

WORLD'S FIRST! SELF-PRODUCED CONTENTS



Make Your Dream Come True. Now!



GINI STUDIO?

'Gini Studio', the world's first self-content (video/photo) production device independently developed by Gini ENM. Anyone can easily create high-quality videos in the offline 'Gini Studio' and send them to mobile devices. In broadcasting and entertainment, 'Gini Studio' is a global audition planning and casting/platform channel.

#Dream

A time when dreams were lost. Realizable dreams, realistic goals. Young people today are living in an era where only achieving something convincingly is considered 'success.' Not everyone with a K-POP DREAM can become a star, but 'Gini Studio' wants to support and cheer on the dream itself. We want to support young people's challenges toward their dreams and revitalize the hardened DNA of hope.

#Play

Gini Studio is leading a new concept of play culture that can be enjoyed in a unique way by people of all ages. Just as the purposes and expectations of restaurants and food trucks are different, there are also hobbies in play culture that require expensive costs, and there is also a clear demand for cheap and quick 'instant' entertainment that can pursue cost-effectiveness. 'Gini Studio' seeks to transform and expand the paradigm of play culture.

#Happiness

A world where everyone is happy with 'my own videos and photos' is the vision that 'Gini Studio' dreams of. For users of 'Gini Studio', happiness begins with the ordinary and small pleasures of dancing, singing and sharing. What if casting luck also comes with it? The spark of hope that blooms will bring happiness into our daily lives. We hope that everyone can be happy at 'Gini Studio', an all-purpose video studio where some can celebrate meeting friends/colleagues, while others can prepare video proposals.

#Individuality

In the era we live in today, only content that is 'different from others' and 'able to highlight oneself' is competitiveness and specification. 'Gini Studio' not only provides a perfect lighting/sound system, but also provides high-quality videos that are difficult to produce on smartphones by adding special effects such as various chroma keys. The unique 'Gini Studio' videos and photos enhance the value of users' content, helping them form fandom, and increase casting opportunities.

why? GINI STUDIO WAS CREATED?



The golden age of auditions for all ages



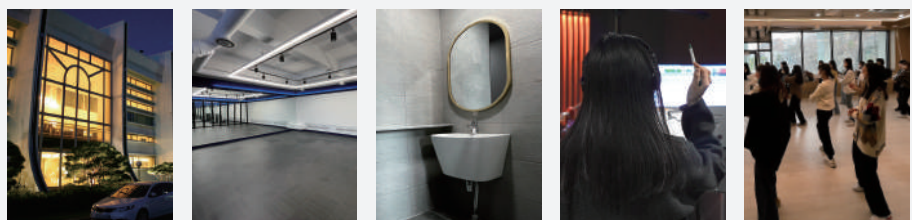
Auditions became popular in the late 2000s with the big hits of idol-centered audition programs such as <Superstar K>, <K-Pop Star>, and <Produce 101>, and recently, the spectrum of participants has expanded to include <Hidden Singer>, <Fantastic Duo>, and <Mr. Trot>. **The audition craze has become more diverse and wider, expanding to all people, regardless of gender or age.**

No. 1 celebrity in the future

60%	80.6%	280	354	1,700
No. 1 celebrity among teenagers' future dreams (January 2017)	Korean idol culture positive influence on society (September 2016)	million people the largest audition applicant in history, Superstar K4 (CJMedia)	million people Produce 101 Final voting for 11 participants (CJMedia)	Number of registered entertainment promoters in Korea (January 2017)

The number one occupation preferred by Korean teenagers is definitely celebrity. According to a 2016 TBS survey of elementary school students across the country, **62% of respondents said their future dream was to become a celebrity.** The government estimates that the number of entertainment students who wish to debut has already exceeded 1 million.

Namsan World K-Pop Center



Gini Studio's main infrastructure, Namsan World K-Pop Center, **is Korea's largest celebrity academy with educational facilities** such as practice rooms, classrooms, and recording studios, as well as auxiliary facilities such as restaurants, concert halls, and outdoor performance halls. In addition, we co-produced about 20 audition programs in Korea home and abroad, including seasons 1 and 2 of <Produce 101> and <Girls 24>, with broadcasting companies such as KBS, MBC, SBS, and CJ Media.

Popular practical start-up item

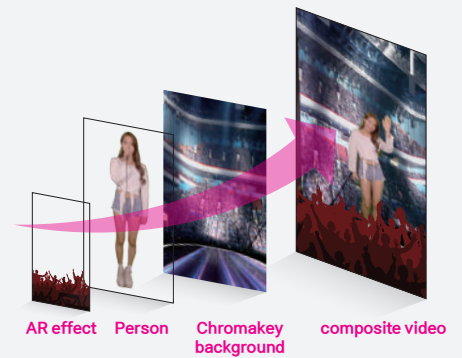
Gini Studio is a practical item that provides **consulting services tailored to the needs of business owners.** Operation and management are simple, there are no additional investment costs, and labor costs are low. Another advantage is that it is less affected by price increases and economic conditions, and there is no separate peak or off-peak season.



WHY

Function

GINI STUDIO FUNCTION!

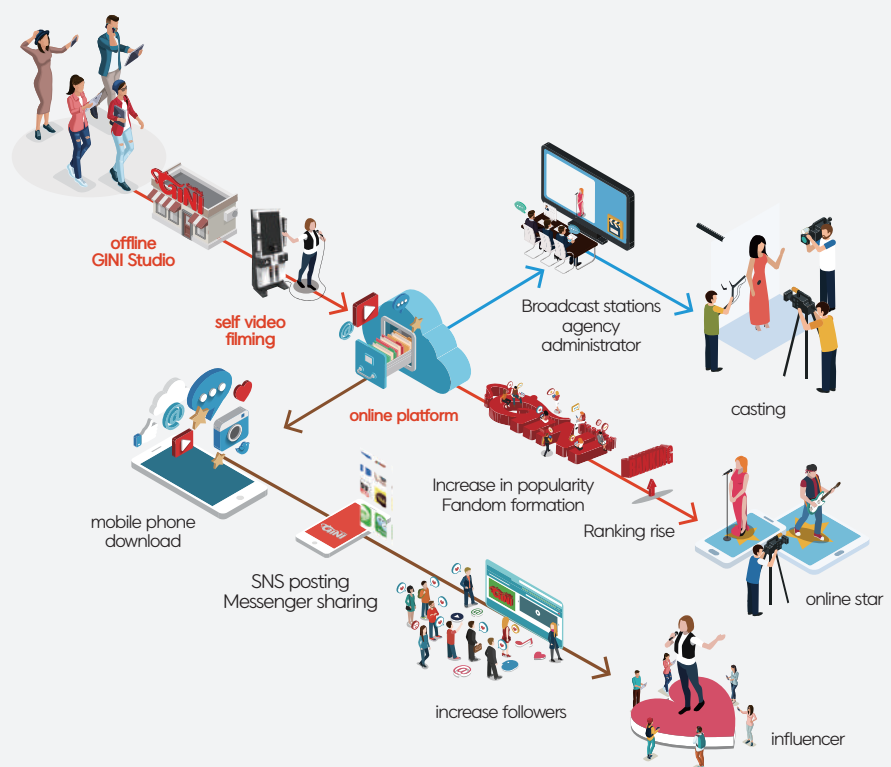
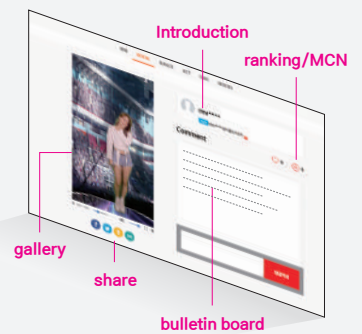


offline GINI STUDIO

- LED lighting – consumes less power and provides optimized light quantity and brightness.
- Vertical panel – Take photos while looking at your entire body like a mirror with a 55-inch vertical display.
- 4K camera – Supports 30 frames per second and provides 4K Ultra HD resolution
- Chromakey – Various and stylish background selection compositing service (continuous upgrade)
- Category – Video + Photo (+ Song) – Original mobile phone transfer

online GINI PLATFORM

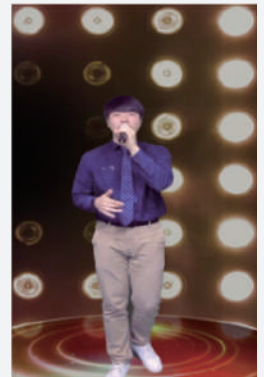
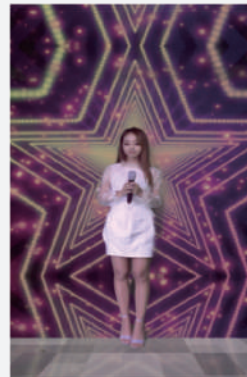
- Event – Audition participation and video support
- Collection – My own photo and video collection
- Advertising – Advertising collaboration through internal and external TV panels, watermarks, etc.
- MCN – Possible to participate in brand marketing through promotional backgrounds, etc.
- Communication – Strengthening SNS functions through follower registration and communication window
- Information – Open audition, open ticketing, sharing of idol schedule information



Archieve the precious memories here!

GINI STUDIO the One & Only **K-pop Playground**

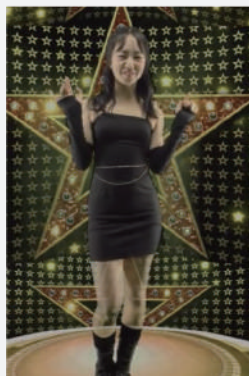
#Individuality | Be your own star via GINI STUDIO



#Dream | Chase your K-POP Dream through GINI STUDIO



#Happiness | Sing, Dance, Show & Prove your special charms!

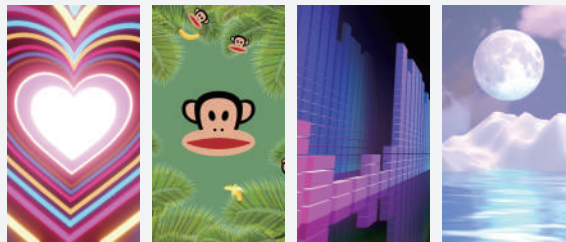


Gini Studio features (video + photo)

Gini Studio Plus Function

PHOTO

Multiple photo backgrounds including various graphics and landmarks



various color frames



- Continuous update of photo background and color frame
- The sponsor company's logo or promotional video can be used as the event background.
- Limited edition backgrounds can be produced (Christmas, World Cup, Star, etc.)
- Implemented as an integrated set of the latest equipment such as Full HD camera/speaker/amplifier/LED lighting/microphone
- Over 100 chroma key backgrounds available for various styling (continuous upgrades)
- Transmit video files to the customer's phone in real time
- Device capable of taking photos/instant printing
- By connecting video shooting and photography, satisfying various needs of customers and contributing to increased sales



Sponsored Ad Example



ADVERTISING SYSTEM

Self-advertising control system

- Advertising videos can be controlled and played in real time through an external display panel.
- Separate advertising videos can be produced and utilized with a concept tailored to each store.
- Linkage function to PR agency website and promotional marketing possible through QR code

AIR CLEANER

air purification system

- Verified UV sterilization system sterilizes more than 99% of air without additional air circulation

How? HOW IS THE GINI STUDIO BUSINESS?

DISTRIBUTOR

Conditions - **License fee (expirable) + deposit (refundable after settlement)**

profit structure

- 1) **Monthly license fee shared with the head office by the purchaser within the distribution area**
- 2) **Sales commission based on the quantity purchased from the purchaser within the distribution area**
- 3) **Monthly advertising sales within the distribution area are shared with the head office and purchaser.**

STANDBOOTH (SHOP IN SHOP)

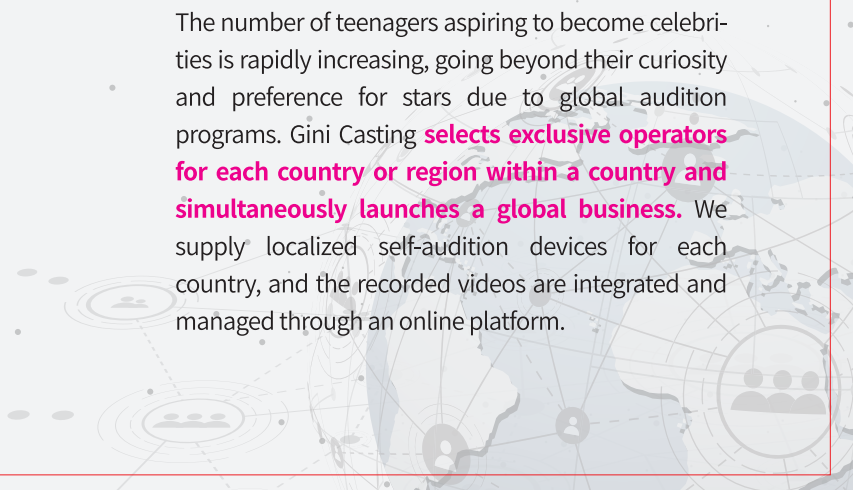
It is operated as a SHOP IN SHOP or as a stand-alone booth in hot places across the country with a large floating population, such as theaters, clothing stores, shopping malls, subways, universities, and churches. Gini Studio has prepared various financing (rental/lease/installment financing) programs to ensure the rapid expansion of offline studios as well as companies and organizations, allowing individual business owners to operate without burden.

DIRECTLY MANAGED BRANCH

The directly managed store is a store that 100% embodies the vision pursued by Gini Studio. It supports a variety of services in addition to low-end self-audition devices, and helps customers directly experience collaborative marketing services with companies and broadcasting stations.

GLOBAL

The number of teenagers aspiring to become celebrities is rapidly increasing, going beyond their curiosity and preference for stars due to global audition programs. Gini Casting **selects exclusive operators for each country or region within a country and simultaneously launches a global business.** We supply localized self-audition devices for each country, and the recorded videos are integrated and managed through an online platform.





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<https://www.ginienm.com/>



GINI STUDIO

By scanning the QR code with the camera or app,
you can check Genie Studio introduction materials.