

—  
Presenting values  
to the world  
through innovation,  
interaction and  
commitment.

# EMCAST

- **Establishment** May 3, 2000
- **CEO** Jung Woung Kim (ceo@emcast.com)
- **Business Area**
  - EdTech (e-Learning)
  - E-Learning Content Development
  - Consilience Learning Platform
  - Learning Curation
  - Learning Analytics
  - Creative Solution
- **Location**
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# Company Overview

EMCAST CREATES a new standard for service, content, and technology process. We hope EMCAST's partners share our standard and success.



## – Mission

We create our values with excellence and devotion  
We build our future with the advantages and impact of Edtech  
We exist for the prosperity of our people  
We esteem “people” and the affluence of the world

## – About Us

EMCAST is a global educational technology company specializing in e-learning content development, consilience learning platform, learning curation, learning analytics and creative solution.

Since we established in 2000, EMCAST has pioneered ‘Brand Retail Education’ in Asia and is ranked No.1 in the sector. Dissatisfied with just delivering e-learning products and services to clients, we put in time and effort to deliberate different approaches for customized education solution. We found that franchise store staff and part-time workers mostly needed education for quality and standardized services, therefore we developed a creative, effective and customized solution for them.

As a result, more than 200,000 people are being educated through EMCAST's e-learning solution. Our e-learning services cover a variety of sectors including cosmetics, food, telecommunication and electronics.

Based on our special technology and expertise, we provide online education to overseas employees of global companies in accordance with business purposes, types and needs. Currently, we are working for Samsung Electronics, Hyundai, Lotte and CJ in Asia, the Middle-East and the United States.

To raise individuals for the 21st century, we also created ‘Tinker Education’ for STEM education. EMCAST's Tinker Education promotes children and the youth to develop critical thinking, problem-solving, reasoning and communication skills to succeed in career and life in the 21st century. Starting with South Korea, China and Kenya, our Tinker Education is ready to go forward into the world.



# EMCAST is about the people.

Each person plays a vital role in fulfilling the vision of this company.





A high-angle, top-down photograph of two men in an office setting. One man, wearing a blue and green plaid shirt, is leaning over a white desk. The other man, wearing a white shirt with a small blue pattern, is sitting at the desk with his hand on his chin, looking at a laptop screen. A white keyboard and a disposable coffee cup are also on the desk. The background shows a wooden floor and a black office chair.

# **Onset of a project, we become ONE TEAM with our clients.**

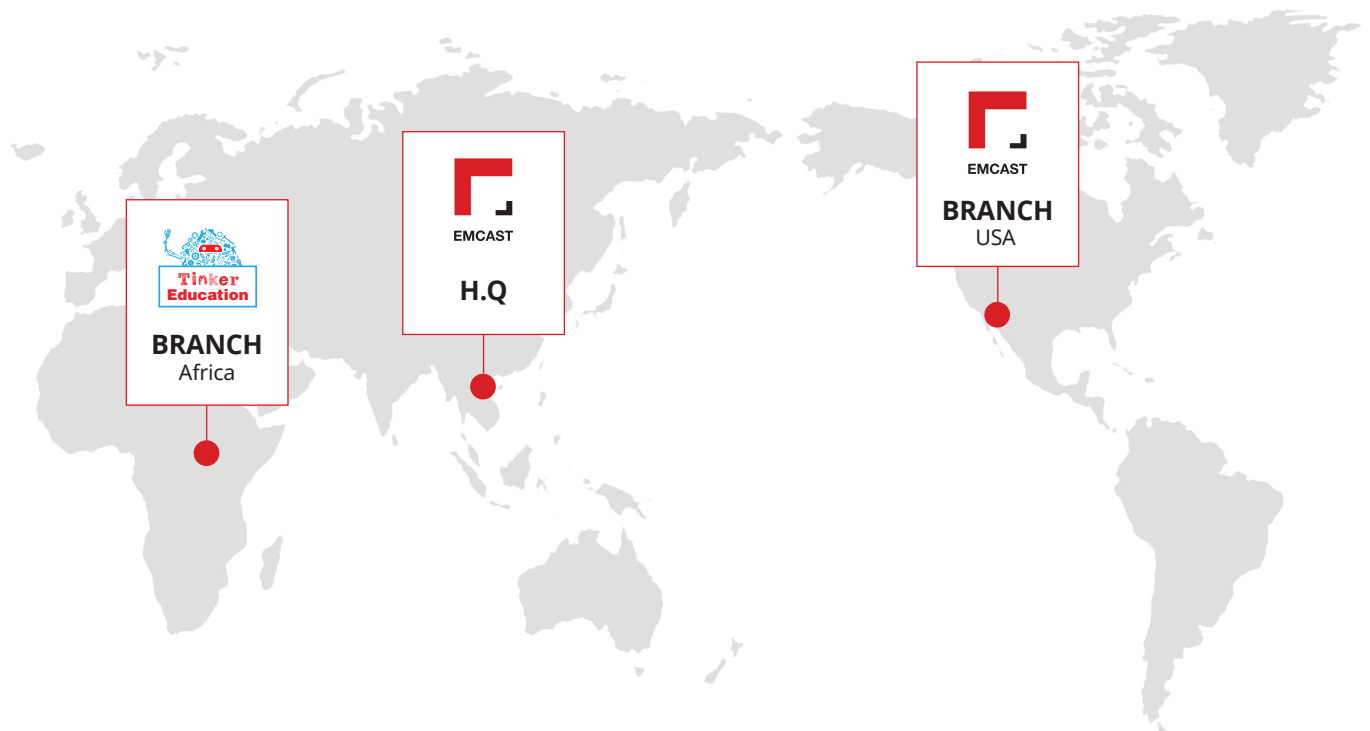
Our core value is to interact, integrate and innovate with our clients.

For more than 16 years, we have successfully completed numerous projects with quality, creative and sincere service.

# 2000~2017

## EMCAST

With the foundation of our abundant experiences and technological specialty in the edtech sector, EMCAST is making successful stories with our partners around the world.



# Business Area



## E-LEARNING CONTENT DEVELOPMENT

- Instructional design and planning for various fields and purposes
- HTML5-based interactive contents
- Mobile learning contents
- Multimedia contents such as video, animation, document and others
- Multilingual contents (+12 languages)
- Digital textbooks in ePub format
- Compliant with international standards for instructional products including SCORM
- Available to port contents on customers' LMS and/or LCMS



## CONSILIENCE LEARNING PLATFORM

- Supports online & offline education and flipped learning
- Learning Management System (LMS)
- Learning Content Management System (LCMS)
- Mobile Learning Operating System
- Question Bank/ Survey and Statistics with visualization
- Knowledge Map System
- Social Learning System sync with LMS for exclusive SNS
- Personalized education system
- Enable global services



## LEARNING CURATION

- Content curation fit for client's business and products as well as education purposes (e.g. specific topics and skill-sets)
- Multilingual curation service available
- Mobile application, newsletter, e-learning channel service and other application services available



## LEARNING ANALYTICS

- Data analysis by levels: macro, meso, micro
- Dashboard in learning platform for data analysis
- Adaptive Learning Analytics, Discourse Analytics, Social Learning Analytics
- Predictive analysis based on data
- Analysis based on evaluation
- Data visualization enabled in various operation environments



## CREATIVE SOLUTION

- Development of content and platform satisfying clients' business purposes (Brand promotion / campaign / web promotion / viral marketing / customer support / commerce website management and etc.)
- Mobile application (native and hybrid type)
- Interactive film

# Consilience Learning Platform (CLP)

EMCAST values creating an online learning infrastructure to meet the needs of clients by providing a wide range of features of our consilience learning platform for customized services.

## **BLENDED & FLIPPED LEARNING**

- CLP enables online learning, and facilitates offline classes through: real-time communication, various group activities, data sharing, evaluation activities, etc.
- Users are also provided with the flipped learning environment

## **SOCIAL LEARNING**

- For social learning, various social channels, wiki form and stacks are operated in separation and/or integration

## **COLLABORATION LEARNING**

- Users can freely participate in teaching and learning in groups as well as content development
- It allows users to share ideas, opinions and enhance learning effectiveness

## **KNOWLEDGE MAP**

- It is configured through data visualization
- Regular courses and contents uploaded by users are constructed in the knowledge map
- Users zoom in and out on contents for depth, and administrators adjust users access level by position and achievement

## **GAMIFICATION OF LEARNING**

- Badges and points are given based on achievement and shared on the platform
- Not only regular courses but individual and/or team missions can be assigned to users

## **CONTENT TYPE**

- Any types of media including SCORM, HTML5, video, slide, PDF, ePub and flash configured on web and mobile learning platform
- Allows integrate tacking

## **TEST BANK**

- 20+ different types of questions are available on the web and mobile
- CLP is synced with learning analytics engine to provide variety of feedback automatically

## **USER-FRIENDLY INTERFACE**

- CLP embraces the UI framework targeting global services
- Optimum UI designs are provided through target devices, learner-centered education environment and UX analyzing results

## **DATA VISUALIZATION**

- Various forms of visualization tools enable administrators to view statistical data and obtain immediate insight

## **KNOWLEDGE WIKI**

- Contents and metadata are built based on knowledge tags, which are defined by users' participation
- It consistently enhances the platform function through collaboration learning

## **SURVEY & REPORT**

- Survey can be linked with other learning activities or operated separately
- Various questionnaires, survey conditions, and other survey related settings can be set up
- Supported by a powerful statistical system, a reliable survey service is operated

## **MULTI LANGUAGE**

- Administrator can instantly change the platform UI and language package (e.g. guidance alert message)
- Add languages (no limit)



# Mobile Learning Platform (MLP)

From EMCAST's experience of servicing various learning platforms, there is a high demand for a mobile learning environment amongst users.

Through our mobile learning platform, your employees will not only understand the company business and their works, but also create and share the knowledge and know-how with company.

## **OPERATES IN ANY DEVICE**

- MLP can be operated independently without any web-based services.
- It can also be synced with EMCAST's Learning Platform.

## **OFFLINE CLASS MODULE**

- MLP is utilized during offline classes by using the share-screen, clicker, attendance, test, evaluation, survey, share-data, group activities and other various in-class activities.

## **LEARNING IN CONNECTION WITH INTERNET OF THINGS (IoT)**

- MLP connects with beacon, RFID, or others for continuous education experience with different devices in different places.

## **HYBRID APP AVAILABLE**

- Hybrid mobile application unlike native app can operate in any mobile devices.

## **STATISTIC AND LOG SYSTEM**

- Administrators can visualize the flow of user's learning activity and feedback through statistics and log system.
- Utilize system to interact with users

## **PUSH ALERT SYSTEM**

- The engine in MLP sends a push alert to users regarding update information of test and various multimedia.

# EMCAST Clients by Learning Type

## On-the-job Training

Insurance  
/Bank



Auto Mobile



ICT



Agri. Coop



Consulting



Research  
Institute



Department  
/Superstore



## Retail (Franchise) Education

Café & Bakery



Restaurant



Beauty & Cosmetics



## Public Edu. & License Renewal

Government



Association  
/ Committee



## Global Education for Overseas Employees

Corporate



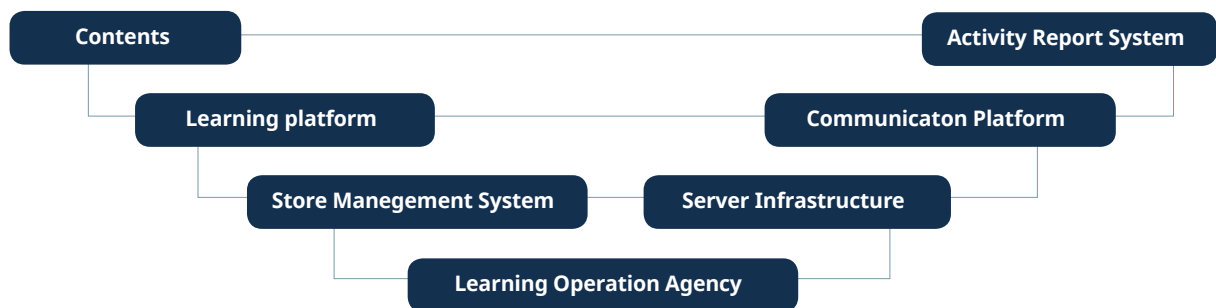
# Brand Retail Education

Do you think it is impossible to schedule education sessions for employees and B2B sales partners all around the nation and the world?

**EMCAST's Brand Retail Education is the solution.**

EMCAST has successfully operated brand retail education for numerous domestic and foreign household appliances, electronics, cosmetics, catering, and beverage industries. We support everything required for brand retail education and learning management.

## – Brand Retail Education Strategy



## – Clients of Brand Retail Education

Beauty & Cosmetics

AMOREPACIFIC  
CORPORATION

SKINFOOD  
since 1957

innisfree

OLIVE YOUNG

ARITAUM

Food & Beverages

STARBUCKS

HOLLYS COFFEE

b!b!go

ATWOSOME PLACE

SPC

COLD STONE

TOUS les JOURS

HOLLYS COFFEE

계절밥상

PARIS BAGUETTE

CAFFÉ PASCUCCI

Corporate

SAMSUNG

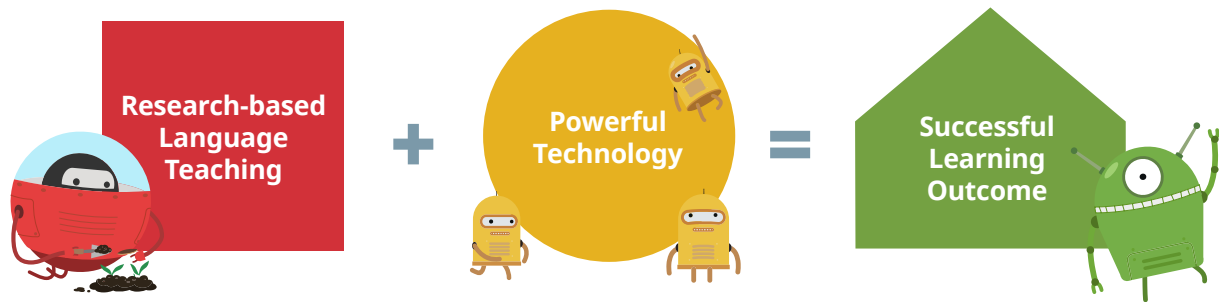
LOTTE

Mercedes-Benz

# TINKER EDUCATION for STEM

EMCAST established the Tinker Education for STEM for children around the world.

Paired with research-based teaching and powerful technology, EMCAST's Tinker promotes students to develop critical thinking, problem-solving, reasoning and communication skills to succeed in career and life in the 21st century.



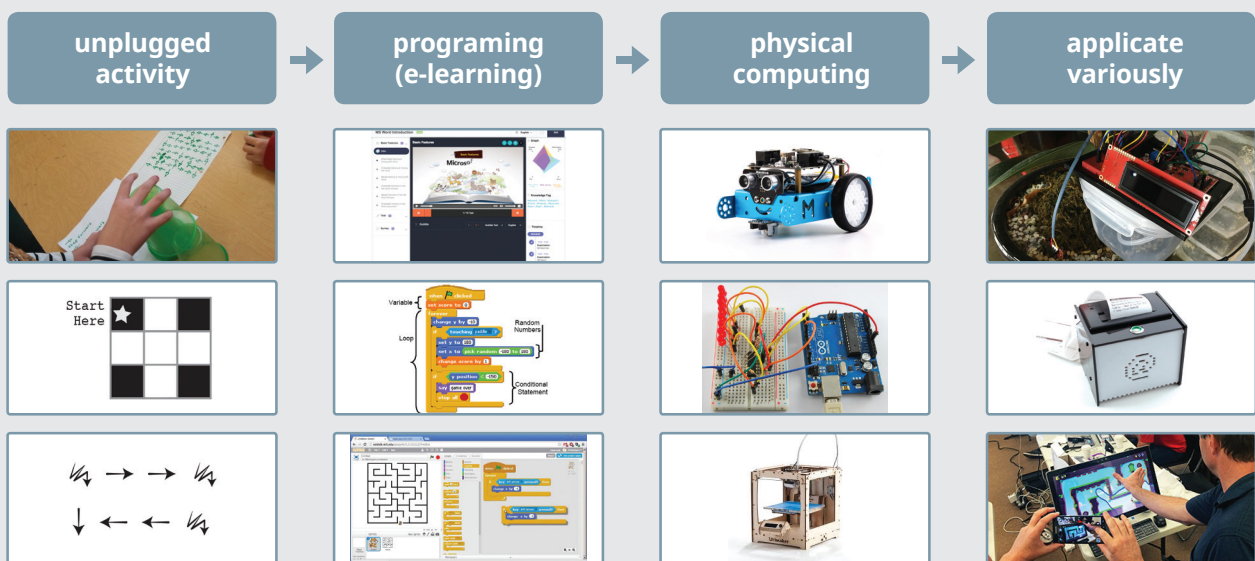
Tinker Learning Map

	Computer Science Education			English Education	
Teaching Method	UNPLUGGED PROJECT	FLIPPED LEARNING	PHYSICAL COMPUTING	Content and Language Integrated Learning (CLIL)	
Goal	Algorithm thinking, which is the ability to come up with a creative problem solution			Research based literacy education promoting critical-thinking, problem-solving, reasoning, and communication skills.	
Target	Elementary school	Secondary school	College/ TVET	Secondary school	College/ TVET
Main Curriculum	<ul style="list-style-type: none"><li>· Computer basic</li><li>· Software utilize</li><li>· Coding (algorithm)</li><li>· Internet of thing</li></ul>			<ul style="list-style-type: none"><li>· Book reading</li><li>· Vocabulary &amp; Sight words</li><li>· Grammar in writing</li></ul>	<ul style="list-style-type: none"><li>· Phonics</li><li>· Fluency</li><li>· Comprehension strategy</li></ul>



# STEM through Tinker Computer Science

## Goal of Tinker Computer Science Education





Global Edtech Corporate

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