



Breathing Life into AI

www.xrx.studio

XR Co., Ltd.

Established in October 2023

2023. Oct / Establishment

2024. May / Became a Microsoft Launcher Program

2024. Sep / Became an NVIDIA Inception Partner

2024. Sep / Signed NDA with The Walt Disney Company

2024. Oct / Completed immersive XR content for Incheon Airport

2025. Jan / Secured investment partnership with TALBAH EL-DUBRA (Saudi Arabia)

2025. Jan / Launched WebGL gamification with Shinsegae I&C

2025. Feb / Launched industrial digital twin solutions at major tech expos (KINTEX & COEX)

2025. Jun / Achieved official Venture Company certification

2025. Jun / Selected for the CES 2026 Innovation Awards support program

2025. Jul / Signed NDA with Netflix for project collaboration

2025. Jul / Signed content development contract with Hyundai for INSPIRE Entertainment Resort

2025. Sep / Signed NDA with Meta

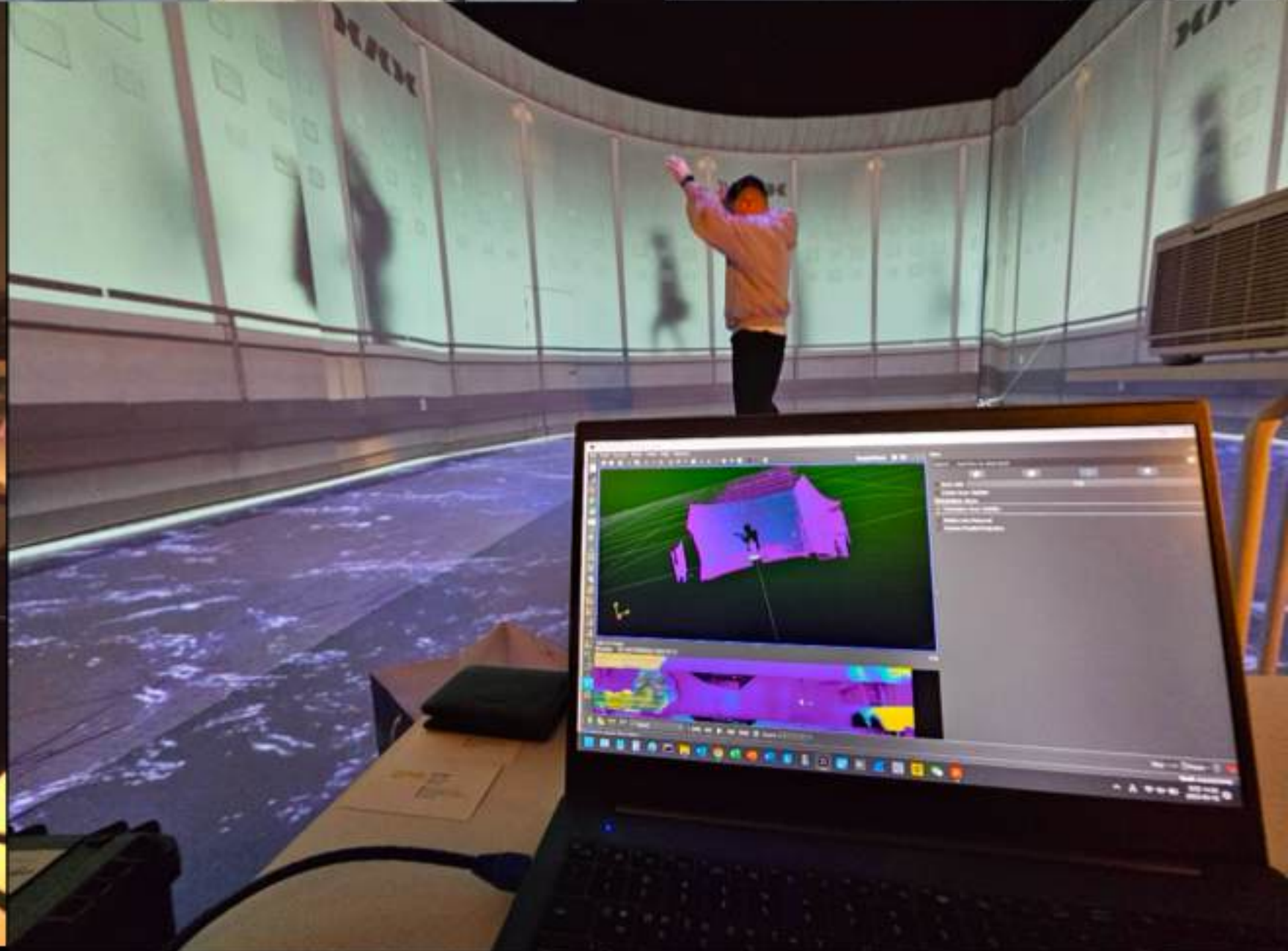
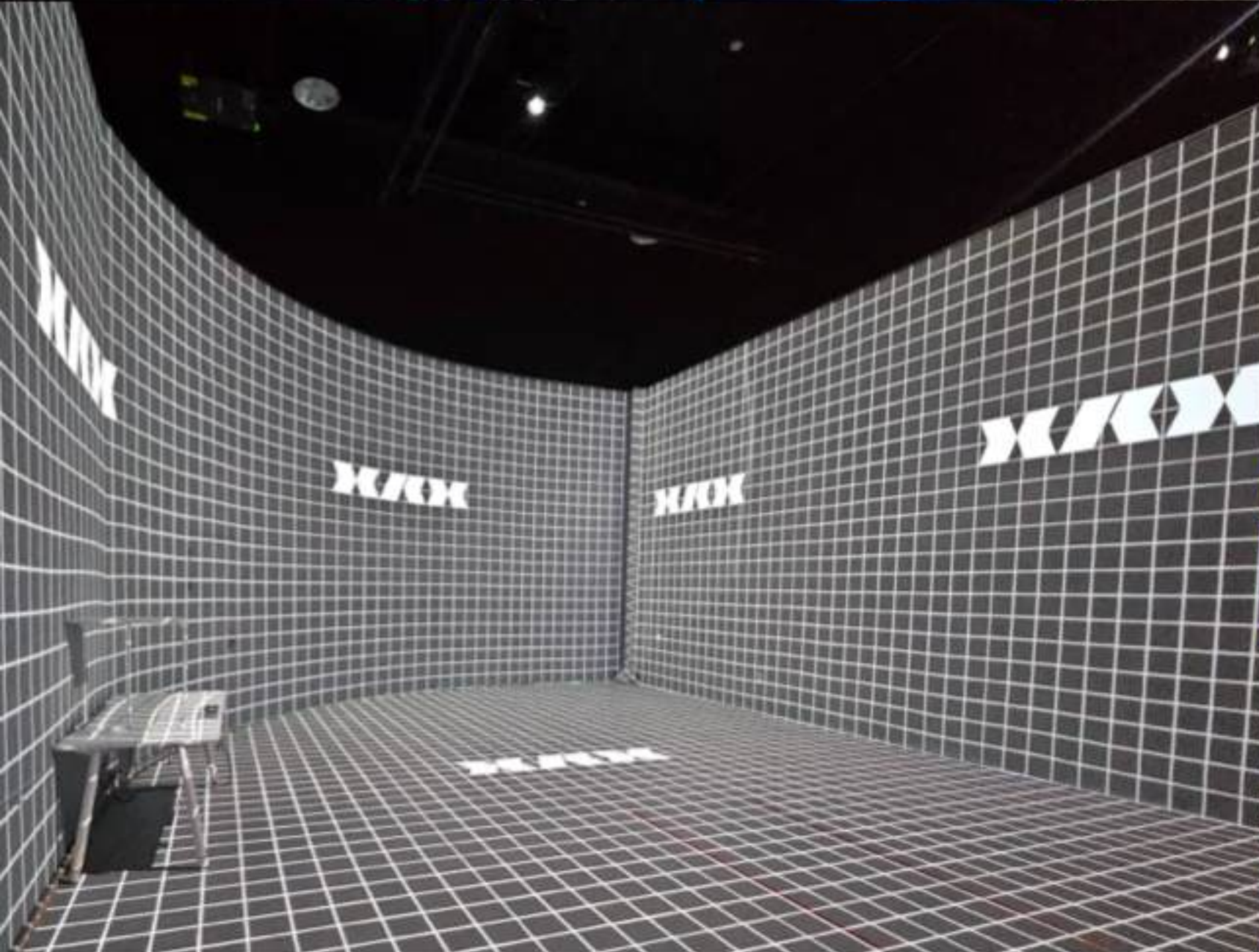
2025. Oct / Signed NDA with Toyota (Japan)

2025. Oct / Received Incheon Mayor's Award for Innovative Excellence

2025. Nov / Established U.S. Subsidiary

License Certificate

- Registered as a software business operator (digital content development service business)
- Registered as a video production business
- Registered as a direct production confirmation company
- Registered as an industrial design specialist company
- Copyright registration for the digital XR aquarium WAQU video
- Registered as a "company-affiliated research institute" with the Ministry of Science and ICT





We are an empowerment company born from the
passion to make technology feel and be alive. Our
purpose is to bridge the digital and physical
worlds in ways that move, respond, and inspire.

XXXX ALIVE



We saw a missing link between replay and reality,
between looped content and
the living moment that constantly evolves.

In that gap, we found AI that
breathes, reacts, and evolves in real time.

XXXX ALIVE



Through XRX ALIVE, stories unfold.
Conversations become understanding,
and spaces awaken with emotion and life.

We give content the power to shape worlds that
live, respond, and grow with every interaction.

XRX ALIVE

What we make possible

Now

Loop-Play

Recorded videos on repetitive playback

Life-Like

Appears life-like but merely repeats the same pre-recorded movements

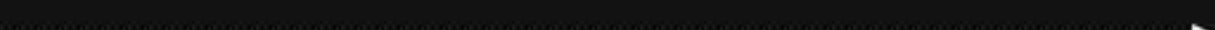
Responsive

Responds passively and mechanically according to programming, unable to genuinely connect with visitors



Content

Limited by the constraints of digital art and video



XR

Live-Play

Gateway to a living world with real-time content generation and evolution

Real-Life

Hyper-realistic elements that respond to surroundings and behave as if affected by actual gravity

Intelligence

Makes independent judgments, evolves, and responds contextually while recognizing visitors, interacting with them, and learning from encounters

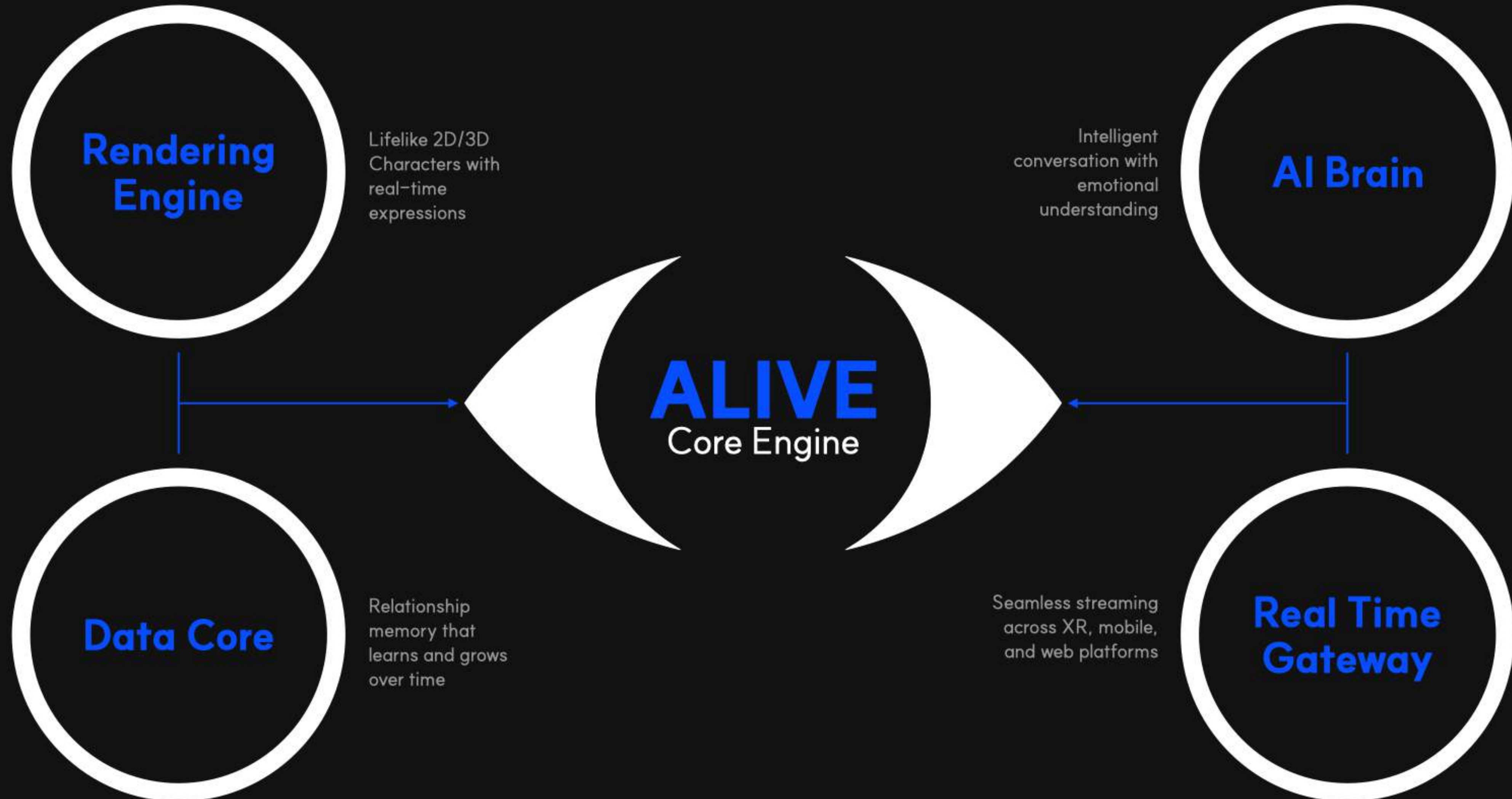


Being

Experience a technologically breathing world

Core Technology

We created the ALIVE Core Engine to unify four complex systems, maximizing real-time content efficiency.





Real-time Rendering
Content Output PC



Cloud Server
ALIVE Management



Sensor

LiDAR

Fusing Content with Your Space



AI Server
LLM / LMM

Living AI

Real-Time Intelligent Content

Deep Learning

An Ever-Evolving World

Hyper-Realism

60fps+ on a Massive Scale



Media Server



Voice Interaction

Speak to a New Reality

ALIVE



The evolution of the screen.

We gave the display eyes, ears, and intelligence.



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Genetic Algorithm

We use genetic algorithms to improve animal traits during reproduction. This system creates a dynamic ecosystem where animals grow, evolve, and complete their life cycles in real-time.

It grows on its own over time.



Born on January 1, 2025.

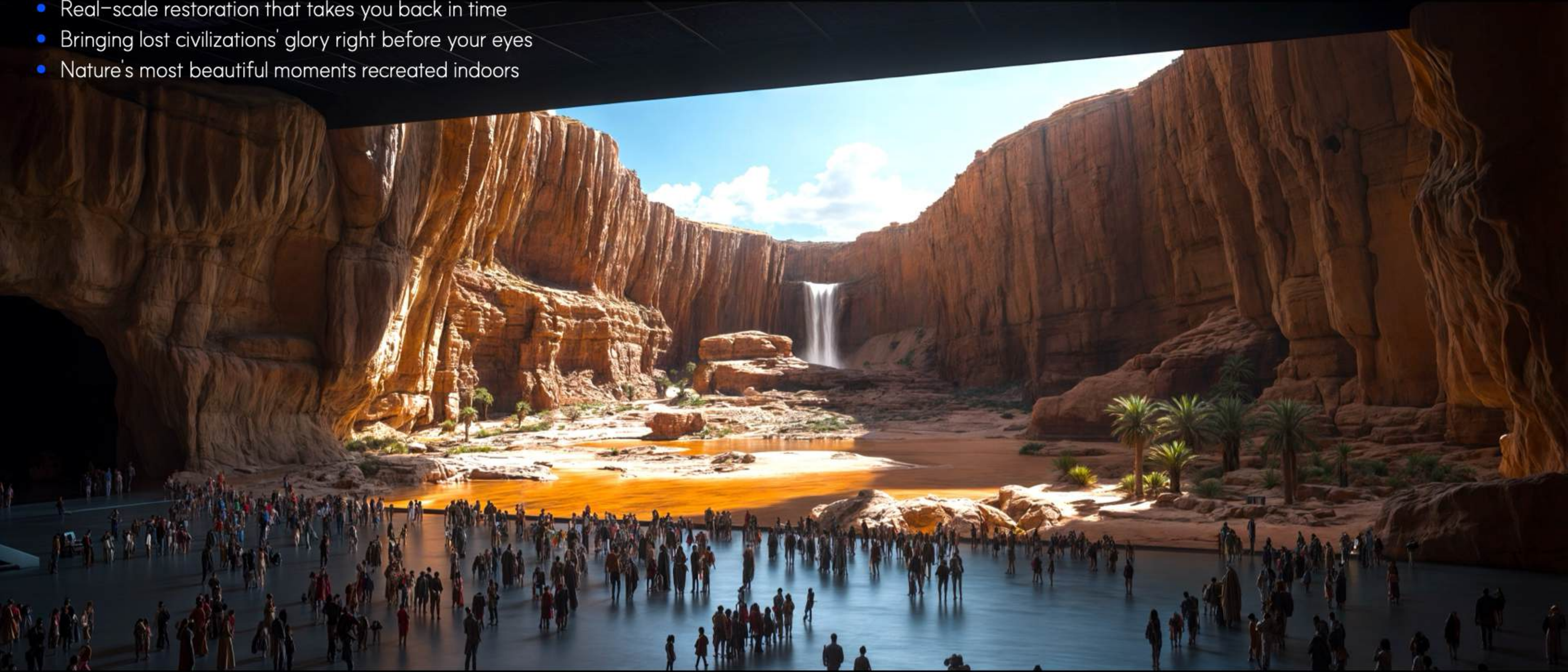


A lion fully grown by 2026.

Spatiotemporal Restoration Technology Connecting Past, Present, and Future

Step inside the historical sites you once only viewed in museums

- Real-scale restoration that takes you back in time
- Bringing lost civilizations' glory right before your eyes
- Nature's most beautiful moments recreated indoors



The Moment Content Comes **Alive**

Immersive showcase of
living content

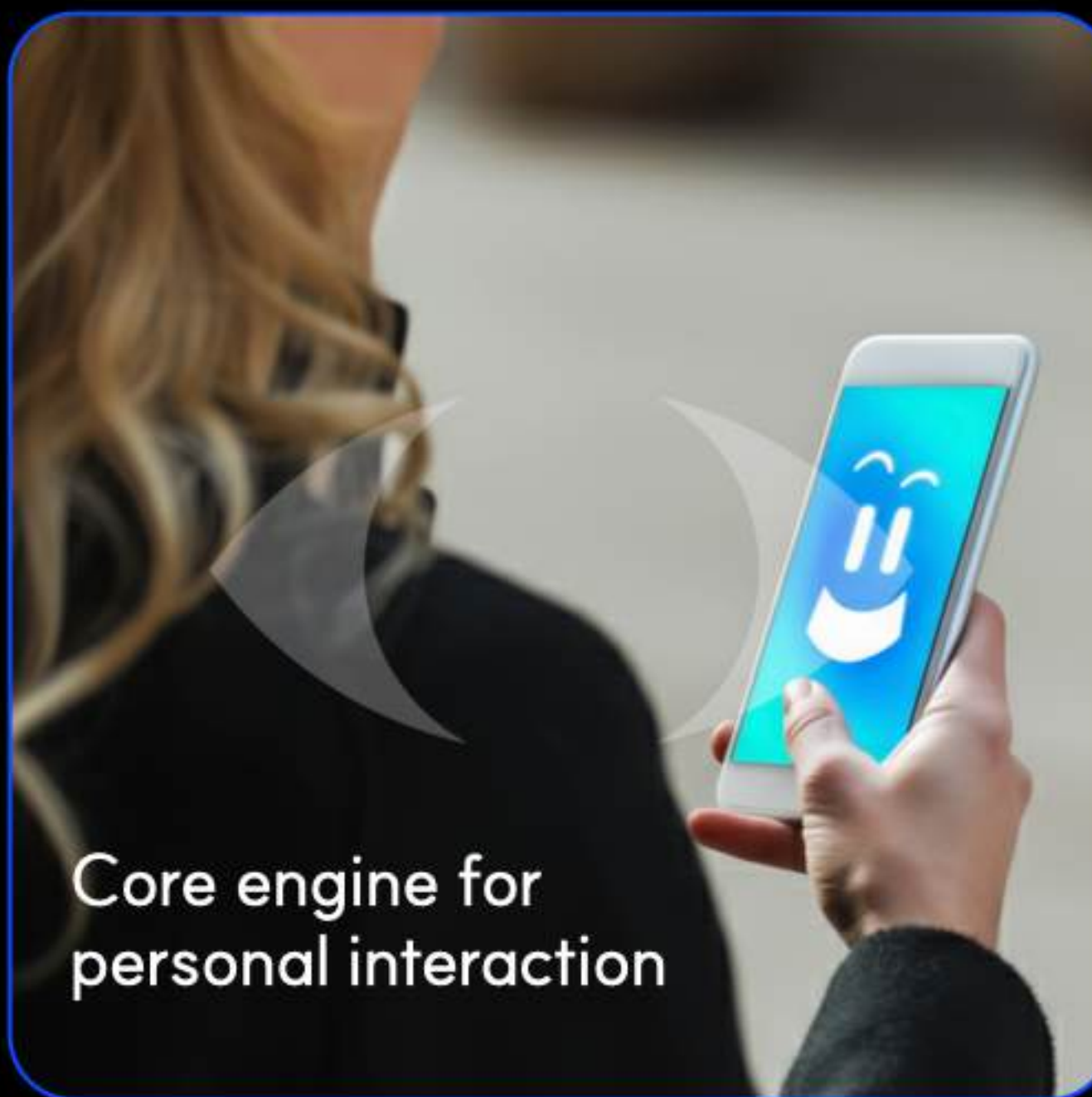


ALIVE PARK

Wildlife

Real-time exhibits that preserve endangered wildlife bringing vanished nature back to life.

Core engine for
personal interaction

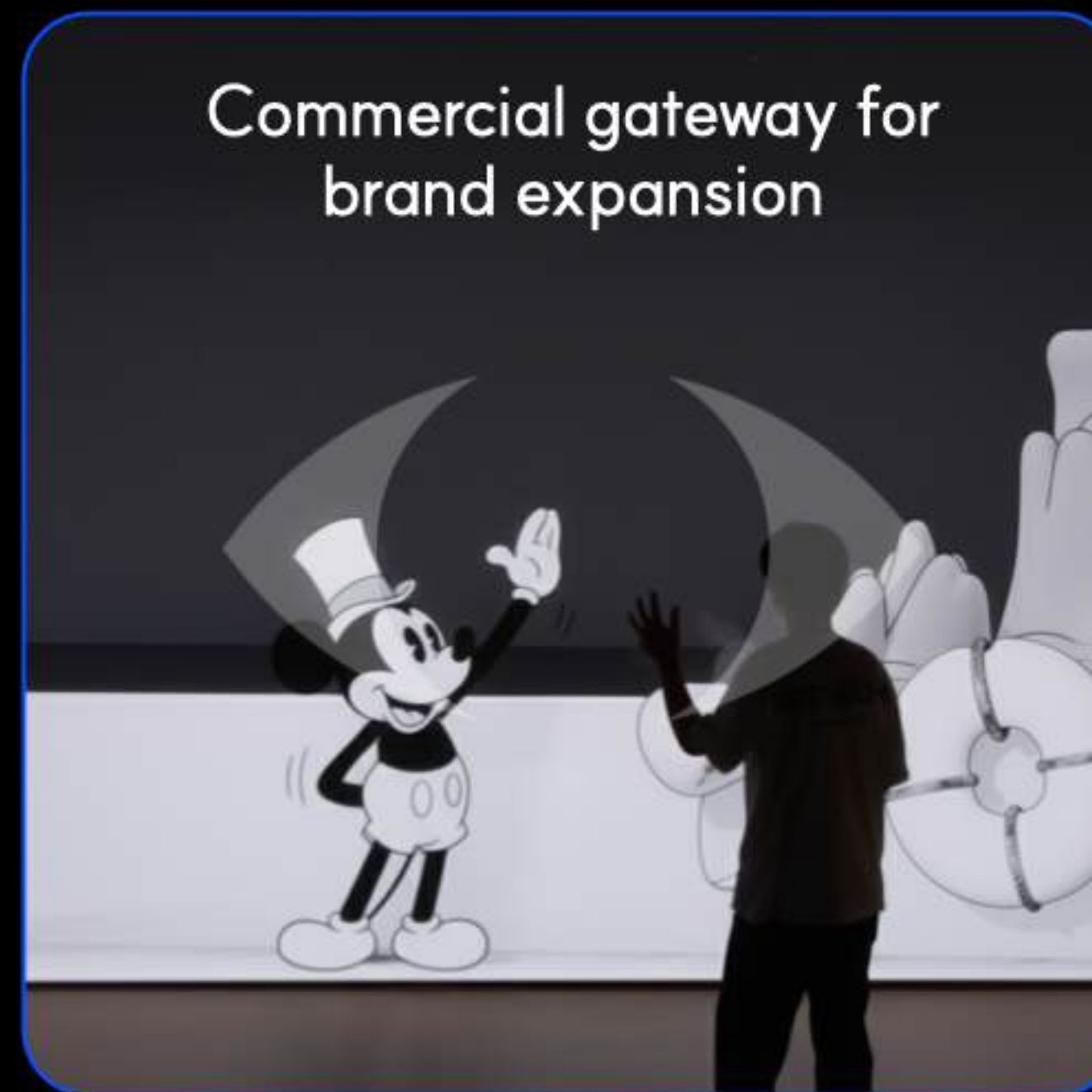


ALIVE SPARK

The first spark of digital life

Turning static content into living companions that see, feel, and respond to you.

Commercial gateway for
brand expansion



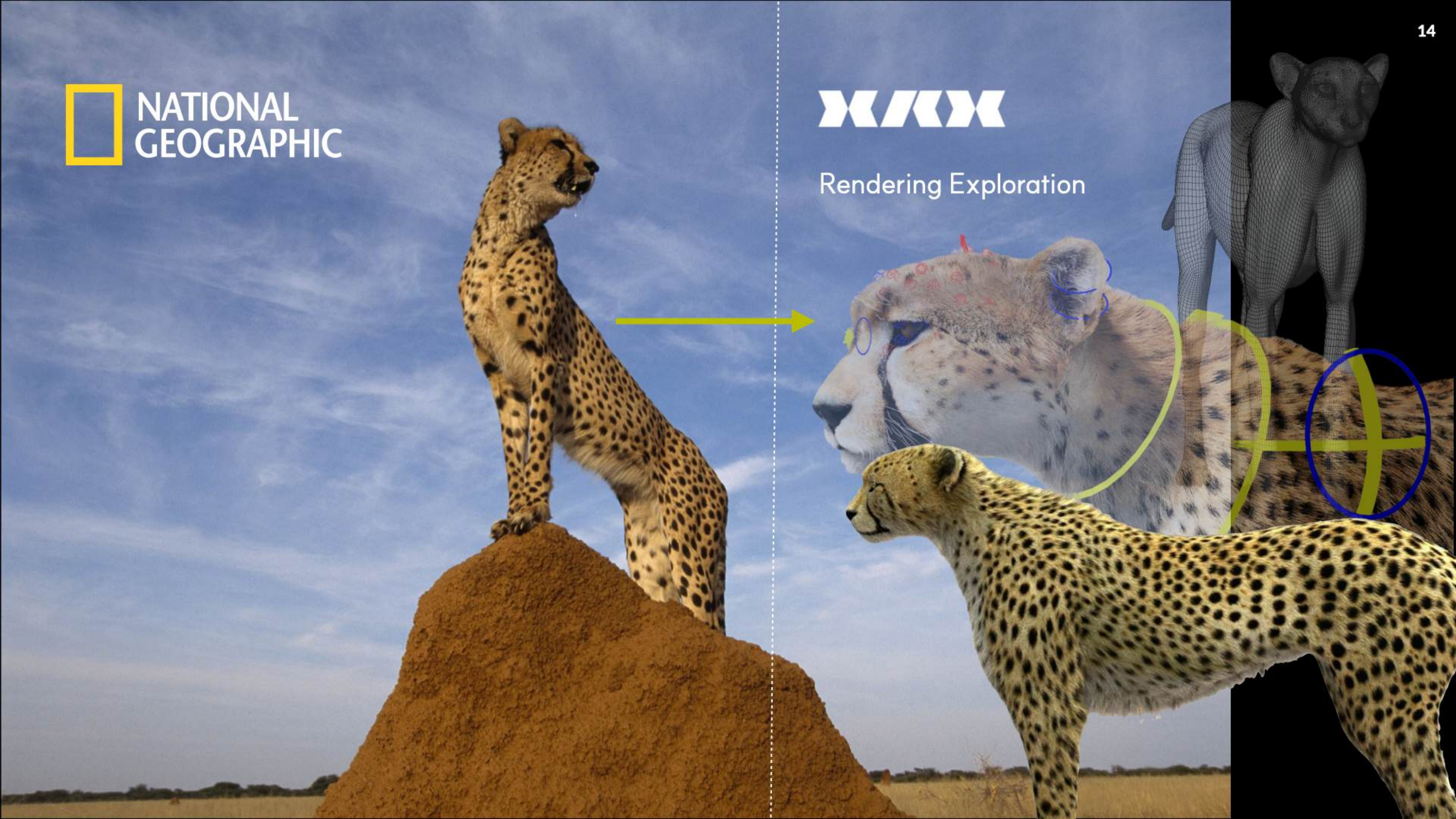
IP CHARACTERS

REBIRTH

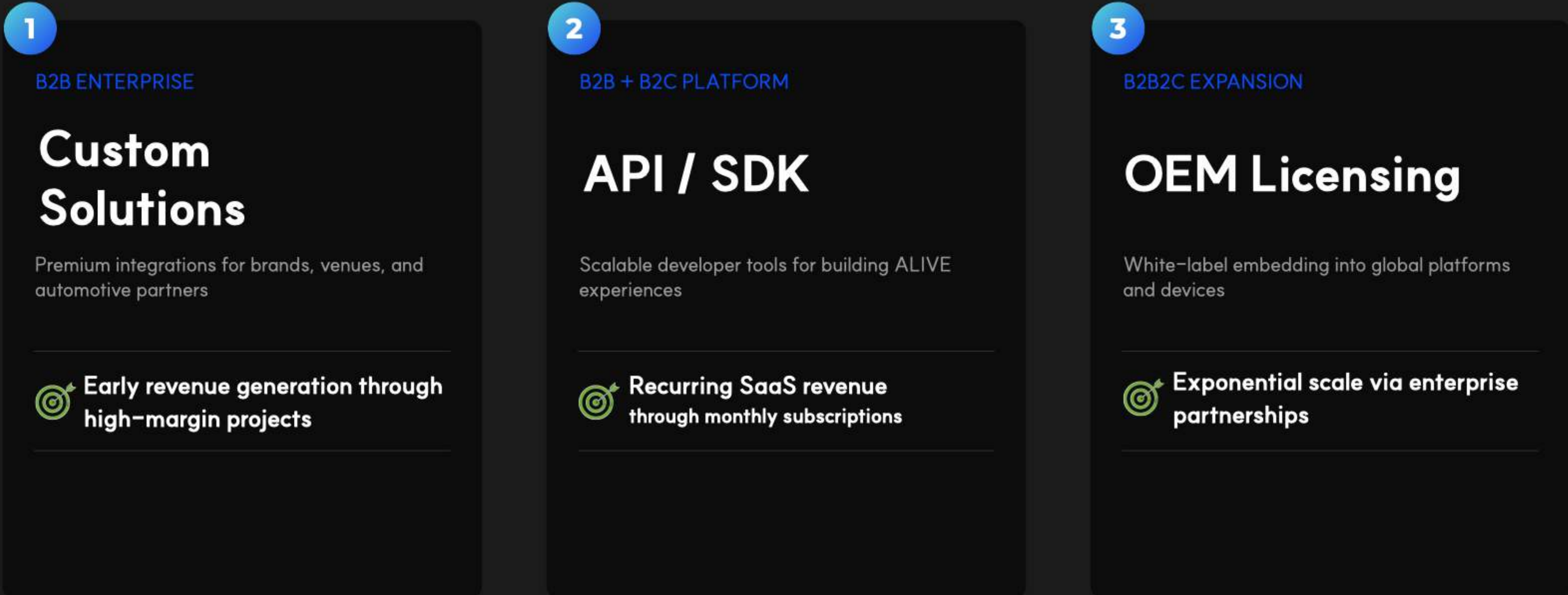
Bringing beloved IPs back to life through interactive AI experiences.



Rendering Exploration



From custom projects > to platform subscriptions > to global licensing



Start with high-margin custom projects > Scale via platform subscriptions > Multiply through OEM licensing



Luke Park

Founder & CEO / Chief Executive Officer

A visionary creator and entrepreneur with 25+ years in game development, XR, and AI. Founder of DevKorea, Korea's largest developer community with over 60,000 members. Former head of Unity Korea, leading the rise of Korea's smartphone content industry. Developed Korea's first VR theme park, achieving #1 in offline entertainment. Now building ALIVE, the next-generation AI × XR ecosystem that brings digital beings to life.



Sunny Hong

Co-Founder & CBO / Chief Brand Officer

CEO of Design Focus, Korea's first brand consulting agency. Led 400+ projects for major brands like KB Bank, CGV, SK Telecom. Now leads XRX's brand vision, bridging technology and human emotion through design.



Frank Woo

Co-Founder & CFO / Chief Financial Officer

With 25 years in gaming and venture finance, he has led global VC investments and M&A. Now CFO of XRX, he oversees investment and management strategy, driving sustainable corporate growth.



Jin

CTO / Chief Technology Officer

With 27 years in game and software development, he has led global projects with Tencent and Facebook, and directed WebGL innovation for Shinsegae Group as CTO, PM, and full-stack developer.



Philip

CAIO / Chief AI Infrastructure Officer

With 26 years in backend and network engineering, he leads XRX's backend and AI systems. He has successfully led major projects at Samsung Electronics, SK Broadband, Cyworld, SK Planet, and ETRI.



Woosub Lee

VP of US Operations / Strategic Partnerships

With expertise in venture acceleration and investment strategy, he has led startup programs at KIC Washington DC. Now a U.S. partner of XRX, bridging innovation between Korea and the global market.



Sooyong Son

CSO / Strategic Partnerships

from IBM with 20+ years of experience in GTM and strategic partnerships. At XRX, he brings U.S. commercialization expertise and a data-driven approach to scaling ALIVE deployments.



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