

벤처인증기업
VENTURECOMPANY

KIBO 기술평가보증기업

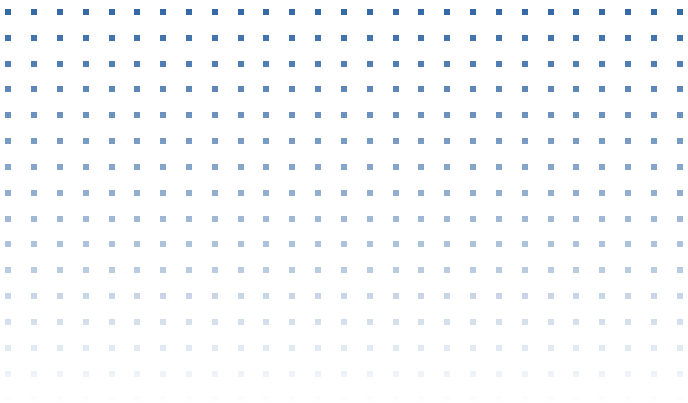
SWIT SW산업정보종합시스템

특허청



DANDI
DESIRE & INVESTMENT

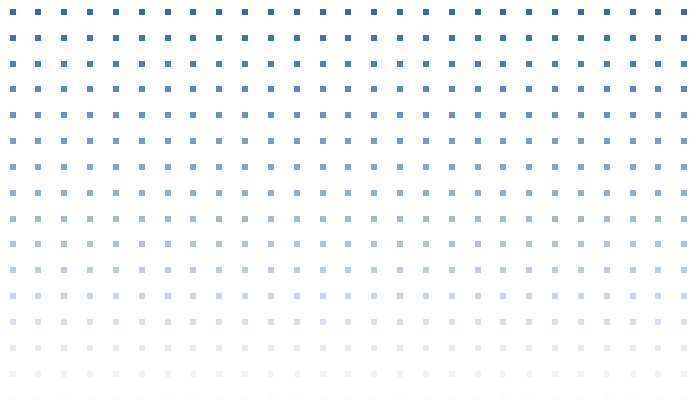
Main Office : Kyungsoong University Sahoegwan B Center BI Center
No. B111 Daeyeon-dong, Nam-gu, Busan, Korea
TEL : 051-924-0404 FAX : 051-627-8029
E-mail : help@paul-it.com URL : www.paul-it.com





Best total IT Solution & Service
A company specializing
in IT software development

PAUL



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THE
BEST
Experience

LEADER IN SMARTLIFE



■ Your e-Business partner

PAUL is an IT specializing company, striving for perfection in R&D through creative and ceaseless efforts based on genuine warmth for people

ABOUT US

Know-How

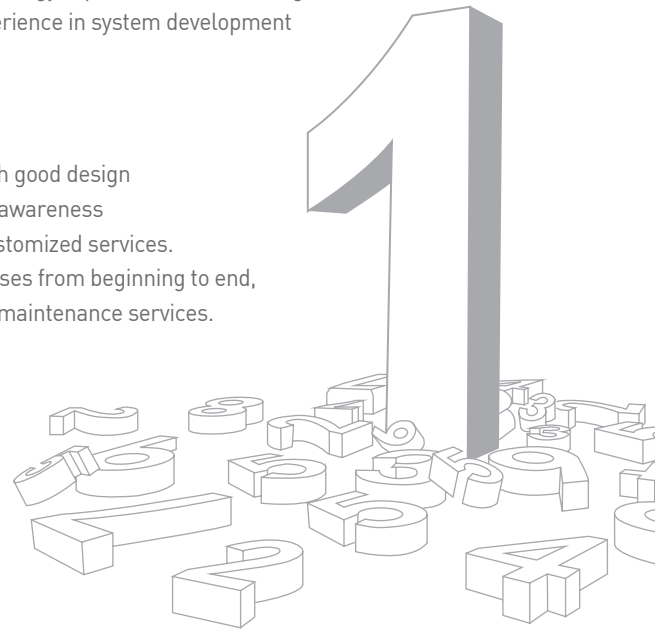
PAUL retains development know-how of large e-Business that requires technical difficulties of public offices, SME, and associations.

Professional

Our team consists of highly professional consultants from the IT industry, experts with many years of online promotion strategy experience in advertising / marketing, including developers with wide experience in system development and web designers.

All Service

The success of e-Business does not only lie with good design and reliable programs but with boosting brand awareness through ongoing marketing and provision of customized services. We fully support our customers' online businesses from beginning to end, such as planning of e-Business and integrated maintenance services.



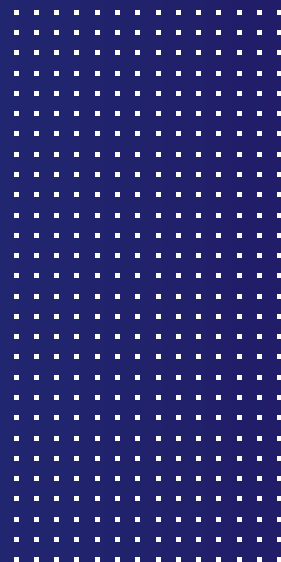
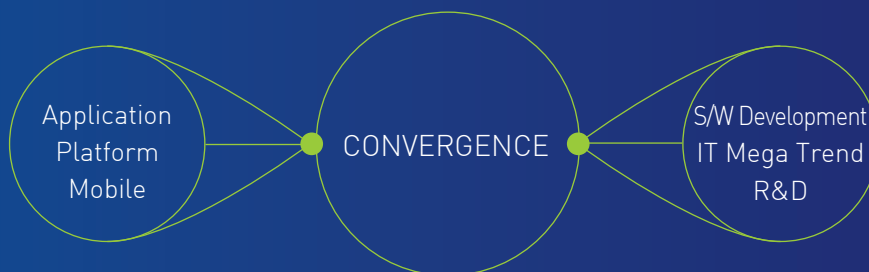
VISION



A leader in the global ICT through creation and convergence

■ Our service provides the work sector of e-Business as a business sector

PAUL offers the best output necessary for customers through stable, sustainable technology and initiative



BUSINESS

S/W Development

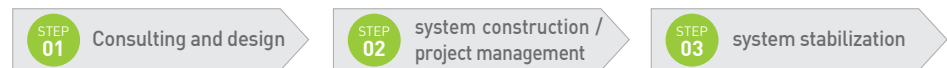
Our service includes a complete package from establishing information system construction plans, design, construction, and execution necessary for customers.

System integration development is a process that builds one whole system by combining system components sequentially that offers a comprehensive service from planning, development, construction, operation of information systems.

Amid information system of business is becoming more and more enormous and complex, PAUL supports a new service concept that effectively utilizes information technology infrastructure through closely integrating network, hardware, and application systems as well as combining management information and information technology.



System Integration Development Process



Solution

Solution	Description	Applicable Area
Funi-Q	ERP (web, mobile) ordering system for SME, BOM, production, outsourcing, sale, operation, inventory, warehouse, strategy	Production, electricity, automobile, shipbuilding, tools and materials manufacturing sector
Uuni-Q	Production process management system, goods management, real-time production progress check, statistics for Sunglim Inc.	
Academic scheduling via mobile	Schedule announcement, alarm, communication, memo	Elementary school, middle school, high school, university, business, public office
Golf course/golftel management	Back Office: Personnel/accounting (e-tax invoice), groupware Front Office: Member, reservation, visit, game, payments, guestroom management	Golf, hotel, buffet, banquet
Online real-time golf reservation	Online web, mobile reservation	Golf, hotel, movie tickets
GPS, RFID, real-time location control	Real-time location-based control service solution that combined the GPS and RFID technology, smart devices, readers.	Parking information system Golf course game control
POS Solution	Beverage related ordering/payment management program Various wireless devices can be used, advanced/deferred payment mileage, utilize customer information, marketing, and management information	Large distribution mart, super market, buffet, franchise, regular eatery
DID Solution	Promotion introduction system (such as Kiosk), including real-time concept, news, advertisement, the strong suit of online	Hotel, leisure lobby, large market, store, model house, promotion center

ERP SYSTEM

● FUNI-Q ERP

FUNI-Q ERP is a solution developed for small and mid-sized firms; the program maximizes the value of certain information, even if it is the same, and strengthens productivity as well as economic power by actively utilizing the information to business activities.



Main Function

FUNI-Q ERP will focus on strengthening customer service capability by expansion of business and services as well as global network.

Sales Management	Production Management	Inventory Management	Bookkeeping / Accounting Management	Personnel / Salary Management	Link with the e-Tax Invoice service
Customer Management / Ordering System / Procurement / Sales	BOM (Bill of Material) / Production Planning / Work Instruction / Production Performance / Outsourcing	Incoming/Outgoing by Warehouse / Categorized Inventory / Loss & Gain	Write slips / Reports / Settlement and Financial Statements / Fixed Assets / Promissory Note / Surtax	Personnel / Time Attendance / Salary / Incentive / Retirement / Year-end Settlement	Send email, text, fax through e-Sero (National Tax Service)

Main Feature

With FUNI-Q ERP, users can create menus of their choices and there is no limitation on creating ID. The customized program allows users to design features essential for their companies, thereby allowing integrated ERP management of branches and agencies.

- Unlimited Upgrade**
 To cope with management environment according to changes in technology and regulations
- Multilanguage Support**
 Supports multi-languages, including Chinese and English for overseas branch offices and local people
- Stability**
 Stable server management by moving into IDC / Powerful security system through SSL application
- Mobile ERP**
 Main functions of ERP are available in mobile environment using mobile phones or tablets
- Web-based**
 Via the Internet web browsers, without separate installation
- Customizing**
 Transfer and use current formats, such as ledgers, transaction receipts, purchase order, and estimate sheet

Effect of Use

FUNI-Q ERP ensures faster work process and protects work data from virus and PC format. Work files can be easily shared between employees and also ensure fast search of necessary data.

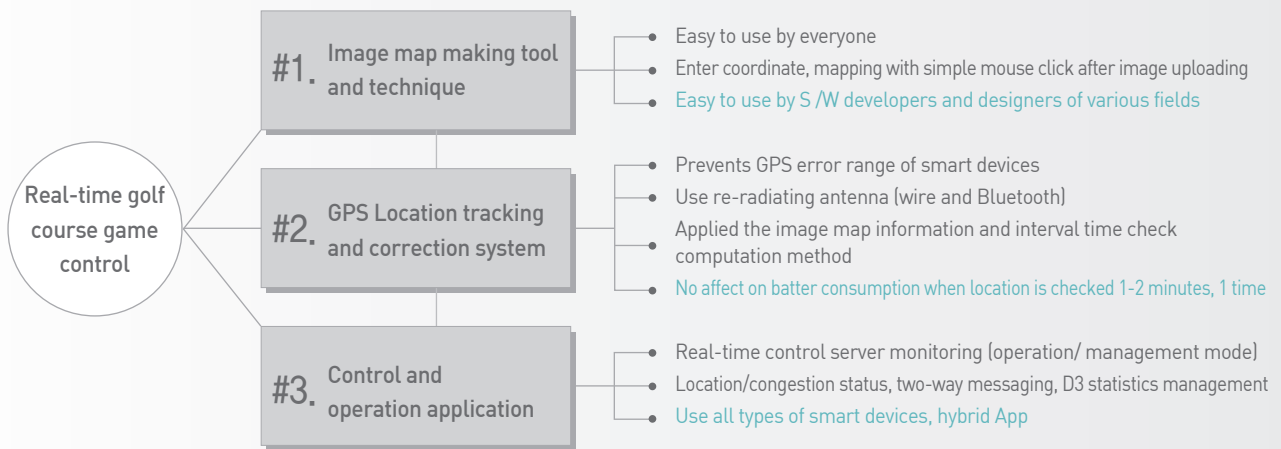


Game Control Service

GOLF APPRO



Core Technology



Product Function and Manual

Control operation group function list

Golf control map view	message
Golf control table view	cart information
Golf control list view	weather information

Control operation group function list

Basic info. > Code Management	Game Info. > Game Info. Registration
Member Info.	Game Info. > Game Progress
Control Mapping Info. > Map/Table View Mapping Info	Message Management
Hole Coordinate Info.(Test/Field)	Caddy App Menu > Caddy GPS Transmission

Smart Device Function List

Initial Execution > START	GPS Connection
Game Over	GPS Electric Course Map
Message Transmission	Emergency Call

Birdie With

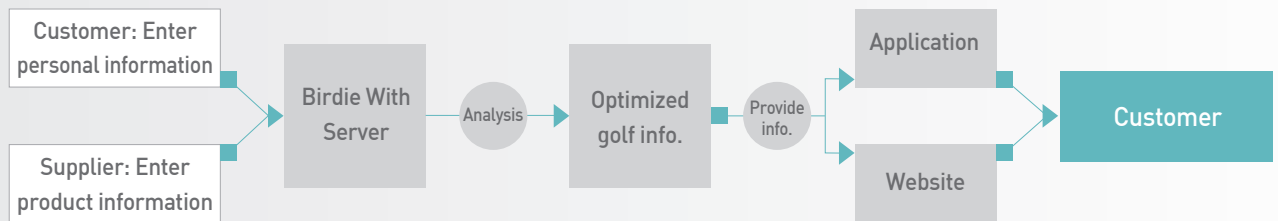
● Birdie With

Optimized individual matching recommendation web and mobile solution platform through user information analysis, the first of its kind

- A user chooses one of many professional golfers recommended through analysis of one's information, thereby receiving optimized golf information and lessons
- Users receive optimized golf information and be able to eliminate trial-and-error



Process



Strength of Content

Of leisure sports, golf requires optimized services depending on individual information of users. Birdie With offers information, such as club and golf course recommendations and pro-round auction.

	Golf Info.	Golf Lesson	Golf Practice	
Conventional Method	Search	Standardization	Personal data	 Improvement Personal limitation Overcome limitation Birdie With
Birdie With	Recommendation	Optimization	Comparison data	
Tool	Data Matching	Data Mining	Big Data	

Program is optimized by entering body size
Coaching through online/offline

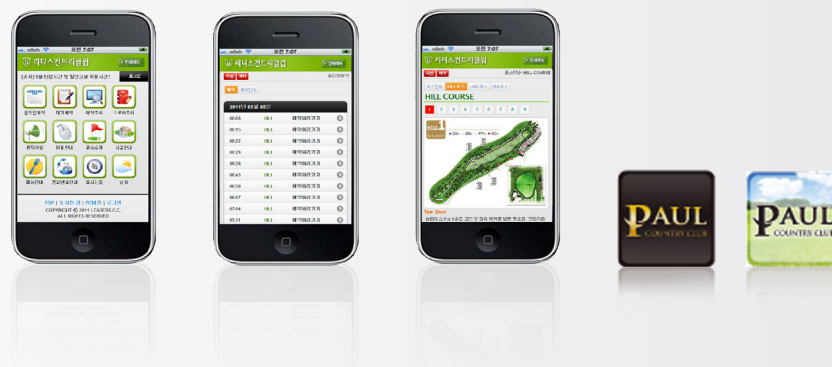
Customized lesson through individualized and optimized coaching video

Individualized lessons to compare videos between professional instructors and amateur golfers

Mobile Web & App

● Mobile Golf Reservation System

A mobile website allows easy reservation via smartphones and links with the reservation system on the current homepage. Access to the website is easy –requires address only - as there is no need to install additional programs by the customer (member). After the first access, an icon will be created on the background of smartphone for easier access in the future. The program has been optimized to provide the same services to various mobile systems, such as Android, Apple IOS, and Window Mobile. We design the system to meet various issues related to latest technologies, such as HTML5, iquery, mobile framework, CSS3, and Web standard, responsive design, and web accessibility improvement.



Function

- 01

Mobile booking reservation
- 02

Standby reservation, reservation search, score search
- 03

Information page, e.g. Notice, Lost & Found, Course Guide
- 04

Weather information (link with Meteorological Agency data)
- 05

Member login that links with the PC website

Strength

01 Convenient accessibility for users on the go, regardless of 3G/WiFi availability	05 The type of course can be checked instantly during rounding
02 No restriction caused by types of mobile devices as the system is produced based on Web	06 Reduce workload of employees in charge computer and reservation services
03 Easy supply of various contents	07 Ensures fast and precise reservation process
04 Real-time booking reservation, search, cancellation	

Website Production

PAUL delivers best output based on years of expertise and planning ability accumulated by carrying out various projects developed in-house, including creative ideas, such as strategic consulting, optimized UX consulting, UI design, and creative design



Portfolio



< Chunghae Ship >



< Dio Tech >



< Busan University Dental Hospital >



< Debeach Golf Club >

Web Hosting / Image Hosting / Moa Service

SELLIAN

Sellian Image Hosting

A specialized service provides file storage and smooth linking for those who wish to do business on large online shopping malls, e.g. Auction, G Market, Onket, and Interpark, and web hosting, which was difficult due to traffic exceed caused by large files. It is a dedicated link hosting service for images and files for customers with or without a homepage.

MOA Service

- ① MOA Service (see products of the seller link)
- ② Moa Count (Customer log analysis system)
- ③ Auction transfer management (Automatic payment transfer management)
- ④ Auction pop-up announcement (Auction pop-up announcement management)

Sellian Image Agency Production Process



Digital Information Display Solution

● Digital Information Display Solution



DID is a green convention system and a general word for all types of media display that use digital imaging devices. A Digital Signage System organizes and distributes a variety of quality digital contents (video, graphic, text) without restriction through installed display devices, thereby delivering visual messages to customers. The fast growing DID market with the development of display panels enables high-intensity video and vertical-type display, which are supplied to public gather places, such as public places, shopping malls, hotels, wedding halls, exhibits, hospitals, subways and replacing outdoor signage and bulletin boards.

Function

- 01**

Provide the content of a sharp picture through large LCD panel
- 02**

Embodies a variety of contents using video and still cut
- 03**

Automatic start and termination according to the operating hours of golf course
- 04**

Easy to develop a specific campaign according to changes in real-time information
- 05**

Maximize synergic effects by applying IT trends
- 06**

Replace offline-type promotional materials that require periodic variations within golf course

Strength

01	A variety of contents, e.g. video, image, SWF, PPT, PDF, web page
02	Content layout that allows unrestricted arrangement
03	Selectable between exclusive PC embedded type or ASP service type
04	Affordable price and expenses compared to other DID solutions
05	Create profit through advertisement program related to gold course
06	Provide quality information to members to set apart from other golf courses



Content Composition

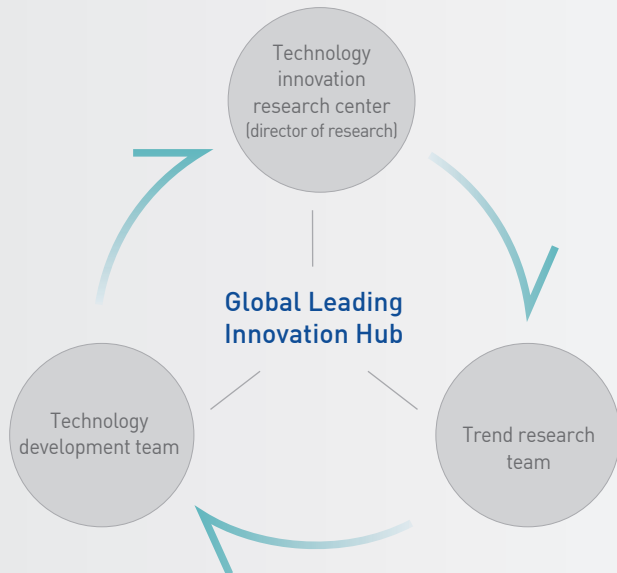
Main news, weather, traffic, stock information	Golf news, lesson, how to use, announcement, event
Reservation info, gallery photos, about menu, lost & found	Provide diversified programs and content, e.g. advertisement, RSS, real-time news

Enterprise Annex Laboratory

PAUL Technology Innovation Research Center

PAUL Technology Innovation Research Center pursues "happiness in the world". We lead sustainable information technology through relentless innovation and create the value that customer expect.

Organization Chart



The enterprise annex laboratory, the driving force of technology competitiveness of PAUL's IT sector, carries out R&D activities for information-based technology, core product technology, and future value technology.

- New technology and IT MEGA trend R&D
- Executes research on application software by using domestic DBMS and open sources
- Carry out tasks related to national public offering and research services
- Quality assurance research, including test analysis, standardization, specification

Research Activity

NO.	Contents of Research	Year
3	Basic research on utilizing G-sensor detection of smart devices (2003)	2013
2	GPS error correction of smart devices (2003)	2013
1	Basic research on utilizing HTML5 in whole industries (2003)	2013



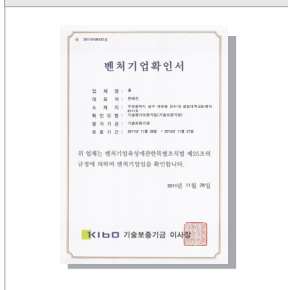
Certificate of Enterprise Annex Laboratory
No. 2013110673

Patent

The best quality and technology are PAUL's exclusive assets.

PAUL, an IT specializing company, continues to garner prestigious awards and retains the best patent.

Certificate of Venture Business
No. 201110108332



ISO 9001 Certificate of Quality
Management System



Certificate of Enterprise Annex
Laboratory No. 20131110673



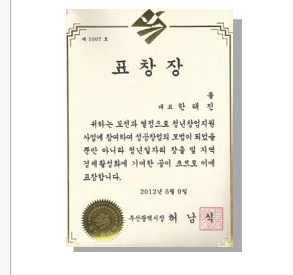
Patent Registration
No.10-1232627



Excellent entrepreneur citation
specification:
Choi Chul-ahn, administrator of SMBA



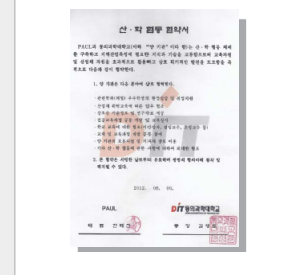
Best youth entrepreneurship
Citation specification:
Huh Nam-sik, Mayor of Busan



Industry-academic
cooperation with Dong-A
University



Donguei Institute of
Technology



Industry-academic cooperation
with Donguei Institute of
Technology



Program registration card/
Real-time golf reservation
system via the Internet



Program registration card/
Web-based DID imagery
information solution



Appointment of SERA mentor



Award and Media PR

2012 Rewards



< Busan Mayor's Award >



< Busan SMBA Administrator's Award >

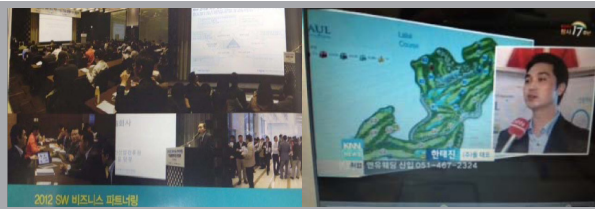


International Newspaper / Feb. 03, 2012



International Newspaper focuses on a young entrepreneur in Busan "Start-up Company, Cheers" (2) PAUL
Development of customized programs from ERP to mobile web

KNN / May. 14, 2012



KNN_2012 SW Business Partnering interview

BadaTV / Dec. 28, 2011



BadaTV_Working in Busan (young entrepreneur Paul)

PAUL STORY

PAUL STORY #1. Festival Visitation / Lecture at universities



BUSAN CEO AWARD 2012

Visited start-up festival, excellent company award

PAUL took part in the first youth entrepreneur start-up contest, hosted by Busan where only outstanding companies were chosen among 600 candidate companies, and won an award for its excellent performance.

YES Leader Lecture 2013

Lecture at Kyungsung University _ Youngsters, be dare !

We gave a lecture on youth business to students at Kyungsung University in May, 2013.

Busan CEO Expo 2013

Participated in 2013 Busan youth entrepreneur start-up contest

Took part in 2013 Busan youth entrepreneur start-up contest hosted by Busan City and supervised by Busan Economic Promotion Agency, Busan Young CEO Association, and Busan Bank.

PAUL STORY #2. A variety of SNS activities

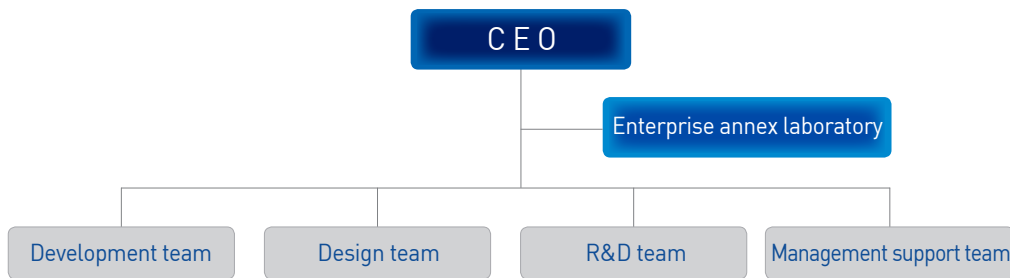


B PAUL's BLOG
http://blog.naver.com/paul_it

f PAUL's facebook
<https://www.facebook.com/PaulITService>

PAUL PROCESS

Organization Chart



R&D Team <ul style="list-style-type: none"> - System integration development - Building of server environment & SI consulting - DB Architecture / Integration - System construction - Development of mobile applications 	System Operation Team <ul style="list-style-type: none"> - Finance / Accounting - Contract / Customer management - Server & security management - DB Back-up / Monitoring - Website maintenance & operation service 	
Multimedia Team <ul style="list-style-type: none"> - Web design, script, motion, action - U.I / U.X / G.U.I Publishing - Mobile web design - Javascript, JQuery Scripting 	Video / Editing Team <ul style="list-style-type: none"> - Photograph / Video shooting - Video editing - Promotion video / Advertising planning - Directing 	Annex Laboratory <ul style="list-style-type: none"> - S/W Engineering - Solution - IT Training

Milestone and approvals

2010

- Oct.** Establishment of the company
- Jun.** Selected as the first Busan youth entrepreneurship support project

2011

- Dec.** ISO 9001 Certification
- Nov.** Venture certification
- Apr.** Registered software business
- Apr.** Registered two cases of program copyrights
- Apr.** Two patents on trademark
- Mar.** Registered online retail business

2012

- Oct.** Selected as an excellent company by NIPA (National IT Industry Promotion Agency) S/W BANK
- Aug.** Signed an industry-academic cooperation agreement with Dongeui Institute of Technology
- May.** Registered on Korea Online E-Procurement System
- Apr.** Application of trademark (PAUL)
- Mar.** Two cases of invention patents at the Patent Office

2013

- Mar.** Developed ERP Funique Funi-Q v1.0 customized for SME
- Mar.** Made inroad into open market (Auction, G Market, 11st) image hosting, Moa Service Sellian
- Mar.** Established enterprise annex laboratory
- Feb.** Registered the factory (Daeyeon-dong, Nam-gu, Busan)
- Feb.** Signed an industry-academic cooperation agreement with Dong A University and Dongeui Institute of Technology
- Feb.** Registered invention patent of the Patent Office and programs



The perfect companion for bigger dream and future
Realize the value of passion with Paul, a company specializing in IT services