

Media **familiar** to us, Media **new** to us

# Appmedia

Mobile Application Books - **Appbook**



[www.appmedia.co.kr](http://www.appmedia.co.kr)

**Corp** Appmedia Co., Ltd.

**CEO** Julius Park

**CTO** HanYong Jun

**Date** 2021. 03. 11

**L.No.** 134-88-01988

**B.M** Education, Exhibition, Publishing Sector / SW development

**Address** 815, Hwarang-ro, Nowon-gu, Seoul, Republic of Korea

**Tel** +82 2 2266 6777

**e-mail** [appmedia@naver.com](mailto:appmedia@naver.com)

**Mobile** +82 10 9794 7654

# Appmedia History

Date	Contents
June, 2014	Launched App Media company(Private Company)
~Until Now	Supply for Korea government organization Newsletter(Courts, Ministry of Education, etc)
May, 2020	Launched education app book 'Learn Korean For Thai' at each store
Oct, 2020	Launched Korea first online exhibition book 'KIAF Art Seoul 2020'
Oct, 2020	Participation in 'Tech In Asia'
Dec, 2020	Participation in 'Slush'in Finland
Jan, 2021	Participation in 'CES 2021' in USA
Jan, 2021	Launched education app book '생생365 태국어' - Learn Thai for Korean
Mar, 2021	Launched Piano practice app book with SeoWon Univ.
Mar, 2021	Launched App Media Inc. in Business Incubator Center of SahnYook Univ.
Apr, 2021	Completed with MOU with Reading Town(for 40 years education company in USA)
Apr, 2021	Participation in ICT technical festival in COEX(21 ~ 23th Apr.)
Apr, 2021	Selection in SW company support project in NIPA
May, 2021	Selection of MICE start-up support project in Incheon Tourism Organization
Aug, 2021	Patent Application 'System and Method for Providing Indirect Experience of MICE Information based on Appbooks'
Oct, 2021	Participation in 'Tech In Asia' and 'Step Saudi'
Oct, 2020	Completed with MOU with Share Corporation(Japan entertainment company)

# Key personnel Introduction

CEO, Julius Park	Sales and Marketing
	Experience in sales and marketing for 20 years
CTO, HanYong Jun	Researching and Development
	Operation of book editing design for 25 years



# Media Familiar to Us – Introducing the Appbook

Everyone's familiar and same way to read a book!  
People turn pages from left to right and read things from up downward.

Web-based E-books are redirected to pages via button link just like regular website whereas the App Books can easily be subscribed for its content. Images and fonts used in the books can also be accessible just the same via the App Book

App Books are also read the same way as conventional books;  
from left to right, from top to bottom

## Appbook UX the same as books



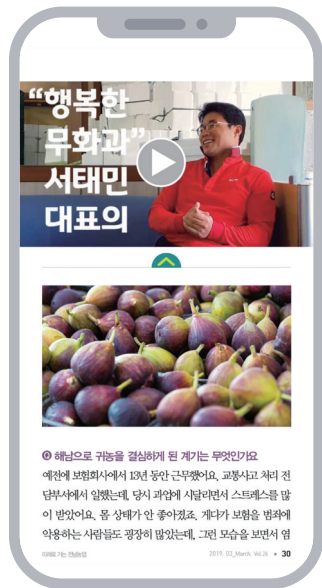


# Media New to Us – Introducing the Appbook

App books can create content that is difficult to apply on paper books, offering more immersion and dynamism for such content

## Video

In App Book, you can immediately retrieve and play videos to the book via video or youtube video links and imbeds, which means you can see the content immediately.



## Quiz

OX Quiz or inquiries can instantly tell users whether they are right or wrong when they choose an answer for fun



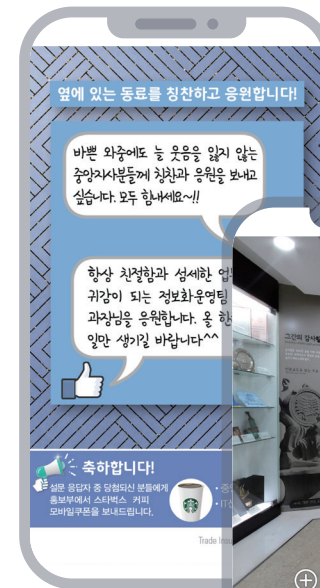
## Game

A simple casual game can be applied on the App Book. (e.g.: Spot the difference, Coloring book)



## Event

With App Book, you can enter for an event or competition right away via mobile instead of participating in a survey or writing a postcard for an offline event



## VR Virtual Reality

You can experience the virtual reality of a space on mobile App Book through VR technology instead of a few limited photos describing the space on paper books



# Incomparable Accessibility – Introducing the Appbook

## Compared to Paper Books

A person needs to go through a tedious process of subscribing when the person wants to get an internal publication or magazine of an institution regularly. We have to sign up first for application and then wait for the publication to arrive.

And for the subscription to happen in the first place, we have to have the book within your reach for the subscription details, limiting the possibility.

However, the App Book carried by anyone with smartphone resolves this problem of accessibility.

Paper books are fundamentally very inaccessible media now when 5G is a near future.

You can download the content immediately after you download the App Book from the app store.



# Different from Birth: – Introducing the Appbook

## ‘WEB’ and ‘APP’

Basically, the two do not share the same development language, and the web requires internet connectivity either wireless or wired and brings the content from the web server.

On the contrary, the “App” is operated automatically when it is downloaded from the app store to the local phone.

It is hard to say one is much better than the other technology because they have their own strengths.

It is important to see whether the content is well conveyed to the subscribers.

## Design

Normally, a web is designed by a “web designer” and the App Book is designed by “editing designer.”

The App Book with this editing designer in place can deliver the sentiments and feel of the design more effectively than the web.



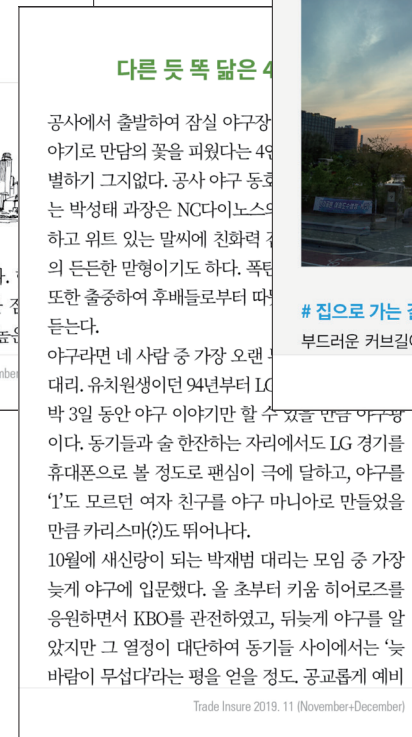


# Design “App Book” optimized – Introducing the Appbook for mobile

Most of the e-books and magazine on the market use book image PDFs, so they are not suitable for mobile content in which they get smaller.

Also regular EPUB-base text books don't allow easy application of photos or multi-media content, so many e-books are made produced as novels or essays, mainly text-based.

App Book applies design layouts optimized for mobile, making it easy to subscribe and read just like a paper book

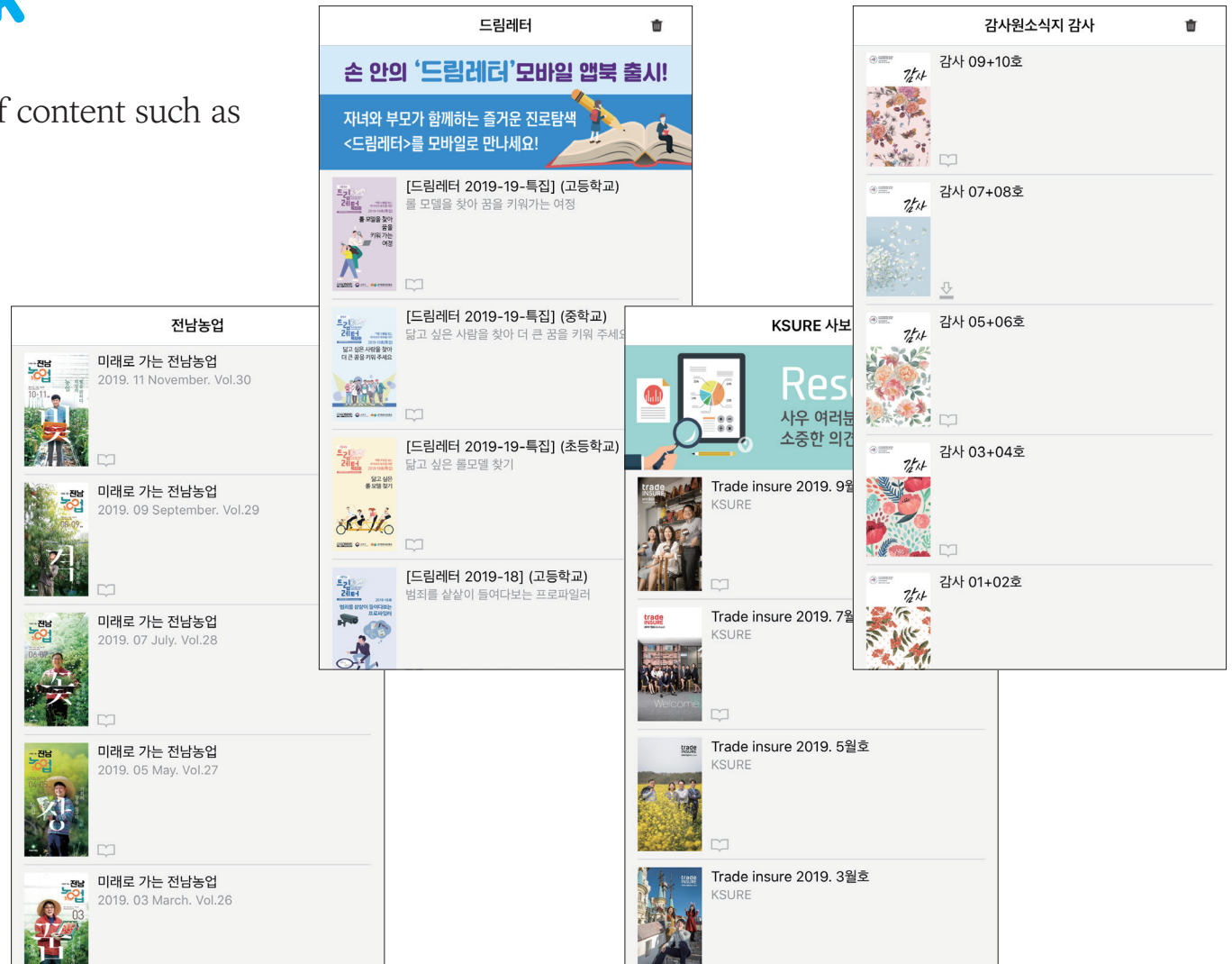


# Container-Type (Bookshelf Form) 'App Book' – Introducing the Appbook

One App Book can contain a variety of content such as periodic magazines or series

App Book is more suitable for useful informative content than for instant content such as web news.

The Container-Type App Book allows reading of any previous versions and offers multiple uses for magazines, corporate magazines, manuals, catalogues etc.

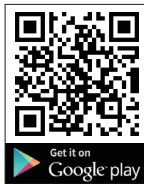




# PORTFOLIO – Introducing the Appbook



**KIAF ART SEOUL 2020 Exhibition info**

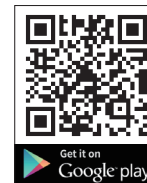


**K-SURE App Book  
K-SURE Internal  
Corporate Magazine**

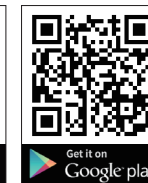
House Agency App which  
only company employees  
can download



**Dream Letter App Book for the  
Ministry of Education**



**App Learn Korean for Thai**



Even if we care about our environment, we cannot fully do away with the paper books just yet.

However, we can reduce the number of paper books produced by using more convenient App Book and help protect our planet, thereby creating a virtuous cycle

# Thank you

Media **familiar** to us, Media **new** to us

## Appmedia

Mobile Application Books - **Appbook**



[www.appmedia.co.kr](http://www.appmedia.co.kr)