

An Innovative Offline Advertising Effectiveness Solution Powered by Artificial Intelligence (AI)

# add-i Introduction



add

We aim to be Google for offline

Can we visually confirm the effectiveness of offline advertising?

Is it possible to expose my ads only to the desired audience?

**“We have a solution with our smart tool addd-i”**

addd-i provides clear data on the previously unobservable effects of outdoor/indoor advertising.

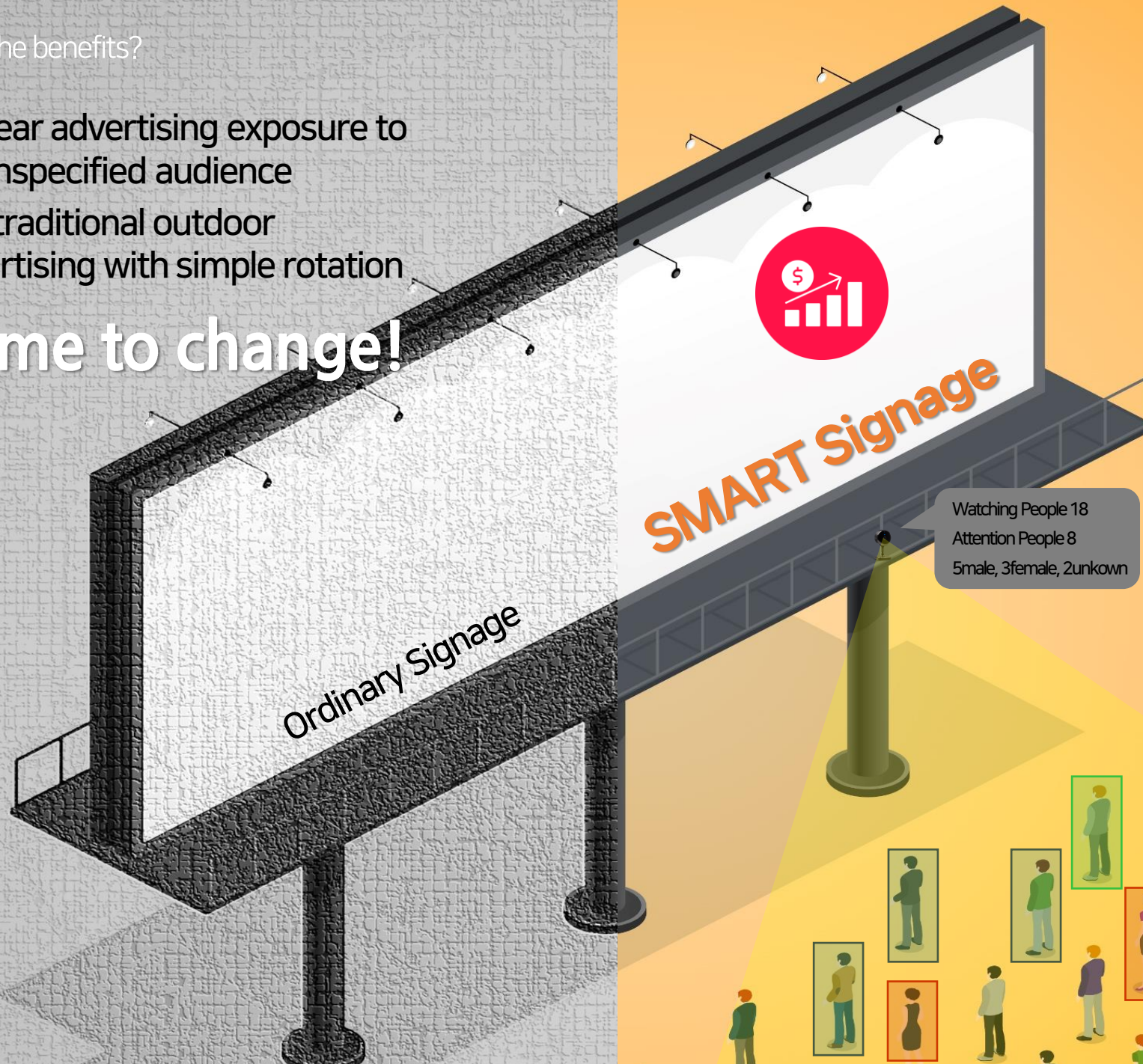
Furthermore, it enables strategic broadcasting, including adaptive dynamic advertising, based on the target audience.

It is an **AI-based O2O digital marketing solution.**

What are the benefits?

- ✓ Unclear advertising exposure to an unspecified audience
- ✓ The traditional outdoor advertising with simple rotation

It's time to change!



Transformation into  
**Smart media!**

**Increased media value  
through clear data!**

- ✓ Increase in inventory sales
- ✓ Rising media prices

What are the benefits?

### Traditional Outdoor Advertising

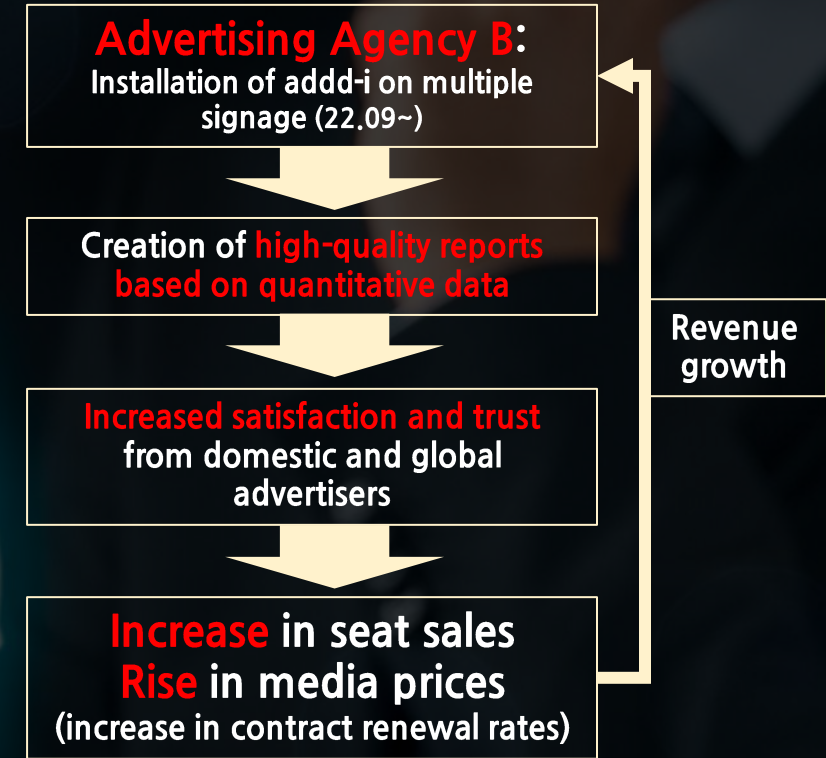
- Analog format
- Unclear reporting through communication data
- Simple rotation-based ad broadcasting

**Value-Up**

### Smart outdoor advertising with add-i installed

- Digital format
- Clear reporting through AI-based vision sensors  
\*Providing a real-time dashboard
- Dynamic ad broadcasting based on analysis

\*Representative Case




\*Actual installation

# With our unique AI technology, offline advertising becomes SMART


We provide quantitative metrics for foot traffic in front of actual advertisements, as well as exposed, watching, and attention metrics. Additionally, we offer demographic data including gender and age group (in quartiles), which were difficult to ascertain offline.

Floating population data  
Collection

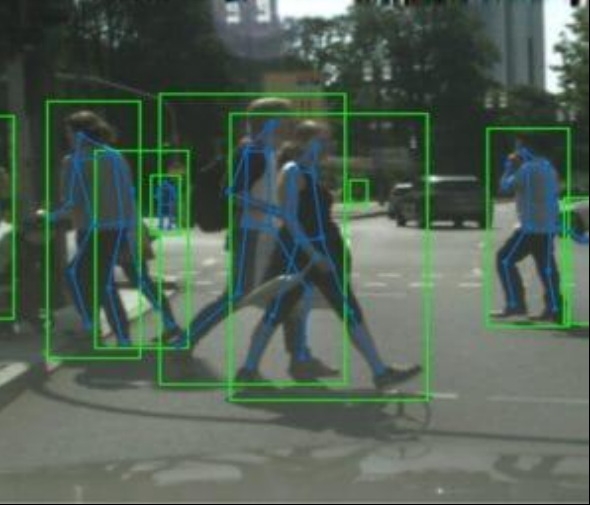
Watching rate, attention level,  
gender, age **treatment**



**17 types of Biometrics**  
2 eyes, nose, both ears, both shoulders, both hips, both knees, both ankles, both elbows, both wrists.



AI-based Pose Estimation Technology



AI Object Detection and Analysis

[add-i Measurement Process]



# Transforming into a Smart Outdoor Advertising Medium **with Easy Installation**

We will transform your installed medium into a smart outdoor advertising platform. The installation will be tailored to the specific environment and space range of the medium for optimal performance.



① Camera

② PC

**Model X**  
High-Performance  
(Wide Range and Distance)



① Camera

② PC

**Model 4**  
Standard

- ① Camera: Hardware video information transmission device
- ② Hardware: Mainboard device for processing camera information and transmitting data through a router
- ③ Router: Wireless data circuit termination device for opening hardware data transmission lines

※ Hardware may be subject to change through the testing process.



- ③ Router  
※ may vary depending on the location

# Creates the optimal effectiveness analysis in various environments

## Case 1 Transportation Facility Advertising

Subway Stations / Bus Shelters /  
Airport Terminals



※ Sample image

## Case 2 Retail Indoor Advertising

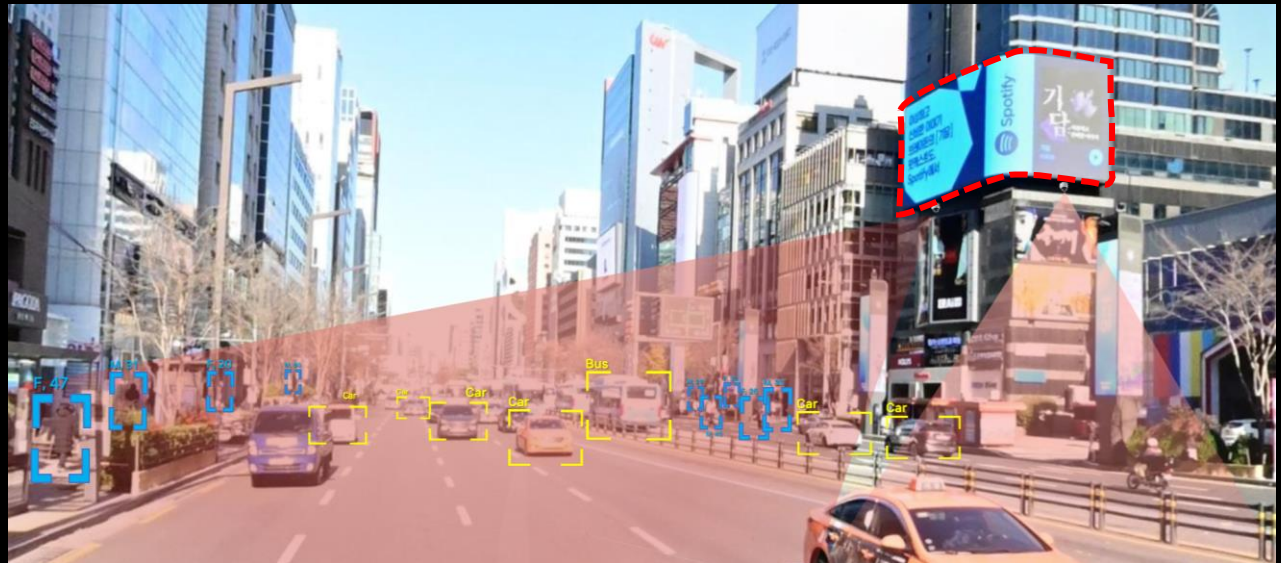
Department Stores /  
Shopping Malls /  
Retail Stores

Analysis is conducted within  
an approximate 25m spatial range

Analysis  
Scope

Exposure/Watching/Attention, Gender, Age

# Creates the optimal effectiveness analysis in various environments



## Case 3 Outdoor Building Facade Large-scale Advertising

Large Shopping Malls /  
Department Stores /  
Buildings



[1st Phase Implementation Completed]  
Implemented on a three-tier basis for passenger cars, large vehicles, and buses.

[2nd Phase Goal]  
Extracting vehicle model data.

Conducting analysis for a wide indoor and outdoor range

**Analysis Scope** Exposure/Watching/Attention, Gender, Age, Traffic data for each vehicle type



# We provide **FRESH INSIGHT** for offline advertising execution

Establishing the concept of measuring outdoor advertising traffic performance through a real-time online dashboard and realizing **performance marketing through metric analysis**

### How to use

- ① Visit the domain addi.kr.
- ② Click on the [Sign Up] button and choose either [Advertiser] or [Media Agency].
- ③ Enter your user information (email, password, company name, contact name, etc.).
- ④ Agree to the Terms of Service and Privacy Policy.
- ⑤ Complete the registration process.

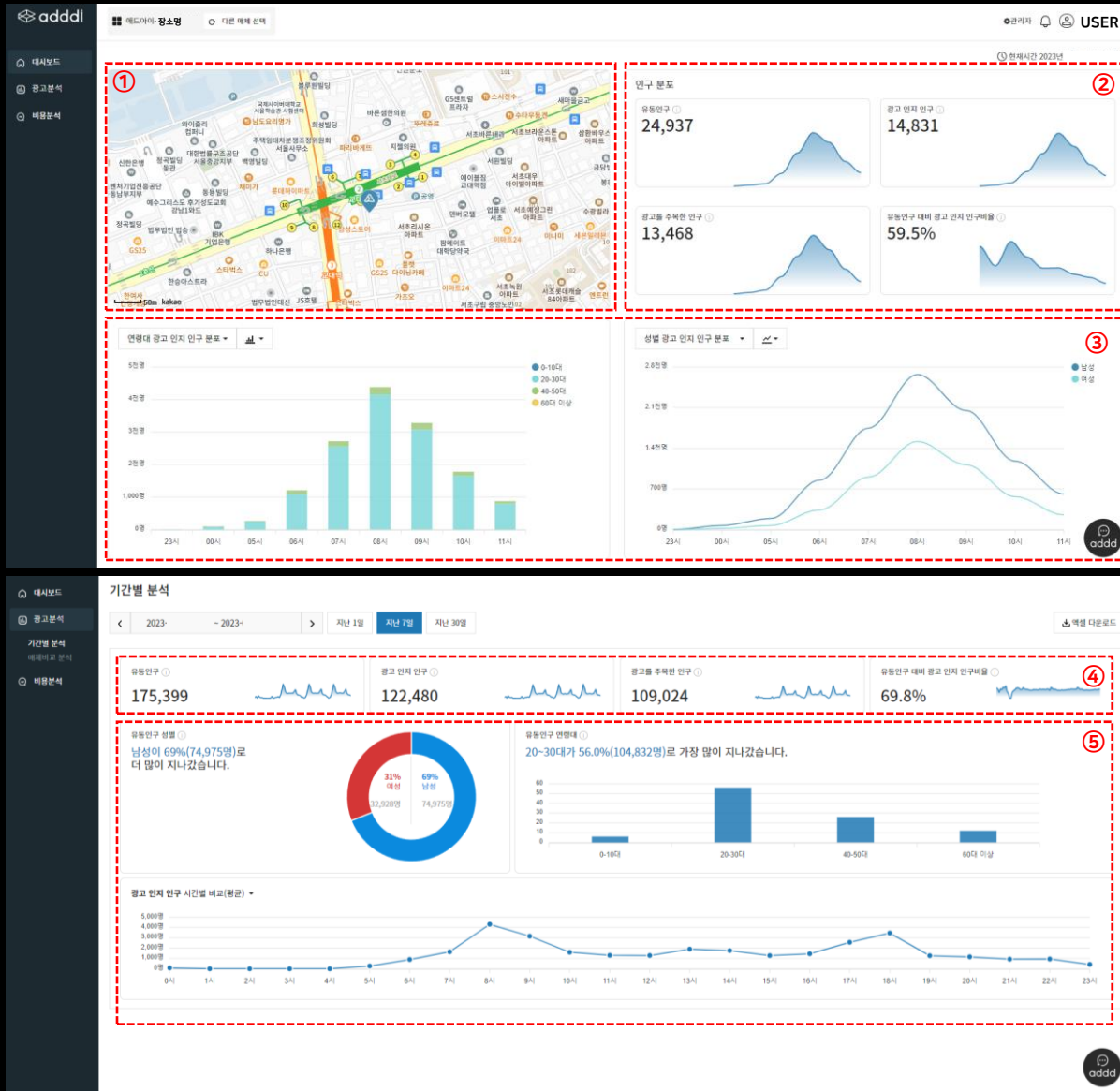
“  
*Quantitative data can be utilized for generating reports for advertisers*  
 (Excel data available upon request).  
 ”



\*Actual Dashboard Operation

 Exposed Population	 Watching population	 Attention population	 Gender
 Ages	 Date	 Media-specific Comparative Analysis	 Media Recommendations

\*For Model X, includes analysis of vehicle-specific traffic volume



① add-i installation Location

② Real-time Data Exposure for the Day

③ Hourly Distribution of Gender/Age for the Day (Real-time)  
 ※ For Model X, includes vehicle-specific traffic distribution

④ Total Count of Traffic/Views/Impressions for the Set Period

⑤ Gender/Age Data Analysis for the Set Period

## DalgoT



Ad effectiveness analysis by add-i

\* add-i : ad effectiveness measurement solution



Data-based Optimal advertisement transmission function

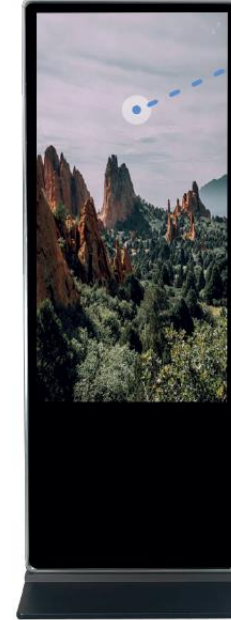


Data collection/analysis of surrounding environment by IoT and vision sensors

(weather, humidity, temperature, illuminance, traffic volume, pedestrian pattern, commercial area, etc.)

A groundbreaking mobile large-scale advertising medium combining proprietary AI technology and mobility

## DalgoD



Data-driven optimized and automated ad delivery



Analyzing ad effectiveness using add-i

(add-i : solution ADDD developed)

It is the first domestic smart digital advertising platform that primarily secures media in spaces with high purchasing power, density, and attention, such as shopping malls, hospitals, cafes, beauty salons, and offices, and executes advertising

# addd Introduction

addd, selected as the first domestic data valuation company by the Credit Guarantee Fund, operates 'addd-i' based on its excellent technological capabilities. We are an innovative company leading the transformation in the outdoor advertising market with cutting-edge artificial intelligence (AI) technology.

Partners



2018

**April** ADDD Coporation was established

2020

**Nov** K-STARTUP Early start-up package Selection/Evaluation : the best

**Oct** Enter RTUP AWARD final round

**Sep** Registration of two domestic patents

**Aug** MOU agreement with 4 advertisers

**July** Final selection of Studio Black Open Innovation

**May** Enter the final round of the Jung Jooyoung start-up competition

**Mar** Dalgo app beta test

**Jan** Initial investment of KRW 320 million (0.32M USD)

2021

**Nov** The AI Grand Champion runner-up (2nd place)

**Sep** "Out-of-home advertising brokerage platform utilizing self-owned vehicles" passes regulatory sandbox

**Sep** Selecting a trade center testbed pilot

**Aug** Southeast Asia Mega City Startup Idea Contest Prize

**Aug** Excellence in Location Intelligence Business Model Discovery Project Award

**July** TIPS selection totaled 500 million won(0.38M USD)  
Registered as a member of the Innobiz Association

**July** Applied for 3 domestic patents

**July** Selected as a smart service ICT solution support project totaling 500 million won (0.38M USD)

**Jan** Futureplay Investment/Seed 300 million (0.23M USD)

**Jan** Applied for 2 PCT overseas patents

**Jan** SK True Innovation Young selected

2022

**Dec** Dalgo-T regulatory sandbox demonstration project selected for a total of 2.4 billion won(1.8M USD)

**Oct** "Digital signage advertising service using trucks" passes regulatory sandbox

**Sep** Selected as a project to demonstrate the effectiveness measurement sandbox, totaling 2.4 billion won(1.8M USD)

**July** Applied for 2 patents in Indonesia / Applied for 2 patents in Vietnam

**June** Selected for TIPS startup commercialization/overseas marketing project totaling 200 million won(0.15M USD)

**May** DATA-Stars selected

**April** "Digital Signage Effectiveness measurement Using AI Technology" Passes Regulatory Sandbox

**April** Hyundai Zero One Selection

**Mar** Selected for the 8th Shinhan Incubation

**Jan** IBK Chang Gong Selected

**Jan** CES2022 participation

2023

**May** Completed investment attraction of 700 million won(0.54M USD) from Shinhan Asset Management/Completed attracting KRW 1.5 billion(1.16M USD) investment from Korea Credit Guarantee Fund

**May** Selected as 2023 Startup Leap Package

**May** Selected as 2023 DATA-Global

**Apr.** Completed attracting KRW 1 billion(0.7M USD) investment from The Wells Investment

**Mar.** Future Play - Shinhan Tech Innovation 500 million won (0.38M USD) investment completed

**Jan.** Completed investment attraction of 500 million won (0.38M USD) from Postech Holdings

**Jan.** Completed attracting investment of 1.5 billion won (1.16M USD) from Devsisters Ventures

# The new experience for offline advertising market

Confirmation based on **figures**  
**Deliver** to your **proper** target audience  
As much as **you want to pay**