



Letsee | Company Introduction 2019

We make all web information accessible on the spot

Index

01 Overview 3p

02 Key Feature 8p

03 Our Technology 17p

04 Appendix 21p

01 Letsee OVERVIEW

- CEO Greeting Message
- Introduction of the Company
- History
- Organization

01 OVERVIEW

CEO

| Sangchul Ahn, Ph.D.

Convergence of real environment and virtual environment
 Guarantee of unlimited connectivity between AR and the web
 Answer to the new user experience
 That is why Letsee exists.

The emergence of a breakthrough product which could enable an easy development of AR environment even without proficiency in the AR development environment.

Connection with the unlimited scalability of the web with a browser alone without installing an app. Infinite expansion of the AR ecosystem.
 We are convinced that in the opening of the new world,
 Letsee will leave an indelible impression. We also promise you that we will do our utmost to ensure that there will be no regrets in making selection.



Sangchul Ahn, Ph.D
 CEO of Letsee, Inc.



CEO of Letsee, Inc.

Sangchul Ahn, Ph.D

- Ph.D. in HCI and Robotics and Applied Engineering, University of Science and Technology
- Master's in Computer Science, Yonsei University
- Research Fellow, KIST
- Representative of W3C Member Companies and Organizations
- Head of AR Department, HTML5 Convergence Technology Forum HTML5
- Korean Ambassador for Geonames

Overview of the Company

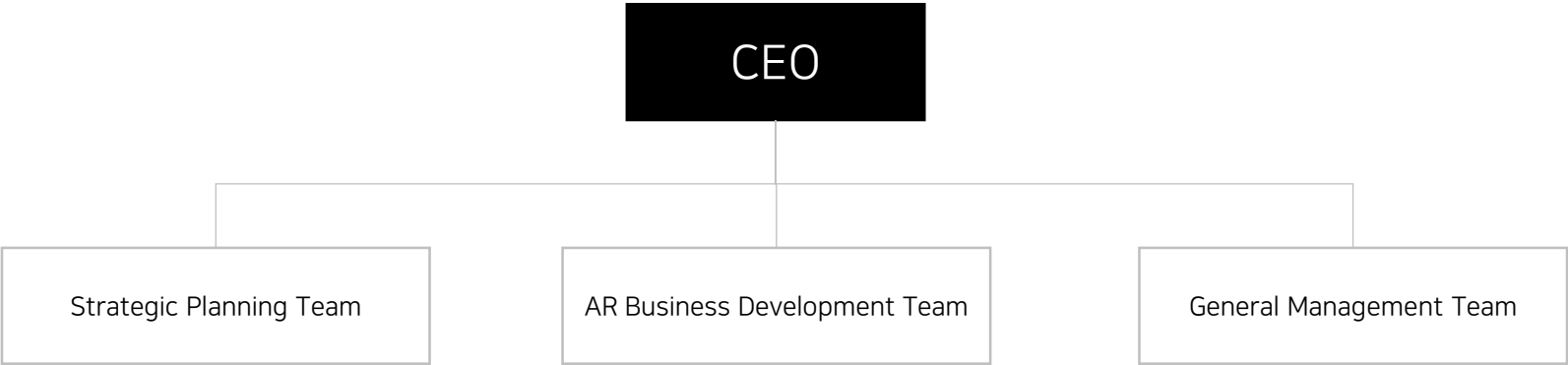
| Experience Augmented Reality on the Web

Name of the Company	Letsee, Inc.
CEO	Sangchul Ahn, Ph.D
Date Founded	July 2014
Head office address	8F, 15, Teheran-ro 82-gil, Gangnam-gu, Seoul Korea
Business Areas	AR Web Solutions
Main Service	Letsee SDK (Software Development Kit) Letsee browser (Hybrid Reality Web Browser)
Number of officers and employees	10 people
Contact information	+82-2-566-9711 contact@letsee.io
Website	www.letsee.io

01 History

- 2014**
 - 07 Founded (official startup of KIST's research institute)
 - 12 Certified as startup
 - 12 Founded corporate annexed research institute
- 2015**
 - 06 Developed AR game live relay system (Cheil)
 - 10 Joined membership of W3C (International Web Standards Association)
 - 11 Released Letsee Beer App V1.0
- 2016**
 - 06 Released Letsee Beer V2.0
 - 10 Gave a theme presentation at W3C WebVR workshop
 - 12 Developed solutions for Samsung Electronics' AR remote collaboration solution
- 2017**
 - 01 Released Letsee Browser
 - 08 Selected as "Mobile of August" for Republic of Korea's 2017 Mobile Award
 - 12 Provided for Samsung Electronics' AR remote collaboration CMS solution
- 2018**
 - 02 Provided Hana Bank's AR marketing solution
 - 05 Attracted Pre-A investment
 - 06 Selected TIPS program
 - 10 Selected as the 4th term of C-lab of Samsung Electronics
- 2019**
 - 04 Released Letsee WebAR SDK v1.0 Beta
 - 05 AWE2019 Demonstrated Letsee Web AR technology

01 Organization



02 KEY FEATURE

- Web-Based AR
- Simple & Easy
- Mobile AR authoring tool
- Support for various types of media

02 Web-Based AR | WebAR SDK

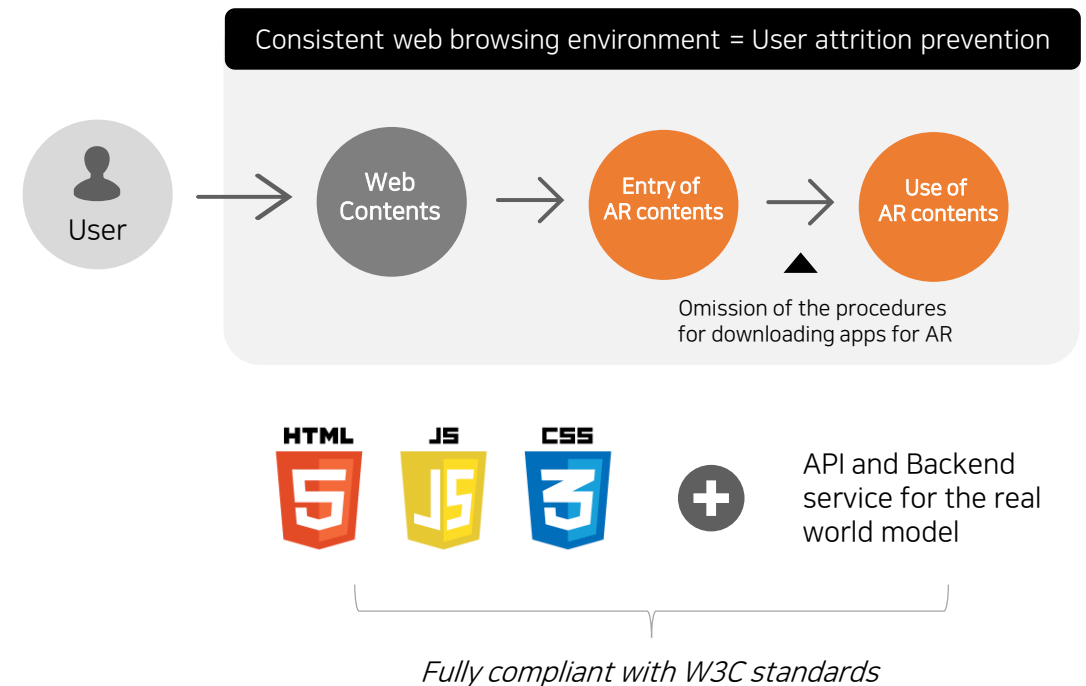
Provision of AR experience with a web browser alone even without downloading a separate app

The era to experience AR with smartphone has now arrived.

However, unlike the demand forecasts, there were no technological limit and appropriate alternative for AR technology's advancement as with the basic role of web browser.

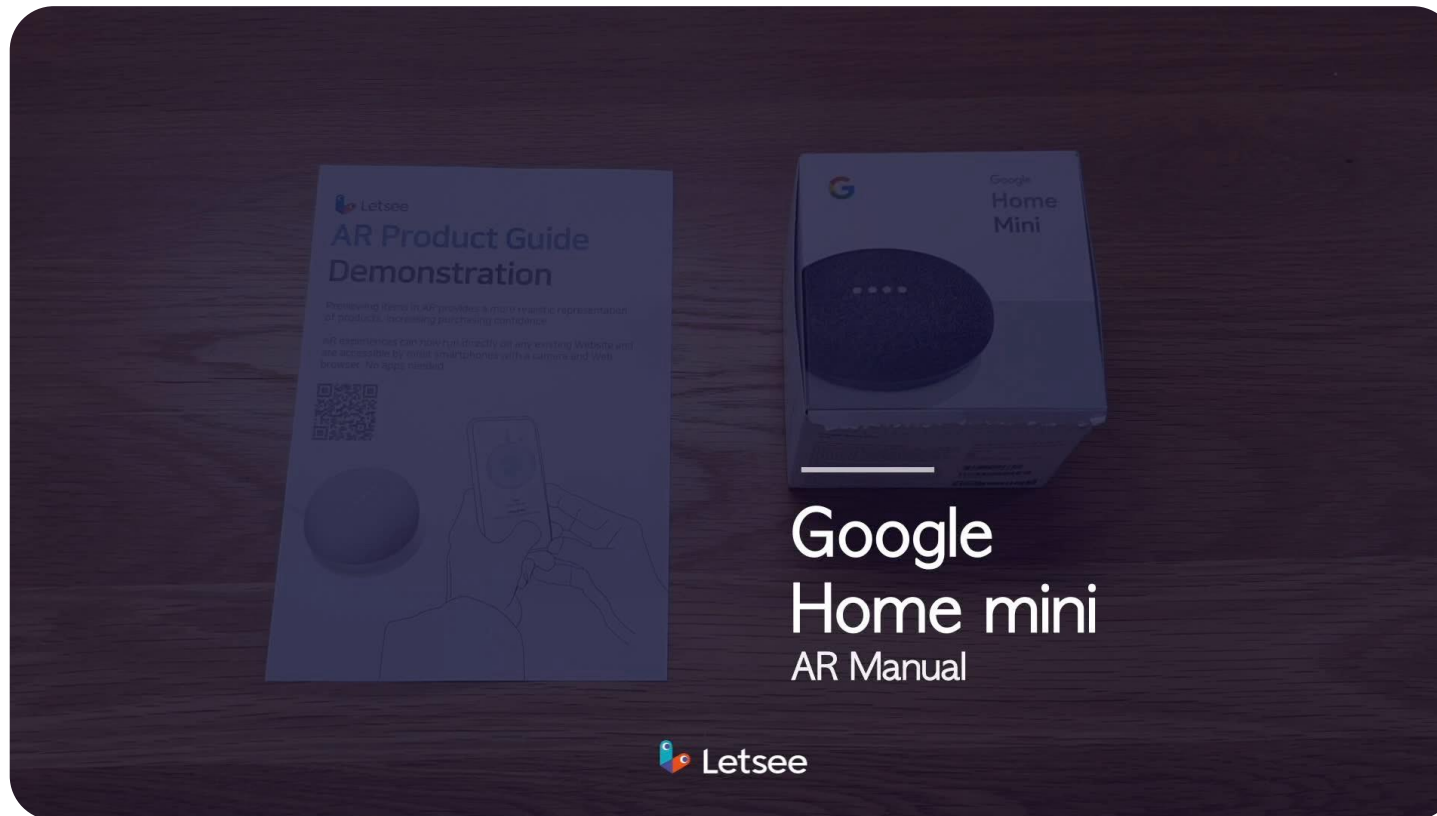
A fundamental reason as to why the apps released with AR technology mounted could not achieve exceptional performance results is that the environment which has demanded app installation just because it is AR despite it being a simple advertisement or event related contents largely impeded the influx of users.

Letsee has eliminated restrictions requiring app installation even for a simple use of AR, and has also developed Letsee browser with which AR information is started even with the scanning of QR code alone and shutting down the web browser alone completes the AR procedures. You no longer need to be obsessed with App Download & Retention.



02 Web-Based AR | WebAR SDK

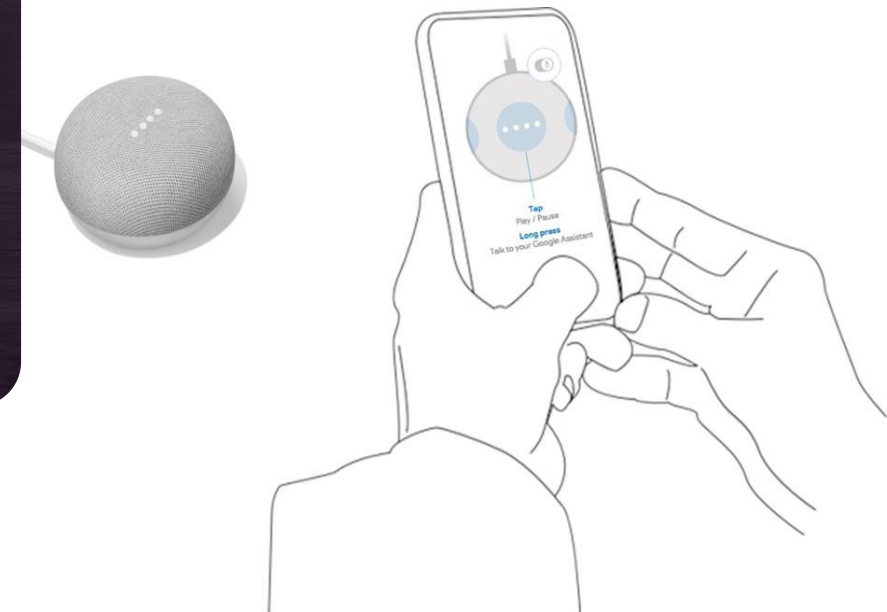
Demo video #1



AR Product Guide Demonstration

Previewing items in AR provides a more realistic representation of products, increasing purchasing confidence.

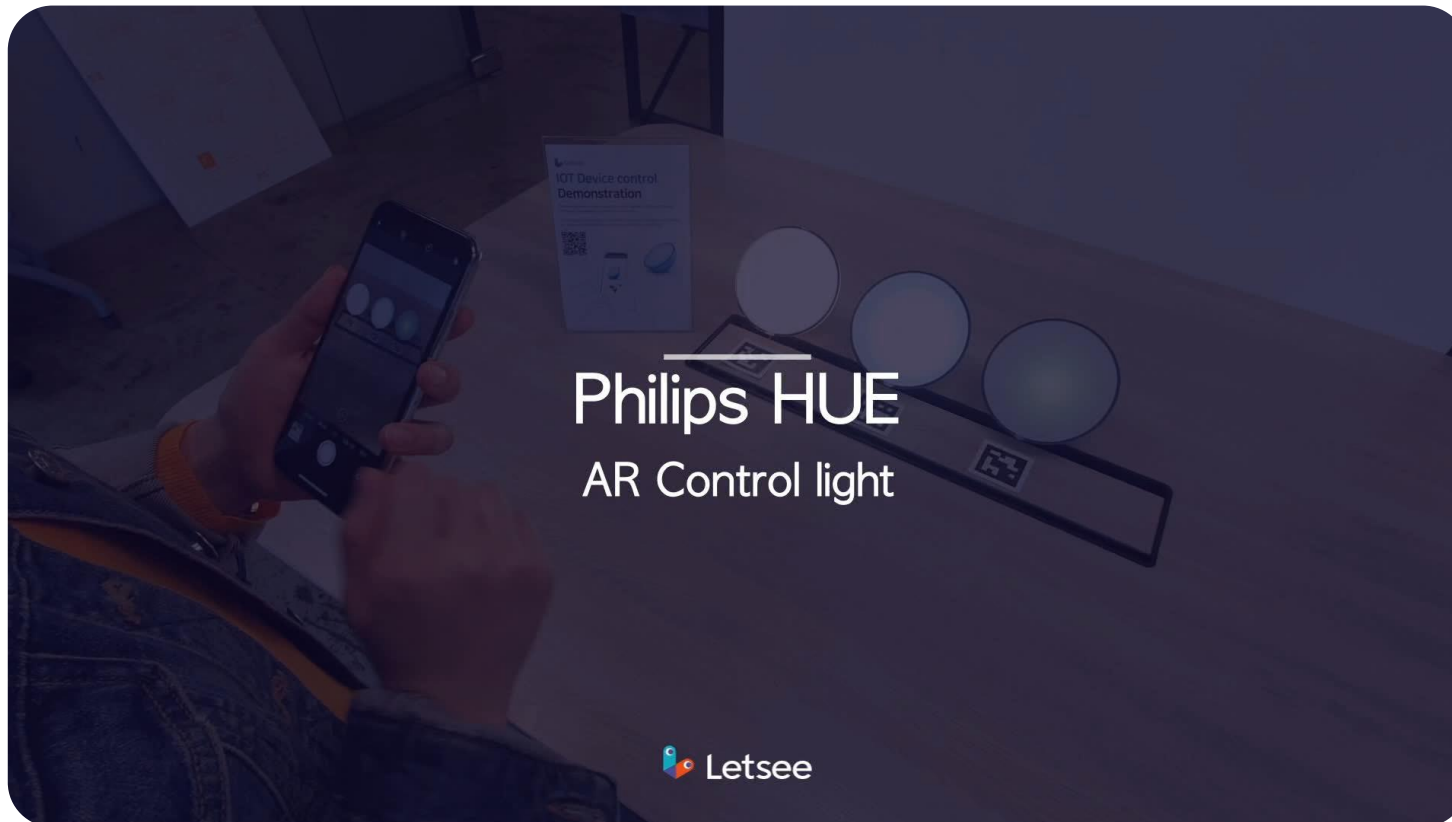
AR experiences can now run directly on any existing Website and are accessible by most smartphones with a camera and Web browser. No apps needed



Demo video replay

02 Web-Based AR | WebAR SDK

Demo video #2

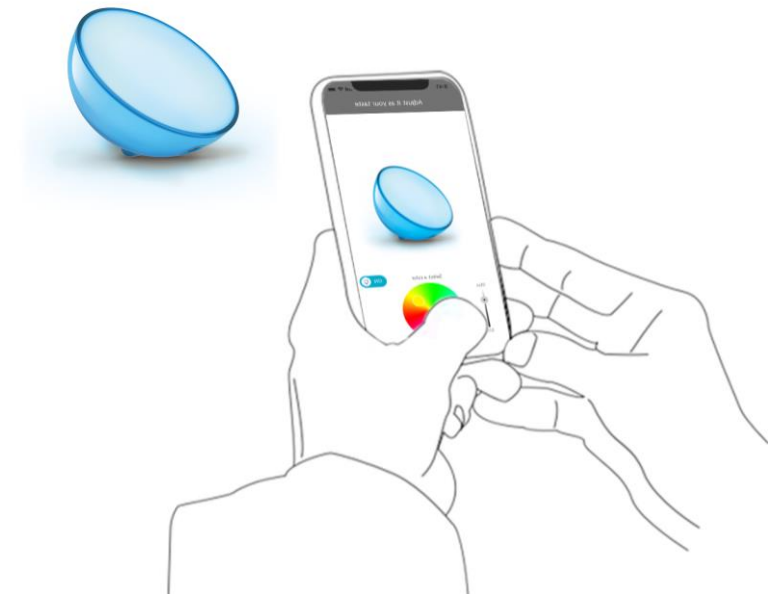


Demo video replay

IOT Device control Demonstration

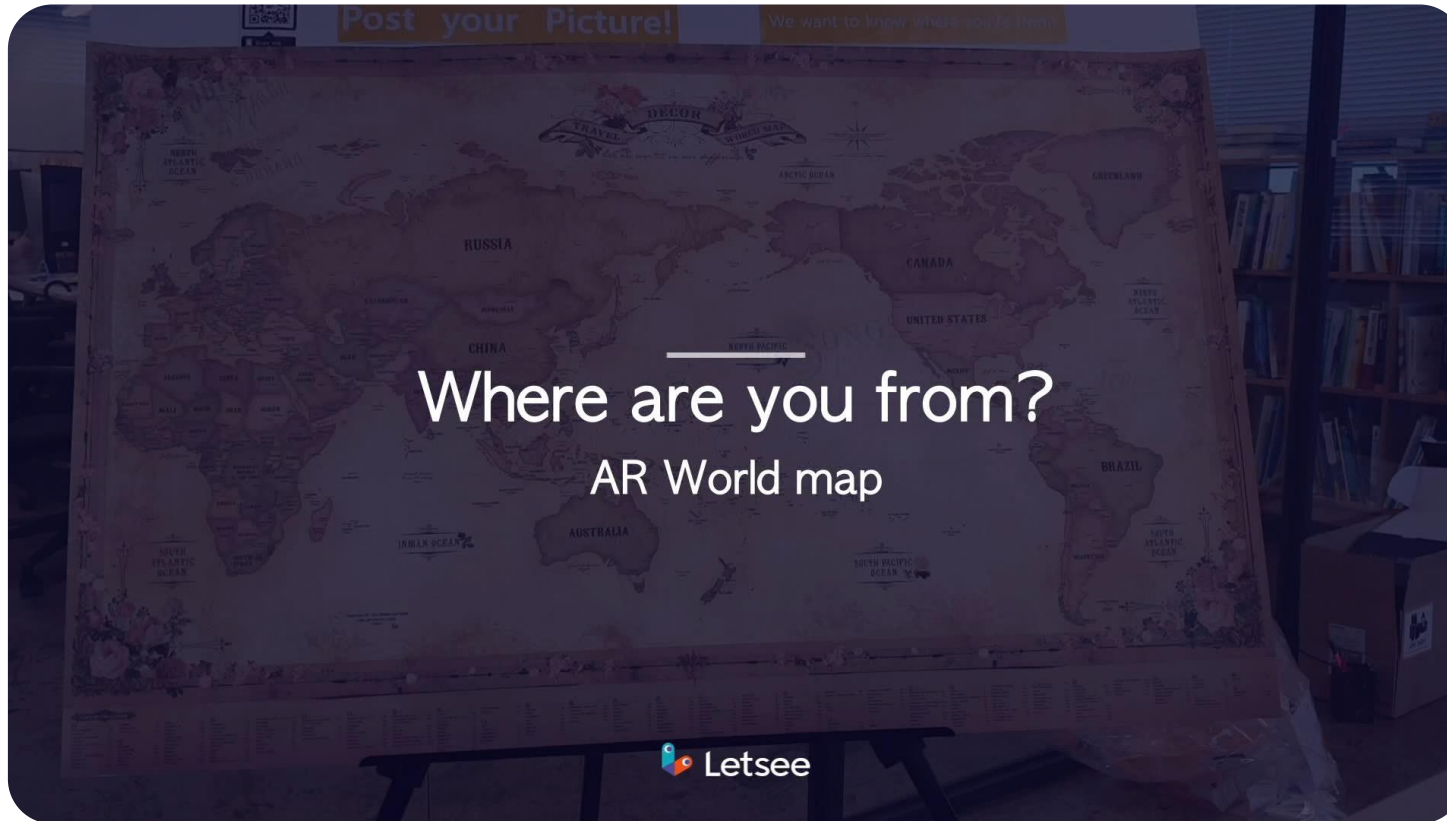
Previewing items in AR provides a more realistic representation of products, increasing purchasing confidence.

Customers are no longer required to leave your Website to download an app, which greatly improves the overall user experience.



02 Web-Based AR | WebAR SDK

Demo video #3



Demo video replay

AR Wallboard Demonstration

Previewing items in AR provides a more realistic representation of products, increasing purchasing confidence.

AR experiences can now run directly on any existing Website and are accessible by most smartphones with a camera and Web browser. No apps needed



02 Web-Based AR | WebAR SDK

Demo video #4

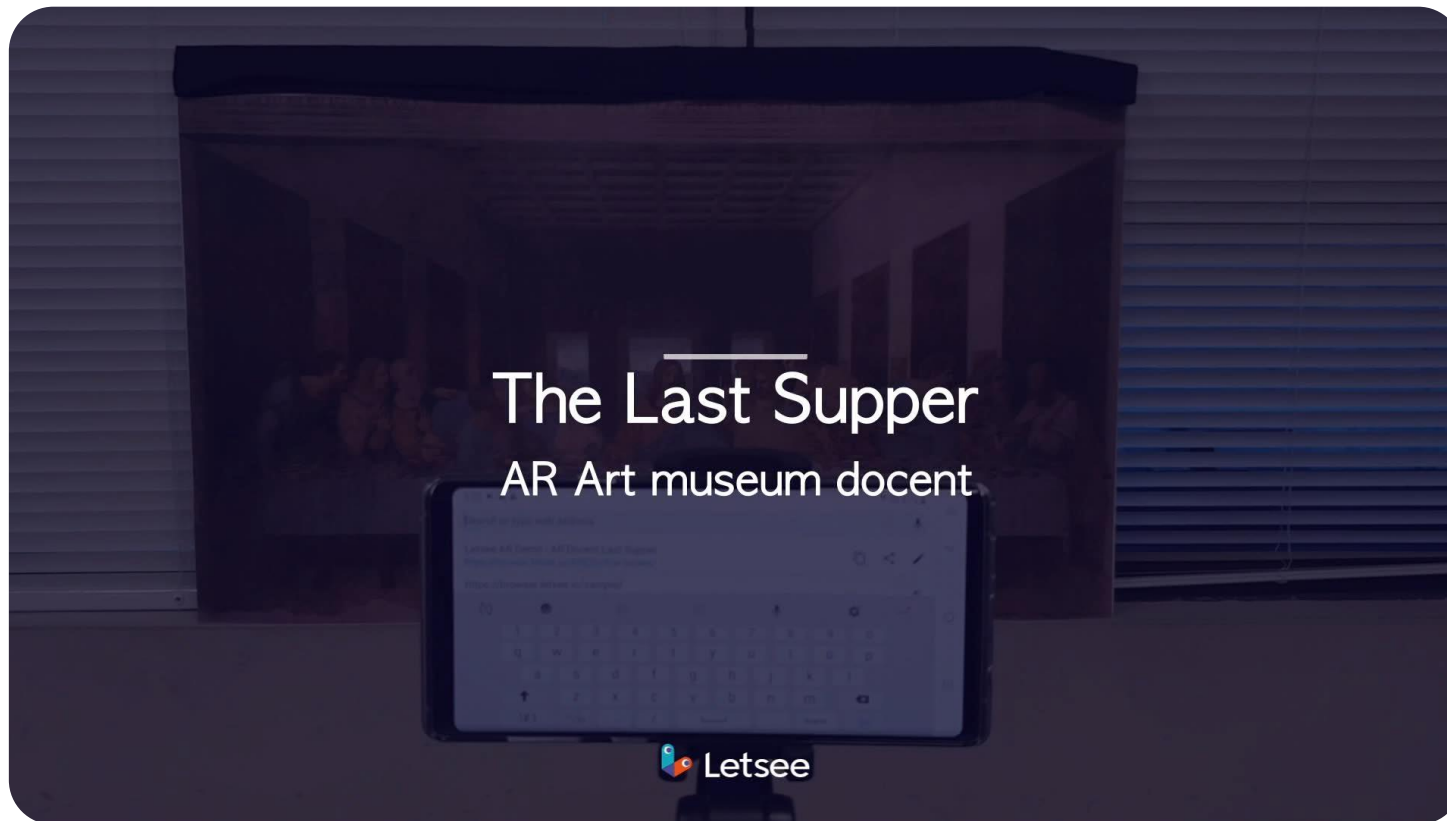


Image Target Demonstration

Recognize and track uploaded image targets, bringing static content to life.

Track any uploaded image including product packaging, posters, in-store displays, outdoor, print advertisements and more.



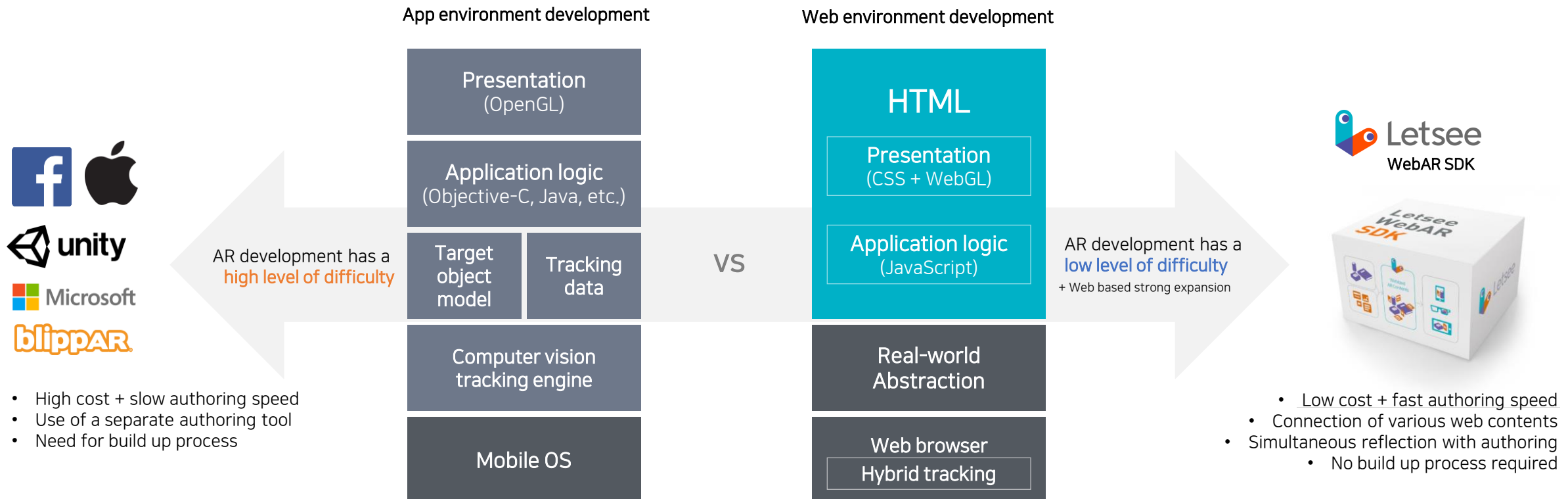
Demo video replay

02 Simple & Easy | WebAR SDK

AR development is now easier.

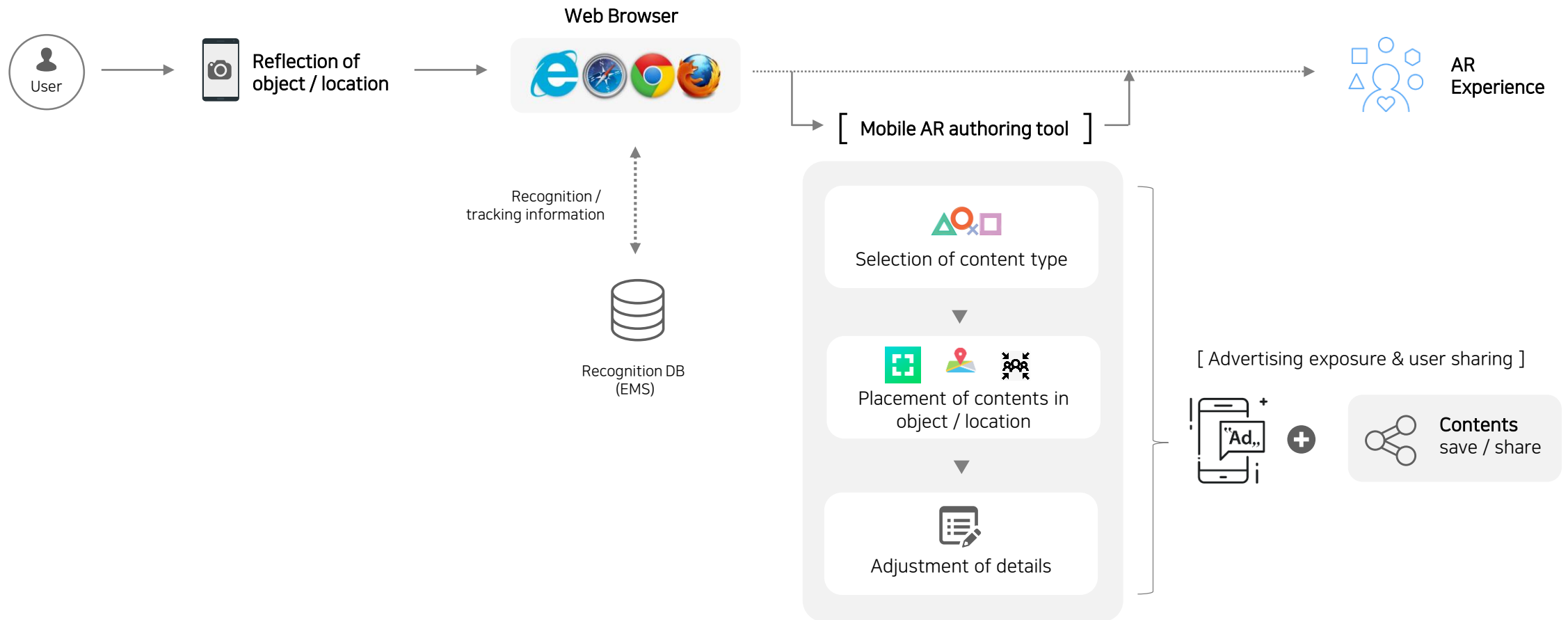
Easy to develop is not limited to just the level of difficulty entailed in development.

If the development environment turns simple and convenient, costs will be saved and productivity will be enhanced as well as the fast production of AR contents by web designer or web developer. Letsee's Web AR SDK will set a new standard for your marketing strategy.



02 Mobile AR authoring tool | WebAR SDK

Mobile AR authoring tool support for the easy AR contents authoring

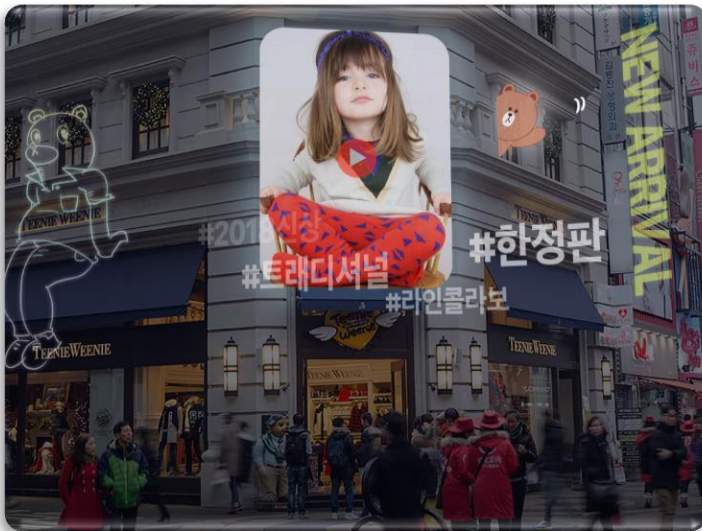


02 Support for various types of media | WebAR SDK

If operated in a web browser, it will make any contents into an AR environment.

Support is provided for various types of web media such as 3D drawing, hashtag, 3D emoji, hyperlink, video, and photo, and web contents of the form of intended by the author may be developed into an AR environment.

Support for various types of media



Real time interaction



Object search advertising

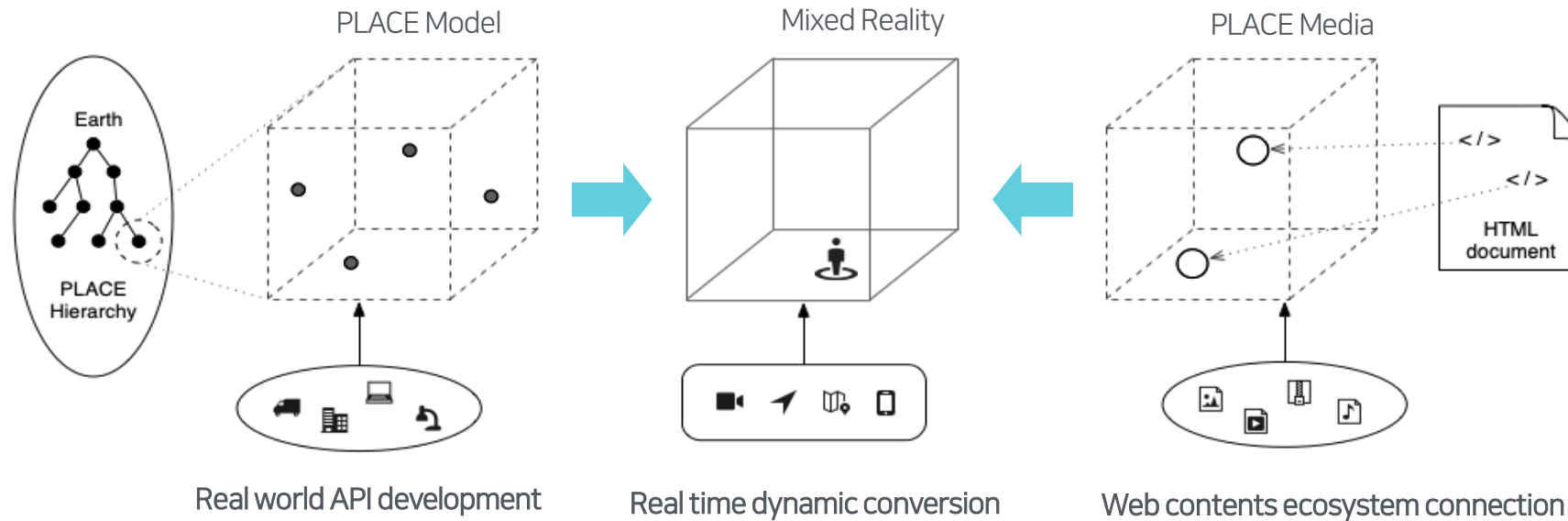


03 Our Technology

- Proprietary technology
- Proprietary patents

03 Proprietary technology

Web information coexists and converges with the real world's physical space



Hybrid reality server

- Object recognition DB
- Automation of recognized information registration completed
- Hybrid reality search and recommendation engine

Hybrid reality Web browser

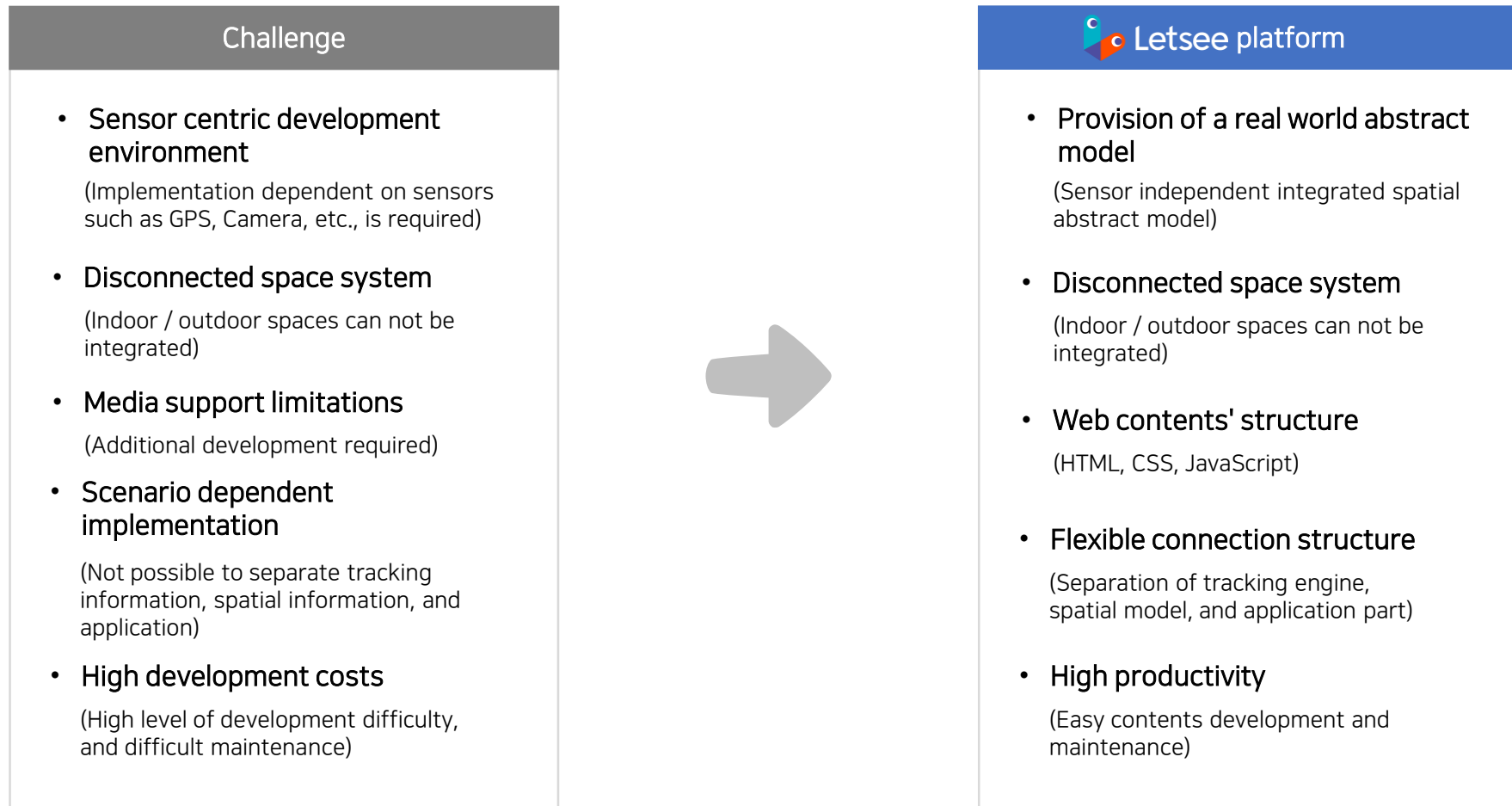
- Web based AR rendering engine
- HTML 5 individual elements and 3D (WebGL) augmentation
- Can be installed in existing apps (SDK, White Label)

Web contents ecosystem connection

- Mobile development AR widget (UCC)
- Augmented contents management server (CMS)
- Dynamic update

03 Proprietary technology

Web AR based flexible connection structure and high productivity



03 Technical patent

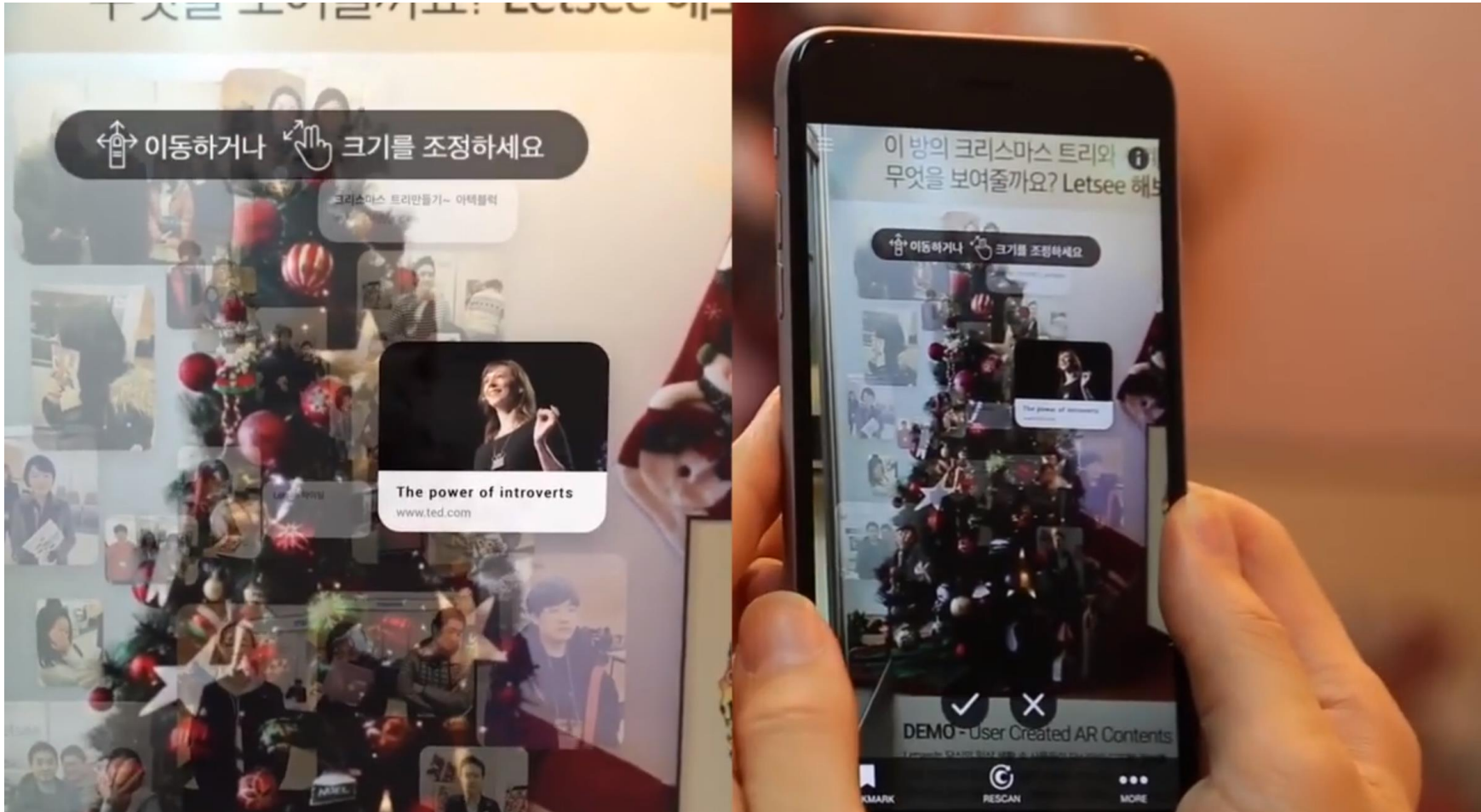
	NAME	COUNTRY	APPLICATION NUMBER
1	APPARATUS AND METHOD PROVIDING AUGMENTED REALITY CONTENTS BASED ON WEB INFORMATION STRUCTURE	South Korea	10-2013-0030336
2	APPARATUS AND METHOD PROVIDING AUGMENTED REALITY CONTENTS BASED ON WEB INFORMATION STRUCTURE	Europe	13199437.8
3	APPARATUS AND METHOD PROVIDING AUGMENTED REALITY CONTENTS BASED ON WEB INFORMATION STRUCTURE	USA	14/139,133
4	SYSTEM FOR AUTHORIZING AND PROVIDING AUGMENTED REALITY CONTENTS	South Korea	10-2013-0115640
5	SYSTEM FOR AUTHORIZING AND PROVIDING AUGMENTED REALITY CONTENTS	Europe	13199426.1
6	SYSTEM FOR AUTHORIZING AND PROVIDING AUGMENTED REALITY CONTENTS	USA	14/140,255
7	APPARATUS AND METHOD FOR AUGMENTED REALITY	South Korea	10-2017-0096275
8	APPARATUS AND METHOD FOR AUGMENTING VIRTUAL OBJECT	South Korea	10-2017-0096778

04 Appendix

- Letsee browser
- Letsee Beer
- Letsee sticker
- AR product history inquiry

Appendix

04 Letsee Browser



Letsee Browser

All AR contents one could imagine
Make it easy with web language alone

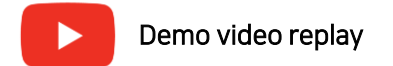


Demo video replay

04 Letsee Beer



Letsee Beer



04 AR product history inquiry



AR product history inquiry



Demo video replay

04 Letsee AR Sticker



Letsee AR Sticker



Demo video replay



Thank you.