



- Music Content platform

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- Music Usage, Copyright

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- NFT / Blockchain



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# THE COMPANY



**Du-heon**

**Career**

- Representative of PINDIFY KOREA
- System Consultant of PINDIFY (Block-chain content platform)
- Acoustical Researcher for 8 years
- Acoustical Engineer for 3 years
- Lead author of 18 domestic and international papers (KCI, SCI, SCOPUS etc)

For last 15 years, the music industry paradigm has kept preservation of the status quo after the emersion of live streaming and monthly payment. KEISER is strongly confident to change this paradigm by JIGPU, a newly built music platform that integrates music copyrights and uses NFT to make copyrights trade safely.

YEAR	PERFORMANCE
2024	<ul style="list-style-type: none"> <li>Ⓢ Registered Patent: Methods and Apparatus for Calculating Song Scores</li> <li>Ⓢ US Trademark: KEISER, JIGPU</li> <li>Ⓢ Participated GITEX 2024</li> <li>Ⓢ MCST Award</li> </ul>
2023	<ul style="list-style-type: none"> <li>Ⓢ Participated World IT show Exhibition</li> <li>Ⓢ Registered Patent: AI based music recommendation system</li> <li>Ⓢ Incheon Metropolitan City Mayor   Award</li> </ul>
2022	<ul style="list-style-type: none"> <li>Ⓢ Registered Patent: System for Sound Source Playback Changing Sound Source Reproduction Probability by User</li> <li>Ⓢ Selection and Method Thereof<sup>[SEP]</sup></li> <li>Ⓢ SEMAS Chairman   Award<sup>[SEP]</sup></li> <li>Ⓢ Incheon Metropolitan City   Award</li> </ul>
2021	<ul style="list-style-type: none"> <li>Ⓢ Registered Patent + PCT: Algorithm for Categorizing the Music Genre by Mixing Colors<sup>[SEP]</sup></li> <li>Ⓢ Registered Patent: System for Sound Source Playback Changing Reproduction Probability by User Selection<sup>[SEP]</sup></li> <li>Ⓢ Money Today   Korea Leading Company Service Innovation Award</li> </ul>
2020	<ul style="list-style-type: none"> <li>Ⓢ Registered Patent + PCT: System for Contents Volume Control Applying Representative Volume and Method thereof</li> <li>Ⓢ Publication of a regular thesis in the JASK: Absolute sound level algorithm for contents platform</li> <li>Ⓢ MCST   Grand Prize of Contents Startup Challenge</li> </ul>
2019	<ul style="list-style-type: none"> <li>Ⓢ Consortium agreement signed with Korea Copyright Commission<sup>[SEP]</sup></li> <li>Ⓢ KISED   Grand prize at One-person Company Contest<sup>[SEP]</sup></li> <li>Ⓢ Director of Incheon Startup Integration Center   Award</li> </ul>

# MARKET PROBLEM

## Segmented Copyrights

Copyrights are mostly managed by several copyright trust committees, which results in segmented and/or scattered copyright to a couple of entrusted institutions. This makes it hard for end-users to tap into music although they are willing to pay for it. On the other hand, creators (e.g., composers, singers), cannot let people use their music users for the music copyrights even though they allow it.



## Complicated Ownership Structure

NFT, Non-fungible token, is a unique digital identifier that is recorded on a blockchain and is used to certify ownership and authenticity. As such content creators can tokenize their works, turning into a unique tradable asset on the Blockchain.

KEISER has combined the NFT technology with copyright certification making it safe to exchange for both creators and end-users



## Difficult to trade

### For Users

- Unable to use music for commercial uses
- Complicated & difficult to deal with music copyrights
- Unable to freely use music when making videos

### For Creators

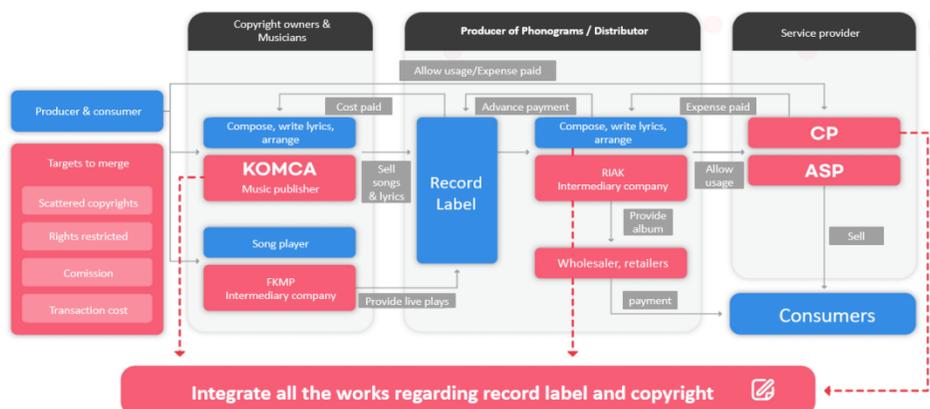
- Unable to sell their own music
- Hard to publish music
- Complicated take care of their own copyrights
- High commission by many Intermediate processes

# TECHNOLOGY OFFER

## Integrated Copyrights Platform

Integrate copyrights which are fabricated to various trust committees.

In addition KEISER plans to skip most of the intermediary like FKMP & RIAK (a proxy relay company) and retailers in order to cut down on commissions taken by them which would lead to lowering costs



## NFT Copyright Management

A NFT can be thought of as an irrevocable digital certificate of ownership and authenticity for a digital or physical asset. Thus NFT token can be connected to copyright itself and would pose a value even though it only exists in online.



## Automatic Sound Control

RSL technology (Representative Sound Level) automatically equalizes all the sounds of each content which used to have chronic unbalance.

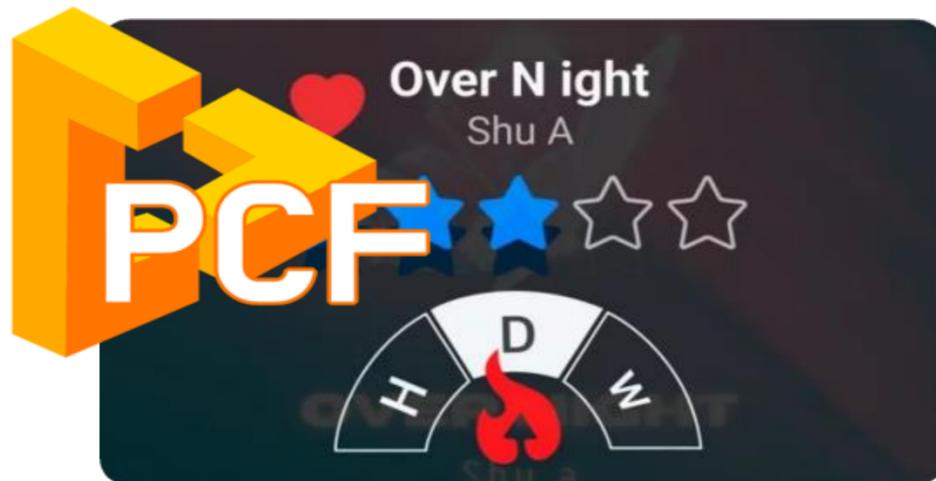
RSL technology considers the music's genre, broadcasting environment and the intention of the creators and the listeners then calculates the suitable sound level.



# TECHNOLOGY OFFER

## Play Rate Control

Based on the PCF technology (probability Control Function) users can control the preference of certain music which will decide the probability of that music to be played when we randomly shuffle the music. This can solve the problem caused by ordinary shuffling when you randomly play the music



## Cutting Edge Music Search

GBC system (Genre Based on Components) help users search the essence of music. It will bring them the suitable result just by typing the name of, composer and/or genre of the music. It expresses more than 100million music characteristic intuitively and specifically.



## All in One Platform

The first & second generation platform providing streaming subscription function to be implemented with a copyright integration system, presenting a new area where both commercial music can be listened and used



# MODE OF COLLABORATION

## Type of Partnerships

- Subscription Agreement
- Supplier and Distribution Agreements
- Investment Agreement

## Expected role of the Partner

### 1. Media Content Creators

Currently seeking media creators who wish to utilize music from JIGPU for their commercial content production without concerns regarding copyright issues.

### 2. Entertainment Company

Currently seeking an entertainment company that specializes in releasing albums in multiple languages utilizing JIGPU's copyright management.



# THANK YOU!

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