



POSTMEDIA

Since 1993. Seoul.



Philosophy
About Us
Our Works
Join Us



Philosophy

PoSTMEDIA is a Pioneer of Science and Technology company. We specialize in Smart Cities, Smart Tourism and Digital Heritage fields through UX design, media technology, SI business, and ICT consulting. We build services for a better society with experience design and cultural content.

We drive transformational change for clients like these :



User Experience First

We transform our clients' data and contents into lived experiences users can embody, personalize, and share.

Humanities Driven

The field of Digital-Spatial-Urban Humanities is the heart of our practice. We create powerful new ways to put users in the center of humanities storytelling, deepening engagement and amplifying impact.

Extended Reality Forward

We craft extended digital environments that inspire people to come together, share with, and make a better world.

Our Team

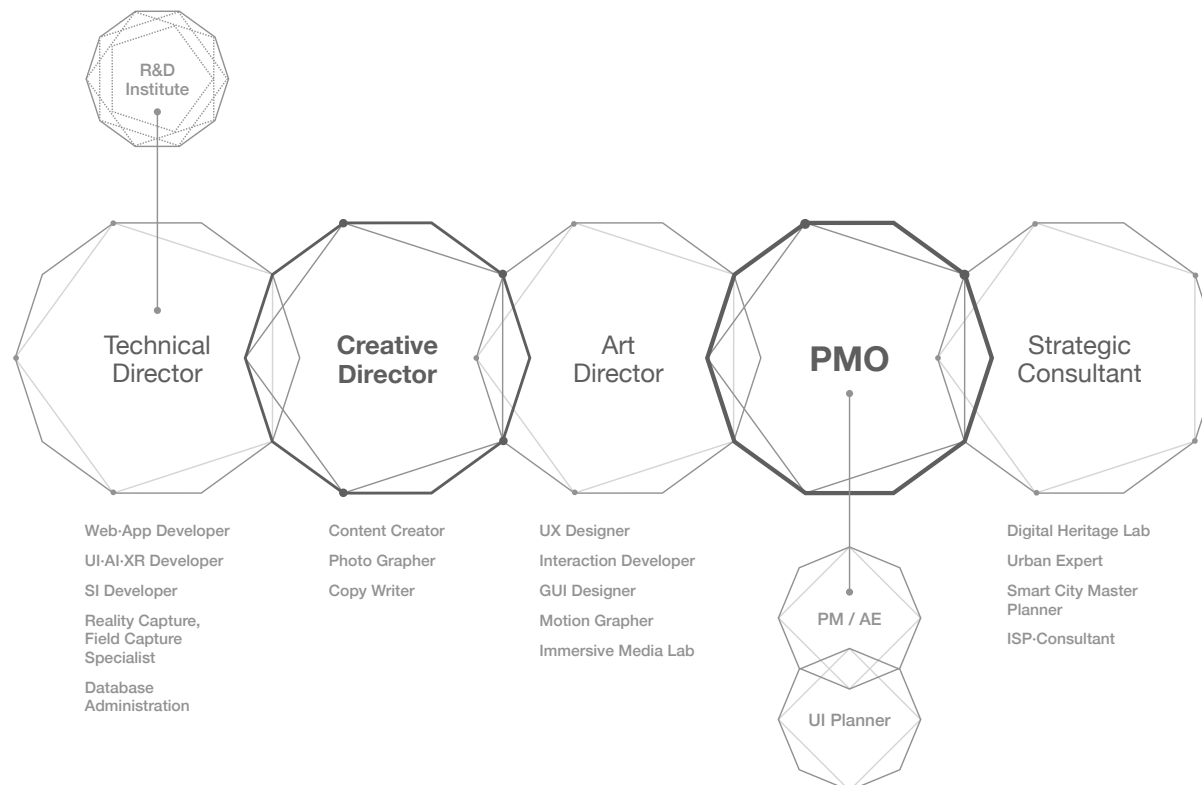
We are designers and engineers driven to explore the unknown, expand our craft, and add beauty and meaning to the world.

About Us

PoSTMEDIA is an IT company based in Seoul, South Korea working in the New Media field since 1993. A company bridging culture and technology, PoSTMEDIA has been the pioneer of the Cultural Technology (CT) field with the achievements in numerous major challenging projects and several patented technologies.

We conceive and design digital cultural contents, provide System Integration (SI) service, and offer a professional IT consultancy. With our valued clients, we will ensure that the cultural values continue to be appreciated.

We hope to inspire people's intellectual curiosity and broaden their worldview through digital media technology.



POSTMEDIA



Our Works

1. Smart City

PoSTMEDIA has contributed to several major smart city planning projects throughout the country. We design a development plan for a city based on collected data to optimize the use of urban space and resources and improve the quality of both local community and infrastructure of the city. Among numerous projects we had done, we participated in a living lab project in Baekje (2019) where researchers and local community worked together to identify and solve the diverse urban issues through new technologies such as AR, VR, Digital Twin, and Smart Traffic Service.

To learn more about our works, please refer to the list below.





2021

Smart Town Challenge Project of Tongyeong City

Smart City Tongyeong with Local Commercial Areas creates a sustainable smart innovation space that provides smart city services in the optimized commercialization stage.

Client : Tongyeong City Government, South Gyeongsang Province



2020

Smart Heritage City Planning of Gongju & Buyeo City

Master Planning of Smart Town Challenge around the UNESCO World Heritage Site of Baekje Historic Site.

Client : Korea Land & Housing Corporation

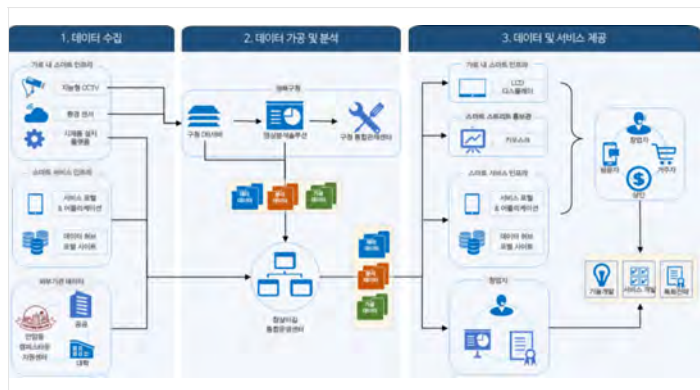


2019

Smart City Strategic Plan of South Chungcheong Province

Client : Chungcheongnam-do Provincial Government

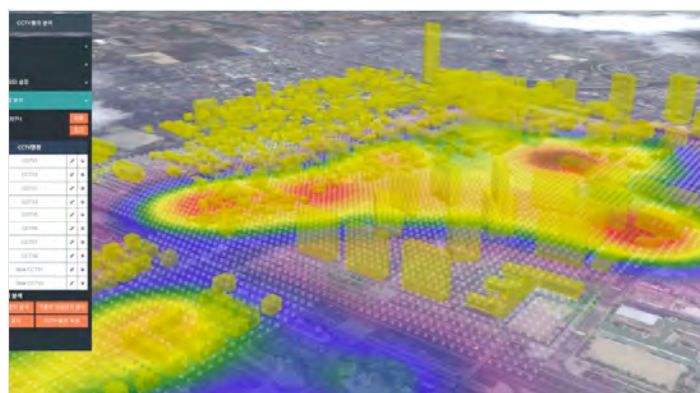




2018

Basic and Detailed Planning of Smart Street for Anam-dong Campus Town

Client : Seongbuk-gu, Seoul Metropolitan Government



2017

U-Special Zone Support System, Research & Development of Intelligent Urban Infrastructure Management System

Support from Korea Agency for Infrastructure Technology Advancement (KAIA)

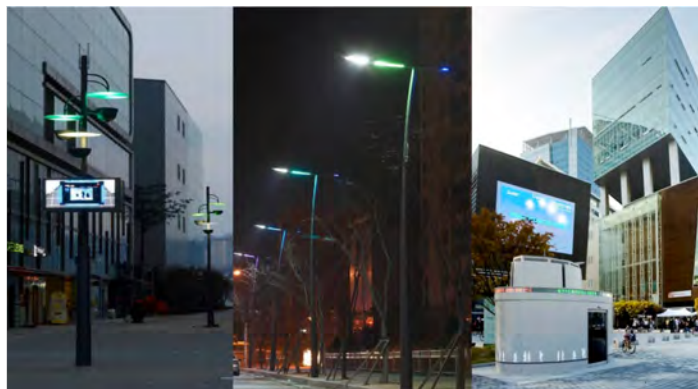


2011

Space Planning of Dongdeamun Design Plaza (DDP)

Client : Seoul Design Foundation





2009

Construction of DMS(Digital Media Street) for Seoul Digital Media City

Client : LG-CNS

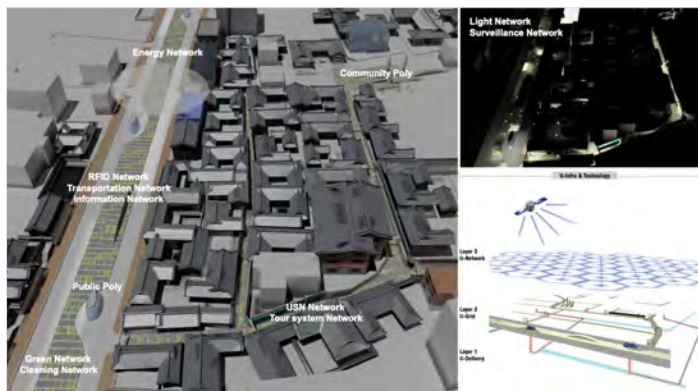


2008

Detailed Planning of U-Street Special Zone for Sejong City

Client : Samsung SDS

SAMSUNG SDS



2008

Future Visioning & Long term Strategy of U-City

Client : UCRC(U-City Research Cluster), Hanbat National University





2007

Consulting for Services of Media Pole & Gangnam U-Street

Client : Gangnam-gu, Seoul Metropolitan Government



2006

Detailed Planning of DMS(Digital Media Street) for Seoul Digital Media City

Client : Seoul Business Agency, , Seoul Metropolitan Government

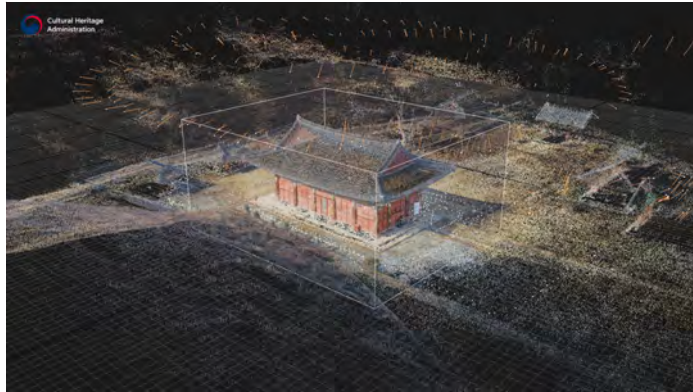


2. Digital Heritage

PoSTMEDIA has worked on several large-scale DB development and construction projects of government agencies including The Cultural Heritage Administration (CHA) and many national and city museums such as The National Museum of Korea, The National Museum of Modern and Contemporary Art, Seoul Museum of Art, to name a few.

To learn more about our works, please refer to the list below.





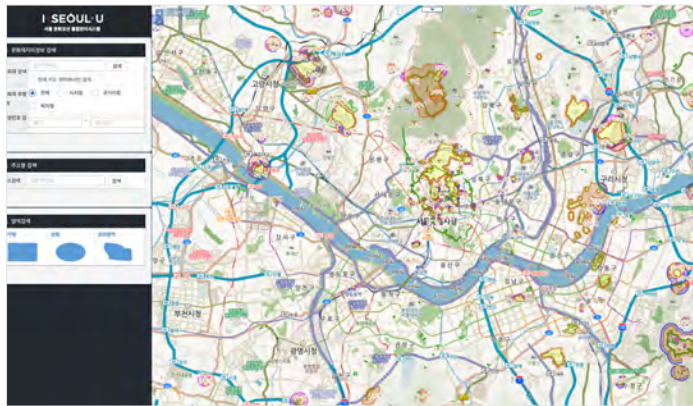
2019-2020

3D DB of Cultural Heritage for CHA

Client : Cultural Heritage Administration



Cultural Heritage
Administration



2020

Unified Management System of Seoul Heritage

The System Development for the Efficient Management of Cultural Properties of Seoul and for their Inter-connectivity and History

Client : Seoul Metropolitan Government



SEOUL METROPOLITAN
GOVERNMENT



2018

Research of 3D Spatial Information Construction and Utilization Strategy for Korea Modern Architecture

Client : Land and Geospatial Informatrix Corporation(LX)



한국국토정보공사



2017

VR based Platform System for Heritage Management & Local Tourism Services

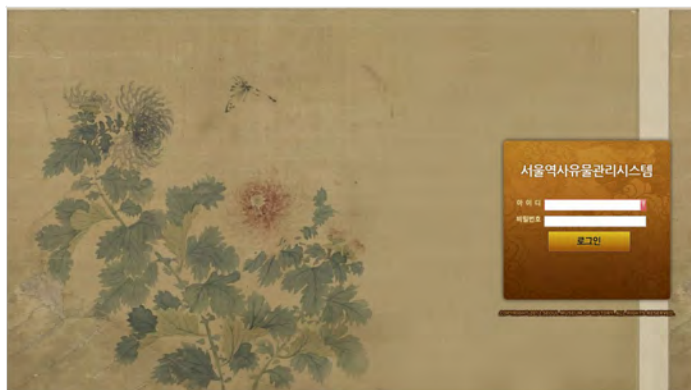
Client : Jeollabuk-do Province & National Information Agency(NIA)



2017

Web Portal for Seoul Hanok

Client : Hanok Heritage Preservation Division of Urban Regeneration Office, Seoul Metropolitan Government



2014

RFID based Museum collections management system for Seoul Museum of History

Client : Seoul Museum of History





2013

Gyeongbokgung Palace Guide Service with Smart Phone & Augmented Reality Technology

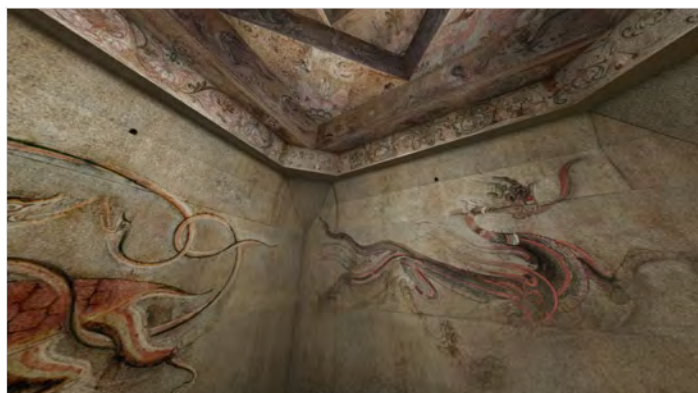
Client : Cultural Heritage Administration & National Information Agency(NIA)



2013

Integrated service including DB and library for Hanok construction technology and development

Client : Seoul National University R&DB Foundation



2012

Digital recreation of the mural painting of Goguryeo tombs

Client : Northeast Asian History Foundation





2010

DB design for Confusion culture's historical records and interactive contents development

Client : The Korean Studies Institute



2004

Cultural archetype restoration project, 'Restoring Modern Era of Seoul'

Client : Korea Creative Content Agency(KOCCA)



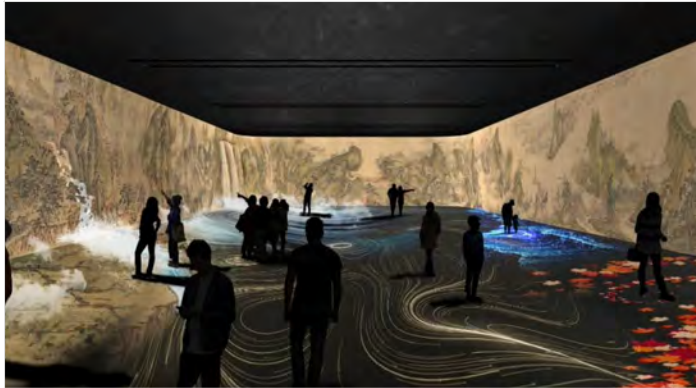
3. Immersive Space Experience Media & XR

We are constantly conceiving creative and effective ways to use new media to enrich our cultural and historical assets. Our contents are not limited to the cultural properties, but also embrace the natural heritage site with our credo of sharing and collaborating via open platforms. We design each content with great care and attention to provide the best experience to the users beyond the physical world by being informative and simultaneously entertaining.

PoSTMEDIA is an early adopter in the smart tourism field and has been applying the latest technologies including AR and 360° VR to the cultural contents as early as 2014. We have been selected to represent Korea in many international fairs and expositions. We are closely cooperating with Korea Tourism Organization (KTO) and their overseas branches.

To learn more about our works, please refer to the list below.





2021

National Museum of Korea : Immersive Digital Gallery

Masterpieces - Painting of Endless Mountains and Rivers : Yi In-mun(李寅文, 1745-1821)

In the Immersive Digital Gallery, visitors are fully immersed in a variety of digital contents related to Korean cultural heritage. Through the universal language of images, the Immersive Digital Gallery inspires every visitor-regardless of age, nationality, or background knowledge-to become newly interested in the exhibited artworks and artifacts, and to feel more familiar with Korean cultural heritage. By bringing the treasures of the museum's collection closer to visitors, the Immersive Digital Gallery ultimately acts as a bridge between yesterday and today.



National Museum
of Korea



2020

MMCA × ARound : Kwon Minho's Clouded Breath / MMCA Art Garden

National Museum of Modern and Contemporary Art, Augmented Reality Interactive Storytelling



National Museum of
Modern and Contemporary Art, Korea



2020

Immersive VR Exhibition : 6.25 Korean War and Heritage

Client : Korea Cultural Heritage Foundation



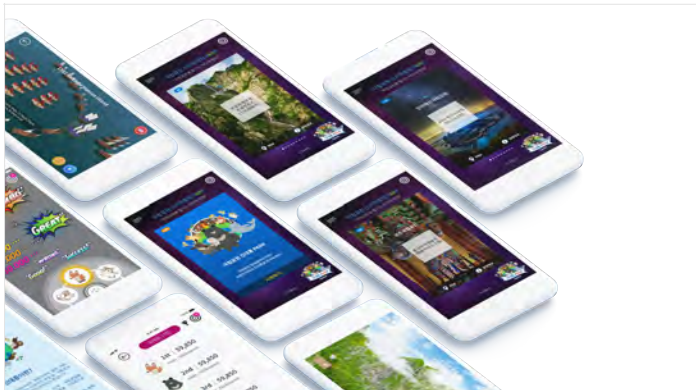
Korea
Cultural Heritage
Foundation



2019

**Seoul City Tour VR contents development
(Virtual Reality)**

Client : Seoul Metropolitan Government



2018-2019

**National Park Smart Tour PARK
(Augmented Reality)**

Client : Korea National Park Service(KNPS)



2018

**Digital recreation of the mural painting of Goguryeo tombs with The Northeast Asian
Community Studies Institute (NACSI)**

Client : Northeast Asian Community Studies Institute





2017

VR experience zone production service for international exhibition & Glocal(Global+Local) tourism products

KTO Overseas Offices & Korea Plaza, 14 locations in 12 countries

Client : Korea Tourism Organization



2016

Seoul Arts Center website reorganization and construction project service

Client : Seoul Arts Center



2010

DB design for Confusion culture's historical records and interactive contents development

Client : The Korean Studies Institute





2007

Digital Pavilion

Client : National IT Industry Promotion Agency

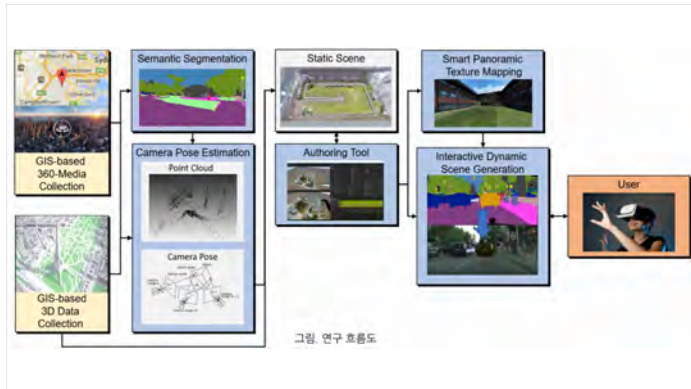
nipa *National IT Industry Promotion Agency*

4. Research, Development, and Solution

We challenge ourselves to find more innovative and user-friendly ways to bridge technology and culture. As a result of our unceasing effort, PoSTMEDIA officially obtained more than ten patents related to cultural technology since 2007.

To learn more about our works, please refer to the list below.





2019-2020

Development of 360 degree VR content authoring platform based on global street view and spatial information

PoSTMEDIA-KAIST UVR Lab Joint Research / Support from Ministry of Science and ICT

KAIST Korea Advanced Institute of Science and Technology

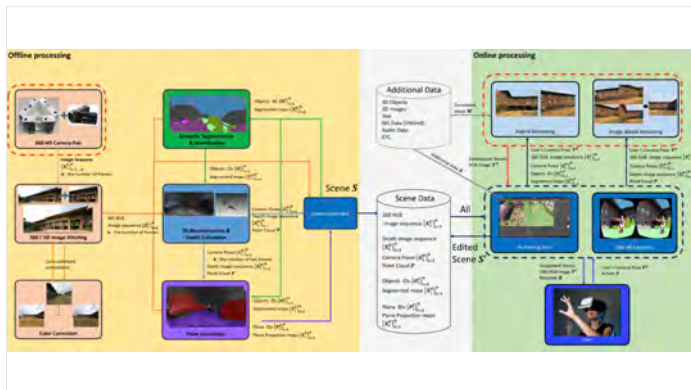


2017-2019

Development of infrastructure technology for creation of cultural contents based on spatial data

Support from Korea Creative Content Agency(KOCCA)

KOCCA
KOREA CREATIVE CONTENT AGENCY



2017-2018

Development of 3D 360 degree VR content creation technology using multi-view camera, PoSTMEDIA-KAIST Joint Research

PoSTMEDIA-KAIST UVR Lab Joint Research / Support from Ministry of Science and ICT

KAIST Korea Advanced Institute of Science and Technology



2015-2017

K-Culture Time Machine : Development of Creation and Provision Technology for Time-Space-connected Cultural Contents

Support from Korea Creative Content Agency(KOCCA)

KOCCA
KOREA CREATIVE CONTENT AGENCY



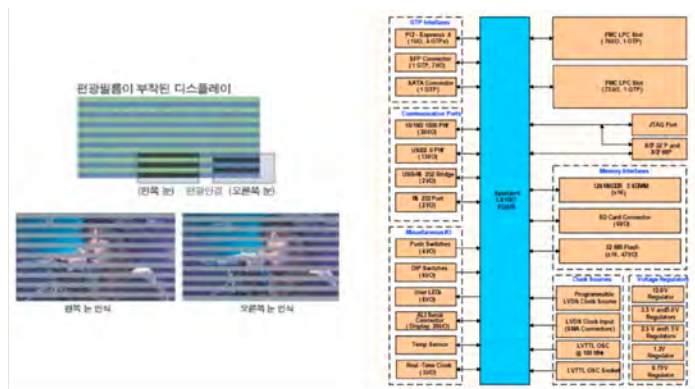
2014

Trip Experience S/W Development based on AR and VR : Tourism Service R&D

Support from Korea Culture & Tourism Institute (KCTI)



KCTI
Korea Culture & Tourism Institute

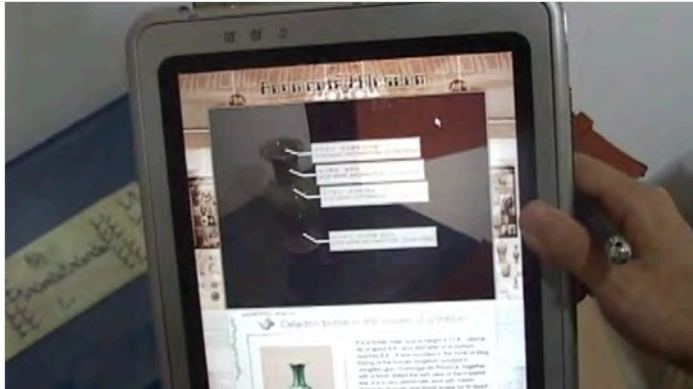


2011

Augmented Reality Setop Box & Software for Stereo 3D DID

Support from Small and Medium Business Administration





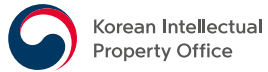
2003-2005

Augmented Reality Embedded Software based on Vision Tracking

Support from Korea Evaluation Institute of Industrial Technology (KETI)



To learn more about our patented technologies, please refer to the list below



Chinese Patent No. CN10-7221030 (2021)	Method For Providing Augmented Reality, Augmented Reality Providing Server And Storage Medium
Korean Patent No.10-2200115 (2021)	System For Providing Multi-View 360 Angle VR Contents
Korean Patent No.10-2024695 (2019)	System and method for modeling surveillance camera layout
Korean Patent No.10-1900245 (2018)	Method and Server for providing video
Korean Patent No.10-1762349 (2017)	Method for providing augmented reality in outdoor environment, augmented reality performing the same and the storage medium storing the same
Korean Patent No.10-1682590 (2016)	Method for Generating User-customized Trip plan, user-customized trip plan generation server performing the same and the storage medium storing the same
Korean Patent No.10-1651963 (2016)	Method of generating time and space associated data, time and space associated data generation server performing the same and storage medium storing the same
Korean Patent No.10-1611438 (2016)	Tour Service System and Method for Providing Recommended Tour Course
Korean Patent No.10-1528863 (2015)	Method of synchronizing tiled image in a streaming service providing system of panoramic image
Korean Patent No.10-1242551 (2013)	Stereo images display apparatus with stereo digital information display and stereo digital information display method in stereo images
Korean Patent No.10-1242550 (2013)	System and method for providing area information through storytelling based on panorama images
Korean Patent No.10-1039298 (2011)	Sequential inspecting method for recognition of feature points markers based and augmented reality embodiment method using the aforementioned
Korean Patent No.10-0702534 (2007)	ID Judgment method by using an extension type visual marker including direction information

5. IT Consulting

With our specialized expert team and accumulated field experience, PoSTMEDIA offers a professional IT consultancy providing an ideal strategic plan for your business objectives. We have built a long-term trust with our valued clients including The National Research Institute of Cultural Heritage, Seoul Museum of History, and Seoul Museum of Art.

To learn more about our works, please refer to the list below.

① Safety

1 volt → threshold of feeling tingling

5 volts → Maximum current level human can withstand

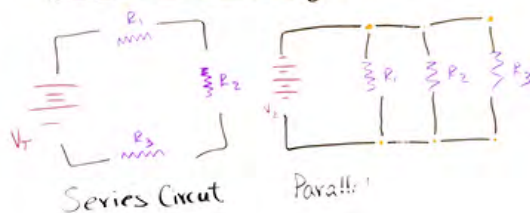
② Basic Circuits

Current - equals flow and is measured in amps

Voltage - is the force and it is labeled as volts

Resistance - is the opposition and is measured in Ohms (Ω)

③ Circuit theory



④ Digital Logic

Or logic



$$X = A + B$$

And logic



$$X = A \cdot B$$

Inverter



NAND



$$X = \overline{A \cdot B}$$

NOR



$$X = \overline{A + B}$$

XOR



$$X = A \oplus B$$

XNOR



$$X = \overline{A \oplus B}$$

⑥



2020

Action Planning on the Collection and Utilization of 3D Data Set for Cultural Heritage

Client : Cultural Heritage Administration



2019

Open Geo data Platform Strategy

Client : Korea institute of Geoscience and mineral resources



2018

AI-based smart integrated information Portal BPR/ISP for Korea Maritime Transportation Safety Authority

Korea Maritime Transportation Safety Authority (KOMSA)



2018

Information Strategy Planning(ISP) of Gaya cultural and historical archive system

Client : Gaya National Research Institute of Cultural Heritage



2017

ISP for the service management system of the integrated cultural heritage monitoring

Client : Korea Cultural Heritage Policy Institute



2016

ISP of the Cultural Heritage management system

Client : Seoul Metropolitan Government



2014

Designed a strategic plan for vitalizing Smart Tourism

Client : Korea Tourism Organization



2014

Built an ISP for National Science Museum of Korea

Client : National Science Museum of Korea



2013

Designed a strategic plan for digitizing art and culture education

Client : Korea Arts & Culture Education Service



2013

Built an ISP for Seoul Museum of Art

Client : Seoul Metropolitan Government



2005

Built an ISP for Seoul Museum of History

Client : Seoul Museum of History



2003

Built an ISP for the National Research Institute of Cultural Heritage (NRICH)

Client : National Research Institute of Cultural Heritage



Join Us

Want to collaborate? We are looking for partners to build with, Designers and Engineers who want to push boundaries and reach new audiences, and world-class talent to join our projects.

We are: UX Designers. Architects. IT Consultant. Hackers. Filmmakers. IT Developers. Photographers. Data Modeler. Engineers. Illustrators. Builders. Urban Planners. Writers. Diverse. Open. Inclusive. Dedicated. Fun.

You are: Passionate. Talented. Ready to supercharge your career and make work that matters.
Let's talk.

Elevating the Art of Storytelling Since 1993. Seoul, Republic of Korea.

Contact Us

New Business Inquiries

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paulworks@postmedia.co.kr

We build stories you can step inside of.



PoSTMEDIA

Pioneer of Science & Technology

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