



ISAN

INTERNATIONAL STANDARD
AUDIOVISUAL NUMBER

Expression of Interest

ISAN International Agency
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Introduction

The Expression Of Interest (EOI) is the first phase of the ISAN Registration Agency (RA) accreditation and appointment process.

The aim of the expression of interest (EOI) is to provide the ISAN International Agency (ISAN-IA) with a set of non-binding information related to the organization's interest in becoming an ISAN Registration Agency in its chosen market, and to check its compliance with the ISO 15706 standard.

After approval of the EOI by ISAN-IA, the prospective RA (the organization candidate) will be asked to provide a detailed business case (i.e. implementation plans, business plan, market coverage, details on its IT infrastructure, type of customers, services offered, pricing, etc...).

All the information provided in this document is to be considered as public (unless otherwise specified), and therefore the organization sending this EOI allows the ISAN International Agency to publish its contents on its website, www.isan.org.

Please send this document by email and post, duly completed in English to:

ISAN International Agency
30 rue de Saint Jean
1203 Geneva
Switzerland
to the attention of Patrick Attallah

For any question or clarification, please contact:

Patrick Attallah – Managing Director

Email: patrick.attallah@isan.org

Tel.: + 41 22 545 10 00

Fax: + 41 22 545 10 40

General Information about your Organization

Organization's Name	Please specify here the name your Organization, not the RA's name. Korea Ubiquitous XE Co., Ltd.
Acronym (if any)	KUXE
Main Address	974D Venture Centre, Korea Institute of Science & Technology, 39-1, Hawalgok-dong, Sungbook-gu
Zip Code	136-130
City Name	Seoul
Country	Korea, republic of
Web Site	http://www.kmulti.net
Main email address	kmulti@naver.com
Phone numbers	+82-2-965-7604
Fax number	+82-303-0561-4228
Organization's Legal Type	A Corporate Juridical
Place & Date of incorporation	Seoul, 1997
Registration number	
Please provide here below details of your organization's main point of contacts.	
First & Last Names	Song, Ki Man
Job Title	CEO
Job Function (brief description)	Managing Director
Email	kmulti@naver.com
Phone numbers	+82-2-965-7604/ +82-10-2725-9311
First & Last Names	Leem, Hyo Sil (Cathy)
Job Title	Overseas Business Manager
Job Function (brief description)	Responsible for overseas sales and marketing
Email	cathy.leem@gmail.com
Phone numbers	+82-2-965-7604/ +82-11-9114-8004

Description of your Organization's Activities

<p>Main Activities</p>	<p>Please give a brief extensive description of your organization main activities.</p>
	<p>Korea Ubiquitous is the first provider of Blu-ray production since 2006 and the only company which have Blu-ray research(R&D) development and mastering in Korea as well.</p> <p>The Korea Ubiquitous Company was established by notified investors such as Professors, Bank Manager, Tax Accountants, CPA, Broadcasting Producer, writher, etc and has strong partnership with Samsung Electronics, LG Electronics and so on as the highest level of multimedia company.</p> <p>Korea Ubiquitous Co., Ltd has a government authorization as the Best Venture Business Company through technical inspection as well as permission to moving into the government-run institute by 1st and 2nd screening.</p> <p>We provided the first Blu-ray production in Korea in 2006 for KBS and currently producing Blu-ray for representative companies such as Samsung Electronics, LG Electronics, KBS(Korea Broadcasting System), Hyundai Motors.</p> <p><Major Businesses></p> <ul style="list-style-type: none"> - HD & BD Authoring - HDi & BD-J Programming - BD Live - Video and audio analysis, manipulation, and playback - DirectShow AV streaming - Robust .Net user-interface design - DVD production workflow
<p>Number of Employees</p>	<p>You can provide an organization chart of your organization (which will not be published)</p>
	<p>10 staffs</p>
<p>Financial information on the last 3 years activities</p>	<p>If you wish ISAN-IA not to publish some financial information you are providing, please do send them as an attachment. Please provide here public financial information.</p>
	<p>We provided huge project with major companies such as Samsung, LG and Korea Broadcasting System (KBS) in Korea in last 3 years, and these brought us US\$ 83 million (approx. 10 billion Korean Won) with Top Brand Value.</p>

Information about the Prospective ISAN Registration Agency (RA)

Name of Prospective RA	Please provide the name of the ISAN prospective Registration Agency.
	ISAN Korea
Prospective RA's Market	Please specify the market the prospective ISAN RA intends to cover (i.e. specific country, region, specific customers' types, specific organization's members, etc...)
	Korea, republic of
Prospective RA Founding Organization(s)	Please provide information on the different organizations (if any) founding the prospective RA
	Korea Ubiquitous XE Company Limited
Evidence of support from audiovisual organization	Please provide information about the organization(s) (i.e. producers, broadcasters, platform operators, etc...) that support your ISAN RA candidacy in the market which you intend to service ISAN. Letters of support can be attached to this EOI.
	<p>Beijing 2008 Blu-ray, Samsung Beijing 2008 DVD, Samsung Quality Control DVD, Samsung Quality Control Blu-ray, Samsung LG Quality Control Blu-ray Promotion work for Hyundai Motors and Samsung Electronics MBC KOREA ,HD DVD Korea Hydro & Nuclear Power-8set KBS Documentary, Chamagodo(Aisan Corridor in Heaven) Beijing Olympic, Samsung KBS Art-vision, National Heritage Center</p>
Organization's Interest in becoming an ISAN Registration Agency.	Please provide information and reasons of why your organization wants to become an ISAN Registration Agency in the specified market or territory.
	<p>We have faced many prospects from our customers that they need local support to get unique ISAN number for an audiovisual work in current years as it has not easy procedure so that we aggregate increasing number of digital content and identify the need for universal numbering scheme for content identification.</p> <p>Being a registration authority for ISAN can help to better serve the need for local clients.</p>

Information about the prospective RA's Implementation Plans

Prospective RA Commencement Date	Please provide information on when the prospective RA intends to start offering the ISAN services in its market
	As soon as possible
Prospective RA's Customers	Please provide information on customers the prospective RA intends to offer ISAN services to (type of customers, number of customers)
	Major TOP 100 companies in Korea such as Samsung, LG, etc.
Prospective RA potential ISAN Work Registration	Please provide information on the number of potential audiovisual new work registrations for ISANs the prospective RA intends to tackle in its market on a yearly basis.
	Expect publishing more than 5000 titles from our prospective customers
Prospective RA potential Existing Catalog	Please provide information on the number of potential existing audiovisual work registrations for ISANs the prospective RA intends to tackle in its market.
	If you are in the business of managing audiovisual works, please provide relevant information on the size of the current repertoire of audiovisual works that you manage.
	We have published over 20,000 DVD titles per annum – 25,000 titles for 2008 YTD and now they recognize Blu-ray disc is general up-to-date trend. So that we expect similar number of Blu-ray and HD DVD titles will be published once we provide ISAN RA service in Korea.
Prospective RA potential Other Services Offering	Please provide information and a brief description on any other services beside ISAN services the prospective RA intends to provide in its market.
	<ol style="list-style-type: none"> 1. ISAN user manual in Korean 2. Assistance for prospective Registrant 3. Blu-ray Service Guide

Prospective RA's Other Information and Comments

By sending the Expression of Interest, the Organization accepts the ISAN RA's accreditation process, as described in the document 'Term of Reference' available on www.isan.org.

This Expression of Interest is not a legally binding document. Organizations candidates completing the Expression of Interest and returning it to ISAN-IA should not therefore expect that it would constitute in any formal commitment or contractual engagement for either themselves or the International Agency. A binding agreement will only be signed after formal appointment by ISAN-IA's Administration Committee of the prospective RA.

Organization Name:

Date

Korea Ubiquitous XE Company Limited

December 29, 2008



Leem, Hyo Sil (Cathy)

Name of person signing the EOI

Signature