Innovative AI-Based Smart Mobility

Dalgo-T Introduction

We aim to be Google for offline

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Can I promote my advertisement with a reasonable budget?

Is it possible to repeatedly expose my advertisement in busy areas?

" We have the solution with Dalgo T, an AI mobility advertising platform "

Dalgo T allows strategic advertising in densely populated areas.

With our AI-based advertising effectiveness measurement solution, you can now quantitatively assess the impact of your advertisements, which was previously challenging.

Above all, Dalgo T is a highly cost-effective and effective large-scale advertising platform, marking a pioneering AI mobility solution in Korea.

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This innovative mobile large-scale advertising platform combines unique AI technology with mobility

It provides quantitative metrics for ad exposure/watch/attention, as well as demographics (gender, age groups in quartiles) that were previously difficult to determine offline
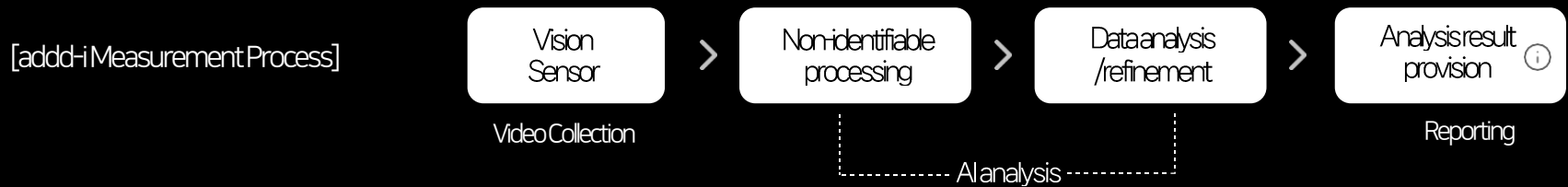
Floating population data
Collection

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

iPhone 14 Pro

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

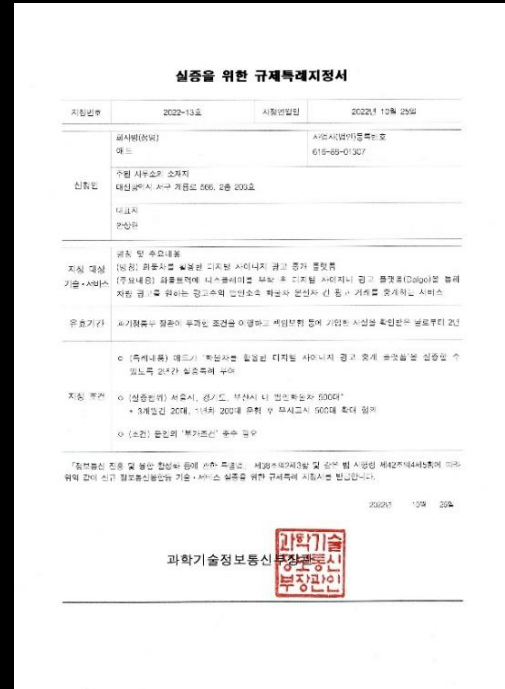AI-based Pose Estimation Technology

With proximity to pedestrians' eye level, it offers more effective visibility compared to traditional outdoor advertising

[addd-i Measurement Process]

Vision Sensor > Non-identifiable processing > Data analysis /refinement > Analysis result provision ⓘ

Video Collection

AI analysis

Reporting

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Creating optimal effectiveness analysis with various mobile large-scale advertisements in busy areas

CASE 1
Gangnam Area
Targeting premium individuals aged 20-50, including affluent professionals and visitors

CASE 2
Hongdae Area
Targeting active and trendy individuals aged 10-20, both domestic and international

Key Routes
Intensive and repetitive exposure during commuting, lunch hours
Effective for slow-moving and fixed exposure in areas with high pedestrian traffic during commuting hours

Key Routes
Repetitive exposure in densely populated areas.
Generating concentrated attention with a trendy advertising medium that was not available before

Received approval from the regulatory sandbox of government agencies

Ensuring compliance with data privacy laws for secure service
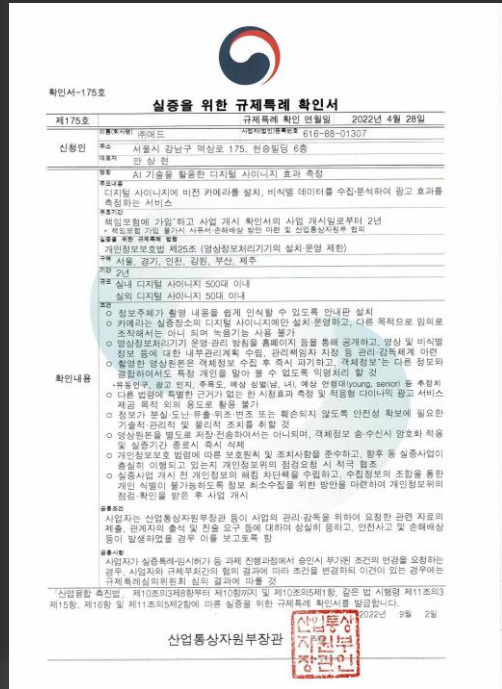
Official Name
Digital Signage Advertising Platform Utilizing Freight Trucks

Approval Date
October 25, 2022

Approved Areas
① Non-identifiable data collection (non-stored video images)
② Processing with non-specific identification of information subjects
③ Approval from the Ministry of the Interior and Safety, the Ministry of Land, Infrastructure and Transport, and the Personal Information Protection Commission
④ Optimal ad delivery through category-based matching
⑤ Adaptive algorithm configuration
⑥ Route management and real-time monitoring maintenance management

Official Name
Digital Signage Effect Measurement Utilizing AI Technology

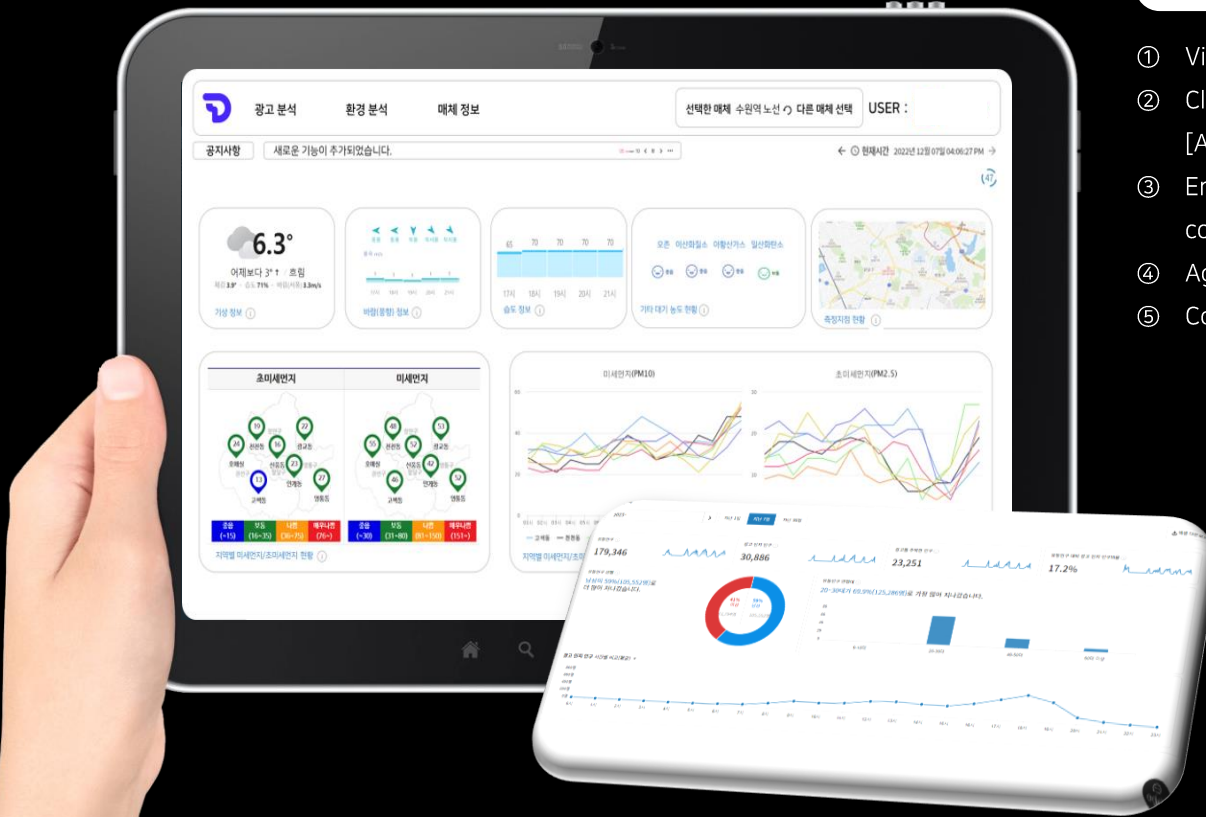**Approval Date**
April 28, 2022

Approved Areas
Seoul, Gyeonggi, Incheon, Gangwon, Busan, Jeju

- Operating 550 Effect Measurement Solutions within the Designated Period

- Continuing the business after meeting the business commencement conditions.

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 adddi.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

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Korea's First AI Mobility Large-scale Advertising Medium that directly reaches the downtown area

With a large screen size at pedestrian eye level, and video content that moves on the vehicle, it offers a slightly higher level of concentration. It is the most cost-effective medium

	Dalgo T	Building Facade Advertisement	Eco Cube
Effect Measurement	AI Ad Effect Measurement Solution addd-i Equipped	Effect Measurement Based on Residential Population	Effect Measurement Based on Residential Population
Advertising Location	Ability to Set Desired Areas by Advertisers	Fixed	Fixed
Broadcast Type	Both Video and Poster Formats Available	Both Video and Poster Formats Available	Poster Advertisements Only
Fixed/Mobile	Mobile (Fixed Effect when Stationary)	Fixed	Fixed
Size	W:2,000 X H:1,500	W:12,480 X H:16,960	W:810 X H:1670
Unit Price per Space (Based on 15-second content)	$2,000/month (100 broadcasts)	$8,000/month (100 broadcasts)	$2,400/month (100 broadcasts)

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Experience the trends of offline spaces with mobile large-scale advertisements in busy commercial areas, now backed by precise data