

Every month, KOTRA Express introduces a Korean SME that seeks to expand its network by working with foreign partners. In the June issue, we take a look at one of Korea's most promising AR/VR technology companies.



Victoria Productions Inc. was first established in the U.S. in New York with aim to provide a variety of content based on virtual reality (VR) and augmented reality (AR).

Since then, the company has emerged as a leader in the VR/AR contents industry by converging VR/AR technology with not only paperback novels and

educational books for children, but also with play mats for children, kids' cafes, games and advertisements. It has now expanded its expertise to brochures, magazines, catalogues, and other promotional contents in all kinds of industries such as real estate. Victoria Productions Inc. continues to develop its technology to advertise and deliver information more effectively.

The company's main product is the BOOK+APP, which is a set of educational AR contents comprised of approximately 650 AR applications and about 150 books. The product is compatible with all Apple and Android devices, with the apps being offered on global mobile markets such as Google Play, the Samsung App Store, and the Apple App Store.



Contact Info:

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WEB VER.



IOS VER.



ANDROID VER.



Economic Indicators

(Unit: USD million)

GDP	2013	2014	2015	2016	2017
Nominal	1,305,400	1,411,000	1,382,400	1,414,700	1,305,200
PPP	1,644,777	1,704,58	1,795,917	1,877,123	1,969,106
GDP Growth Rate (Y-o-Y) (%)	2.9	3.3	2.8	2.9	3.1

Source: The Bank of Korea, March 2018

(Unit: USD)

GDP Per Capita	2015	2016	2017	2018(Estimate)
Nominal	27,105	27,534	29,891	32,775
PPP	36,395	37,730	39,434	41,388

Source: International Monetary Fund, October 2017

(Unit: USD million)

Foreign Trade	2013	2014	2015	2016	2017	Jan.-May 2018
Exports	59,632	572,665	526,757	495,426	573,694	246,291
Imports	15,586	525,515	436,499	406,193	478,478	220,091
Trade Balance	44,047	47,150	90,258	89,233	95,216	26,200

Source: Korea International Trade Association, March 2018

(Unit: KRW)

KRW-USD Foreign Exchange Rate	2012	2013	2014	2015	2016	2017
	1,126.9	1,095.0	1,053.2	1,131.5	1,160.5	1,130.84

Source: The Bank of Korea, March 2018

(Unit: USD million)

Balance of Current Account	2012	2013	2014	2015	2016	2017
	50,835.0	81,148.2	84,373.0	105,939.6	99,243.0	78,460.2

Source: The Bank of Korea, March 2018