

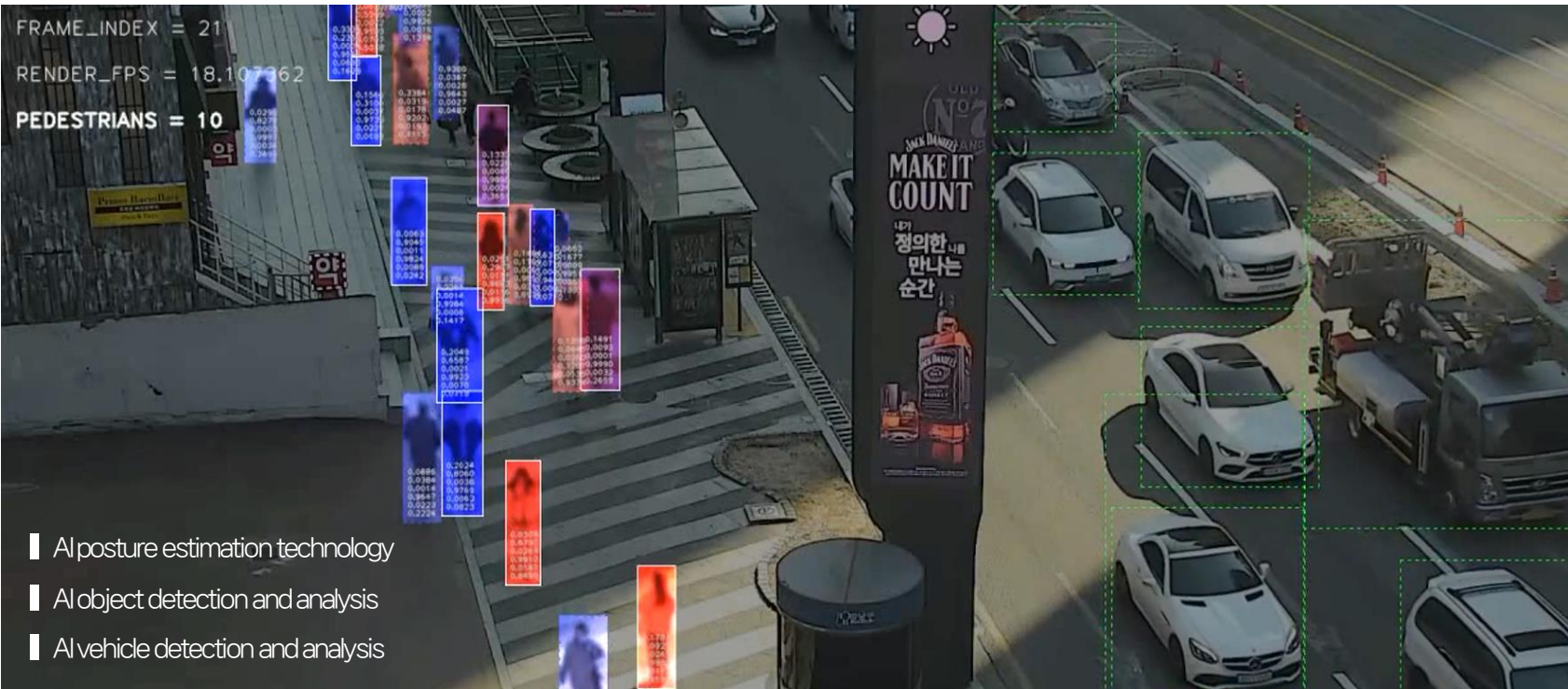
AI-based innovative offline advertising effectiveness solution

addd-i proposal



Proprietary AI technology makes DOOH advertising SMART

This is an advertising effectiveness measurement solution that uses proprietary AI technology to provide quantitative data for previously unclear outdoor advertising effects. It provides quantitative indicators of the floating population, exposed population, viewing population, attention population, as well as gender, age group (quartile), and traffic traffic in front of the advertisement.



Over 170 years of video analysis



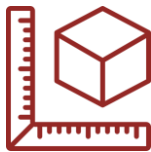
Over 430 billion object analyses



Over 500 million audience analyses

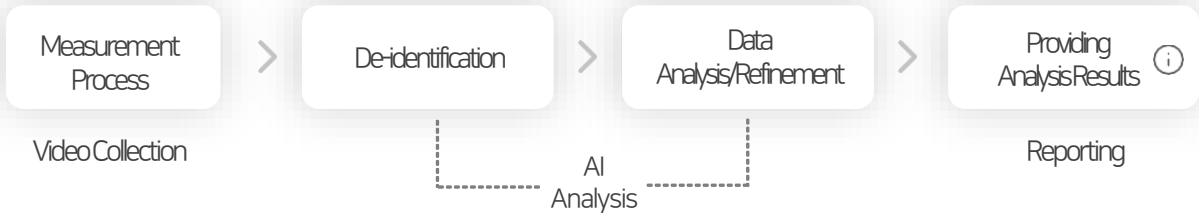


More than 10 marketing solutions



More than 50 measurement indicators

Measurement Process



add-i Technical Capabilities

Object Detection Technology

Technology for detecting target objects such as people and vehicles(17 Biometrics: 2 eyes, nose, both ears, both shoulders, both hips, both knees, both ankles, both elbows, both wrists)

AI Pose Estimation Technology

By analyzing the pose estimation of pedestrians (objects) in real-time, data on gender, age, exposure/viewing/attention rates are derived.

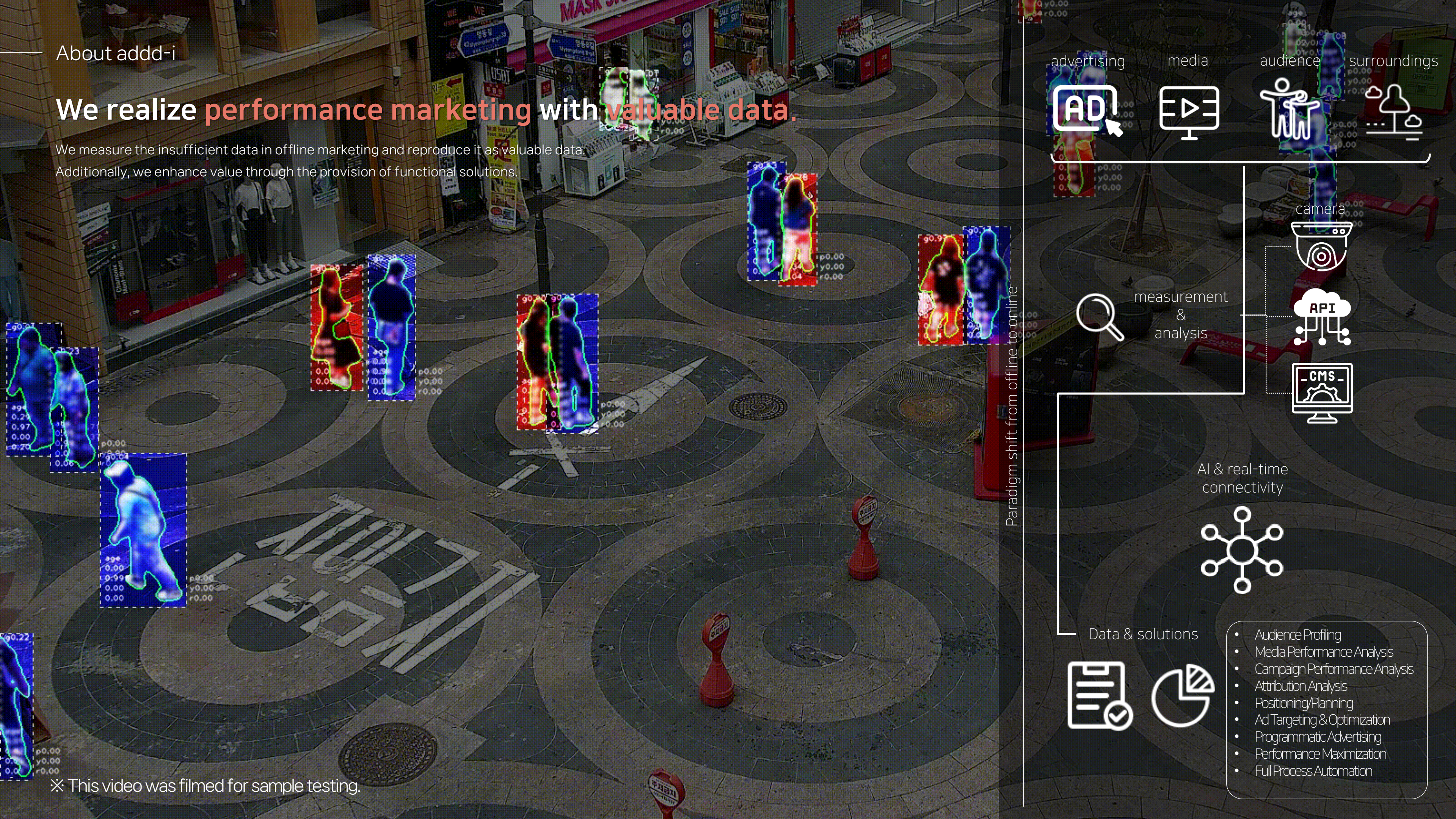
AI Object Detection and Analysis

We have built our own dataset and conduct advanced pose tracking and safety detection through lightweight edge devices.

About add-i

We realize performance marketing with valuable data.

We measure the insufficient data in offline marketing and reproduce it as valuable data. Additionally, we enhance value through the provision of functional solutions.



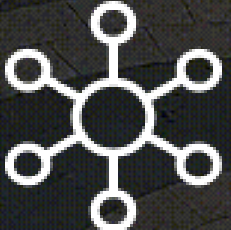
Paradigm shift from offline to online



measurement & analysis



AI & real-time connectivity



Data & solutions



- Audience Profiling
- Media Performance Analysis
- Campaign Performance Analysis
- Attribution Analysis
- Positioning/Planning
- Ad Targeting & Optimization
- Programmatic Advertising
- Performance Maximization
- Full Process Automation

※ This video was filmed for sample testing.

Product Introduction

add-i Hardware Configuration

Transforming into a smart DOOH advertising medium with a simple installation

We install the optimal model according to the installed media environment/space range.

Basic

Model 4



① Camera

② Hardware

- ✓ Applicable distance (m): 10~30
- ✓ Appropriate simultaneous analysis capacity (persons): <40

Model X

High-performance



① Camera

② Hardware

- ✓ Applicable distance (m): >30
- ✓ Appropriate simultaneous analysis capacity (persons): unlimited
- ✓ Vehicle traffic measurement possible

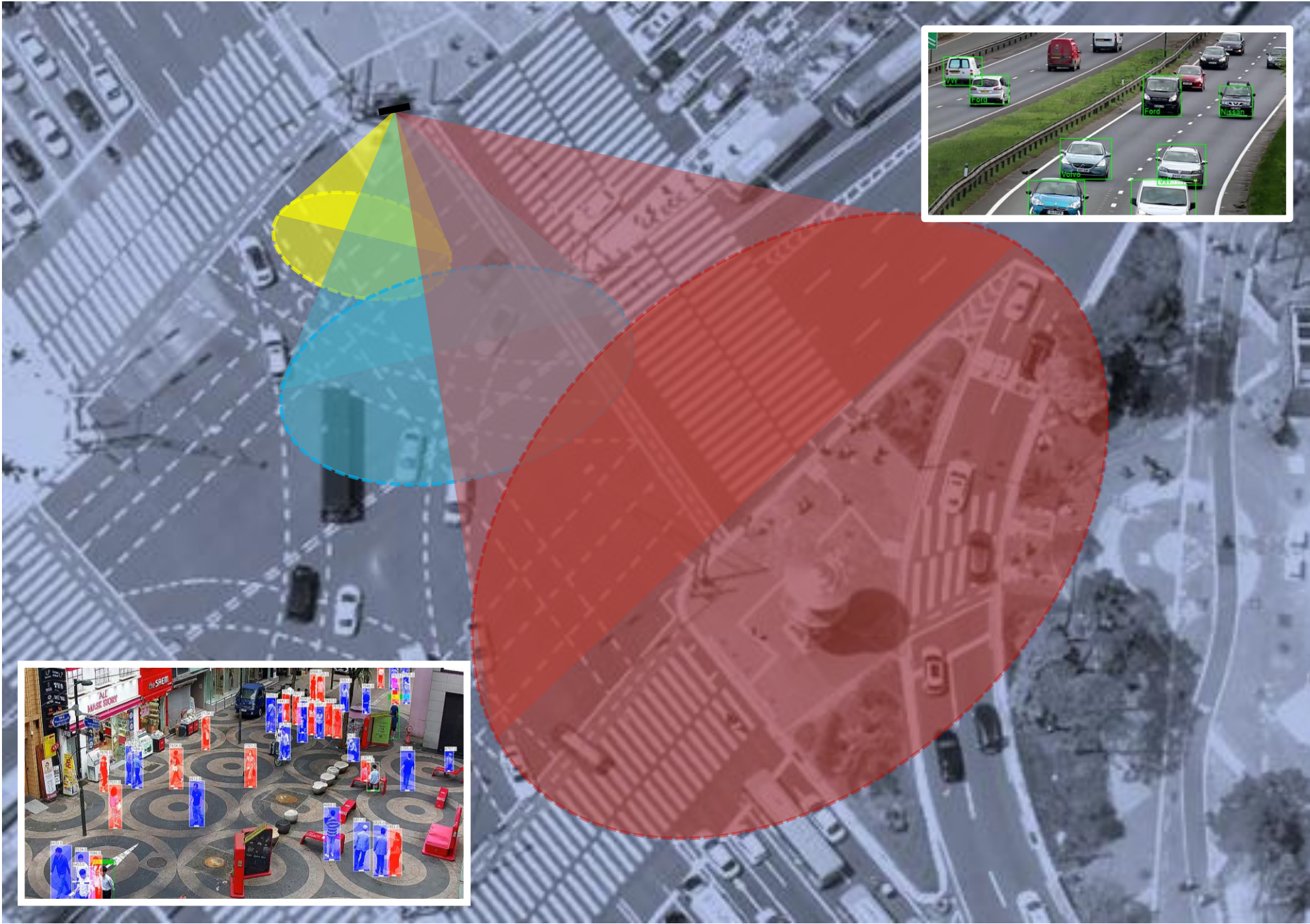
Light



① Camera

② Hardware

- ✓ Applicable distance (m): <10
- ✓ Appropriate simultaneous analysis capacity (persons): <20



Hardware subject to change during the testing process.
The Light version is currently under development

Effectiveness measurement data for advertisements can be monitored through a real-time dashboard

Easy download of data in Excel format (by hour/daily/weekly, etc.)

시간	노출인구	광고 시청인구	시청 비율	광고 주목인구	주목 비율
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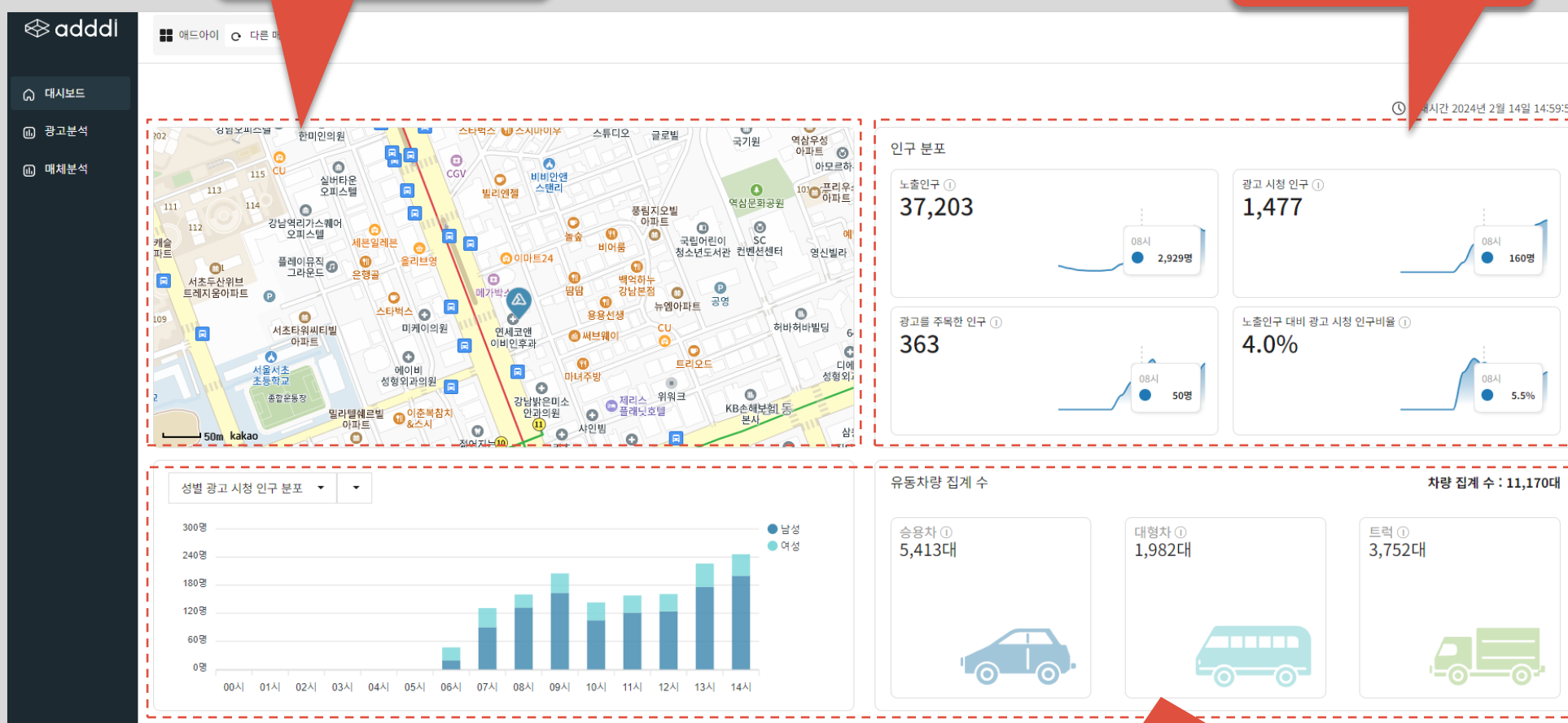
① add-i installation location

② Display of same-day (real-time) data

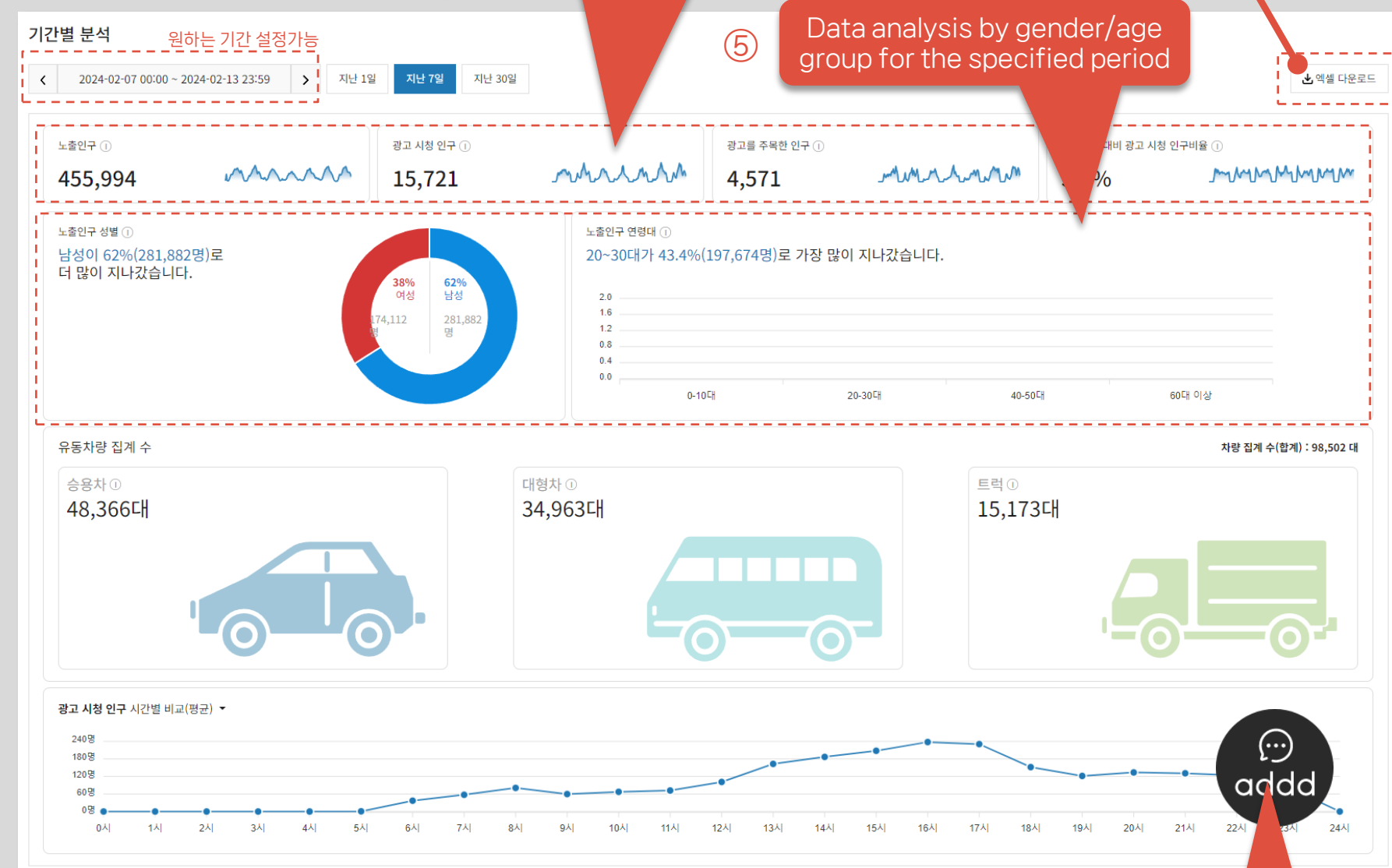
④ Population of exposures/watching/attention during the specified period

⑤ Data analysis by gender/age group for the specified period

엑셀 다운로드



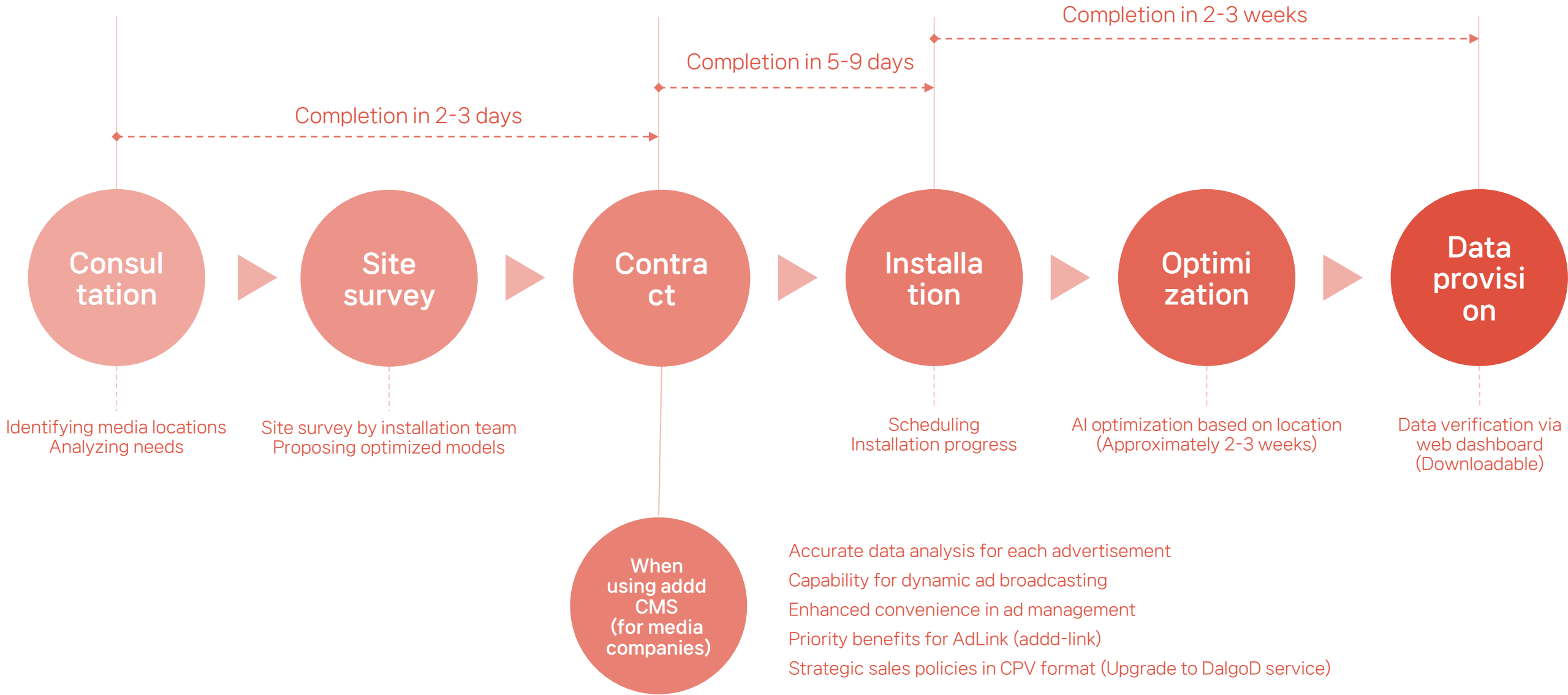
③ Same-day (real-time) distribution by gender/age group across time slots
※ For Model X, includes vehicle-specific movement/distribution data



⑥ Chatbot consultation feature

We establish a stable system swiftly through prompt site visits and effective communication

By organizing our team effectively, we configure a suitable solution model for the site and improve outcomes through valuable data collection



※ Dynamic ad broadcasting: Optimized ad broadcasting tailored to the gender and age of viewers in front of the media

※ adLink (addd-link): All-in-one outdoor advertising platform

Enhance the value of your media at a reasonable price

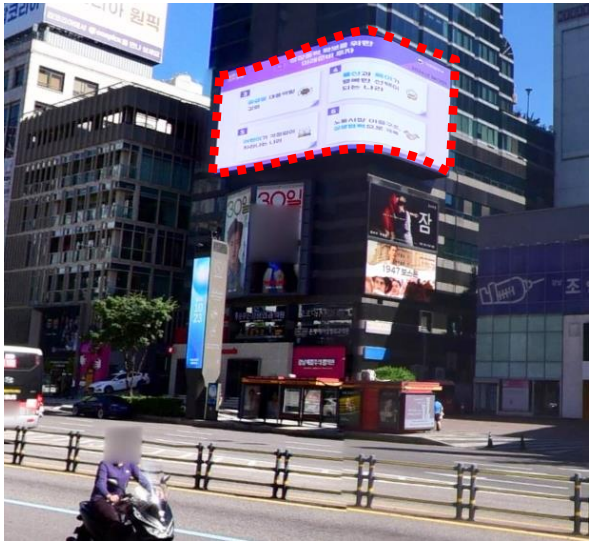
We create **optimal effectiveness analyses** for different offline spaces and environments

Model X
High-Performance

Large digital Billboards



Location : Seoul Myeong-Dong



Location : Seoul Gang-nam



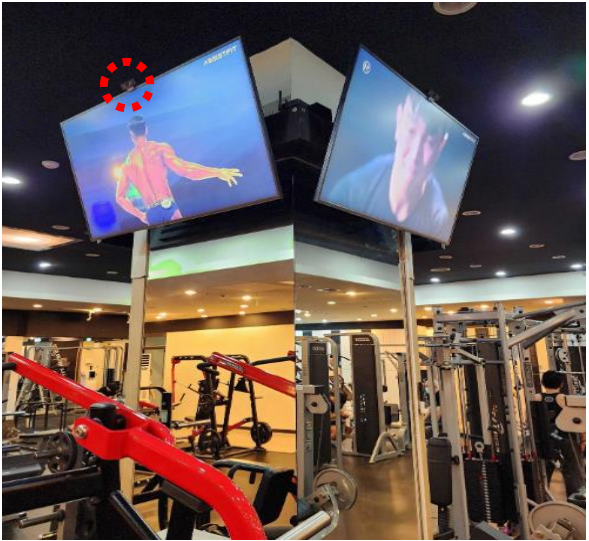
Location : Seoul Myeong-Dong



Location : Seoul Hongdae

Basic
Model4

Store-style digital media



Location : Seoul Heng-dang-dong



Location : Seoul Subway stations (100 sets)

Pay for attention!

Thank you for your attention

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