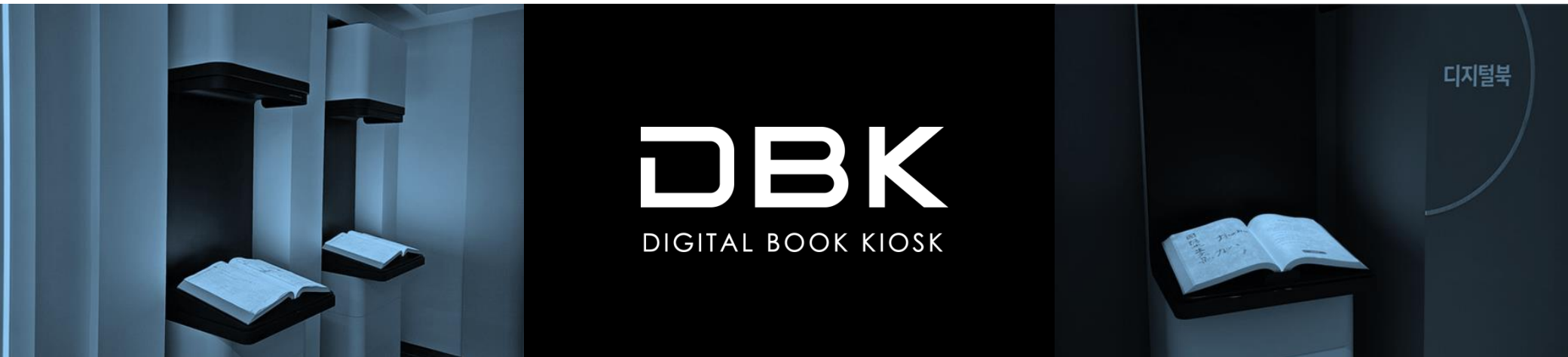# Digital Book Kiosk

Digital Book multimedia experience based on Analogue books

Who We Are
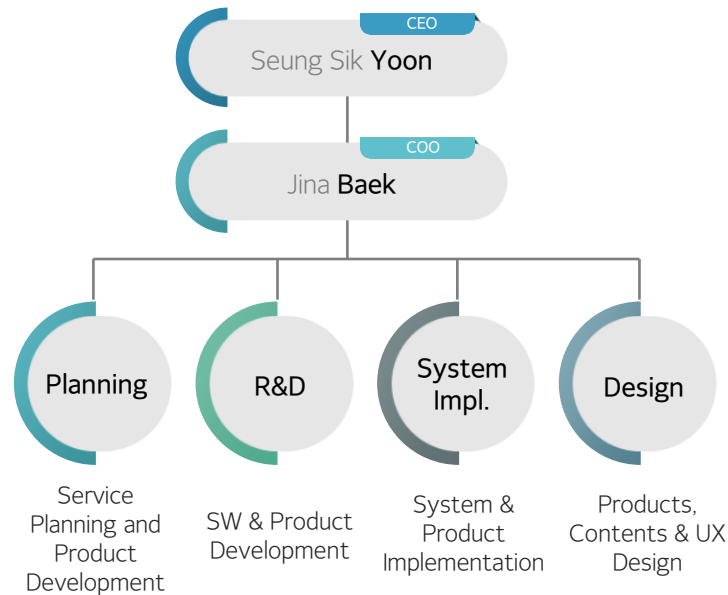
Ubidus has been designing and implementing new digital experiences since 2005

Established
Aug. 16, 2005

Location
2-909, Ace high-tech city, 775 Kyungin Ro,
Yeongdeungpo Gu, Seoul, Korea

No. of Employee
12 (2024.05.)

Organization

CEO Seung Sik **Yoon**
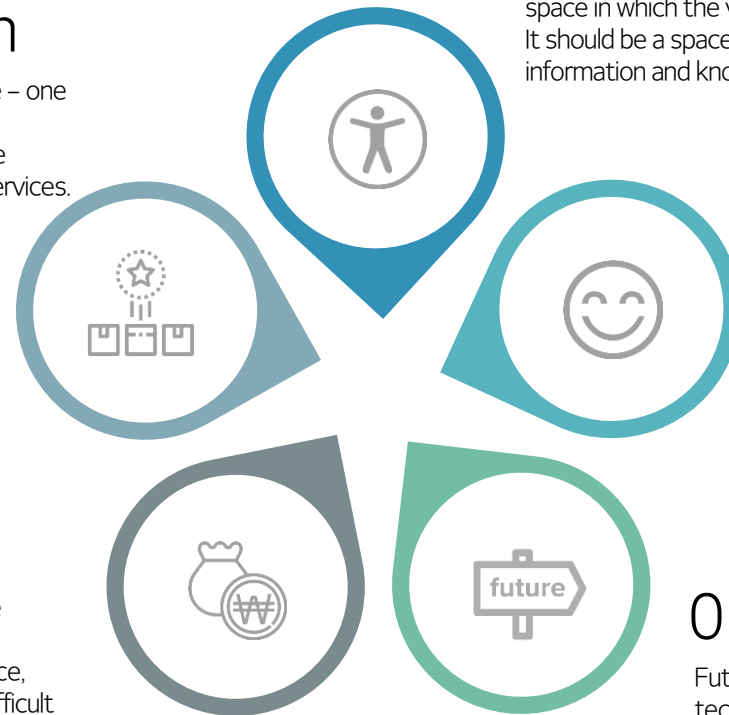
COO Jina **Baek**

- **Planning** — Service Planning and Product Development
- **R&D** — SW & Product Development
- **System Impl.** — System & Product Implementation
- **Design** — Products, Contents & UX Design

Major Clients

LG CNS · Shinhan Bank · LG Electronics
LG Chem · Ministry of Culture, Sports and Tourism National Library of Korea · 국립중앙박물관 NATIONAL MUSEUM OF KOREA · 창원특례시 CHANGWON SPECIAL CITY
Romantic Port MOKPO · 대구광역시 DAEGU METROPOLITAN CITY · 성남시 Seongnam City · 부산광역시 BUSAN METROPOLITAN CITY
부산광역시립시민도서관 SML BUSAN METROPOLITAN SIMIN LIBRARY · 광주광역시 GWANGJU CITY · 한밭도서관 DAEJEON METROPOLITAN CITY · 북한산큰숲,은평
한국학중앙연구원 THE ACADEMY OF KOREAN STUDIES · 문화도시 노원 · pohang 포항시
Edelman · SM CULTURE & CONTENTS · SIGONGtech · xorbs NEW SPACE CREATOR
Human Communications · Biz Marketing Communications BizMarComm Ltd. · CISCO · SAMSUNG 에스원
EVERLAND RESORT · CHANEL · DCU 대구가톨릭대학교 DAEGU CATHOLIC UNIVERSITY · BALAAN

Problems Faced

We target to widely spread new customer experiences

01. Accessibility

Attraction areas should evolve into a customer-oriented service space in which the visitors have easy accessibility to its functions. It should be a space where users can comfortably access information and knowledge.
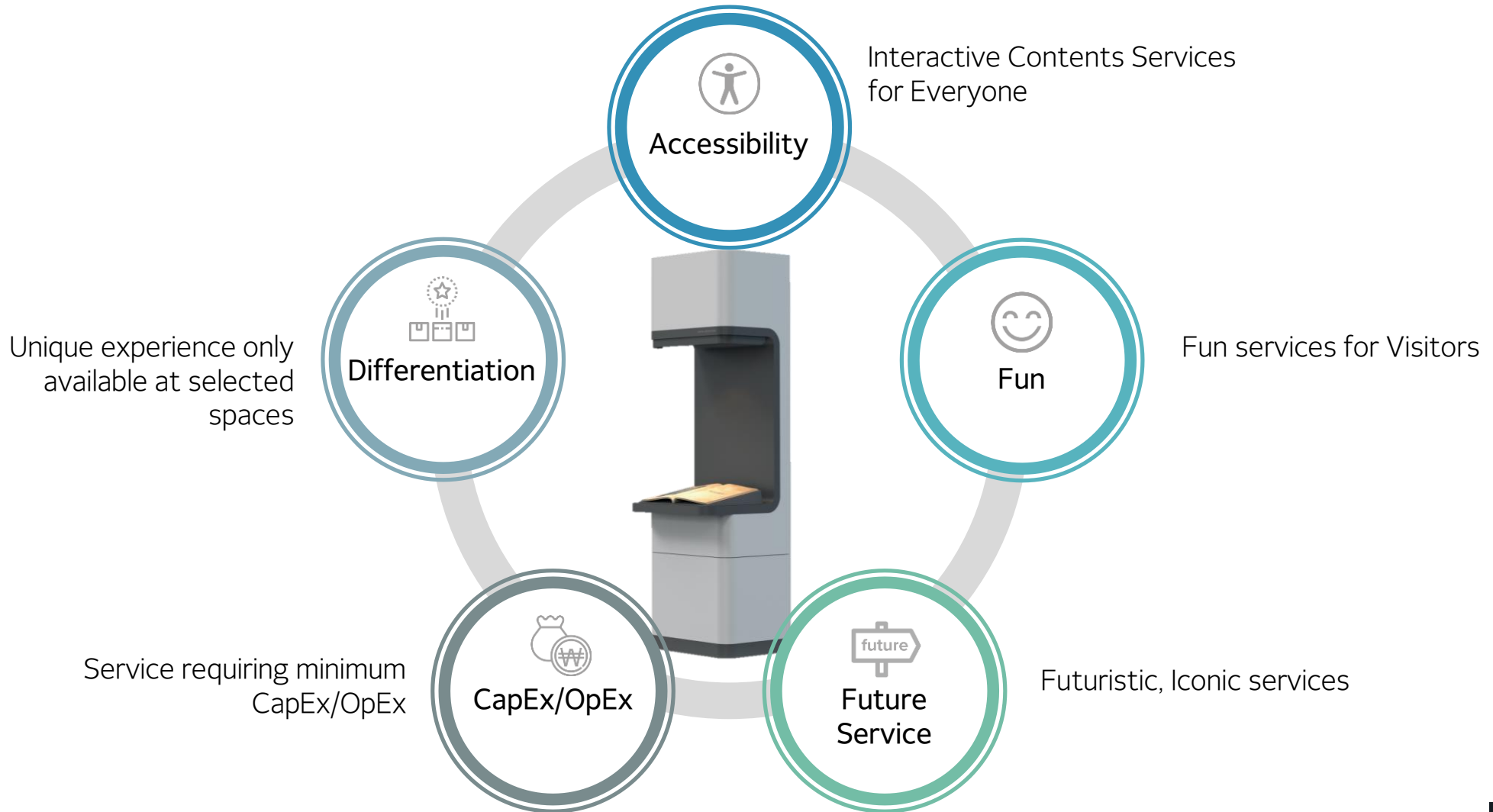
04. Differentiation

Customers need to have a unique experience – one that can not be fulfilled through PC or mobile devices. Information and knowledge should be effectively delivered through differentiated services.

02. Fun

An attraction space should be a fun space even after multiple visits.
Interesting experiences create new values to Information and Knowledge.

05. CapEx/OpEx

When introducing a new service, reducing the CapEx and OpEx is essential. Not only the construction costs required to build the service, but also the high operational costs make it difficult to maintain the service over time.

03. Future Service

Future-oriented services incorporating various digital technologies should be considered when planning for a new service. The identity of the space must be considered. The future services of a given space should give a reason for users to visit.

Our Solution

We target to widely spread new customer experiences

Interactive Contents Services
for Everyone

Accessibility

Differentiation

Unique experience only
available at selected
spaces

Fun

Fun services for Visitors

CapEx/OpEx

Service requiring minimum
CapEx/OpEx

**Future
Service**

Futuristic, Iconic services

Digital Book Kiosk

DBK presents a digital experience based on analogue sentiments

DBK
DIGITAL BOOK KIOSK

People are immersed in environments flooded with digital displays. Smart phones, digital Kiosks and other Interactive digital interfaces no longer provide a new experience to its users.

In this digital era, people are nostalgic for analogue experiences. Touching, feeling, and hearing the interactions with a physical object can be essential for a new service experience.

We developed a device that integrates the analogue experience of turning a page of a physical book, with the vast interactive, multimedia functionalities of a digital media.

DBK creates a whole new experience that cannot be found in any other devices by combining the best of both analogue and digital realms.
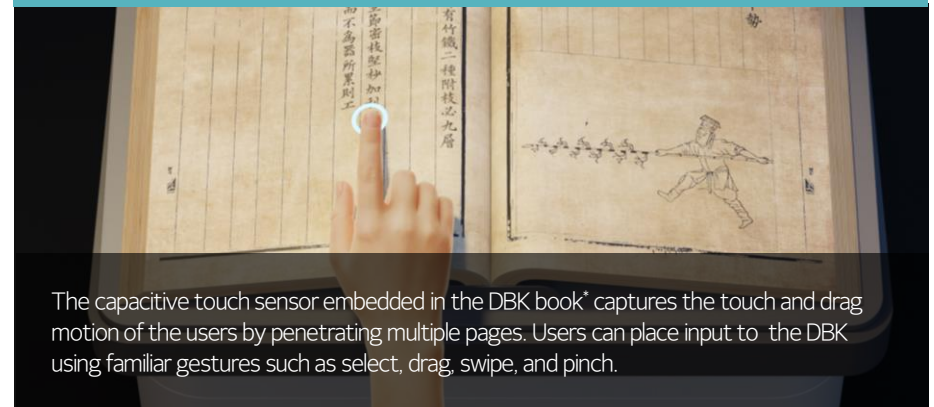
Features

DBK Provides sustainable services

Projection Mapping
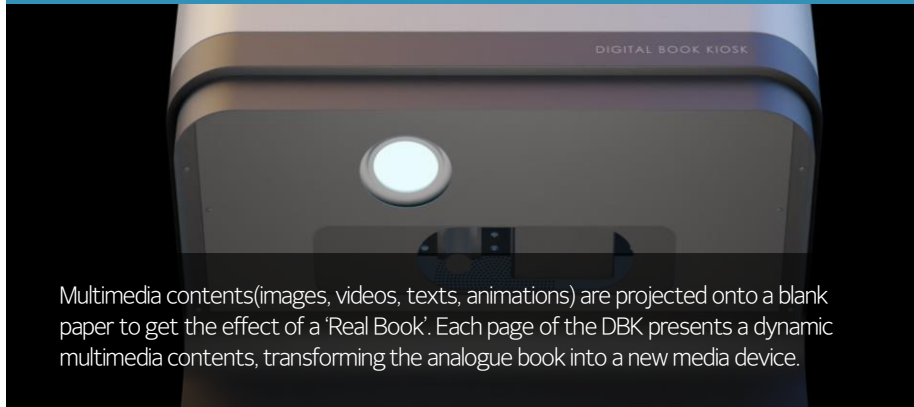
Multimedia contents(images, videos, texts, animations) are projected onto a blank paper to get the effect of a 'Real Book'. Each page of the DBK presents a dynamic multimedia contents, transforming the analogue book into a new media device.
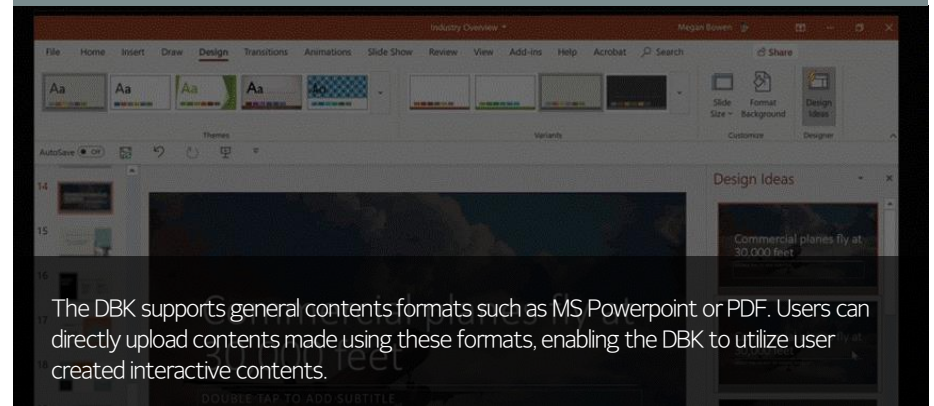
Capacitive Touch

The capacitive touch sensor embedded in the DBK book* captures the touch and drag motion of the users by penetrating multiple pages. Users can place input to the DBK using familiar gestures such as select, drag, swipe, and pinch.

Page Recognition
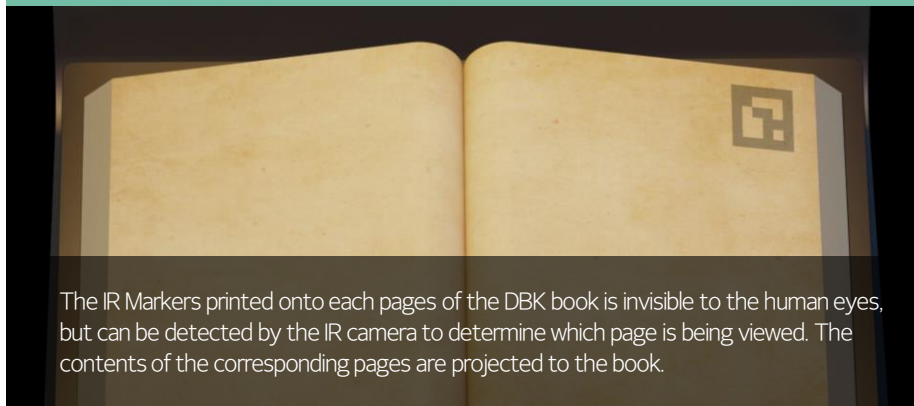
The IR Markers printed onto each pages of the DBK book is invisible to the human eyes, but can be detected by the IR camera to determine which page is being viewed. The contents of the corresponding pages are projected to the book.

General Contents Format

The DBK supports general contents formats such as MS Powerpoint or PDF. Users can directly upload contents made using these formats, enabling the DBK to utilize user created interactive contents.

*. Capacitive touch sensing technology through various median is a patented technology of Ubidus Co., Ltd.

Convenience

DBK is designed to be used in various environments

Sustainable
Contents

Movable
Device

Simple
Installation

Expansible

Templates in the form of PPT or PDF are provided which can be used to create contents for the DBK. Utilization of animations, slideshow functions can enable users to create rich interactive DBK contents. By supporting user created contents for the interactive DBK experience, the DBK guarantees affordable and sustainable services.

Mobile

DBKs are equipped with wheels at the bottom, making it possible to move the device. DBKs do not require additional configuration when moved to another spot. DBK can be equipped with an optional battery pack which enables 3 hours of true wireless experience.

Modular

DBK can be installed anywhere. The modular design of the DBK enables the device to be installed at any place. Projectors, sensors, media servers and software are all installed in a modular device, making it possible to blend into any given space with ease.

Digital Book Store

Contents of the DBK expanded - DBS

Professional Contents Creator	Individual users	Book IP	Owners	Contents Suppliers
Professional contents creators can develop immersive contents according to the standardized format of DBK. De-factor standard operating system and contents formats enables various partners to develop DBK contents.	Widely used tools such as MS Power point can be used to create DBK contents. Individual users can create interactive contents on their PC and upload it to the DBK using a USB media or Digital Book Store on-line.	Organizations with Intellectual Properties, such as libraries or publishers can create unique Immersive digital book contents to be used by multiple users. ISBN can be issued to the Immersive DBK contents, protecting the copyright of each contents	Various contents for DBK can be created. Operators can use MS Power point to frequently replace contents on a regular basis, making it possible for the DBK to be used as a Newsletter.	Contents suppliers with DBK contents can share and provide subscription services to other sites with the DBK devices. New contents are released to other DBK devices, making it possible to expand the usage of created immersive DBK contents.

DBS

DIGITAL BOOK STORE

Contents distribution and
subscription management using DBS

Digital Book Class

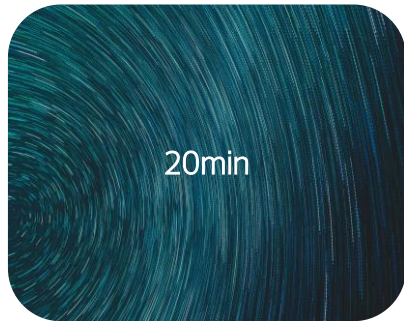DBK can be used for classrooms providing courses for Immersive contents creation

DBC
DIGITAL BOOK CLASS

① Introduction to immersive contents	② Create contents using PPT	③ Issue DBK access cards	④ View my book on DBK
20min	60min	10min	10min
• Introduction to DBK (Digital Book Kiosk) • Orientation of immersive digital book contents • Review DBK contents template created with MS Power point	• Select contents subject • Select MS PPT template • Create my own immersive digital book contents using the downloaded PPT template	• Instructors register the names of the participating students using the DBS software • Instructor inspects the created contents, and issues DBK access cards to students	• Students tag their DBK access cards on the DBK to view the contents they created • Share and view immersive DBK contents created by students

DBK Operator

DBK operation software makes it possible for the DBK to evolve

License Check
DBK License are checked on-line

Program Update
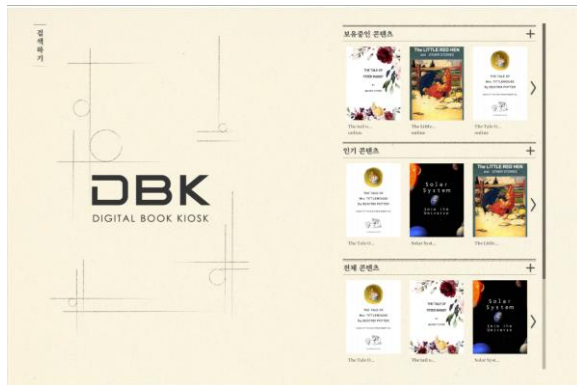On-line updates for the operator software

Contents Management
Management of contents owned and being subscribed

Contents Subscription
Utilization of DBS to preview and subscribe contents

System Settings
Setting of system parameters

Digital Books

We provide analogue experience to select contents

① Mini Book display	② Select Mini Book	③ Place Mini Book on cradle	④ View digital book	⑤ Contents Selection
Display Mini-books corresponding to the immersive DBK contents on the bookshelf embedded in the DBK. Pages of the Mini-books depict the actual pages of the immersive contents.	Users can select and open the Mini Book from the bookshelf to view the printed pages of the immersive contents.	When the selected Mini Book is located at the cradle at the center of the bookshelf, light is illuminated on the selected book, and the corresponding immersive digital book contents is projected on the DBK	Users can view the selected immersive digital book contents on the DBK	When a master key is placed on the cradle of the bookshelf, interface to select all stored and subscribed immersive digital book contents is provided.

DBK Line up

Line up of DBK supports various usage of the DBK

	2K DBK (DBK-001)	4K DBK (DBK-002)	천정형 DBK (DBK-003)	DBT (DBK-004)
Major Functions	- 13 pages of multimedia contents on analogue book median - Capacitive touch functions on paper to experience multimedia interactive contents - Selection of contents using Mini Book (Optional) - Supports DBS (Digital Book Store) to manage and subscribe immersive contents - Uploading PPT/PDF format contents using USB interface - Software and service updates using DBK Operator Program - Implementation of educational services using DBC			- Educational contents using IR Marker indexed book - Tracking of physical objects - Multimedia contents with touch capabilities
Reso-lution	WUXGA 5,000ANSI Laser Projector	UHD 5,000ANSI Laser Projector		TBD
Type	Stand Alone Type		Ceiling mount type	Table-top type
Usage	Viewing immersive digital book contents / Creating immersive digital book contents / Information / Promotion			Educational purposes

DBK Usecase

DBKs are implemented in various sites

National Library of Korea - Lobby
- Curation of 'Lee-sang'
- Integrated with immersive experience space

Library of Changwon
- Implemented 'Peter Rabbit' contents
- Immersive library

Library of Sungnam (Joongwon)
- Implemented tourism contents
- Immersive library

Library of Daegu (Ansim)
- Immersive Library

Library of Pohang (Poeun)
- Immersive Library

Library of Eunpyong
- Installed in the Smartrium of Eunpyong Library

The Academy of Korean Studies
- Curation of Korean books

Library of Daejeon (Hanbat)
- Immersive Library

Library of Busan (Simin)
- Implemented 'Poeunsigo' contents
- Immersive Library

Library of Gwangju (Seobitmaru)
- Immersive Library

Future Library of Nowon
- Experience of future library services
- Public Relations contents

PR of Kensington resort
- Kensington resort immersive guide book

Digital Book Kiosk

12

Target Market

DBK can be implemented in various segments

Public·Private Libraries

Libraries are archives for knowledge based on physical books. In the digital era, libraries are constantly seeking for new services that could attract the attention of its users. By integrating analogue experience with digital contents, DBK provides a unique experience

Public·Private Museums

Immersive contents are widely used to enhance the Museum experience. By overcoming the boundaries of a conventional display, the DBK provides a unique and exceptional user experience.

Public Offices

Public offices such as a city hall or a municipal office are using digital signages to provide various information concerning public relations. DBK can be used to attract more users to access the information.
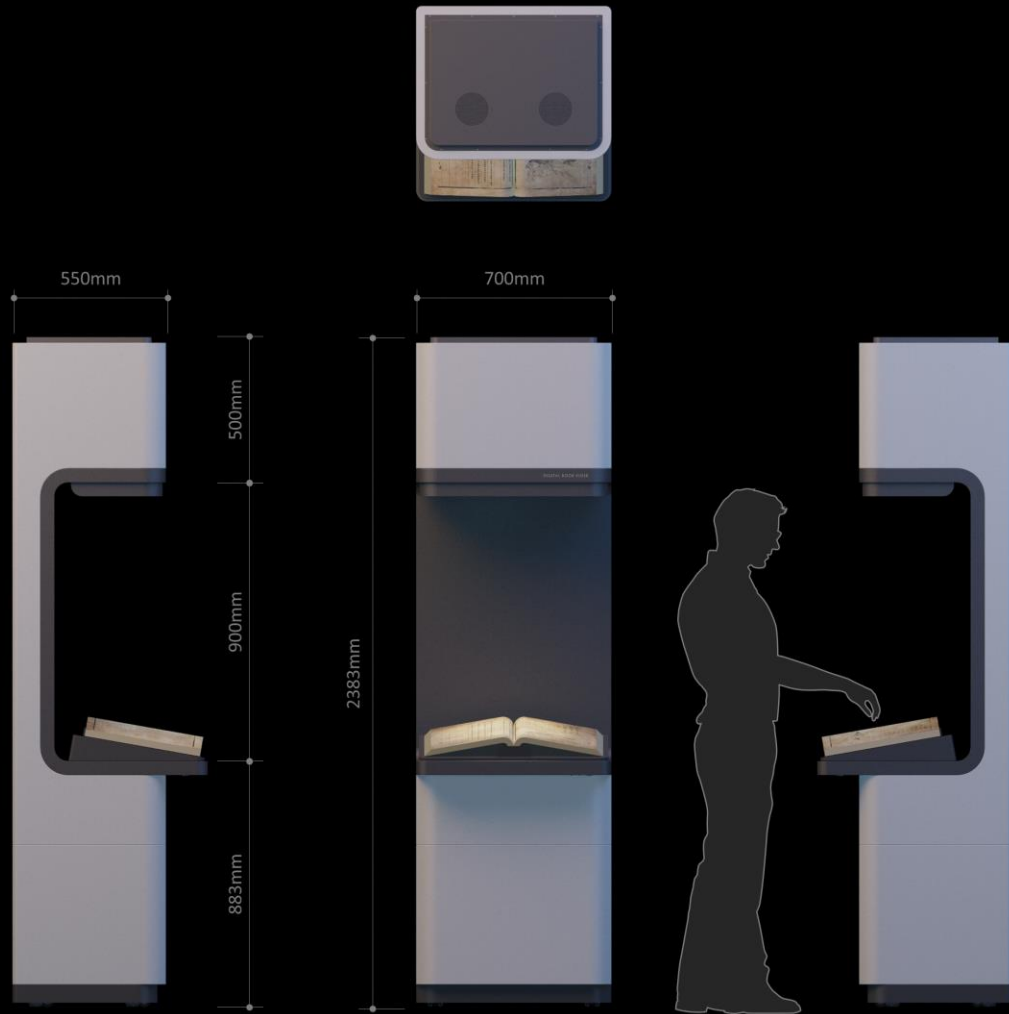
Retail

DBK can be utilized as a marketing tool targeted for users visiting a retail store. DBK maximizes the off-line experience while providing rich interactive multimedia contents.
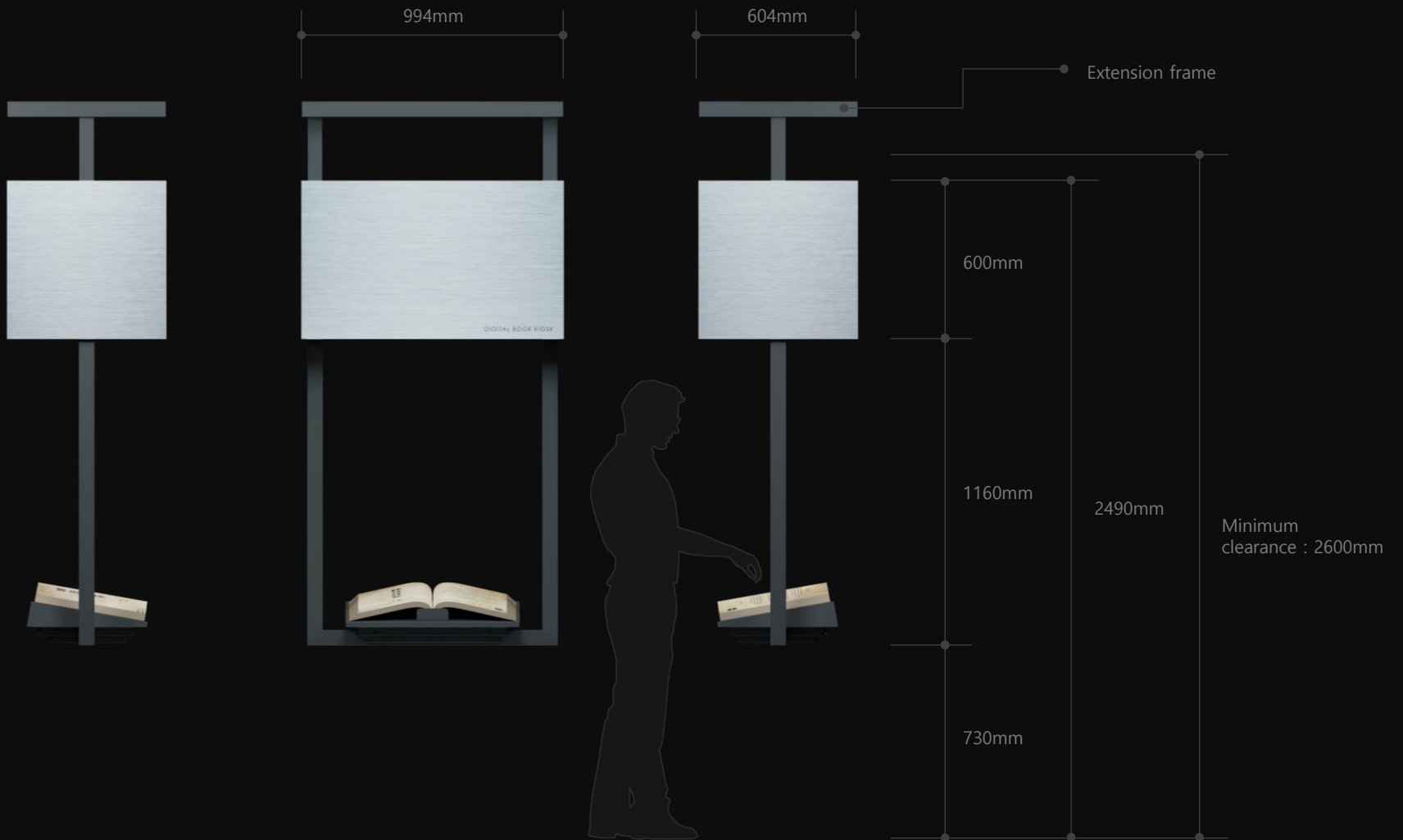
Others

DBK is a media that generates new user experience. It could be used in art galleries, showrooms, and other spaces designed to impress the visitors with a new experience.

*. Addendum : DBK-001, DBK-002 Dimensions

*. Addendum : DBK-003 Dimensions

994mm

604mm

Extension frame

600mm

1160mm

2490mm

Minimum clearance : 2600mm

730mm

Digital Book Kiosk

Digital Book Kiosk

E.O.D.