KOREA OREA APP

kocca
KOREA
CREATIVE CONTENT
AGENCY

Be Smart! Lead your life!

MWC 2013 **KOCCA DIRECTORY BOOK**

25 - 28 February 2013 | Fira Gran Via in **Barcelona, Spain**   STAND NO. **Hall 8. 1J20**

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kocca
KOREA
CREATIVE CONTENT
AGENCY

www.kocca.kr | www.smartcontent.kr

KOREA APP ——————— **Be Smart! Lead your life!**

MWC 2013 - **KOCCA DIRECTORY BOOK**

| NAME : Mobile World Congress 2013
| DATE : 25 - 28 FEBRUARY, 2013
| PLACE : Fira Gran Via in Barcelona, Spain

At Mobile World Congress 2013 :
| A world-class thought-leadership conference featuring visionary keynotes and panel discussions. | A cutting-edge product and technology exhibition featuring 1,500 exhibitors. | The world's best venue for seeking industry opportunities, making deals, and networking. | App Planet, the Centre of the Mobile Apps Universe, where the mobile app community gathers to learn, network and engage with innovators. | mPowered Brands, where marketers, advertisers and global brands explore the possibilities in mobile marketing. | And the Global Mobile Awards programme, where we recognise advancements and achievements in the industry.

KOREA APP
STAND NO. **Hall 8. 1J20**

● MWC 2013 FLOOR PLAN

TABLE OF **CONTENTS**

kocca KOREA
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KOREA'S SMART CONTENT **MARKET**

If you have chance to visit South Korea, you will easily be able to see a look from young students to older adults using a smartphone. In South Korea, 59% of the total mobile phone users are smartphone user and South Korea is the highest smartphone penetration rate in the world. According to IT analyst Mary Meeker's announced to the end of year report, smartphone users in South Korea has been recorded 32 million people the ranked seventh in the world.

Smart content markets in South Korea have been fast growing; smart content market is diverse and dynamic. According to a survey of government agency, 2011, 1,373 million dollars and 2012, 1,623 million dollars and 2,950 million dollars in 2015 is forecasted to show a growth rate of over 20%. With success of the world's leading South Korea smartphone manufacturers like Samsung and LG, various smartphones are widely in used in South Korea. 7 out of 10 smartphone users using the Android operating system in 2012, Google's Android has 68.4% of market share of the entire operating system, and Apple's IOS has 13.3% of market share of the entire operating system.

With smartphone's popularity in South Korea, interest in the development of smart content also has been growth, smartphone app developers in South Korea registered on Application Store like open market, Google Play, App Store, 94,957 of newly developed Apps were updated in the United States Application Store by December 2012. Various contents like the game that enough to competitive globally, content associated with life, music, and content that relate to entertainment, etc. are consumed in South Korea content market.

Please experience and enjoy a variety of
South Korea's contents like, the game, E-Book
and entertainment content on **MWC 2013.**

KOREA'S SMART CONTENT **MARKET GRAPH**
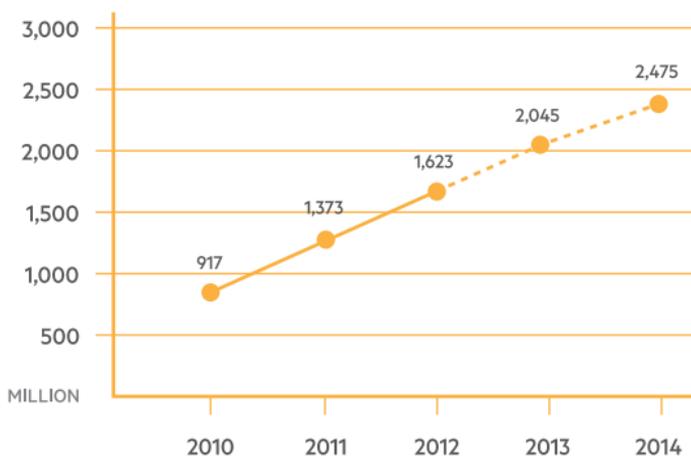
2009	Introduced iPhone
	Subscriber for Smartphone about 550,000 (1%)
2011	Subscriber for KAKAO TALK (Messenger) over 8,600,000
	Starting LTE service
2012	Subscriber for KAKAO TALK (Messenger) over 40,000,000
	Subscriber for Smartphone over 32,000,000 (59%)

Smart Content Center has been established to promote small and medium companies of Korea to global enterprise in the field of smart content though various supporting programs.

kocca
SMART CONTENT CENTER

SUPPORT PROGRAM

DETAILS OF SUPPORT

The Smart Content Center supports full rental fees and 50% of maintenance fees for resident companies. And also provides phased supporting programs for commercialization of various ideas in the field of smart contents. In addition, the center as hub of Smart Content industry in Korea provides related companies with business consulting, professinal education and market information, etc.

INCUBATING PROGRAM

1. Consulting, Education and Karket Information
| Matching with professional consultants to support business activities
| Offering customized education focused on development and
  service of smart content area.
| Providing market trend, new technology, related industry news, etc.

2. Collaborating with local government office
| Offering the incubating service, education and consulting as hub of
  Smart Content industry in Korea
| Positioning as smart content-hub by maintaining close regional network

BUSINESS DEVELOPMENT PROGRAM

1. Supporting the globalization
| Infra (platform) and PR activities for global service
| Localization of contents (Translating the content to the local language)
| Participation to major global events
  (Conference, Exhibiton, IR, fund-rasing activites, Showcases)

2. Hosting International Smart content Conference
| Leading the smart content market trend and Networks
| Date & Venue : July 2013 / Coex, Seoul

3. Content Test-Bed room
| Operating content cloud system to test the possibility of its service
| Supporting the production technology

CONTACT INFO

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Website www.smartcontent.kr **|** **E-mail** smartcontent@kocca.kr

SMART CONTENT CENTER RESIDENT COMPANY INDEX

APPBOOK

Npaisoft
Development of advertisement platforms, exhibition contents and healing contents based on cartoons
E-mail : p00x@naver.com

BIG I
Development of Attraction film, Attraction theater, Realstic media solution
E-mail : kjha@bigient.com

Dream2 Studio
Smart TV Application run by TV Camera and 3D Animation Appbook
E-mail : imchanggi@gmail.com

PUBLSTUDIO
Interactive application books, Edutainment contents, Online 3D Theme Park Book all solution
E-mail : amitass@naver.com

Akaiv
Web Content Scrapbook
E-mail : akaiv@akaiv.com

Halas
Application books based on Bible story
E-mail : halasbook@naver.com

Pars Pro Toto
Development of appzine 'Arts magazine-IMR' and appbooks for smart devices
E-mail : danziger@naver.com

CHARACTER

Ddashago Studio
Applications for smart devices, Language e-books, Characters
E-mail : mashur@naver.com

EDUCATION

Exlunch
Lecture Production and Sharing service using Smart devices
eunchul.jeon@numberkiz.com

HisShow
Christian Education Contents using character animation
E-mail : becaprio@naver.com

TongTongMalRang
Smart-phone-app development for science education
esteemme0704@naver.com

CODELINE
Storytelling, English Education Application Based on 3D Contents : Easy & Cokong
E-mail : stears80@naver.com

Dr.apps
Educational Application
E-mail : dr_apps@naver.com

L'idée
Edutainment planning and production business, Audio post-production solution creation and consulting business
E-mail : magloria@naver.com

Breeze & Bridge
Smart teacher + QR learning
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ENTERTAINMENT

Leadersmind
Development of Composing Application Using Voice
E-mail : tmkim@leadersmind.com

Wazzle
K-pop dance Lecture application
E-mail : hello4220@daum.net

HEALTH

Biophilia
Smart Contents and Character for Sanitary Education
E-mail : info@biophilia.co.kr

SOFTCUE
Communicaiton and Information Application on care hospital
E-mail : qtcafe@naver.com

Mrs. Doubttire's Studio
Multi-Contents for total English education on smart device
mrsdoubttire@naver.com

DreamSoda
Development of education content for children using Smart media
E-mail : bugjune@naver.com

iPortfolio
Developing Education Contents based on e-Book platform 'Spindle Books'
E-mail : jlee@iportfolio.co.kr

Twinword
Language learning contents based on associative learning
E-mail : kono@twinword.com

PLATFORM

TelCom
Unified Communication and remote video education system based on the video Conference Instant Messenger
E-mail : jeeterm@empal.com

KAMON
360° VR Video & Hybrid SRC Solution & Provider
E-mail : ceo@kamon.tv

Development of Baseball Application based on Multi-Experience Service
E-mail : alexyang@sn2.co.kr

Pison Contents
Music distribution online platform services, Music service for Smart device
E-mail : chic@pison.kr

MiraclEngine
Development of Flyer application which allows SMBs to advertise strategically at low cost, Interactive Drama Locatioin-based SNS and Advertising
kurosei@miraclengine.com

Ninedreams
Language e-books using Cartoon Contents
E-mail : kai0707@naver.com

SENTENCE
'ClipPick' - Clipboard Application Based on Cloud Services
E-mail : jyahn@sentencelab.com

CROSSOVER
Digital comics and application for various smart phone/tablet
E-mail : hoon@crossovercom.kr

NS Linkle
Platform Services Helping Efficient Cooperative Work
E-mail : inbae@nslinkle.com

TOOL

Scone Studio
Development of Smart-education Mobile Solution
E-mail : caesarau11@naver.com

Jamstory
Development of Video Editing Software & Codec technology
E-mail : eyongyeon@hanmail.net

Mcookie
Development of mobile Caricature solution and value-added services
E-mail : mazelfy@mcookie.com

PRODUCTION & DISTRIBUTION

SoundUX
Professional Sound UI/UX Services For Smart Content
E-mail : netgit@nate.com

UTILITY

ITPANDA
Application providing service to manage Korean medical information
E-mail : equus@itpanda.co.kr

DODUMMEDIA
Application providing video recipe of baby food
E-mail : pyun@dodummedia.com

360 Media
Brainwave Test Equipment and Application operated by Brainwave
E-mail : run911@naver.com

WiseGecko
Development of 3D Interactive Smart Contents Based on 3D Engines
E-mail : sdolee@wisegecko.com

KSI
Intelligent Security Solution, Smart Parking System
E-mail : jwjang@itksi.com

Arcinteractive
Cyber Model House Application for Mobile PC Using Virtual Reality
E-mail : mojyly@gmail.com

KoIAN
Development of Character Robot Based on Smart Devices, Performance and Exhibition Content Business
E-mail : admin@koian.org

Openwise
Mobile Stamp Wallet Application
jinhyun.yun@openwise.net

SOLUTION

BAOMIR
Missing Child Prevention System
E-mail : baomir@baomir.co.kr

Lasso & Company
Twitter Translation Service which enables people to participate in translating celebrities' tweet
E-mail : bhlim@kpoptweet.com

SOLIDEA lab
Development of Smart-phone Accessory Contents with Mobility
E-mail : mschoi@solidea-lab.com

Buzz Bee
Social Media Services Based on Curation
sean.moon4220@picinit.com

MWC 2013 - **KOCCA DIRECTORY BOOK**
COMPANY LIST

CULTURE

Aart

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TWITTER	twitter.com/aartkorea

Aart (a compound word of And + Art): A brand that strives to bridge the communication gap between art and society. It creates a space for artists to enjoy and provides high quality contents and products for the public.

Slogan: "Make Another Frame"
A desire to display art in another frame.

A motive to portray art through different perspectives in you and in your heart. Aart hopes to incorporate art into your life.

| **Yearly release of artists worldwide : USA 38,000 artists / JAPAN 28,000 artists / KOREA 25,000 artists / CHINA 10,000 artists**
| **Utilizing Companies: 4.5%**
| **Surplus artist : over 150,000 artists** (Source: 2012, Institute of design promotion)

These artists' incomes are unclear and they have no place to promote their works. What if their art can be marketed to 500million smart phone users worldwide? And furthermore, generate revenues?

[Step 1] Free Background Application
| Production of a background application that allows free distribution of the artists' works
| Artists can promote their works and users can view the young artists' works.
| Maximize the promotion effects with the establishment of a contents sharing system (SNS, blogs, messengers)

[Step 2] Custom Made Production (Patent Application10-2012-0049256)
| Consumers select the work of their interest and view a simulation of products that are made upon order
(Smart Phone Case, T-shirt, Eco bag, Shoes, etc.)
| Create a profit share with the artists and support their creative works.

An opportunity for artists to promote their works to the public,
A space for the public to view the artists' works with smart phones,
A brand new art platform that supports artists' creative works and the public's consumption of the art.
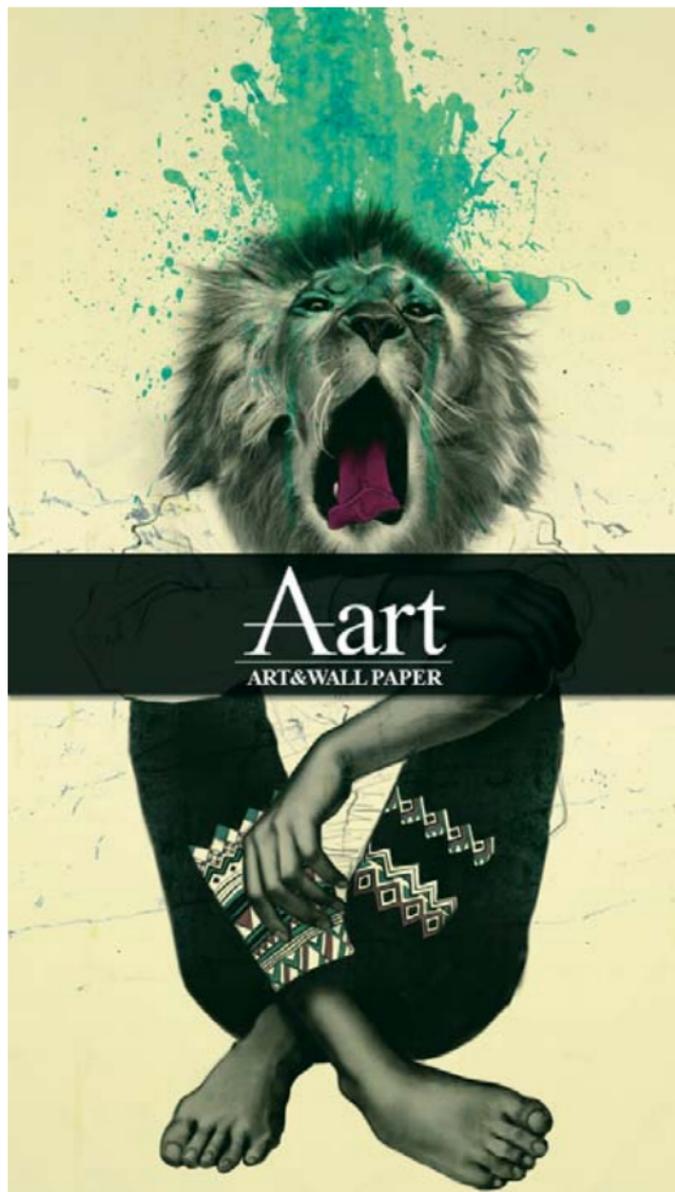
MAIN CONTENTS DESCRIPTION

Aart – Illustration

Provide works of designers/illustrators and artists worldwide through free background application. An application that sells art products through a simulation module.

Aart - Stars

Provide images of celebrities / singers worldwide through the free background application. An application that sells art products through a simulation module.

Aart – Sports

Provide images of Sports teams / Athletes worldwide through free background application. An application that sells art products through a simulation module.

Greenmonster, Inc.

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	Gasan-dong Geumchun-gu, Seoul, Korea
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E-MAIL	**jkang@greenmon.net**
WEBSITE	www.greenmon.net
FACEBOOK	facebook.com/greenmon.net
TWITTER	twitter.com/greenmon_net

COMPANY INTRODUCTION

Greenmonster, Inc. develops and provides mobile centric lifestyle services. Greenmonster was founded by a former venture capitalist Daniel Ha. Founding members include creative & technical director brothers Jony and Alex Lee. Jony is Korea's 1st generation of graphical user interface (GUI) designer and he developed GUI for LG's Prada phone. Alex has background in automotive engineering but gradually changed his focus to mobile devices as epicenter of engineering shifted from automotive industry to mobile industry. Combination of venture capitalist's business discernment, GUI designer's creative sensibility and experienced engineer's maneuver are Greenmonster's ingredients for development of products that amuse users and impress investors.

BUSINESS DESCRIPTION

Greenmonster is currently in the process of reinventing people's diary & journal writing experience with its milestone product Flava™. It began with an iOS diary app development project back in early 2011 with the goal of unleashing iphone's multimedia journaling capacity within a single app interface. Flava debuted as a paid app for iphone users in the second half of 2011. A week after the initial release, Flava got featured in itunes' New & Noteworthy section from 105 countries including US, Japan and China. Two weeks later, Flava got again featured in What's Hot category at itunes stores from US, Canada and China. Flava, as a single piece of app, succeeded in making journal writing easier with smartphones. However, Greenmonster wanted to turn Flava into a cloud based multiplatform service which users can rely on for lifetime continuity of journal keeping. So the team moved forward with more ambitious goal.

In 4Q of 2011, Flava dropped price barrier in order to acquire more users along the way. The company raised close to half million in US dollar in 1st round of venture capital funding at the end of 2Q of 2012. In 3Q of 2012, Greenmonster introduced Flava Android app and enabled cloud back-up of user data and released 2.0 version of iOS app with major UX/UI renewal. In 1Q of 2013, Flava's web version began open beta service allowing users to utilize desktop environment for accessing, editing, the moments and thoughts briefly captured with mobile app.

Greenmonster is making fast and ambitious moves with a clear blue print for product line-ups. The company has been working consistently to materialize its big picture with Flava throughout 2012 and the results are becoming more visible now. Greenmonster is also looking beyond mobile horizon and considering other platforms such as TV and car entertainment system as mobile innovation begins to affect other everyday devices and machineries.
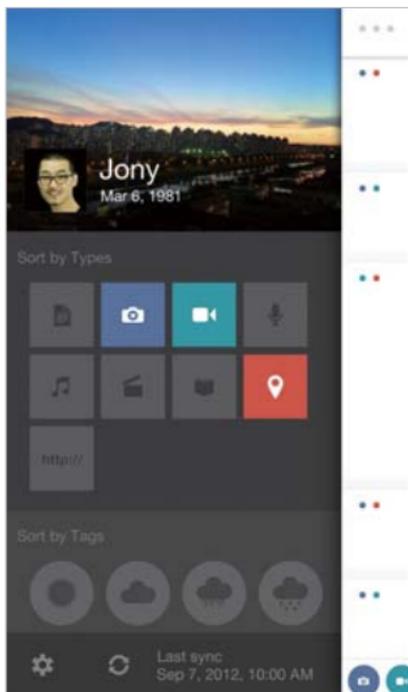
Flava™

Rich multi-media & contextual sources

Flava help users capture life's moments and paint them in vivid details. Flava brings text, photo (including live filter), video and voice recording capabilities all at users' fingertips on a single mobile media palette. Flava also draws upon mobile GPS data, Google map data, Foursquare POI data, Amazon book & movie library, iTunes song library, and web links to add more contexts to moments captured. Flava also draws from users smartphone sensors and automatically register date, weather and location information.

Multi-platform (iOS/Android/web)

Flava is available on both itunes store and google play as free application. Flava has its root in mobile but Flava web branch was recently added to make Flava experience more complete. Users can capture passing moments or

MAIN CONTENTS DESCRIPTION

thoughts with Flava on smart phone and then later revisit them on desktop to dive deeper into the moments and expand on brief thoughts captured with Flava. Users can set Flava to automatically synchronize & back-up data in Flava cloud and access the data from various platforms.

Personal timeline to seize life by moments

Users can assign single or combinations of thematic icons to captured moments so that the moments can be later selectively & collectively recalled with simple touches on the relevant icon tags. (Flava also supports text tag as well) Doing so allows users to selectively conjure moments with specific theme or combination of themes. Flava's in-app PIN lock protects personal contents even in the event of losing smart phones. The only time Flava contents become accessible to others is when users deliberately choose to export the contents via Twitter, Facebook, e-mail or mobile messengers. Shared contents will be viewed on a separate web single page which gets automatically generated upon exportation.

NEWWINE

NEWMEDIA CREATIVE STUDIO

|	
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CONTACT NAME	**Minhyuk Che**	CEO
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TWITTER	twitter.com/newwinecinema

COMPANY INTRODUCTION

Our vision is creating the new contents that are suitable for the new media. We started as independent filmmakers in Korea National Univ. of Arts. Since 2010, we focus on the new possibilities of digital media and mobile technology.

Now we are 'New Media Studio' that fulfills mobile contents production from Interactive Story and UX design to Film production and App development.

BUSINESS DESCRIPTION

We make interactive cinema for smartphone application.
As new media creative studio,
we can offer creative solutions case by case.

TOUCH CINEMA
RETOUCHING LOVE
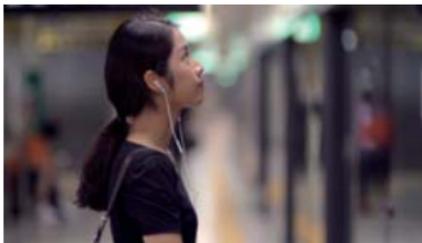
Two years have passed after their break up
And they encounter

By touching characters
on the screen

Trip down the memory lane
begins

TOUCH CINEMA

RETOUCHING LOVE

Mobile Interactive Cinema

By touching characters
on the screen

The moment you found
will be kept in the film box

Will Hana and Jungwoo slide by?
Or have a second chance?

The memory decides

new media new story
NEWWINE

**MAIN CONTENTS
DESCRIPTION**

Retouching Love

Retouching Love is our first work done in Touch Cinema format.
It's the Touch Cinema. By touching the characters on the screen, you
can experience their romantic memories of love in interactive and
personal way.

orangecrew

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WEBSITE	www.orangecrew.com

COMPANY INTRODUCTION

Our goal lies in making a new experience possible by tapping into NHN's broad user base, while effectively responding to the newly emerging smart device market.

OrangeCrew promises to make its utmost efforts to secure an IP suitable for the portfolios of smart phones and social network games since smart device market-- smart phone, tablet PC and smart TV market-- is predicted to experience a continuous growth. We will provide this IP primarily to markets in South Korea and Japan to meet the users' needs. In doing so, we will also focus on holding the market leader position. Our focus is on developing contents that reflect user preference in an ever-changing mobile device game market. We intend to contribute to the smart device game market and further advance with a talented workforce concentrating on developing fun games.

BUSINESS DESCRIPTION

ORANGECREW is a smart device game development company with the goal of catering to the smart device industry, and having people fulfill new experiences. As smart phones, tablets, PCs, smart TVs, and other smart devices continue to thrive and progress, ORANGECREW will play a significant role of developing high-quality sports, social networking, and RPG games. Also, they will further expand the mobile content industry by delivering persistent services to users and satisfying their specific needs. With outstanding technical skills and creativity of the developers, ORANGECREW will contribute to the development of games that users are sure to enjoy in this ever-changing smart device industry.

MAIN CONTENTS DESCRIPTION

Golden Glove

Golden Glove is the first real-time baseball game for smart phones. The game contains FULL 3D graphics in order to portray the dynamic activity of a real baseball game. Real stadiums, crowds, players, and even Yang Joon-hyuk's famous style of batting are all included. Furthermore, the game utilizes a player data of 900 of Korea's best professional baseball players in history, making it more thrilling for users.
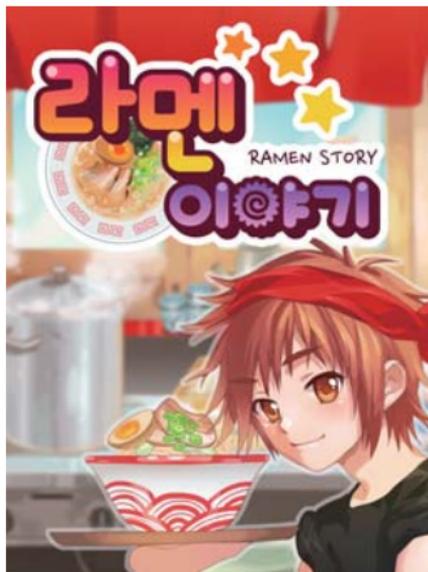
Pocket Island

Pocket Island is a social networking game in which users take part in overseas trade and exploration, while making their own harbor on a wonderful harbor island. Users can enjoy and have convenient access to construction, machines, and overseas trade systems, and collaborate with friends or hold a competition with them. Through explorations and discoveries, users are sure to feel a sense of accomplishment while having fun at the same time.

Ramen Story

Ramen Story is a management game in which ramen is used for the first time in an SNG. Users can experience something new through this unique game. Aside from ramen, they can make a variety of dishes such as stir-fried rice, fried foods, side menus and more, leaving them no time to be bored. They can also change the background settings and the interior from a list of hundreds of options. Furthermore, through store development cards, users can hire employees, expand their stores, or expand their storage rooms. Users can freely check on the progress and development of their stores whenever they like. Through this diverse social networking game, users experience a new kind of entertainment that exceeds expectations.

Snailwings

**COMPANY
INTRODUCTION**

Our objective is to come up with application programs relished by people all over the world. In today's fast-faced applications market, we make every effort to develop various items to create applications necessary for daily lives.

We help users to save, upgrade, and utilize contents related to their daily activities, such as saving their photos or organizing their schedules through network based on smartphone devices. Thus, our goal is to develop communications-oriented applications as a way to encourage user-to-user and user-to-network communications. We are also trying to discover and develop ways to facilitate interactive communications.

By utilizing our years of experiences and know-how, we will keep developing applications with user-friendly, smart, creative, convenient, and interesting contents so as to meet the needs of our customers.

**BUSINESS
DESCRIPTION**

SnailWings developed an iPad version of photo-organizer App called "PicStory- Photo Manager" over six months and has put efforts into the addition and improvement of various functions to its original version. PicStory will be updated as a Universal iOS application in February 2013.

The primary purpose SnailWings pursue is to establish various ways to utilize individuals' photos into Contents. To do so, it has been preparing multiple Apps that enable an individual to connect to various Social Services and make use of his pictures and videos.

In 2012, we have continued our investigation on the connection with several platforms and services that utilize pictures in Smart Media and have established business plans for various items.

Based on this preparation done in 2012, we are planning to release Apps in stages that utilize Photo Data such as individuals' pictures, webs, various SNS, platform services, etc. Eventually, we aim to establish a service that utilizes Photo Data as Contents in addition to various individual's data other than Photo Data.

PicStory - Photo Manager

Photos are very important contents for you. PicStory is all about changing ordinary photos into authentic contents for you. Smart and sensitive designs for your photos and intuitive and comfortable UI bring you more pleasure when it comes to managing your photos.

PicStory takes pride in being equipped with various photo-management features and making photo-taking accessible to all of you. PicStory is a different type of photo management application in that it gives users the chance to deliver really impressive content - Users of PicStory can easily customize a method of organization and can view photos all at once using one flowing timeline and albumlist.

Elegant and Simple way to organize your photos

You can view your photos on base screens or home screen.

You can turn individual photos into slide-shows to use as a photo frame.

You can write memos or record sound on each photo, which can be used as a photo diary.

You can check EXIF information and the location of each photo.

You can post your photos on Facebook and Twitter.

PicStory takes pride in providing a top-rated photo gallery to make your photos stand out and to share them with other users.

Comprehensive & Easy Photo Management with Amazing UI

- How to organize photos in an orderly fashion?

You are bound to have lots of photos stored in your PC, Cloud Service, iPad, etc. Picstory is linked with iPad Photo Library, Dropbox, and Picasa, through which you can share photos. Additionally, you can make a backup of your photos stored in your Desktop PC through iTunes.

- Organizing my own photo albums

PicStory provides users with a great experience in terms of making albums with emotional and convenient UI and of managing photos.

som cloud

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CONTACT NAME **Junsik Whang** | Biz Dev Manager

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E-MAIL **jun@wzd.com**

WEBSITE www.wzdworks.com

FACEBOOK facebook.com/somcloud

TWITTER twitter.com/somcloud

COMPANY INTRODUCTION

SomCloud is a group of enthusiastic programmers, designers and entrepreneurs who devote themselves to making something magical. Since the birth of the company in 2006, we have constantly believed in making not just useful tools, but life-changing digital assistants. A personalised homepage service 'wzd.com' was its very first product that contributed in introducing the notion of Web 2.0 in Korea. In 2008 the audacious venture company enjoyed its highest peak of popularity with its Widget Platform Service 'Wizard Factory' which provided services to more than 17 million bloggers per month. With the tide of Smartphone flooding the market in 2009, the company pivoted to Mobile Application Business. 'Magic Day' (a period checker app for ladies) and 'Save Battery' (a smartphone battery saving app) are the most successful apps of SomCloud, which reached 8 million cumulative downloads. Charles Pyo, the leader of SomCloud, was chosen as one of the Asia's Best Young Entrepreneurs in 2009 for shaping IT industry in Asia. After gaining enough experience in developing mobile apps for smartphones and tablets, the company has decided to rise to the challenge of developing its own cloud utility service 'SomCloud'.

BUSINESS DESCRIPTION

Envisaging democratisation of cloud computing technology, SomCloud (SomNote + SomTodo) is designed to be intuitive, fast and easy-to-use for non-techie users. Since its official launch in April 2012, SomCloud has been able to build up its international presence via Vodafone, Verizon and TechCrunch Disrupt 2012. SomCloud's simple and neat design has attracted young female users in Asia, and it has made it possible for smartphone beginners to enjoy cloud services without having to understand the technological side of it. Only through word of mouth, SomCloud has reached 460,000 downloads and 90,000 registered users in January 2013. Lately, through a strategic partnership with KakaoTalk, the leading cross-platform mobile messaging app in Asia, SomCloud is to be introduced to 50+ million new users in Asia. In the late January this year, SomCloud premium version is going to be released, and theme/fonts shop in the second quarter. This year in Barcelona, SomCloud is looking for yet another magical moment in its history.

SomNote

SomNote is a cross-device note app that allows users to enjoy easy and intuitive note-taking experience. Eliminating superfluous features enables users to focus more on their ideas, rather than being bogged down with formats and styles. Since its official launch in April 2012, SomNote has been seeing its growing success in the market. It has reached 310,000+ cumulative number of downloads, and the retention rate is 7.07 times higher than its rival apps. Integration with KakaoTalk, the leading messaging app in Asia, will enhance SomNote's note-sharing function which would add more practical values to users' productivity.
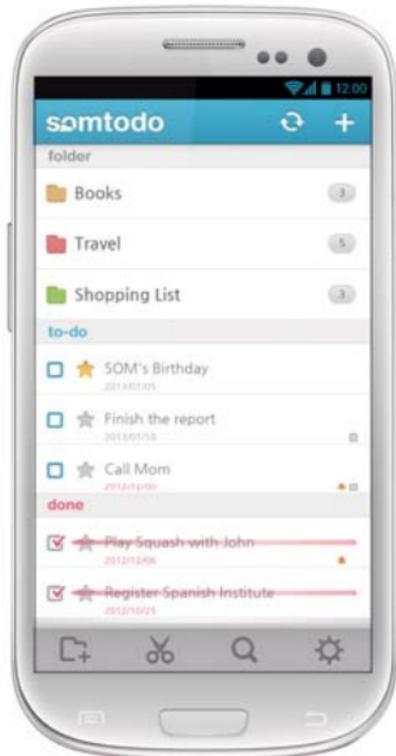
SomTodo

Compared to many other to-do apps heavily armed with complicated settings and features, SomTodo might look overly simple. However, SomTodo has proved that less is more. With its simple design and intuitive interface, it has been warmly welcomed by users and critics. In just 6 months after its official release in August 2012, it has reached 150,000+ cumulative number of downloads and generated 240,000+ cumulative number of to-do items. The retention rate is 7.5 times higher than its competitors. Integrated with KakaoTalk, SomTodo is expected to increase productivity and efficiency of team projects and shared tasks.

LIFE

iPortfolio

spindle books

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COMPANY INTRODUCTION

"Transform Books, Reform Education". Through applying cutting edge technology, iPortfolio enhances reading experience and improves the quality of education. iPortfolio will take you to the new paradigm of convergence in Education, Publishing, and Social Network.

BUSINESS DESCRIPTION

iPortfolio's premium e-book platform "Spindle Books" have been chosen by innovative publishers such as Oxford University Press, World Book Inc.(a Berkshire Hathaway company) and RHK(formerly Random House Korea). "Spindle Books" stems from patented technology to transform paper books into smart digital books that provides advanced value-added features without compromising the fidelity of paper books.

When reading books on the Tablet, reader's attention span reduces dramatically compared to reading printed books. Your books need more attention but general e-book formats are usually not the answer for special books that you have. "Spindle Books" magically turns your books into a full interactive book that will make readers repeatedly select your books.

In 2012, 26 travel guides have been published using the "Spindle Books" platform and have occupied the App Store's top 10 best selling list for 40 consecutive weeks. The best seller <Weekend Travel Consulting Book> was selected as 'App Store Best of 2012' in the Korean market. In the education sector, "Spindle Books" was selected as one of the main platforms of Oxford University Press e-book strategy.

iPortfolio is a perfect technology partner for Publishers who seek a successful business transformation in the new smart digital era.

Spindle Books "Travel"

Spindle Books magically transforms travel guidebooks into an interactive intelligent e-book that enhances the traveler's experience throughout the journey. Intelligent features include realtime weather forecast, currency calculator, search, camera, sticky notes, facebook share, maps, pen tools, and location based page search (patent pending). "Spindle Books" is the winner of the App Store's Best of 2012.

Spindle Books "Edu"

Textbooks transformed into Spindle Books format are well accepted by teachers and students due to its quick response time and stability. Value added features such as auto scoring, sticky voice/text notes, and advanced audio for language learning enhance teaching and learning experiences.

Spindle Books "Children"

Creating interactive app books for Children requires a lot of time and effort. Hence justifying the cost is not easy. 'Spindle Books Children' uses a proprietary HTML5 based authoring tool to develop Children's App Books with rich animation and interactivity. It reduces the time and cost for development up to 1/5 of that of conventional app coding methods.

Mrs.Doubttire's Studio

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COMPANY INTRODUCTION

Mrs. Doubttire's Studio has dedicated its power as content provider for Child English Education. It broadens by means of application story book on Smart Device and has radiated its true value in global market.

Licensing, publishing and Stage performing present sophisticated process for managing business. As she observes, context and priorities are in a state of perpetual motion and change. Affiliation among foreign companies is robust competitiveness from the Pacific to the Indian Ocean and the Atlantic Ocean.

BUSINESS DESCRIPTION

The very first business model of Mrs.Doubttire's Studio was Stage Performing. Based on English Education career, contents were remodeled as interactive application storybook on Smart Device. Pre-schooler, early primary-schooler and parents, teachers are major target. Publication varies into paper /electronic and application book edition.

Stage performing encourages another supportive business model forked from above. It embroiders doing English activity with harmonizing academic and cultural effect. Keeping smart device near children gets your choice smart! Dedication for English launches storybook application. It certainly guarantees convenient competency.

Mrs.Doubttire: Journey to the Earth

Journey to the Earth lies 2.500.000 light years from Planet Christmas. Mrs.Doubttire (protagonist) on her supersonic scooter never get tired for spiritual excitement. Her Royal and loyal friend Price Christmas is always with her. They met lovely sweet friends on Earth and pledge to being best friends under the horizon.
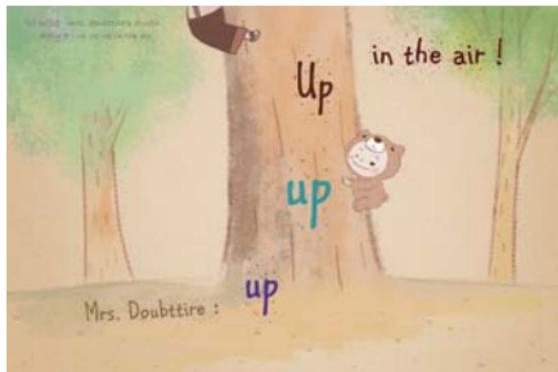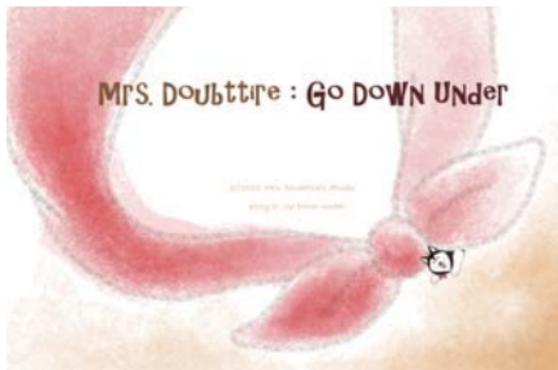
Mrs.Doubttire: Go Down Under

Accidental discovery to go underground presents spectacular adventure. They never knew another new world under their feet. However there are things, better careful than sorry. Only if wear red handkerchief, you scream 'Avifors'. You can find yourself where you have in your mind.

Mrs.Doubttire: Up Up Up in the Air

Hide-and- Seek, as old as tale but never get old game for children.
What intrigues Mrs. Doubttire and her friends to climb up the tree?
Expedition carries limitless inquiry and to find the master of very very sweet berry seems endless task. Who owns berry right?

NPAISOFT

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COMPANY INTRODUCTION

Npaisoft is a group of contents-creators focused on graphic art and advertisement. Npaisoft's business could covers development of smart contents, creation of new graphic art and cartoon Ad platform, and planning of exhibition with graphic art based contents.

BUSINESS DESCRIPTION

Development of graphic design converged business model by combining the graphic art and other industries.
Contents Developer | APP | Advertisement | Game | E-book

MAIN CONTENTS DESCRIPTION

COLLABO x – ARTIST, BRAND, COLLABORATION & GOODS
Development of <COLLABO x> advertisement digital magazine contents based on cartoon, design, art, brand, music and collaboration works.

MEMORY TAG
Created a digital app, title music and offline exhibition through collaboration between Npaisoft + Appknot + Magic strawberry sound + Stardust + 18-yr old Honda Giorno. Each has only one life and leaves traces on it someday vanished. Emotions such as joy, sadness, love, loneliness and fear, and various moments in life are held on the traces.
Memory Tag is a project to make the future by record of these momentary memories.

MEMORY TAG

His old motocycle
18 Year old Giorno

I need to find the memories

– Batt... replace...
– carbu... repa...
– Wheel replacement

– key box replacement
– Air purification repair
– Side mirror replacement

MEMORY TAG
we are very close now

Created a digital app, title music and offline exhibition through collaboration
between Npaisoft + Appknot + Magic strawberry sound + Stardust + 18-yr old Honda Giorno

PARS PRO TOTO

iPhone and iPad created by the late Stave Jobs have changed our lifestyle. The whole world is connected by this small device. It allows us to search anything anywhere anytime. These innovative devices are the pathway to the ubiquitous digital world.

Pars Pro Toto makes app contents for children. We want to present dreams and hopes to children of our community. We publish hands-on English story books (applications) and appzine < Arts magazine IMR> & <CulTOUR of KOREA> in the mobile communication environment. Also, we operate a smart English education program <itoctalk> for kindergarten children and elementary school students, who will be leaders of the new ubiquitous digital era.

BUSINESS
DESCRIPTION

Appzine

<Arts magazine - IMR> (Korean) & <CulTOUR of KOREA> (English)

Everyone has passion for arts. Our <Arts magazine IMR>(Korean) & <CulTOUR of KOREA> (English) wake the passion. It is all about arts-music, art, dance, play, literature etc. We want to introduce culture and arts in a new way. Various interfaces including videos help readers understand culture and arts in easy and fun ways. Our <Arts magazine IMR>(Korean) & <CulTOUR of KOREA> (English) make the lives of the readers rich and enjoyable.

English Children's Story Series for Hands-On Experience

Watch, listen and touch English. With our English story books, children can learn English naturally by playing various fun interfaces. We introduce Korean fairy tale stories in English – The Story of Shim Cheong, The Woodcutter and the Heavenly Maiden etc. - to children of the world. We hope they can image a new world through our books.

Smart English Education Program for Kindergartners and Elementary School Students < itoctalk>

Itoctalk is a smart English education program that helps children learn English in fun and easy ways using iPad. Children touch and read the world-class English story books. By listening and repeating English, children can learn English naturally. Through our English program, children select their favorite English books and study English by reading the books repeated.

CulTOUR of KOREA

iOS based interactive magazine that introduces Korean pop-culture, arts and lifestyle as well as GPS based destinations in many languages for K-culture lovers all around the world.

Do-hun LEE's Music Letter from Europe
App book that contains classic music, photos and videos. Composer Do-hun LEE introduces destinations based on the great composers' birthplaces and traces including Beethoven, Liszt, Strauss, Brahms, Mendelssohn, Schumann together with 46 pieces of classic music.

Mr. Shim, the blind and his daughter Chung. :
The tale of Shim Chung
Korean style illustration and music
Each page is touchable and shakable on iPad.
❙ You can breastfeed the baby Shim-Chung.
❙ You can save Mr. Shim from the water.
❙ You can take the turtle carrying Shim-Chung on
  its back to the Underwater Palace of the Sea King in Indangsu.
❙ You can move the ship and fish by moving iPad.
❙ If you touch the lotus flower, Shim-Chung is reborn as queen.

TALK**now**™

http://www.talknow.co.kr

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Telcom co., Ltd. is a software company founded in May 2001, specializing in XMPP(Extensible Messaging and Presence Protocol) messenger-based video conferencing communication.

We are developing the enterprise collaboration tool software, TalkNow that is the video conferencing software based on messenger and certificated of Software Quality by TTA in 2007 and has sold at Ministry of Education, Science and Technology, National Medical Center, the several government offices, ETC.

TalkNow is unified communication program for the enterprise. With TalkNow you can check the presence and communicate with voice and video each other. Also internal mailing and file transferring and post-it memo function is possible.

Sales and rent business of TalkNow that is UC platform solution based instant messenger : You can buy TalkNow and install it at your company's or IDC's computer room. Or you can rent TalkNow and do service TalkNow at your customers. TalkNow can be operated as SaaS model.

Remote Video Education Service / Solution sales business :
TalkNow can be serviced for distance education. For education TalkNow provide the whiteboard function. TalkNow's whiteboard has functions of saving , loading contents and capturing screen shot. Whiteboard support Wacom Tablet and UC-logic Tablet by WinTab driver api.

Video Components sales :
Our activeX Video component can be selled.
Video Server program that relay several video images.

● 1:1 WhiteBoard with Video/Audio

● N:N WhiteBoard with Video/Audio

● Main Windows and Chatting windows

TALKNOW™

Talknow is unified communication platform solution based on instant messaging protocol XMPP(Extensible Messaging and Presence Protocol). Talknow's main functions are as the followings :

- Text Chat and File transfering
- 1:1 and N:N Video Communication/Conference
- 1:1 and N:N Audio Communication/Conference
- Remote Control
- 1:1 and N:N Remote writing on whiteboard
- Multi-User Chatting
- Post-it memo pad
- Intenal Mailing System
- Bulletin Board System

GAME

com2us

|	
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COMPANY INTRODUCTION

Com2us has been the leading mobile game company since 1998,with it's reputation as Korea's No.1 mobile game provider, and as one of the most advanced companies for mobile games. Com2us consistently strives to design fun games with new technology, and this pursuit has been the source of it's rapid and steady growth within the game industry.

BUSINESS DESCRIPTION

Com2uS was established on 1999 and is the first company to have provided mobile game service. In 2,000 we developed world's first mobile JAVA game and lead the growth of domestic mobile game industry. We have overseas branch in USA, Japan, and China thus service our games worldwide. We are expanding our market through various platform thanks to our advanced development capacity and service network.

Com2uS participated in the early stage of domestic mobile game market through providing service to top three telecom companies in Korea. Moreover we advanced into overseas market through key international telecom companies from the early stage of mobile game market. We are currently servicing our games worldwide and have branches in USA, Japan, and China. USA, Japan, and China are the three companies with fast growing market thus we are focusing on the three countries.

With the fast growing multi-platforms like smartphone and tablet PC and trough global open-market we target to become a world leading mobile game brand. We have invested heavily in developing and acquiring highly skilled professionals which allowed us to gain various smartphone game lineup. Also we are expanding our market through Apple AppStore and Google Play Store.
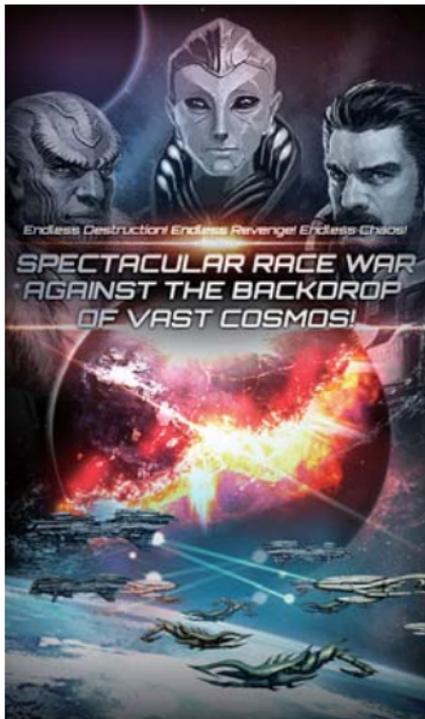
Cosmic Kingdoms

Takes place in the universe with dynamic action strategy genre. It's time to build your own empire.

You will have to collect natural resource, construct space buildings and expand your space territory. Make your empire stronger.

Cosmic Kingdom takes place in the universe with dynamic MMO (Massive Multiplayer Online) space sci-fi strategy game. Cosmic Kingdom is all about "fleets which you can design your own" and "you can invade other user's planets".

Gamers with a lust for giant starship fleets pounding the crap out of each other with missiles and beam weapons. This game is not a tactical game, it is a strategy one. "Players must design the fleets that will fight for your own kingdoms glory in the depths of universe."

It's time to build your own kingdom.

Tiny Farm
Lovely, lively farm right in the palm of your hand!

Come play with the lovable & vital animals in Tiny Farm! In life, there's nothing more important than L.O.V.E ! Give care to your very own special animals. Watch over them so they can grow to breed their own family. Get rare species that will allow you to create your own original place!

Swing Shot
Explore your jungle-ninja finger ability!

Sharpen your eyesight. This is not a mere romp in the treetops, it's war! 'Swing-shoot' your opponents and come out victorious as the King Monkey-Panda-Sloth of the Jungle!

Homerun Battle 2
Go Smash Home Runs NOW!

Are you ready to hit some more Home Runs? Back and better than ever, the beloved real-time worldwide slugger battle Has a sequel! Prepare to play the best mobile baseball smashin' game against sluggers worldwide.

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COMPANY INTRODUCTION

GAMEVIL®, with over 200 million game downloads and experience publishing hundreds of games on multiple platforms, is one of the most active and innovative mobile game companies in the world. Established in 2000 and with offices in Los Angeles, Tokyo and Seoul, GAMEVIL is an experienced global mobile game publisher working with many of the top studios around the world.

With deep industry and regional knowledge, GAMEVIL has been able to craft numerous award winners through a diverse portfolio of games. Backed by unparalleled expertise in mobile, GAMEVIL continues to lead the sector with a commitment in establishing mobile gaming as a way of life.

GAMEVIL is currently listed on the KOSDAQ Market
(Ticker: 063080, Bloomberg: 063080:KS, Reuters: 063080.KQ)

BUSINESS DESCRIPTION

- Developed more than 100 Games in the past 10 years
- Varied franchise titles and ability to generate new games
- Extensive experience in optimizing business models for mobile games
- Established strong relationship with more than 50 third-party developers

Battle Line - **The Best Interactive Line Defense RPG**

Strategy and Action come together like never before in Battle Line!

Battle Line combines real time strategy and non-stop action in this interactive line defense RPG. Defend against hordes of enemies and beat World Bosses as you grow in your quest to return peace to land. Assemble the finest team to aid you in your quest by choosing from 5 different hero classes, each with their own special attributes. Different weapons determine which skills you can use so master the weapons that best fit your play style! With 9 unique worlds and different challenges, there will never be a dull moment. Battle Line is a defense game with RPG elements that will have you coming back for more!

Duel of Fate - **The Power Lies in Your Hands**

"Duel of Fate had a lot to offer. Not only is it a free game, but its packed with stuff to do, and it offers a lot of strategy options as you burrow more deeply into it." -Touch Arcade (4/5 Stars)

Enter a realm where the fate of your friends and family lie within a deck of cards. Strategically select your cards as you face off against wizards and witches as you rise to avenge the deaths of loved ones! A successful battle requires quick decisive action as you decide which monster cards will overpower the opponents. A mastery of this system will aid you in your quest towards victory!
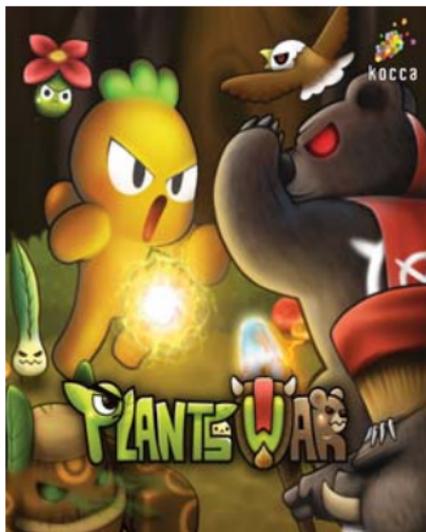
Plants War - Realtime Mobile Action Battle Arena

"Plants War is simply an amazing strategic war game. Players will find themselves hopeless addicted to advancing towards the next stage or even trying to obtain another Leafy unlock-able character." - Gameteep
Protect the last source of life on Earth!

Beasts have invaded Dryad Forest. In order to defend their home, the plants of the forest must extract the power of Lake Naiad to become Heroes in this epic battle for land. Help Leafy and friends protect Dryad Forest by strategically commanding multiple floral units to attack Beasts in this RTS/ RPG action game. Control your hero, gain special skills and upgrade your horticultural warriors to guard the forest from invaders!

Equipped with dazzling 3D visuals, an epic soundtrack and intuitive touch controls, this game will stun any fan of real-time strategy and role playing games.

Kingdom & Dragon - A brand new, horizontal scrolling action game.
Help your neighbors or compete against other players!

A player will control a hero to save the kingdom from evil monsters' threats. Defeat enemies in the battles. Collect commodities at the Village Mine. Upgrade your weapons and make your hero invincible! You may also receive help from your friends through Neighborhood activities.

You can even compete against your friends in a Mock War.

Dream Provider

PICTOSOFT

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COMPANY INTRODUCTION

Pictosoft has been dedicated to mobile games since its establishment in 2003. We are publishing smartphone games like Stylish Sprint, Medal of Gunner and My Moviestar through the active business for local and global markets.

BUSINESS DESCRIPTION

Our major business is to develop mobile games and publish them for local and global markets. We have launched mobile game service for local feature phone market in 2004 and gradually expanded our business to America, Japan and China.

As a smart phone age has begun, we have started the smart phone game service in 2009, and kept an active business with games sourced from overseas. We have been selected as a publisher of <The 2nd Mobile Game Global Publishing Business> and started game service for GREE platform and Kakao platform. Many of our games have been awarded, for example, The Excellence Award in 2011 Korea Mobile Award Best App(Sep 2011) and The Best App of The Month were for our game, Stylish Sprint.

We have developed 25 games like Stick Fighter Fury and Layer and published 76 titles like Stylish Sprint, Devil War and My MovieStar so far. And we are using our own platform which helps us to overcome the raising promotion cost in spite of lower effect in an intense mobile game market. It works to effectively attract users, extend game life cycle and boost a synergy effect among games. We are now excited with great prospects for our new games coming soon 2013!

My MovieStar: Dream High

Hollywood is now on your hands- Be the heroine of famous movie titles such as "The Devil Wears Prada", "Bring It On", and "Titanic" as well as make a FASHIONISTAR, the envy of other celebrities.

<Main Features>

| Carve your way to the TOP - Pass the audition for a main role of famous movies including SEX AND THE CITY, TITANIC, and BLACK SWAN.

| You're a TRENDSETTER - Hundreds of clothing, accessories, and hair styles decorating with your look available on the shop.

| It's a pretty amusing story - Experience the whole story of being A-list movie star from an unknown actor.

| BE SOCIAL - Like and read a movie book with your friends

Summon stunning cards through eye of lens

CITY OF CRIME

Make yourself the boss of crime organization and rule the underworld!
Step into the secret world of criminal empire! In the midst of fierce conflict and secret deals between crime organizations from all over the world, who shall be the ultimate ruler?
Come and experience the dark shadow, City of Crime.

<Game Features>

| Total package of famous gangsters from all over the world
| Cities from all over the world as the background of your own hideout!
| Various missions depending on the level and various weapons sold in the black market
| High quality graphics and effect! Feel the impact of powerful gunshot brushing past your ears!

Hand Summoner

Summon stunning cards through eye of lens! Everything around you in the real world will be reborn as splendid battle card. Create your stunning card to rescue endangered fantasy world. Remember, every single card has its own soul and you always endeavor to communicate with them.

<Game Features>

| Real time Card Strategy Battle Game
| Create more than hundred amazing gorgeous cards by using camera
| Build your powerful guild with friends in the world
| Take over hundred fantastic quests and visually stunning creastures

MWC 2013 - **KOCCA DIRECTORY BOOK**