

VR/AR trends and business cases in Korea

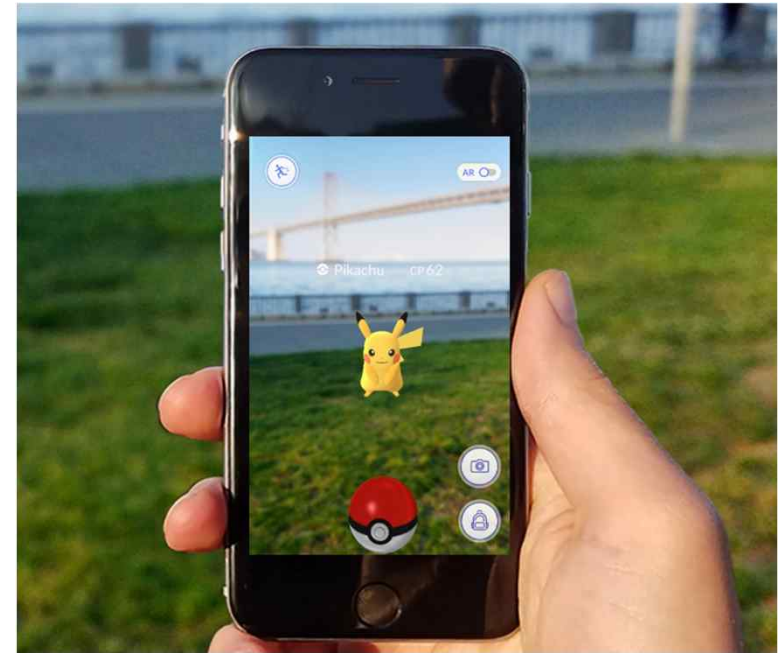
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Virtual reality and Augmented reality



[Oculus]



[Pokemon GO]

Virtual reality



**Digital environments
that shut out the real world.**

Augmented reality



**Digital content on top
of your real world.**

Mixed reality



**Digital content interacts
with your real world.**

[Source: Magic leap]

Mixed reality headsets



Samsung Odyssey



Pyeongchang Winter Olympic VR experience

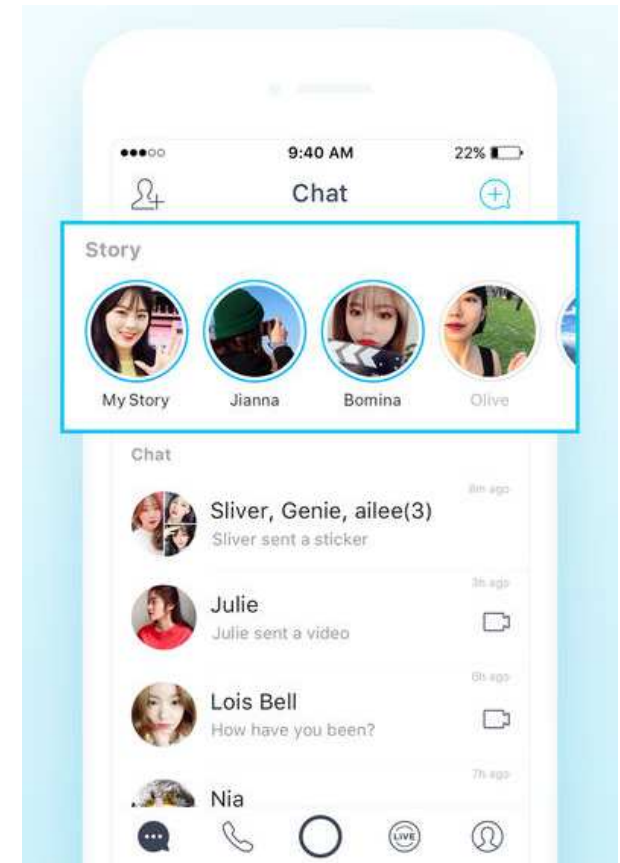


K-pop museum
















[Source: PLAY KPOP]

Video call – SNOW

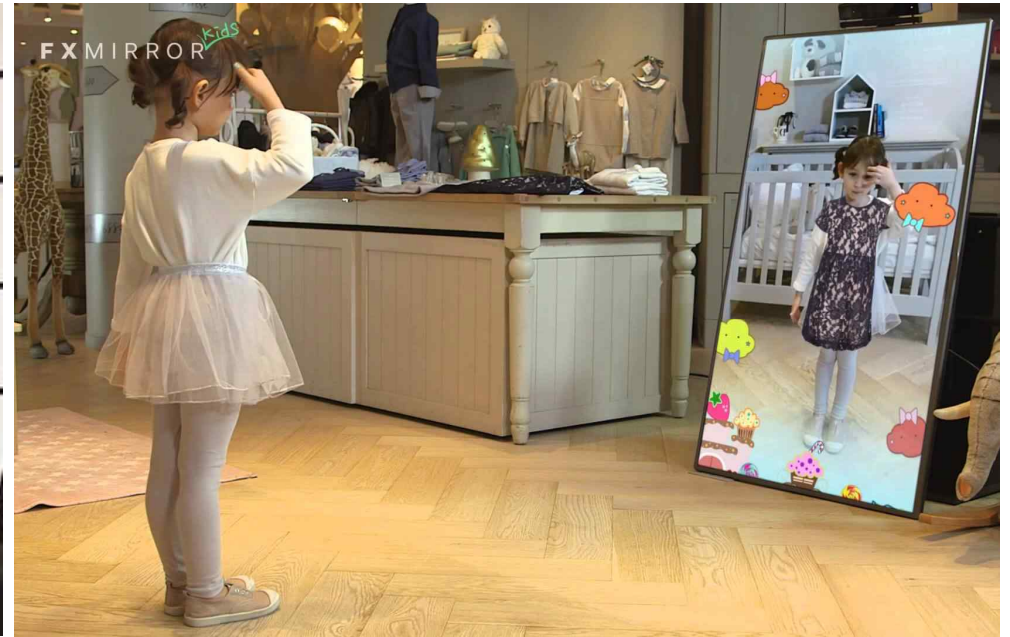


Makeup camera – NAVER LOOKS

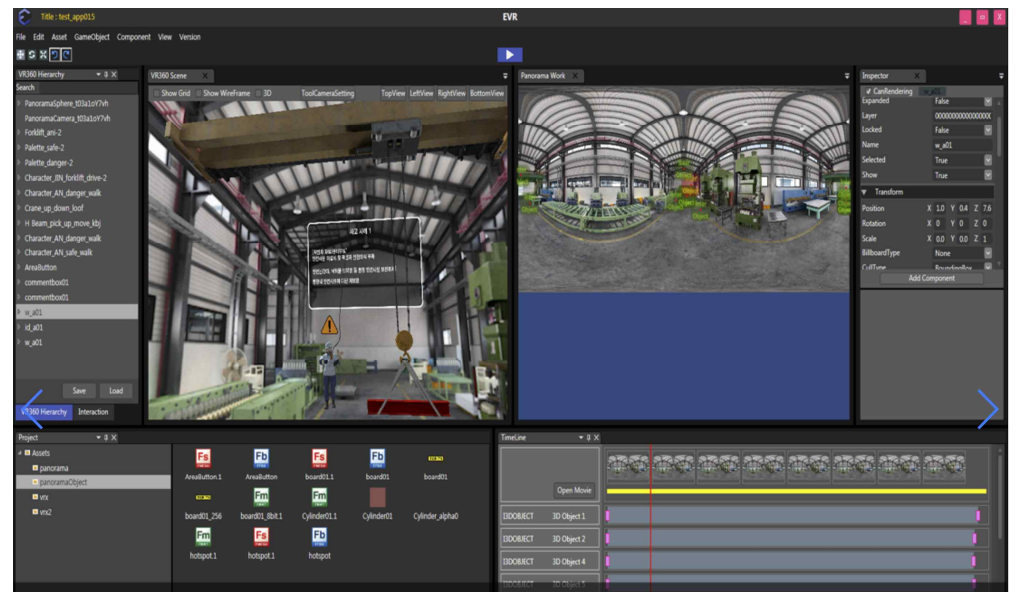
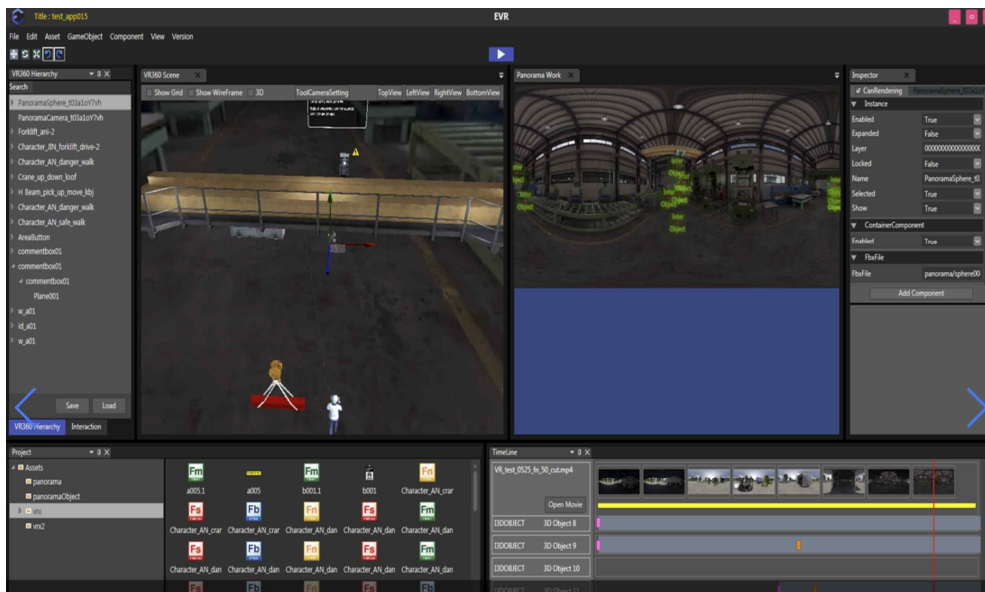


-  CLINIQUE
SUPER CITY BLOCK BB
CUSHION COMPACT
#62 MEDIUM 
-  CLINIQUE
CHEEK POP
#01 GINGER POP 
-  CLINIQUE
LID POP
#02 CREAM POP 
-  CLINIQUE
LASH POWER FLUTTER
-TO-FULL MASCARA
#01 BLACK 
-  CLINIQUE
PRETTY EASY LIQUID
EYELINING PEN
#01 BLACK 
-  CLINIQUE  OP LIQUID
MATTE LIP COLOUR 

Virtual fitting – FXGear



VR design software, Danuri VR



Thank You