Bringing IT Media into Real Estate By Creating New Media Facade
How to Make a Ordinary Building Into an Extraordinary HOT SPOT Architecture
Build a Whole New Unique Design Architecture

Requires Time & Cost
Adding a Media Façade

Will be More Time & Cost Efficient
Plus

If the Media Façade is 99% Transparent

It will be an Extraordinary Hot Spot Architecture
Media Façade Generation

1st Generation
Scenic Lighting

2nd Generation
Bulb Lighting

3rd Generation
Media Wall

4th Generation
Architectural Display
An Architecture with G-Glass Media Façade

- Effective Story Telling
- Immersive Experience
- Natural Lighting
For Effective Story Telling & Immersive Experience

- Not effective

Dominating Space
Benefits of Natural Light

- Natural light enhances human performance and health.
- Natural light makes the space look bigger and more open, resulting in people’s willingness to pay more (Affects the business).

99.7% Transparent Storytelling Media

G-Glass
For Natural Lighting

Transparent Media (G-Glass)

- View Irritating Media (LED Bar)
For Transparent Building Design

Typical LED Displays

Blocks the Sight, Natural Lights

& Harm the Building Designs
For Transparent Building Design

99.7% Transparent Storytelling Media

G-Glass

Doesn’t Harm the Building Design
G-SMATT transparent LED glass
Is a product that converges LEDs and architectural glass. It is world’s first ever architectural display glass product and also the world’s first ever IT construction material.

- Resin filling ensures transparency, safety, etc
- Laser Marking - Key technology of etching circuit patterns on glass
G-.SMATT - Installation methods

Curtain Wall Type
SPEC-IN in the sequence of installation, install after removing existing glasses

Attach Type
A product installed behind existing glasses

Double Skin Type
Make the building luxury by installing new glass wall.

<Myungbo Art Hall>
<Tongyeong International Concert Hall>
<Daegu Up-cycle Center>
Gigantic Storytelling Media

<Myungbo Art Hall>/ Seoul Korea

<COEX CROWN>/ Seoul Korea
G-Glass Utilization

G-Tainer Façade
• Event
• Pop-up Store

G-Wall inside
• Interactive wall
• Complex Culture Cafe

Media Façade Outside
• Advertise & Notice
• Art Exhibition & Show
• Event

Plaza
Media Façade

- Advertise
- Art Exhibitions
- Media Show
1. Focusing Point are Changing

Number of People Passing

Number of People Pressing
2. Retail Business Indicator is Changing

To Increase Foot Traffic

- Mobile viral marketing
- Offline-only experiences
- Creating interactive content

To Increase Finger Traffic

- Sales promotions
- Coupons
- Advertisement & PR
3. Finger Traffic drives Foot Traffic

**Foot Traffic** → **Finger Traffic**

- **social media user traffic**
- **Effects real estate add value**
- **Helps generating foot traffic**

*Example of Finger traffic driving Foot Traffic*

What will be the killer contents for the Finger Traffic?
ET-Land (yongsan)

- Since 1988
- 1st Electric shopping mall in Korea
6. Impressions - Before G-SMATT

- Electronic gadgets market
- Scam
- Underdeveloped
- Crime ridden area
- Negative Impressions

**General recognitions of Yongsan area**
Before & After - Appearance

Before

After G-Glass Installation

Daytime

Night
Becoming Hot Spot

No more than a old electronic shopping mall area without special events before

Hot Festival Playground

* Beer Festival Oct. 2017

* Flea market Sep. 2017
Generating New Traffics

- Generated over **10,000** related social media postings with **hashtags**
- Over **100,000** people participated in both festivals.
- Expecting more **finger & foot traffics** on upcoming events
7. Impressions- After G-SMATT

- Via online viral analytics services (bigfoot 9, social metrics insight)
- Korean domestic trend (viral) of Social media platforms
- Analyze major topic keywords and posts after installing G-SMATT

Best Topics

Related Topic

KEY WORDS

September, 2017

Panda Saja Market
Events
Electronics Market
Yongsan
Afternoon
Performance
G-SMATT GLOBAL
Media façade
etc…
The number of keywords related to Yongsan Digital Park changed after installation of G-Glass.
<table>
<thead>
<tr>
<th>Keywords</th>
<th>Emotion</th>
</tr>
</thead>
<tbody>
<tr>
<td>Baby driver</td>
<td>Hungry</td>
</tr>
<tr>
<td>Rooftop</td>
<td>cheap</td>
</tr>
<tr>
<td>Evening</td>
<td>Fast</td>
</tr>
<tr>
<td>Good</td>
<td>Neat</td>
</tr>
<tr>
<td>Yongsan Electronics market</td>
<td>Kind</td>
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<tr>
<td>Market</td>
<td>Good</td>
</tr>
<tr>
<td>Firework</td>
<td>Love</td>
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<td>Saturday</td>
<td>Trust</td>
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<td>Parking lot</td>
<td>Hot</td>
</tr>
<tr>
<td>Baby</td>
<td>Excited</td>
</tr>
<tr>
<td>LED</td>
<td>Clean</td>
</tr>
<tr>
<td>Festival</td>
<td>Comfort</td>
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<td>Show</td>
<td>Famous</td>
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<td>Person</td>
<td>Various</td>
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<tr>
<td>Place</td>
<td>Positive</td>
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<tr>
<td>Attribute</td>
<td>Neutral</td>
</tr>
<tr>
<td>Mentality</td>
<td>Others</td>
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</tbody>
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2017.09.23~2017.10.21
Outline of COEX Mall

- **Opened in May, 2000**
  - The best convention and exhibition center in Korea (shopping mall)
  - Holds large international conferences such as G-20, Nuclear Security Summit, etc.

- **Renovation in November, 2014**
  - Reopened as Shinsegae Property and “Starfield COEX”
  - Includes the symbolic library, theater, aquarium, and hundreds of brands

- **Problem**
  - Depressed ground commercial sphere due to absence of outdoor night events in front of COEX

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Boring night landscapes and absence of outdoor events to meet the title of the best convention shopping mall of Korea
Regardless of the interest in underground COEX Mall due to renovation, the reputations of the ground level without any events are not good.
Installation of COEX Crown G-Glass

Opened in December, 2017

- Existing glass was all replaced by G-Glass
- Transparent glass was reborn as the digital storytelling device
  
  Designated as a free outdoor advertising region

After installation of COEX Crown G-Glass, various outdoor events are being held meeting the high rent.

The boring night landscapes started to change beautifully.
Activation of COEX Crown SNS Viral

- Rapid Increase of SNS Viral
  - Over 100,000 online postings
  - SNS, Blog, PR articles, etc. (2017.12~2018.2)
  - Rapid increase of the interest in “Media-Façade”
  - Owing to constant promotion, SNS Viral continues
COEX Crown Online Keywords

Text Mining (Analysis of Online Search Words)

<Search Keywords>

COEX Mall, Pleasure, Women, Theater, Notice Board, Pretty, Samseong Station, Surprising, Party, Space, Date Course, East Side of COEX

<Analysis of Emotion>

COEX, Kind, Cheap, Cool, Reliable, Considerate, Nice, Trust, Cute, Large, Pleasant, Beautiful, Comfortable, Hot, Famous, Various, Positive, Neutral
Change of COEX Crown

Positive Changes in Phenomena

As G-Glass changed the night landscapes of COEX, which was reborn as a New Hot Spot, the ground commercial sphere came to be activated again.
Opened in September, 2007
- Opened as a fashion shopping center
- Located in the commercial sphere of Ewha Women's University
- Huge interest among women (female university students)

Renovation in April, 2009
- Renovated as “Story Lounge”
- Added a product experience store and a seminar room
- No great sensation among consumers
- No favorable promotion articles since September, 2009

Depression between 2010~2017
- Most stores in the building were emptied due to the high rent.
- The adjacent commercial sphere was also depressed due to females students’ and consumers’ avoidance.
- The region changed into a crime-ridden district due to accelerated ghettoization
Reputations before Installation of G-Glass

- General Reputations of the Commercial Sphere of Ewha Women's University

<table>
<thead>
<tr>
<th>Best Topics</th>
</tr>
</thead>
<tbody>
<tr>
<td>Dead Commercial Sphere</td>
</tr>
<tr>
<td>Centrification</td>
</tr>
<tr>
<td>Indifference</td>
</tr>
<tr>
<td>Disappearance of Feelings of Ewha</td>
</tr>
<tr>
<td>Demolition</td>
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</tbody>
</table>

- Lots of cosmetic stores
- No services to enjoy
- Dominated by Chinese people
- Not like the past
- Mostly negative reputations
Opening of Urban Alice at Ewha Women's University

Urban Alice at Ewha Women's University Opened in December, 2017

- Multi boutique café
- Installation of G-Glass (W 31m*H 15.6m=483.6 ㎡)
- A new-concept café optimized not only for the outdoor display but also for the trend targeting female university students

After the opening of Urban Alice in the shape of G-Glass + complex cultural center, the commercial sphere around Ewha Women's University came to change.

Symbolic Project for Urban Regeneration
Activation of Ewha Women's University apM SNS Viral

- Over **15,000** cases of viral (online + SNS)
- Over **30,000** people visited in the first month of opening
- Positive reputations increased on SNS
- Impossible to collect reputations before the opening of Urban Alice
- Due to constant promotion, activation of SNS viral continues

*Viral by online channel*
- Instagram: Over 10,000
- Blog Posting: Over 300
- Twitter Re-tweet: Over 3,000
- Google Trend Total: Over 1,000

<Related Instagram>
Urban Alice’s attractiveness was maximized with Media-Façade using G-GLASS. We leased a large space using the cheap rent of the building in the depressed commercial sphere and created a high-quality complex cultural space. As a result, Urban Alice becomes a landmark of the area. This leads to activation of the commercial sphere of the area and increase of the value of real estates.
Analysis of Online Keywords of Ewha Women's University apM

Text Mining (Analysis of Online Search Words)

<Search Keywords>

<Analysis of Emotion>
**Analysis of Online Keywords of Ewha Women's University apM**

Online search keywords of the commercial sphere of “Ewha Women's University”

- Trend of the number of keywords related to Ewha Women's University
- Trend of the number of keywords related to Urban Alice

* Trend of the number of keywords related to Ewha Women's University
* Trend of the number of keywords related to Urban Alice
Change of Ewha Women's University apM

Positive Change in Phenomena

After the opening of Urban Alice, Yes apM has become a new hotspot of the commercial sphere of Ewha Women's University that was depressed before.
Matheson Centre

- Opened in 1993
  - Causeway Bay, Hong Kong
  - Office, Factory, Co-working Space, Commercial & Industrial Properties
  - Nearby Causeway Bay MTR Station

Problems
- Old & wear down exterior

Couldn’t Stand out Among the Showy Building at Time Square Area

<Before G-Glass Installation>
Installation of Matheson Centre G-Glass

Before Installation

After Installation

Expectations

After G-Glass installation.

Matheson Centre will be a new Hot Spot around Time Square area By it’s unique and immersive visual experience

The old wore out building Could be a new hot-spot that generates Finger Traffics
THANK YOU