countries' customers.
- Improve image of Airport by providing high-tech digital media
- Improve image of Holotive Global

HT Glass Façade Signage for retail stores



Brand new type of Digital Signage that was not around

- Easy installation for store owners (DIY Possible)
- Give the most effective way of marketing the stores
- Eye-catching experience to the shoppers, visitors and pedestrians

3D Hologram Creates a floating or moving image in 3D

Next-generation Hologram Screen with high transparency
that creates high resolution images suitable for performance and exhibition

01

Transparent and Clear

No Yellowing,
Manufacturing with strict standards
in Film & Glass

02

Various Installation following that
Projection Method

Easy to install in various environments; projecting
images in the same direction as audiences' gaze
direction(Front Projection Method), and Rear
Projection Method

03

Durability

Next-generation Media Material;
Developed stronger material than
general mesh screens, and suitable
for outdoor advertising and concert



Holotive's unique material & mechanism to enable replacing the existing LED Billboard with **Hologram AD**

01

Hologram Advertising with
High-level Attention All Day

Very First Time in Korea! The
material is suitable for eye-catching
hologram advertising

02

Good Durability

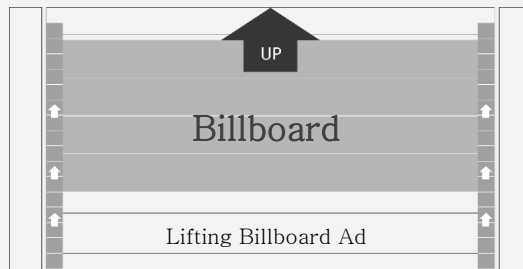
Next-generation Media Material:
developed with stronger material than
general mesh screen, and suitable for
outdoor advertising

03

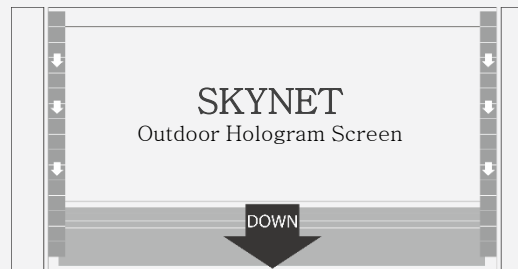
Eco-Friendly Reusable Material

Eco-friendly materials; easily
reusable by improving the
existing outdoor advertising film,
which was not reusable

DAY (Billboard Advertising)



NIGHT TIME (HOLOGRAM AD)



* Mechanism only





HOLOTIVE

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