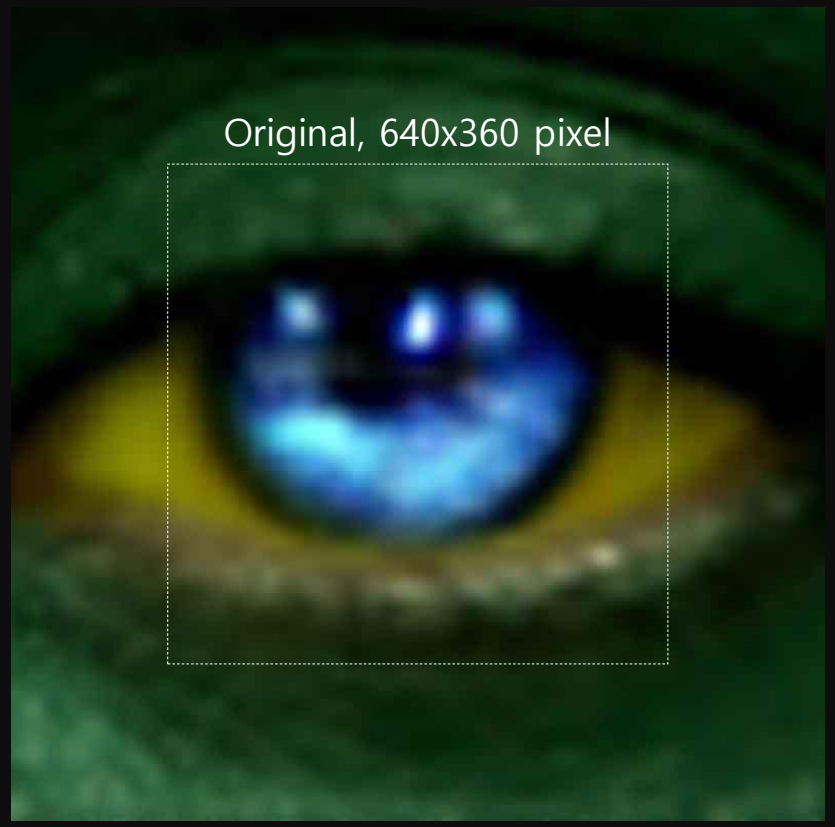
Upscale

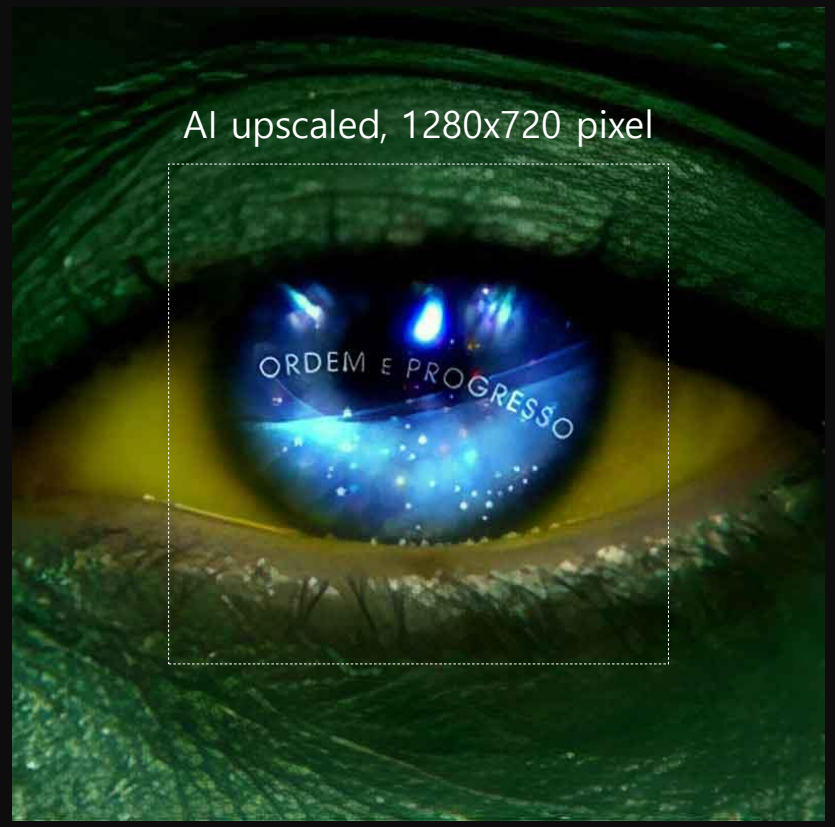
pikaVue

GDF LAB

AI upscale app for traffic saving

Core tech : AI upscale





Make image / video to higher resolution without Blur and Noise

Challenge of AI Upscale

Needs

KBS
NAVER TV
tv
CJ E&M
NETFLIX
tv
MBC
Disney+
prime video
HUAWEI

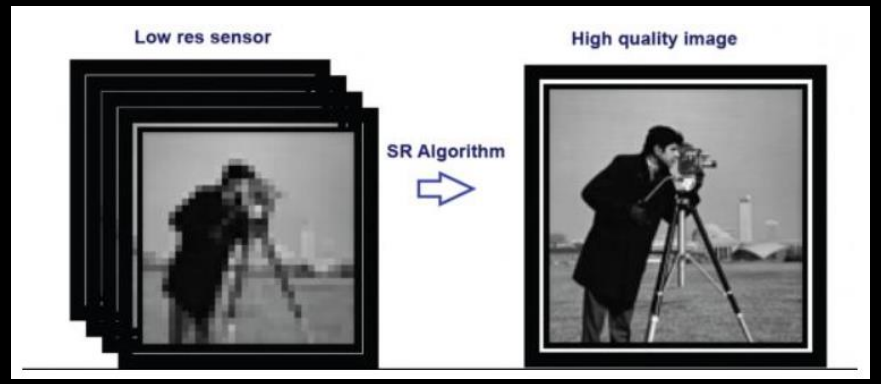
Upscale trials

SAMSUNG 삼성전자
iSIZE
SK telecom
LG전자
NVIDIA.
TOPAZ LABS
MINDs Lab
GDFLAB

→ Failure!

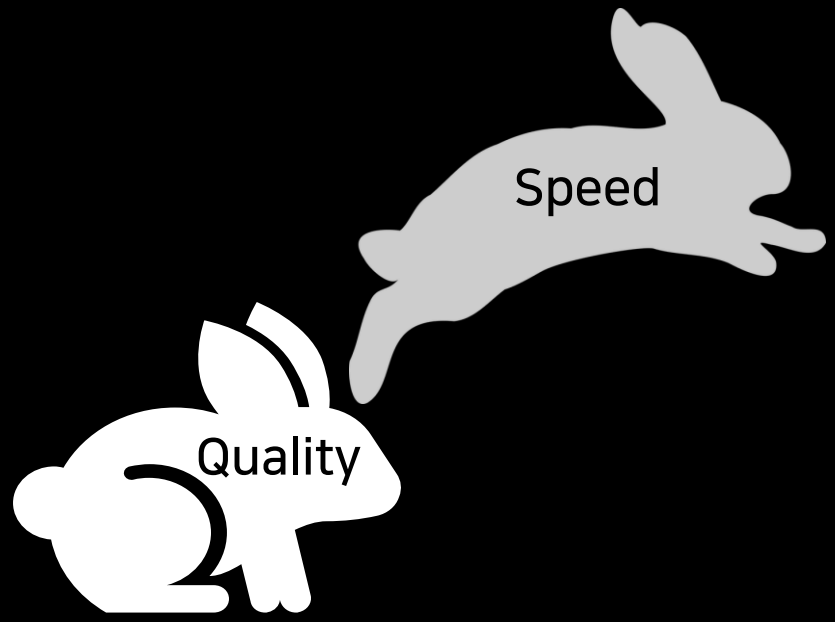
2018 ~ 2020.06

Competitors : speed or quality



AI upscale =

too heavy for streaming condition



GDFLAB : speed and quality

2020.06 ~

GDFLAB

VideoSR algorithm

specialized algorithm for

hundreds of images/videos

* test result for sales contract at 2020.06

2.1sec > 0.1sec

20 times faster

PSNR 39 > 44

10% higher quality

Sales case (2020.06, domestic company X)

X-ray image enhance S/W

200%
productivity

3 sec / images

⬇

1.25 sec / images

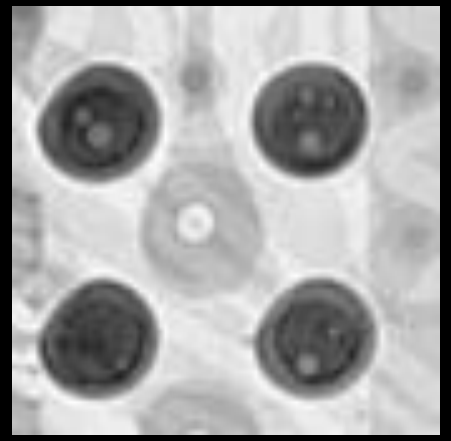
160K
dollars

license

(2020.06)

<client>

<before>



<after>

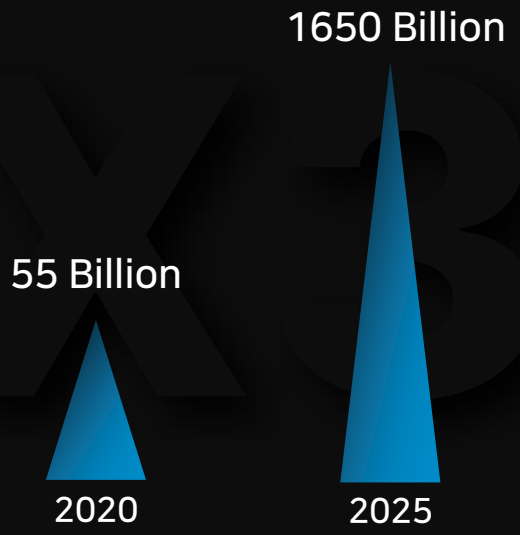
With GDFLAB's solution,
They made a new contract with
global leading micro chip factroy

Mobile data traffic

3.5 Billion

Global smartphone users(2020)

Global monthly mobile traffic (GB)



- Network fee
- Infrastrcuture cost
- More demands after COVID19

AI upscale for traffic saving

Recieve

Low resolution
small data

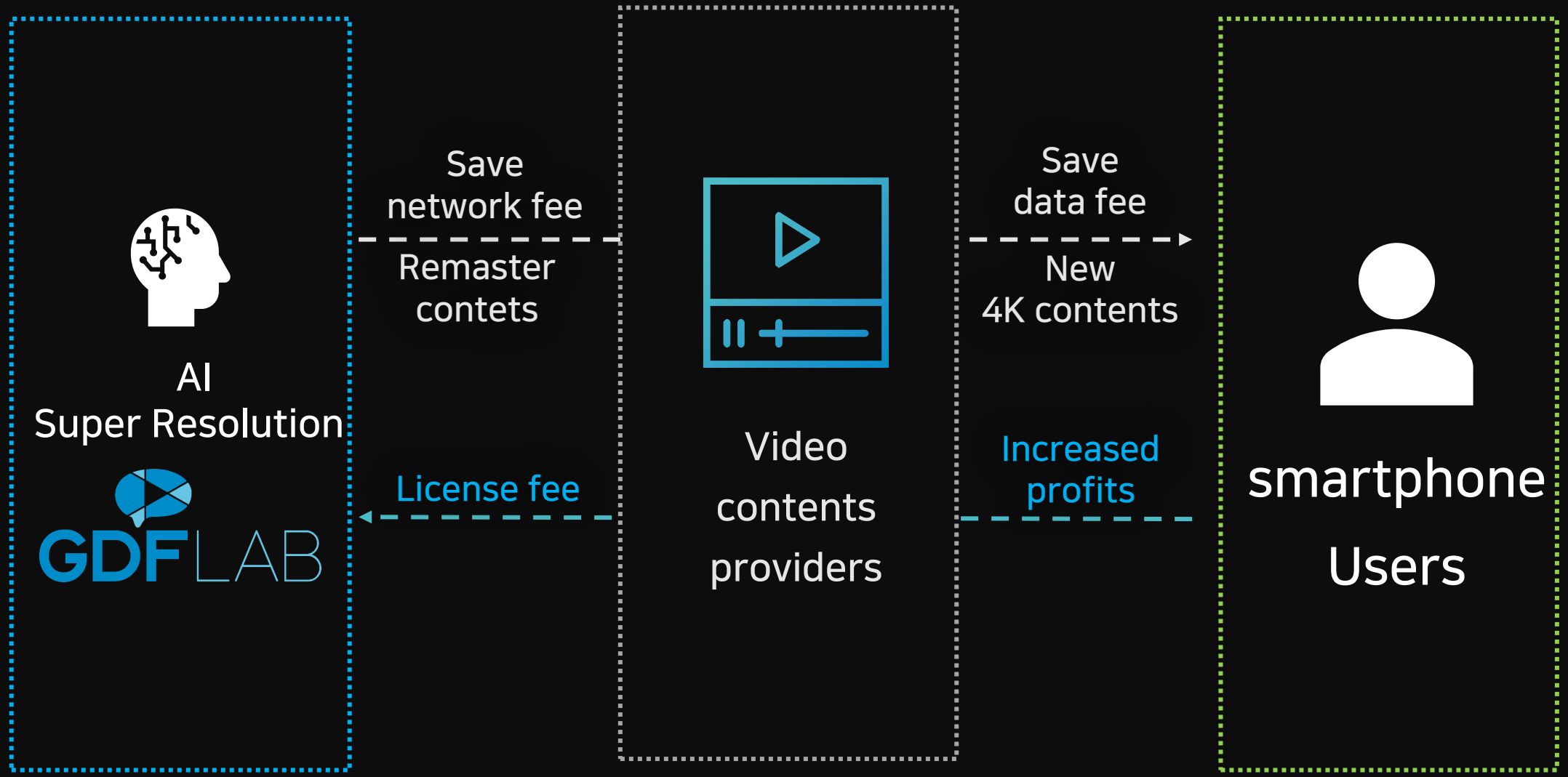
Upscale
(Real time)

PikaVue

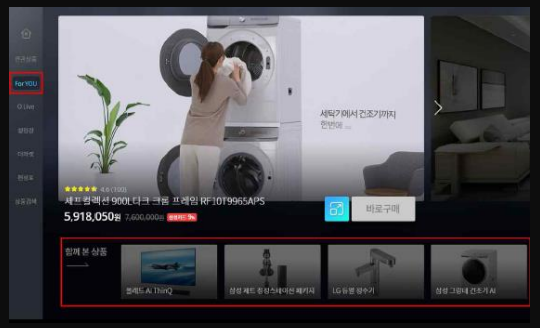
Play

High resolution

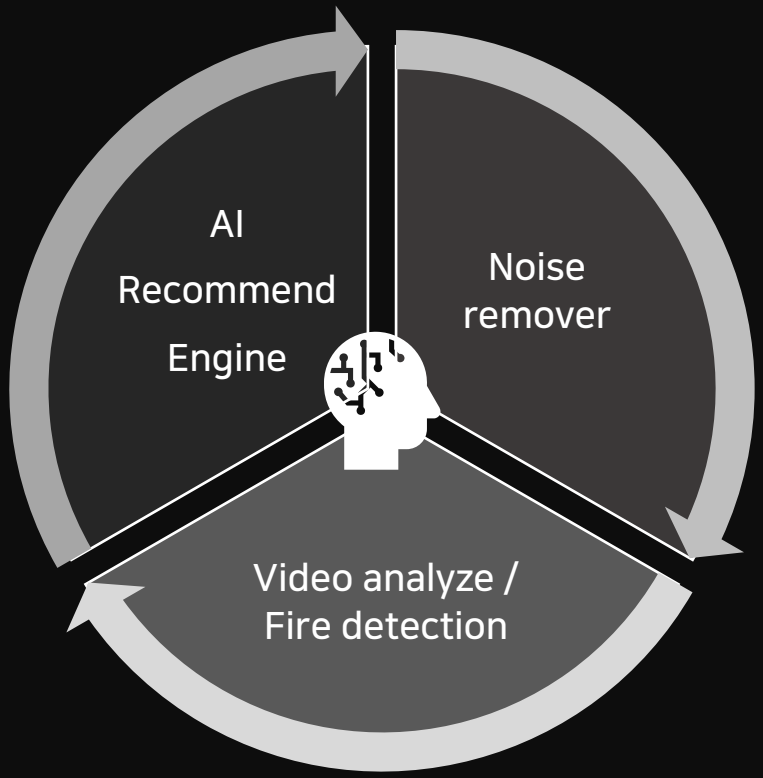
Business model

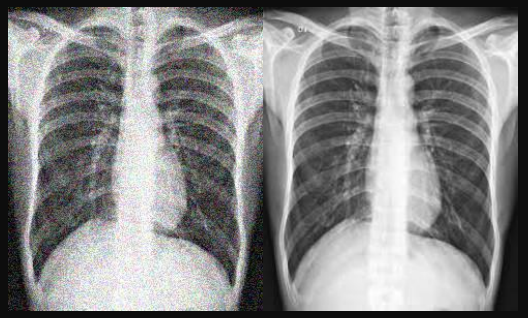


Other products



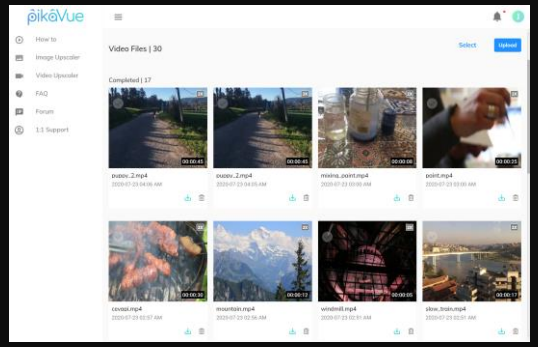
AI VOD recommendation



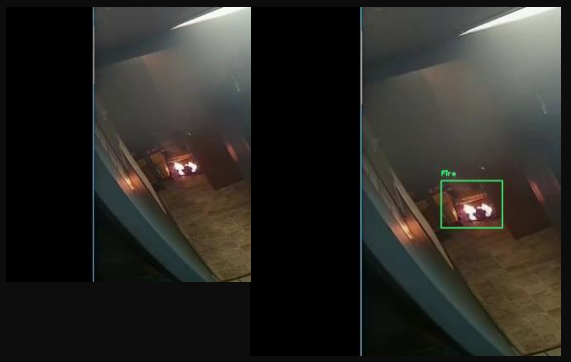


X-ray enhance S/W

SaaS AI upscale



Upscale based fire detection



GDFLAB's power

Team

Depp Jang
CEO

IT manager 18 years
Citibank IT Dept. 10 years
Master of Engineering in A.I
Executive-MBA, Aalto Univ.

Dennis Park
CTO

S/W development 21 years
AI development 15 years
Master of Engineering in A.I

Moonki Lee
Head of R&D

S/W development 25 years
AR R&D 6 years
IR52 award
Bacheler of science (nuclear physics)

Patent

AI Super Resolution Tech/business
(pre-process/learning/service)

17	Domestic Registered	6	PCT	4	Domestic pending

Appendix - Company history

Name	GDFLAB
Esatblished at	2018.03.16
CEO	Depp Jang
Homepage	www.gdflab.com
Service page	www.pikavue.com
Industry	AI S/W development
Team	7
Address	607-03, R&D Center, 396, World Cup buk-ro Mapo-gu, Seoul, Korea.

2021
- 05. Named the 2021 Cool Vendor by Gartner
- 01. NDA for AI content remastering

2020
- 10. Websummit2020 shortlist
- 09. AI based T-commerce solution sales
- 07. PikaVue video upscaler update
- 06. AI based X-ray enhance S/W sales
- 04. B2C upscale service pikavue

2019
- 11. SLUSH 100
- 11. Websummit 2019
- 06. Achieve government R&D program
- 04. Selected as SW200 club by government
- 03. R&D Center establishment
- 02. TCB certificate (T-4)
- 01. Mobile PoC with Huawei

2018
- 12 Attend slush 2018
- 11 launch Image upscaler 'POP pixel'
- 03 Established