

Digital care company  
pixelRo Co. Ltd

Clear Screen  
More Comfortable





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# We strive to implement technology to improve human comfort.

From children to students and middle-aged people, they spend a lot of time watching their smartphones or TVs. Your body is resting, but your eyes cannot rest even when you are in the evening sitting on the couch and lying in bed.

While the display evolved into 8K, high-definition AR, VR day by day, the time to watch the screen is increasing, more people wear glasses at a younger age, and the age of presbyopia is getting more younger. In response to the social environment in which these eyes are being abused, we released an APP that helps with eye movement or eye health, contribute to protecting eye health and raising interest. We develop display solutions that make your eyes healthy with readability and presbyopia correction solutions linked to APP.

We want to be a company that develops displays that allow people to experience a cleaner and more comfortable screen. Based on professional optical technology, pixelRo applied for a patent of the world's first Vision correction solution and completed product development.

We are digital business.

**In November 2017**, pixelRo was reborn as a startup company by spin off SAMSUNG Electronics Co., Ltd. We develop and sell digital care functional products such as smartphone films and mobile applications that protect people's eyes.

**Korea Site** HQ : Seongnam    Branch : Cheonan, Daegu  
 Lab : Seoul                      Sales : USA, Vietnam, Qatar

## pixelRo History

- 21.11** Launching Digital Care Solutions
- 21.03** ETRI Nano Pattern Imprint Technology Transfer
- 20.06** Establishment of Daegu Branch
- 20.09** Establishment of Corporate Affiliated Research Institute
- 19.12** Attract investment from IBK Capital
- 19.06** A stepping stone in developing start-up growth technology
- 18.02** Samsung Venture Capital Investment
- 17.11** Established as a corporation of pixelRo Co., Ltd.
- 16.03** Samsung Electronics' C-Lab Selection

# is Application

# NENoon APP



## Applied Technology

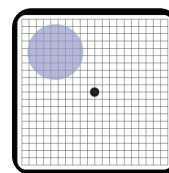
- Measurement Algorithm for Eye Age
- Eye chart transformation algorithm according to distance
- Eye tracking technology
- High-precision distance measurement technology



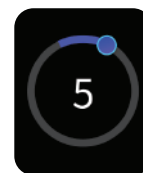
Vision self test



Eye age self test



Macular degeneration



Eye exercise

## EYE CARE KIT

### Home Visual Acuity Test Kit Let's do **NENoon** comfortably

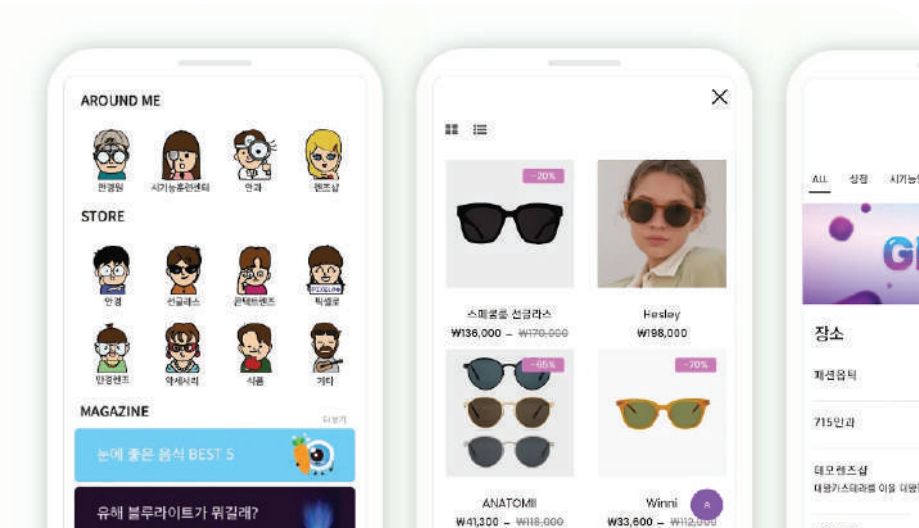
With an NFC-tagged visual acuity cradle,  
Let's do an eye test at home!

A mouse that makes comfortable  
visual acuity and visual acuity cradle  
that prevents childhood amblyopia.  
An eye protector that relieves eye fatigue

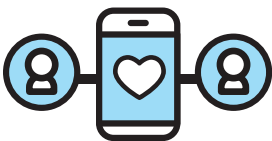


## 20feet APP

20feet



## ■ Service Effect



Connect with  
patient/customer  
hospital/store



Shop Promotion



Easy search  
registration



Create new  
customers



Guaranteed Right  
sand profit



Open  
an online store

# Digital eyecare



World's first

# VIVID FILM



## ■ Introduction to Core Technologies

- It helps reduce eye fatigue and read letters by preventing the spread of light.
- Improvement of readability depends on myopia, but can help with early presbyopia (visual) assistance.
- High transparency, anti-pollution coating, safe anti-break coating, UV protection coating.
- Applying **pixelRo** patented technology.



## ■ Applied Products

- Galaxy Series / iPhone Series

## ■ Product Specifications

- Design/Country of Manufacture : Korea
- Material : Reinforced Glass/Urethane/Pat
- Glastered film thickness  $\approx$  0.5 mm / strength 9 H
- PET Type Film Thickness  $\approx$  0.45 mm / Strength 3H

## ■ Options

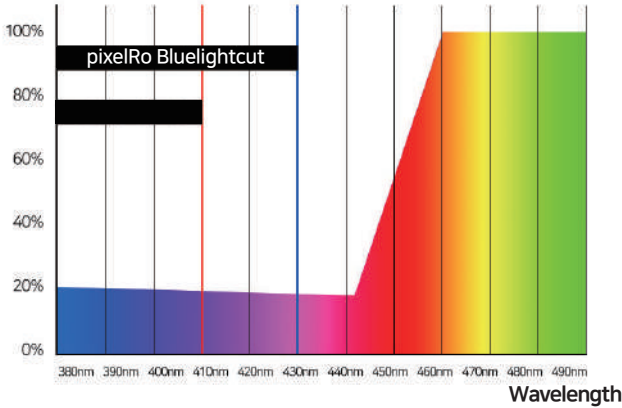
- Basic
- Anti Virus
- Blue light



# Bluelight cut filter



Transmittance



## Block 99.9% of harmful blue light

The highest cutoff rate in the industry, the ultra-short wave blue light area, It blocks 99% of the time, making it easier for your eyes to get tired from the monitor. It's a good product for everyone who feels it.



## ■ Product Features

- Monitor filter to block harmful blue light 98.8% and UV light 99.0%
- Clear image quality without damaging the monitor's natural color.
- Protecting the monitor from external shocks
- Robust construction for easy installation

## ■ Product Specifications

HANGER TYPE

Inch	Size ( W x D )	Inch	Size ( W x D )
<b>13"</b>	305x200 mm	<b>22"</b>	505x320 mm
<b>14"</b>	330x210 mm	<b>24"</b>	560x360 mm
<b>15"</b>	355x230 mm	<b>27"</b>	635x415 mm
<b>17"</b>	400x250 mm	<b>32"</b>	730x440 mm
<b>19W"</b>	440x290 mm	-	-

LIGHT TYPE

Inch	Size ( W x D )
23- <b>24"</b>	540x340 mm
26- <b>27"</b>	613x365 mm

FILM TYPE

Inch	Size ( W x D )	Inch	Size ( W x D )
<b>13.3W-A"</b>	294x166 mm	<b>22"</b>	474x297 mm
<b>14W"</b>	310x175 mm	<b>23W-A"</b>	510x287 mm
<b>15W"</b>	331x186 mm	<b>23.6W"</b>	522x294 mm
<b>15.6W"</b>	345x194 mm	<b>24W-A"</b>	519x325 mm
<b>17"</b>	338x271 mm	<b>24W-B"</b>	532x299 mm
<b>19W"</b>	409x256 mm	<b>27B"</b>	598x337 mm
<b>19"</b>	377x302 mm	<b>32W"</b>	698.7x394.3 mm
<b>21.5"</b>	477x268 mm	-	-

# MacBook Magnetic Film



**BluelightCut type**



**Privacy type**

## ■ Product Features

- Block harmful blue lights and UV rays.
- Apply 3H Hardness Coating
- Easy to attach with magnetic attachment

## ■ Product Specifications

BluelightCut type

Inch	Size ( W x D )	Inch	Size ( W x D )
<b>Mac Pro 13" Old</b>	307x202 mm	<b>Mac Pro 15" touch bar</b>	344x223 mm
<b>Mac Pro 15" Old</b>	352x230 mm	<b>Macbook 16"</b>	354x229 mm
<b>Mac air 13 /2020 new MacPro 13" 2020</b>		299x195 mm	

Privacy type

Inch	Size ( W x D )
<b>Mac air 13 /2020 new MacPro 13" 2020</b>	299x195 mm
<b>Mac Pro 15" touch bar</b>	344.5x223.5 mm
<b>Macbook 16"</b>	352x228 mm

# Eye Protection Glasses



## ■ Product Features

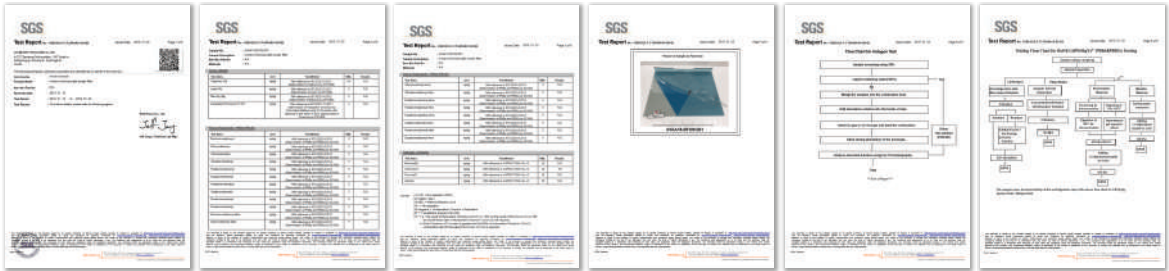
- Blocking harmful blue lights 99.9% on a variety of devices
- Far infrared protection, which is more harmful than ultraviolet.
- Powerful, lightweight and flexible beta titanium material
- Antimicrobial effect to prevent bacterial reproduction.

## ■ Product Specifications

- Country of Manufacture : Republic of Korea
- Materials : Beta titanium, stainless steel, acetate



Bluelight blocking / anti-bacterial force test verification / Results of Certification Authority



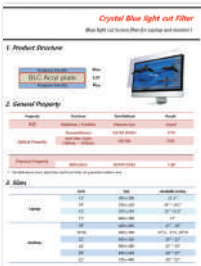
[BLC filter]AYN18-012303\_4000\_4920\_AYAA18-05109 (Inspect Blue light filter SGS-ROHS Item)



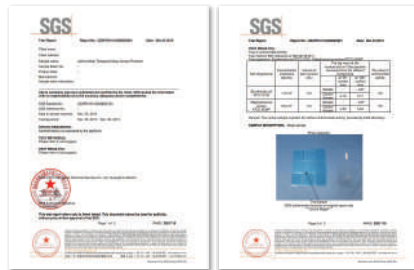
[BLC filter]2018.03.09 AF42-BLC 2T transmittance rate (300nm-700nm) (Blue light blocking rate.permeability test by wavelength)



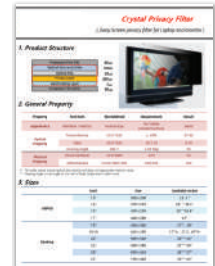
Bluelight Blocking Certificate



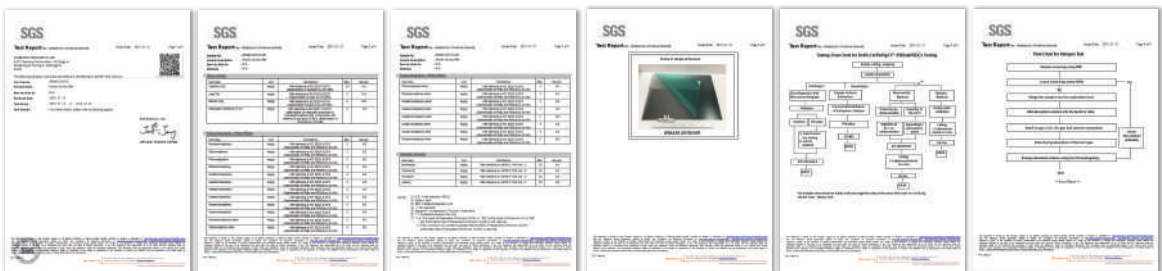
Crystal BLC filter



antimicrobial certificate



Crystal privacy filter

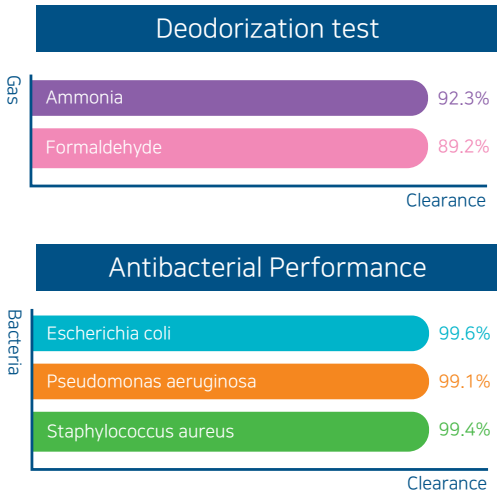


[PRI Filter]AYN18-012304\_4000\_4920\_AYAA18-05110 (privacy filter SGS\_ROHS)

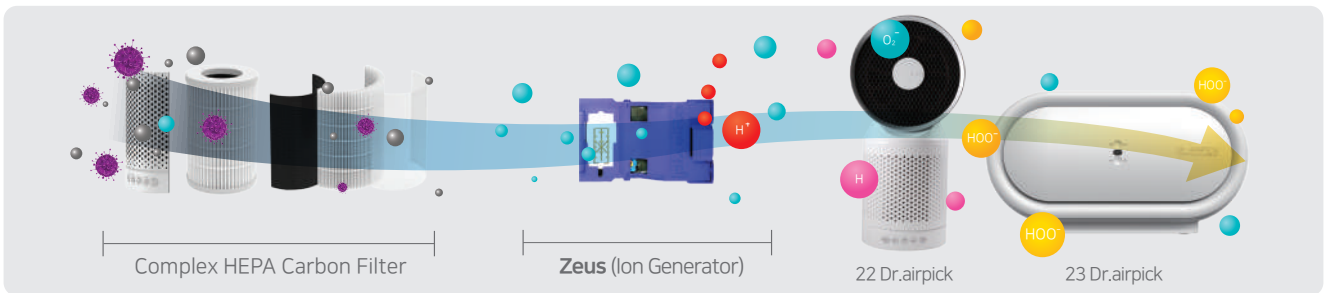
# Digital Healing Care

# Dr.Airpick

# Dr.AirPick



## ■ Air Processing



## ■ Product Specifications

### 22 Dr.AirPick

Model No.	POP-XIW800
Input Voltage	110V / 220V AC adaptor (12V DC out)
Power Consumption	Max 18W
Color	White
Ion Generation	Ion > 2 million/cc
Ozone	Ozone quantity < 20 [ppb]
Dimension(W x D x H)	180 X 143 X 360 [mm]
Weight	< 1.2 [kg]
Noise	30 ~ 50 dB
Area	27 m <sup>2</sup>
Certification	KC, CE, IC, FCC, PSE

### 23 Dr.AirPick

Model No.	POP-23APW
Input Voltage	110V / 220V AC adaptor (12V DC out)
Power Consumption	Max 15W
Color	White
Ion Generation	Ion > 2 million/cc
Ozone	Ozone quantity < 20 [ppb]
Dimension(W x D x H)	371 X 143 X 204 [mm]
Weight	< 2 [kg]
Noise	30 ~ 50 dB
Area	33 m <sup>2</sup>
Certification	KC, CE, IC, FCC, PSE



# Zeus Ion Generator



## How does Zeus work?

The ion generator uses micro plasma discharge to generate hydrogen atoms(H) and oxygen ions(O<sub>2</sub><sup>-</sup>).

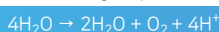
### Pin electrode(-electrode)

High-voltage electric discharge emits electrons and forms hydrogen atoms and negatively charged oxygen ions.



### Positive electrode(+electrode)

Micro plasma discharge splits water molecules in the air and forms positively charged hydrogen atoms(H<sup>+</sup>).



### Hydrogen atoms(H) and oxygen ions(O<sub>2</sub><sup>-</sup>) combine to form hydroperoxyl radicals(HOO<sup>-</sup>).

H<sup>+</sup> : Positively charged hydrogen ion  
H : Active hydrogen

O<sub>2</sub><sup>-</sup> : Oxygen (-) ion  
HOO<sup>-</sup> : Hydroperoxyl radical

## ■ Performance

Substance	Pollutant	Clearance
Antibacterial	Escherichiacoli	99.6%(6Hr.)
	Pseudomonas aeruginosa	99.1%(6Hr.)
	Staphylococcus aureus	99.4%(6Hr.)
Deodorization	Ammonia	92.3%(240min.)
	Formaldehyde	89.2%(280min.)
Virus	H1N1 virus A	Effective
	SARS virus	Effective
Safety	Inhalation toxicity	Nontoxic
	Ozone	Less than 20 ppb

## ■ Features and Applications

- Eliminates allergens, Safe in humans, Safe in humans, Deodorization
- Provides small, low-cost, and adjustable module-type product for any use of applications in the field of air purification. (Living space, Electronics, Personal, Public places, Transportation)

## ■ Specification

\* It is more effective at over 40% humidity.

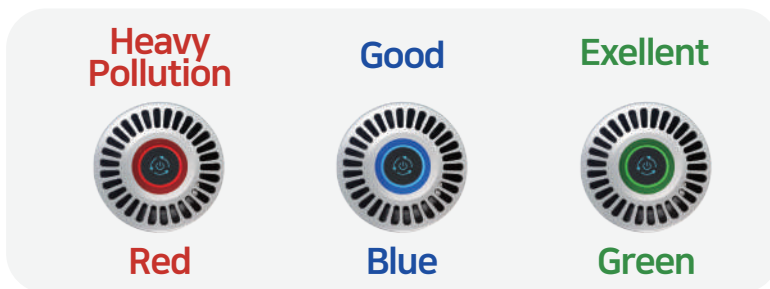
Input Voltage	11.5 ± 0.5 [V]
Current	80 mA ± 5 mA
Ion Generation	Ion > 2 million/cc
Ozone	Ozone quantity ≤ 20 [ppb]
Weight	< 40 [g]

# Air pure C

**Air Pure** ©  
NANO Air Purifier

## What is AQI?

A.Q.I stands for Air Quality Indicator and indicates the level of air pollution.



### ■ Purpose

- Drivers of cars, Bus, truck
- Library, Classroom
- Bedroom, Living room, Office, Dress room, Meeting room

### ■ Characteristics

- Air Quality Indicator
- Complete sterilization/antibacterial function by nano-ionization mechanism
- Excellent moisture/deodorization by nano ions

### ■ Specification

<b>Model No.</b>	<b>POP-XUB300</b>
Input Voltage	5V DC /1A (USB Type-C)
Power Consumption	Max 2W
Ozone	Ozone quantity ≤ 20 [ppb]
Ion Generation	Ion > 2 million/cc
Dimension(D x H)	Φ68 X 157 [mm]
Weight	300 [g]
Noise	25 ~ 50 dB
Area	5 m <sup>2</sup>
Accessory	USB Cable(USBA To Type-C ,1m)
Certification	KC,FCC,CE,PSE

# Air Pure W

**Air Pure W**  
 SPRAY Air Purifier



## ■ Purpose

- Drivers of cars, Bus, truck
- Library, Classroom
- Bedroom, Living room, Office, Dress room, Meeting room

## ■ Characteristics

- Air cleaning function with air filter
- Humidification + air sterilization combined function
- Perfect sterilization/antibacterial function

## ■ Specification

Model No.	POP-BTB300
Input Voltage	5V DC /1A (USB Type-C)
Power Consumption	Max 2W
Water tank capacity	230ml
The amount of spray	25 ~ 45ml/h
Ozone	Ozone quantity ≤ 20 [ppb]
Ion Generation	Ion > 2 million/cc
Dimension(D x H)	Φ75 X 178 [mm]
Weight	300 [g]
Noise	20 ~ 30 dB
Area	5 m <sup>2</sup>
Accessory	USB Cable(USBA To Type-C ,1m)
Certification	KC,FCC,CE,PSE

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