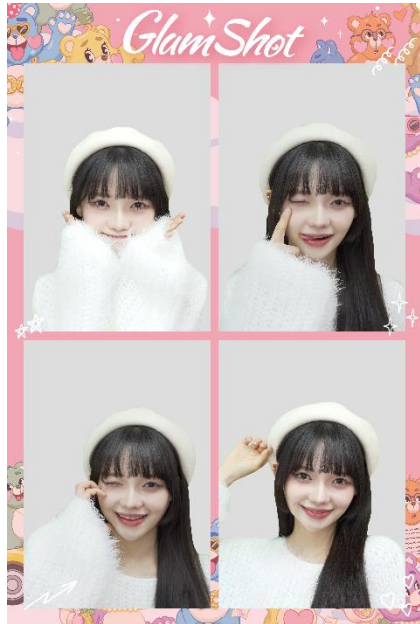




“GlamShot”

K-Photobooth Studio



Glamshot adopts a complete unmanned remote operation system
 Glamshot provides an exciting non-face-to-face entertainment

Glamshot targets the GEN-Z (10s to 20s) as the primary customers
 Glamshot is an attractive space with cultural touch where various generations share a sense of community

Advantages of self-photo studios



SNS is being widely used by the GEN-Z generations to communicate and have fun

Regardless of age or gender, daily life is shared and documented through SNS



The traditional photo booths that were operated as a shop-in-shop or installed in specific locations for souvenir functions are becoming obsolete

Self-photo studios with modern and sleek interiors have become a huge trend in Korea



An entertainment space business that serve as the playgrounds for teenagers and allow for bonding across various generations



Glamshot Machine

Weight : 120kg
 Camera : DSLR
 Speakers : Always-On BGM
 Power Consumption : 170W
 Electrical Pressure Voltage : AC220/110V,50/60Hz
 Size :
Length 850 * width 600 * Height 1800 mm
 The main components such as cameras and printers are subject to change without prior notice depending on supply circumstances



Glamshot Frames

4 Cut | 6 Cut | 4 Cut | 6 Cut (Sideway)

Frame Colors
 Default: 8 Colors

Frames are customizable

Glamshot QR

Customers can directly send the softcopy (photos and gifs) through the QR attached on the hardcopy



*Example

Trendy Design

The design of the store distinguishes Glamshot from other brands with a trendy and simple touch





Cost

ITEM	CONTENT	General Expenses
Contract		Recommended to be located in a downtown area that is accessible and visible to women in their 10s to 20s.
Royalty	Brand Fee	None (Other brands charge 5~8%)
Interior Design(Signage)		Approximately \$10,000
Equipment	Machine Price	\$11,000~\$13,000 per 1 Machine (FOB KOREA)
Props	Props for the customers after the interior construction (Headbands, glasses, wigs, hats, etc)	
Software Fee	Software updates and remote support	None (Other brands charge extra fee)



1

As the GEN-Z generation leads the consumer market, a prominent aspect of the GEN-Z generation's spending habits is 'flexing', which shows a high preference for premium spending that doesn't skimp on self-reward. They prefer places equipped with the interior and amenities they want, tending to choose locations where their clear preferences, such as stores where they can take photos to post on SNS, are strongly reflected. They favor spaces where they can be the main focus, utilizing simple and clean colors and whitespace for a minimalist interior design.

2

Women in their 10s to 30s are establishing themselves as the main customer base through a cultural phenomenon that involves sharing and empathy via SNS. Women in their 40s to 50s are also forming another customer group, either as a way to reminisce about their younger days or to create family memories.

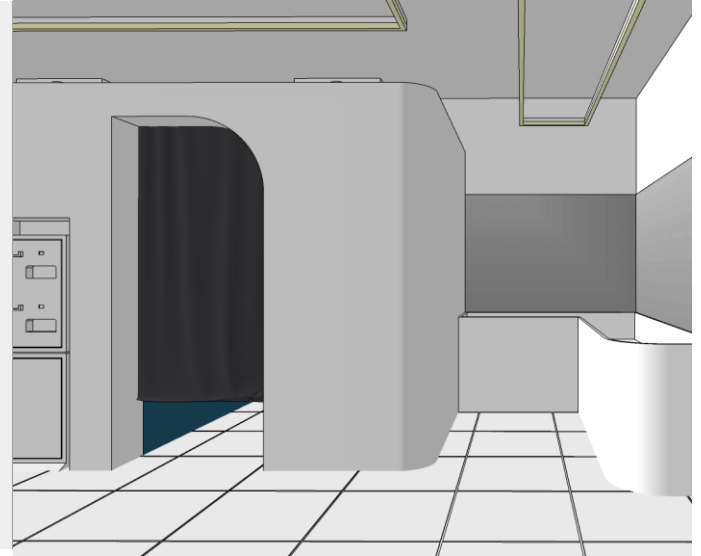
3

Based on the cultural phenomenon grounded in self-love and the continuous demand, the business category of photography may experience fluctuations in sales. However, the likelihood of the business sector becoming a highly competitive red ocean is extremely slim.

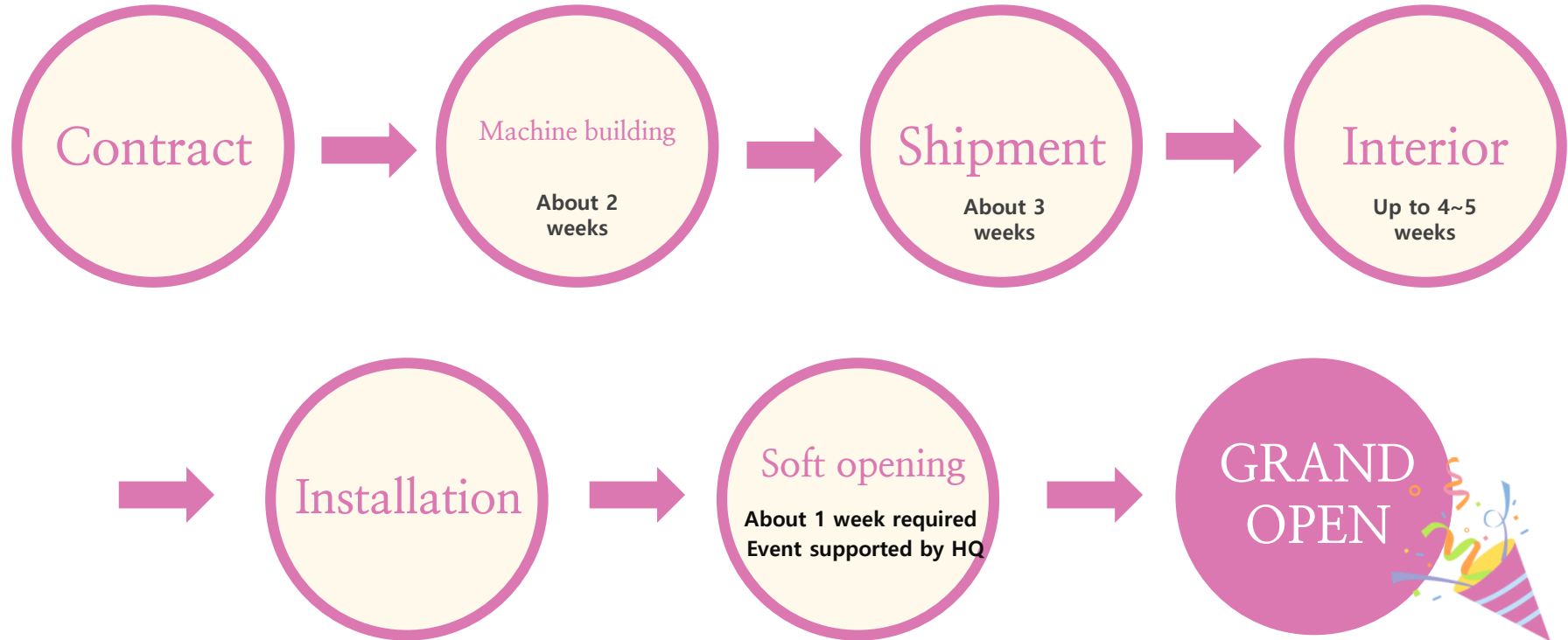


Master Franchise

In accordance with the pace and expansion of the local business, preparations for localization are underway, including designating a local partner company and considering the transfer of technology through a master franchise agreement, as well as the possibility of local production of equipment.



Glamshot opening flow



insphoto & inspic



Print on

Paper in 4 cuts

AR insticker



Print on

Sticker sheets

PIXNPOP



Print on

Plastic cards





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Event Photo Booth Proposal



ARGO

01. Brand Introduction



**Insphoto is an event photo booth
It's a self-studio that can be
easily installed in the space you want**

**A new portable device is developed as a company
that operates the Four-cut photo/Insphoto brand,
a self-studio located in the MZ (10-20s) generation due to COVID-19**

SELF-PHOTO STUDIO _ INSPHOTO 14 SHOPS

Geumneung, Geumho, Saga, Sharosu-gil, Soha, Songwoo, Sookdae, Siheung, Yeonnam 1st
Yeonnam 2nd, Inha University, Jamsil All-Star (with E-Mart 24), Jukjeon, and Hugok

Four-cut photo 3 SHOPS

Geumo, Minrak, Gyoha

02. INSPHOTO Development Background



Background 01.

Play culture using SNS is formed among MZ (10-20s) to share daily life regardless of gender and age the formation of a recording



Background 02.

As COVID-19 alleviates, various events are required due to the revival of weddings, events, school festivals, and corporate events



Background 03.

Currently, self photo studios are growing at \$300 million a year, and it is a system that anyone can do business with small capital

03. Advantage



Advantage1

Program Development +
Hardware creation +
Branding, too
To a company that's
possible at once
Enables immediate AS
response remotely



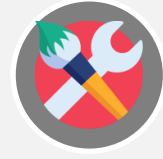
Advantage2

For ultra-high definition
Equipped with DSLR +
wireless remote control



Advantage3

High-quality, 700-1400
sheets of high-capacity
printing
Free to take unlimited
shots with a printer



Advantage4

Simple, clean design and
convenient portability
(Loadable size and
weight for any car, can
be installed anywhere))



Advantage5

Installing the card
machine and providing
the original photo



Advantage6

Anyone can do business
or rent with small capital,
run a nationwide branch,
conduct marketing, and
protect commercial
districts



Advantage7

Create and customize
templates for customers
and events



04. Product Type

INSPHOTO & INSPIC



INSPHOTO & INSPIC

: four-cut printing

PIXNPOP



PIXNPOP

: Print to Card

SNAPACTION



SNAPACTION

: Augmented Reality (AR) printing

05. PHOTO COLLECTION Installation example



Point 1

Customized design for the store



Point 2

Play promotional video monitor



Point 3

PR and marketing effects

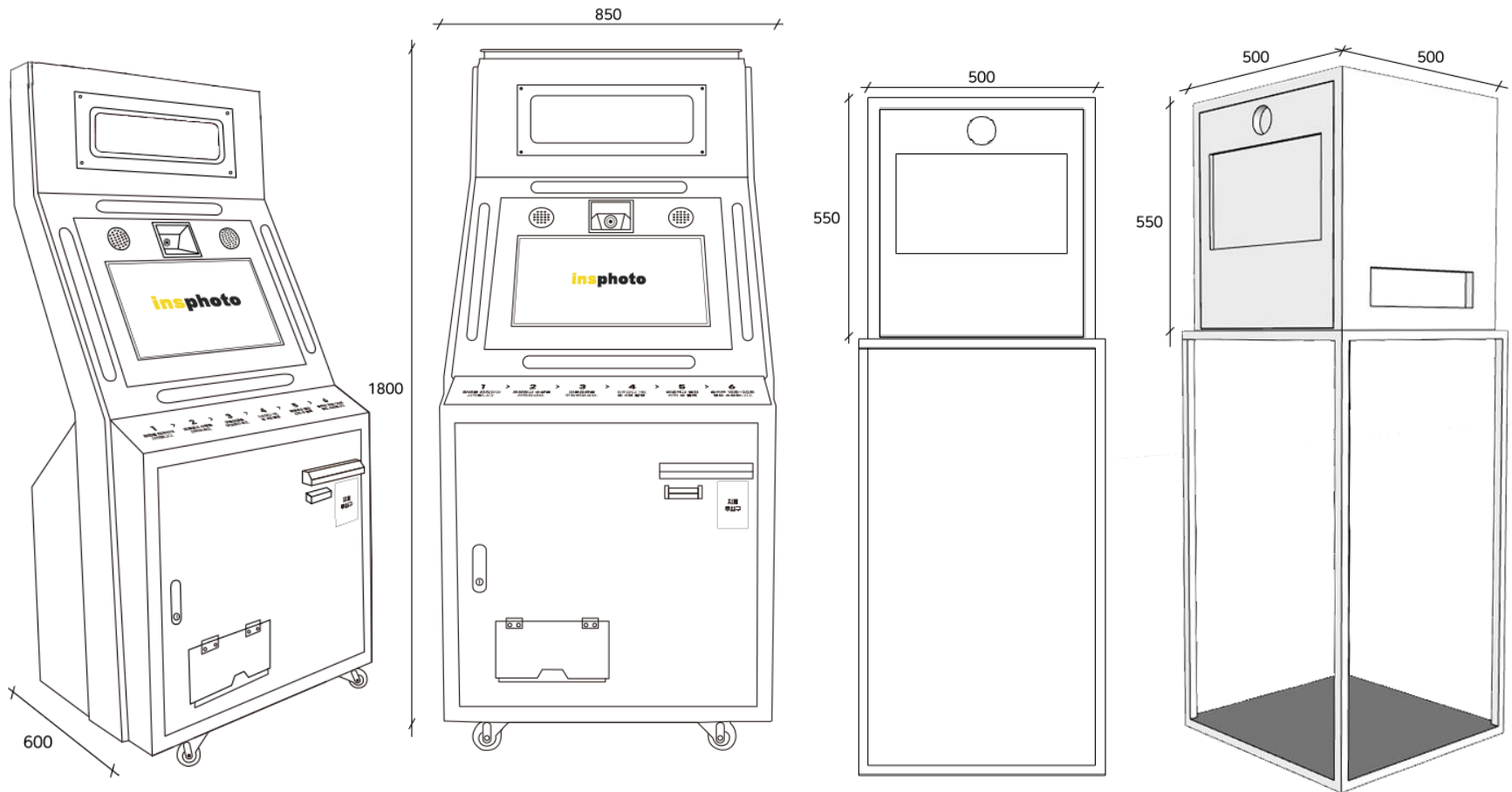


Point 4

Customized card, photo design available



06. Specification

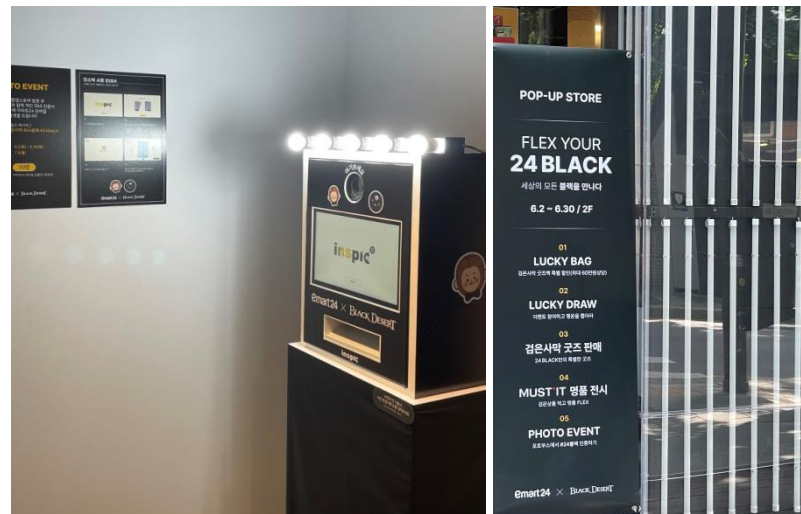


- size : 850 * 600 * 1800 (mm) same for all sizes
- camera : DSLR (insphoto) / 4K high-definition camera (pixnpop,, snapaction)
- speaker : Always play background music
- Power consumption : 170W
- Electric pressure voltage : AC220/110V, 50/60Hz
- Major components such as cameras and printers may be changed without prior notice depending on supply conditions

- size : 500 * 500 * 550 (mm)
- camera : DSLR
- speaker : : Always play background music

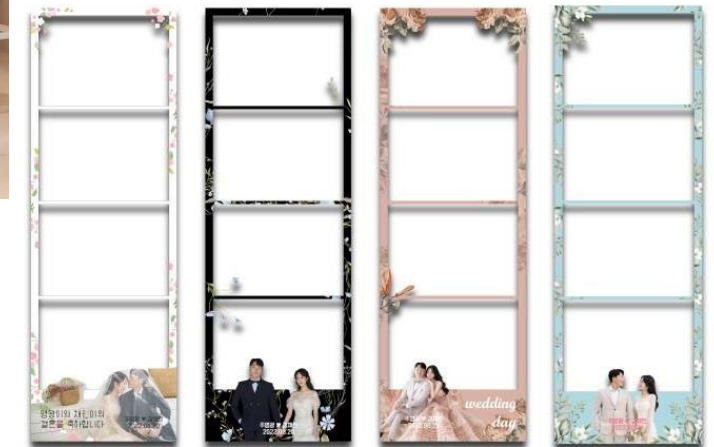
07. Operational case

'24 BLACK'



07. Operational case

wedding



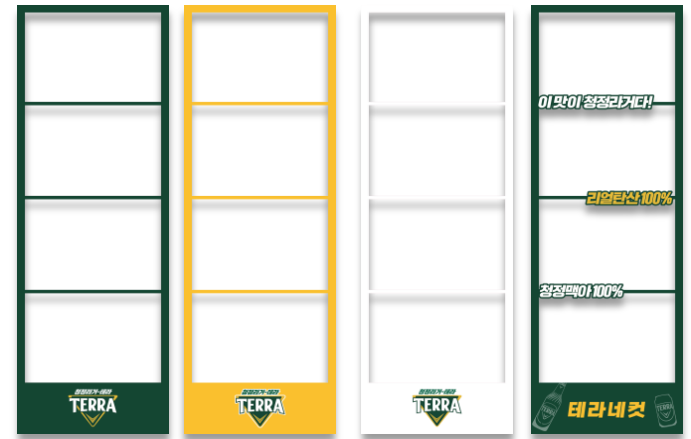
07. Operational case

Ilsan KINTEX Goyang MICE



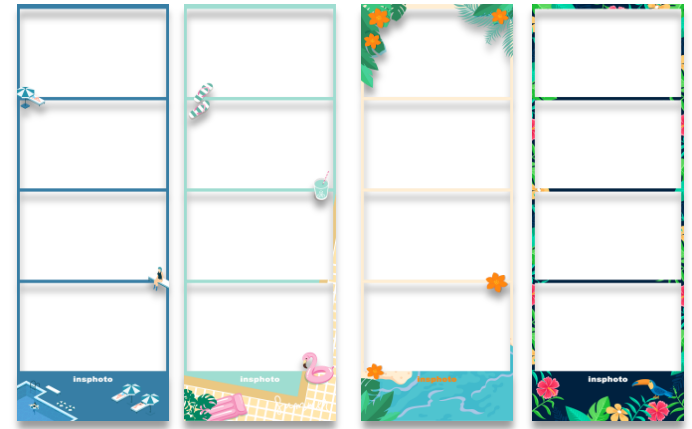
07. Operational case

Terra Hongcheon River Beer Festival



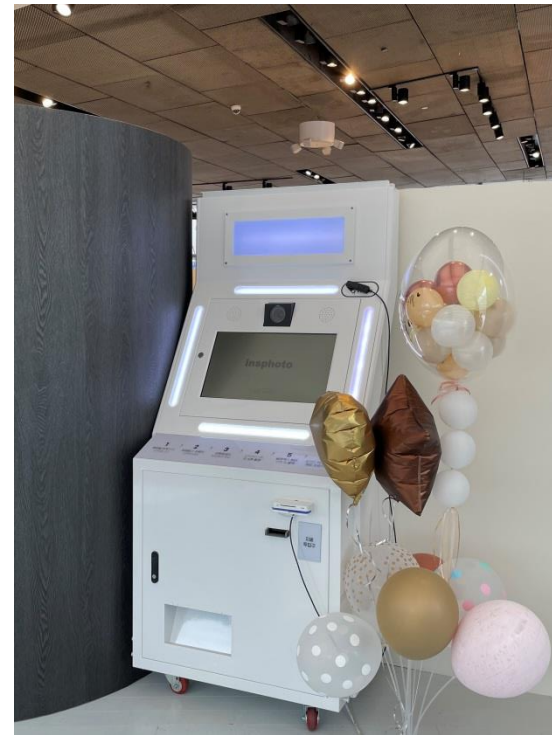
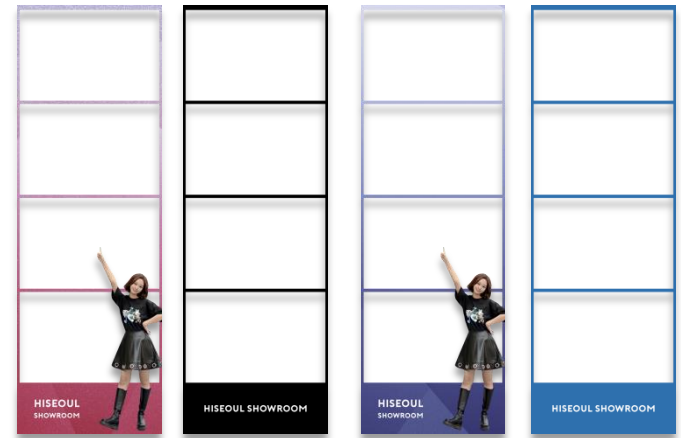
07. Operational case

Ttukseom Han River Swimming Pool



07. Operational case

DDP "Hi Seoul Showroom" event



07. Operational case

Jarasum event



07. Operational case

Shinhan Financial Investment



07. Operational case

BMW MOTERSHOW / IU Fan signing event

MINI COLOR DESIGN MOTORSHOW 2019



Kolon Motors

MINI COLOR DESIGN MOTORSHOW 2019



Kolon Motors

MINI COLOR DESIGN MOTORSHOW 2019



Kolon Motors

MINI COLOR DESIGN MOTORSHOW 2019



Kolon Motors



Kolon Motors



07. Operational case

2019 CBP World Countdown astronaut ID card



07. Operational case

Student ID Card / Sandbox Friends Character Fair Photo Card



07. Operational case

National Daycare Center Family Month Event





COMPANY ARGO
CEO EUGENE

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