ARpedia

Read the Real World

ARpedia extends your reading experience beyond the pages.

woongjin · think big

ARpedia brings a new reading & learning experience using various technologies

At ARpedia, paper book interacts with Augmented Reality(AR) and various technology such as 2D & 3D graphics, animations for a completely new reading experience!

A new way to meet AR!

- AR contents appear on your tablet
- No need to keep holding heavy devices
- Spotty 1.0 guides your reading

An active way to read!

- Digital contents are integrated in the paper book
- By recognizing 'objects' in the paper books, various effects appear automatically on the screen

A fun way to learn!

- Reading meets hands-on activities
- Paper markers act as tools to facilitate various interactive contents
- Can be used as diverse educational contents

Paper book 📖

Cons

- Short attention span
- Get bored easily

Pros

- Enhance brain work
- Tactile sense effect
- Readability

Digital book 📱

Pros

- Use multiple sense
- Longer attention span

Cons

- Screen time
- Digital Addiction

Why not combining those two?

Key Functions and Differentiations

Paper marker effect

Space

- Images are more than just a form of display
- The paper markers add extra effects into the story

Sound Recognition

Robot

- Sound recognition function allows children to give commands to the robot
- Simple triggers such as dancing, singing, carrying can be recognized and displayed on the screen

Key Functions and Differentiations

3D Effect

Dinosaurs

- ARpedia offers a variety of 3D effects to readers to enjoy the contents of encyclopedias in vivid 3D

Reader's participation

Weather

- ARpedia includes participatory contents that promote role playing of the reader based on the contents

Key Functions and Differentiations

Multi marker effect

Music

- Each marker with multiple functions, act as a learning tool that provides sound and visual effects synched with the tablet

Storytelling marker effect

Robot

- Moving the markers in various directions and angles triggers voice guides that react in different situations
- This offers fun and creative ways to learn contents in the book

Introduction to products

Into the Community

Jobs & Occupation

4~7 Year-old

5 books

Into the Curiosity Q

Encyclopedia

5~9 Year-old

10 books

AR Science lab

Science

8~13 Year-old

8 books & 4 lab notes
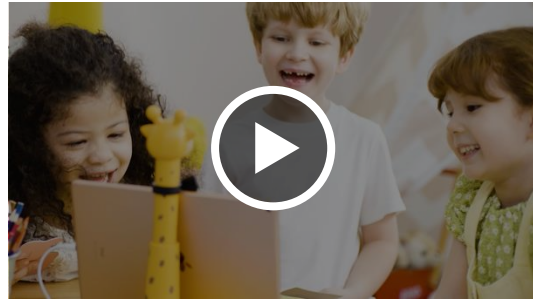
Learn about your community!

Into the
Community

Through various stories and interactive educational activities,
readers learn about the different service workers
in the community and the jobs they perform.

5 Key Topics | 4~7 Year-old

The realistic exploration of universal knowledge

Into the
Curiosity

Through encountering vivid virtual experiences,

the reader can enjoy learning a variety of universal knowledge.

10 Key Topics | 5~9 Year-old

130 science laboratory experiments through AR

SCIENCE

Experience important scientific concepts in your own
science laboratory through AR (Augmented Reality)

8 Key Topics | 8~13 Year-old

Learn English Language More Lively With AR Role Play Activities!

Released on Dec 2022

AR Words + **AR Grammar** + **AR Reading** + **AR Phonics**

AR Words

- Through Role Play Activities, Children will learn new words in more lively and engaging way.
- User centered contents through voice recognition/writing recognition/AI data analyzation.
- Gamified learning through real time interaction with characters.
- Educational contents of the Books and App are formatted based on US Common Core Standards-English Language Arts and local prototype testing.

Targeted for **Native** Pre K to Grade 2 (6 to 9 year olds) / **Non-native** Grade 1 to 3 (8 to 11 year olds)

Topics

My Body	My Feelings	Where I Live	How the World Works	Be Creative	My Dictionary
Physical Development & Health	Social & Emotional Development	Social Studies	Mathematics & Science	Arts	Language

Detailed product information

Paper books
Interactive paper books
with AR contents

Paper markers
Tools to facilitate
interactive activities

Coloring markers
Marker to make colored
characters of reader's own

You can choose
A smart tablet holder to capture images of books

or

Mirror Stand
Low Price
No power, No USB cable required

Android only

Spotty 1.0
Both IOS and Android OS all available
Children friendly design

IOS, Android and Mobile

Application
Downloadable ARpedia APP
(Tablet is NOT included)

Product Excellence

Successful in Korea	76 Million USD Sales in 2 years
Sustainability	AR Math, AR English, 3D Toys, AR Disney and Board games are in development
Patents	12 Special Patents in Korea and US, 8 more on going
Certificates	CE, CPC, FCC, KC, KUCAS

Effects of ARpedia

- **99.8% of the readers finish the whole book**

- **Repeated reading rate increased more than 5 times (compared to paper books or e-books)**

- **45% increased interest in related topics**

- **Increasing reading motivation and interest**

Many schools use ARpedia for their classes.

"Can we have one class a week where we use only the giraffe?"

"Teacher, this is the funniest thing in the world"

"I want to play a thousand hours with this book"

"We are going to learn faster with these books and the little giraffe"

ARpedia is an International awards winning product

Kids Judge Bett Award from BETT UK, the World's Largest Education Fair.

Kids Judge chose ARpedia as one of their favorite products in contested categories.

Gold Seal of Mom's Choice Award, platform that evaluates products and services developed for children, families and educators

ARpedia was recognized for its excellence as a family-friendly product.

The Innovation Award at CES, the world's largest Consumer Electronics Show.

We became the first Korean education company to take the top prize.

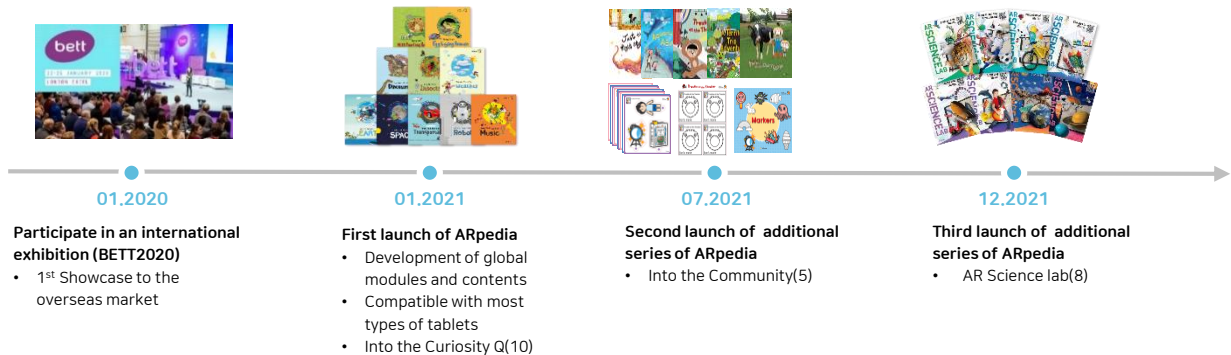**Red Dot Design Award - an international design competition**

SPOTTY's original design and UX make it win one of the most sought-after awards for outstanding design excellence.

Product portfolio

Domestic

08.2019

First launch of 24 Interactive Books
- All Around Science (14 books)
- One Step Forward: Geography(10 books)

01.2020

Launch 20 more Interactive Books
- Encyclopedia Q(12)
- Exploring Cities(8)

05.2020

Launch 8 more Interactive Books
- Social Community(8)

2021 ~

Expansion of the product portfolio
- AR Science
- AR English
- 84 books on a variety of different subjects.

International

01.2020

Participate in an international exhibition (BETT2020)
- 1st Showcase to the overseas market

01.2021

First launch of ARpedia
- Development of global modules and contents
- Compatible with most types of tablets
- Into the Curiosity Q(10)

07.2021

Second launch of additional series of ARpedia
- Into the Community(5)

12.2021

Third launch of additional series of ARpedia
- AR Science lab(8)

How to enjoy ARpedia

1. Download ARpedia APP on your tablet.

2. Put the tablet on the base of Spotty.

3. Attach tablet to Spotty with bowtie.

4. Connect tablet to Spotty with USB cable.

5. Press the power button to turn Spotty on.

6. Open ARpedia App.

7. Grab book and markers.

8. Place the book in front of Spotty for automatic product authentication.

9. Now enjoy ARpedia!

Who we are & What we do

Woongjin Thinkbig is established in 1980 and the mother company of Woongjin business group,
and the revenue is 727 mil USD. (2021)

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Major Businesses

- Home Tutoring Service

- Book Publishing

- Online/Mobile Education

- Learning Center

- Education Platform

Thank you!