

INVESTOR RELATIONS 2025

**VECT**

One Stop Total Visual Solution Company

**Virtual Experience  
Connectivity**



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INVESTOR RELATIONS 2025

**VECT**

Prologue

# About **DIGITAL SIGNAGE**

**01 Everywhere, Digital Signage**

**02 Digital Signage Market Outlook**

2020 Yedangho Musical Fountain





# 01 Everywhere, Digital Signage

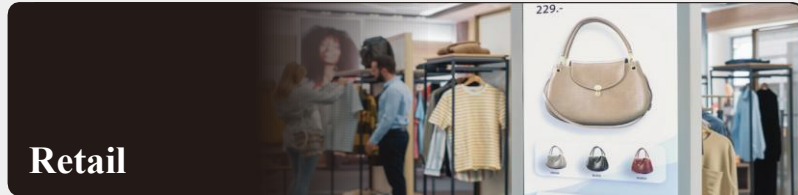
With advancements in technology and evolving lifestyles, digital signage has become integrated into all aspects of daily life,

## Digital Signage Applications

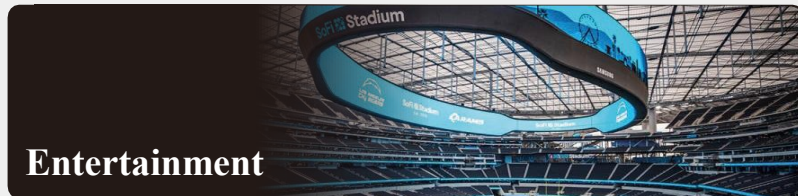
### Advertisement



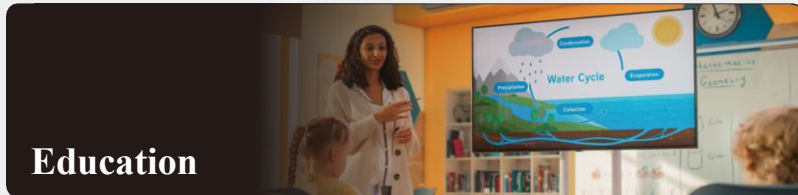
### Retail



### Entertainment



### Education



## Digital Signage Trends and Key Components

Past

### Analog

Printed materials, newspapers, magazines, billboards



Present

### Digital Signage

Integration of various content with high-definition LED displays



Future

### Next-Generation Signage

Personalized targeting and expansion into virtual reality through IoT, AI, and XR integration



Display devices, content, networks, software solutions, etc.

Convergence of IT technologies and content

User interaction and targeted marketing through integrated solutions

Diverse capabilities needed across hardware, solutions, and content within the signage business

## 02 Digital Signage Market Outlook

VECT

Prologue

The global digital signage market is expanding rapidly, paving the way for growth in South Korea, a global leader in ICT and display technologies..

Global Digital  
Signage Market  
Growth\*

**CAGR 8.4%**  
Market size  
expected to grow over  
50% in 5 years

(Unit: USD 100 million)

276

2025 (E)

414

2030 (E)

Trends in  
Domestic Signage  
Market Growth\*\*

**6X** market growth expected by 2035

Driven by growing demand for AI, smart learning, and big data technologies

Domestic Signage Market Opportunities and Strengths ▼

Advancements in  
Domestic Display  
Technology

The global market share for digital signage displays is **33%** for Samsung Electronics and **23%** for LG Electronics.

Japan's NEC holds a market share of approximately **3%**.

(Source: Omdia, 2024)

Outdoor  
Advertising  
Free Display Zone  
Designation Policy

Korea's first free OAFD Zone at Samseong Station in Seoul achieved an economic impact of KRW 165 billion with a total investment of KRW 44.5 billion.

(Source : Ministry of the Interior and Safety "Free Display Zone Designation Plan for Outdoor Advertisements")

Phase 3 designation expected in 2026 — signaling **FULL-SCALE EXPANSION** in demand for large-format signage

(Source : Ministry of Economy and Finance, "Regulatory Innovation and On-Site Deregulation Plan for Emerging Industries")

\*Source: Global Information [🔗](#)

\*\*Source: Market Research Future [🔗](#)

KRW  
1.7 trillion

KRW  
300 billion  
2023

2035 (E)

INVESTOR RELATIONS 2025

# VECT

Chapter 1.

## Company Overview

01 About VECT

02 Business Areas

03 Business Sectors

2023 Asan Ecological Environment Insect Museum



# 01 About VECT

VECT

Chapter 01 Company Overview

## Company Profile

Company Name	VECT Co., Ltd.
CEO	Yoo Chang-soo
Established	Mar. 30, 2006
Capital Stock	KRW 1,371 million
Number of Employees	101 (Headquarters 58, Subsidiary 43)
Business Areas	Digital signage and related devices / Content planning business
Subsidiary	ESOL Information & Communication Co., Ltd.

Address	Head Office	: 229 Yeoksam-ro, Gangnam-gu, Seoul
	Subsidiary	: 19 Seoun Sandan-ro 1-gil, Gyeyang-gu, Incheon
	Vision Factory	: 14 Galmachi-ro 288beon-gil, Jungwon-gu, Seongnam-si, Gyeonggi-do
	Daejeon Office	: 47 Jangdae-ro 80beon-gil, Yuseong-gu, Daejeon

## Intellectual Property Status (29 in total)



## Company Overview

<b>Head Office &amp; Research Center:</b> Business and content planning, R&D	<b>Vision Factory:</b> Product manufacturing and logistics
<b>Daejeon Office:</b> Regional sales base and customer management	<b>Subsidiary</b> Smart education devices, such as digital whiteboards and digital lecterns

## 02 Business Areas

**VECT**

Chapter 01 Company Overview

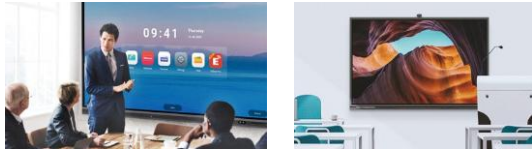
Achieving market leadership across the full digital signage business by leveraging dominant market share and integrated capabilities

### Educational Signage

Developer of the highest-spec digital whiteboards in Korea

**“Ranked No. 2 in digital whiteboard market share”**

- 48.3% installed base in Korean schools (116,720 units)
- Increasing demand for smart learning and work environments



### Commercial Signage

Leading supplier of projector and LED signage installations

**“Ranked No. 1 in projector market share”**

- Popularization of LED and laser projectors
- Cost-effective solutions integrated with smart city infrastructure

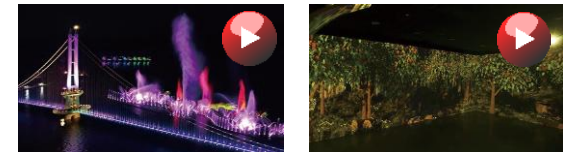


### Experiential Signage Content

Media art and immersive content planning

**“Landmark-scale immersive content implementation”**

- Advances in interactive/XR technologies
- Growing interest in immersive exhibitions



**Delivering integrated signage solutions for any spaces that demand high-impact communication through displays**



## 03 Business Sectors

VECT

Market expansion driven by comprehensive digital signage solutions and AI-driven business integration

Chapter 01 Company Overview

### Smart Learning

Digital whiteboards and lecterns essential for smart learning



Nationwide coverage of elementary, middle, high schools and universities

Seoul National University, Yonsei University, Korea University, Sung Kyun Kwan University, Chung-Ang University, Hanyang University, Ewha Woman's University, Seoul Robotics High School, etc.

### Smart Conferences

Integrated signage solutions for conferences, seminars, and large-scale events



International Convention Center Jeju (ICC Jeju)

Expo Plaza

Ajou University

Anseong Art Hall

KEPCO Art Center

Hallym University Sacred Heart Hospital, etc.

### Advertising & Promotion

Strategic placement of signage for advertising and public information



Jeju Welcome Center

Gyeonggido Assembly Museum

Whamisa Store

Convenii Grocery Store

Pulmuone HQ Lobby

Gangjin-eup Shopping District, etc.

### Media Art

Designing signage contents and displays for media art installations



Hyundai Motorstudio

National Agricultural Museum of Korea

Daejeon Hanbit Tower

Pukyong National University

100th Anniversary Tower

Asan Ecological Environment Insect Museum

Yangju Dokbawi Site, etc.

### Entertainment

Signage solutions tailored for concerts, sports, and live entertainment



Korea Cultural House (KOUS)

Jemulpo Station Underground Shopping Center

Seongsu Station Complex Cultural Space

Music videos, etc.

Chapter 2

## Core Competency

- 01 One-Stop Total Visual Solution Provider
- 02 Signage Hardware Competitiveness
- 03 Signage Content Competitiveness

2024 Grand WalkerHill Hotel

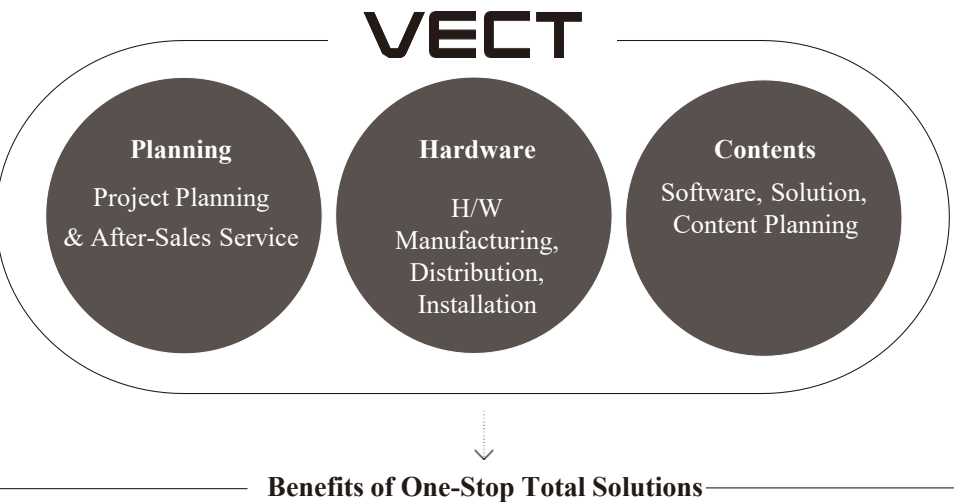


# 01 One-Stop Total Visual Solution Provider



The only visual solution provider in Korea offering fully integrated digital signage services, from project planning and hardware installation to content production.

Chapter 02 Core Competency



**Solution Example Case**  
National Agricultural Museum of Korea



Planning	+	Hardware	+	Contents
· Designed an educational media exhibition themed on insects and agriculture to engage children's curiosity		· Used projectors and laser sensors to create vivid imagery · Enables interactive experiences through immersive media exhibitions		· Combined educational significance of nature's impact on agriculture with entertaining elements

Client	VECT
✓ Saves time and cost by eliminating the need to search for and contract with separate vendors for hardware, content, and other signage project components	✓ Reduces costs through in-house hardware development and integrated planning capabilities
✓ Provides consulting support from an integrated perspective	✓ Enhances sales competitiveness by offering comprehensive solution packages

## 02 Signage Hardware Competitiveness

VECT

Driving market competitiveness with in-house technology and exclusive partnerships to deliver tailored visual solutions

Chapter 02 Core Competency

### Commercial Signage

#### Projectors

Exclusive distributor of Panasonic projectors in the procurement market

**Ranked No. 1 in market share for projectors**

Source : PMA Research

Optimal model consulting

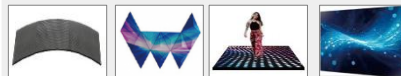


Flexible installation for various locations and environments

#### LED Displays

**High-clarity LED displays deployable across all indoor and outdoor environments**

(Transparent LED, Electronic Banners, Interactive Floors, etc.)



**Immersive space design using LED signage and projection technology**

- Conceptual design capturing ecological changes over time
- Development of ultra-high-definition hardware aligned with thematic concepts

### Educational Signage

#### Other Companies

Slower touch response and lower accuracy hinder user experience

Additional processes to ensure touch sensitivity may result in higher costs

#### VECT

Fast, accurate touch recognition  
Customizable ID settings (e.g., text color, thickness)  
Multi-display synchronized playback

➤ Improved Usability

Modular design enables quick IR sensor replacement, significantly lowering repair and production costs

➤ Cost Reduction

Digital Whiteboard Market Share

**2nd Place**



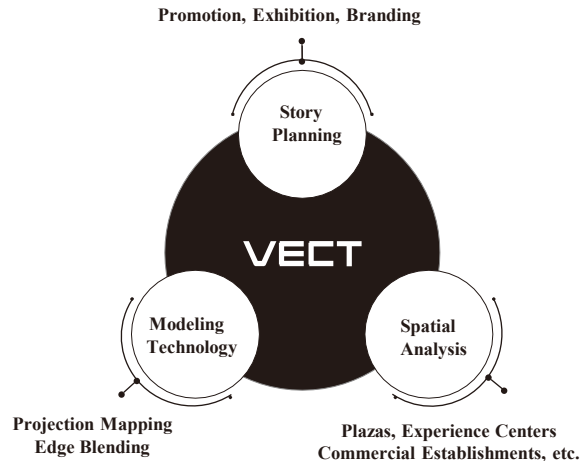


## 03 Signage Hardware Competitiveness

VECT

Chapter 02 Core Competency

Delivering optimized signage content tailored to diverse project concepts, locations, and user scenarios



### Daejeon: Emerging as a Hub for Nighttime Tourism

#### Needs

- ✓ A symbolic media façade that captures the identity of Daejeon

#### Solution

- ✓ High-brightness, vivid-color projection using top-tier projectors with edge blending technology
- ✓ 360-degree immersive projection mapping, viewable from all directions



### Expansion of Digital Signage Content



### Signage Content Major Achievements

2020

Daejeon Hanbit Tower  
Yedangho Musical Fountain,  
etc.



2021

Jongno Hwa-dong (PKM) Gallery,  
Dokdo Exploratorium  
(Gyeongnam-do Office of  
Education), Gyeonggi Maru  
(Gyeonggi-do Assembly Museum),  
KOUS, Jemulpo Station  
Underground Shopping Center,  
Seongsu Station Theater SS, etc.



2022

National Agricultural Museum of Korea,  
Korea Cultural House(KOUS),  
Whamisa Store,  
Convenii Grocery Store,  
Jeju Welcome Center, etc.



2023

Grand Walkerhill Hotel,  
Ecological Environment Insect Museum,  
Dawon School (Icheon),  
Dawon Hall,  
Anseong Art Hall,  
KEPCO Art Center,  
Yeonam Hall (Ajou University), etc.



2024

Pukyong National University 100th  
Anniversary "Ungbi Tower",  
Kansong Art Museum,  
Chung-Ang University  
Metaverse Science Hall,  
Ajou University  
Dasan Hall & Paldal Hall



Chapter 3.

## Growth Strategy

- 01 Digital Signage Utilizing AI Technology
- 02 Expansion of Commercial Signage Deployment
- 03 Expansion of Immersive Media Art Business
- 04 Entry into the Signage Platform Business
- 05 Expansion of the Digital Signage Market

INVESTOR RELATIONS 2025

# VECT





# 01 Digital Signage Utilizing AI Technology

VECT

Proactively expanding the market through an expanded hardware lineup and interactive content in response to government policy demands, including smart classrooms

Chapter 03 Growth Strategy

## Smart Learning Policies

KRW 18 trillion allocated over five years from 2021 with the goal of transforming into “Green Smart Future Schools”

Annual public procurement budget of over KRW 200 billion for the “Digital Whiteboard Supply Project to Establish Future Education Infrastructure”

Initiatives to build next-generation digital classrooms for kindergartens

Broader integration of smart content into the Nuri-Curriculum

## Execution Strategies

Aggressively pursue contracts for regional smart classroom construction projects

Participate in SME-led product localization pilots

Develop a packaged product lineup for future-oriented digital classrooms and extended-day schools

Register new smart learning devices for public procurement, including Nuri-compatible contents

Targeting No. 1 Market Share in Electronic Whiteboards by 2025



## Development of AI-Based Intelligent Digital Whiteboards



### AI Voice Recognition & Control

- Voice-Text and auto-captioning
- AI-powered simultaneous interpretation
- Real-time translated subtitles
- Lecture summarization



### AI-Driven Content Recommendation and Generation

- Conversational AI for interactive Q&A
- AI-driven personalized question generation
- Targeted practice through AI-generated similar questions based on incorrect answers



### AI Facial Recognition & Emotion Analysis

- AI-driven learning analytics with personalized feedback
- Real-time AI tracking of learning performance with actionable improvement suggestions

✓ Transforming traditional writing tools into collaborative platforms that enhance productivity in education and business

## In-House Development of Educational Interactive Content

### MOTION WALL



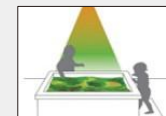
A responsive digital mural that transforms with touch

### MOTION FLOOR



A motion-reactive digital floor that responds to user movement

### MOTION TABLE (SAND)



Tactile learning through a combination of sand and interactive displays

### MOTION TABLE (BLOCK)



Interactive block-based environment that changes with each configuration

### MOTION TABLE (CATCH)



A digital scoop tool that extracts visual data from video contents

✓ Offering over 140 touchscreen-based interactive educational experiences, aligned with the national initiative for building next-generation kindergarten classrooms

MARU

쉽게 설치하고 간편하게 즐기는 디지털 실내 활동 모션마루



MOTION MARU :  

Next-generation digital indoor activity device designed for all ages

## 02 Expansion of Commercial Signage Deployment

VECT

Responding to diversified demand in the expanding digital signage market

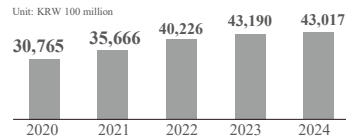
Chapter 03 Growth Strategy

### Expansion of the Digital Signage Market

01

#### Expansion of Outdoor Advertising

- Increased advertising display area on vehicles and railways
- Regulatory changes now allow commercial signage on university campuses



Source: Local Finance Association (LOFA)

03

#### Proliferation of Immersive Experience Spaces

- “The Messi Experience”:  
A digital exhibition space in Miami, USA,  
commemorating soccer legend Messi



02

#### Usage in Entertainment and Performance Stages

- Signage featured as a stage backdrop for TV program *Culinary Class Wars*



04

#### Signage in Public Facilities

- Wonderfall, a digital rest area at Singapore Changi Airport — ranked the world’s best airport in 2023



### Responding to Repeat and Large-Scale Demand From Over 10,000 Customers



#### Cross-selling

Negotiations in progress for additional content contracts following delivery to the National Agricultural Museum of Korea

#### Replacement demand

Replacement of aging equipment at “H University” — transition from existing VZ580 to VMZ Series LASER

#### Large-scale demand

Expected demand for large-scale equipment in “A Museum,” including museums, biennales, and exhibition spaces

#### Pilot projects

Expansion of direct LED billboard and signage sales through collaboration with advertising agencies



## 03 Expansion of Immersive Media Art Business

VECT

Supporting business and institutional branding with landmark media art experiences and in-house content production

Chapter 03 Growth Strategy

### Media Art Business Direction

#### The Growth of Immersive Media Art Market



(Source: Inspire Le Space Exhibition)

*Inspire Resort*, featuring immersive media art, attracted **2 million visitors** within 7 months of its opening

*Bunker of Light* media art exhibition in Jeju drew **580,000 visitors** within 10 months of its opening in November 2018

#### VECT Immersive Media Art

##### Local Cultural Symbol Projects

- Ulsan Taehwaru Skywalk (Aug. 2025)
- The night view at Jeonju Deokjin Park (Mar. 2024)



##### Commercial Projects

- Korea Hydro & Nuclear Power (KHNP) Exhibition Hall (Jun. 2024)
- DDP Kansong Art Exhibition (Jul. 2024)



### Operation of an In-House Digital Signage Studio



Digital signage used as a backdrop for music videos among others



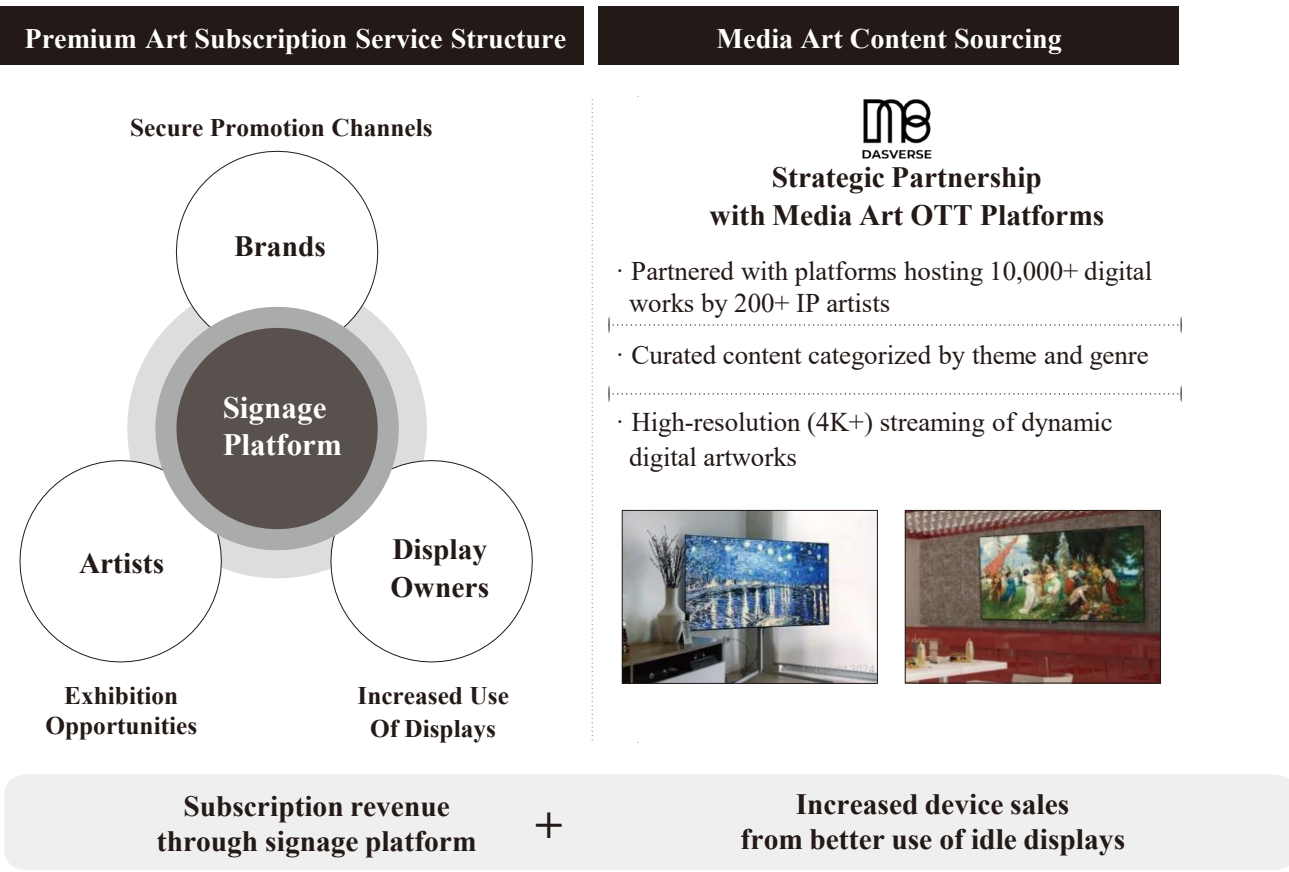
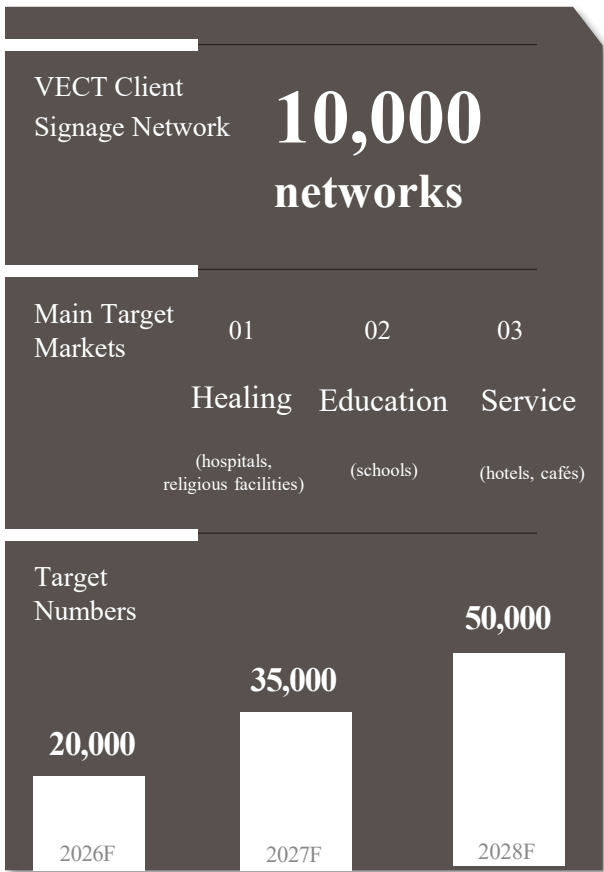
Digital signage exhibition halls

# 04 Entry into the Signage Platform Business



Pioneering a media subscription model that connects display infrastructure with content creators and brands

Chapter 03 Growth Strategy



## 05 Expansion of the Digital Signage Market

**VECT**

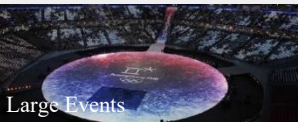
**Chapter 03** Growth Strategy

Expanding signage deployment through new business initiatives, partner collaboration, educational demand response, and global outreach

### Expansion of Scope

**Bringing immersive virtual experiences into physical spaces through digital signage**

Performances



Large Events



TV Shows



Virtual Studios



Stadiums



Shopping Malls



Exhibition Halls



3D Outdoor Advertising



Smart City

### Expansion of Business

**Integration with Virtual Reality and AI**

AI-powered targeted advertising through vision-based signage, VR-enabled communities, and immersive learning platforms.

#### Partner Companies

AI XR



Media Contents



### Global Expansion

**Targeting the Middle East Signage Market**

Forming strategic partnerships with 2030 Saudi Expo display sponsors

Engaging in large-scale lectern deployment for military, corporate, and government education sectors

**Targeting Southeast Asian Signage Market**

Strong educational enthusiasm,  
Policy momentum toward integration of  
online education

- Preparing for military, corporate, and Ministry of Education  
digital lectern deployment projects





## Appendix

01 Consolidated Financial Statements

02 Separate Financial Statements

03 Company History





# 01 Consolidated Financial Statements



Appendix

## Consolidated Statement of Financial Position Unit: KRW million

Category	2022	2023	2024	2025 1Q
<b>Current Assets</b>	20,398	22,730	33,790	28,627
<b>Non-Current Assets</b>	20,015	18,914	18,044	17,780
<b>Total Assets</b>	40,414	41,645	51,834	46,406
<b>Current Liabilities</b>	19,661	19,971	20,720	15,668
<b>Non-Current Liabilities</b>	11,074	8,667	7,329	6,993
<b>Total Liabilities</b>	30,736	28,638	28,049	28,049
<b>Common Stock</b>	200	1,016	1,371	1,371
<b>Additional Paid-in Capital</b>	0	2	12,899	12,899
<b>Retained Earnings</b>	8,145	10,378	8,435	8,531
<b>Non-Controlling Interests</b>	1,333	1,611	1,080	945
<b>Total Equity</b>	9,678	13,007	23,785	23,746

## Consolidated Income Statement Unit: KRW million

Category	2022	2023	2024	2025 1Q
<b>Revenue</b>	65,409	68,878	64,679	20,325
<b>Cost of Sales</b>	39,430	42,138	40,958	11,826
<b>Gross Profit</b>	25,980	26,740	23,721	8,499
<b>Selling and Administrative Expenses</b>	21,489	22,717	25,006	8,246
<b>Operating Profit</b>	4,491	4,023	(1,284)	253
<b>Other Income</b>	454	301	159	14
<b>Other Expenses</b>	1,711	1,728	1,005	201
<b>Income Before Income Taxes</b>	3,234	2,596	(2,130)	30
<b>Income Tax Expense</b>	137	340	149	69
<b>Net Income</b>	3,097	2,256	(2,279)	(39)

## 02 Separate Financial Statements

**VECT**

Appendix

### Separate Statement of Financial Position

Unit: KRW million

Category	2022	2023	2024	2025 1Q
<b>Current Assets</b>	15,253	18,107	28,783	23,721
<b>Non-Current Assets</b>	11,332	10,637	10,229	10,061
<b>Total Assets</b>	26,584	28,744	39,011	33,781
<b>Current Liabilities</b>	15,016	18,189	16,803	11,276
<b>Non-Current Liabilities</b>	4,287	565	255	291
<b>Total Liabilities</b>	19,303	18,754	17,058	11,567
<b>Common Stock</b>	200	1,016	1,371	1,371
<b>Additional Paid-in Capital</b>	0	2	12,899	12,899
<b>Retained Earnings</b>	7,081	8,972	7,683	7,945
<b>Total Equity</b>	7,281	9,990	21,953	22,215

### Separate Income Statement

Unit: KRW million

Category	2022	2023	2024	2025 1Q
<b>Revenue</b>	44,342	45,261	41,301	11,388
<b>Cost of Sales</b>	29,433	29,607	28,804	7,115
<b>Gross Profit</b>	14,909	15,654	12,497	4,273
<b>Selling and Administrative Expenses</b>	12,549	12,920	13,435	3,770
<b>Operating Profit</b>	2,361	2,734	(937)	503
<b>Other Income</b>	399	219	95	4
<b>Other Expenses</b>	1,280	1,058	647	200
<b>Income Before Income Taxes</b>	1,480	1,896	(1,490)	331
<b>Income Tax Expense</b>	297	293	(274)	69
<b>Net Income</b>	1,183	1,603	(1,216)	262

## 03 Company History



Steadily growing for over 20 years while expanding in the digital signage field

Appendix

### Established foundation in the digital signage business

#### Establishment Period

(2006~2014)

<b>Mar. 2006</b>	Established Yuhwan I-Tech Co., Ltd.
<b>Aug. 2008</b>	Signed project dealership contract with Samsung Electronics
<b>Mar. 2010</b>	Signed official importer and after-sales service partnership contracts with Sanyo and Casio projectors in Korea
<b>Dec. 2010</b>	Signed procurement contract for beam projectors with the Public Procurement Service
<b>May 2011</b>	Certified under the Quality Management System (ISO 9001)
<b>Jun. 2011</b>	Established a nationwide after-sales service branch network and signed contracts with 45 partner dealers
<b>Jul. 2011</b>	Acquired license for information and communication construction
<b>Aug. 2011</b>	Signed supply contract with the Public Procurement Service for digital whiteboards and digital lecterns
<b>Oct. 2011</b>	Filed patents, including infrared camera-based touchscreen technology (plus one other)
<b>Mar. 2012</b>	Signed an official dealership contract with Panasonic Korea Co., Ltd.
<b>Apr. 2012</b>	Established and certified an in-house corporate research lab
<b>Aug. 2012</b>	Certified as a Technology Innovation-Oriented Small Business (Inno-Biz)
<b>Aug. 2013</b>	Opened Panasonic Plaza store
<b>Jun. 2014</b>	Participated in the Smart Tech Show

### Secured signage technology and expanded business areas

#### Growth Period

(2015~2022)

<b>Jul. 2015</b>	Developed 3D printer
<b>Sep. 2016</b>	Developed whiteboard-writing software / Certified as a Technology Excellence Company
<b>Oct. 2017</b>	Obtained direct production certification for PA systems and signed a procurement supply contract
<b>Jan. 2018</b>	Supplied video systems to the Korea Education Fair
<b>Feb. 2018</b>	Developed new products – digital whiteboard and 3D printer
<b>May 2019</b>	Signed digital signage partnership contract with Samsung Electronics
<b>May 2019</b>	Launched new LED electronic banner product
<b>Mar. 2020</b>	Opened UIT Vision Factory
<b>Sep. 2020</b>	Filed patents for automated image quality calibration LED display system (plus two others)
<b>May 2021</b>	Selected as a Promising Small Enterprise by the Ministry of Employment and Labor
<b>Mar. 2022</b>	Filed patents for digital whiteboard with built-in document camera (plus three others)
<b>Apr. 2022</b>	Acquired ESOL Information & Communication Co., Ltd.
<b>May 2022</b>	Expanded into media exhibition planning business

### Poised to lead the video systems market with AI integration

#### Leap Forward

(2022~Present)

<b>Aug. 2022</b>	Renamed to VECT Co., Ltd.
<b>Oct. 2022</b>	Certified as a Technology Excellence Company by NICE Information Service Co., Ltd.
<b>Dec. 2022</b>	Designated as a G-PASS (Global Procurement Support Program) company for overseas procurement markets
<b>Jan. 2023</b>	Interactive whiteboard certified as Green Technology by the Ministry of SMEs and Startups
<b>Oct. 2023</b>	Launched new LED weather display board and signed a procurement supply contract
<b>Nov. 2023</b>	Received the Smart Korea Award – Minister's Award from the Ministry of SMEs and Startups
<b>May. 2024</b>	Launched Virtual Experiential Learning System
<b>Jun. 2024</b>	Implemented Media Façade at Pukyong National University's Centennial Monument
<b>Aug. 2024</b>	Supplied Products for the First Immersive Media Art Exhibition Featuring the Kansong Collection
<b>Dec. 2024</b>	Listed on KOSDAQ Market
<b>Jan. 2025</b>	Registered Company's Interactive Whiteboard as Excellent Product by the Public Procurement Service
<b>May. 2025</b>	Released Motion MARU (Digital Indoor Activity Device)

# VECT

Virtual Experience ConnectiVity