

We are providing the solutions for successful start of album business for kindergartens, the optimum proposal to produce the high-quality album for kindergarten children and kindergarten album business that can be operated without programmers or designers.



Introduction of Proposal for Kidstnicell Business

Kidstnicell is

- ① Offering a sure chance for success in album business of kindergarten at low cost.
- ② Offering increase in sales and additional business chance to the existing photo studio operators and proprietors of the kids-related businesses.
- ③ Those who are in need of new business opportunities can receive support in every field of album business.

* Free use site : english.kidstnicell.com (ID:englishtest / Pass:guest)

Hebron, the No. 1 Service Company
for Kids Album in the Rep. of Korea
Kidstnicell Business Division



HEBRON KIDSTINICELL

Membership Service

- 01 Provision of solutions for manufacturing kindergarten albums proved in Korean market
- 02 Provision of album design that is satisfying the Korean Moms and Dads most
- 03 Continuous business growth even without programmers
- 04 Continuous album business even without designers
- 05 Album business even without album manufacturing facilities
- 06 Album business even without photo output facilities
- 07 The cheapest and safest business opportunity
- 08 Support for the program applied consulting
- 09 Support for consulting on marketing
- 10 Support for consulting on album manufacturing

Application for Kidstinicell Business and Inquiry

Points of Application and Inquiry : Kidstinicell Business Division of Hebron | Staff in Charge : Seo-ih, Jang/ Sang-II, Park/ Seong-Jin, Hong
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Information on Hebron

About Us

HEBRON KOREA Inc. is the leading kids' photo album company in Korea.



Representative : Sung-jin Hong
Executive Officer :
General Manager Wan-dong Cho,
Manager Sang-il Park
Staff : 7(R&D 4, management 3)

Technologies

1 patent, 1 trademark, 1 service mark, 13 program registrations, 5000 digital contents

Customers

500 primary and secondary schools, 2000 nursery schools and kindergartens, 50,000 volumes/year

Building

Flat type factory has a floor space of 140 pyeong

Retained Equipment

Frontier 570s(*3), Frontier 550(*3)

Furniture

30 computers and server, 10 digital camera etc.

Affiliated Agency

Daejeon, Gwangju, Incheon, Busan, Ulsan, a total of 10 affiliated agencies

History History of the Company

Company with Trusted Technology and Quality

HEBRON KOREA Inc. obtained ISO9001, an international quality management certification. We achieved 0 percent of delivery errors in 2007 and 2008 and have fully-established partnerships with the best local studios and photo ateliers.

- 2004.01 Established HEBRON (R/No. 16-209, Industrial Material Distribution Center)
- 2005.01 Opened tinicell.com (On-line Invitation, Album Manufacturing)
- 2005.03 Launched Children's House Growth Album Business
- 2006.03 Launched Elementary/Middle & High School Yearbook Business
- 2006.05 Registered Business Annexed Research Center (Korea Industrial Technology Association)
- 2006.07 Registered Venture Business (Korea Technology Credit Guarantee Fund)
- 2007.03 Registered Korean Patent (Vector Image Composition System & Method)
- 2008.05 Registered 5 Programs
- 2008.06 Authenticated ISO9001
- 2008.07 Moved to a present larger facility located at Yongsan-Dong, Youseong-Gu
- 2009.07 Opened studio.tinicell.com Service
- 2009.09 Patent Pending with regard to On-line Publication Manufacturing
- 2010.09 Attend the Japan Kyushu Exhibition
- 2011.06 Registered 8 Programs
- 2011.07 Album sales exceeded 40,000 volumes in Korea
- 2012.06 Album solution has to develop multiple languages version
- 2012.07 Attend the 14th China Shanghai Inter photo & Digital Imaging Exhibition
- 2012.08 Album solution has development completed Chinese, English, Japanese, German version

Proposed Services – Technology, Safety and Expansion

OS compatibility
MS, MAC
Linux

Stability of Browser
MS Explore
Fire fox,
Crome,
Opera,
Safari

Album contents support
Commercial
Kids album
Contents
support

Mobile expansion
Mobile
Flash
SMART Device

World's Best
Online digital image
editing solution

HEBRON KOREA (주)헤브론코리아

Information on Hebron



1 Company you can trust with the technology, quality and delivery time !

- ① Owns company affiliated research institute
· Korea's Unique Venture Certificate with Patent Registration
- ② International Quality Certificate ISO9001
- ③ **The Only Company with 0% Delivery Mistake During 2007~2011**
- ④ Established Complete Cooperating System with the Best Local Studio and Photo Studio

2 The Product Earned Public Confidence and Trust

- ① Being used by **2500** Nurseries and Kindergartens (The Company with the Best Contract Renewal Rate in the Nation)
- ② Being Approved and Used by **1500** National Institutes
- ③ We have been solving technological problems instantly with Album System Development Dept.
(One and only in the nation)
- ④ We have been solving additional requests instantly with the Album System Development Dept.
- ⑤ Developing new design every year.

3 The Most Trusted Kid's Album Company with Best and Cheapest Price

- ① We have managed the quality and delivery time along with best price possible.
- ② The only company which lowered the price during the hardest time
- ③ The Only Company Developing the Best New product Every Year
- ④ Establishing complete cooperation system with the best local photo studio

4 Carries the best product lines with most sizes and designs available

- ① The complete album service established during last 9years
- ② The company with nation's best/most album backgrounds
- ③ Export to China and Russia

5 The only company servicing everythings in photo and album

- ① Tincell using the best photographic paper and solution
- ② We promise you the best service in album print as well.
- ③ The company cooperating with Fuji Film Korea, Major company



Necessity for business promotion

- Proving feasibility of Korean market
- Securing marketability and competitiveness in your country
- Pioneering technology in the field of Kids Album
- Best design competitiveness

Solution with the highest competitiveness with regard to the online photo industry

HEBRON KOREA

Business Strategy

Highest quality & Lowest cost

- viable alternative to the rapidly changing photography market
- studio competitiveness (S/W, Design)
- kids of the market leading business items
- implementation of the highest quality and lowest cost
- Stability of the program (used 8 years in Korea)
- High quality Design
- kids album marketability, feasibility, future growing

□ Summary of Service Introduction

1. Kindergarten Kids Album Service

- Sunzi Bingfa (The Art of War) of Kindergarten Album Service!
- Realization of the perfect 1 to 1 customerized album
- We are introducing the album service receiving the highest praise from the Korean consumers.

2. Business Opportunity

- Able to use the best solutions even without purchasing the program
- Able to use the best design even without hiring designers
- Album business in a large volume can be progressed easily only when there is marketing
- One person can manage 10 thousand albums
- Point of Success

Example of Success 1) Individual Proprietor of Kidstnicell

Mr. K, a resident of Shanghai, China, considered progress of business will be difficult due to lack of capital and technology while he was preparing the business, thinking that there will be a chance if he can supply the kids album yearly to the nearby kindergartens, but he could achieve a successful result from the kindergarten album business for the last 3 years as a business partner of Kidstnicell.

He is leading a stable business with a small capital because he can handle marketing, photographing and management businesses alone except for the business of programmer and designer.

Example of Success 2) President of *** Photo Studio

President ***, who is running a Photo Studio, could solve his worries from business recently.

For the last 10 years, he could lead a stable business because he had a lot of kindergarten clients. However, while he was having a difficult time because he had lost a lot of his clients to the low price albums of the internet album photo service companies for the last 2~3 years, he subscribed as a pay member of Kidstnicell to receive support for services and managed to increase sales from the business of kindergarten album for several times. Moreover, since he can manage the business without hiring additional employee, he is now actively recommending the Kidstnicell service to the neighboring photo shop proprietors.

□ Introduction of Solutions

Online Vector Image Composition System

Internet-based vector image composition technique, which is composing and editing the digital images created by digital cameras and mobile phones, etc. with the vector template.



1. Individual Solutions

- Solution to editing and manufacturing of the graduation album of kindergarten
- Solution to editing and manufacturing of the growth album of kindergarten
- Solution to editing and manufacturing of group album, travel album and baby album
- Solution to editing and outputting of online photos
- Solution to manufacturing of electronic album
- Solution to manufacturing of photo calendar
- Solution to photo management

2. Album Editing Equipment

- World's best solution to make the group album in the optimum method
- Internet-based solution (Perfect compatibility with OS and Browser)
- Installation of separate program is unnecessary and the program is light and stable
- Authentication and management procedure of customers is so convenient to prove the cost saving effect.

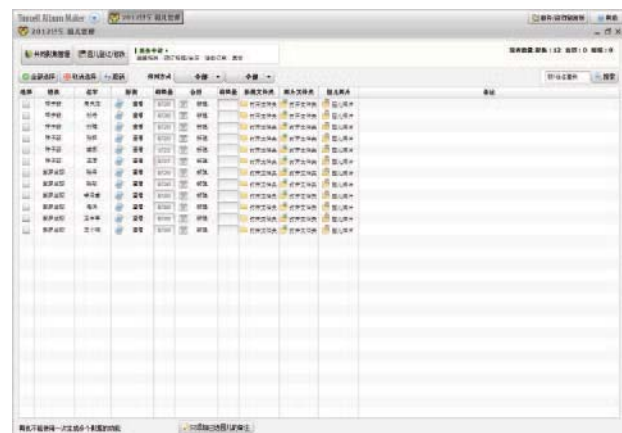
3. Client Management Program

- Able to manage by each elementary, middle and high school, and university, and by each kindergarten
- Customerized management to meet the situation of the customers is available
- Unification of demand management system of the clients through online
- Realization of active real-time management function to the changes in transaction circumstances



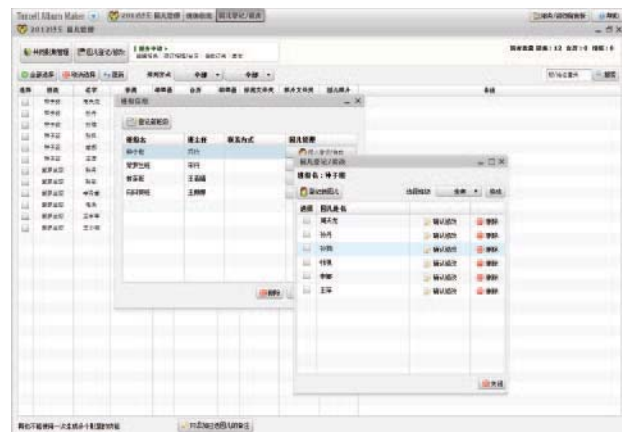
4. System to support production and manufacturing the albums

- Support for production management system of the albums
- Realization of information system required by each step of album manufacturing
- Management system by each step of album supply
- Perfect processes comprising marketing, contracting, editing, outputting, correcting, money collecting and re-contracting



5. Album Template Management Program

- Overall template management function required by the album editing equipment
- Realization of stable and fast speed from the internet base by realization of vector-based template
- Large volume of album template accumulated for 8 years in Korean market
- Realization of flexible template design to meet the situation of the market
- Innovative design for additional deletion of the template



6. Image Composition Program

- Definite realization of image quality of the outputable maximum size
- Optimum digital image composition due to realization of vector-based template
- Image composition solution optimized to the digital era
- Realization of stability and fast speed from online
- Realization of the innovative large-volume album production method



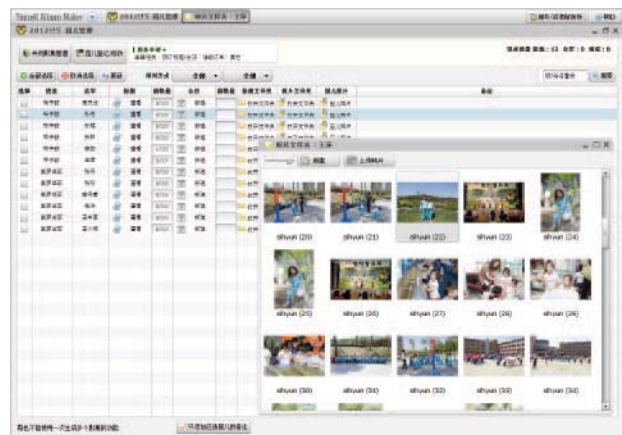
7. Album Management Program

- Album management function by each group and each individual
- Lump-sum management system from the basic album information to the detailed information
- Monitoring function of album progress status
- Realization of a system that can systematically assist correction of the typographical errors and making compensations when supplying the large-volume of albums.



8. Photo Classification Program

- Effective Management of the group photos
- Methodical system that is separating and managing the individual photos from the group photo
- Realization of attributes of photos and effective internet transmission system
- Realization of customer satisfaction by the innovative photo management



9. Photo Calendar Editing Program (Capture required)

- Photo calendars can be edited easily and promptly
- Monitoring of progress status of calendar editing
- High-quality calendar manufacturing system to meet the customers' requirements
- Editing of individually customerized calendar that can satisfy the individual requirements



10. Electronic Album Manufacturing Program

- of the online-based electronic album
- Automation of media-saving for the edited album
- Realization of the production system in cost-saving method



□ Introduction of Contents

- Securing competitiveness in design for high-quality album even without hiring designers
- Design quality with high satisfaction by the choosy Moms and Dads of Korea
- High-quality design concept recognized even in European market
- Support for new design concept each year
- Business support system that can assist design correction

1. Introduction of Kids Album Template

- Design concept that can satisfy the desire of customers
- Diverse composition enabling the customerized editing by each events of kindergarten
- Marketability in consideration of color and output size
- Template that is automatically tailoring text, logo, group name and the names of individual customers



2. Introduction of Kids Photo Calendar Template

- Able to manufacture goods by each size
- Productivity of Photo Calendars and stable management are available
- Large volume of customized calendars can be produced and supplied

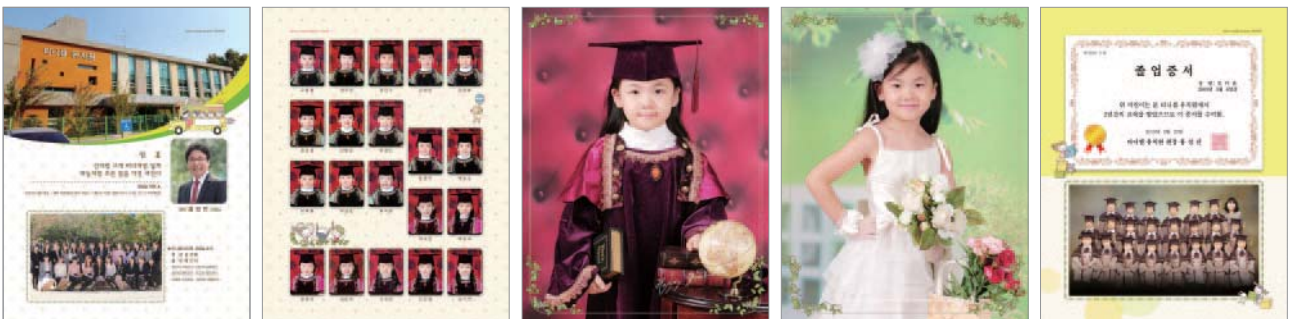


3. Introduction of Kids Graduation Album Template

- Support for template exclusively for graduation from kindergarten
- Customized layout of luxurious design and by each situation
- Diverse concepts that will satisfy the demands of customers



2011 New design



2012 New design

4. Introduction of Kids-related Template

- Bromide · Photo Frame · Photographic Invitation Letter · Photographic Commodities



Photographic Invitation Letter

Photographic Commodities

Bromide

□ Method to utilize Kidstnicell (Output)

Final digital images created in utilization of album edit solution and template of Kidstnicell is supporting the entire printers being used at the market at present. You can just make as an album by printing out from the Silver-Halide Printer and Digital Printer. You can output systematically after separating by each customer by each page unit and each album. This is a service to assist maintaining the systematic supply system up to correction and supplementation after output.

1. Utilization of the Silver-Halide Printer



2. Utilization of Digital Printer



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