

# Korean SMBs with Metaverse Expertise Draw Global Attention

- Korean ICT startups stand out with their products and technologies for metaverse and VR industry
- Entry into global markets is boosted by supports including ICTWOW, an integrated platform to match SMBs with global customers

(Seoul, South Korea, 1 Nov) BTS or Squid Game is not all you need to know about new Korean wave. Behind the scenes of the spotlighted K-culture stages, lots of Korean ICT startups are also waiting to be found for their expertise on game, animation and other content creation.

With their products and technology tested among cutting-edge Korean customers, they are ready to compete in global metaverse and virtual reality (VR) market. Their efforts for global markets are boosted by help from agencies such as National IT Industry Promotion Agency (NIPA), which runs World Online ICT show (ICTWOW), an integrated digital platform to match these SMBs with potential global customers.

An online export conference on ICTWOW, which hosted in association with K-Metaverse Expo, recently held in Busan was among those events that strong Korean ICT companies could stand out.

## XrisP, "Building spaces where the technology meets culture."

XrisP, founded in 2012 as an animation studio, provides new generation entertaining spaces by combining digital technologies and inspiring content.

Their first hit was "RollerCoaster Boy NORI", an amusement park-themed animated film broadcasted in major markets including China, Germany, India, and the United States. The film provided them with unique and friendly character assets, on which XrisP built on their new businesses such as digital kids' café. Kids café is an indoor playground where parents bring their little children to let them play with toys. XrisP added touch of digital entertainment on the ordinary kids' café to launch Nori Park, their digital kids' café business.

And NORI Cube was the logical expansion of their business. It is a 4x4m size cube you can install in kids' café or retail malls for entertaining purposes. Sensors embedded and videos projected on

walls, you can play games or perform mission in immersive environment as if you're in virtual reality or metaverse. You can play digital 'escape room' where you solve the puzzles to escape the room, or join the digital panorama gallery where you become the part of the fine art works of greatest artists.

Digital classrooms in schools, show rooms for new houses and theaters are among possible use cases. NORI Cube is already installed in education facility in Busan, Korea to offer metaverse learning experiences.

XrisP is also launching Software Development Kit (SDK) for third party developers to create and offer content and games for NORI Cube users. "With the SDK, we expect the users enjoy the rich content trove while NORI Cube evolves as platform that has both metaverse development ecosystem and physical spaces," said Xris Dae-Gyun Sohn, CEO of XrisP.

With these products and technologies, XrisP is making inroads into global markets. Nori Parks are already operating in Berlin and Frankfurt, Germany, and Nori Cubes are being installed in a site in Frankfurt. They're also going South Asian markets as a Vietnam ICT company which joined the online export conference on ICTWOW during the K-Metaverse Expo showed keen interests in NORI Cube products.

"I studied electronic engineering and film. Maybe that's why I'm so comfortable to combine technology and content to explore new businesses," said Sohn. "Our goal is to provide new values in metaverse and VR field by building spaces where technology meets content."



**1 Nori Cube XR room, an immersive interactive space by XrisP**

AIDUS, "This 3D wireless controller put you in immersive environments."

AIDUS produces 3D wireless mouse and game controller to offer new experiences for virtual reality (VR) and metaverse experiences.

In 2017, AIDUS shipped their first product AIDUSGUN, a VR controller for first-person shooters, with

embedded motion sensors. Unlike other products, it did not require external devices such as cameras to play VR games. With the support from NIPA, they developed enhanced version of the controller with better recoil and sound for more convincing game plays. It was also compatible with PC games. They also provided SDKs for third party developers and shooting analysis system, which showed their software capability.

Nextick, a joystick-shaped 3D wireless mouse and their newest product is culmination of their technology and know-hows. Thanks to the motion sensors applied in the device, it is a more versatile mouse and game controller at the same time.

A scroll key located on your thumb's reach help you to navigate the web and control media with more ease. It is also a multi-function presenter that let you playback the clips and control buttons, which is not possible with ordinary products. You can even set the macros to simplify repeated paper works or assign shortcut commands for game plays.

"Gaming is our first target market, and we are actively seeking partners including game developers and publishers around the world," said Byung Chan Lee, CEO of AIDUS.

Nextick provides immersive shooter games experiences as it lets players aim and fire like they do with arcade games. It does not require additional components such as LED bars and cameras so it is compatible with any PCs or monitors. Haptic sensors with IoT functions add more fun.

Gamers around the world are interested in the new devices, as seen in the successful closing of crowdfunding, listed on Kickstarter and Makuake, a Japanese crowd funding site in 2021.

"With Nextick SDKs applied to your games, you can enjoy arcade-level games on PCs and VR environment, with no compatibility issues with any monitors," said Lee. "To let the eco system take off, we're also working on to source games as much as possible."

Nextick drew attention from foreign companies during the online export conference on ICTWOW. Among contacts are Blimey, a Canadian VR flight simulator developer and 7A Media, a US digital media company which has presence in Latin America.



**2 NEXTICK, a wireless 3D mouse by AIDUS**

Letsee, "Creating AR content in web environment."

Letsee provides technology package that let you build Augmented Reality (AR) content in web environments. WebAR SDK, their toolsets for developers and Letsee Creator, their AR authoring tool let you create AR content for your mobile browsers with few steps.

Usually, it requires dedicated apps to enjoy AR content. A user needs to download and install the apps to use AR content, while companies are hesitant to develop AR services due to the costs for building and distribution of apps. These are huddles for AR eco system to expand to everyday life.

Letsee's WebAR SDS solves these problems by letting you create AR content that do not require downloading the apps and open in mobile browsers regardless to mobile operating systems. Organizations with no AR capability are able to build their own AR services with their web developers.

Recently launched Letsee Creator help you to create AR content with simple mouse click and drag and drop. No knowledge for AR development required. Created AR content can be immediately distributed through web servers. Updates or modification are also easy because you don't need approval from app store operators.

Use cases are limitless. By simply put smartphones on QR codes, you can let the additional promotion info pop up on screen in retail stores. Or the same action can show you in-depth

knowledge in learning or training facilities.

“We’re providing web-based AR technology to customer companies in foreign and domestic market, and aim to build web AR platform with new Letsee Creator tool,” said Sangchul Ahn, CEO of Letsee.



### 3 Letsee's WebAR SDK

#### ※ About ICTWOW

ICTWOW is a virtual space where more than 450 promising Korean ICT companies present their technology and products on a 24/7 basis. National IT Promotion Agency (NIPA), the operator of ICTWOW, overhauled the site recently to refine company directories and enhance search features. It also faced off the design by building new 3D image elements on the main pages. AI chatbot is newly implemented for customer support.

#### ※ About NIPA

National IT Promotion Agency (NIPA) is a specialized agency pioneering South Korea's ICT innovations for the future to lead innovative growth for the nation and the economy through development of ICT and new software industries. It seeks to open new opportunities in the software industry and fosters the AI industry. It also help developing content industry enabled by new technologies and empower ICT eco system to support entry into global markets.