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DEEP.FINE is a Korean startup that develops industrial collaboration platforms using extended reality technology. The startup succeeded in commercializing a smart glasses-based, remote collaboration solution by developing an industrial collaboration platform called "ARON". It has achieved phenomenal success in just 3 years since its establishment, supplying the solution to major construction companies and major companies' manufacturing plants that are undergoing facilities maintenance. DEEP.FINE is also collaborating with major telecommunication companies at home and abroad to develop advanced metaverse technologies including 5G MEC.

DEEP.FINE's XR Showroom which will be exhibited at EXPO2020 enables people to view Mercedes-Benz cars remotely without visiting the showrooms in person and enables them to receive information about cars from the auto experts in real time. This solution also can be effective for promoting high-end models, heavy equipment, ships and aircraft that are difficult to find at showrooms.

"By converging various technologies, we're going to invest in ambitious research that goes beyond the limitations of the XR industry and prepare for the growth and future of core technologies" said DEEP.FINE CEO Kim Hyun-bae. "Using convenient authoring tools, we're going to carry out R&D in advanced solutions that can be easily tested and used in various fields including collaborative manufacturing, construction, education and healthcare" Kim added explaining that many advanced technologies like remote precision collaboration, remote rendering, AI-based interaction are already increasingly incorporated through XR in many industrial fields.

About Deep.fine

DEEPFINE is offering a software solution that allows its customers to create virtual vehicle experiences beyond space limits. DEEPFINE's service aims to reduce vehicle exhibition costs and gain potential customers through real-time interaction between dealer and buyers in the XR showroom. DEEPFINE is mainly targeting customers in the automotive industries. Their focus is on applications in business areas like promotion, consulting, sales and training. DEEPFINE is currently focussing on building new customer relationships with small, mid-sized or large companies in the automotive and heavy equipment sectors.

About STARTUP AUTOBAHN powered by Plug and Play

STARTUP AUTOBAHN powered by Plug and Play is an open innovation platform that provides an interface between innovative tech companies and industry-leading corporations. The basis of the program is the partnership that develops between startups and the corporate business units. The two entities hold an equal footing from the get-go: together they evaluate the potential for a joint venture, move forward to pilot the

technology, and work to achieve the ultimate goal – a successful production-ready implementation. Designed with the intention to exceed startup acceleration, STARTUP AUTOBAHN powered by Plug and Play moderates a community for collaboration with a focus on implementable results. Over the years, the platform has successfully cultivated over 380 projects with more than 289 startups since its founding in 2016. This last year, they have supported the creation of over 30 pilot projects with 10 business partners in their Programs 11 and 12.

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