

The first domestic digital platform with AI-based performance measurement capabilities in S.Korea

# DalgoD Digital Advertising Introduction



We aim to be Google for offline  
[www.add.co.kr](http://www.add.co.kr)



# addd Introduction



addd, selected as the first domestic data valuation company by the Credit Guarantee Fund, operates 'DalgoD' 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

## 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

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

**Jan** Futureplay Investment/Seed 300 million

**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

**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

**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

**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 from Shinhan Asset Management/Completed attracting KRW 1.5 billion 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 investment from The Wells Investment

**Mar.** Future Play - Shinhan Tech Innovation 500 million won investment completed

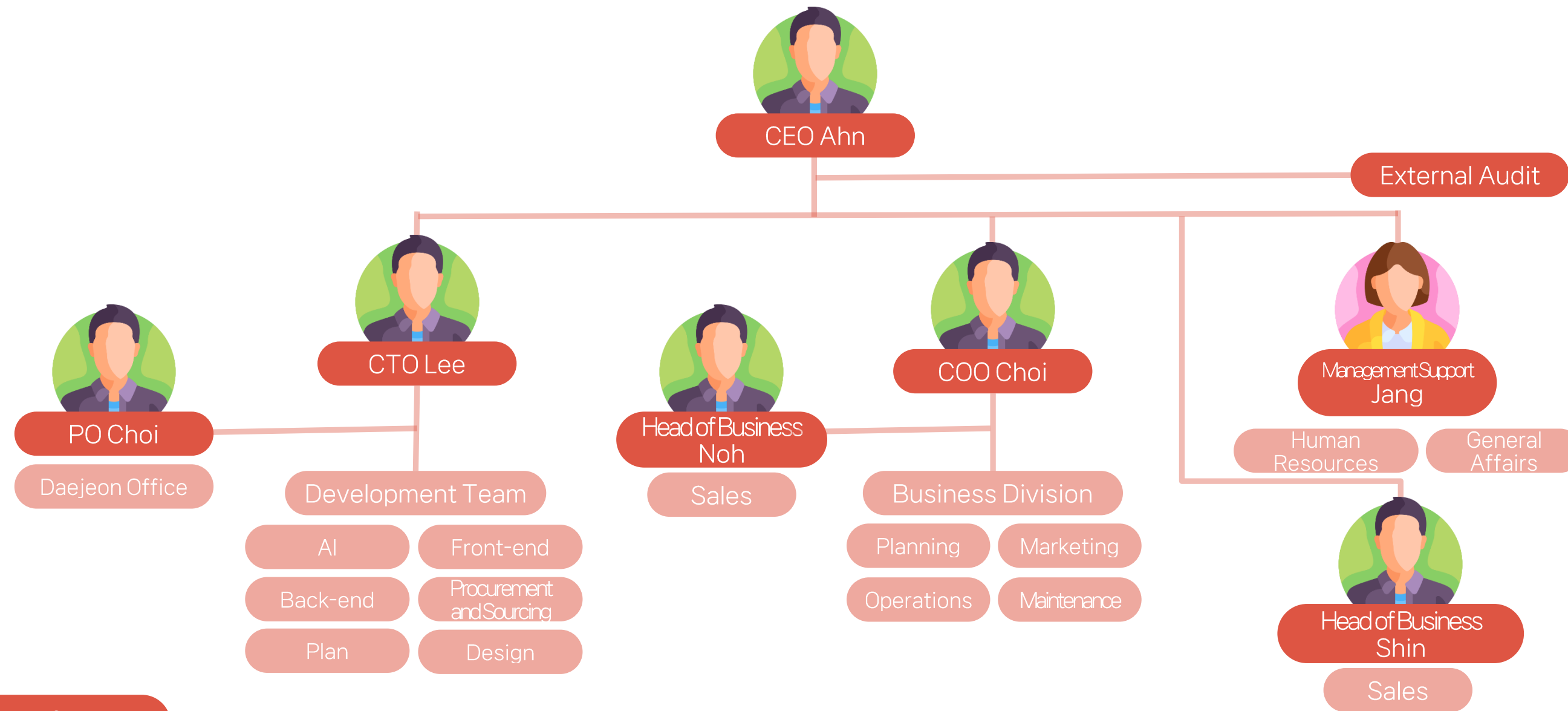
**Jan.** Completed investment attraction of 500 million won from Postech Holdings

**Jan.** Completed attracting investment of 1.5 billion won from Devsisters Ventures



# Organization

We assemble the best talents to create success for 'DalgoD Digital Advertising'.



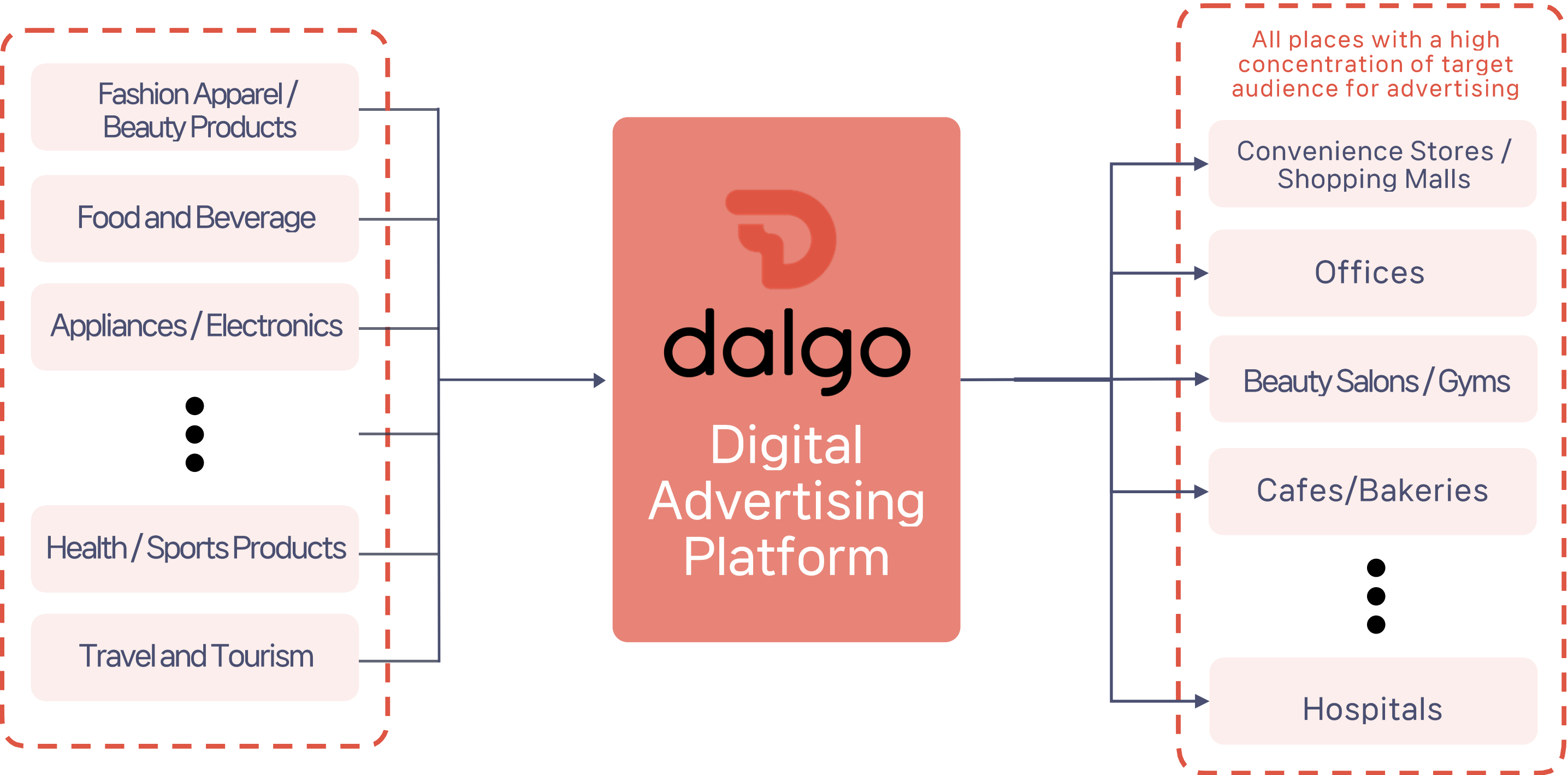
## DalgoD Core workforce

Overall Operations	Overall Development	Overall Sales	Technology Enhancement and Management	Finance	Operations Management	Installation	Dashboard
COO Choi T.G	CTO Lee J.M	Head of Business Noh bongJo	Development Team Leader Kim. K.J AI Responsible Developer Kim. K.H	Manger Shin S.B	Business Team Leader Jun. J.H Manger Kim. H.L	Manger K.J	PO Choi J.M



# DalgoD Digital Advertising: An offline video advertising platform specializing in key consumer targets and major media

It is the first domestic offline advertising performance measurement digital advertising platform that can be easily installed on all video devices in places with foot traffic and visitors. By analyzing factors such as gender, age, location, and region, it allows for target audience settings, broadcasts suitable advertising videos, and provides a system for reasonable billing based on exposure analysis.





# Why should you choose 'DalgoD Digital Advertising'?

We will help you build a future-oriented smart offline space

- 1. Generate new revenue by targeting visitors to your premises!**
  - Display ads to visitors inside the place through digital media (Signage)
  - With an average of 100 visitors per day, you can generate an additional monthly revenue of 300 USD, and with an average of 200 visitors per day, you can generate 600 USD in additional revenue

- 2. Zero installation and operating costs!**

The cost of installing computers and cameras for advertising is 100% covered by the addd operating company. Since addd directly manages advertising sales and media, once the digital media and computer are turned on, the building is all set!

For large outdoor digital media, discussion is necessary

- 3. Install equipment that suits the environment and space without damaging the interior!**
  - Only select ads that do not damage the image, such as travel, luxury, fashion, cosmetics, sports brands, electronics, etc.
  - For AI solution equipment, it is installed on the back of the digital media (signage) to avoid affecting the interior.

- 4. Provide features/data that help with building operation and marketing!**
  - Provide analysis statistics (period/age/gender) for customers exposed to ads based on AI analysis solutions.
  - Provide a simple building notice management and broadcast function.



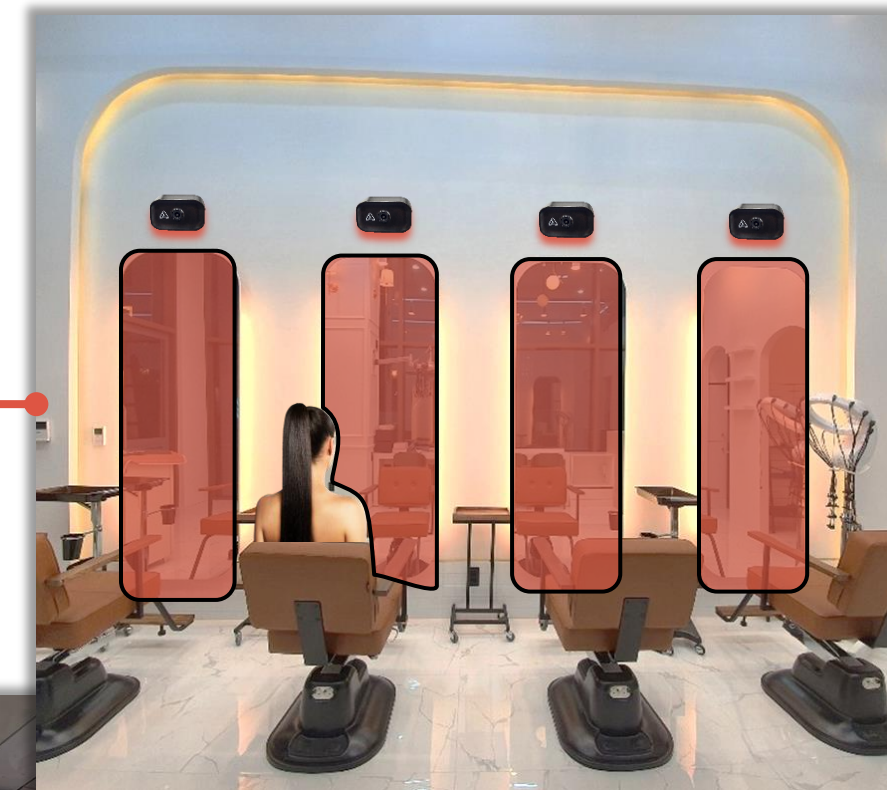
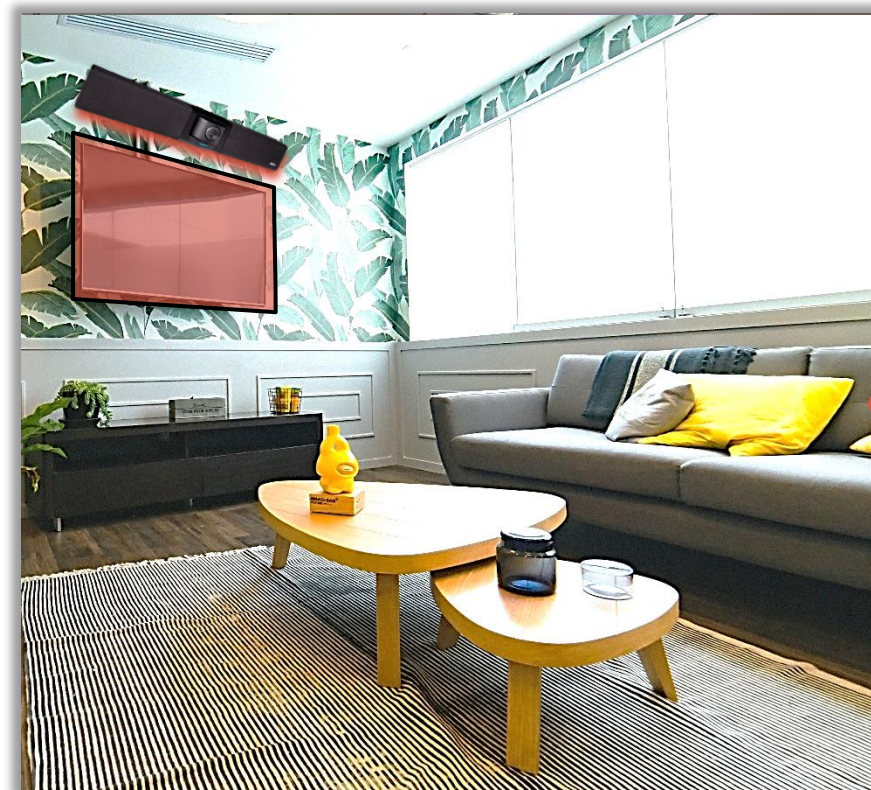
# We primarily secure media in places with long dwell times or high population density for 'DalgoD'



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

## plastic surgery, dermatology, and women's health

Targeting hospitals specialized in plastic surgery, dermatology, and women's health, which have a high purchasing power for beauty/plastic surgery.

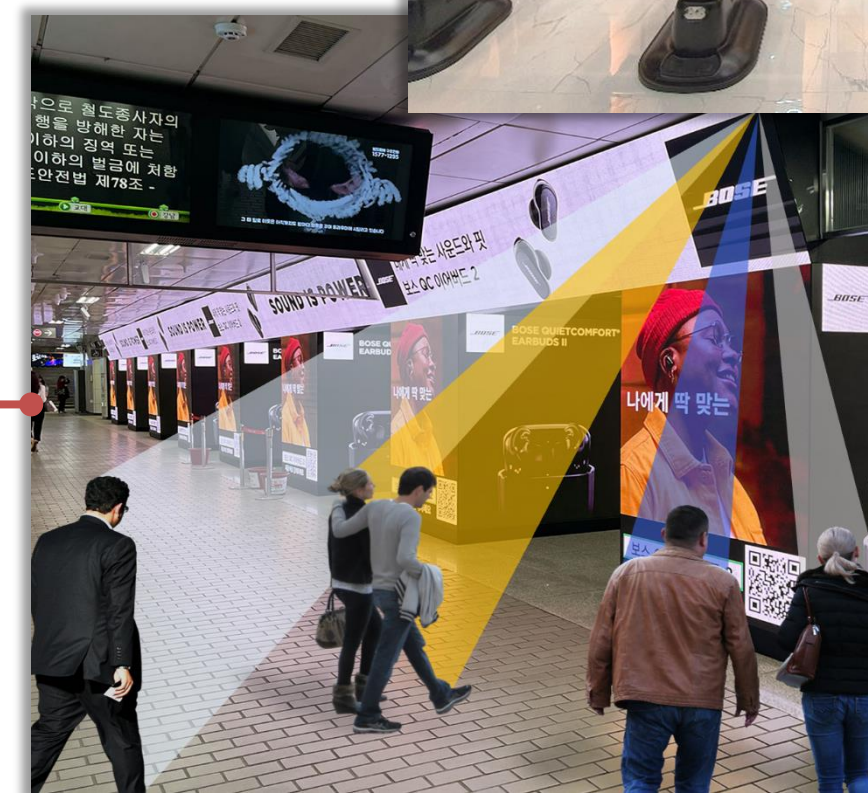


## Beauty salon mirror display

Maximizing the attention effect by applying mirror display technology using mirrors in beauty salons with long dwell times.

## Retail indoor advertising

Department stores, shopping malls, and retail stores



## Public transportation facility advertising

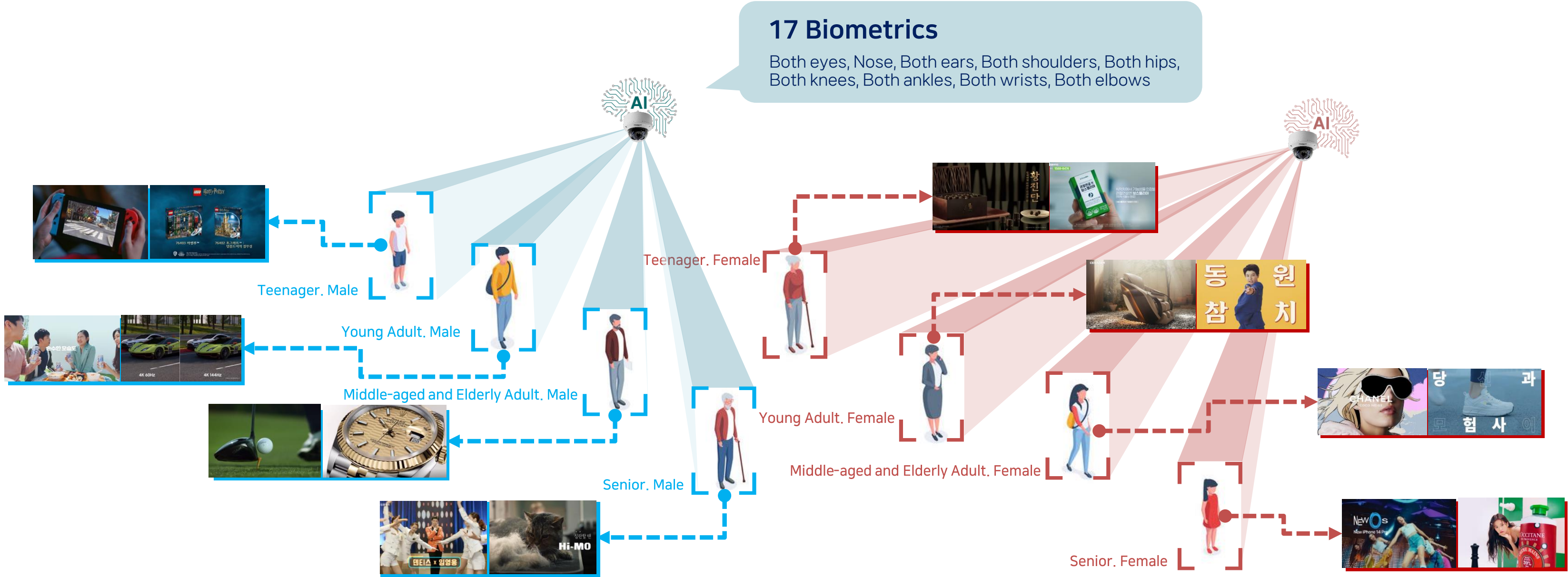
Schools, government offices, and other public institutions.





# 01. Smart platform for dynamic, targeted ad delivery

DalgoD is equipped with the AI-based advertising effectiveness measurement and analysis solution 'add-i'. It conducts target advertising through comprehensive analysis of factors such as gender, age, location, media type, and ad attention level





## 02. Generating new revenue from visitors (foot traffic)

- 1** DalgoD measures the advertising performance (Watching/attention) through its AI vision sensor and executes advertising expenses to advertisers in proportion to the performance.
- 2** 20% of the advertising revenue is shared with the "Space Provider."  
\*Current revenue and expected settlement amounts can be checked online.
- 3** Starting from the third month of installation, revenue sharing takes place, and settlement amounts are paid.



### Advertiser Cost Settlement

Monthly Advertising Cost = Advertising Performance (Monthly Viewership X 0.02 USD + Monthly Attention X 0.04 USD)



### Space Provider Revenue

Paid the following month, Monthly Advertising Cost X 20%

### [Advertising Operation]

- AD Duration/Total Seats: 15 seconds/50 seats (Operates for 12 hours, commercial advertising based on 60%)
- Advertising Fee per Watching : 0.02 USD
- Advertising Fee per Attention : +0.04 USD

### [Revenue Settlement]

- Store owner's revenue: 20% of the total advertising fee
- Expected advertising revenue per customer: 0.12 USD
- Expected monthly advertising revenue for 100 daily visitors: 300 USD (based on 25 days of operation)

\*Advertising revenue may vary depending on the installation location and the number of visitors.

With an average of 100 daily visitors, you can earn 375,000 won in advertising revenue per month, and the advertising revenue increases as the number of visitors increases.





## 02-1. You can conveniently track advertising revenue

You can check and settle the revenue obtained through 'DalgoD Digital Advertising' via the administrator page

- WEB Page Link -> <http://ems.add.co.kr/>

정산 > 매체사 정산  
매체사 정산 세부 내역

2023-01-01 매체사명 대행사명 검색

매체대행사명	매체사명	월	광고주명	광고명	매체명	소진금액	매체 영업 수수료율	매체 영업 수수료
클레버	클레버	2020-05	삼성전자	갤럭시s23	클레버	1,000,000원	20%	200,000원
클레버	클레버	2020-05	삼성전자	갤럭시s23	클레버	1,000,000원	20%	200,000원
클레버	클레버	2020-05	삼성전자	갤럭시s23	클레버	1,000,000원	20%	200,000원
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클레버	클레버	2020-05	삼성전자	갤럭시s23	클레버	1,000,000원	20%	200,000원

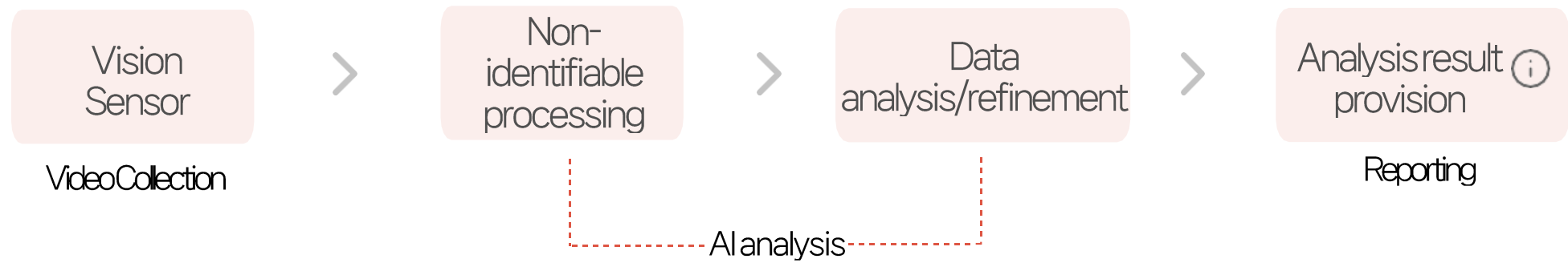
5개씩 보기 총 13개 중 1-5 < >

\*샘플 이미지

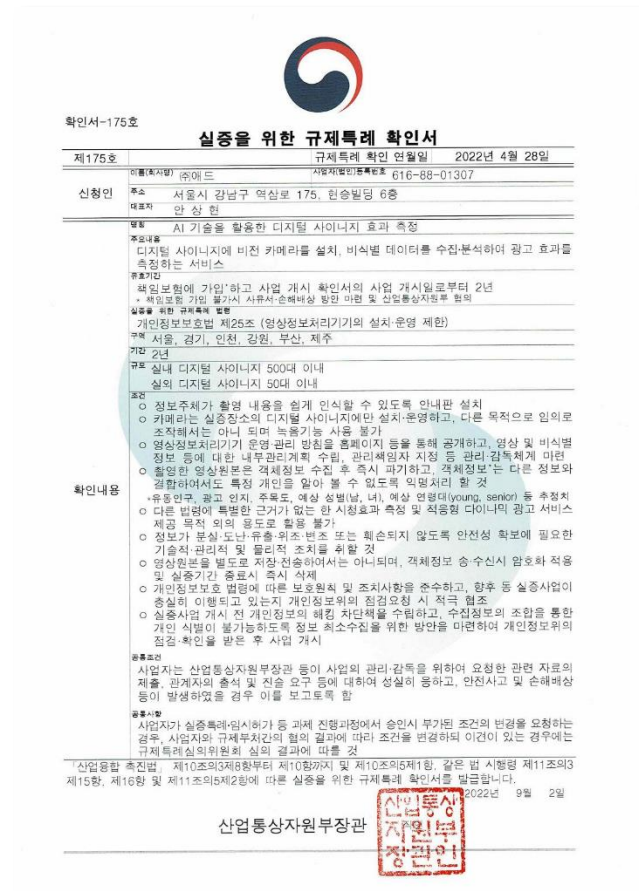
# 03. Accurate performance measurement and advertising efficiency can be confirmed based on artificial intelligence analysis solutions



We provide quantitative statistical data on advertising effectiveness (gender/age-based ad awareness, attention rate).



[Regulatory Sandbox Confirmation Certificate for Verification]



“ DalgoD's AI (Artificial Intelligence) advertising effectiveness analysis solution is a secure solution that collects only non-identifiable data of objects without storing video footage. It can be used without violating the Personal Information Protection Act through regulatory sandbox approval. ”







## 04. Improving operational efficiency through visitor analysis enables strategic marketing and operations

Behavioral analysis of visitors allows for strategic marketing and operations



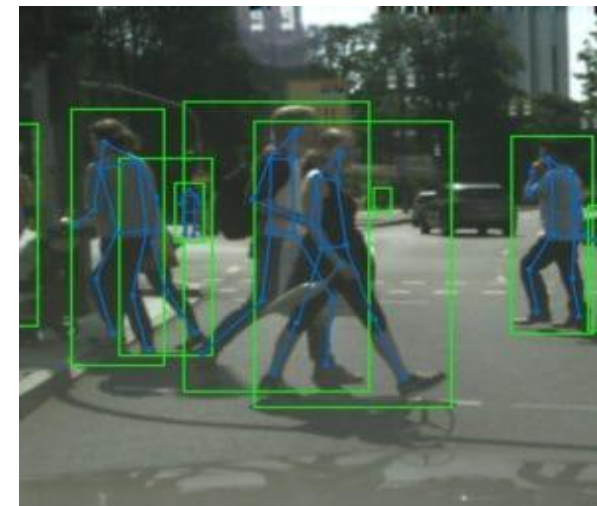
**Analysis of visitor behavior:** Gender-based movement patterns, age-based movement patterns, and dwell time analysis.

**Visitor gaze direction analysis:** Visual analysis of real-time attention rates.

**Attention analysis by displayed content:** Evaluation of ad relevance by time, age, and gender suitability.



AI-based Pose Estimation Technology



AI Object Detection and Analysis

Deriving product display and promotion strategies  
Achieving performance marketing through metric analysis



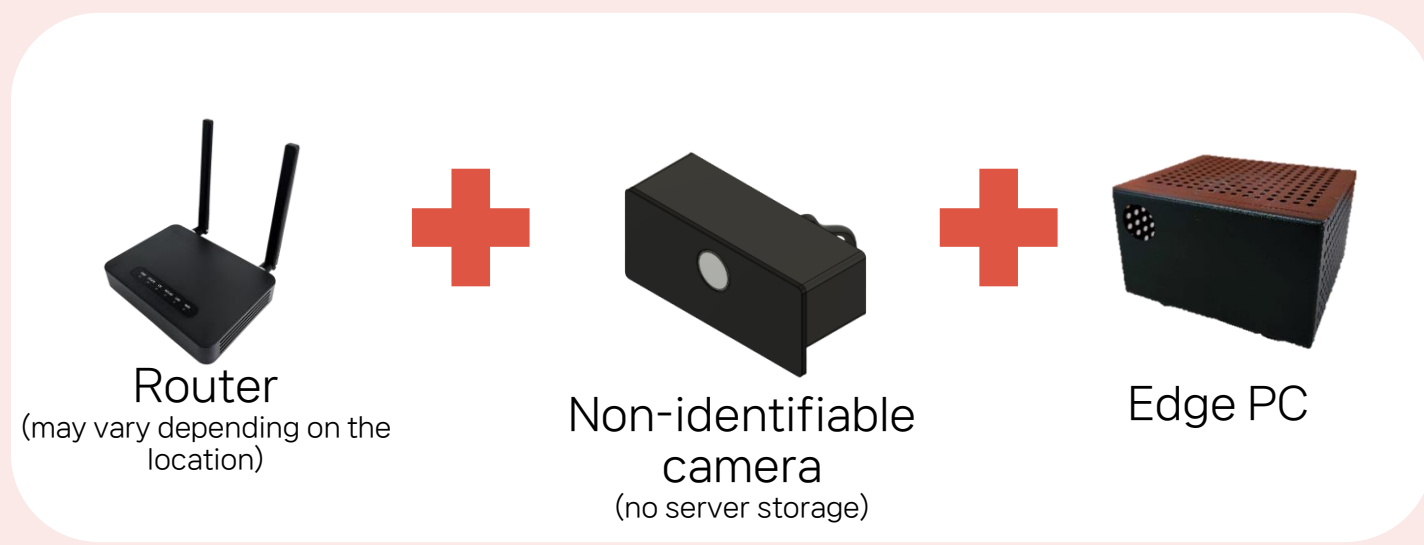
## 05. Transforming Existing Media Smartly or Installing New Smart Media

If there is an existing TV (digital media) in the store, we can quickly and easily transform it into a smart medium by utilizing it. Alternatively, we can install new smart media with DalgoD integrated.

### Utilizing Existing Digital Media

“ After conducting a preliminary on-site analysis, we will install 'DalgoD' within an hour ”

#### DalgoD Hardware



### Installing New Smart Media



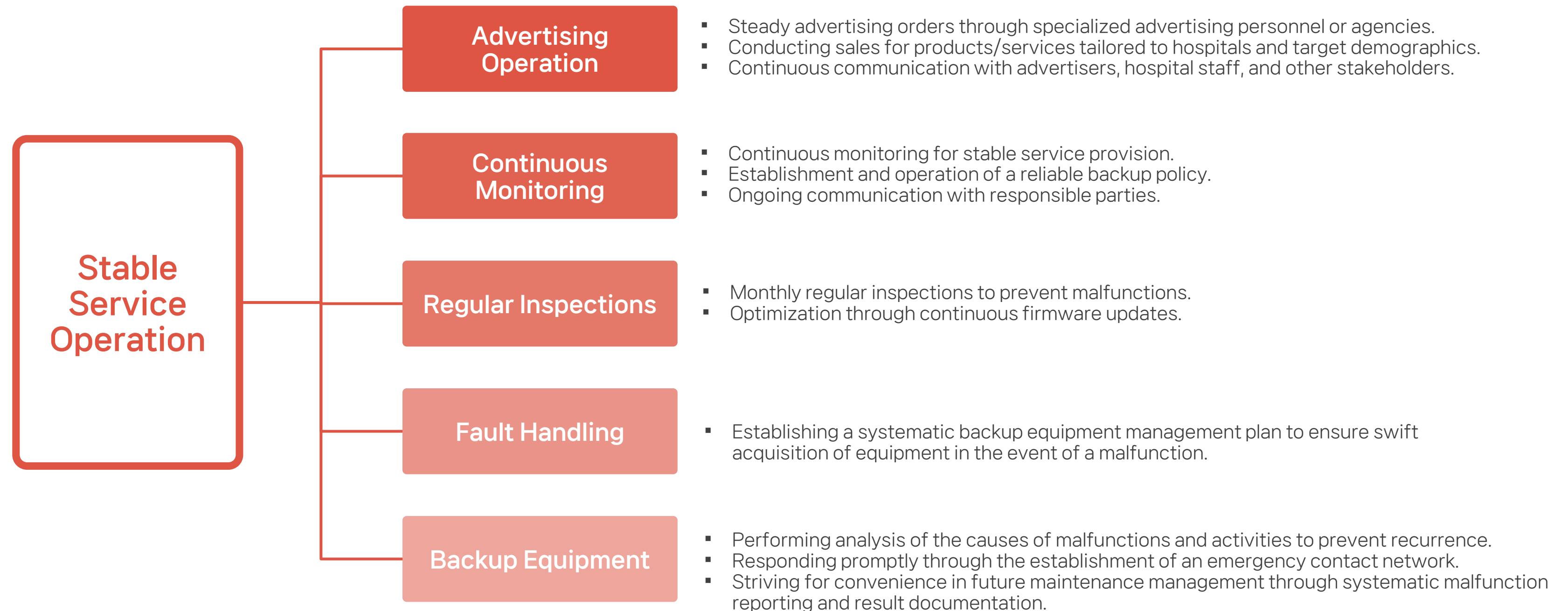
“ We will install smart digital media with built-in AI performance measurement and CMS, tailored to the space and environment ”





## 05-1. Ease of operation and management

You can easily manage it with simple operations, and we will directly assist you with advertising operation and management at add



# add-i Installation process



Division		Period	Com men cem ent	1st Month				2nd Month				3rd Month		Remarks
				+1W	+2W	+3W	+4W	+5W	+6W	+7W	+8W	+9W	+10W	
Preparation	Contract and Requirements Confirmation													Installation Location and Form Consultation
	Hardware Ordering and Installation Preparation													
	Installation													
Operation	Operation of DalgoD / add-i													Data Learning and Operational Testing
	add-i Adaptation (TEST)													Foot Traffic, Gender, Age Data
	Report of Results													Dashboard Provision





Effective and reasonable offline digital advertising

# DalgoD Digital Advertising

