



World's First Online Virtual Gallery Rental Service

# Introduction of Our **VR Gallery** Rental Service

# Post-COVID Trends



- Before the pandemic, we could easily enjoy exhibitions in offline galleries

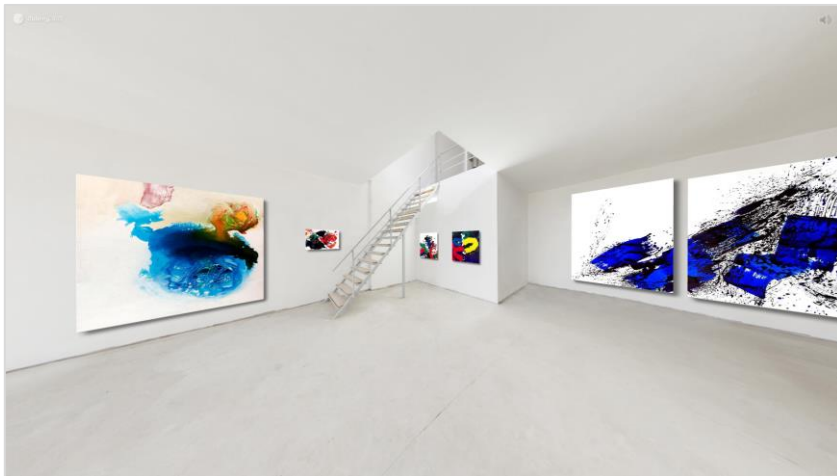
Enjoying beautiful artwork in offline galleries is no longer as accessible since the pandemic.



# VR Gallery Rental Service

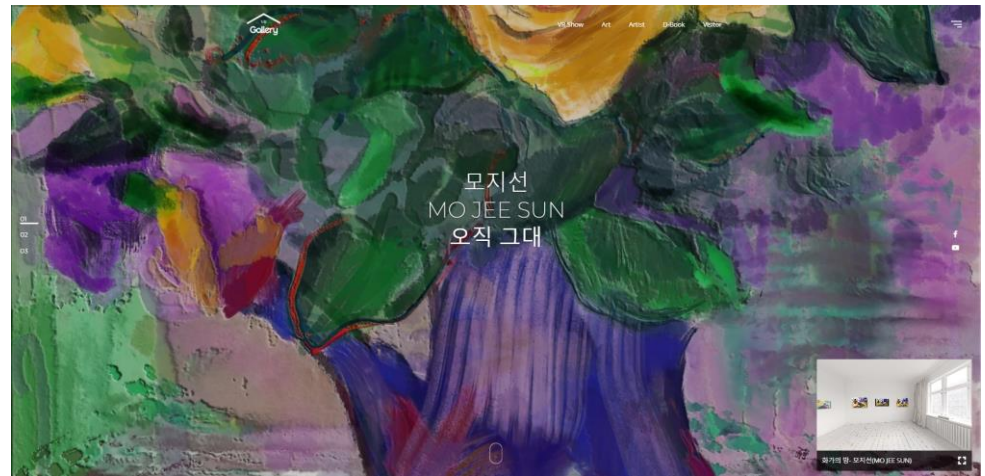
## **| In August 2020, we started the world's first virtual gallery rental business**

In August 2020, we started the world's first virtual gallery rental business to help our customers freely rent our virtual gallery space online for exhibitions or events



### **Visit Our Rental Webpage**

<https://www.gallery360.co.kr/m/rental>



### **Try Our Virtual Gallery Experience**

<https://www.gallery360.co.kr/v/8YRE7isG>

# Our Major Competencies

## Take a look at advantages of our platform compared to our major competitor's

Contents	GALLERY360	Matterport	
<b>What's offered</b>	VR technology and virtual space templates in which exhibitors can freely display artwork wherever/whenever they like	Filming of an actual offline exhibition space with a VR camera and updating it on Matterport's website after manual adjustments	
<b>Price</b> (per month, per 66.11m <sup>2</sup> space)	<b>KRW 150,000</b> <b>(150 USD)</b>	<b>Total 22 million KRW</b> (~ 20,000 USD)	Offline Space Rent : <b>10m KRW</b>
			Filming VR : <b>10m KRW</b>
			Online Platform Cost : <b>2.4m KRW</b>
<b>Time to set up an exhibition</b>	<b>10 minutes</b>	Approximately <b>1 month</b>	
<b>Platform providers</b>	<b>GALLERY360</b>	dataking, eazel, TangoC, etc.	
<b>Additional Benefits?</b>	Provides <b>VR services</b> + details of contents	Provides <b>VR services only</b>	

# VR Gallery Rental Service Guide



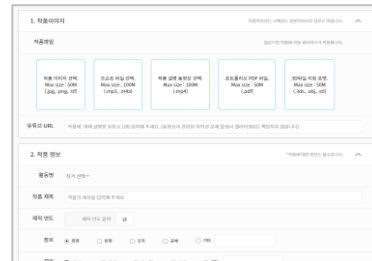
WE BELIEVE ART TO MAKE COLORFUL VARIATIONS  
AND ECHOES IN OUR COMMUNITY.

**I We provide fast, effective, and high-quality VR exhibition services through simple steps for users**



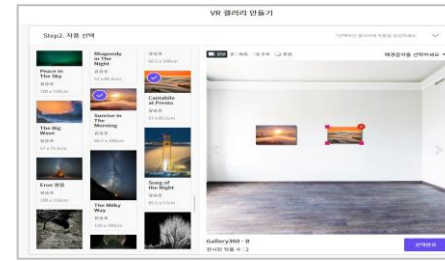
## 1. Register as an artist

- Tell us about yourself
- You can also register as a group of artists



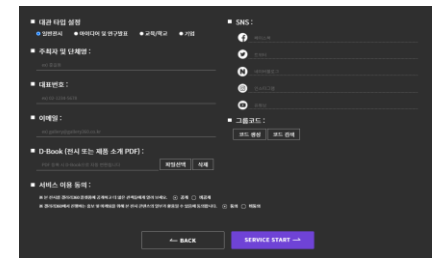
## 2. Register your art

- Upload an image, title, and description of your work
- Description helps visitors understand your work better



## 3. Exhibit your artwork in your virtual space

Choose a virtual space you like, and freely arrange your artwork within the space



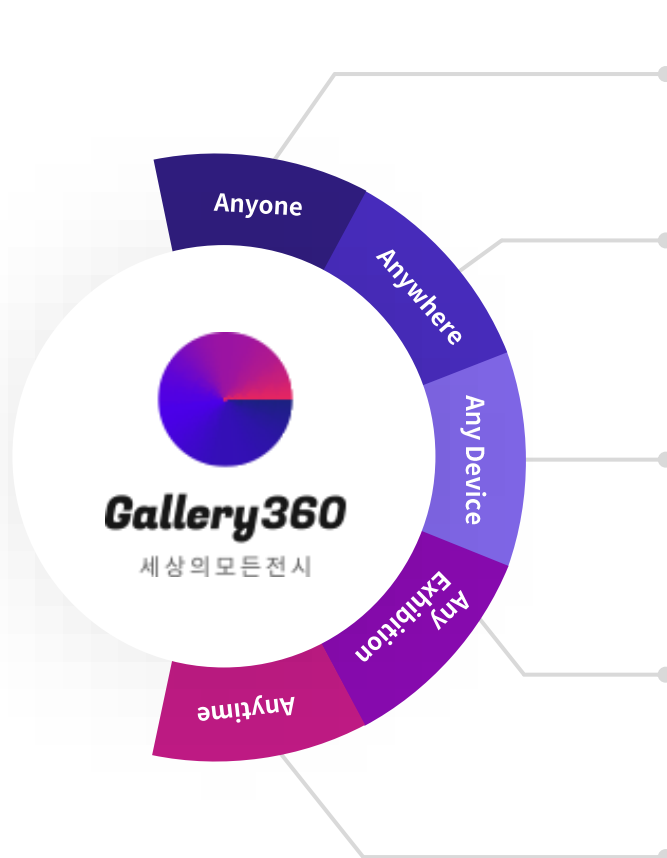
## 4. Start your exhibition

Get your customized gallery page and link



# VR Gallery Rental Service Guide

**GALLERY360's online VR rental service helps you host and/or visit exhibitions anywhere, anytime on any device of your choice**



01

## Anyone

- Anyone can freely host an exhibition
- For artists, businesses, schools, academies, etc.

02

## Anywhere

- Online exhibitions are available in 44 countries around the world
- ※ As of January 31<sup>st</sup> 2021

03

## Any Device

- Exhibitions are accessible from any device – computers, tablets, smartphones, etc.

04

## Any Exhibition

- The platform can accommodate a wide range of subjects - artworks, ideas, seminars, etc.

05

## Anytime

- Exhibitions can be visited anytime - 24 hours, 365 days

# VR Gallery Rental Service Guide

## I High-quality, low-price online exhibition service

We proudly serve with our platform where anyone can host top-quality exhibitions and limitless visitors at a highly affordable price level

### ● Competitive Price

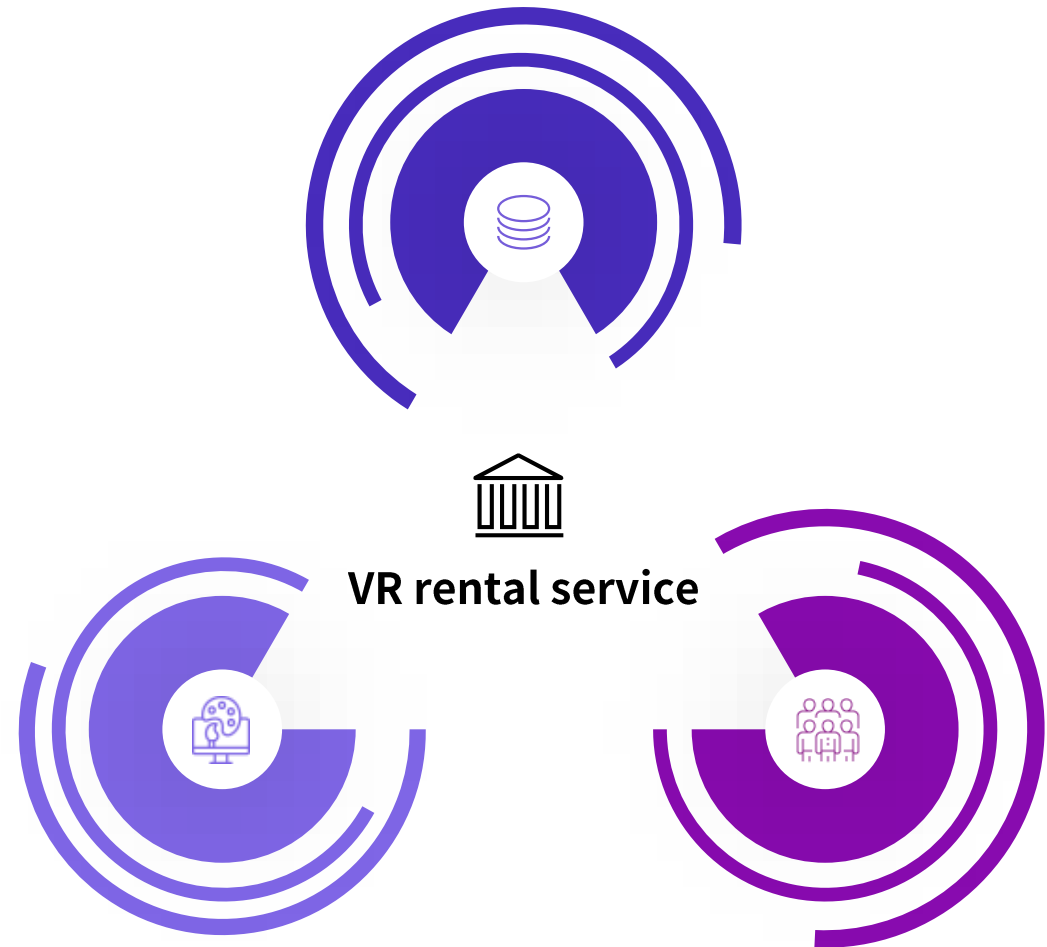
Amazing price level at **15,000 KRW/month**

### ● Quality

**High-Quality** online VR gallery rental

### ● Effectiveness

**High number of visitors** with low hosting cost



# Functions Optimized for Virtual Gallery Experience

**I We provide various functions to create the best gallery experience for hosts and visitors**

Functions	Gallery360
<b>Various VR Space Templates</b>	26 sample spaces to choose from for your customized exhibition designing ※ We are consistently updating new space templates
<b>Multimedia Support</b>	Multimedia contents for ideal visitor experience – detailed artwork description, zoom in & out function, videos, virtual museum docent, Youtube, 3D feature, etc.
<b>Music in Galleries</b>	Classical music played throughout gallery visits for relaxing museum experience
<b>Guest Book</b>	A guest book where visitors can leave feedback on exhibitions and individual artworks
<b>D-BOOK</b>	Uploaded brochures and exhibition/artwork descriptions in PDF are converted into the D-BOOK format for enhanced visitor experience
<b>Unique Web Address</b>	Each exhibition is provided with its own unique web address for promotion and many other purposes
<b>“Grouping” Function</b>	Visitors can bring in separate exhibitions into one “grouping page”, for which a unique web address is provided - this provides a more convenient way for visitors to enjoy artworks from different exhibitions
<b>Visitor Count</b>	Visitor count analysis data provided for each exhibition
<b>Visitor Statistics</b>	Google Analytics data supported for statistical analysis of visitors per exhibition
<b>Additional Templates</b>	Additional space templates will be updated promptly for dynamic exhibition experience ※ Expected update in the first half of 2021



# How Our Platform Has been Used in Our Community



- **Best Virtual Exhibition Platform - Hyundai Motors R&D Lab Ideas Festival**

Hyundai Motors held a virtual ideas festival for product development due to COVID-19. The event finished successfully after 6,000 visitors from Hyundai Motors R&D Lab visited our platform and left feedback on displayed ideas in the guest book.

The selection process for festival winners and internal discussion process were most effectively assisted by Gallery360's virtual exhibition platform.



- **Large Group Exhibitions - Gyeongbuk School Art Education Festival 2020**

During 2020 Gyeongbuk School Arts Education Festival, the fine arts session was held virtually on our platform. 17 exhibit halls were displayed and 13,000 visitors were counted throughout three weeks.

At a low cost of 2.5 million KRW, the event was held successfully to host many visitors to enjoy students' artworks



- **Exhibitions by People of the Underprivileged Class/ Chungju Center for the Disabled, Sungmin Community Relief Center, Busan Social Welfare Council, Shinsegae Center for the Disabled, Jeju Welfare Center for the Disabled**

People of the underprivileged class, such as the disabled, are often marginalized from opportunities to participate in art activities and host exhibitions. Gallery 360 provided them with an opportunity to showcase their artworks on our virtual exhibition platform.

# How Our Platform Has been Used in Our Community



- **VR Technology for Young Students - Seoul Metropolitan Office of Education, Seoul National University, Youngsaeng High School, Inhun High School, Hyangnam High School, Chan-A Fine Arts Academy**

Gallery360 provided young students with an opportunity to host the first exhibition of their lives on the virtual platform and to gain valuable experience with art and technologies. Students enjoyed the hosting process with their friends and parents. This event added a great value to the potential of the VR technology in the future education.



- **K-pop Idol Group Exhibition - Group VICTON**

A fan event of a K-pop idol group VICTON was hosted on our platform to introduce the contents of the group's first album and related performance plans.

This was an innovative exhibition event solely dedicated to a large number of idol group fans.



- **Other Cases**

- Wedding proposals
- Exhibitions by photographers and painters
- Exhibitions by pottery artists
- Company product advertisements
- Brainstorming homework presentation at Yonsei University

# Service Status

**| More than 100,000 users from 64 different countries have visited our platform within 7 months since our launch in August 2020.**

Total Virtual Exhibitions

**404** exhibitions



Number of Visitors

**116893** visitors



Visitors' Countries

**69** countries



\* As of May 31st 2021

# Performance Status

- Performance of our VR gallery platform : approx. 300 exhibitions (incl. rentals & artists exhibitions)

- View On-going Exhibitions : <https://www.gallery360.co.kr/m/rentallist>

- Gallery Rental Webpage : <https://www.gallery360.co.kr/m/rental>






## 진행중인 전시

총 32건





# Our Competitive Edges Over Competitors

	Online Seoul-Auction	Matterport	ITS2020 Innovative Technology Show	LG Signature Art gallery	Gallery360
					
<b>Website</b>	<a href="http://www.royalsaluteart.kr/#/detail">www.royalsaluteart.kr/#/detail</a>	<a href="http://matterport.com/">matterport.com/</a>	<a href="http://www.innotech.or.kr">www.innotech.or.kr</a>	<a href="http://www.lgsignatureartgallery.com">www.lgsignatureartgallery.com</a>	<a href="http://www.gallery360.co.kr/vroom/N8HjJjhU">www.gallery360.co.kr/vroom/N8HjJjhU</a>
<b>Collaboration</b>	Royal-salute X Seoul-Auction	Matterport	Ministry of SMEs and Startups X (Corp)Autoconsystem	LG X Whanki Organization (museum)	
<b>Period</b>	21.01.04 ~ 21.03.18		2020	20.12.21 ~ 21.03.21	
<b>Cost</b>	Rental cost		1.5 hundred million KRW ~		<b>165,000 KRW /month</b>
<b>Request</b>	O	O	O	O	O
<b>Distinction</b>	<ul style="list-style-type: none"> <li>Provides connections for young artists and supports production of collaborative work by young artists and Royal Salute</li> <li>New art pieces revealed online every Monday + offline exhibitions hosted</li> <li>Online auctions are scheduled following ten exhibitions by five artists</li> </ul>	<ul style="list-style-type: none"> <li>Produced virtual exhibitions for National Museum of Korea, Museum of Modern and Contemporary History, Incheon City Museum, etc.</li> <li>Realistic visitor experience</li> </ul>	<ul style="list-style-type: none"> <li>Provides booth-based exhibitions to replace large offline exhibitions</li> </ul>	<ul style="list-style-type: none"> <li>Maximizes the benefits of virtual galleries with experiences that resemble those at regular offline galleries</li> <li>3D spaces constructed by celebrity architect Hyunjun Yu and intro videos for individual artworks provided</li> </ul>	Creates exhibitions by customizing unique spaces for exhibition of a wide range of contents including fine arts, commercial products, ideas, and reports/presentations.

# Customer Reviews

## Online Reviews for Our Virtual Gallery Rental Service

My students and I have been so satisfied with this virtual exhibition platform. Especially because it is not easy to experience VR or AR technologies in our daily art classes or activities in school, it was something special for us to apply these virtual technologies to our school exhibitions. It amazed many other teachers at my school as well because it is just the perfect way to exhibit our students' work while keeping up with social distancing!

Hyunae Lee, Teacher at Youngsaeng High School

Congratulations for launching the online gallery platform. I truly love seeing the wonderful work by many talented artists this way. And I am very impressed by sophisticated designs from which I can strongly feel the beautiful sentiments of Jeju Island. Although we couldn't have our regular offline exhibitions due to the recent pandemic, I feel a lot better thanks to the fact that we could still enjoy this beautiful virtual exhibition. Thank you. I really enjoyed it.

Hyungsuk Kim, Visitor for Jeju Trade Promotion Agency 's Ideas Exhibition

Dear Artist, I'm Ji hyun Lee and I visited your exhibition at dawn☺ I had the most pleasing experience here compared to all other web-based exhibitions, and I could really enjoy and concentrate on your exhibition in peace. Thank you for inviting me.

Jihyun Lee , Visitor for Artist O Gi-ree

Congratulation for your first artwork and your first exhibition!♥ Great job. I'll always support you. Always do your best. Good luck!  
From your eternal fan, mommy ^\_\_^♥

Yungok Choi, Visitor for Gwangmyeong Chang-A Exhibition

The most adequate, creative solution for the post-COVID era. It's simply super useful.

Hyungsuk Kim, Visitor from Hyundai Motors R&D Lab

I am getting great chances to showcase my work thanks to the Gallery360 platform ^\_\_^  
Artist - O Gi-ree

Although things are online, I'm still really proud to finally see your exhibition I've been waiting for the last 4 years ^^♥♥♥ It's such a great work you did. Good job my son. Proud of you.

Eunmin Song, Visitor for Daegu University's Graduation Exhibition by Contemporary Arts Students



# VR rental exhibition agent service

Optional Service

**Consult with your personal exhibition manager to have your gallery customized & ready to go**



## Register for VR rental service

Ask an expert to register for your online VR rental service.



## Meet your exhibition manager

Exhibition planning experts are matched 1:1 to fully prepare your exhibition



## Concept Consulting

Consulting services are provided for virtual space selection, positioning of artworks, and exhibition themes



## Receive your customized gallery

The exhibition manager provides completed rental by collecting necessary data and utilizing provided data.



## Contact

Tel. 070-8803-0123  
E-mail. [help@gallery360.co.kr](mailto:help@gallery360.co.kr)

**600,000 won for an exhibition with a maximum of 30 pieces with our exhibition agent service(optional).  
Get covered from exhibition planning to adjustments. Follow-up services are supported for 4-5 days on average.**

(100,000 won fee will be applied for each additional 20 pieces)

### Step01

Client consulting over the phone  
**(0.5D)**

### Step02

Request confirmation and data review  
**(0.5D)**

### Step03

Creation of customized virtual space & artists/artworks registration  
**(1D)**

### Step04

Client's approval of customized space  
**(1~2D)**

### Step05

Modifications based on clients' requests  
**(0.5D)**

# VR Gallery Rental - Premium Package

Optional Service



WE BELIEVE ART TO MAKE COLORFUL VARIATIONS  
AND ECHOES IN OUR COMMUNITY.

## Customized Online Gallery Rental Service for Premium Exhibition Experience



### Customization Service

Customization of Gallery360 logo/images/title/URL etc. in VR exhibition templates based on clients' needs



### Personal Background Music

Replace default background music in your gallery with your preferred music (client is responsible for legal consequences in case of client's copyright infringement)



### Past Exhibition History Data

Access to past online exhibition history (VR exhibition contents, other exhibition data, guest book, etc. provided after completion of exhibition)



### Expert's Exhibition Management Service

Gallery360's experienced exhibition expert manages planning, production, and registration processes of your exhibition hosting with additional consulting services



### Customized D-BOOK

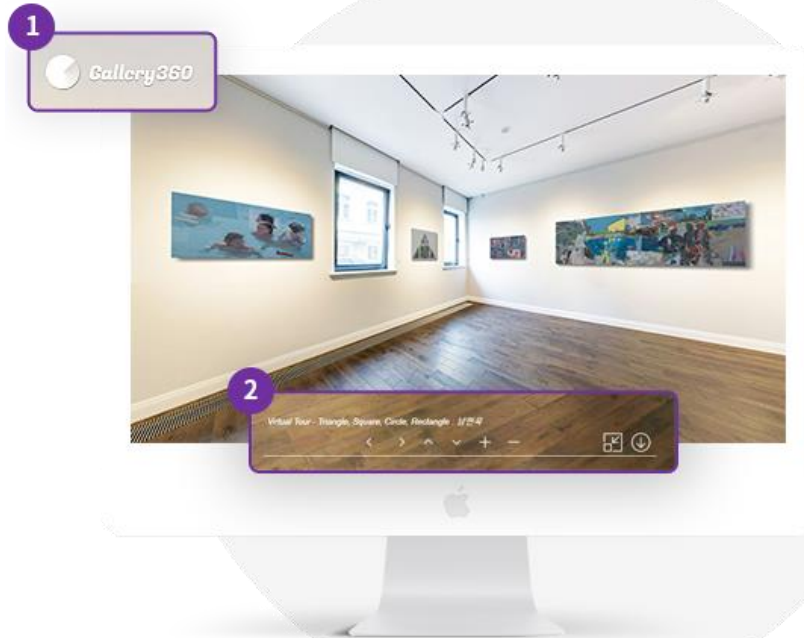
Your customized D-BOOK is provided throughout your exhibition

# VR Gallery Rental - Premium Package

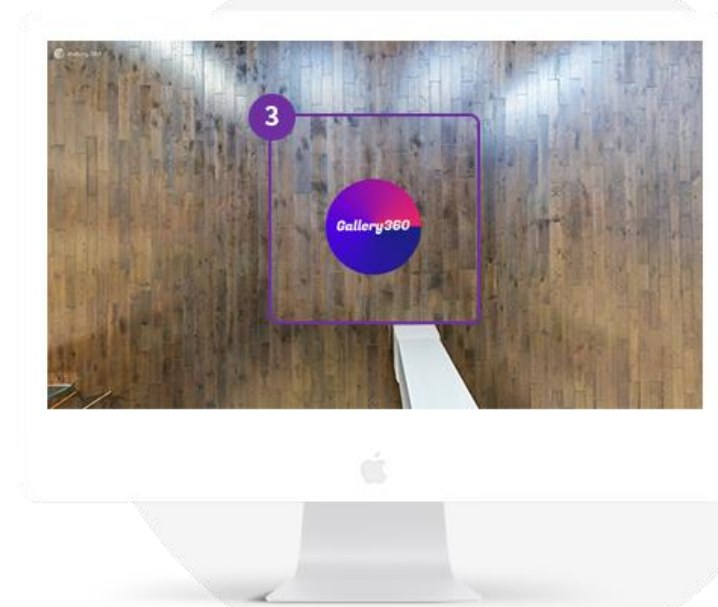
Optional Service

## Customized Online Gallery Rental Service for Premium Exhibition Experience

Customizing logos, images, titles, URL, etc. within VR space templates provided by Gallery360



1. Customize the exhibition logo and URL
2. Change your exhibition title



3. Customize your floor logo

# VR Gallery Rental - Premium Package

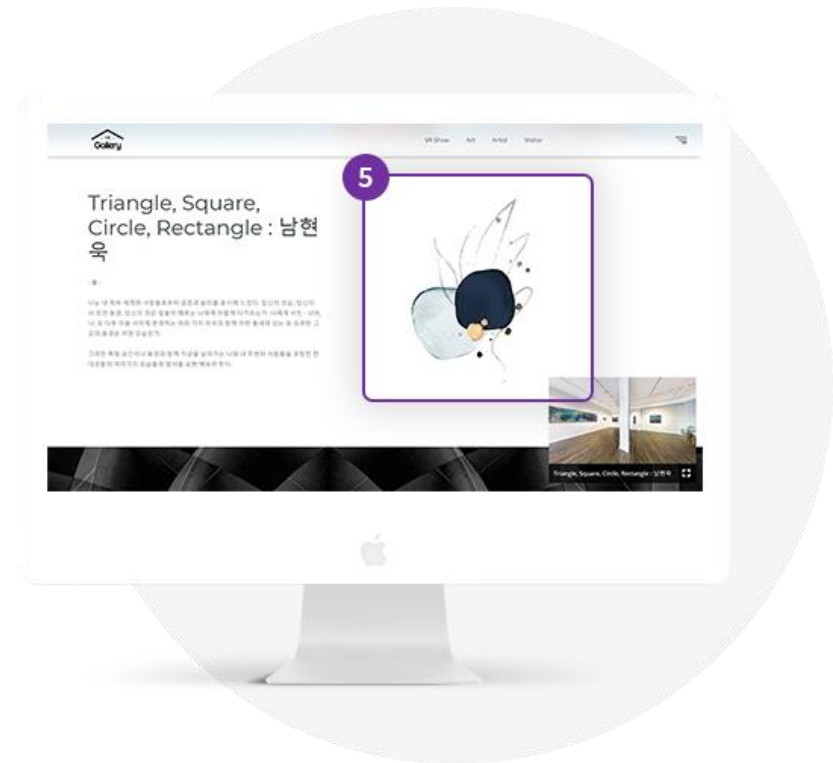
Optional Service

## Customized Online Gallery Rental Service for Premium Exhibition Experience

Customizing exhibition webpage logo and exhibition title image



4. Customize the logo of your exhibition webpage



5. Freely choose and change the title image of your exhibition



**Thank You**