

The background of the slide features a black hole in space. A bright, glowing red and orange ring of light, representing the accretion disk, surrounds the dark center of the black hole. The background is a deep, dark purple and black, with small white specks representing distant stars.

AI x Bio Immersive Exhibition

Viscode Co., LTD

Teaser V03.02232026

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Viscode is an immersive exhibition-focused creative studio specializing in the design and production of next-generation experiential spaces powered by visual effects, animation, and advanced digital technologies. By blending cinematic storytelling with immersive media, Viscode creates emotionally engaging environments that transport audiences beyond traditional screens.

With proprietary capabilities, Viscode delivers innovative exhibition experiences that connect culture, technology, and storytelling across global platforms.

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1. Introduction

We create next-generation exhibition attractions that transport audiences into entirely new worlds, harnessing state-of-the-art immersive spatial technologies—including projection, LED, anamorphic displays, holograms, and robotics—to deliver deeply engaging virtual experiences.



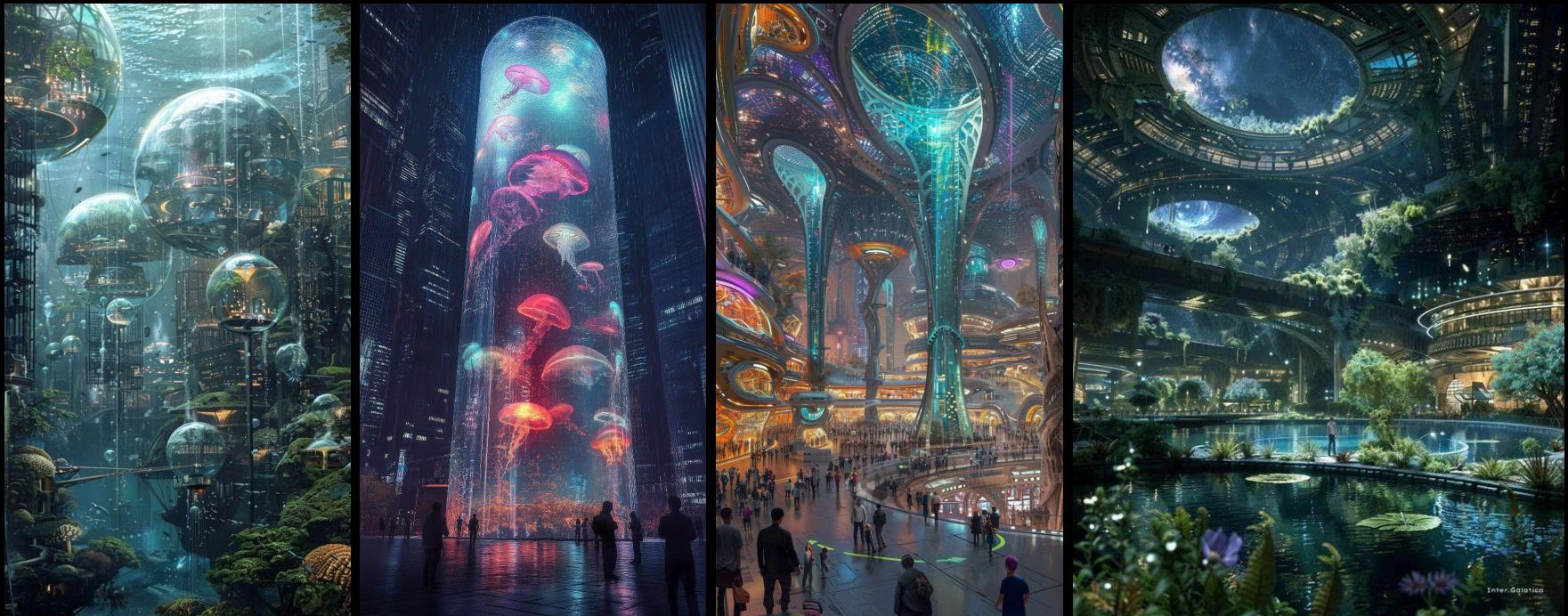
2. Business Overview

The creation of immersive exhibition spaces designed with cutting-edge experiential technologies, enabling exhibitions, media showcases, and live performances within a single environment.

A. Developed as a hybrid destination combining exhibitions, theme parks, and shopping malls through the integration of diverse media content

B. The creation of virtual environments using immersive specialty screens, enabling a wide range of cultural experiences—including sports events, K-pop concerts, immersive films, visitor-customizable content, and AI-powered robotic guidance systems

C. Activation of exhibition spaces through media content based on diverse IPs, attracting a broad spectrum of events and curated exhibitions



Venue Analysis



YASHOBHOOMI – India International Convention and Expo Centre

- World-Class Venue: India's largest MICE facility with 100,000+ m² of column-free exhibition space, enabling large-scale immersive experiences.
- Prime Location: Strategically situated in Dwarka, New Delhi, with direct metro access from the international airport, ensuring high footfall from global and local audiences.
- Cutting-Edge Infrastructure: Equipped with state-of-the-art audio-visual systems, VIP lounges, and media facilities, supporting premium, technology-driven exhibitions.
- Market Potential: Adjacent hospitality, retail, and convention amenities create strong commercial and sponsorship opportunities, enhancing monetization potential.
- Flagship Impact: The scale, prestige, and visibility of YASHOBHOOMI position immersive exhibitions as must-visit cultural and experiential destinations, attracting high-profile partners, media attention, and international visitors.

Leverage a globally recognized venue to deliver large-format, immersive content that combines cultural engagement with commercial returns, setting new standards for experiential entertainment in India.

3. Technology

We deliver proprietary, end-to-end solutions across anamorphic projection, hologram systems, robotics, and interactive AI technologies—driving the next generation of immersive experiences.





4. Theme and Concept

A. Multi-Generational Global IP Appeal

A universally engaging IP designed for all age groups, ensuring broad demographic reach and strong repeat visitation potential.



B. AI-Driven Narrative with Cultural & Educational Depth

An immersive exhibition centered on Artificial Intelligence—integrating themes of education, future science, medicine, and humanism.

The core narrative explores one of today's most compelling global topics: **the coexistence of AI and humanity in the future society.**



C. Expansive, Science-Based Worldbuilding

Built upon scientific concepts such as time travel, spatial transition, and parallel universe theory, enabling the creation of diverse and expandable worlds including other planets, alternate timelines (past and future), and parallel realities.

This structure allows for **seasonal content evolution**, maximizing ROI by reusing installed hardware infrastructure while delivering continuously refreshed visitor experiences.



D. Story-Driven Immersive Experience

A narrative-led exhibition where visitors do not simply observe—but become part of the story.

The experience is designed to feel like **stepping into and emerging from a cinematic universe**, leaving audiences emotionally connected to the storyline.



E. Scalable Entertainment IP Integration

The exhibition platform is designed for flexible IP integration, allowing collaboration with major entertainment brands such as **Hybe** and **Zee Group**.

Each spatial environment is modularly designed, enabling seamless replacement or adaptation to different IPs without structural redesign—ensuring long-term commercial adaptability.



Exhibition Concept

Immersive Exhibition & Experience Complex

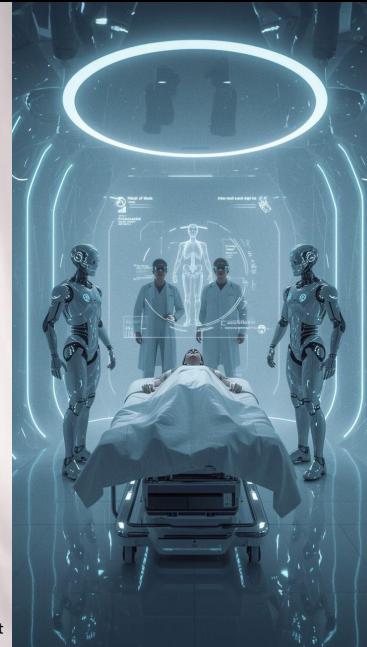
A. AIX + Bio-Medical Integration Based on Ayurveda

This project presents a visionary future of the human race by integrating rapidly advancing **Artificial Intelligence technologies** with **Ayurveda-based bio-medical and therapeutic philosophy**. It offers a transformative narrative where AI and ancient medical wisdom converge—demonstrating how technology-enhanced Ayurveda can contribute to disease prevention, life extension, and holistic human well-being.

Each exhibition space is designed as a **multi-sensory immersive environment**, combining:

- Advanced visual systems
- Spatial sound design
- Scent diffusion
- Climate-controlled atmospheric design

creating fully independent experiential worlds.



Exhibition Concept

B. Core Exhibition Components

▪ Introduction to Ayurveda Philosophy & Medicine

A curated presentation of traditional Ayurvedic principles, wellness systems, and holistic human balance.

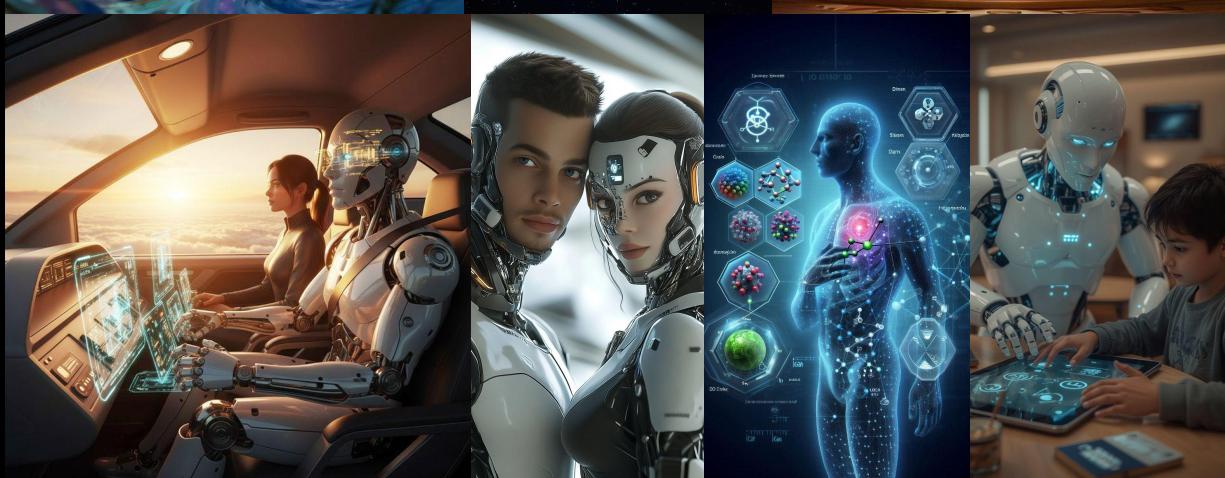


▪ Introduction to AI & Bio-Technology

Exploration of AI applications in daily life and biotechnology—focusing on disease treatment, preventive healthcare, and longevity.

▪ AIX: The Future of Human Civilization

A forward-looking narrative illustrating how AI reshapes human society, culture, medicine, and identity.



▪ AI + Ayurveda: A Harmonized Future

A visionary scenario where AI enhances ancient medical systems, unlocking a brighter, healthier, and more sustainable human future.

Exhibition Concept

C. Experiential Healing Zone

A dedicated therapeutic experience space featuring:

- Individual healing pods or personal wellness devices
- AR/VR-based interactive systems
- Immersive projected environments
- Multi-sensory bio-feedback driven content

Designed to provide both emotional and physiological engagement.



D. Immersive Content Hall

A premium, large-format immersive theater space designed for:

- Screening global entertainment IP (e.g., Hybe, Zee Group)
- Immersive short films
- Live-streamed performances
- Sports broadcasts
- Special cultural events



Exhibition Concept

E. Global Talent Development & Job Creation Through Education

The project extends beyond exhibition into a sustainable ecosystem for global workforce development.

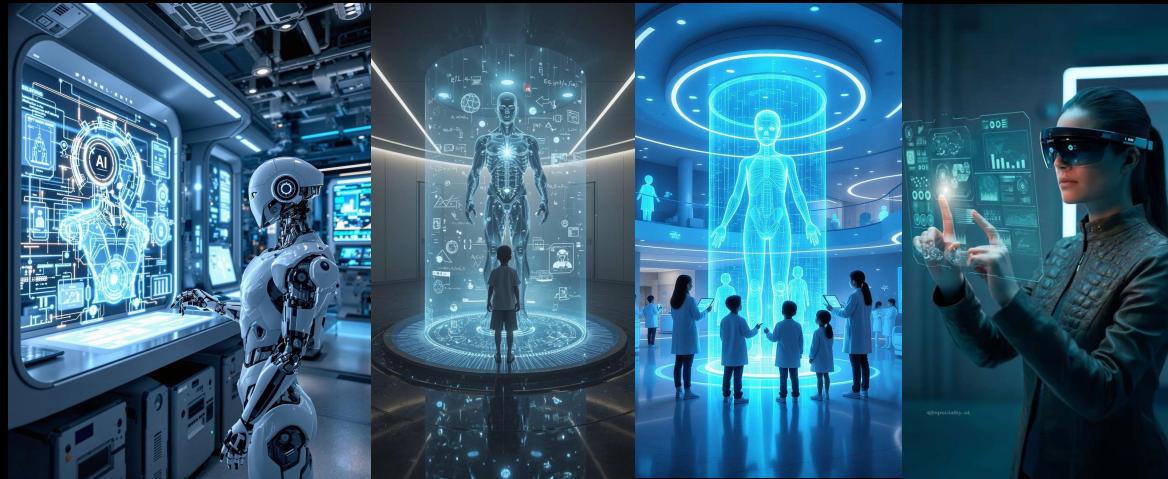
Key Focus Areas:

- AI Robotics Technology
- AI-based Visual & Media Technologies
- Immersive Content Production

Through partnerships with educational institutions, student-generated projects can be continuously integrated into the exhibition and immersive theater spaces.

This structure enables:

- Automatic and ongoing content upgrades
- A dynamic pipeline of new creative works
- Reduced long-term content production costs
- Sustainable global job creation in AI and immersive media industries



5. Visionary Executives



Jae Cheol Hong
Creative Director/ Executive Producer/ Entrepreneur

Jae Cheol Hong is a digital entertainment expert specializing in the creation of content across film, games, animation, immersive attractions, and VR/AR experiences. He contributed his artistic vision and advanced technical expertise at Industrial Light & Magic (ILM)—George Lucas's renowned visual effects studio—where he served as Digital Creature Technical Director on globally acclaimed productions including *Iron Man*, *Transformers*, *Pirates of the Caribbean*, *Star Wars: Episode III*, and the *Harry Potter* series.

He later joined Walt Disney Animation Studios as Character Technical Director on *Tangled* (2010), where he led the technical development of XGen, Disney's proprietary digital hair and grooming system, heading the digital hair software R&D team.

With extensive experience spanning cinematic VFX, feature animation, immersive attractions, and advanced technology development, Director Hong was nominated for Best Visual Effects at the 2013 VES Awards for *Turtle Trek*, an immersive 3D digital attraction at SeaWorld Orlando.

Today, Director Hong is focused on the development of globally scalable IPs across webtoons, film, animation, games, and immersive media. He is also actively advancing next-generation technologies and content for emerging markets, including Virtual and Augmented Reality, Holographic Experiences, and Artificial Intelligence-driven interactive systems.



Arirang TV The Globalist (2024)





Ryou Sung-taeck
Executive Producer/ Entrepreneur/ Investor

Ryou Sung-taeck is a seasoned executive and business leader with extensive experience in new business development, media innovation, and large-scale cultural and entertainment projects. He currently serves as Team Leader of the New Business Development Team within the Planning and Coordination Division at Viscode, where he leads strategic initiatives focused on future growth engines, emerging industries, and cross-sector innovation.

Previously, he served as Chief Executive Officer of Hyundai HCN and Hyundai Futurenet, where he oversaw corporate strategy, business operations, and organizational transformation. During his tenure, he played a pivotal role in expanding media, content, and technology-driven businesses, strengthening each company's competitive position within rapidly evolving digital and experiential markets.

He has been actively involved in the planning, investment, and operation of major cultural and immersive projects across Korea. Notable initiatives include investment in the Gangneung Arte Museum in Yeosu, as well as the operational leadership of Le Space, a large-scale immersive media attraction at Inspire Resort in Yeongjongdo, Incheon. These projects reflect his focus on integrating culture, technology, and commercial sustainability to create next-generation visitor experiences.

In addition, he has led and participated in venture capital investments throughout Korea, supporting innovative startups and emerging technologies with strong growth potential, particularly in content, media, and immersive industries.

He is also the author of *Metaverse Management* (2021), a publication that explores business strategy, organizational leadership, and market opportunities within virtual worlds and next-generation digital ecosystems.

With a career spanning corporate leadership, cultural development, and future-oriented investment, Ryou continues to drive innovation at the intersection of media, technology, immersive experiences, and strategic growth.

6. Portfolio

A. Immersive Exhibition



Le Space



Arte Museum



B. Immersive Entertainment Show



Hologram



LED + Lighting FX



Hybrid Hall Design



Hybrid LED/ Holoscreen



Hybrid LED/ Holoscreen



Hybrid LED/ Holoscreen



Augmented Reality
“Dragon”



Augmented Reality
“Panther”



Augmented Reality
“Whales”



Building Projection



Water Projection



<https://www.viscode.tech/>

contact
jhong@viscode.tech