

Photobot

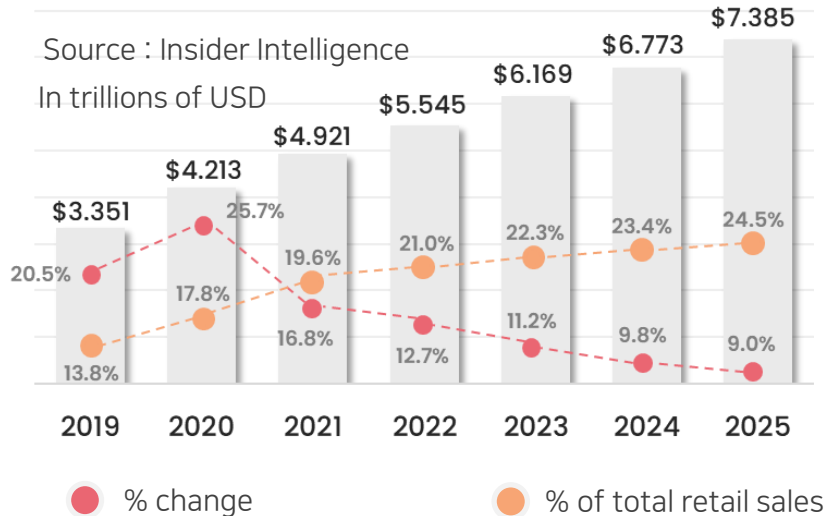
AI Based Robot Photographer



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Rapid Growth of Online Shopping after the Pandemic

Global E-commerce Sales Growth



Online shopping market size by country

Rank	Country	Size
1 st	 China	\$658 billion
2 nd	 USA	\$497 billion
3 rd	 Japan	\$98 billion
4 th	 UK	\$96 billion
5 th	 S.Korea	\$79 billion

Source: Euromonitor (2018)

Digital Transformation in the E-Commerce Value Chain

Value chain of Online Fashion Commerce

Create
Online Stores



Product Photoshoots and
Creating Commerce Content

High-cost, Low-Productivity,
Labor-Intensive

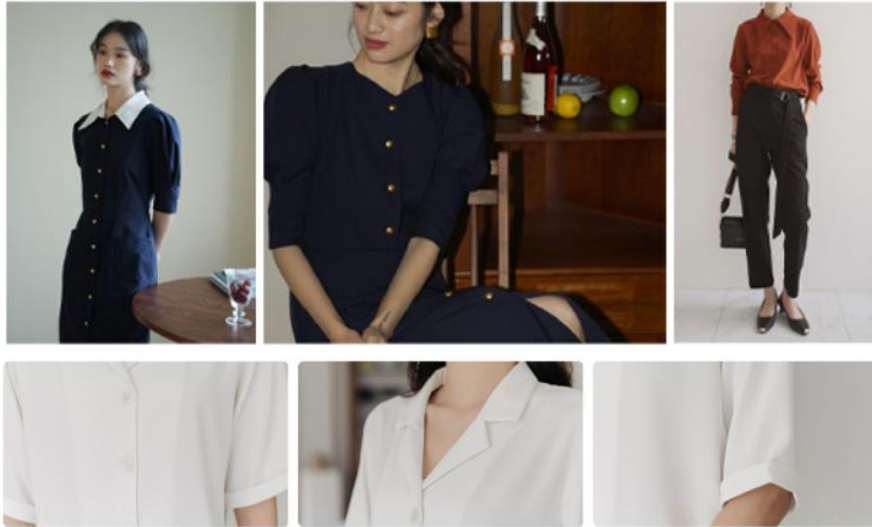
Sales
Management



Problem

Photos and Landing Pages Required for E-Commerce

Model cut



Product cut



Detail cut



Problem

Cost and Time Required for Content

SOHO Malls

Difficult,
Takes long hours
to do alone

Low quality
without expertise

Enterprises

Many products:
Expensive

Long photoshoots;
Delayed release

Outsourcees

Penalty for

Labor-intensive;
Hard to lower costs

Solution

「Photobot : AI Based Robot Photographer」



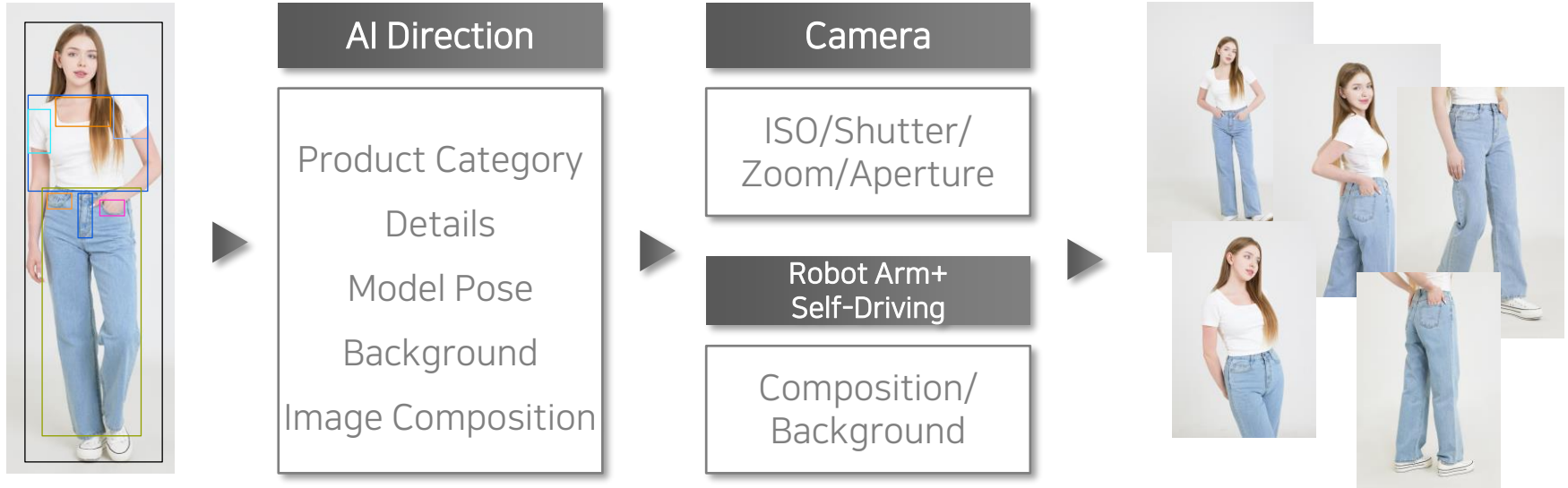


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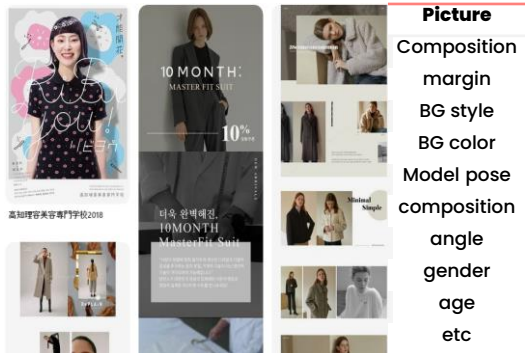
AI Direction by Vision Analysis



Data for Fashion Specialized AI Model Development

Model Pose, Photo Composition

200,000 Product Images



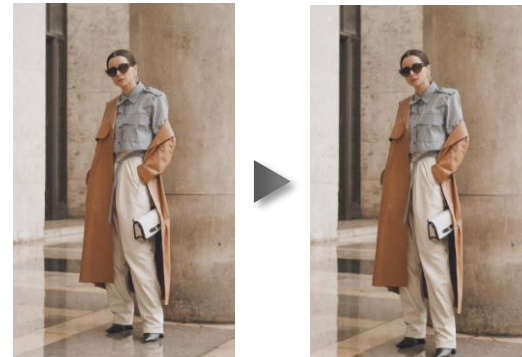
Clothing Categories, Details

Over 200 Attributes



Image Editing

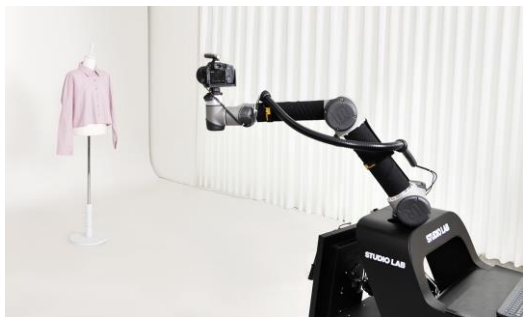
3Q of '24



Pros of Using Photobot

Self Photoshoots

Intuitive, Easy-to-Use UX



Large-Scale Photoshoots

Error-free Automation



Content Creation

*Through Seller Canvas



Demand for Photoshoots

Korea domestic

TAM: 전체 사진 촬영업
(인물, 행사용 촬영 포함)

- 실현 예상 시기 : 2025년
- 추정 시장 규모 : 9400억

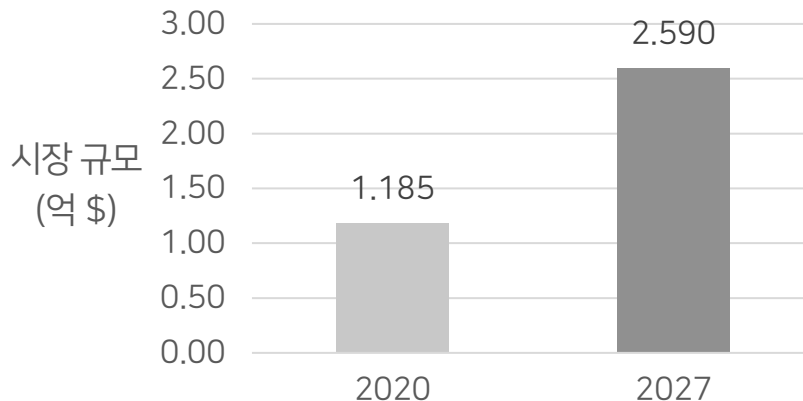
SAM: 사진 촬영 및 처리업

- 실현 예상 시기 : 2024년
- 추정 시장 규모 : 2400억

SOM: 상업용 사진 촬영업

- 실현 예상 시기 : 2023년
- 추정 시장 규모 : 1200억

글로벌 촬영 자동화 시장 2.6억 달러 (CAGR 11.8%)



Samsung Electronics Project



Market Penetration

Step 1 : Photo Service

Field Test and Further R&D



Step 2 : Rental and Sell

Build Robot Studio



Step 3 : Global Expansion

Co-op with Global Brands



Usages

Photobot Usage

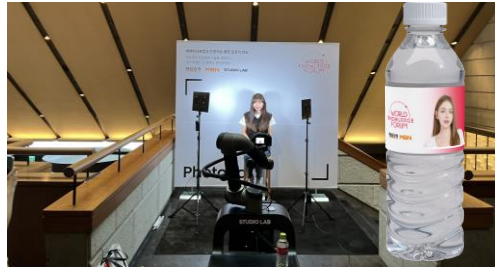
ID Photos

Photoshoot for Corporations



Photography Events

Trend Fair,
World Knowledge Forum


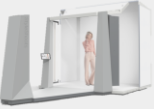



PoC with SOHO Malls

'S Graphy'



Advantage Over Competitors

구분	STUDIO LAB 'Photobot'	Styleshoots 'Styleshoot live'	Orbitvu 'Alpha studio'
Image			
Type	Mobile	Booth	Booth
Camera	DSLR	DSLR	DSLR
Moving	Self-Driving	Fixed	Fixed
AI Direction	Background, Composition	Fixed Background	Fixed Background
Image Editing	Seller Canvas	X	X
Expansion	Moving Objects, Live Events	Only Still Photos	Only Still Photos

- ① Shoots in enclosed booth,
Limited background/poses
>Quality photo-ops, Various backgrounds
- ② Requires IT Expertise, Hard to use
> Automated photography without
- ③ Needs extra solution for editing, uploading
> Integrated content creation solution

Team

Our Team

Sunghoon Kang

S.W / CEO

KAIST IMMS

In-house Venture Lead
(Clothing Machine Vision)/
Marketing, Samsung Elec.
(Global Sales Communication)



SAMSUNG

Jaeyoung Lee

Service planning / COO

Linguistics B.A., Korea Uni.

M.A., KAIST

PM, Start-up M&A Lead,
Samsung Elec.



SAMSUNG

Jaeseung Lim

AI Lead

Convergence Sciences

PhD Candidate, SNU

Computer Vision AI
Intel AI Researcher



intel.
SNUiLAB

Jongmin Choi

AMR, Robotics

C# , TCP/IP,
Middleware Dev.

Seller Canvas

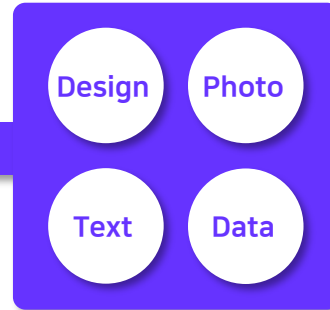
Automated Fashion Detail Page Production Service

[Image Upload]



[Vision AI and NLP]

Seller Canvas



[Fashion Detail Page]



「」 Photobot

Thank you



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Photobot Usage Scenario

Robot

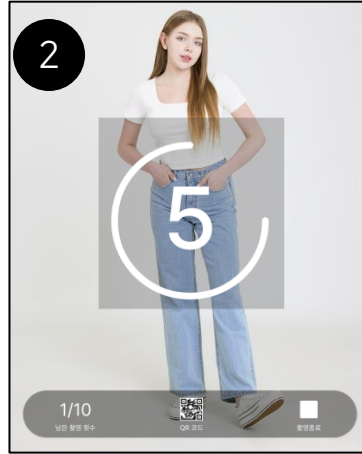
AI

Voice Guide



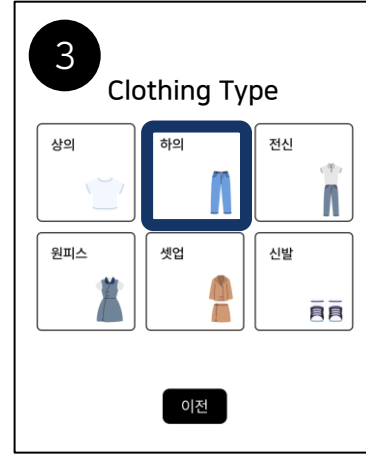
Initializing

"Hello, I'm Photobot. I'll help you with your photoshoot."



Live analysis of model and product with vision AI

"The AI is analyzing what you are wearing right now."

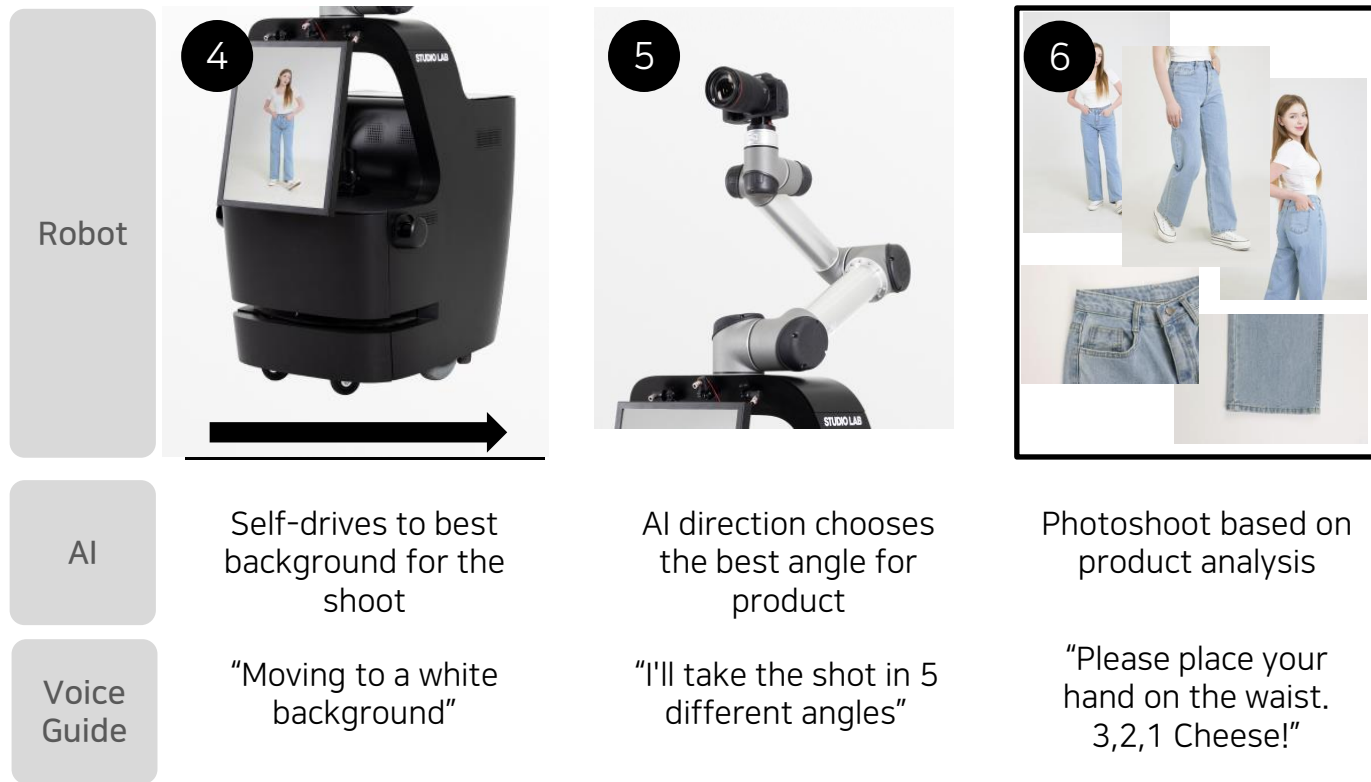


Overall AI direction of background, composition and poses

"Blue jeans, I'll set the best photo-op for it!"

Scenario

Photobot Usage Scenario



Results

Product Photoshoot



Results

Model Photoshoot



Results

Photoshoot Results



* Non-Edited Image of Photobot Results

Results

Photoshoot Results



* Non-Edited Image of Photobot Results



Electronic device and its photoshoot technique

*Patent No. : 10-2022-013235

Extra Domestic Patents, Internation Patent(PCT, Japan) Planned
(via. IP Voucher)

