



하나. 우리는 적극적인 ‘모험’과 ‘도전’을 통해서  
새로운 깨달음을 얻는 기회를 얻으며,  
이것을 창조적 능력의 핵심으로 여긴다.

둘. ‘영감’의 단계에서 ‘실행’의 단계까지  
‘호감’을 얻을 수 있는 논리 정연한 디자인으로  
‘생존’을 하는 결과를 창조한다.

셋. 모든 결과물에 명백한 기여를 할 수 있는  
다양한 전문성을 가지고, 모든 사회의 문제점을  
디자인 과제로 바라볼 수 있는 시각을 가진다.

FIND UNIVERSE : DANKELAB

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**005 - 008** ABOUT - WE ARE

**011 - 037** WORK - BRANDING . PACKAGING

**040 - 070** WORK - EDITORIAL DESIGN . PRINT MATTER

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**083** - OVERSIGHT

**END** - CONTACT

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## Our Promise

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우리가 제공하는 ‘크리에이티브 서비스 creative service’는 나무가 아니라 숲 전체에 대한 직관적인 감각을 사용합니다.

마음속에 떠오르는 아이디어를 시각적으로 구체화하는 ‘논리’와 ‘감성’의 결정체, 이것은 ‘전략 strategy’과 ‘창의성 creativity’의 간극을 해소하여 기업과 고객의 ‘소통 communication’은 물론 ‘호감’과 ‘공감’을 이끌어 ‘오래가는 브랜드’로 자리잡는 역할을 합니다.

모든 과제는 이처럼 ‘디자인적 사고 design thinking’로 풀이하여 치밀한 기획과 전략으로 계획하여 고객사의 다양한 디자인 과제와 문제들을 해결할 수 있는 ‘가장 적합한 처방’을 약속드립니다.



## Client

산업통상자원부 · 문화체육관광부 · 국토교통부 · 과학기술정보통신부 · 외교부 · 부산광역시 · 울산광역시 · 금정구 · 수영구 · 부산창조경제혁신센터

영화의전당 · 영화진흥위원회 · 부산국제영화제 · 부산정보산업진흥원 · 한국문화예술교육진흥원 · 부산문화재단 · 부산문화회관 · 금정문화회관 · 정관박물관 · 벅스코

서울대학교 · 연세대학교 · 한양대학교 · 경희대학교 · 서일대학교 · 경남대학교 · 창원대학교 · 부산교육대학교 · 부산예술대학 · 동의과학대학 · 부산대학교

롯데백화점 · 롯데아울렛 · 디큐브거제백화점 · 주디스타화 · 메가박스 · 그린조이 · 언더아머 · 콜맨 · 한국가상증강현실산업협회 · 판교테크노밸리 디테라스

GS네오텍 · 동원그룹 · 현대중공업 · 두산엔진 · GM대우 · 쌍용자동차 · S&T 모티브 · 일렉트릭스 · 케이프라인 · 셀엔진 · 대양전기 · 트레이노르 · 투비에이앤디

뉴욕치과그룹 · 우산의료재단 · 형주요양병원 · 뉴본여성의원 · 한의료자문센터 · 르네상스피부과 · 맑은피부과 · 리복 크로스핏 XTM · 크로스핏 두잇 · 디자인플레이스

한국농수산식품유통공사 · 동원 F&B · 학사농장 · 연세우유 · 커핀그루나루 · DS커피 · 싱글핀에일웍스 · 유기농뷔페 마플 · 멜버른 · 비스트로 바 크루 · 블룸

- Found Dankelab  
디자인전문회사 단케랩 설립
- Busan Cinema Center  
영화의전당 - 연간프로그램 외
- D-Cube Department Store  
디큐브거제백화점 - 연간프로그램 외
- New york Dental Group  
뉴욕치과그룹 - 연간프로그램 외
- Movie Promotion, Showcase  
상업영화 - 쇼케이스 (해적, 해무, 설계)
- ARA Business Center  
ARA 판교 · 센텀시티 - 연간프로그램

2012 - 2016

- Busan Cinema Center  
영화의전당 - 영화 '메콩호텔' 배급
- Seoul National University · SIFE  
서울대학교 · 대부도 프로젝트
- Tetra Pak Korea X Yonsei University  
테트라팩 코리아 X 연세대학교 · 연세우유
- GS Neotek  
판교테크노벨리 디테라스 브랜딩

- Busan Cinema Center  
영화의전당 - 연간프로그램 외
- D-Cube Department Store  
디큐브거제백화점 - 연간프로그램 외
- New york Dental Group  
뉴욕치과그룹 - 연간프로그램 외
- Greenjoy - Season Catalog  
그린조이 - 시즌 카탈로그 2017, SS / FW
- Doosan Engine · Sell Engine  
두산엔진 · 셀엔진 브로슈어
- Hyundai Heavy Industries · Kapeline  
현대중공업 · 케이프라인 브로슈어

2017

- Kyungnam University  
경남대학교 · 졸업작품전 도록
- Busan City Hall  
부산시청 - 내사랑부산운동 성과자료집
- 2017 Korea VR Festival - Exhibition  
코리아 VR 페스티벌 전시 브랜딩
- Korea Arts & Culture Education  
한국문화예술교육진흥원

- Busan Cinema Center  
영화의전당 - 연간프로그램 외
- D-Cube Department Store  
디큐브거제백화점 - 연간프로그램 외
- New york Dental Group  
뉴욕치과그룹 - 연간프로그램 외
- Greenjoy - Season Catalog  
그린조이 - 시즌 카탈로그 2018, SS / FW
- Busan Cinema Center - Information System  
영화의전당 - 인포메이션 Sign 시스템 개발
- Dadam Retail - PB  
다담리테일 - PB 네이밍, 브랜딩, 패키징

2018

- Busan City Hall · UNESCO  
부산시청 - 유네스코 창의도시 성과보고서
- Lay Back - Branding  
레이백 - 브랜드 전략 컨설팅, 디자인
- Sebang Food  
세방황칠푸드 - 브랜드 제품 스타일링 기획
- Next Entrepreneur's Club / NENC  
차세대기업인클럽 - 경영역량 강화 포럼

- Busan Cinema Center  
영화의전당 - 연간프로그램 외
- D-Cube Department Store  
디큐브거제백화점 - 연간프로그램 외
- New york Dental Group  
뉴욕치과그룹 - 연간프로그램 외
- Greenjoy - Season Catalog  
그린조이 - 시즌 카탈로그 2019, SS / FW
- Electrix - Exhibition  
일렉트릭스 - 국제전기전력전시회 (코엑스)
- Busan Social Venture Campus  
부산창조경제혁신센터 - 소셜벤처 캠퍼스

2019

- Dadam Retail - Open Design  
다담리테일 - 순천점 오픈 디자인 컨설팅
- Design Place - Platform  
디자인 플레이스 - 네이밍, 브랜딩 + 플랫폼 개발
- Rainbow Pilates  
레인보우 필라테스 - 브랜딩, 패키징
- Moro Design  
모로 디자인 브랜드 전략 컨설팅, 디자인

## Cerative Step

창조적인 팀은 서로의 생각을 공유해야 합니다.

물리적으로 함께하고 시각적으로 마주 보면서 해야 합니다. 우리가 실행하는 디자인 과제의 수행 단계의 핵심은 이처럼 실시간으로 아이디어를 공유하는 것에서 발생하는 엄청난 ‘시너지 synergy’입니다.

팀원들 간의 상호작용은 새로운 ‘통찰력 insight’을 주입시키고 아이디어를 발생시켜 모든 디자인 과제에 대한 다양한 문제점을 보완하고 수정하면서 가장 적합한 결과를 도출하게 됩니다.

또한 실행한 모든 과제에 대한 엄청난 데이터를 저장하고, 공유하면서 사후관리에 대한 대책도 수립하여, 다양한 문제에 대한 해법을 제공할 수 있는 시스템을 구축하여 고객사의 다양한 문제해결 방안을 도출하고 있습니다.

## Process

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WORK

BRANDING / PACKAGING

# STRATEGIC + BRANDING

- Concept Development | 기획, 컨셉 개발
- Brand Research | 브랜드 리서치
- Brand Platform | 브랜드 플랫폼
- Brand Positioning | 브랜드 포지셔닝
- Storytelling | 스토리텔링
- Corporate , Brand , Product Naming | 기업, 브랜드, 제품 네이밍
- Symbol , Trade Mark Design | 심벌 트레이드 마크 디자인
- Font , Logotype Design | 서체 로고 디자인
- Brand Identity System | 브랜드 아이덴티티 규정
- Brand Color Planning | 브랜드 색채 계획

# PLANNING

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TERRACE OFFICETEL / SMART PARKING / FINE DININGS

### 판교테크노밸리 디테라스 분양안내

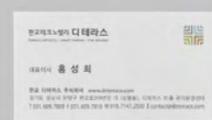
- 판교로 분양에 관한 내용을 게시 및 시공현황 게시 등 정보 제공을 위한 분양안내 게시판 운영
- 신 건축물은 건축법 제17조의 따라 건축비가 총 실용 건축면적 (2차) 건축과 건축비가 될
- 분양가격: 전 층의 분양가 평균 2배 이상 올림 - 해당층: 전체 34,349㎡ - 총층을 현층에 7개 15,000㎡
- 건축물의 총 층별 1차에 건축비 기준 10% 이상 차등 - 1차에 건축비 기준 10% 이상 차등 - 1차에 건축비 기준 10% 이상 차등
- 분양가격: 2,900,000원 (시세) - 1차에 건축비 기준 10% 이상 차등 - 1차에 건축비 기준 10% 이상 차등

#### ■ 분양대상 및 공급금액

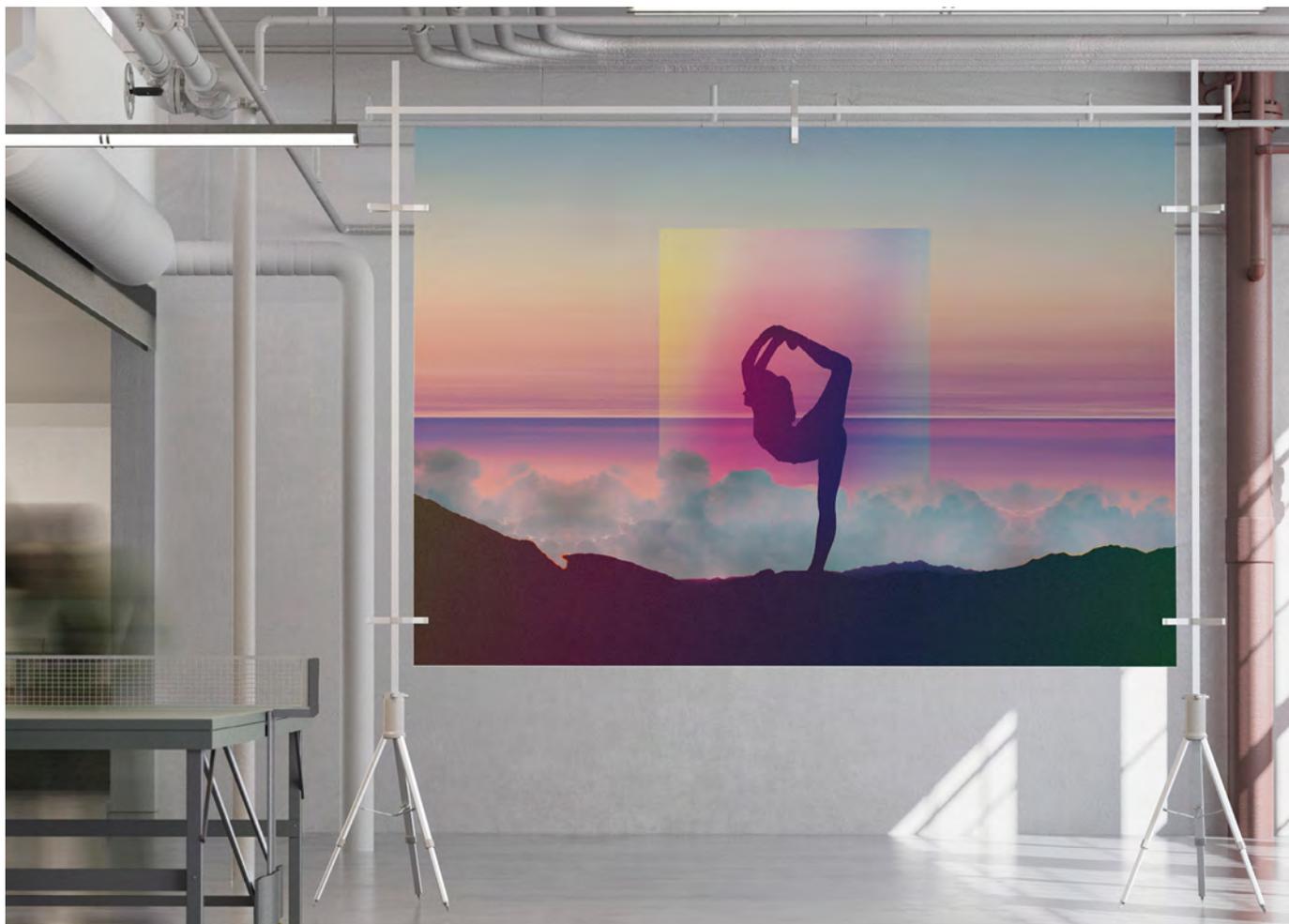
구분	종류	면적(㎡)	단가(원)	총액(원)	비율(%)	비율(%)	비율(%)
지상	오피스텔	907,640		907,640			907,640
	스마트주차장	1,000,000		1,000,000			1,000,000
	1차	20,700		2,070,000			2,070,000
	2차	20,700		2,070,000			2,070,000
	3차	20,700		2,070,000			2,070,000
	4차	20,700		2,070,000			2,070,000
지하	주차장	401,100		401,100			401,100
	주차장	401,100		401,100			401,100
	주차장	401,100		401,100			401,100
합계			3,413,270			3,413,270	

#### ■ 공급대상 면적 및 금액 - 오피스텔 (㎡)

층수	면적	세비	건축비	공급비	기타비용	지방세	당부	당부비	당부비	당부비	당부비	당부비	당부비	당부비	당부비	당부비	당부비	당부비	당부비	당부비	
A1	4	30,700	8,800	6,527	30,147	68,079	740	83,677,000	107,533,000	191,000,000	10,773,000	201,773,000									
	2	30,700	8,800	6,527	30,147	68,079	740	83,677,000	107,533,000	191,000,000	10,773,000	201,773,000									
B1	10	75,100	9,750	6,945	81,045	68,079	2,784	86,841,000	117,871,000	186,000,000	11,761,000	197,802,000									
	2	75,100	9,750	6,945	81,045	68,079	2,784	86,841,000	117,871,000	186,000,000	11,761,000	197,802,000									
C1	11	27,200	13,241	6,742	39,942	68,079	6,742	108,776,000	139,240,000	248,000,000	13,824,000	261,864,000									
	10	27,200	13,241	6,742	39,942	68,079	6,742	108,776,000	139,240,000	248,000,000	13,824,000	261,864,000									
D1	1	27,200	13,241	6,742	39,942	68,079	6,742	108,776,000	139,240,000	248,000,000	13,824,000	261,864,000									
	2	27,200	13,241	6,742	39,942	68,079	6,742	108,776,000	139,240,000	248,000,000	13,824,000	261,864,000									
E1	1	33,800	13,200	6,688	40,488	68,079	11,788	120,867,000	148,177,000	269,000,000	14,817,000	283,994,000									
	2	33,800	13,200	6,688	40,488	68,079	11,788	120,867,000	148,177,000	269,000,000	14,817,000	283,994,000									







디반토

PHOTOGRAPH STUDIO DIVANTO

BRANDING 014

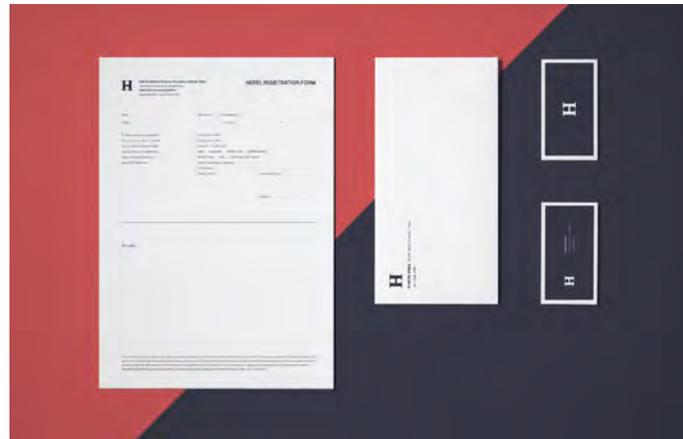
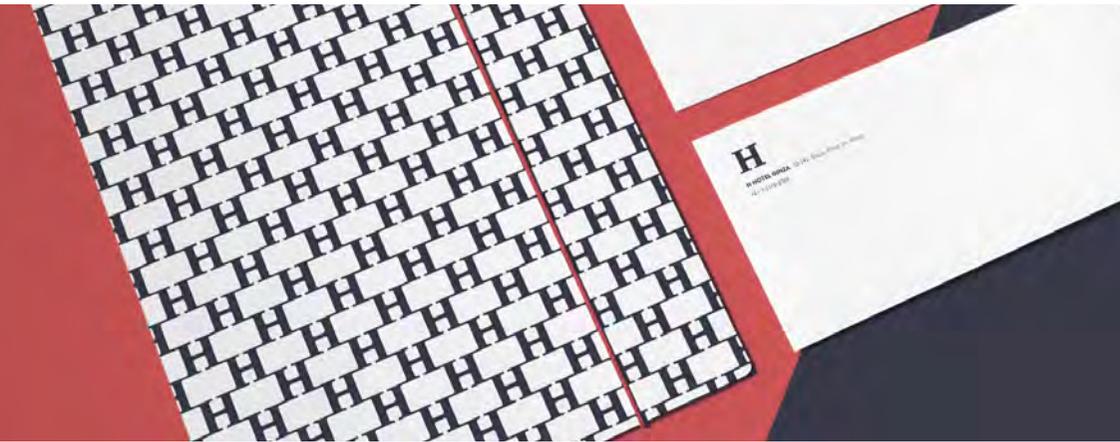






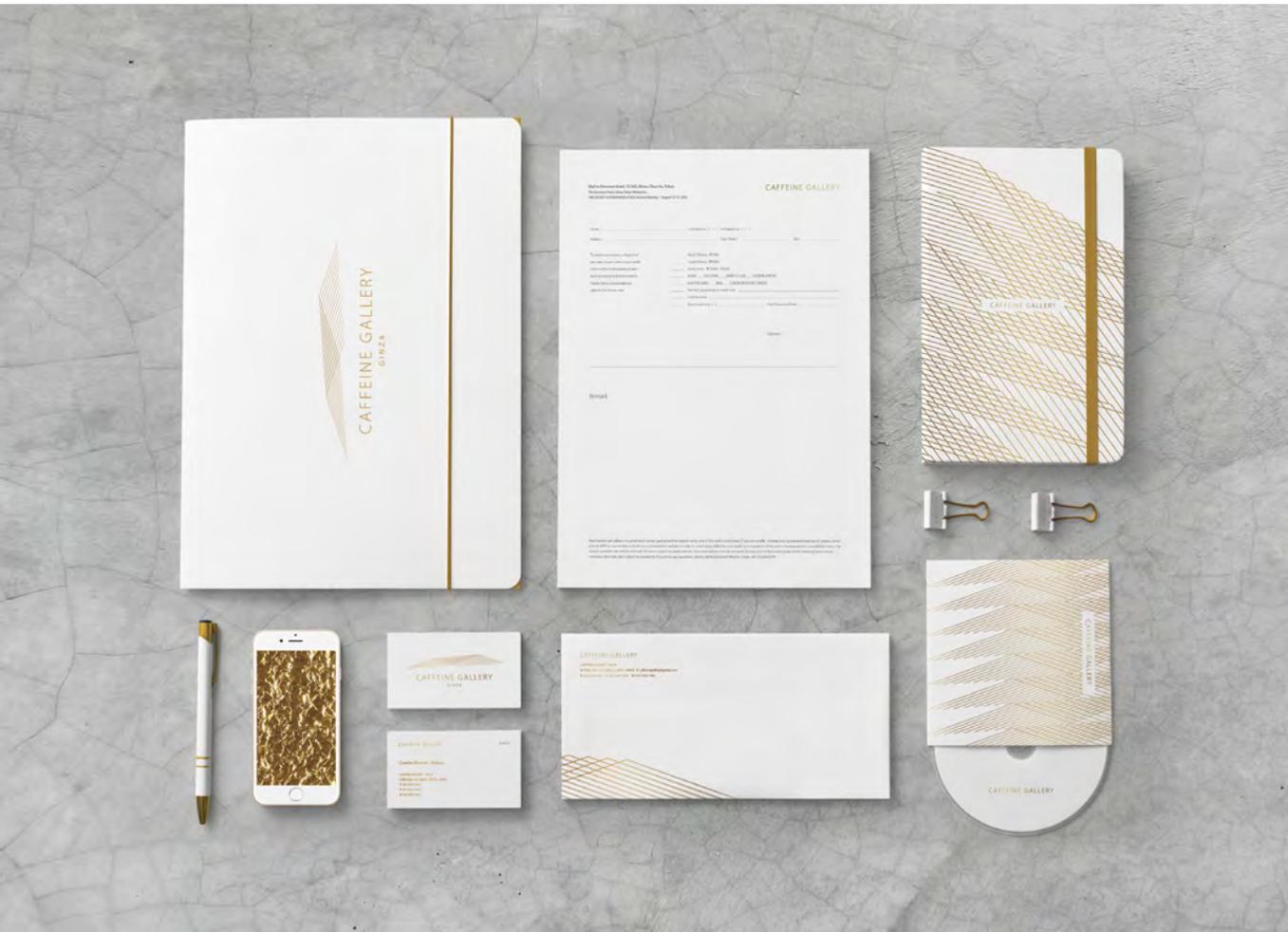


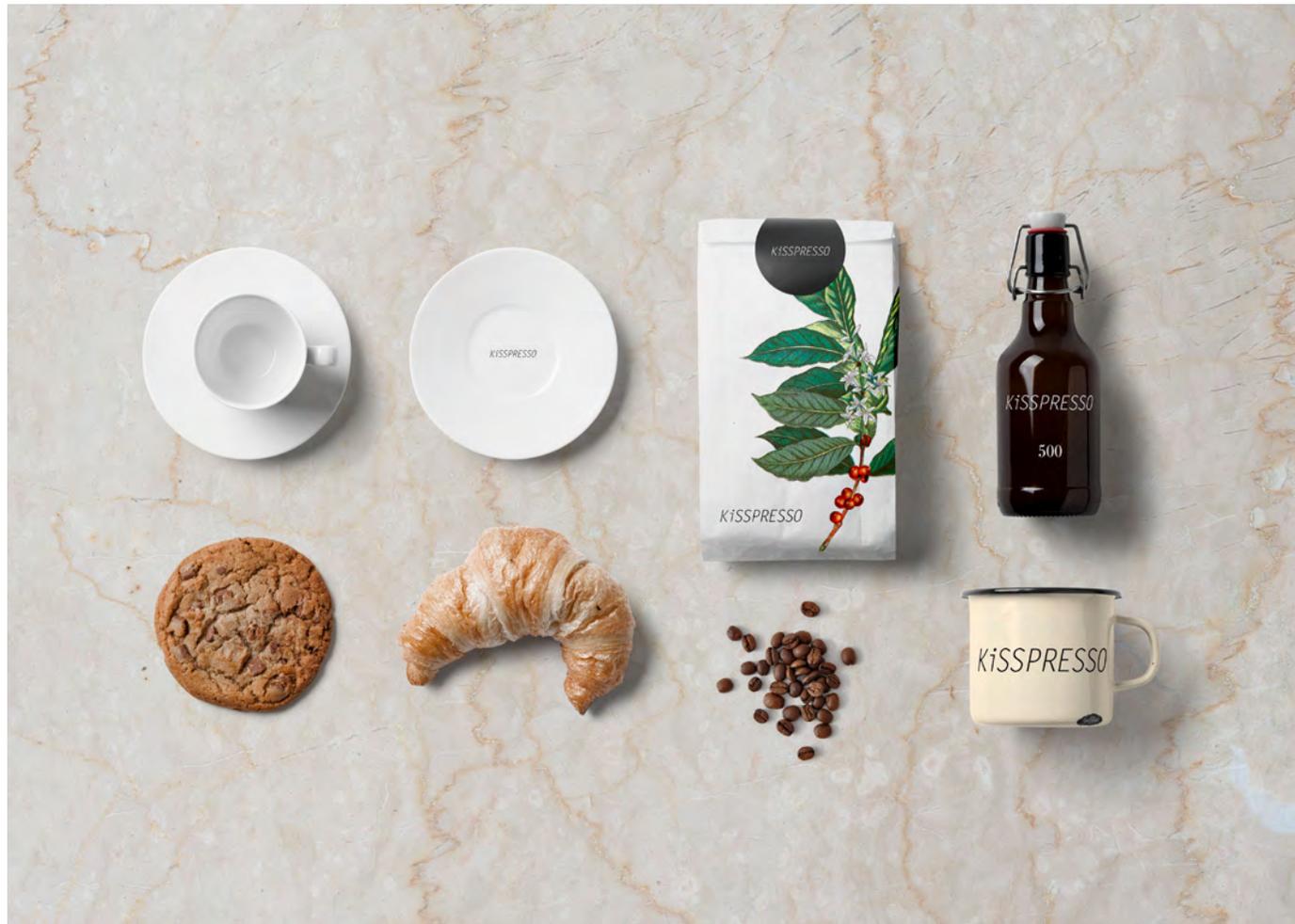
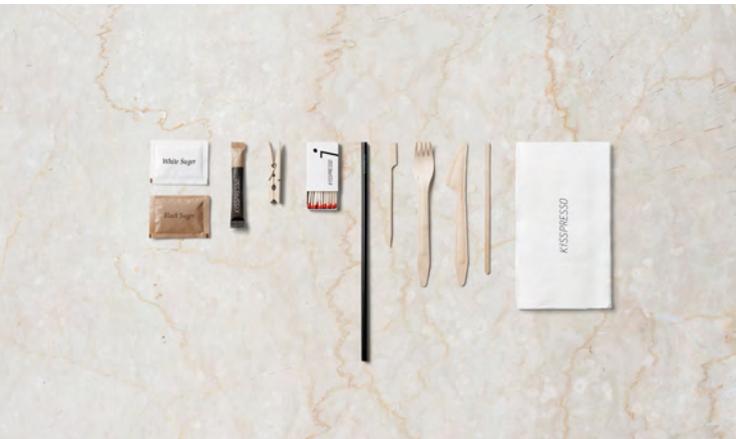




















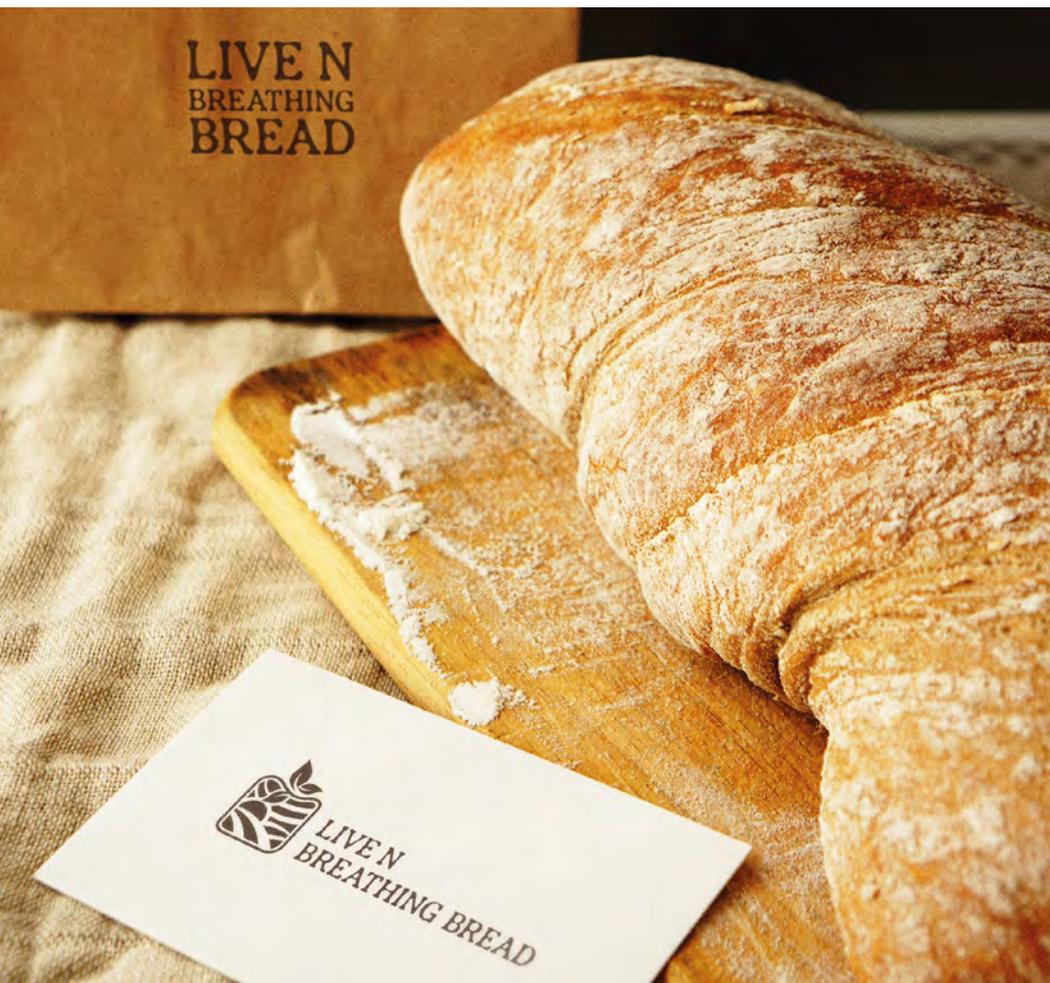


숨쉬는빵

LIVE N BREATHING BREAD

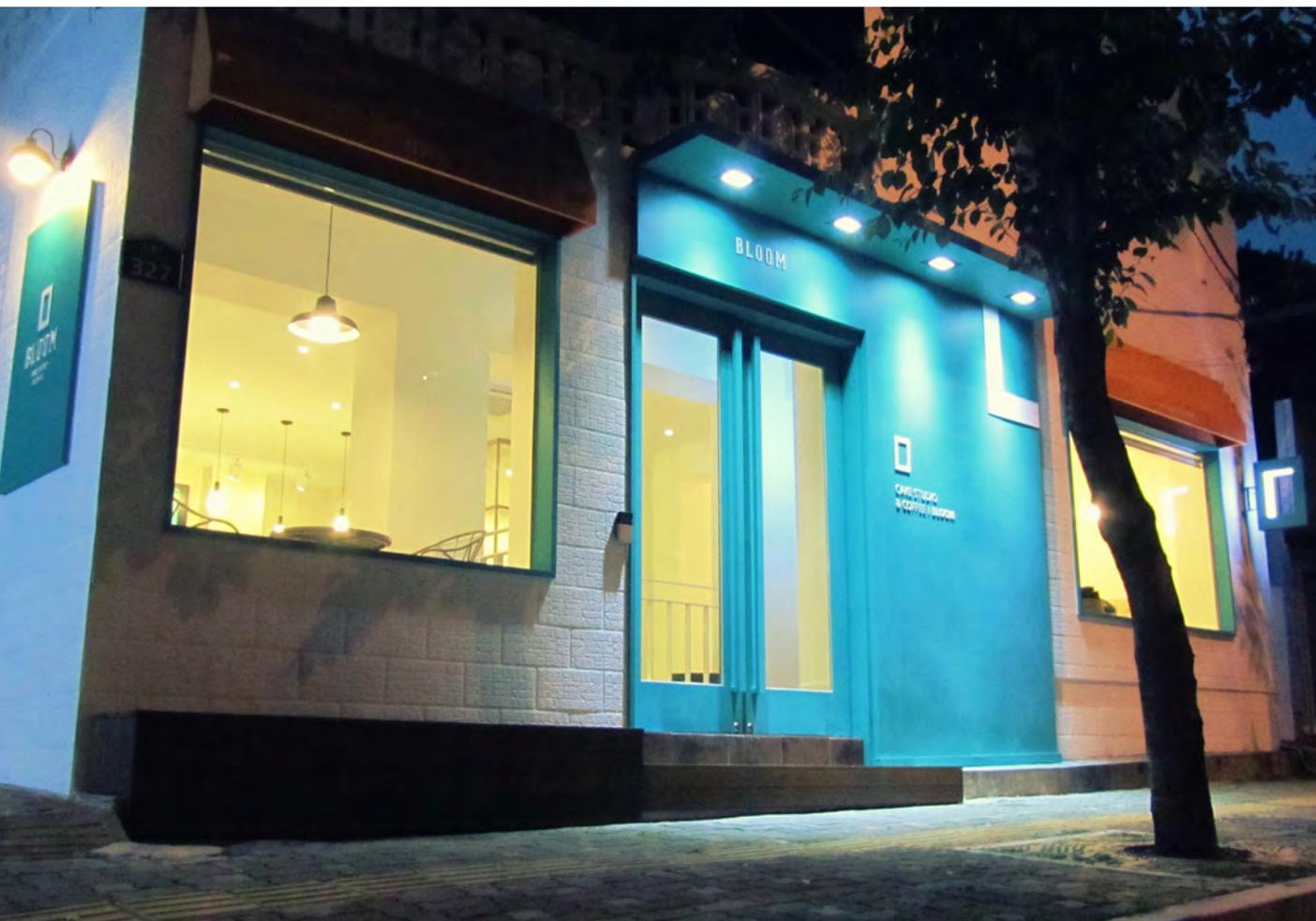
학사농장

BRANDING 029



케이크 스튜디오 블룸  
CAKE STUDIO BLOOM

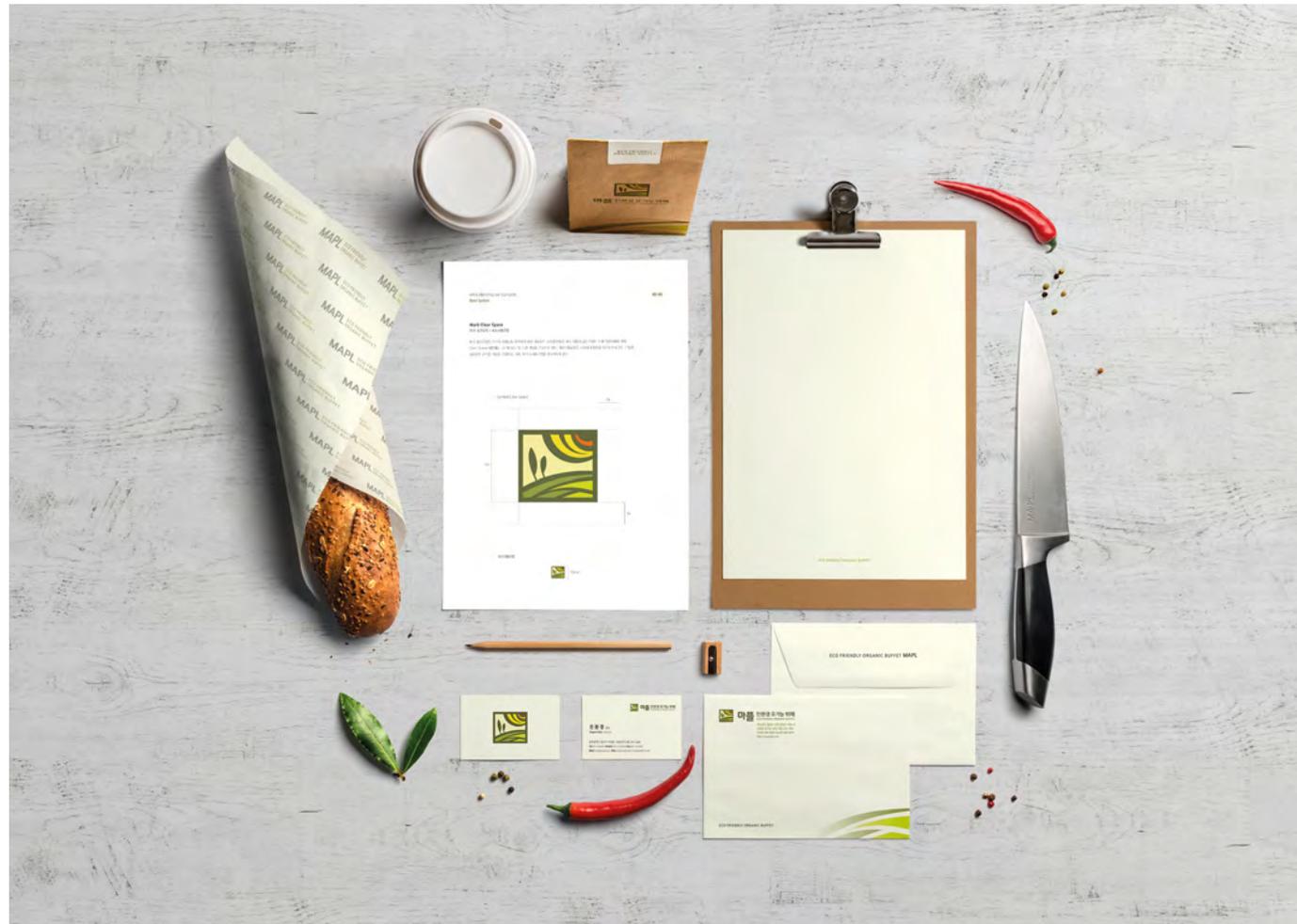
BRANDING 030



유기농 뷔페 마플  
ECO FRIENDLY ORGANIC BUFFET MAPL



학사농장



BRANDING 031





자연한입

아무진 군밤, 똑똑한 호두

동원 F&B

PACKAGING 034



해금송이  
대부도 포도마중

서울대학교 · SIFE

PACKAGING 035



홍인홍 진생  
HONGINHONG GINSENG

커피그루나루

PACKAGING 036





WORK

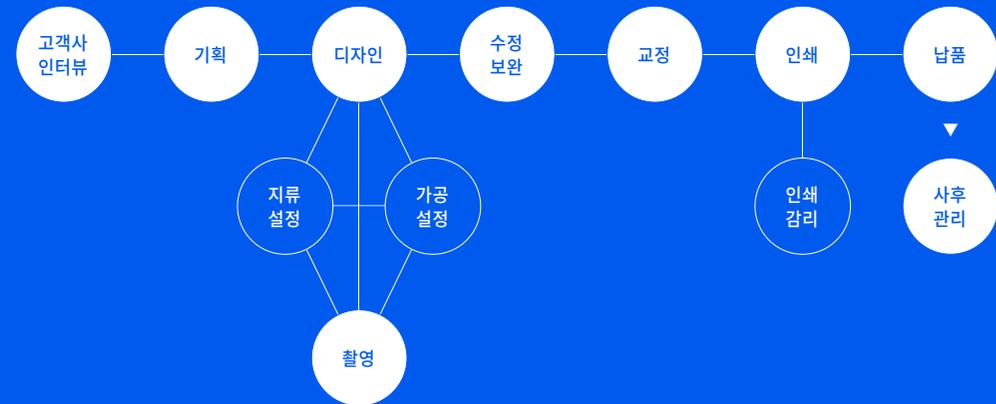
EDITORIAL DESIGN / PRINT MATTER

## Editorial Design 편집디자인

- Concept Development | 디자인 기획, 콘셉트 개발
- Brochure, In House Magazine | 기업 소개서
- Catalog, Leaflet, Look Book | 상품 안내서
- Annual Report | 연차보고서
- Corporate Document Template | 기업 서류 양식
- Magazine, Newspaper, Advertising | 월간지, 신문, 지면광고
- Poster, Flyer | 포스터, 전단
- Calendar | 달력
- Invitation, Envelope, Name Card | 초청장, 봉투, 명함
- Print Planning & Supervision | 인쇄 기획, 감리

## Process

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• 프로젝트의 규모에 따라서 일정은 상이 합니다

samwon

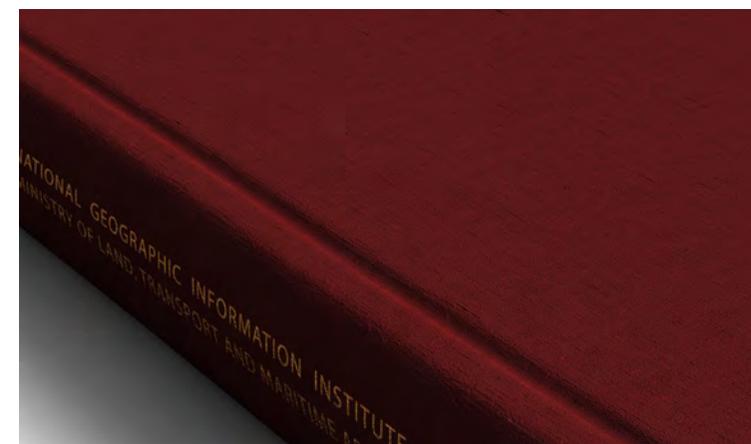
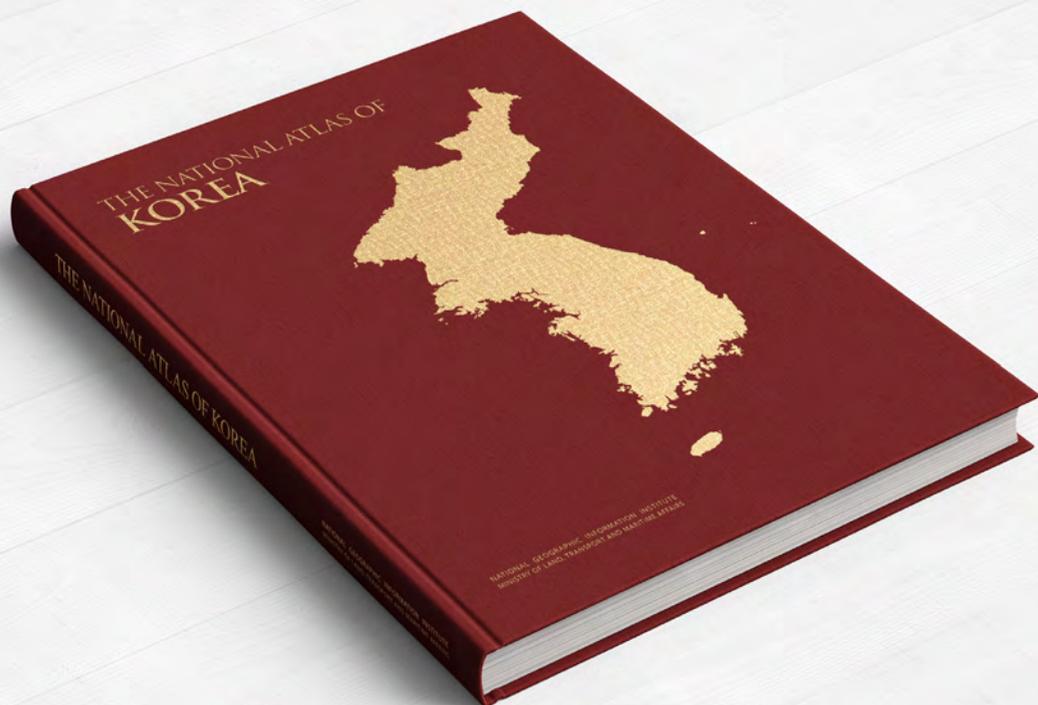
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THE NATIONAL ATLAS OF KOREA  
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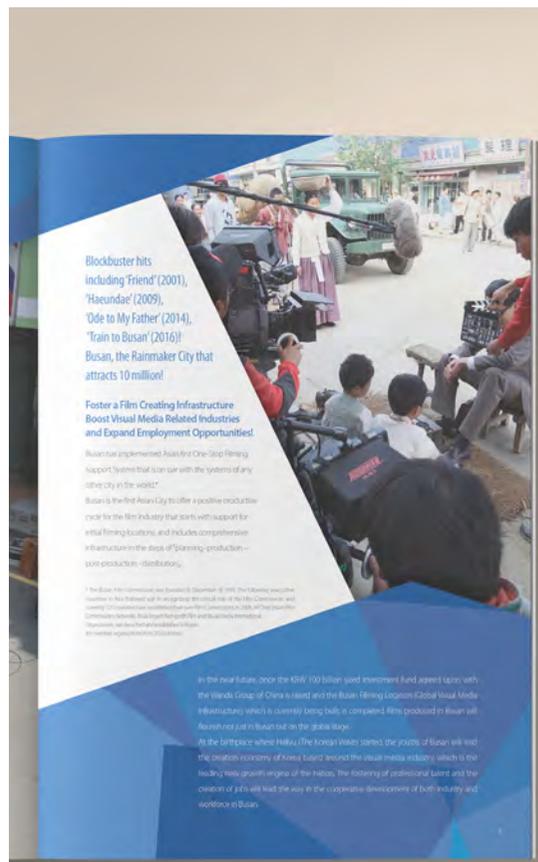
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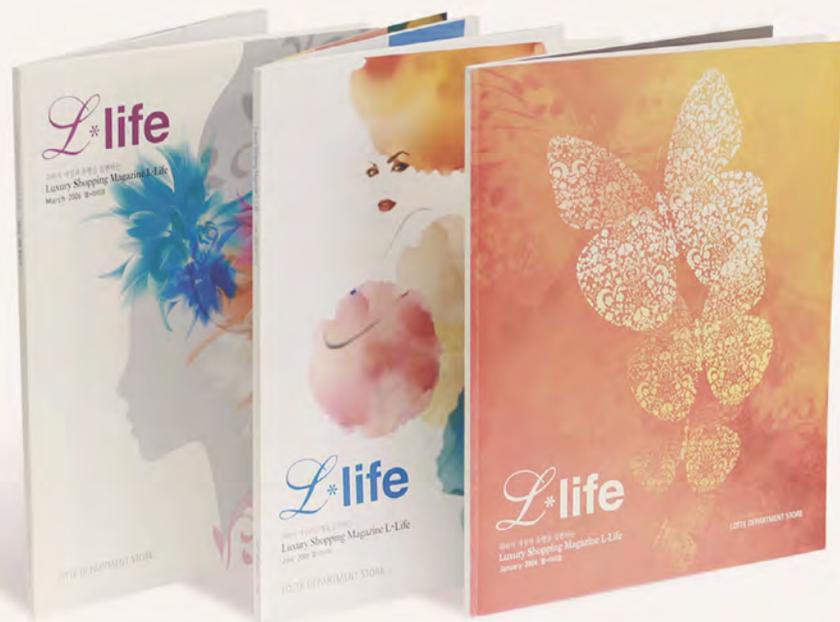




L LIFE MAGAZINE  
엘 라이프 매거진

롯데백화점

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BUSAN CENTUM CITY OPEN  
부산 센텀시티점 오픈 디자인



롯데백화점

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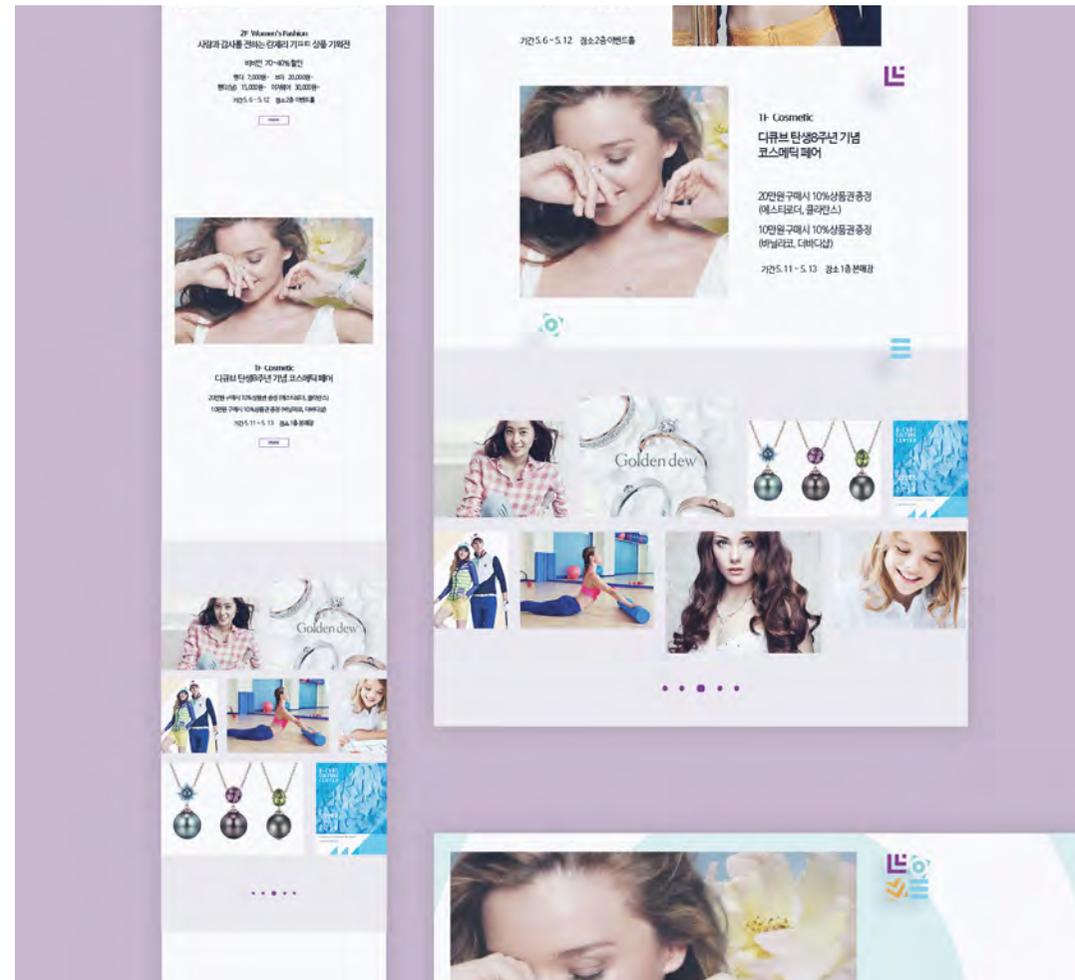
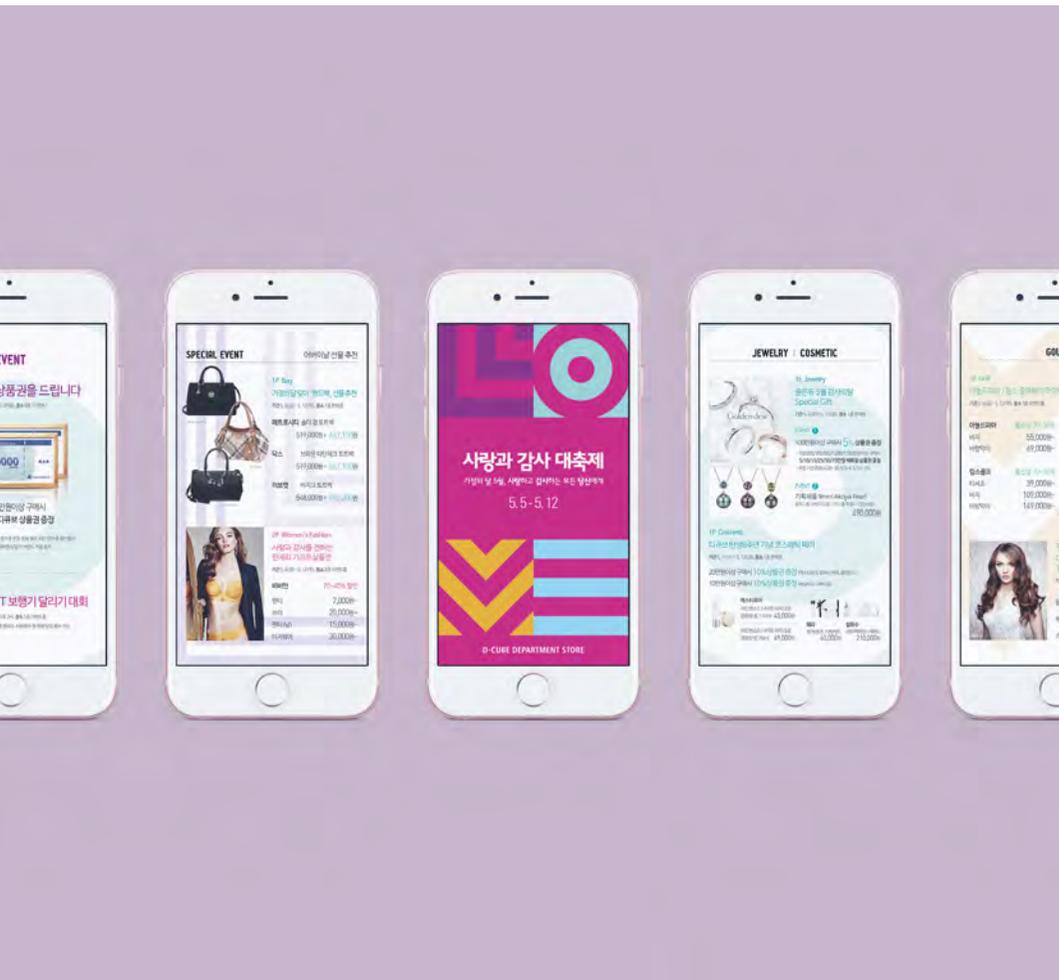


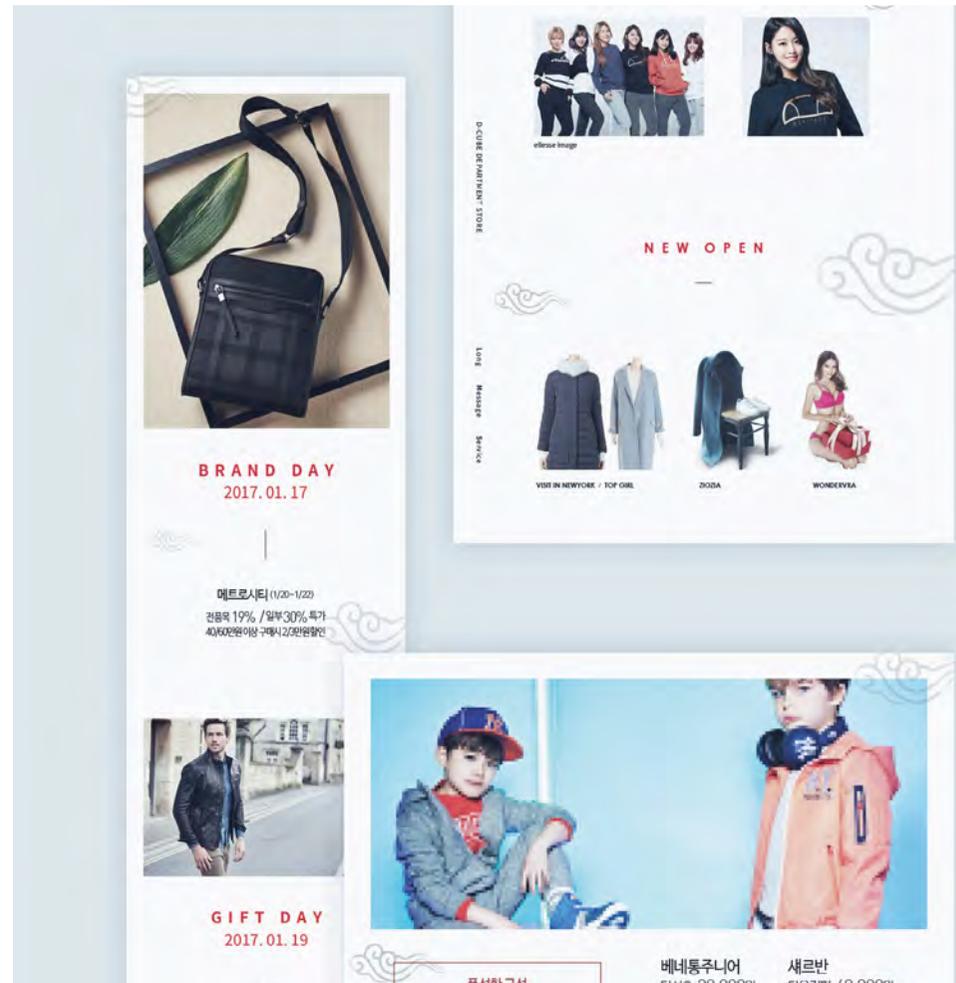
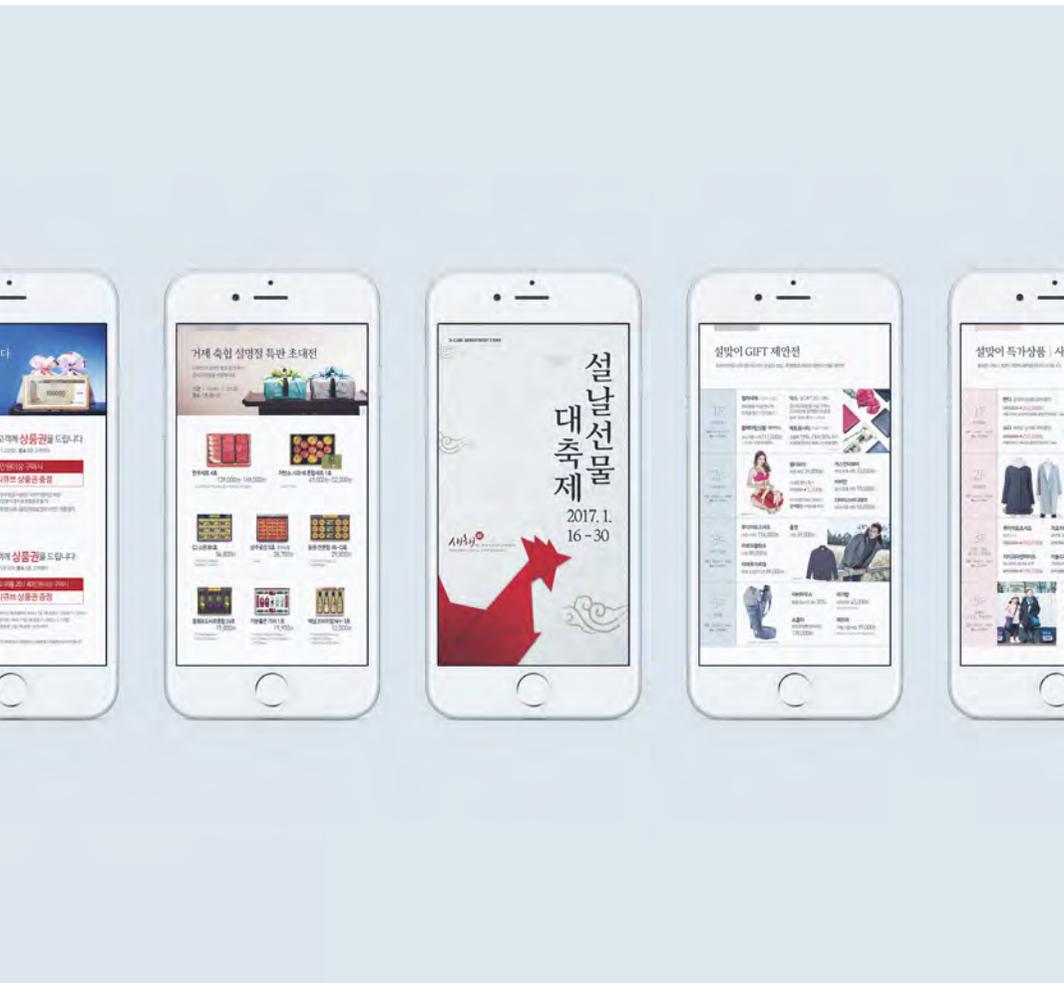


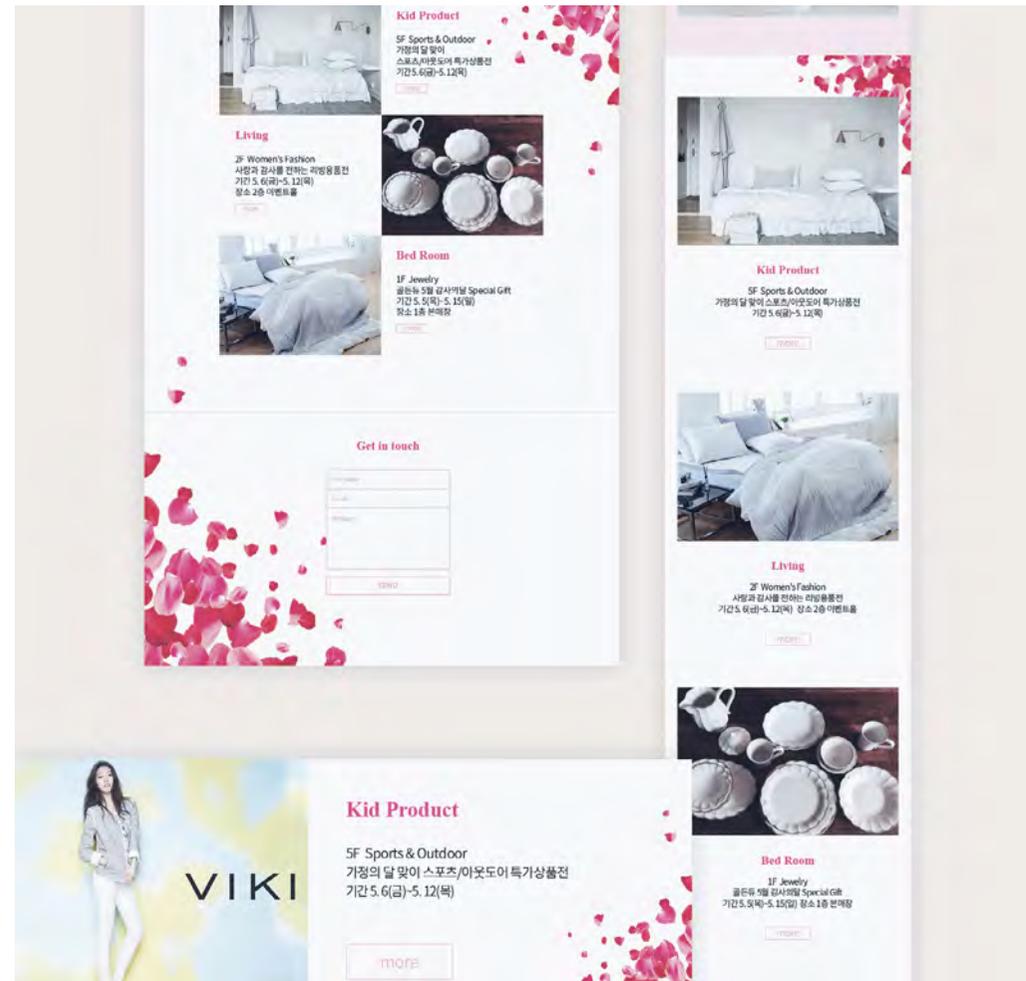
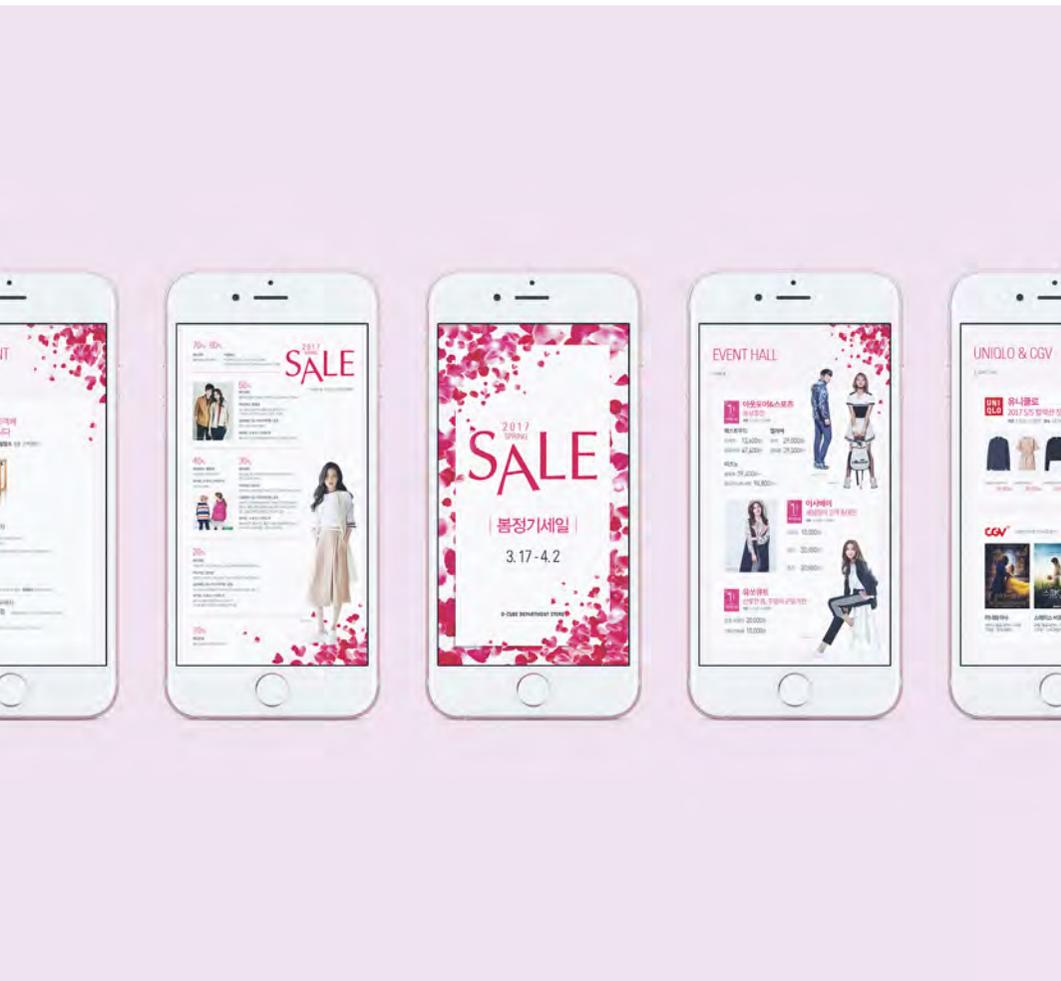


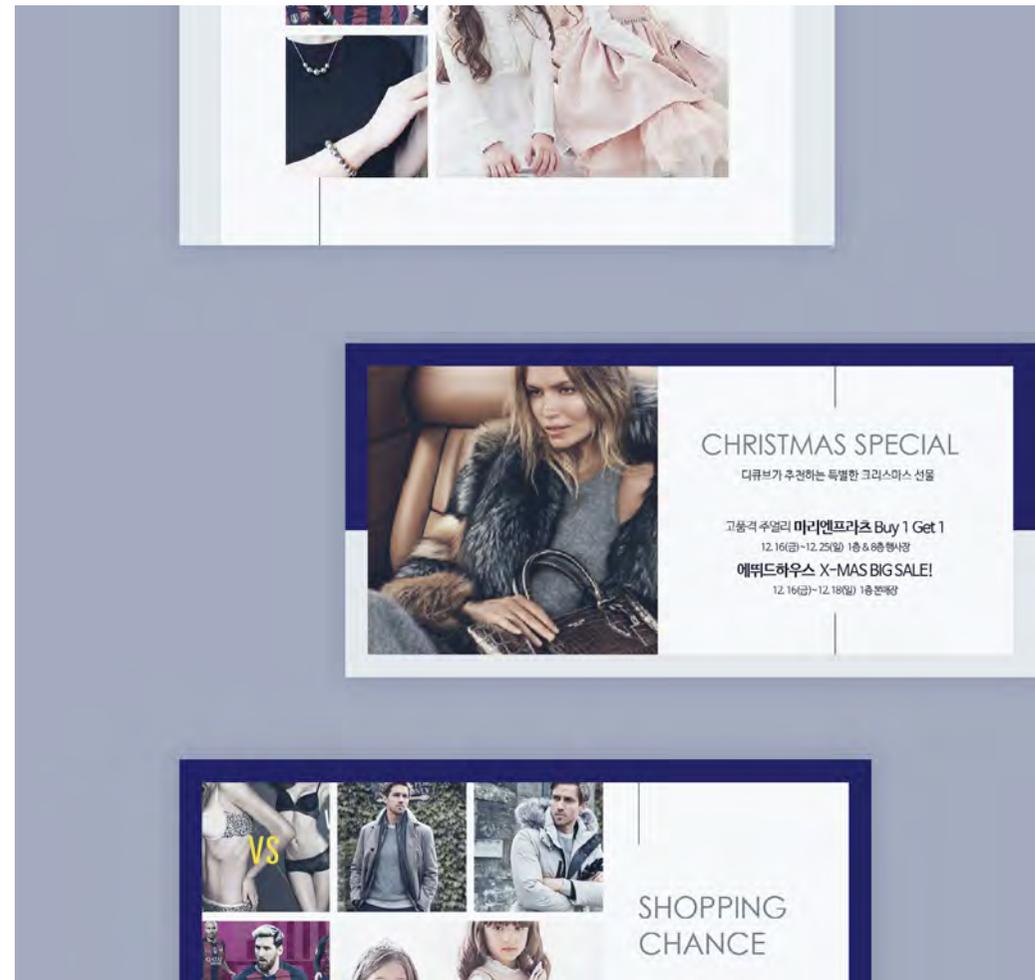
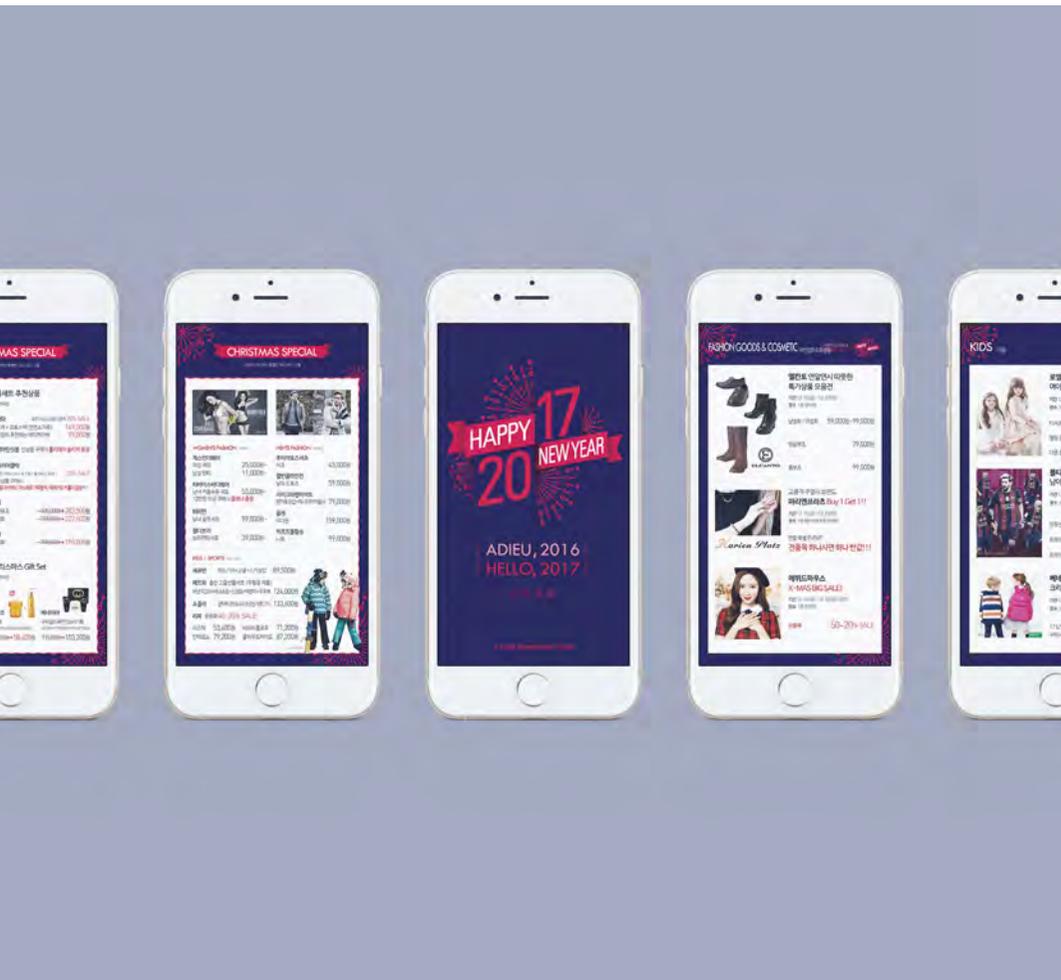








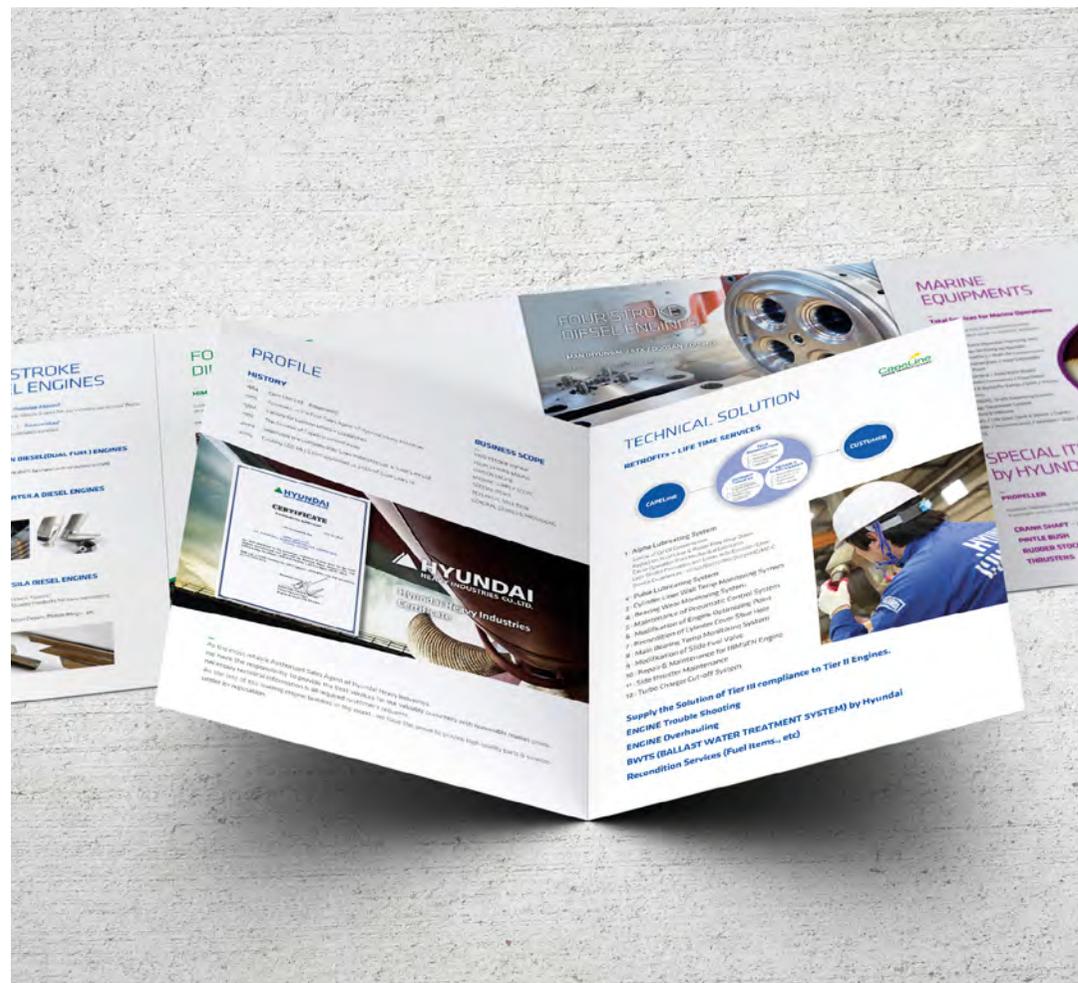
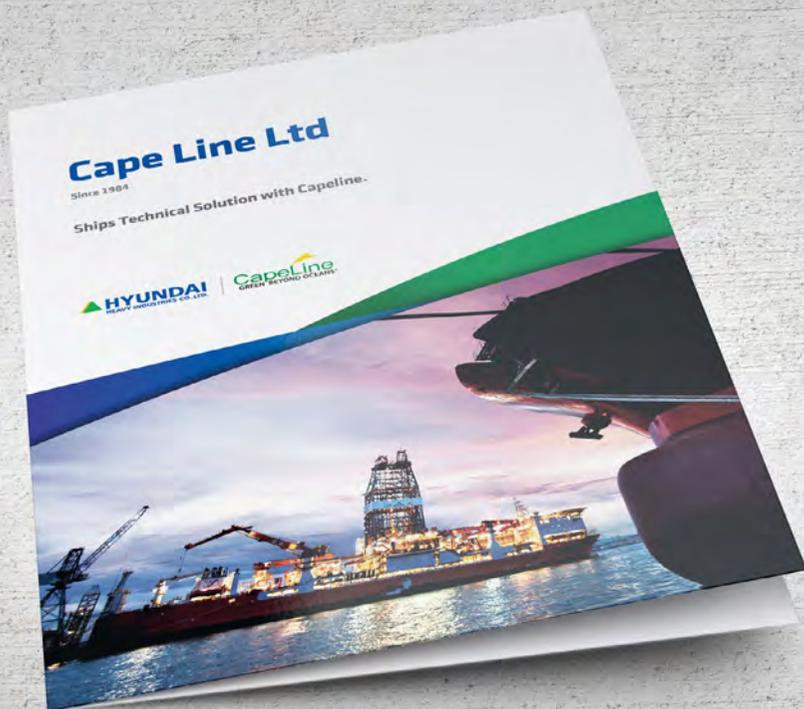














 PRAKTISKE OPPLYSNINGER

**Tid/sted**  
Se trainor.no for kursdatoer og steder.

**Pris**  
Se trainor.no.

**Påmeldingsfrist**  
Senest 10 virkedager før kursstart.

**Nærmer informasjon**  
Kontakt Christine Larsen eller Charlotte Gærdet på telefon 33 37 99 00 eller e-post [ordre@trainor.no](mailto:ordre@trainor.no).

**Avbestillingsvilkår**  
Frist for avbestilling er 10 virkedager før kurset starter. Avbestilling senere enn 10 virkedager før kurset starter belastes med 20% av kurs-avgiften. Avbestilling senere enn 5 virkedager før kurset starter belastes med 50% av avgiften.

**Ansvarsfraskrivelse**  
Vi fraskriver oss ansvar for kansellering av kurset grunnet «force majeure», og hendelser som kan oppstå på grunn av feiltolkning i forbindelse med kursgjennomføring.

**Bedriftsinterne kurs**  
Vi tilpasser kurs til din bedrift. Velg blant våre standardkurs, eller la våre erfarne instruktører skreddersy et kurs etter dine behov. Bedrifts-interne kurs sparer tid og gir økonomisk gevinst ved at flere medarbeidere er samlet til felles opplæring. Vi legger stor vekt på at innholdet er tilpasset din bedrift, slik at utbyttet blir optimalt.

**Ta kontakt med oss for tilbud og forelegg til gjennomføring**

 PRACTICAL INFORMATION

**Where / where?**  
Please check trainor.no for course dates and prices.

**Prices**  
Please check trainor.no.

**Registration**  
Please register for a course at least 10 working days before it is scheduled to begin.

**Further information**  
Please contact Christine Larsen or Charlotte Gærdet, t. +47 33 37 99 00 or e-mail [ordre@trainor.no](mailto:ordre@trainor.no).

**Cancellation**  
If you need to cancel course attendance, please do so at least 10 days prior to the course start. Cancellation less than 10 days before course start will be charged at 20% of the course fee. Cancellation less than 5 days before course start will be charged the full course fee.

**Disclaimer**  
We disclaim any responsibility for cancellations due to "force majeure", and events resulting from misinterpretation of information on course schedules.

**Internal company courses**  
We can offer courses specifically for your company. Choose from our range of standard courses, or allow our experienced instructors to tailor a course to your particular needs. Internal company courses save you time and cost by training a group of employees together. We place a great deal of effort into providing a course that meets your needs in the best possible way.

**To get help or to contact us for details and enquiries**

**IECEX COPC**  
Sertifisering av personell - Forberedende kurs

**IECEX COPC**  
Certificates of Personnel Competence - Preparatory courses

**KLASSEROMSKURS / CLASSROOM COURSES**  



**TRAINOR** 

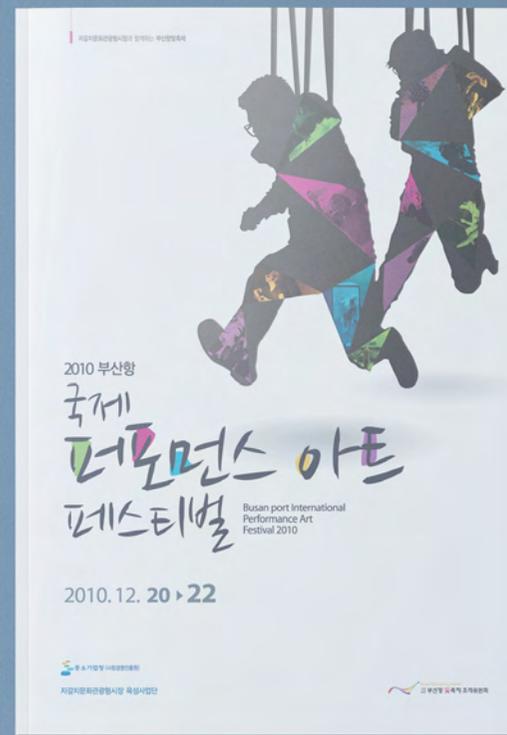
FESTIVAL PROMOTION

페스티벌 홍보 제작물

중소기업청

자갈치문화관광행사장 유성사업단, 부산항 빛 축제조직위원회

EDITORIAL DESIGN 061

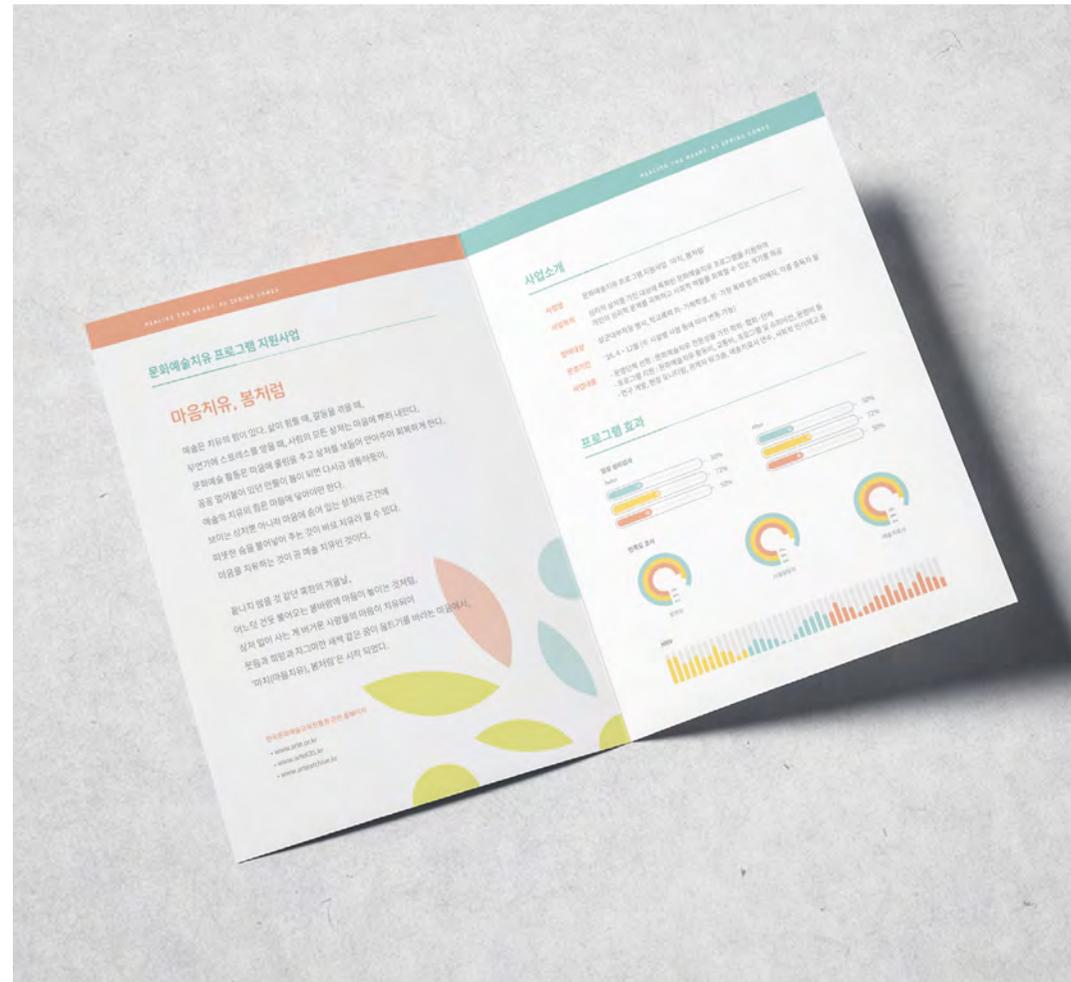


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시즌 카탈로그

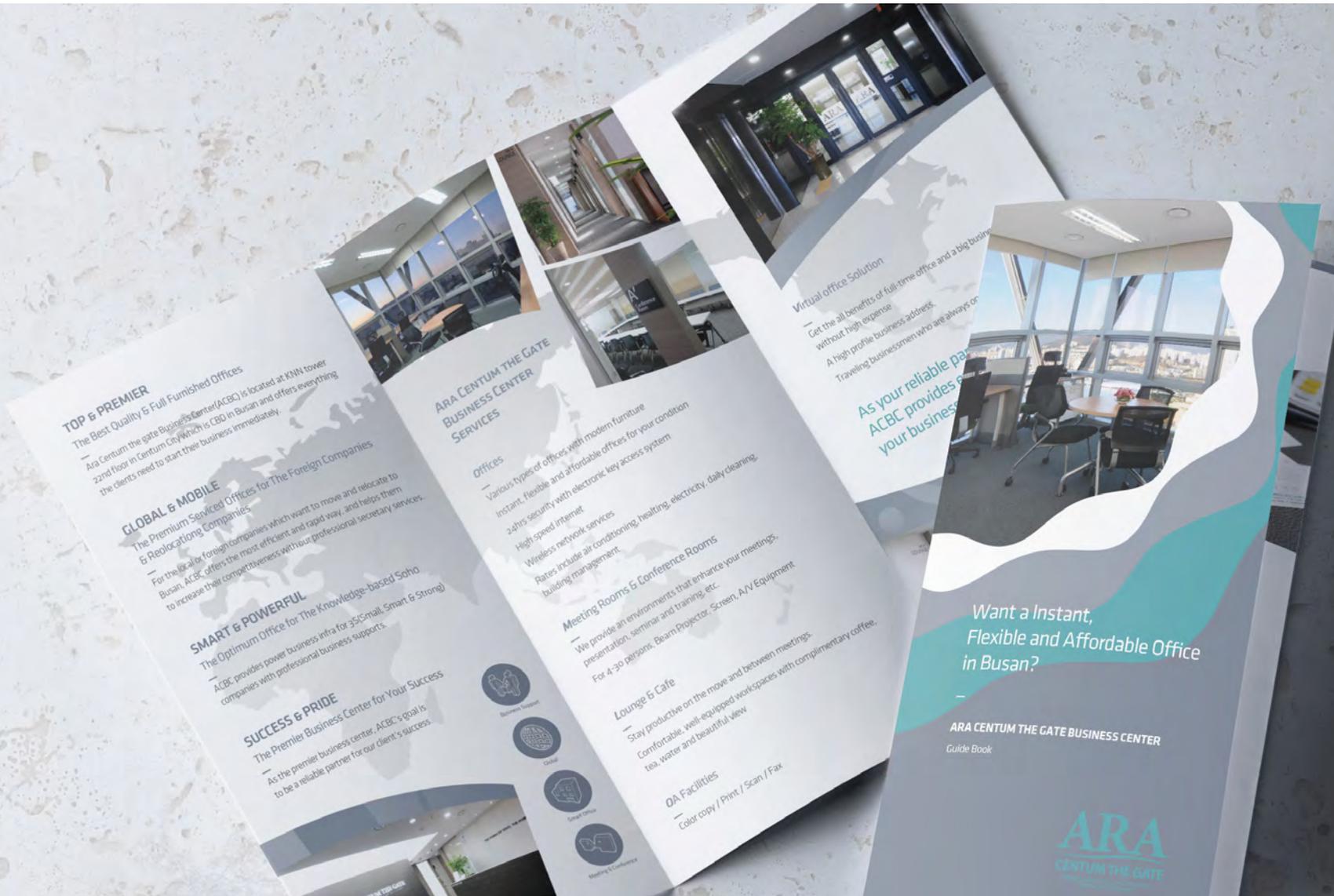
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— Ara Centum the gate Business Center(ACBC) is located at KNN tower 22nd floor in Centum City which is CBD in Busan and offers everything the clients need to start their business immediately.

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— For the local or foreign companies which want to move and relocate to Busan, ACBC offers the most efficient and rapid way, and helps them to increase their competitiveness with our professional secretary services.

**SMART & POWERFUL**  
The Optimum Office for The Knowledge-based Soho  
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**SUCCESS & PRIDE**  
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— As the premier business center, ACBC's goal is to be a reliable partner for our client's success.

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The position is certain that VR will be very hot and our industry of Korea. To meet the demand, a wealth of equipment is being developed in America and Korea. Also, there is a great opportunity for VR in the future. We will spare no effort to make this opportunity and make the association become a leading global organization in the world. We look forward to your interest and support. Thank you very much.

Korea VR-AR Industry Association Chairman, **Kyoungmin Yun**



395, Worldcup Square B&B Tower, 395 World Cup Park, Seongnam, Gyeonggi-do, Korea  
TEL: +82-31-200-1264-1, 200-1, FAX: +82-31-200-1270, Email: kovra@kovra.or.kr

**Subway**  
From the bus station across from Lotte, Lotte Digital Media City Station & Lotte Station (KTX, KTX, KTX) or "VR" exit of Lotte Station  
→ 10 minutes on bus from Lotte, Lotte Digital Media City Station (Oppong Station)  
→ 10 minutes on foot from Lotte, Lotte Digital Media City Station (Oppong Station) (Oppong Station)

**Bus**  
Korea Bus No. 171, 271, 476, 716, 717, 475, 703A, 703B, 703C, 715A, 715B, 716A, 716B, 716C, 716D, 716E, 716F, 716G, 716H, 716I, 716J, 716K, 716L, 716M, 716N, 716O, 716P, 716Q, 716R, 716S, 716T, 716U, 716V, 716W, 716X, 716Y, 716Z, 716AA, 716AB, 716AC, 716AD, 716AE, 716AF, 716AG, 716AH, 716AI, 716AJ, 716AK, 716AL, 716AM, 716AN, 716AO, 716AP, 716AQ, 716AR, 716AS, 716AT, 716AU, 716AV, 716AW, 716AX, 716AY, 716AZ, 716BA, 716BB, 716BC, 716BD, 716BE, 716BF, 716BG, 716BH, 716BI, 716BJ, 716BK, 716BL, 716BM, 716BN, 716BO, 716BP, 716BQ, 716BR, 716BS, 716BT, 716BU, 716BV, 716BW, 716BX, 716BY, 716BZ, 716CA, 716CB, 716CC, 716CD, 716CE, 716CF, 716CG, 716CH, 716CI, 716CJ, 716CK, 716CL, 716CM, 716CN, 716CO, 716CP, 716CQ, 716CR, 716CS, 716CT, 716CU, 716CV, 716CW, 716CX, 716CY, 716CZ, 716DA, 716DB, 716DC, 716DD, 716DE, 716DF, 716DG, 716DH, 716DI, 716DJ, 716DK, 716DL, 716DM, 716DN, 716DO, 716DP, 716DQ, 716DR, 716DS, 716DT, 716DU, 716DV, 716DW, 716DX, 716DY, 716DZ, 716EA, 716EB, 716EC, 716ED, 716EE, 716EF, 716EG, 716EH, 716EI, 716EJ, 716EK, 716EL, 716EM, 716EN, 716EO, 716EP, 716EQ, 716ER, 716ES, 716ET, 716EU, 716EV, 716EW, 716EX, 716EY, 716EZ, 716FA, 716FB, 716FC, 716FD, 716FE, 716FF, 716FG, 716FH, 716FI, 716FJ, 716FK, 716FL, 716FM, 716FN, 716FO, 716FP, 716FQ, 716FR, 716FS, 716FT, 716FU, 716FV, 716FW, 716FX, 716FY, 716FZ, 716GA, 716GB, 716GC, 716GD, 716GE, 716GF, 716GG, 716GH, 716GI, 716GJ, 716GK, 716GL, 716GM, 716GN, 716GO, 716GP, 716GQ, 716GR, 716GS, 716GT, 716GU, 716GV, 716GW, 716GX, 716GY, 716GZ, 716HA, 716HB, 716HC, 716HD, 716HE, 716HF, 716HG, 716HH, 716HI, 716HJ, 716HK, 716HL, 716HM, 716HN, 716HO, 716HP, 716HQ, 716HR, 716HS, 716HT, 716HU, 716HV, 716HW, 716HX, 716HY, 716HZ, 716IA, 716IB, 716IC, 716ID, 716IE, 716IF, 716IG, 716IH, 716II, 716IJ, 716IK, 716IL, 716IM, 716IN, 716IO, 716IP, 716IQ, 716IR, 716IS, 716IT, 716IU, 716IV, 716IW, 716IX, 716IY, 716IZ, 716JA, 716JB, 716JC, 716JD, 716JE, 716JF, 716JG, 716JH, 716JI, 716JJ, 716JK, 716JL, 716JM, 716JN, 716JO, 716JP, 716JQ, 716JR, 716JS, 716JT, 716JU, 716JV, 716JW, 716JX, 716JY, 716JZ, 716KA, 716KB, 716KC, 716KD, 716KE, 716KF, 716KG, 716KH, 716KI, 716KJ, 716KK, 716KL, 716KM, 716KN, 716KO, 716KP, 716KQ, 716KR, 716KS, 716KT, 716KU, 716KV, 716KW, 716KX, 716KY, 716KZ, 716LA, 716LB, 716LC, 716LD, 716LE, 716LF, 716LG, 716LH, 716LI, 716LJ, 716LK, 716LL, 716LM, 716LN, 716LO, 716LP, 716LQ, 716LR, 716LS, 716LT, 716LU, 716LV, 716LW, 716LX, 716LY, 716LZ, 716MA, 716MB, 716MC, 716MD, 716ME, 716MF, 716MG, 716MH, 716MI, 716MJ, 716MK, 716ML, 716MN, 716MO, 716MP, 716MQ, 716MR, 716MS, 716MT, 716MU, 716MV, 716MW, 716MX, 716MY, 716MZ, 716NA, 716NB, 716NC, 716ND, 716NE, 716NF, 716NG, 716NH, 716NI, 716NJ, 716NK, 716NL, 716NM, 716NN, 716NO, 716NP, 716NQ, 716NR, 716NS, 716NT, 716NU, 716NV, 716NW, 716NX, 716NY, 716NZ, 716OA, 716OB, 716OC, 716OD, 716OE, 716OF, 716OG, 716OH, 716OI, 716OJ, 716OK, 716OL, 716OM, 716ON, 716OO, 716OP, 716OQ, 716OR, 716OS, 716OT, 716OU, 716OV, 716OW, 716OX, 716OY, 716OZ, 716PA, 716PB, 716PC, 716PD, 716PE, 716PF, 716PG, 716PH, 716PI, 716PJ, 716PK, 716PL, 716PM, 716PN, 716PO, 716PP, 716PQ, 716PR, 716PS, 716PT, 716PU, 716PV, 716PW, 716PX, 716PY, 716PZ, 716QA, 716QB, 716QC, 716QD, 716QE, 716QF, 716QG, 716QH, 716QI, 716QJ, 716QK, 716QL, 716QM, 716QN, 716QO, 716QP, 716QQ, 716QR, 716QS, 716QT, 716QU, 716QV, 716QW, 716QX, 716QY, 716QZ, 716RA, 716RB, 716RC, 716RD, 716RE, 716RF, 716RG, 716RH, 716RI, 716RJ, 716RK, 716RL, 716RM, 716RN, 716RO, 716RP, 716RQ, 716RR, 716RS, 716RT, 716RU, 716RV, 716RW, 716RX, 716RY, 716RZ, 716SA, 716SB, 716SC, 716SD, 716SE, 716SF, 716SG, 716SH, 716SI, 716SJ, 716SK, 716SL, 716SM, 716SN, 716SO, 716SP, 716SQ, 716SR, 716SS, 716ST, 716SU, 716SV, 716SW, 716SX, 716SY, 716SZ, 716TA, 716TB, 716TC, 716TD, 716TE, 716TF, 716TG, 716TH, 716TI, 716TJ, 716TK, 716TL, 716TM, 716TN, 716TO, 716TP, 716TQ, 716TR, 716TS, 716TT, 716TU, 716TV, 716TW, 716TX, 716TY, 716TZ, 716UA, 716UB, 716UC, 716UD, 716UE, 716UF, 716UG, 716UH, 716UI, 716UJ, 716UK, 716UL, 716UM, 716UN, 716UO, 716UP, 716UQ, 716UR, 716US, 716UT, 716UU, 716UV, 716UW, 716UX, 716UY, 716UZ, 716VA, 716VB, 716VC, 716VD, 716VE, 716VF, 716VG, 716VH, 716VI, 716VJ, 716VK, 716VL, 716VM, 716VN, 716VO, 716VP, 716VQ, 716VR, 716VS, 716VT, 716VU, 716VV, 716VW, 716VX, 716VY, 716VZ, 716WA, 716WB, 716WC, 716WD, 716WE, 716WF, 716WG, 716WH, 716WI, 716WJ, 716WK, 716WL, 716WM, 716WN, 716WO, 716WP, 716WQ, 716WR, 716WS, 716WT, 716WU, 716WV, 716WW, 716WX, 716WY, 716WZ, 716XA, 716XB, 716XC, 716XD, 716XE, 716XF, 716XG, 716XH, 716XI, 716XJ, 716XK, 716XL, 716XM, 716XN, 716XO, 716XP, 716XQ, 716XR, 716XS, 716XT, 716XU, 716XV, 716XW, 716XX, 716XY, 716XZ, 716YA, 716YB, 716YC, 716YD, 716YE, 716YF, 716YG, 716YH, 716YI, 716YJ, 716YK, 716YL, 716YM, 716YN, 716YO, 716YP, 716YQ, 716YR, 716YS, 716YT, 716YU, 716YV, 716YW, 716YX, 716YY, 716YZ, 716ZA, 716ZB, 716ZC, 716ZD, 716ZE, 716ZF, 716ZG, 716ZH, 716ZI, 716ZJ, 716ZK, 716ZL, 716ZM, 716ZN, 716ZO, 716ZP, 716ZQ, 716ZR, 716ZS, 716ZT, 716ZU, 716ZV, 716ZW, 716ZX, 716ZY, 716ZZ

**Online**

KoVRA Website: [www.kovra.or.kr](http://www.kovra.or.kr)  
 Facebook: [kovraofficial](https://www.facebook.com/kovraofficial)  
 Instagram: [kovraofficial](https://www.instagram.com/kovraofficial)  
 YouTube: [kovraofficial](https://www.youtube.com/kovraofficial)  
 Weibo: [kovraofficial](https://www.weibo.com/kovraofficial)

**For Information exchange and investment**

**Project Purpose**

- Information Exchange
- One-stop Service
- Investment Opportunities

**Major Contents**

- Conference / Forum / Seminar
- Job Matching Event

**VR-AR Research Control Tower** Our Business

**▶ Research Assignment**

Technical and policy research for VR-AR industry revitalization

**Project Purpose**

- Securing Competitiveness
- Creation of High Value Added
- Industry Sustainability

**Major Contents**

- Challenge / Elemental Technology
- Policy Research

**▶ Legal System Improvement**

Research on the improvement of legal systems related to the VR-AR industry

**Project Purpose**

- Obstacle Settlement
- Legal System Improvement

**Major Contents**

- Laws and Regulations
- Policy Research

**▶ VR-AR Standardization / Certification**

VR-AR guideline standardization / certification

**Project Purpose**

- Leading the Global Market
- Securing Global Competitiveness

**Major Contents**

- Guideline
- Certification / Standardization



**Member's activities**

- Providing consultation to applicants in international cooperation of VR-AR technologies and supporting related activities
- Participation of Korea VR-AR Industry Association members exhibitions in overseas exhibitions
- Advancement into foreign markets such as China, Japan, Europe, and Mexico
- The promotion of member companies through overseas exhibitions
- Support for marketing of member products, contents, and services
- Support for member personnel recruitment

**Center of VR-AR Business** Our Business

**▶ Global Events** Global VR-AR Theme Park events at Sangam DMC

**Project Purpose**

- Hold global events of state-of-the-art VR-AR technologies at Sangam DMC
- Make DMC a "VR-AR Global Center" and "Strategic center" for events
- Maximize synergistic effects through diverse companies in the VR-AR industry
- Domestically Korea as the leader of the global VR-AR market and VR-AR ecosystem

**Major Contents**

- VR Theme Park
- Conference
- Seminar Forum
- Global Contest
- Job Matching

**▶ VR-AR Industry Promotion**

**Project Purpose**

- VR-AR Infrastructure Formation
- Support Promotion
- VR-AR Industry Integration

**Major Contents**

- Collecting Feedback
- Free Test Room
- Permanent Exhibition Hall
- Developing Community Programs
- Certification / Standardization

**Support for Membership** Benefits for Membership

- Information on the VR-AR market, technical trends, statistical data, white papers, etc.
- Opportunities to participate in various events and to attending the membership day, etc.
- Support for VR-AR businesses to expand their sales under domestic regions
- Opportunities to connect to VR-AR companies, VC, and investors
- Opportunities to participate in handling the acquisition capital, V&A and financing events
- Collect feedback on challenges in the VR-AR industry and recommend policies
- Support for promotion and marketing of major VR-AR products and technologies
- Guidelines of the funding process between the financing policy and VR-AR companies
- Networking between operators in the Korea of France and U.S., JPA, and JEP

**Registration (Joining) Procedures**

To become a member of Korea VR-AR Industry Association, you may follow the directions below

STEP 01. Application  
STEP 02. Registration  
STEP 03. Board of directors

**STEP 01. Application**

Prepare the application form and other required documents from where the registration fee is received (separate fee)

**Required Documents**

- Application for registration - 10 Memberships form - 10 Company profile & history of business registration certificate - 10 Company legal head
- Fee: 100,000 KRW (including the registration fee, the registration and membership fee) or 100,000 KRW (for 10 members)
- The application form is applied to the board of directors meeting by 10th of the month (or 10th of the month)

**STEP 02. Registration**

After an application form is submitted, the registration is approved through internal deliberation (the result is notified)

Once the registration is approved, information on the bank account for payment is provided

The membership fee shall be paid within 10 days after the information on the bank account is notified. After the fee is paid, the registration is approved. The membership fee is not refundable. The membership fee is not refundable. The membership fee is not refundable.

**Support for Membership** Details

Policy development and proposals to the government based on collected

**VR-AR Cutting-Edge Academy** Our Business

**▶ Training of Talented VR-AR Human Resources**

VR-AR education, expert re-training, instructor education

**Project Purpose**

- Advanced Education
- Expert Training

**Major Contents**

- Online Education
- Online Education
- Re-training Program
- Instructor Education

**Private License**

Certificates of technicians and skills related to VR-AR production, software, hardware, etc.

**Project Purpose**

- Expert Certification

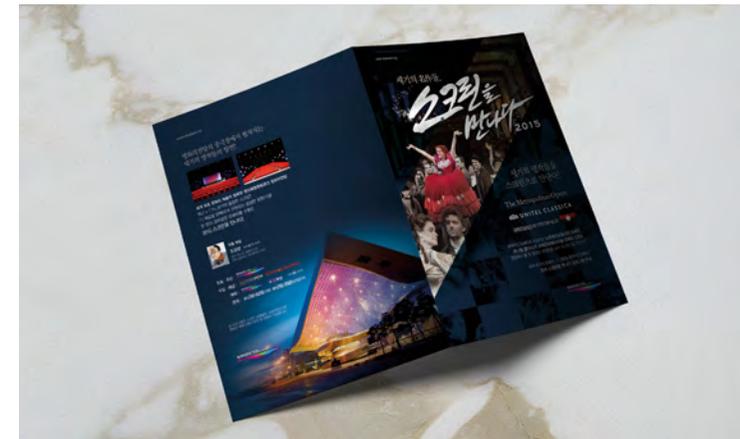
**Introduction**

This is CI of Korea VR-AR Industry Association.

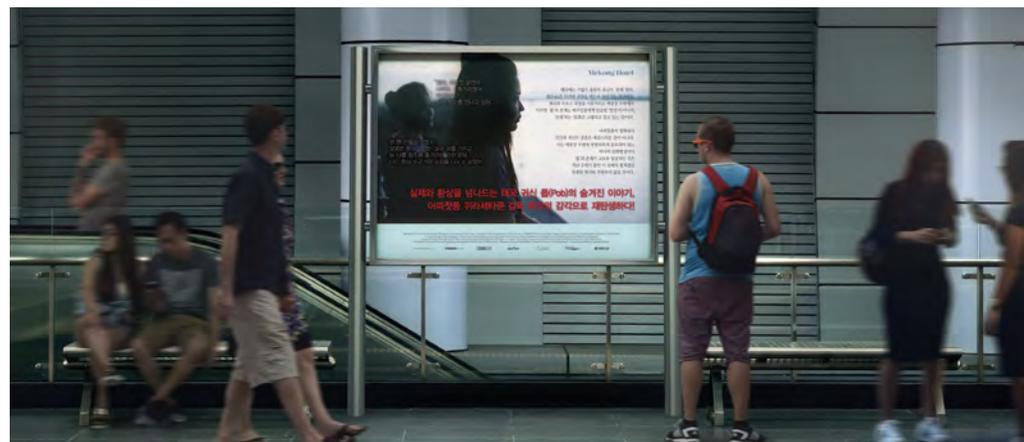


WORK

MOVIE PROMOTION

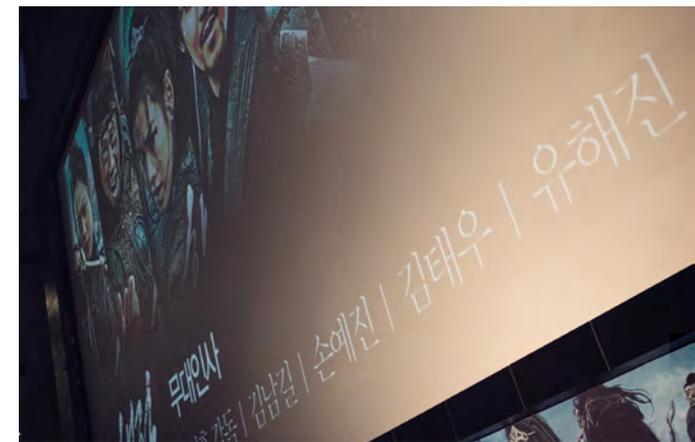


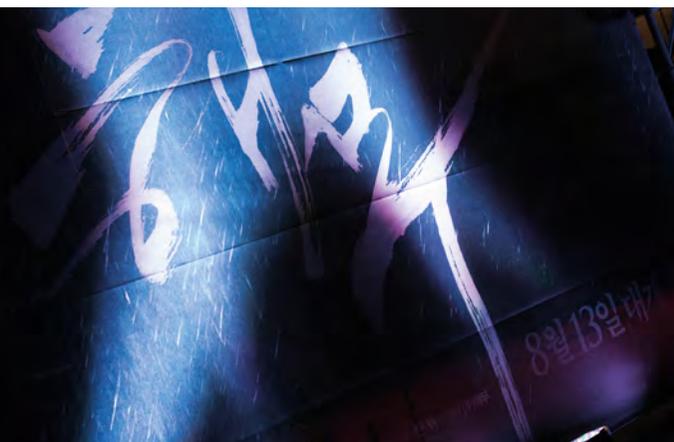








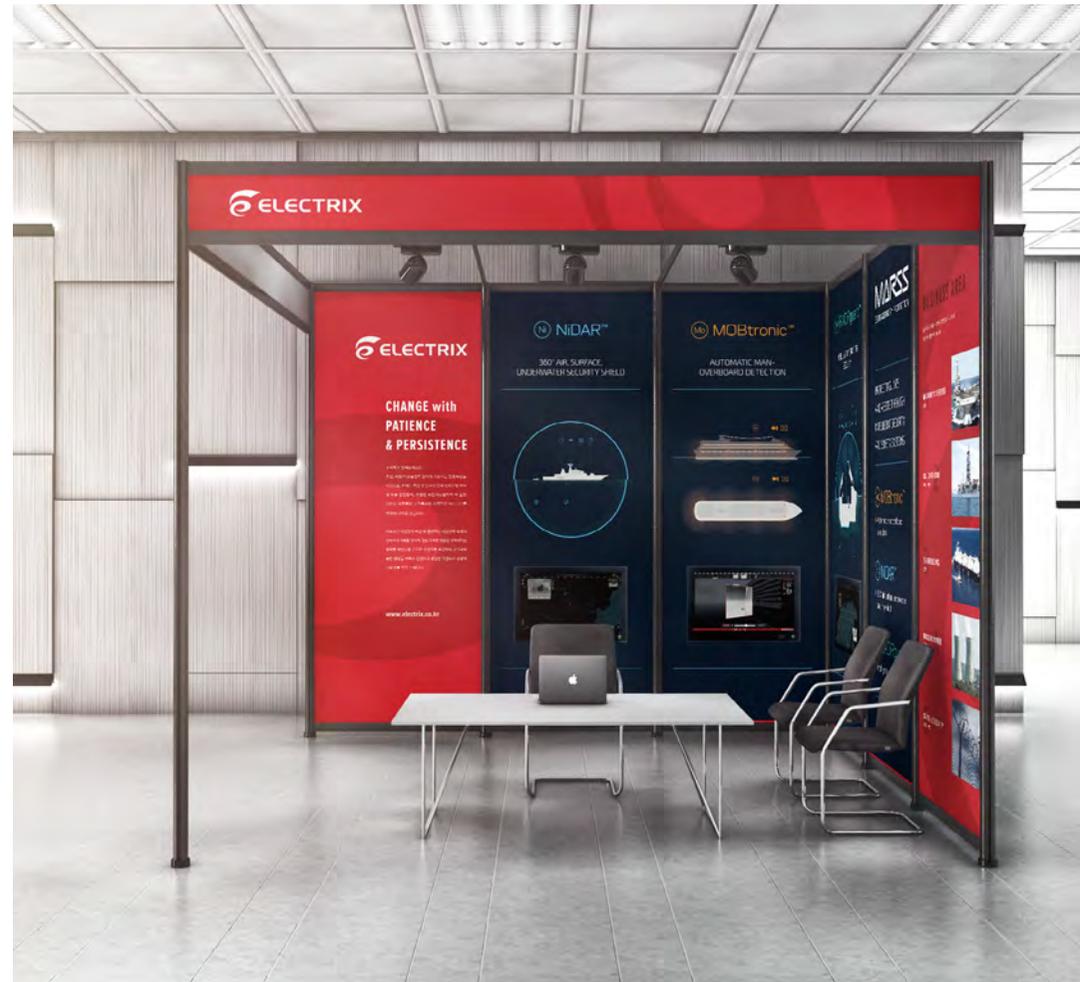




WORK

EXHIBITION







## Oversight 사후관리

우리는 고객사의 발전과 더 큰 무대의 진출을 위해 '사후관리 시스템'을 도입하고 있습니다.

### 1. 데이터 보안 시스템

완료된 데이터는 물론 수행 중 수집된 리서치 자료와 디자인 시안들 그리고 고객사가 제공했던 모든 데이터들은 엄격한 보안 시스템을 통해 영구적으로 관리, 보관되고 있습니다.

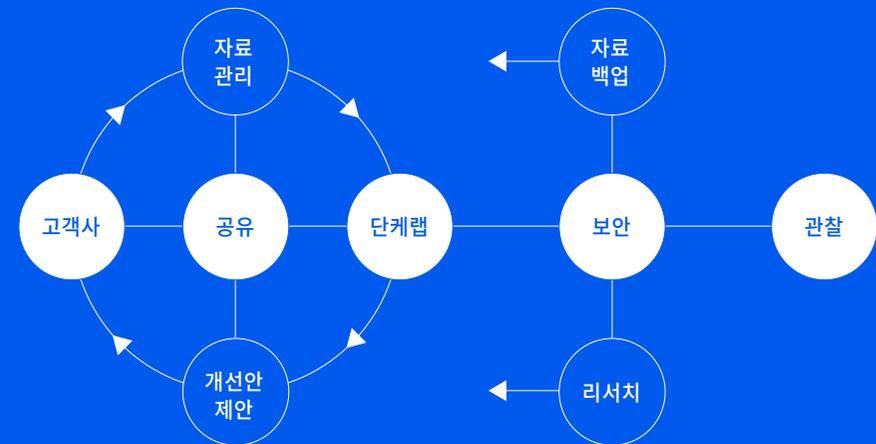
### 2. 인 하우스 in house 시스템

프로젝트 실행에 앞서 가장 중요한 것은 '고객사를 이해'하는 것입니다. 고객사의 시장과 경쟁사 그외 다양한 정보를 숙지하고 트렌드 변화에 따른 리뉴얼은 물론 다양한 문제들을 실시간으로 대응이 가능토록 아이디어를 공유하고 실행이 가능한 고객사의 사내 디자인팀이 되어 드리겠습니다.

### 3. 긴급대응 시스템

우리는 지금까지 과제를 수행하면서 고객사의 긴급상황을 수없이 마주하여 왔습니다. 단기간 실행 과제, 심야시간 긴급 과제 등 기타 다양한 문제를 함께 고민하고 해결 가능토록 최선을 다하겠습니다.

## Process



DANKE = THANK YOU = 감사합니다

**DANKE LAB**

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