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CES 2022 : Bringing Together World-Class Korean Startups!

- The “K^{STARTUP} Hall” will be featured in CES 2022, with 30 Korean startups showcasing their innovative technology and products
- Six of the participating startups were chosen for the ‘CES Innovation Awards’, sharing the excellence of Korean startups with the world

The Ministry of SMEs and Startups (Minister KWON Chil-seung, hereafter referred to as “MSS”) stated that the K^{STARTUP} Hall will be featured at the Consumer Electronics Show (CES) 2022 for three days from Wednesday, January 5, to Friday, January 7.

CES, organised by the Consumer Technology Association (CTA), is the largest electronics show in the world. There are numbers of innovative companies participating from all over the world to share their future electronics that incorporate information technology (IT) and new technology, and serves as an opportunity to get an overview of the trends in the most recent technology and future industries.

Unlike last year when the CES was held completely online due to COVID-19, the event will be held in person this year. The show will be meaningful as the trends in the innovation and changes of technology worldwide that have occurred over the past two years can be experienced firsthand.

By participating in CES 2022, Korean startups will be able to stand shoulder to shoulder with renowned large and innovative companies around the globe, and share the excellence of Korean startups with CES visitors.

Like last year, the MSS will showcase the K^{🇰🇷}STARTUP Hall, where Korean startups will come together to feature their innovative technology and products. It is located in Eureka Park* at the Tech West Hall during CES 2022.

* Hall dedicated to startups chosen in advance according to the criteria of the CES organiser (CTA), including the launch of new products or services, CES participation rates, personal brands, etc.

A total of 30 startups will be featured in the K^{🇰🇷}STARTUP Hall to share their products and promotional videos. CES participants, including buyers and investors, may freely visit the K^{🇰🇷}STARTUP Hall to try out the innovative technology and products of these startups, or have discussions on investment.

Six out of 30 participating startups (LUX Lab, Linkface, EVAR, AI for Pet, TacTracer, and Hippo T&C, as of Jan. 5, 2022) received the ‘CES Innovation Awards’ given to technology or products with excellent innovation, sharing the excellence of Korean startups with the world.

* CES Innovation Award: CTA announces the winner of the Innovation Award for each sector based on technology, design, etc. The award recipients will be announced throughout the entire duration of the CES

The MSS will provide the 30 startups with as much support as needed to ensure they will obtain substantial results, such as supporting business conferences or buyer meetings in locations other than the exhibition space provided at the K^{🇰🇷}STARTUP Hall to attract investment.

Deputy Minister for Startup and Venture Innovation Office CHA Jung-hoon stated, “CES 2022 is a great opportunity for Korean companies to identify the global market trends and set up strategies to enter the overseas market.”

He added, “Participating in CES 2022 is one of the many ways the MSS will support Korean startups to showcase their excellent technology and innovation in the US, the world’s largest market, and obtain new business opportunities overseas.”

※ 6 companies that received the CES Innovation Award (No. 1-6, as of January 5, 2022)

No.	Company Name	CEO	Product/Service Details
1	Linkface	LIM Kyung-soo	Wireless earphones that provide inner-ear care
2	EVAR	LEE Hoon	EV charger with multiple chargers to use power lines more effectively
3	AI for Pet	HEO Eun-a	AI technology to diagnose diseases in pets and total healthcare application
4	TacTracer	JUN Chul-woo	Automated warehouse (store) inventory management system “Spider-Go”
5	Hippo T&C	CHUNG Tai-myung	Diagnosis and digital treatment for attention deficit hyperactivity disorder (ADHD)
6	LUX Lab	BYUN Ju-young	LUX Lab, interface using LiDAR Sonicfit, exercise mats with low-frequency vibration
7	M2S	LEE Tae-hwi	Customized health management VR platform for senior healthcare
8	MirrorRoid	JEONG Ji-hye	“MirrorThink,” smart mirror for hair salons
9	RGT	JEONG Ho-jeong	Serving robot SEROMO
10	IMSYSTEM	KIM Jin-yeong	Magnetic medical microrobot for precise vascular intervention procedures
11	Creacube	LEE Jung-ho	Motion sensor and IoT customized game learning system for non-face-to-face elementary school classes
12	Carpenstreet	LEE Min-hong	AI-based 3D viewing and managing software tool, and 3D background and model sharing open platform for webtoon and comic artists
13	RainCircle	JUNG Jae-woong	Share Plug
14	Sharebox	SHIN Yeon-sik	VR content “Universe, Let’s Play”
15	Dromii	LEE Seung-ho	AfGG (Auto-labeling 5G Geo-spatial Information HDS Map)

No.	Company Name	CEO	Product/Service Details
16	VT Corporation	LEE Tae-jun	IoT bio nightlight that helps to fix the biorhythm (sleep routine) with light
17	PiQuant	PI Do-yeon	Complex IoT monitoring and analysis solution to detect 14 types of environmental issues, including fine dust, harmful gas, and fires at an early stage
18	UJURA Company	SHIM Yong-ju	AIoT-based digital healthcare solutions for pets
19	SUHYUNTECH	LEE Jong-jin	Smart noise earplug and microphone that filters the voice to be transmitted
20	Lui Technology	LEE Sang-ho	Smart tour guide system using wireless WiFi 2.4G and 5G waves
21	ICLO	KIM Jun-bae	All-in-one device for skin and dental care using sonic vibration
22	Neubility	LEE Sang-min	Autonomous food delivery robot platform for the urban environment
23	MINE;	PARK Ga-eul	Customized online and offline total mental health care service with advanced AI mood analysis
24	Focusly	EOM Yu-ju	Immersive e-book solution for those with dyslexia, ADHD, or other difficulties with reading
25	ROBOGRAM	IM Sang-hee	Block coding program for 3D sandbox games used for non-face-to-face online coding lessons
26	HYBO	SONG Byeong-ho	Sensor that measures the distance to a target with light, an essential sensor for autonomous vehicles with high reliability and accuracy
27	FastPong	KAMANDI AMIR	Smart ping pong training device
28	P&C Solution	CHOI Chi-won	AR goggle device
29	AIMS	CHOI Sung-hoon	“Nanu,” electric scooter battery sharing platform
30	Waddle	PARK Ji-hyuk	Barrier-free online shopping platform “Sori Market” based on an audio interface