



Dream Factory Studio, Inc. | Company Introduction | 2023

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

# Overview



**Make the world happy,  
people dream  
with our content**



**ESTABLISHMENT**

2014.04.01



**C.E.O**

Hee Dong Kim



**EMPLOYEE**

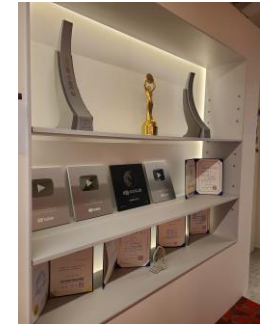
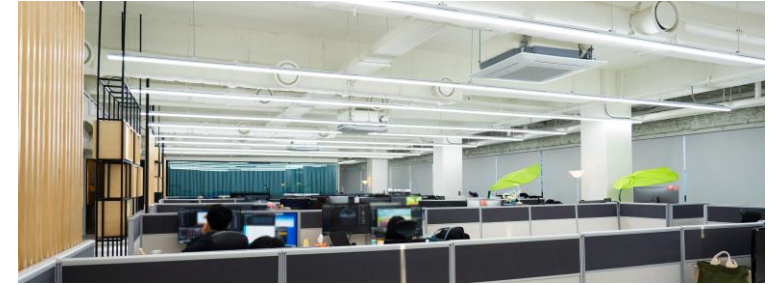
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**LOCATION**

524, Samseong-ro, Gangnam-gu,  
Seoul, Republic of Korea

# Company History



- 2021**
  - Selected as one of the top 1000 national representatives of innovative companies
    - Launched 'PongPong Dino'
    - Attracted investment from LG Uplus while establishing strategic partnerships
- 2020**
  - Received the 57th Export award
  - Selected as national 200 baby unicorns.
  - Launched ZellyGo Season 3
- 2019**
  - Received the 56th Export award from the president
    - Launched ZellyGo Season 1&2
    - launched on China's Youku platform (achieving 3.4 billion views)
- 2018**
  - "Zellygo" signs sales and business cooperation agreement with "Alibaba" (China).
  - Selected as an excellent job creation company.
  - Selected as an excellent company evaluated by NICE Technology
  - "Robot Train" season2, Main production
- 2017**
  - "Zellygo" closed deal with Viacom (150 territories on Nick channels).
  - "Zellygo" season 2, selected for KOCCA animation main production support project.
- 2016**
  - "Zellygo" season 1, selected for KOCCA animation main production support project.
  - "Manimal" selected for KOCCA animation pilot production support project.
- 2015**
  - "Zellygo" season 1, selected for KOCCA's domestic character creation support project.
  - Option contract with DNF Pictures (USA)
- 2014**
  - Establishment of Dream Factory Studio Co.,
  - Establishment of a technology research institute/venture company certification

## Our Mission



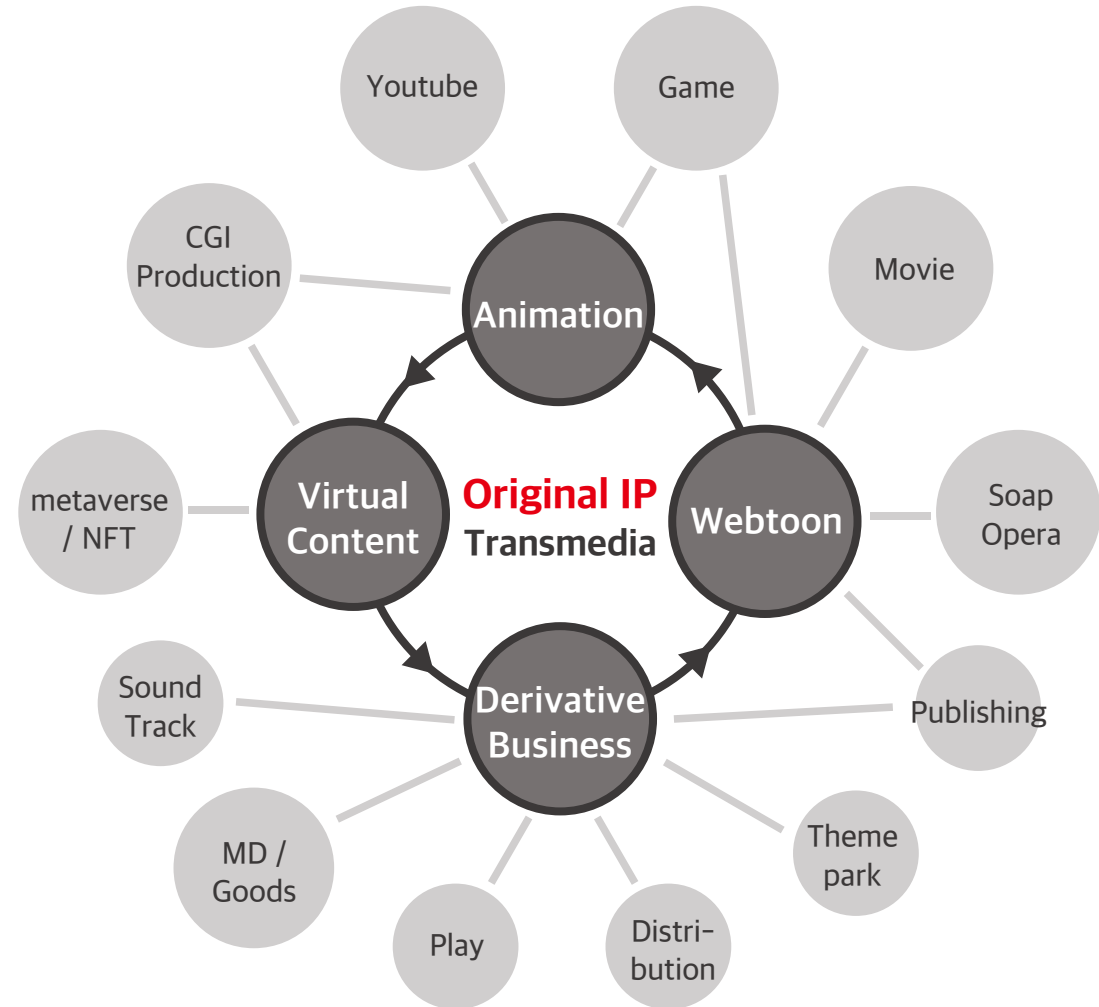
Power of Content!  
**Make the world DREAM!**

At Dream Factory Studio, we are committed to creating original, innovative IP that reflects the constantly evolving media landscape. Our team is always looking for new trends and formats that inspire us to create engaging and diverse content that resonates with our audience.

We aim to embrace our passions and pursue our goals enthusiastically and determinedly. It reminds us that anything is possible if we have the courage and vision to pursue our dreams. Dream Factory Studio embraces the spirit of "Make the world DREAM" and works to create a brighter, more hopeful future for ourselves and future generations.

## Original IP based on the expansion of the convergence business

By embracing the power of convergence and exploring new frontiers in the media world, we can build a strong and sustainable business fueled by creativity and innovation. Our original IP is designed to push the boundaries of what's possible, creating entertaining and thought-provoking content while expanding our reach and exploring new business opportunities.



# Organization



# Hee Dong Kim

- 2014 – Present** C.E.O. of Dream Factory Studio
- 2011 – 2014** Head of Producing & Production of CJ (Azworks)
- 2007 – 2011** Head of CG Business of CJ PowerCast
- 1999 – 2006** C.E.O. of Motion Factory

## Awards

- 2020** Top Expert Awards
- 2019** Top Expert Awards
- 2009** 30<sup>th</sup> Blue Dragon Awards / Achievement of technical award  
(Feature film “Haeundae” VFX)



He is widely regarded as a pioneer in visual design, having introduced this concept to Korea and helped establish it as a critical driver of creative innovation. With his extensive experience in the IP business and diverse background in content areas such as CF, new media, film, games, and animation, he has developed unique skills and insights that enable him to lead the way in today's fast-paced and competitive media industry.



# Key members



**Hak-Joo Hyun**  
Director

- MFA, Industrial Design of Hongik University Graduate School
- Director, animated series Cabeon
- Director, animated series Toy Cop
- Director, animated series JOBS
- Supervisor, Cheonggang University CCRC
- Lead, High one Entertainment
- C.E.O, Studio Jaroo
- Director, Tooniverse OAP
- Director, Sun woon Entertainment
- Best Picture Award, 6th Chungju Short Film Festival
- Technical Award, 8th Chungmuro Short Film Festival
- Finals, 2nd Korea-China International Film Festival
- and more



**Joo-Hwan Oh**  
CGI Supervisor

- Technical Director, 012 VXR
- CG Supervisor, Lix Digital Studio
- Technical Artist, Net marble Monster
- Technical Director, Macrograph
- Technical Director, Anitory
- CG Supervisor, Redrover
- Technical Director, CJ(AZworks)
- Technical Director, Kinomotive
- Technical Director, Toonzip
- Technical Director, Arco Ent.
- Technical Director, Semologic Korea
- Technical Director, Digi Spot
- and more



**Woo-Hyun Nam**  
Art Director

- BFA, Ringling College Art & Design
- BFA, Chung-Ang University Industrial Design
- Art director, Neowiz Plays Studio
- Art director, HNC games
- Art director, Net marble
- Art director, Chang-U korea
- Senior Concept Artist, Zynga
- Artist, Reel FX Viz Dev.
- Artist, Dreamworks Viz Dev.
- Artist, Sony Imageworks Viz Dev.
- Artist, Warner Bothers Viz Dev
- Artist, EA
- and more



**Ji-Sun Lee**  
Head of Business

- MFA, Academy of Art Univ.
- Producer, CJ(AZworks)
- Producer, CJ PowerCast
- Artist, PDI/Dreamworks
- Artist, Wild Brain
- Researcher, Ajou University
- Director, Character Industry Association
- Instructor, Ewha Womans University
- Instructor, Graduate School of Dongguk University
- Special Lecture, Gyewon University
- Special Lecturer, GDCA academy
- Mentor, GDCA Global doctors
- Special Lecturer, Seoul Character Fair
- Mentor, Try Everything 2020
- and more



**Dong-Hee Kim**  
Webtoon Supervisor

- BFA, Sejong University
- Grand Prize, short competition category at the 27th Paris International Environmental Film Festival (France)
- commendation Award, KT Digital Contest
- commendation Award, KOCCA Animation Contest
- Grand Prize, WCA National Youth Comics Contest
- Director, STUDIOMO
- IP Developer, CJ E&M
- Director, 3CON
- Director, 4TH creative party
- Director, ICONIX
- and more



## Integrated Content Herb

IP DEVELOPMENT

PRODUCTION

DISTRIBUTION

BUSINESS

DIVERSIFICATION



### IP Development

- Original Animation IP
- Original Webtoon IP
- Virtual & NFT Content
- Short Form Content

### Production

- CGI Animation
  - Webtoon
- Virtual Content
- Real-Time Animation

### Distribution

- Global distribution of video content
- Operation and management of new media content
- Management of intellectual property rights

### Business Diversification

- Licensing business
- Merchandising business; Toys, Publishing, APP and etc.



# **Business Divisions**



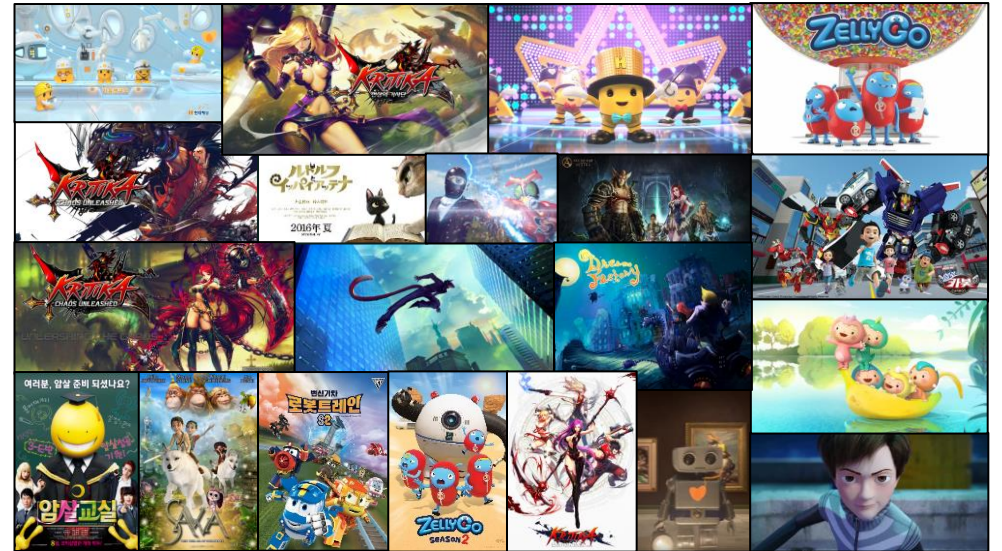
## 01 CGI & Animation Production

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- Original IP
- Partner collaboration IP
- Outsourcing CGI Production

Dream Factory Studio has developed an animation production pipeline that is versatile and adaptable to the ever-changing media landscape. Our animation lineup includes a diverse range of content, from feature animations, series animations, short-form content and more.

Our studio has motion capture facility and leverages efficient real-time engine utilization. We are committed to producing high-quality content based on our extensive production experience.





## 02 Webtoon Production

### Partners



In response to the rapidly growing webtoon market, we understand the significance of maintaining a competitive edge. Therefore, we are implementing a business model that prioritizes collaboration with professional partners in the animation, live-action, and gaming industries from the earliest stages of planning.

Our approach involves cultivating a strong pipeline of planners, directors, and artists who work together harmoniously to deliver exceptional content. By placing emphasis on stable teamwork and a dedication to achieving excellence, we are well-positioned to produce top-quality works that meet and exceed the high expectations of our readers.



## 03 Character Design

- 2D & 3D Character Development
- Character manual book Development
- Merchandising Design

Our exceptional design and planning skills allow us to breathe life into characters and bring them to the forefront. We take pride in creating unique character designs and manuals and catering to our partners' specific requirements. Leveraging diverse artwork styles that align with each character's unique traits and our vast experience developing manual books and brand guides. This combination gives us a distinct advantage in delivering popular and distinctive character designs well-suited for commercialization.

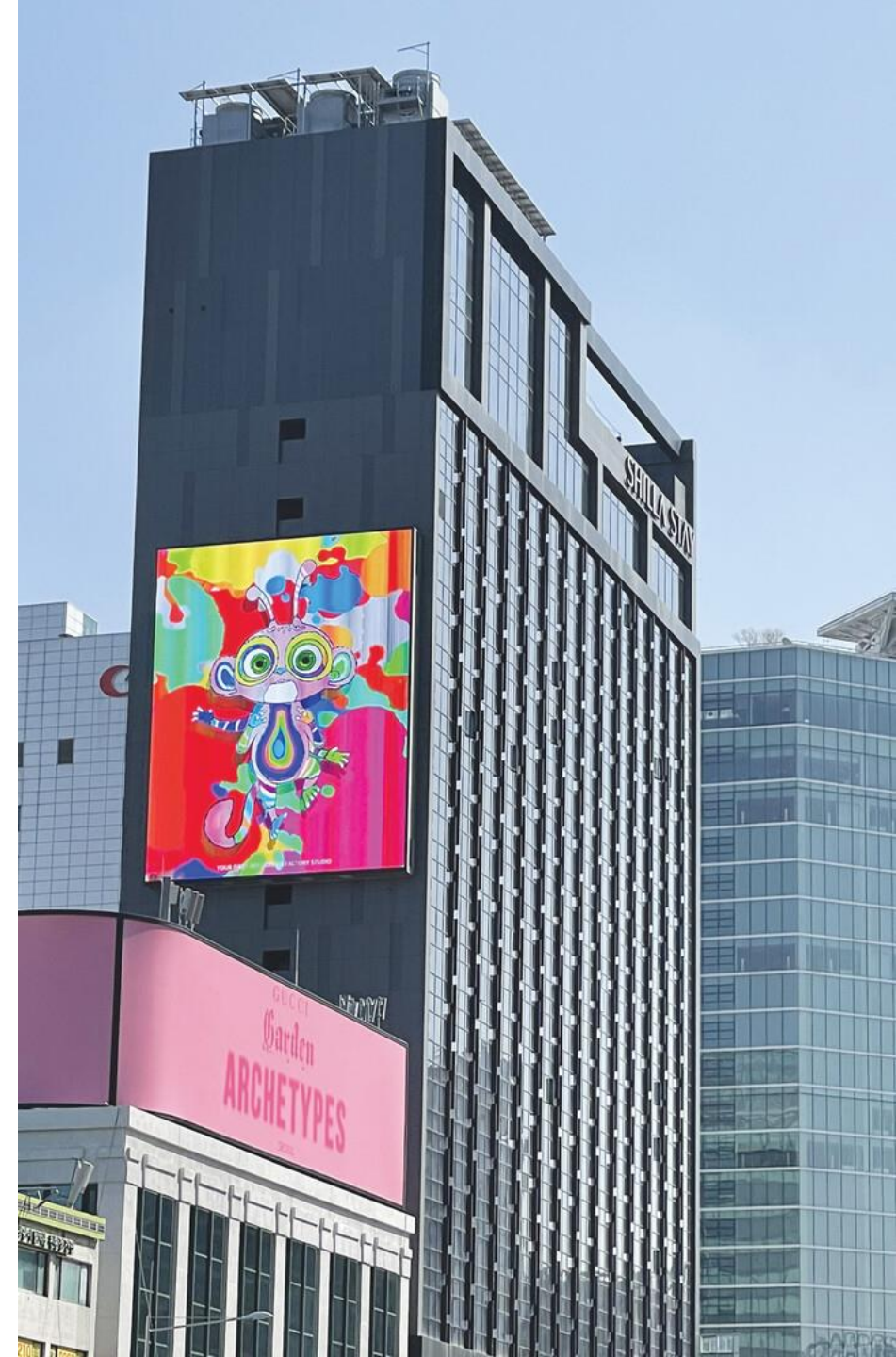




# 04 NFT | Virtual IP & Metaverse Business

- NFT IP development.
- Planning to expand its value through Metaverse platform and partner collaboration.
- NFT X Short Form X Commerce business strategy.

Drawing on Dream Factory Studio's experience in producing multiple animation IPs, we are planning an NFT project that can be linked to an expanded world (Metaverse), starting with PFP (Picture for Profile). By collaborating with influential platforms and institutions based on differentiated IP, we aim to continue expanding its value.





# 05 Real-time Animation Solution

- Development of Virtual Character based IP.
- Maximum efficiency through Motion capture studio operation.
- Implementation of content that can communicate with the audience in real-time.
- Fast and highly productive production of trendy video content.



| Real-time broadcasting on Youtube



| Facial capture

Our goal is to develop proprietary solutions that enable us to optimize the efficiency of content production by leveraging our in-house motion capture studio and real-time engine technology. Using this production pipeline, we design virtual humans and characters that can interact with the audience in real-time on platforms like YouTube and live commerce. These characters are then integrated into diverse content genres that accurately reflect the constantly evolving trends.

# 06 Licensing & Merchandising

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- Establishment of a major domestic licensing network.
- Possessing specialized personnel for character product commercialization.
- Development of merchandising business such as toy, publishing, and applications.
- Deployment of online and offline brand marketing



# 07 Animation Distribution

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- Domestic distribution and management of content through various platforms such as TV, IPTV, cable TV and etc.
- Overseas distribution and management of content.
- Establishment top-class networks both domestically and internationally ensuring that audiences around the world have access to our content.



**Content Line-up**





# Content **Line-up** kids

## Original Animation (Export of IP)

A side-splitting brand of comedy, 'ZellyGo' is a 3D animated series that is family-friendly and delights viewers of all ages.

- 2017'** The first animation unveiled to the world by Dream Factory Studio
- 2017'** Closed the broadcasting deal with Nickelodeon International in 150 territories around the world
- 2018'** Successful launching in the Chinese market with Alibaba/Youku  
Obtained over 5 billion viewership on the Youku platform
- 2023'** About to launch Season 5

In a short period, ZellyGo series has blazed a trail of success in the Chinese market



### ■ ZellyGo/ Animated series (2017-Present)



- 2019.01 Season1 Launched (1'30\*104ep)
- 2019.07 Season2 Launched (2'30\*\*70ep)
- 2020.01 Season3 Launched (2'30\*\*60ep)
- 2022.01 Season4 Launched (2'30\*\*60ep)

# Content Line-up kids

## Original Animation

Drawing on our extensive experience in planning and production, we are collaborating with one of the top toy companies in the country from the project's planning stage to expand into the toy merchandising business. With a collaboration that leverages the unique strengths of each company, we are preparing for the launch of a highly competitive work in the domestic animation and toy market in the summer of 2023.



### ■ CABEON Animated series (2023, Launching on KBS)

3D animated series in the TCG genre. Dream Factory Studio confidently presents our new IP planned and developed for approximately three years as a project targeting the Pokémon franchise, which has accumulated worldwide sales of \$100 billion. The program reflects the latest market trends and features more than 40 diverse monsters every season, making it an ideal project for expanding merchandise collections, including games.





# Content Line-up kids

## Original Animation

This charming content, created for preschool kids with the slogan 'Our child's first animation,' caters to parents who seek only the best for their children. The series was launched on KBS in 2021, and we have since been pursuing educational publishing projects and have released an educational app designed for children.

This edutainment content features diverse child characters with unique personalities and appearances, providing an easy way for them to learn helpful information from the playtime.

We plan to cultivate a comprehensive educational package business that utilizes the natural development of creativity through children's senses and uses it as an educational element to encourage their growth.



### ■ PongPong Dino (2021~)



Collaboration with LG U+ for strong promotion and marketing efforts.



# Content **Line-up** kids

## Collaboration Animated Series

This is a Sing-along animation content featuring 'Yuppi and friends,' the representative characters of LG U+.

Dream Factory Studio and LG U+ are collaborating on all aspects of the Sing-along animation content, including character renewal, world planning, story creation, music supervision, program direction, and CGI production.



### ■ Yuppi and friends (2021 ~ present)

PiPi, the spaceship from Kids Land, arrives to visit Yuppi and the forest friends who are always looking for fun and exciting things to do. They explore various planets and have a great time together. What adventure will they embark on today as they journey to another star?

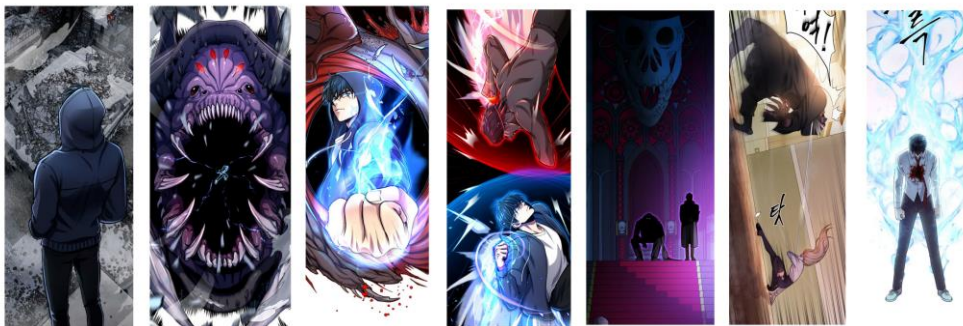
# Content Line-up **Adult**

## Original Webtoon

This marks our inaugural collaboration with Higrund, as we develop two exciting titles. The webtoon 'Monster' is planned as a gripping OTT drama series release in 2023.

### 'Monster'

- November 2022: Launching Kakao Page
- December 2022: Launching Kakao Webtoon
- June 2023: Launching China's Kwai Kuan.





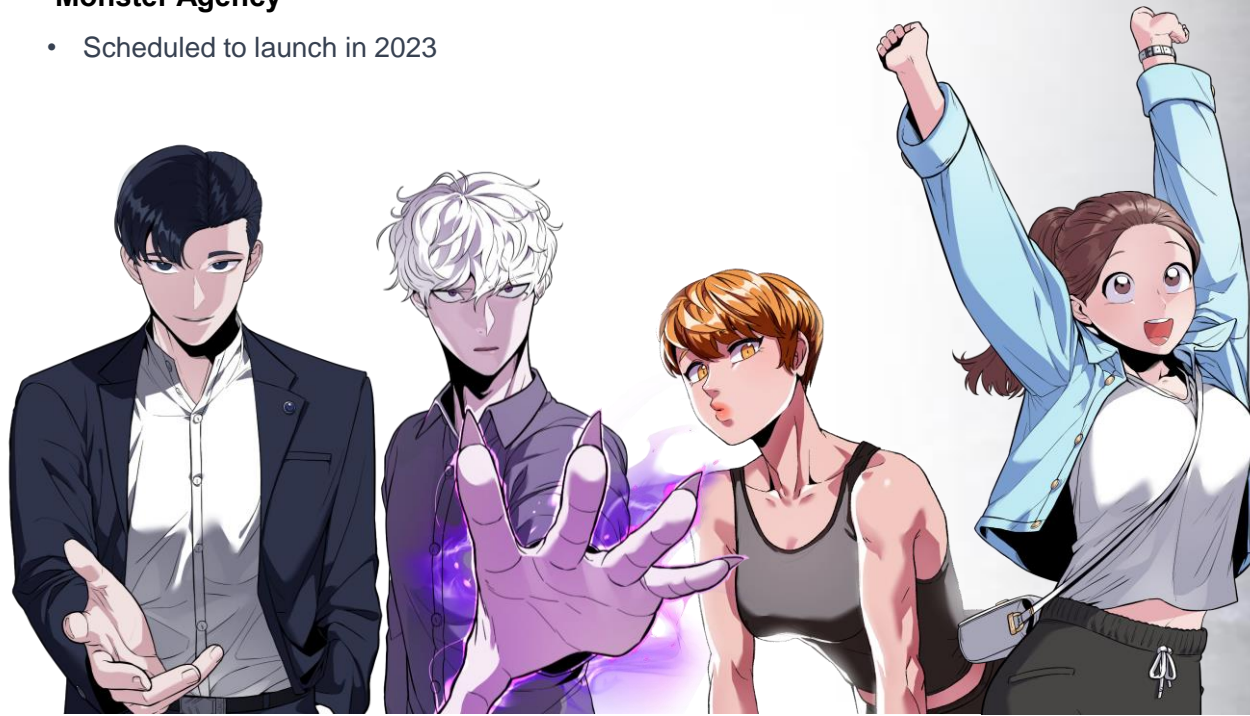
# Content **Line-up** Adult

## Original Webtoon

Based on the original work that can be enjoyed by the M&Z generations, this digital comic is set to expand into secondary works like live-action dramas, movies, animations, and games in partnership with global collaborators.

### 'Monster Agency'

- Scheduled to launch in 2023



# Monster Agency



# Content **Line-up** Adult

## Collaboration Short-form Animated Content

The short-form content for TikTok, featuring LG Uplus' virtual character "Moono," has received positive feedback from M&Z generations for its trendy and engaging approach..

Partner  LGU+



### ■ Moono

The content attracted 500,000 followers and achieved 1.6 million likes within six months of its launch

### ■ New original shorts IP (2023)

We plan to produce five short-form IPs using our production solutions based on motion capture and Unreal Engine, drawing from the experience and know-how gained from the 'Moono' project.



**Coming soon** —

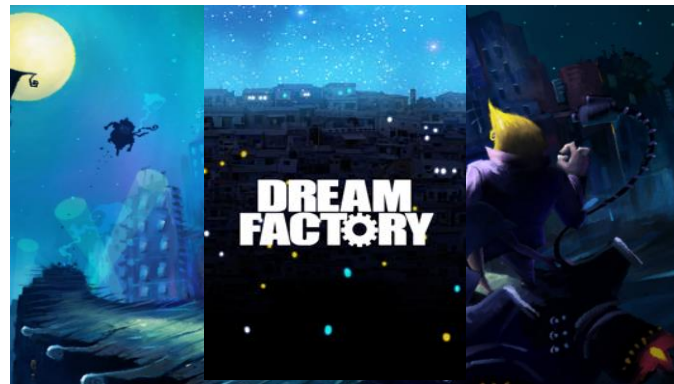
NEW Original IP



Working title: Jack and the wild bunny (Animated Series)



Working title: Monster Agent (Animated Series)



Dream Factory (Feature)



Working title: Ping's Oddventure (Animated Series)

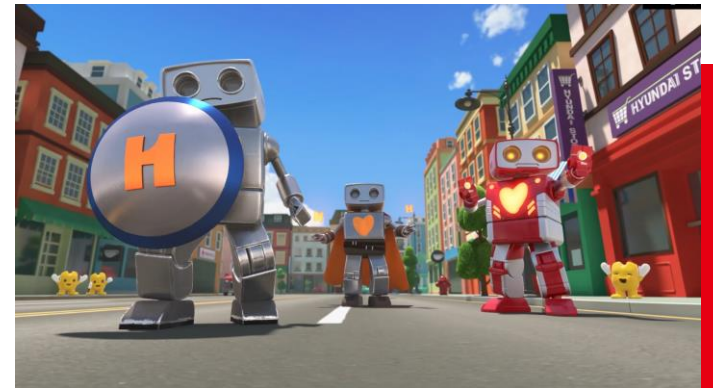
**dream factory**  
**where diverse and enjoyable content**  
**is constantly being produced**

Dream Factory Studio invests in continuous content planning and development with a passion for shining ideas and creation. With a strong belief that "content is power," we strive to increase the value of the company.

# Cinematic, CF & Various CGI production —

## Outsourcing Works

Our top-notch CGI production experience allows us to deliver high-quality animated content.





# Partners



## Partners

We are forging partnerships with both domestic and international experts in broadcasting, production, gaming, and investment. Dream Factory Studio is open to discussing collaboration and suggestions in various ways..

**THANK YOU**

**CONTACT**

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