

INVESTORS RELATIONS

**COMPANY  
INTRODUCTION** ▶

**L I V E**



# XR METAVERSE

CREATIVE TECHNOLOGY GROUP



ENDLESS POSSIBILITIES.  
EXPLORED BY Creativity.

A SHORT **INTRODUCTION** TO OUR **PROFILE**



# TOPICS COVERED ▶

라이브케이는 XR, 메타버스, 미디어아트, 홀로그램, NFT 등의 관련 기술력을 모두 보유하고 있습니다.

- ❑ Future
- ❑ Products
- ❑ Different
- ❑ Milestones





# THE FUTURE



# IS META



## What's the Metaverse? ►

The Metaverse is a consistent digital space. Another world we can play, connect and interact in, in real time. Nowadays the term includes virtual, augmented, and physical reality and the Internet.

## Why do we see the future in the Metaverse? ►

Not only is it fun and accessible, but its also a space for creativity and new sensations based on your imaginations!





# DIFFERENT. HOW? ↘

라이브케이는 세계최초로 실물 기반의 Full-3D 볼류메트릭(Volumetric, 360도 입체영상) 영상을 실시간으로 가상합성하는 '메타라이브(META Live)' 기술을 선보입니다.



## 3D volumetric capture ▶

The artists gets captured 360 degrees and the data will comply a 3D model, accessibly from every angle, with all the emotions and body language portrayed.



## XR- Video Shooting ▶

The person or artist will be filmed from various angles in a green screen studio and will be shown in various meta stages in real time.





# ▶ ADD

# METaverse



ACCESS THE METAVERSE FROM EVERYWHERE



LiveK의 '메타라이브'는 Live 입니다.

SKT ifland Meta  
Hongdae





# ifland | metaverse culture project



Rollinghall

YB

PH-1

10CM

서양산악

귀스타브

BIG SIZE SHOP

BIG SIZE

ETUBE HOUSE

VINAGE











# METAVVERSE

[2022] SKT metaverse [ifland]\_Meta club 'Hongdae' Kpop concert  
[2021] Miss World & Universe Korea : XR Metaverse Event  
producing







# ▶ ADD XR VIDEO



LiveK의 XR Tech는 Real Time입니다. 실시간 라이브로 합성합니다.



## Whats XR Tech? ▶

XR Tech is a technology based on synthesizing virtual 3D space and real people in real time, with the help of a game engine [unreal engine].

- ▶ This is special, as the camera of the game engine synchronizes with the camera that photographs real people in real time through the virtual camera tracking sensor.
- ▶ That allows to increase the sense of reality in a virtual space where the background moves behind the person whenever the camera moves.







R DEN

CAR, THE GARDEN

CAR, THE GARDEN

CAR, THE GARDEN















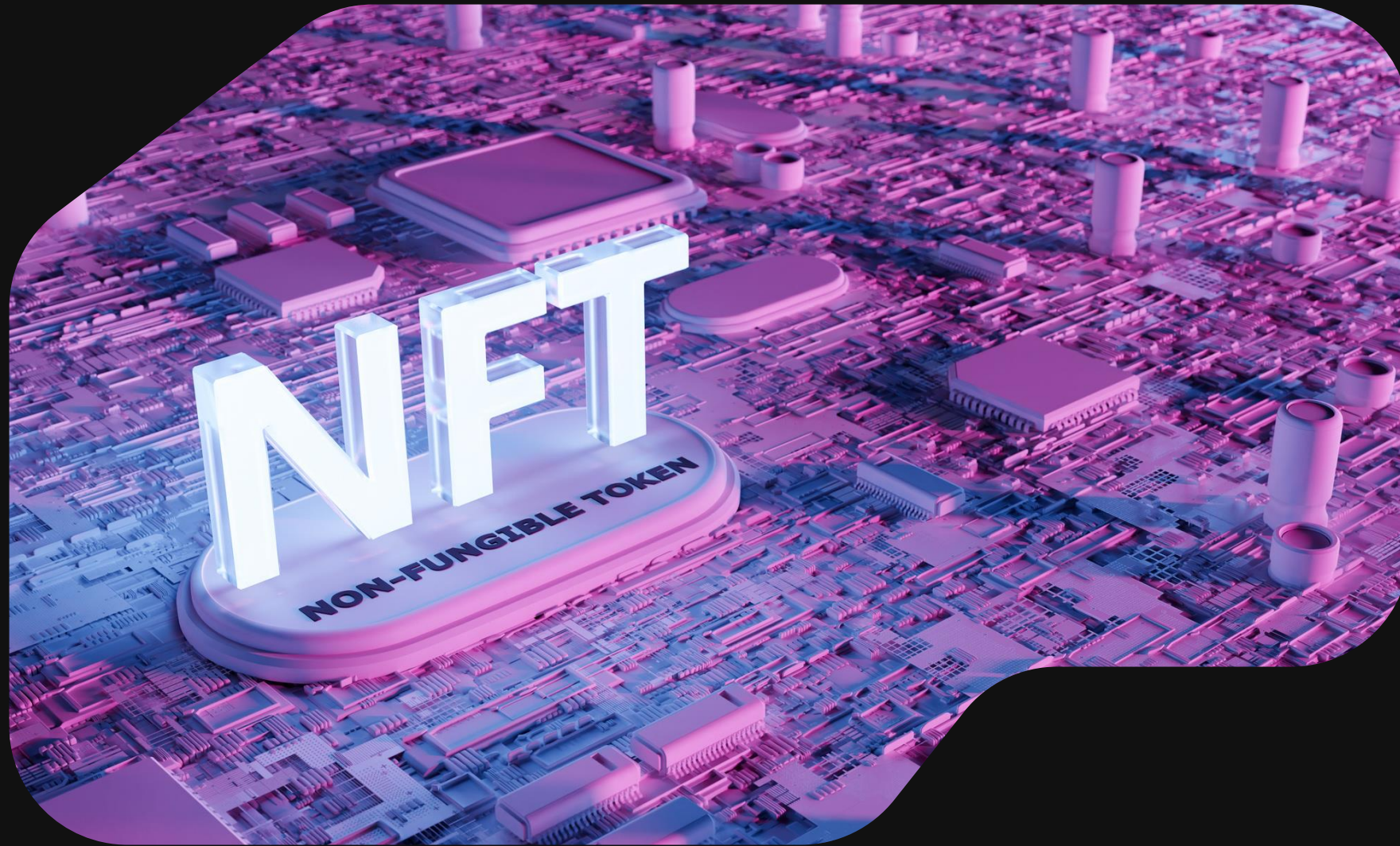


**XR TECH**

[2021] 3D FIRENZE Virtual Art Concert : JTBC\_Phantom singer  
KIM Joo Taek

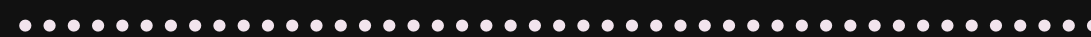
[2020] KOREA KPOP\_DREAM CONCERT: Global 3D Landmark Virtual Tour





# ADD NFT

Non- fungible  
Tokens







# WHAT DOES LIVE K HAS TO DO WITH **NFT**?

LiveK의 콘텐츠는 NFT로  
관람이 가능합니다.





ENJOY

# STAY SAFE

SECURE



## How do we do that? ▶

We are specialized in analysing the real assets of NFT by providing an original authentication system: The system is domestic and foreign patent-based 'Digitized Surface Fingerprint' and works with 'Object DID' technology.

The original authentication system proves the original objects evaluated by the appraisal institution, helping users to check the authenticity of the works scientifically by themselves.



So only genuine works and products are safely traded offline and online when dealing with new and used products.











NFT

[2022] LIVE K & Original Management Association is participating in the World Heritage Tripitaka Koreana nft + metaverse Heritage project. It will continue to promote meta + Heritage + nft projects of World Heritage such as the Tripitaka Koreana.



# ADD

# HOLOGRAMS



LiveK는 Holo-Live를 선보입니다. ▶

Using 5G technology, artists can be recorded in our studio, using a laser and then be restored as precisely as possible to match the originally recorded version somewhere else entirely as a 3D.

What can we do with Holograms? ▶

At Live K we have a holographic studio, where we will produce holographic image of k-pop stars like BTS and then will stream in remote locations, which relays the holographic images to fans and audiences in real time. Fans can interact with the artist[s] or art in question.





천상무도  
天上舞圖

천상무도  
천상무도  
천상무도



9  
KBS NEWS

# 리우 빛넬 한국의 춤 '천상무도'



# HOLO LIVE

[2019] 5G VR/AR Flagship Project < HOLO LIVE STREAM >  
[2016] LIVE K, Hologram < Heavenly Dance >  
showcased in Rio Olympic





# ▶ ADD

# MEDIA ART



LiveK는 몰입형 미디어아트 (Immersive Media Art)를 추구합니다. ▶

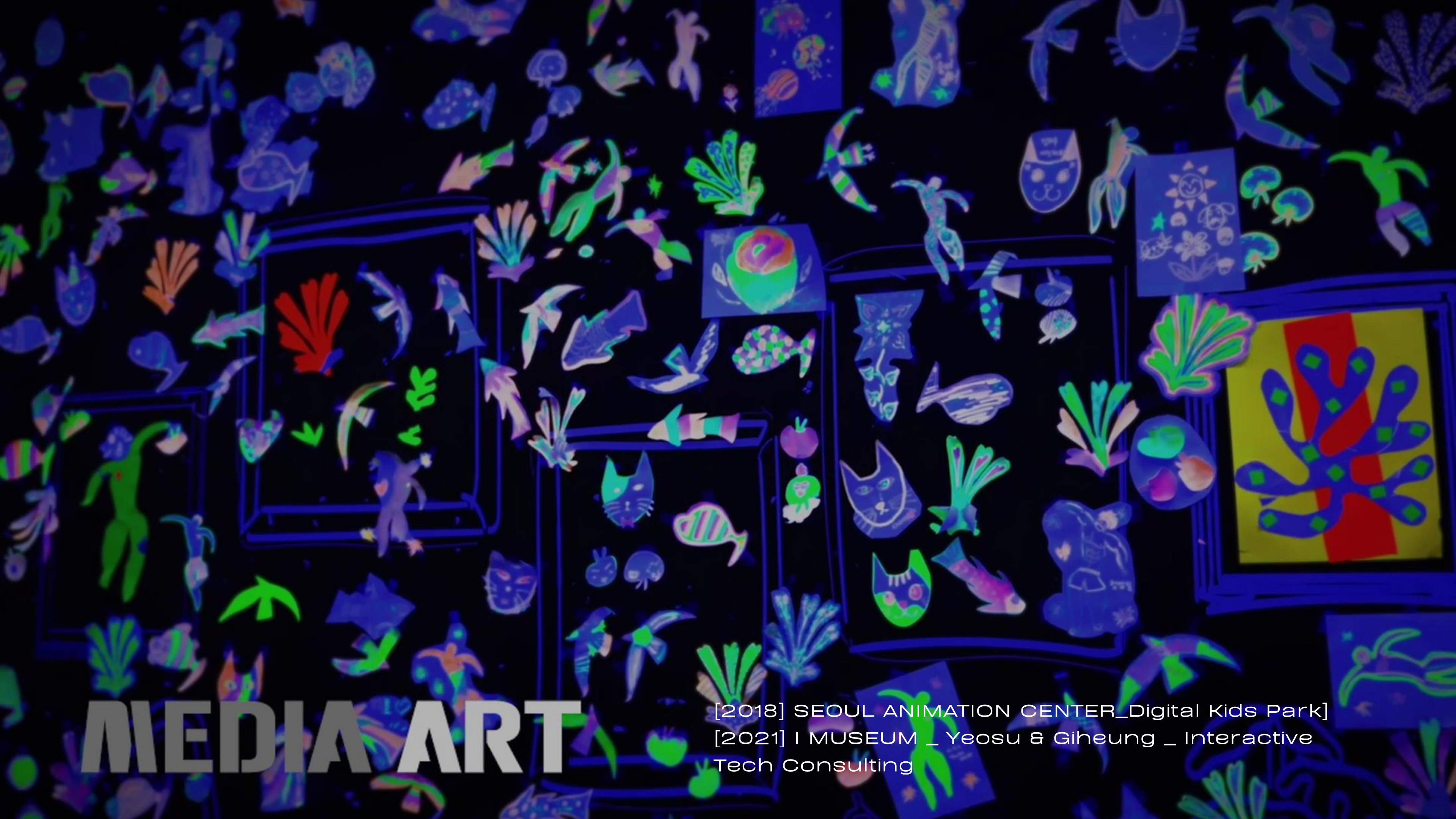
We deliver various creative 3D contents to various spaces and venues. Our goal is to provide easy to interact with pieces for guests. We thrive to create a special surrounding for every occasion.

## Immersive Technology ▶

The Media installation comes with sensing programs such as laser sensor, touch screen, 3D scanning, IR Camera, and motion tracking to immerse the guest fully.







**MEDIA ART**

[2018] SEOUL ANIMATION CENTER\_Digital Kids Park]  
[2021] I MUSEUM \_ Yeosu & Giheung \_ Interactive  
Tech Consulting





K-ICT Overview



# ICT LIVE PAVILION

We also design and operate venues. Live K also offers technical support and maintenance!

## LIVE K Plan 2018 Pyeonchang Olympic ICT Pavilion



# ADD REFERENCE ▶



2021:  
3D FIRENZE Virtual Art Concert : JTBC broadcasting the Phantom singer Kim Joo Taek

Miss World & Universe Korea : XR Metaverse Event producing

Hosting I MUSEUM Exhibition with Interactive Tech

2020:  
Hosting the DREAM CONCERT: Global 3D Landmark Virtual Tour

2019:  
5G VR/AR Flagship Project – HOLO LIVE STREAM

2018:  
SEOUL ANIMATION CENTER\_Digital Kids Park

Pyeongchang Olympics ICT Pavillon

2017:  
Selected as K-Start-up in Tencent Accelerating Center in Shenzhen

Participation for USA SWSW' Exhibition in Korea Pavilion

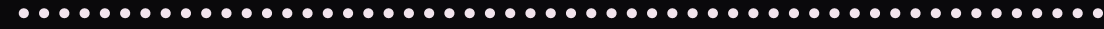
2016:  
LIVE K, Hologram 'Heavenly Dance' showcased in Rio Olympic



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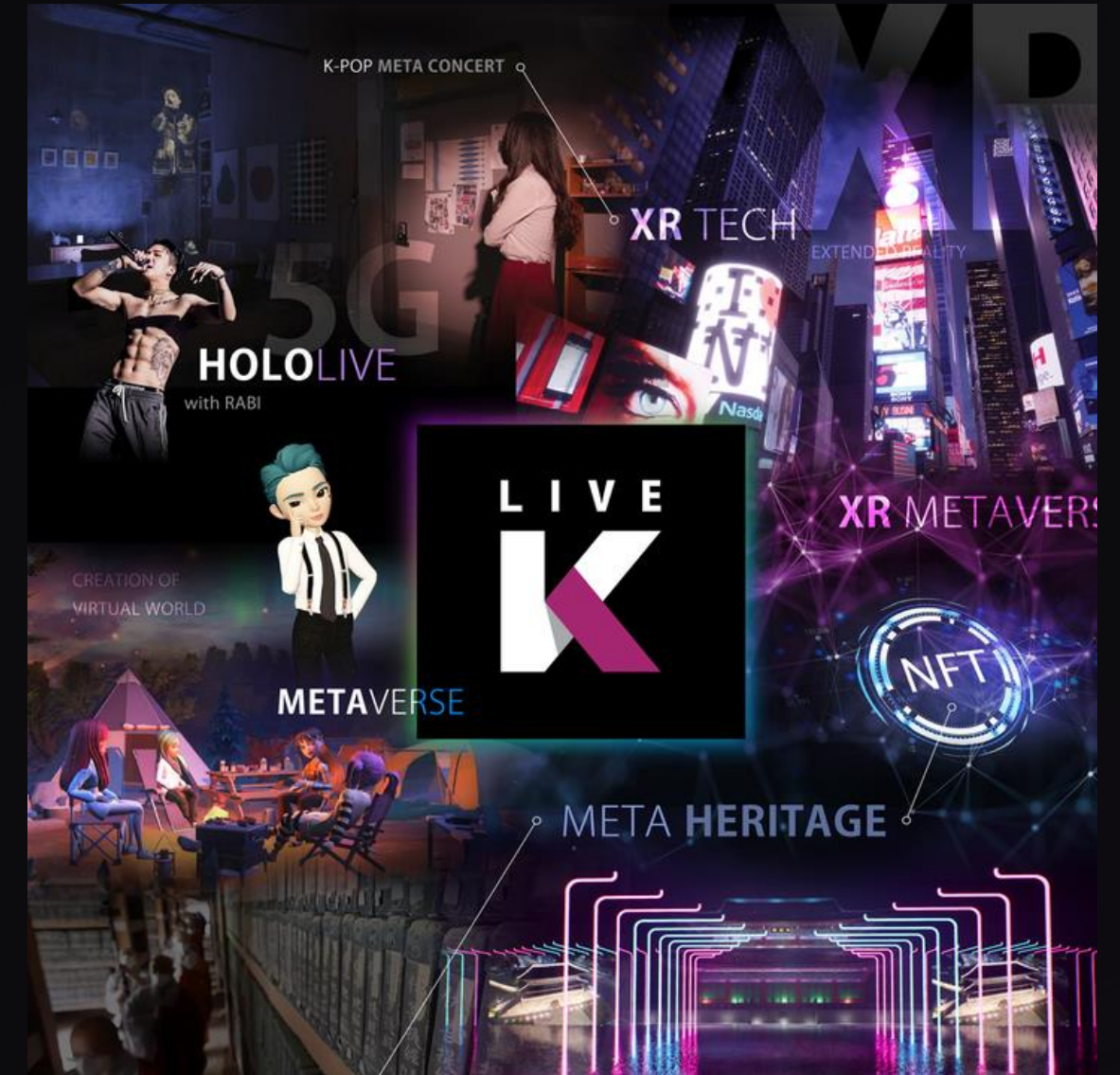




# ADD CONTACT INFORMATION

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GET TO **KNOW** US

**THANK YOU!**

