Booth No. 7C62-9

ADDD Corp.

addd

Year Established	2019	Type of Business	Other
Website	http://www.addd.co.kr/	Main Export Countries	Vietnam
SNS	instagram : addd.official / Facebook : addd.f@addd.co.kr		

Main Customer	Domestic Customers		International Customers
	brand powerstation, Inpoong, PODO, Sense Lines		KIMNGAN

The Person In Charge	Name	Department	Position
	JUN JAEHEUNG	Business team	Business team leader
	Phone	Mobile	E-mail
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Company Description

ADDD is a company that provides artificial intelligence-based O2O digital marketing platform services. We provide solutions for measureing the advertising effectiveness of offline digital media, and develop and operate smart digital signage media equipped with effectiveness measurement functions.

Product

addd-i

Function and Usage : addd-i : Outdoor Advertising Effectiveness Measurement Solution

- This is a SaaS subscription-type service that provides advertising effects such as interest in attractive advertising media and measures advertising effectiveness combined with Eiffel media.
- It operates as an exclusive business by applying a regulatory sandbox for the use of pedestrian data for outdoor advertising effectiveness measurement as approved by the government.

Marketing and Selling Points : "Have you ever wondered how many people are watching my brand through outdoor advertising?", "Is it possible to expose my advertising only to the desired audience?"

"addd's solution can resolve your curiosity with our smart tool addd-i"

In the offline marketing business, addd-i opens a new AI era that no one has ever experienced before! addd-i is an AI-based marketing solution. It allows you to measure the quantitative effectiveness of outdoor advertising. It is easily installable, and you can check statistical ad data through the web dashboard.

Dalgo-D

Function and Usage : Dalgo - D: Digital signage advertising medium with measurable outdoor advertising effectiveness

Dalgo is a digital signage advertising medium that combines with addd-i. it is a smart digital signage that shares outdoor advertising effect measurements on advertising content with advertisers in real time and can switch optimal advertising content with one touch according to changes in the external environment. It serves as an advertising medium.

Marketing and Selling Points : "A superb advertising media service, 'DalgoD,' targeting spaces with frequent pedestrian traffic."

1. Generate new revenue by targeting visitors to your premises!
2. Zero installation and operating costs!
3. Install equipment that suits the environment and space without damaging the interior!
4. Provide features/data that help with building/space operation and marketing!