

# SeeReal

배범준, 이재현, 유수화

A decorative background consisting of several overlapping, horizontal brushstrokes in a vibrant green color, creating a textured, painterly effect.

# Motivation

프로젝트 배경

Often we face situations needing some advices



Navigating to our destination



Device startup procedure



Device control/repair/assemble

**MEET**

**Voice  
& Text**



+ Associative  
Information

= **See Real**

A decorative background consisting of several overlapping, horizontal brushstrokes in a vibrant green color, creating a textured, painterly effect.

# Overview

개 요

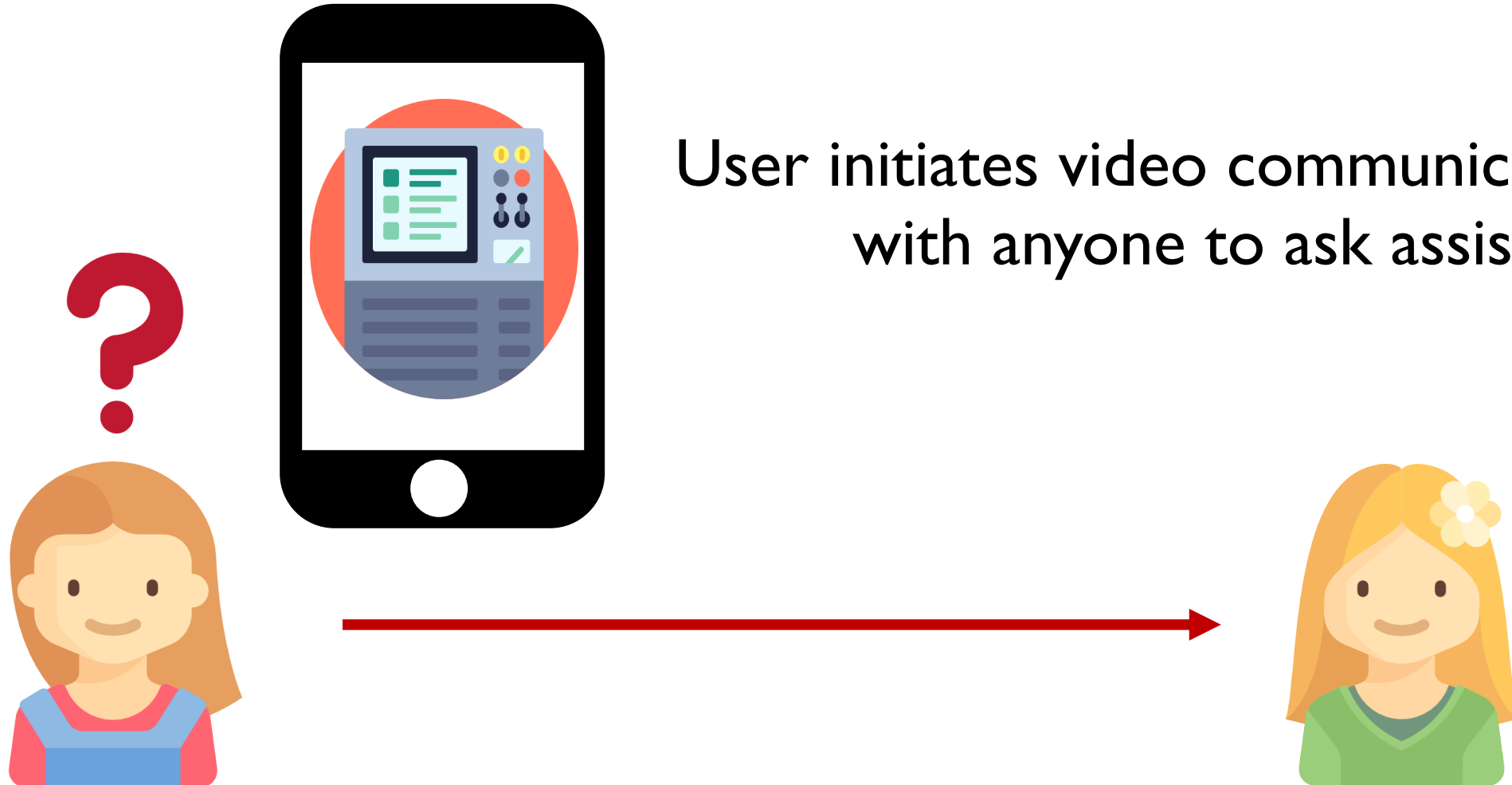
# Key Features

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1. **Associative information** is directly sent to the remote opponent along with **video conversation in real time.**  
>> Associative information : hand-drawn texts and figures, and pre-defined figures
2. Associative information is stored in the **server to share** with other users.
3. Intuitive use in a **variety of applications.**

# Key Features

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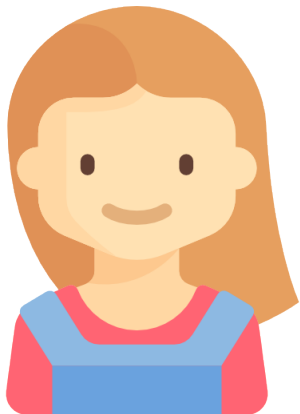
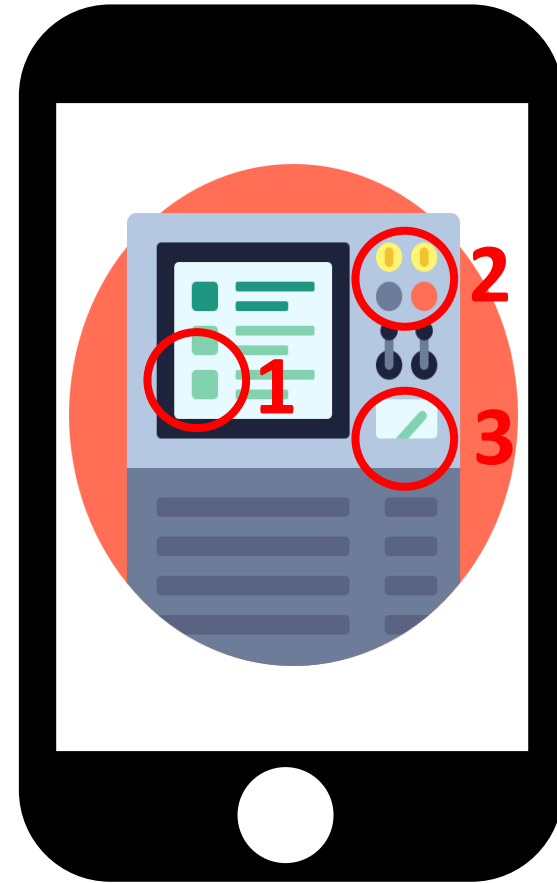


User initiates video communication with anyone to ask assistance.

# Key Features

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Helper sees the user's screen  
and sends AR-based information.



# Implementation

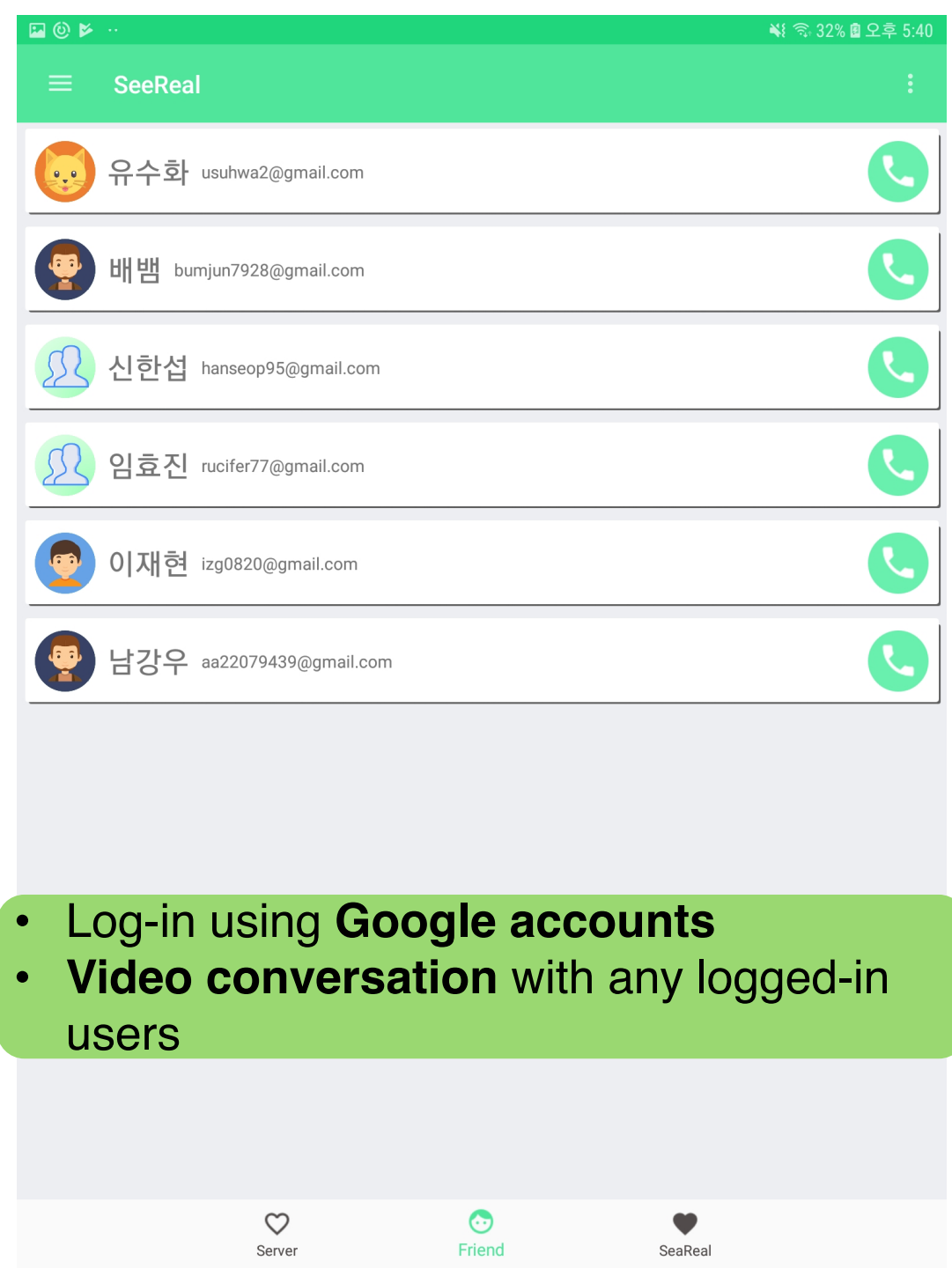
구현

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로그인

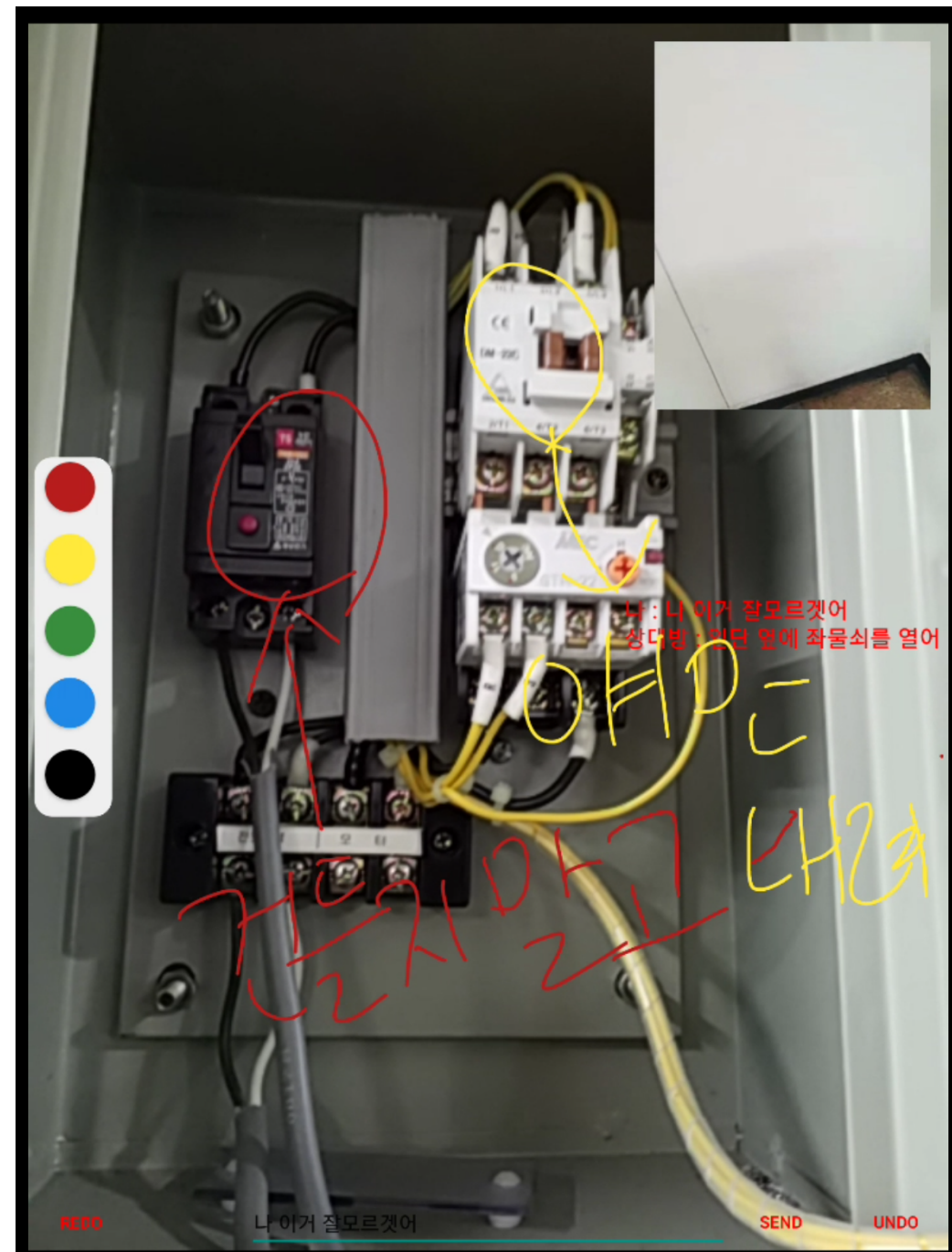


- Log-in using **Google accounts**
- **Video conversation** with any logged-in users

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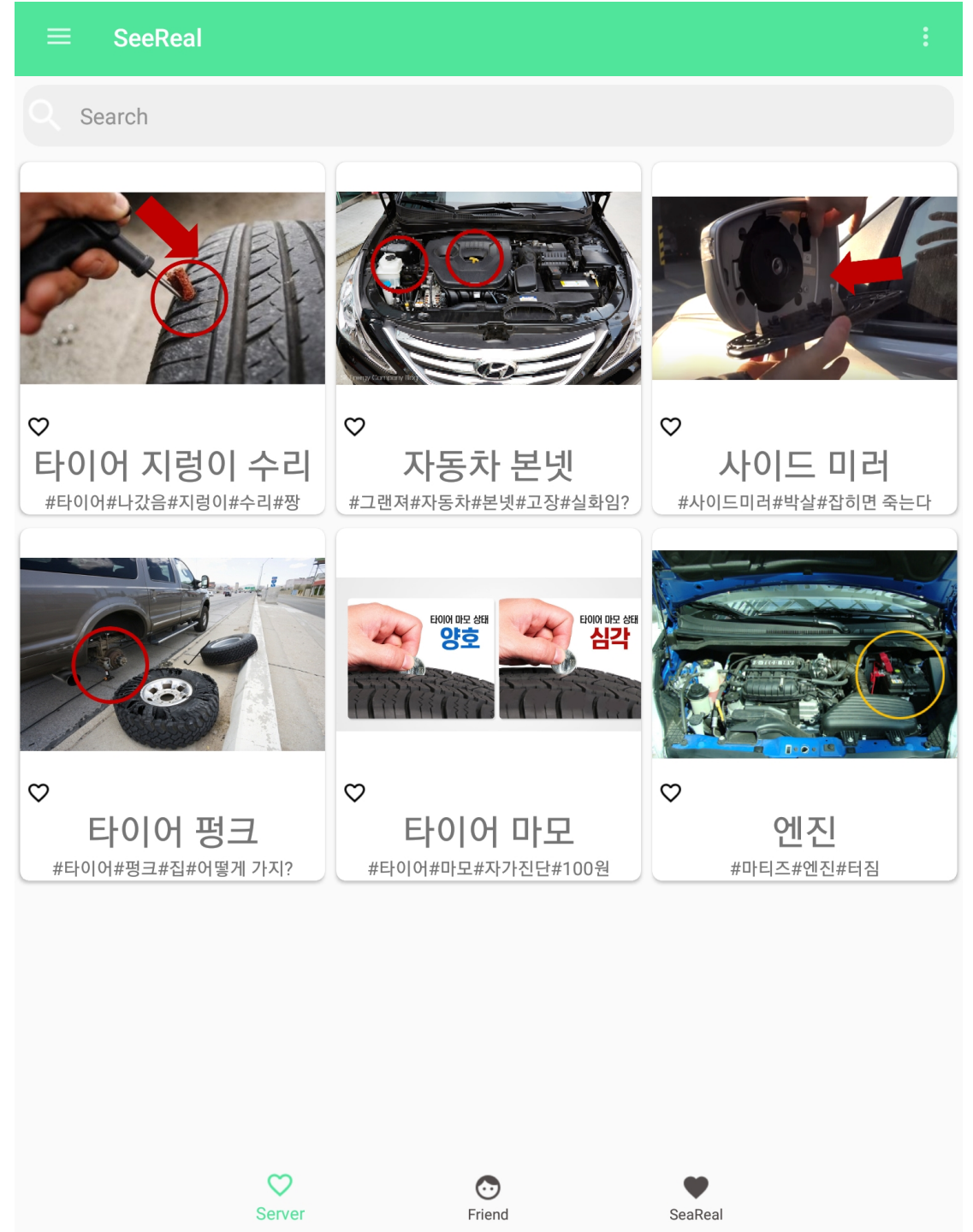
- **Video conversation starts** when an **FCM**(firebase cloud messaging) is received
- **Enables any associative objects** including hand-drawn texts and figures to be **sent** on the screen to the **remote opponent in real time**



# SeeReal

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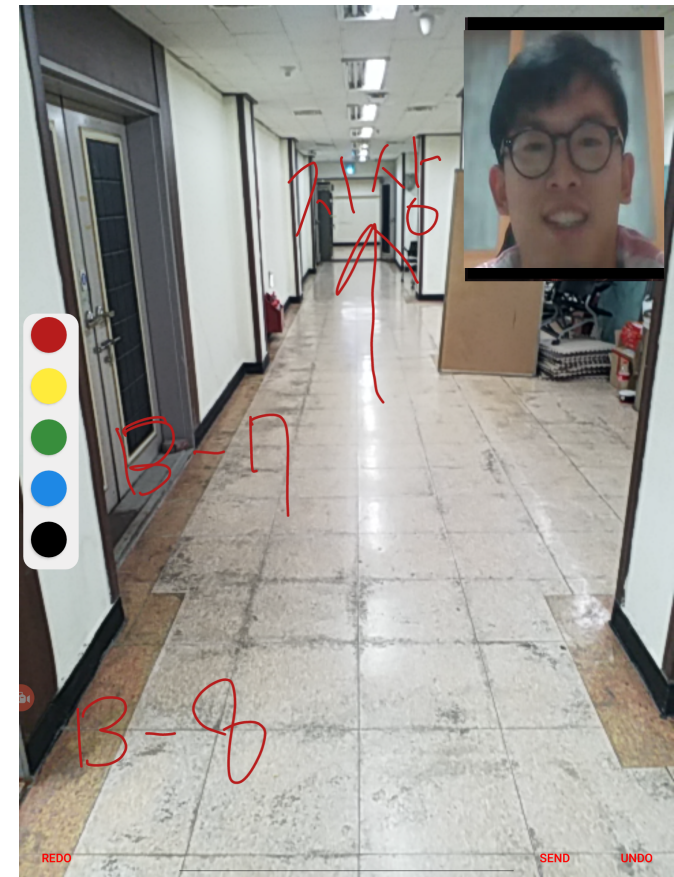
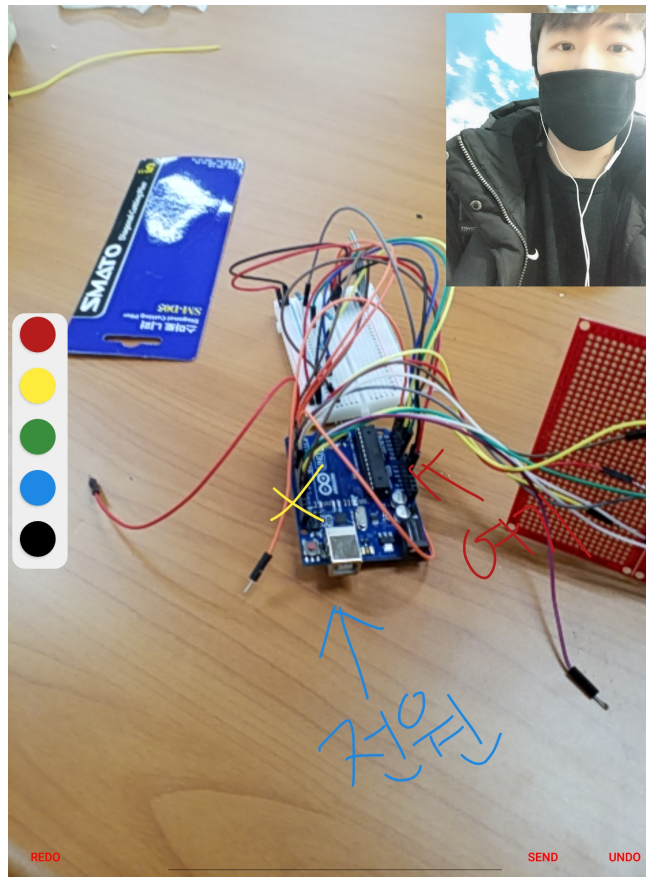
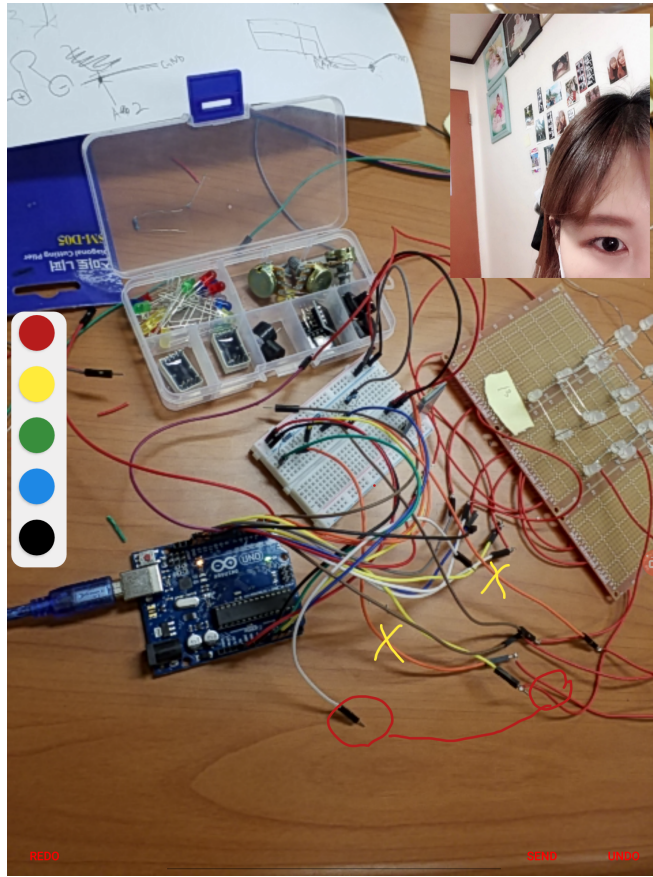
- The **server** allows users to **store** and **retrieve associative information** along with the **images captured** from video conversation
- The captured images are **categorized** based on their **subjects** (e.g., automobile)
- **Titles, tags, and notes** can be attached to an **image** stored in a server.
- Images and their associative information can be **shared with others**.



# Expected Application

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Whenever and wherever you don't know anything, you can get Associative information through video conversation with an expert.



# Tools

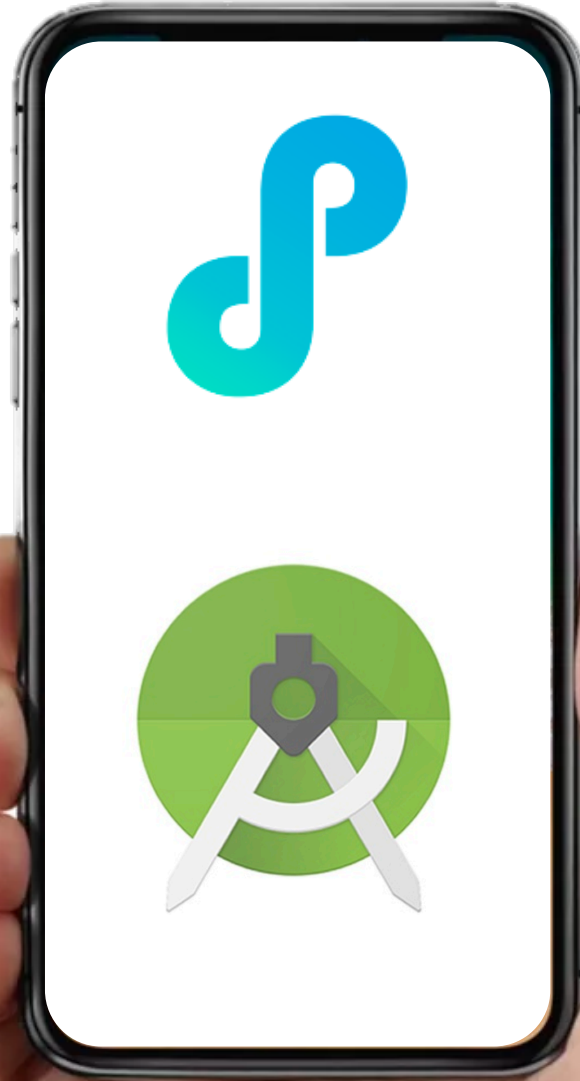
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- Video Conversation
- Send associative information in real time.
- Socket communication



## Realtime Database

- Log-in using Google accounts
- All user management
- Category Management
- Information Management



- Image Server
- Store and manage user-uploaded image



## Cloud Messaging

- Send notification messages in conjunction with PlayRTC
- When a user requests a video call, the channel's unique key is sent through the FCM.



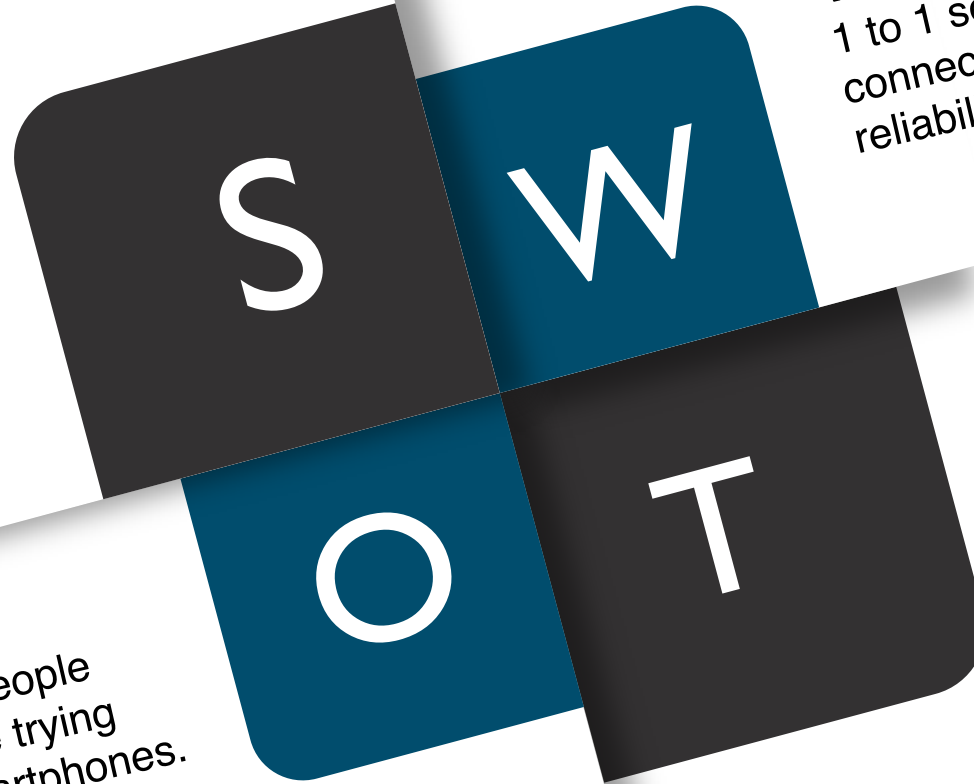
# Marketing Plan

# SWOT Analysis

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**Strength :**  
Intuitive description of the situation  
through video call and drawing

**Opportunities:**  
An increase in the number of people  
using smartphones and people trying  
to solve problems through smartphones.



**Weakness:**  
1 to 1 service only,  
connection is possible only to SeeReal users,  
reliability problem of solution

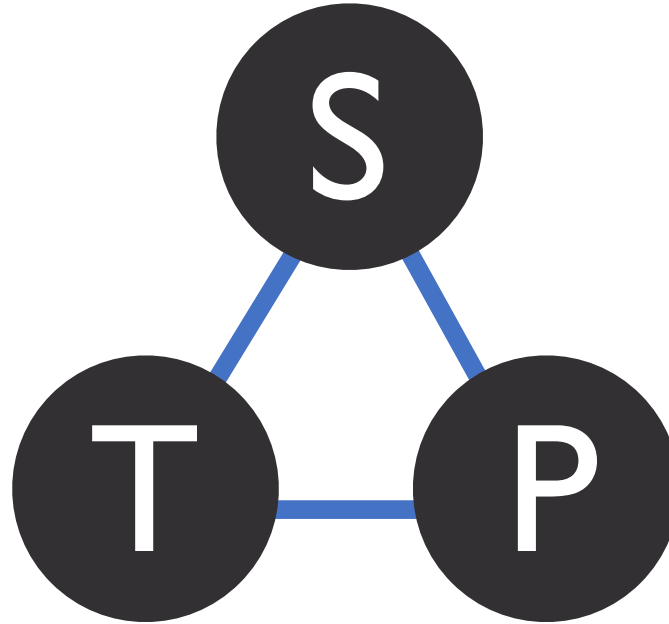
**Threats :**  
Large dependence on external platforms  
(PlayRTC, Google API, etc.),  
People are starting  
to prefer small-screen smartphones.

# STP

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## Segmentation

: Users using Android devices



## Targeting

: Users in their 20s and 40s  
who work in the field and have jobs  
that require connectivity with multiple people.

: Users  
who use devices on a large screen, such as a tablet

## Positioning

: Video call platform  
to send and receive  
intuitive information in real time

# REVENUE Model

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1. Display banner advertisement
2. Provides additional function to subscription users

# Marketing Strategy

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1. Ordering YouTuber  
to produce an application promotional video
2. Viral marketing

# Git-hub(Wiki)

<https://github.com/Senier-Project/SeeReal>