

Offline Spatial Analysis Solution

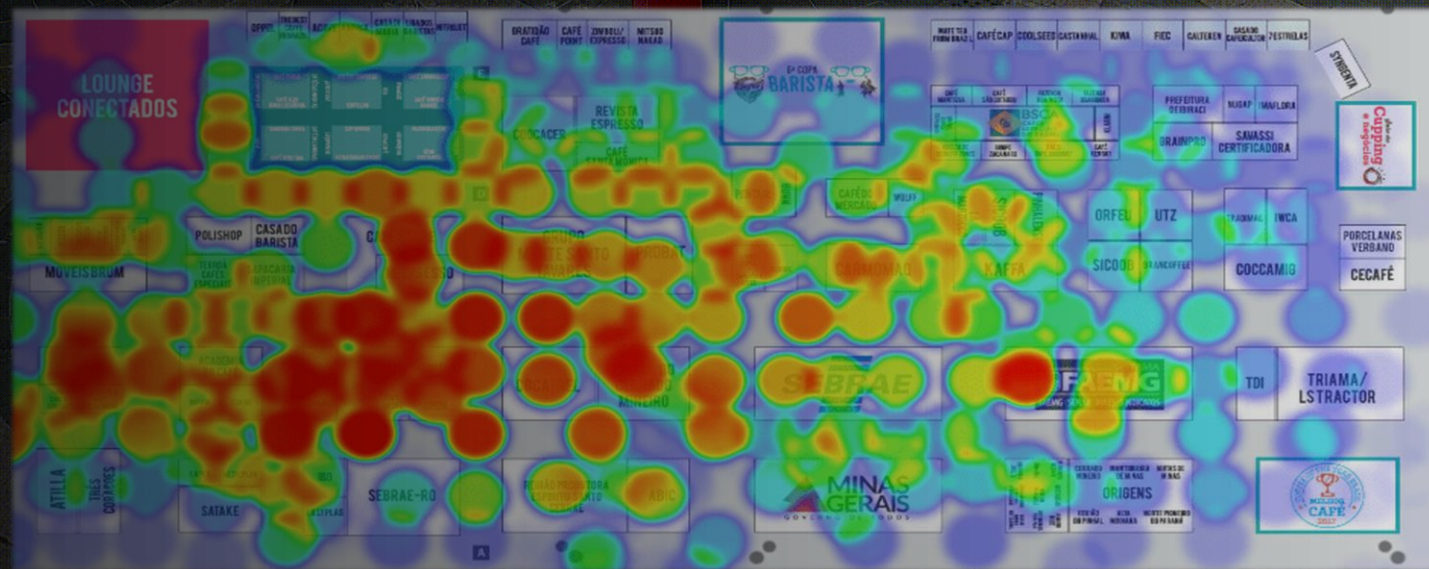
Space-i Introduction



Space-i, Giving Vision to Your Space

Maximizing Your Space's Performance

Space-i is an AI-powered video analysis solution designed for offline spaces. It analyzes visitor behavior and sentiment in areas such as pop-up stores and shops, allowing you to measure the effectiveness of offline marketing efforts.



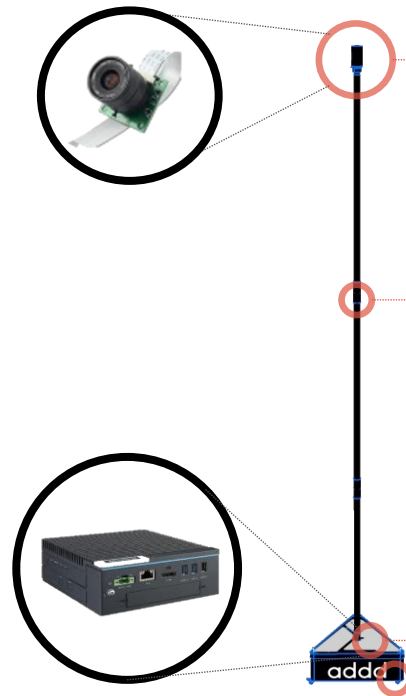
Delivering Insights Instantly, **Space-i**

Don't. Wait. For. Results.

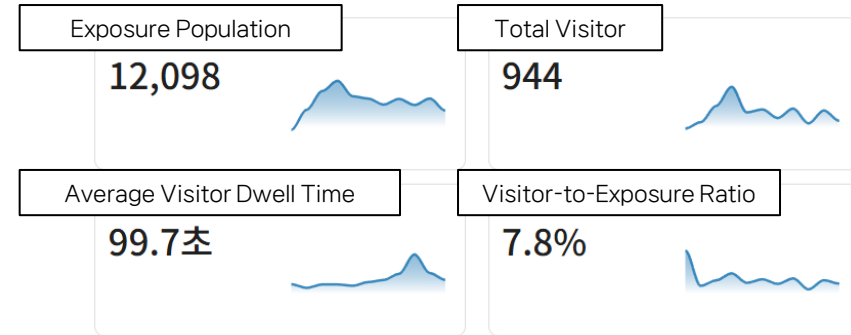
Marketing performance is all about the numbers.

Using cameras and edge computing, Space-i provides real-time insights.

Space-i	Competitive Product
Time to get results 1second	Time to get results 3weeks
Installation time 3mins	Installation time 1day
Installation sites Anywhere	Installation sites Limited



1. Visitor profiling through gender, age, movement patterns, dwell time, and heatmaps.
2. Zone-specific performance and insights through analysis of dwell time, visit rates, exit rates, and purchase conversion rates.
3. Real-time data provided through a web interface.



The system can be adjusted to a height of up to 4 meters, and its high-definition cameras ensure comprehensive coverage, making it suitable for both indoor and outdoor environments.

High-performance edge computing analyzes the performance of space in real time to show current performance immediately.

The compact and portable kit can be installed in just "3 minutes."

POP UP STORE

Pop-up Solution

- #Pop-up
- #Arcade
- #Exhibition Hall
- #Other Spaces

You need to know your pop-up's performance immediately

In pop-up marketing, time is everything.

A grandly planned pop-up, it ends short, but the result is uncertain. You need to be able to check right away if the pop-up is working properly to fix it.

Space-i, which tells people how to remember better

Wondering if your pop-up is performing well?

Which zone is the most popular?

Why is Zone A less crowded?



Visitor Profiling

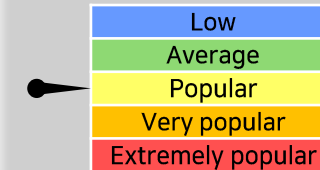
- Gender
- Age Group
- Dwell Time
- Movement Patterns
- Eye Tracking



Performance by Time and Space

Zone-specific Performance Index

Performance Summary

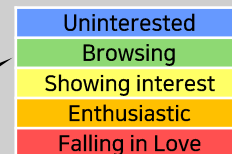


Today's Hot Zone: Experience Area
Today's Peak Time: 2 PM

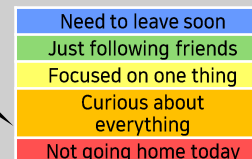
Zone A Summary
Top 15% in performance / Attracts women in their 20s / Curious type / Peak time at 2 PM

Persona Analysis

Current Intentions



Visitor Types



Improvement Suggestions

- Optimize movement patterns
- How to rearrange zones to boost performance
- Set event timings for maximum engagement
- Strategies based on visitor type



#Supermarkets
#Convenience Stores
#Retail Shops
#Restaurants

Increased sales start with analysis

Analysis by product and stand

Customer behavior and purchase conversion analysis by each unit and product
We give you a solution that can increase your sales.

What products are selling well right now?
Who visited during lunch today?
How should I rearrange my displays for better sales?



Space-i Tells You Better Ways To Boost Sales

Visitor Profiling

- Gender
- Age Group
- Dwell Time
- Movement Patterns
- Eye Tracking

Performance by Time and Space

Performance Index by Product/Display

Low
Average
Popular
Very popular
Extremely popular

Performance Summary

Today's Product: Apple
Today's Peak Time: 6 PM

Display A Summary

Top 15% in performance / Attracts women in their 50s / Focused shopper / Peak time at 6 PM

Persona Analysis

Current Intentions

Uninterested
Browsing
Showing interest
Enthusiastic
Falling in Love

Customer Types

Need to leave soon
Browsing casually
Focused on one thing
Buying everything
Not going home today

Improvement Suggestions

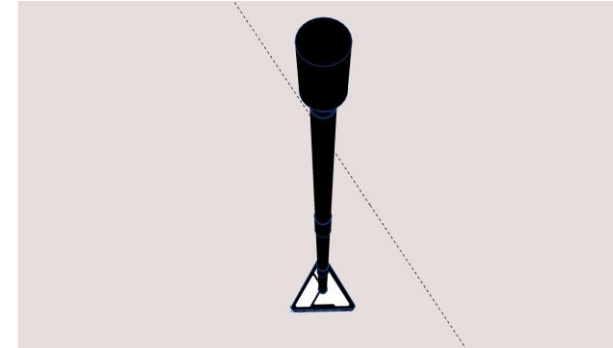
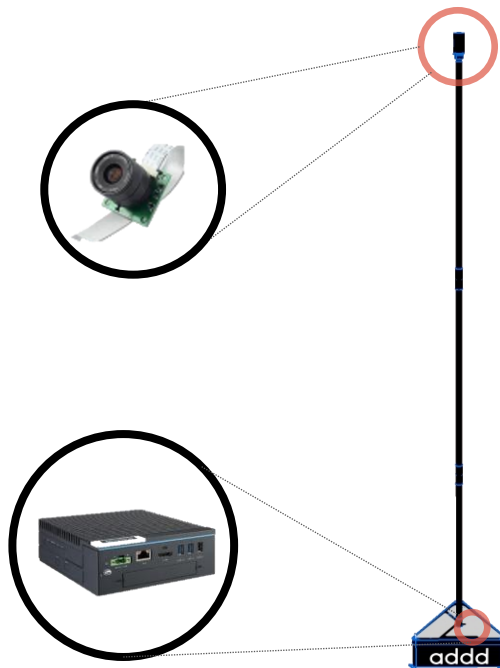
- Optimize movement patterns
- How to arrange products/displays to boost sales
- Detect sudden shifts in customer interest
- Strategies based on customer type

Anywhere, fast, easy

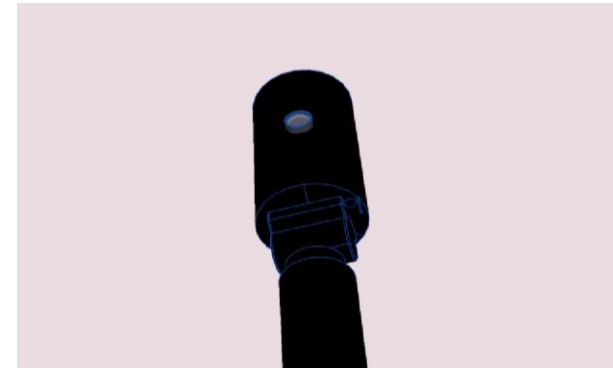
3mins Installation

The mobile kit is designed for convenience, allowing you to set it up anywhere in just 3 minutes.

Once connected, you can immediately see your space's performance on screen.



- Safe design with adjustable height up to 4 meters
- Stand type that doesn't disrupt movement



- Camera rotation and angle adjustment
- Hidden design
- 20m x 20m coverage area



- Lower Section PC Insertion
- Stable base with weight distributed at the bottom
- Wire pin fixation
- Portable wheels

Zero Privacy Issues

Space-i is a government-approved, legal video information processing device. It uses edge computing for real-time analysis without storing any video data.

Responsibility and Trust,

From A to Z

Planning, operation, and specialized reporting all in ONE-PASS.



Pop-up Solution

3-Day Usage Fee	300,000 KRW
Additional Fees for Extended Periods	120,000 KRW/day
Process	Contract → Installation → Real-time Data (Processed within 1 hour)



Store Solution

Monthly Fee	500,000 KRW
Additional Fees for Extended Periods	200,000 KRW/month
Process	Contract → Installation → Real-time Data (Processed within 1 hour)

We ensure to achieve our clients' **KPI.**

Providing a marketing solution based on data

that offers experiences unavailable in offline advertising.

An innovative company driving change in the advertising market

through artificial intelligence (AI) technology.

Comprehensive Marketing Planning

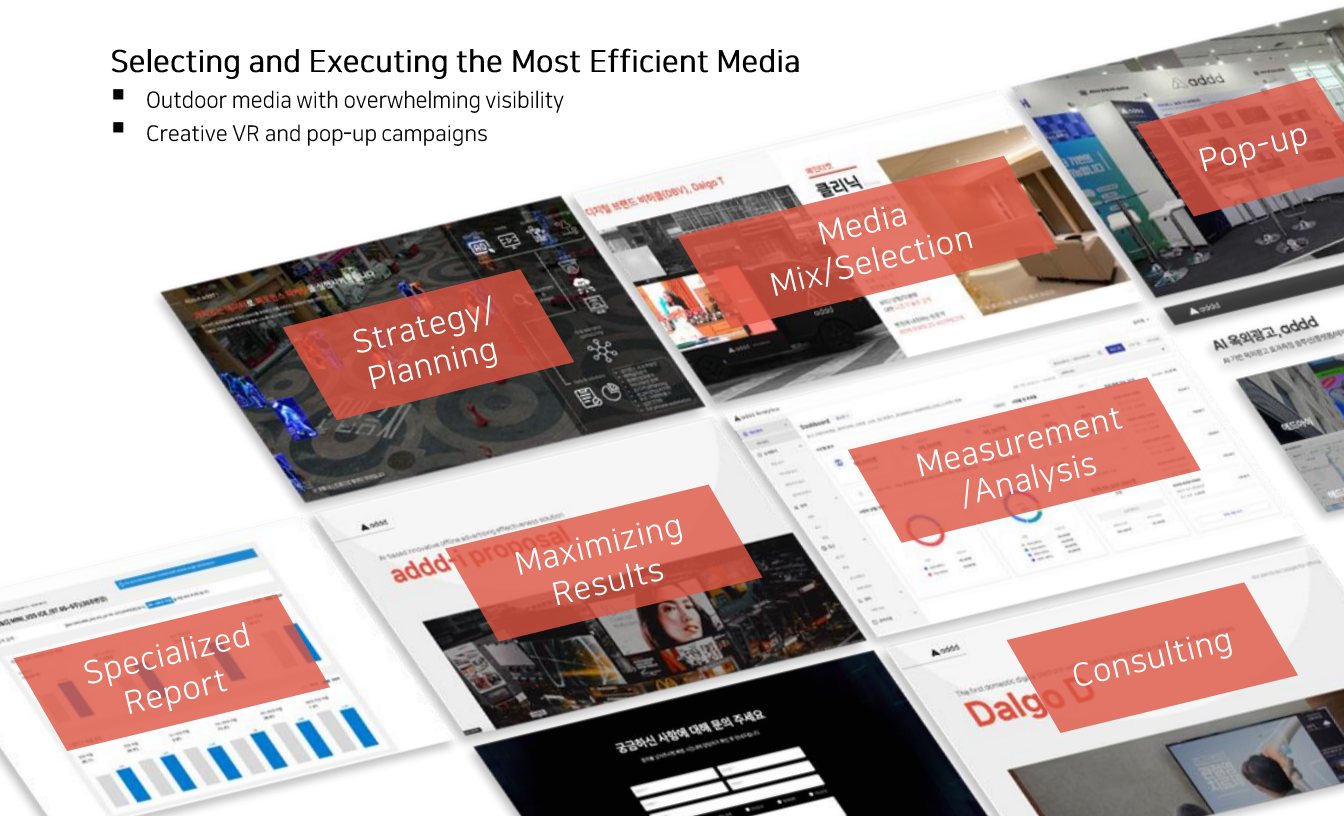
- Setting goals, branding strategy
- Campaign planning
- Optimized media mix strategy

Maximizing Performance

- Maximizing results with no waste
- Targeted advertising using data and AI
- Free expert consulting

Selecting and Executing the Most Efficient Media

- Outdoor media with overwhelming visibility
- Creative VR and pop-up campaigns



With addd, **clients** have achieved

440%

Increase in ROAS

80%

Reduction in Advertising Costs

5760hr

Hours of Increased Work Efficiency Per Year

Through clients, **addd** has achieved

Over 10 Billion

Data Objects Analyzed

**World's No. 1*

Over 300

Smart Media Units Owned

**World's No. 1*

1350%

Growth in Sales



add

Marketing is about numbers

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