

The Metaverse Fusion Business Model of Virtual Tours

Presenter: Munho Min

Profile



MUN HO, MIN

010-8979-6688

mhmin86@hanmail.net

Current)

- CEO of Awesomepia (specialized in the fusion with intelligent XR)
- An affiliate professor of the Graduate School of Media and Culture at Sungkyunkwan University.
- An executive director of the Korea Artificial Intelligence Ethics Association (KAIEA)
- An expert member of a business support center in the Seoul Business Agency (SBA)
- Head of the Metaverse Committee in Sejongno National Forum

Former)

- Head of IT Fusion Business Department in a company listed on KOSDAQ
- CEO of a subsidiary company listed on KOSDAQ (which operates SK OK Cashback Cultural Membership Mall)
- An affiliate professor of the Business School in Hanyang University

Index

01. Overview of Metaverse & Global Trend

02. Metaverse Virtual Tour on Live

03. BORA - XR Scope

04. Business Models & Content Services

05. Awesomepia & References

01

Overview of Metaverse & Global Trend

- 1-1 Overview of Metaverse
- 1-2 Global Market Size
- 1-3 Global Competitors
- 1-4 Essential Elements
- 1-5 Expanded Markets

METaverse



“It is a world that allows interactions between virtual and real, also generates value from social, economic and cultural activities.”

“XR-based technology being evolved from fusions with data, network and Ai.”

“Digital Earth”

「 Content Adopted the Metaverse Concept 」

Snow Crash



The novel, 'Snow Crash' released in 1992 and mentioned metaverse as the first.

An ordinary pizza delivery guy saves the real world in virtual reality.

-> Virtual world is connected with the real world.

AVATAR



Virtual avatars protect their planet, Pandora, from human greed.

Matrix



People save the world in a virtual reality, the Metaverse.

Ready Player One

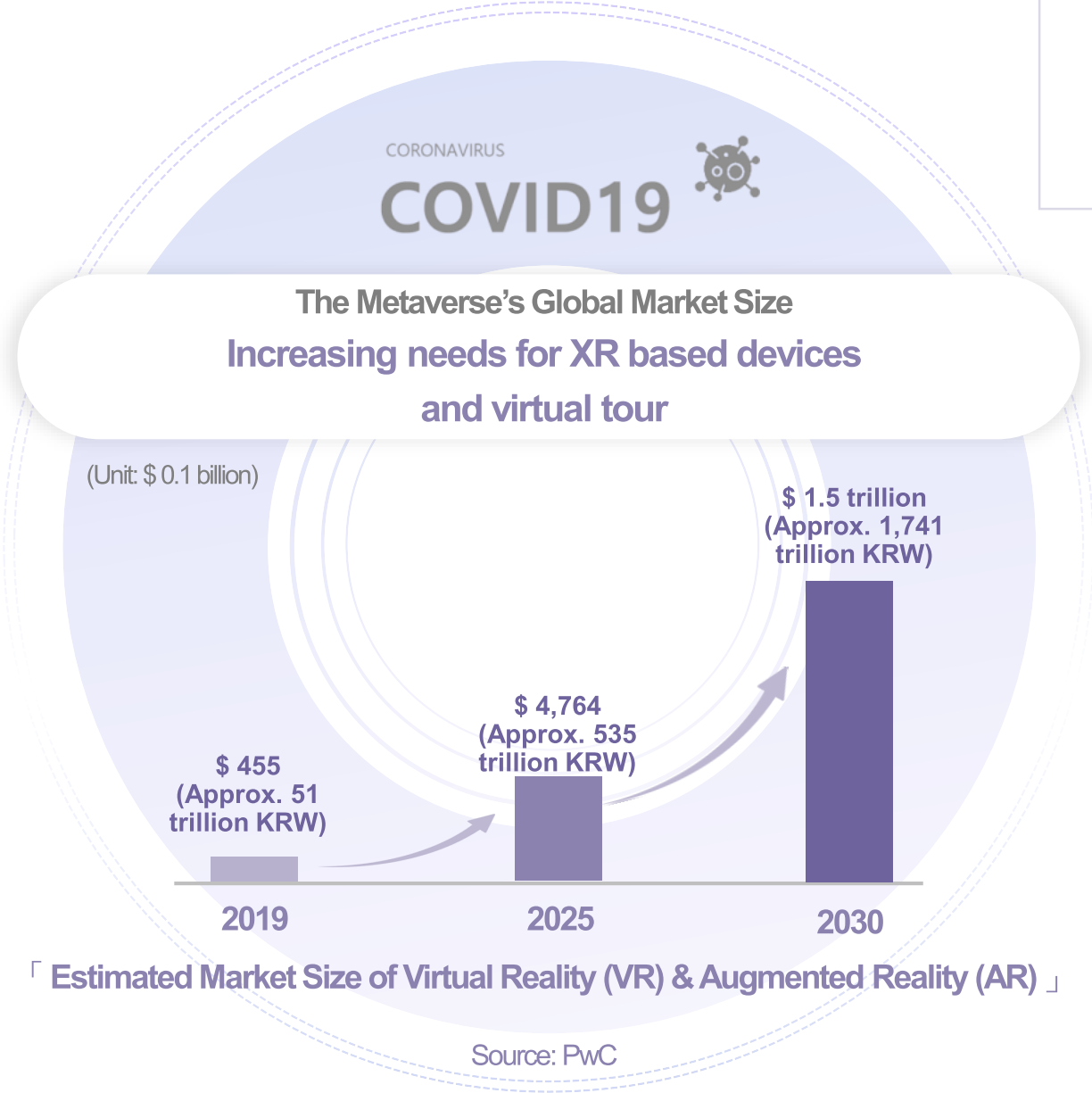


People accomplish the missions in virtual reality (OASIS) to protect the world.

Overview of Metaverse & Global Trend

1-2 Global Market Size

- The Digital New Deal Project for Metaverse, Korean Government assigned **2.6 trillion KRW** (approximately \$ 2 billion).



「 Global Competitors 」

Epic Games

FORTNITE

0.35 billion users

NAVER Z

ZEPETO

0.2 billion users

Microsoft

HIJERHAK

0.16 billion users

Roblox

ROBLOX

0.15 billion users

Nintendo



60 million users

NC Soft

UNIVERSE

4 million users

Facebook

horizon

Services in Beta

SK telecom



Launched in July

Cyworld Z



Planning to launch this year

Awesomepia

MetaLive

Planning to launch early next year

In the Metaverse platform,
More than 70% = Gen MZ

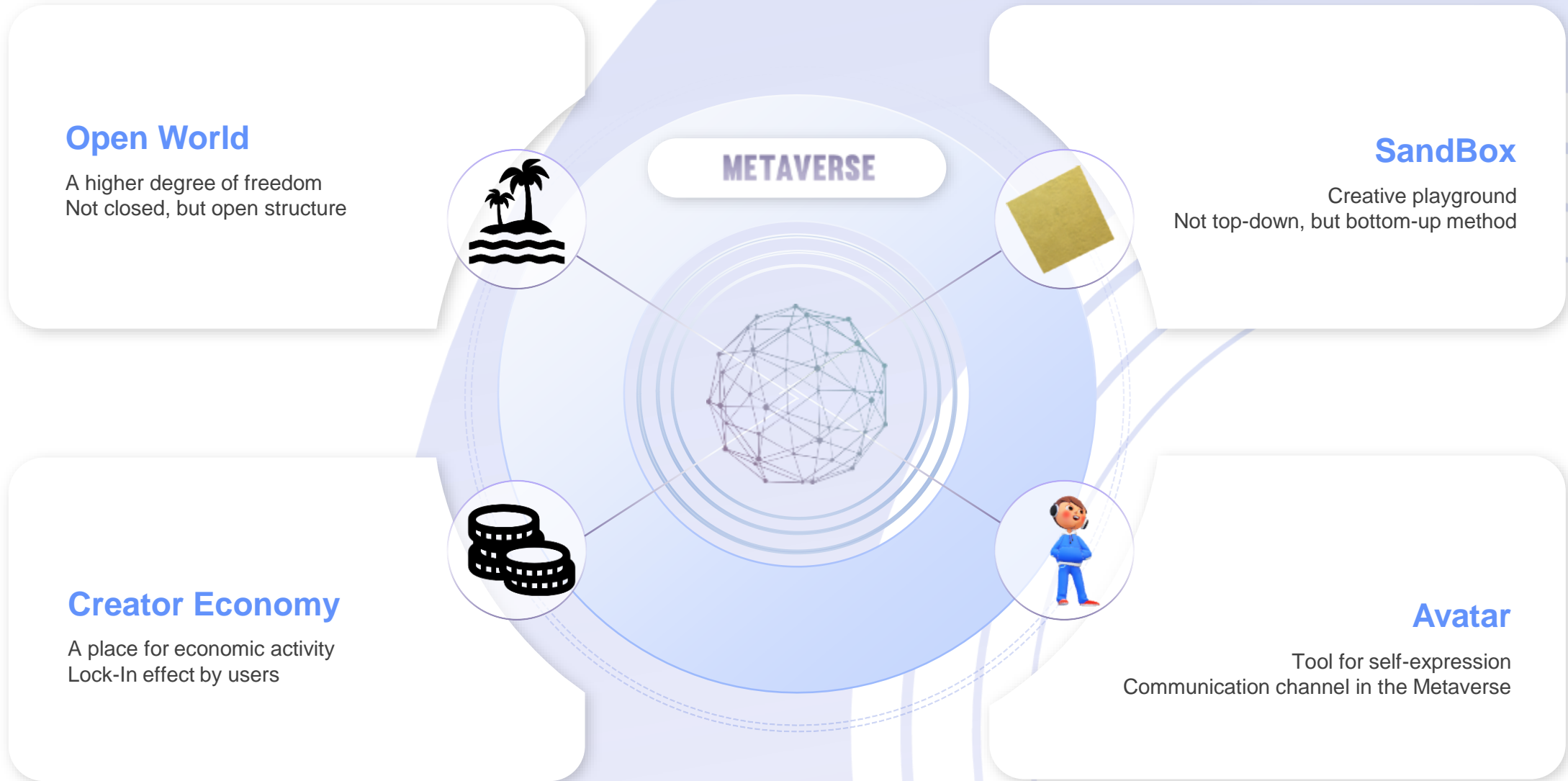
70% + α



Most Metaverse users are Gen MZ
(Millennials and Generation Z)

To embrace various generations,
a new concept of the Metaverse is needed.

「 Essential Elements for Building the Metaverse 」



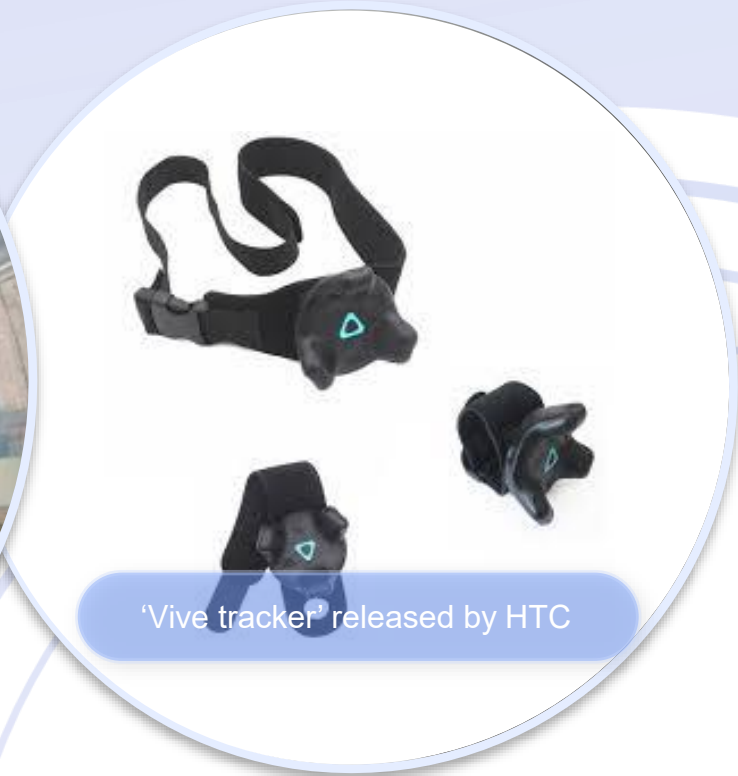
「 Sensible Device to Heighten User’s Immersion 」



TactSuit X40 released by bHaptics



Movie, 'Ready Player One'



'Vive tracker' released by HTC

To transform the virtual world into the real one, tracking technology is needed for interactions with each other.

- The 'Vive tracker' synchronizes the 3D character's face precisely as the user moves face.
- 'TactSuit X40' from bHaptics, a Korean start-up company transfers sense of touch.

Overview of Metaverse & Global Trend

1-5 Expanded Markets

「Expanded Metaverse Market」

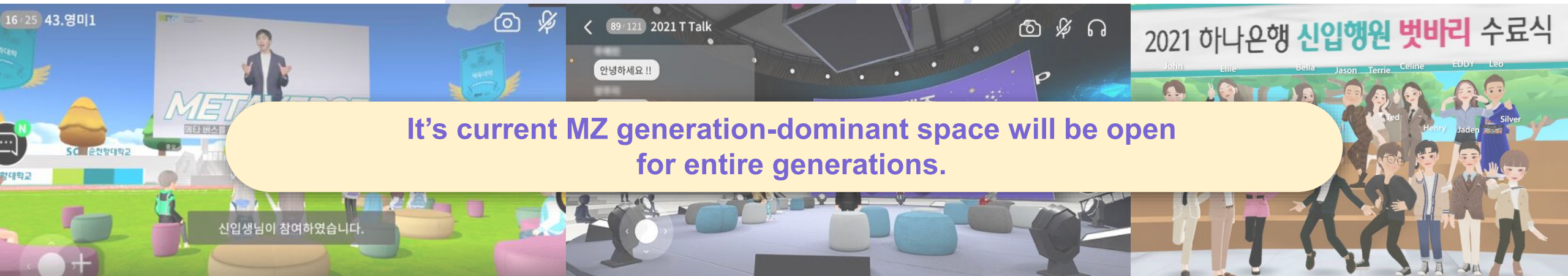
▼ Cases of virtual real estate arranged by METARE & Meta Live

Source: National Assembly Research Service



Expanded Areas Utilizing Metaverse

Companies	Conferences, Employee's trainings
Performances	Music concerts, Fan conventions
Other events	University admission ceremonies, other festivals
Marketing/ PR	New product promotions and virtual reality experience services
Real estates/ Constructions	Virtual show houses, utilization of the PropTech (information technology used in the real estate industry)
Politics	Space of election campaigns



It's current MZ generation-dominant space will be open for entire generations.

02.

Metaverse Virtual Tour on Live

2-1 Needs from Market

2-2 Main Targets

2-3 Demo Application Video

「 Needs from Market 」

AS-IS

Critical impact
in the tourism industry,
due to the Covid-19 pandemic.



TO-BE

Establish **virtual tour platform**
following Live Concept
like other trendy Metaverses.

「 Main Targets for Virtual Tour 」

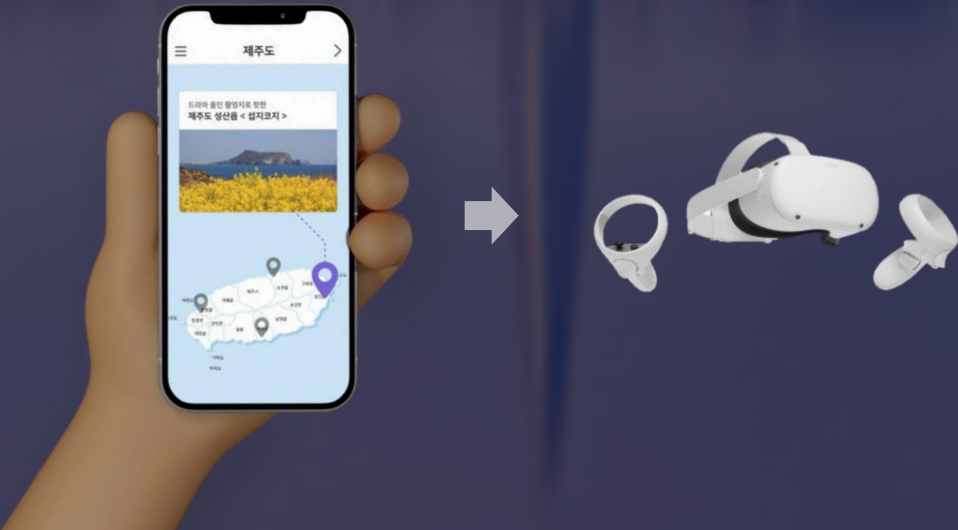
Virtual Tour services to enjoy with user's Avatar in the Metaverse

01. TARGET

People who want to **check travel conditions** before the actual travel.

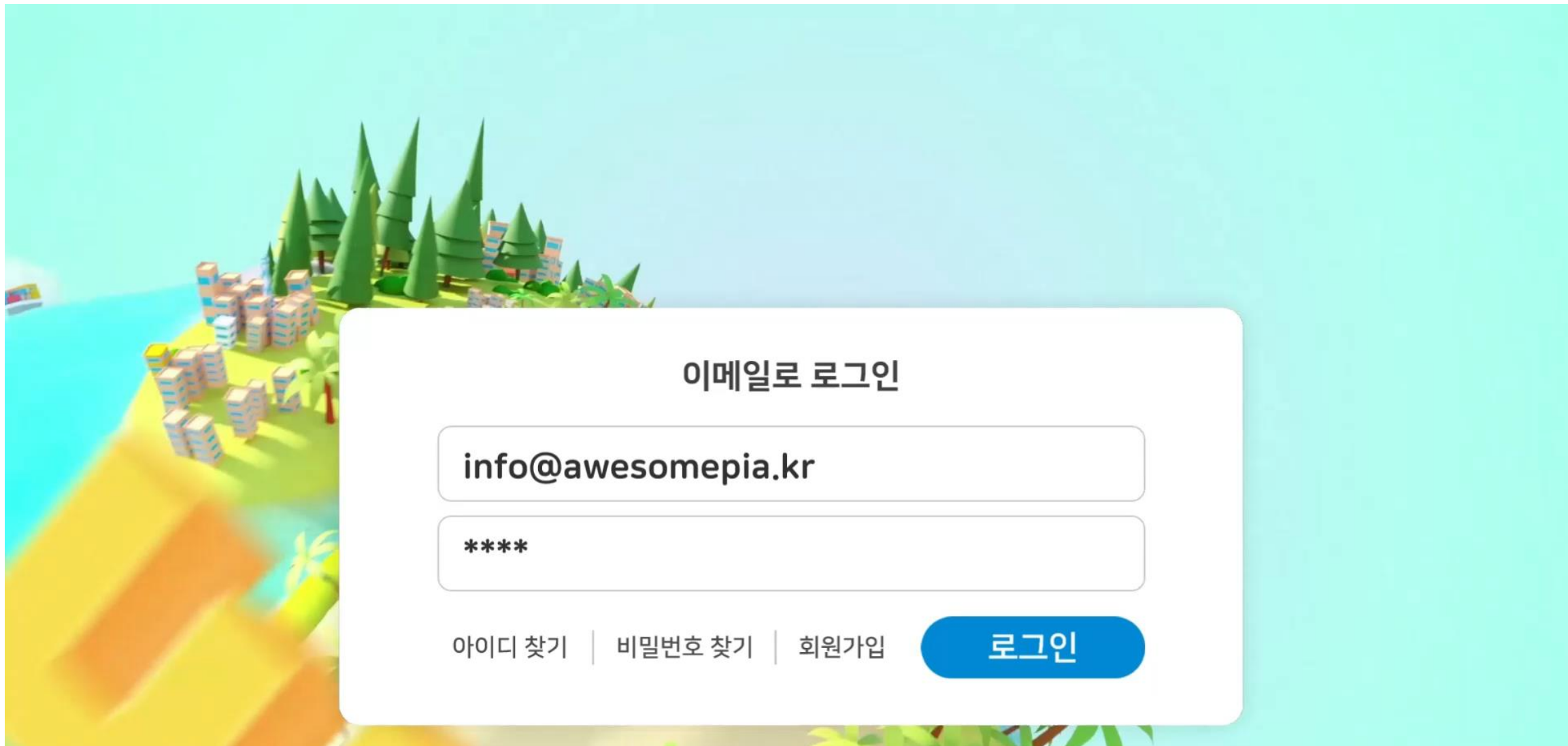
People who want to enjoy **virtual tours** at home with limited travel opportunities.

02. DEVICE



Broader use will be available-
from **mobile to VR applications**

「Virtual Tour Demo Video」



03.

BORA - XR Scope

3-1 Design of the Product

3-2 Three Features of the Product

3-3 Cases Supplied for Local Governments

「 BORA, XR Scope 」

Previous Model

New Model

Current Observatory Telescope

- Features —
- Blurred view and limited for angles
 - Inconvenience in use
 - Unable multi-users
(Others should wait for their turn)
 - Provides simple observatory view



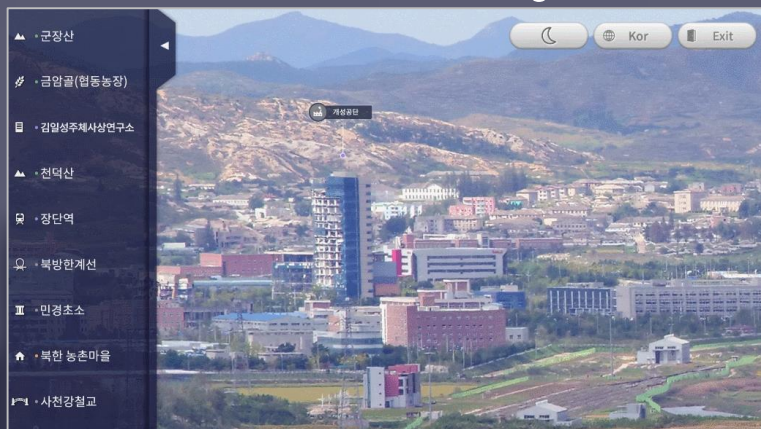
XR Scope 'BORA'

- Features —
- Clear pictures
 - Wide viewing angle
 - Available for multi-users simultaneously
 - Provides information via XR content
 - Provides new spectacle

「Details of the three functions」

XR Live mode

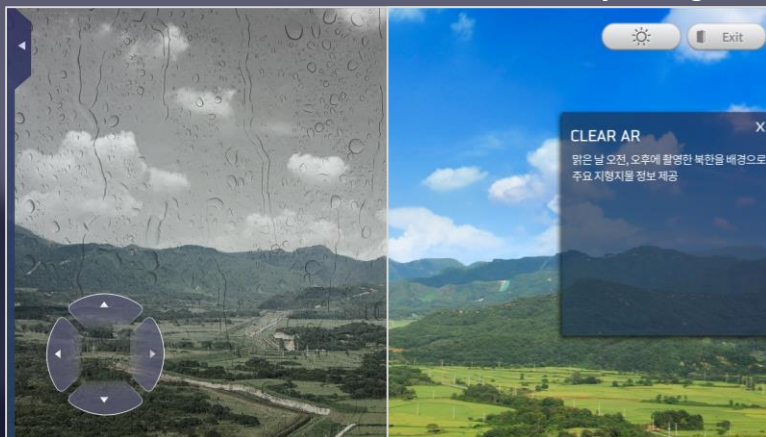
Provides XR information with vivid real-time images



Type 1

XR Clear mode

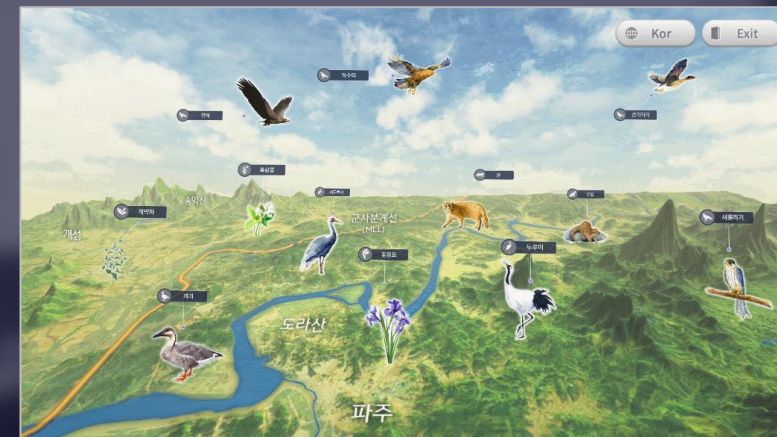
Presents the view regardless of external conditions such as weather, day or night.



Type 2

XR Education mode

Provides numerous information through a composite 3D map



Type 3

BORA, XR Scope

3-3 Cases Supplied for Local Governments

「Currently being used in Dora Observatory in Paju – Expecting domestic and global distributions」

- Actual view of Dora Observatory in Paju (3 scopes were installed) -



- 2020 Dec - Supplied and installed the product in Dora Observatory in Paju, now attracting a lot of foreign visitors.
- 2021 Sep - Started distribution of the product by one of the subsidiaries in Lotte Corporation (M. Hub).
(Strategical partnership was built successfully with Daehong from Lotte Corporation)



04.

Business Models & Content Services

4-1 Types of Business Models

4-2 Cases of UGC

4-3 Virtual Tour Services

4-4 Virtual City Foundation

Business models

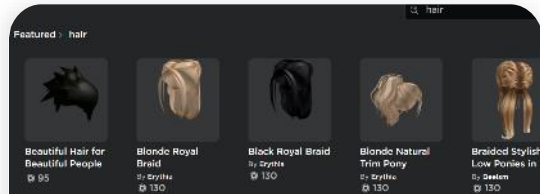
4-1 Types of Business Models



「Types of Business Models」

Primary stage to launch the MetaLive Beta platform exclusive on Jeju Island in South Korea (Targeted to launch on early 2022)

B2C



User's characters customization, etc
Profits from item sales



Real-time travel
Profits from content sales



3D modeling heritages
Commissions from theme part ticket sales



Real time lives shows
Commissions from performance ticket sales

B2B



Company brand
Profits from avatars development and sales



Within platform
Commissions from retail store sales



Within platform
Attracts company advertisement



Real-time travel
Profits from content sales (e.g. cafe)

Profitable models utilizing Big Data: Reporting service for analysis of virtual tour users (for travel agencies, airline companies)

Platform services

4-2 Cases for UGC (user-generated content)

「Content uploads and economic activities by users: space decorations」

User's transactions or economic activities with NFT, digital asset

Device that Awesomepia developed by their own company.

‘XR BORA’ collects Live Data.

※ Live Video



▲ Provides high-quality live videos

Virtual Cafe



▲ Provides an interior design tool



Granting **an interior tool** and benefits to owners when they open a shop in virtual space.
 -> Support to **promote the shop and economic activities** between users.

「 Revitalization of K-Culture by the Metaverse Platform 」

▼ The tour guide by movie actors 'AI Human'



▼ Services available only after user's approval for their portrait rights

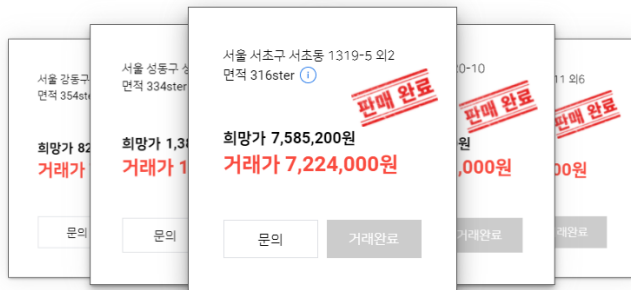


[Visiting the Park's house from the movie 'Parasite' that were demolished currently]

In times of reduced travelers due to COVID-19, it allows trips to **famous spots** in Korea **for foreigners** to urge their **continuous attention** and present future opportunities for **actual K-tourism**.

「 METAREX X MetaLive - Building a New Virtual City 」

1. METAREX - Sales for virtual real estates



2. MetaLive - Offers virtual space from virtual real estates



Cases of setting up virtual space on buildings sold by MetaLive

* After virtual real estate sales via MetaRex, the virtual city can be built in Awesomepia Meta Live, and occupied for commercial

e-daily News articles about Metaverse
02. Aug.2021



TENSPACE, a specialty on Ai, Blockchain, and Fintech.



Awesomepia, a XR (Extended Reality) company



Driving a business connecting NFT to Metaverse 'Relaxing Tours'.

「 Cases for Opening Stores in Virtual City 」



Experiences of a virtual hotel room

Experiences of a virtual club in the hotel

「 A sample video for Metaverse 」
Providing hotel advertisement and visiting experiences



05.

Awesomopia

Awesomepia & References

Main References

Produced Google VR documentary about female divers in Jeju Island, Korea



Developed PyeongChang Winter Olympics AR game application



Produced VR documentary for South Korea's Ministry of Foreign Affairs and Trade (distributed to 250 countries)



Developed Healing VR for mental health care



Developed low-latency streaming or 360VR



Developed AR docent application for the Paradise Cultural Foundation.



Developed XR solution for human care



Opened a XR experience exhibition in Wirye, Yongin, Mokpo and Yeosu in Korea



Developed educational VR content in base of GMP



THANK YOU

AWESOMEPIA

www.awesomepia.kr

Head Quarter

Branch office

Open Laboratory

B1, 33, Gangnam-daero 58-gil, Gangnam-gu, Seoul, Republic of Korea (Zip code 06259)

Plat 1286, F12, XR research center, 136, Cheongsa-ro, Seo-gu, Daejeon,
Republic of Korea (Zip code 35220)

F4, 226, Gamasan-ro, Guro-gu, Seoul, Republic of Korea (Zip code 08307)

Tel. 02-569-7177

HP. 010-8979-6688

E-mail. ceo@awesomepia.kr