ARTICLE

Domestic startups going to CES this year

By Nam Hye-HyeonJanuary 2, 2025

One of the biggest concerns in the IT industry at the beginning of the year is the CES technology fair held in Las Vegas, USA. This year, it will be held for four days from the 7th to the 10th local time. Various tech companies will present new technologies, products, and services that will lead the year. At the same time, it will be a space to create new networks for business.
Startups also go to the site to promote their technology and make business connections. This year, we have collected and organized data by area (documents and homepages sent by each company, SBA Seoul Economic Promotion Agency, Naver D2SF, Kakao Ventures, DHP Partners, etc.) to find out which startups are visiting CES. Among the companies introduced below, those that received the Innovation Award or the Best Innovation Award at CES 2025 are marked in blue.

AI/Synthetic Data

Giro

It won two innovation awards at this year's CES. The product that won the award is Jiro's AI pipeline for stock footage production, 'Dropshot Explorer'. It is a service that automatically extracts the content and related keywords of a video based on AI technology and processes it into stock footage data that can be sold without copyright issues. Jiro recently launched the official version of the 'Dropshot Stock' service. Dropshot Stock is a service that processes videos that were not included in the final version after shooting and sells them as 'stock footage' without copyright issues. It is securing stock content of various genres such as Korean landscapes, food, and people through collaboration with approximately 970 partners of its existing video production platform 'Dudum', terrestrial broadcaster SBS, and domestic and foreign video influencers.

omelet

The goal is to develop an optimization solution that automatically solves complex decision-making problems in various industries. The 'combinative optimization' algorithm that determines the optimal work order and resource allocation method is created with generative AI. It is mainly used to reduce inefficiencies occurring in logistics, robots, and transportation industries and increase productivity. Recently, it has established a position in the logistics market by introducing 'Oasis', a logistics delivery optimization software. In the future, it plans to expand the application scope of Oasis to semiconductor chip design and new drug candidate material development.

Zenzenaiai

Based on domain-specific generative AI technology, we have developed a synthetic data generation platform called 'GenGenStudio' specialized in various fields such as mobility, national defense, security, and control. The company explains that GenGenStudio is a platform that can efficiently generate data that is essential for AI learning but requires a lot of cost and manpower to collect. GenGenAI claims that the data collection period can be reduced by up to 90% and the cost can be reduced by more than 50%. It is also notable that it can generate data on unexpected situations that are difficult to collect.

Cockle

We develop sound AI software that understands various sounds heard around us like a human. It is used to automate various tasks that people can do by hearing them in various fields such as security cameras, manufacturing, media, and healthcare. The main product, 'Cochl.Sense', recognizes more than 100 sounds in real time using a large amount of audio data collected over 7 years. Cochl.Sense is used in various fields such as notifying of emergency situations, understanding the surrounding situation and context, or detecting abnormal noises in products manufactured in factories. Recently, it is expanding the scope of application to the defense and smart home fields.

Gaudio Lab

We will present a demo of 'Gaudio Music Replacement', a solution that detects and replaces copyright-related music using AI. It applied the technology that won this year's Innovation Award. In addition, we will unveil an AI-based car infotainment solution. You can separate instruments such as vocals, drums, and bass and place them in each space in the car according to your preference, or use the karaoke function by utilizing the vocal removal function. It provides functions such as panorama mode that expands the sound image widely and clubhouse mode with enhanced sound field effects. You can try out sounds tailored to your preference for each seat, such as driver's seat focus mode and VIP seat focus mode, through the instrument control option.

Blue Dot

It uses deep learning technology to improve image quality and enhance quality. According to the company’s homepage, BlueDot implements all of its video technologies with semiconductor IP. From AI-based video technologies such as image quality improvement and upscaling AI models, compression preprocessing AI models, to high-performance AV1 video codecs and VMAF acceleration technologies, it develops them with its own technology and implements them by designing them with semiconductors.

Cubic

The technology being exhibited this year is a platform that can create synthetic data with simple mouse operations without separate prompt input, and the Azoo solution that can continue data analysis and verification based on this. It automatically filters out sensitive information and personal information, synthesizes data, and creates data that AI can learn from. Based on synthetic data, it also amplifies data, which means creating an environment where ‘real-looking fake data’ is created and AI can learn from it.

The Wave Talk

We are manufacturing a real-time bacteria measurement device called 'Watertalk'. Watertalk is a smart water quality measurement device that measures foreign substances and microorganisms in water using patented laser multiple scattering technology and converts it into turbidity. It has the same performance as professional equipment, but is 1/10 the size and has a low price.

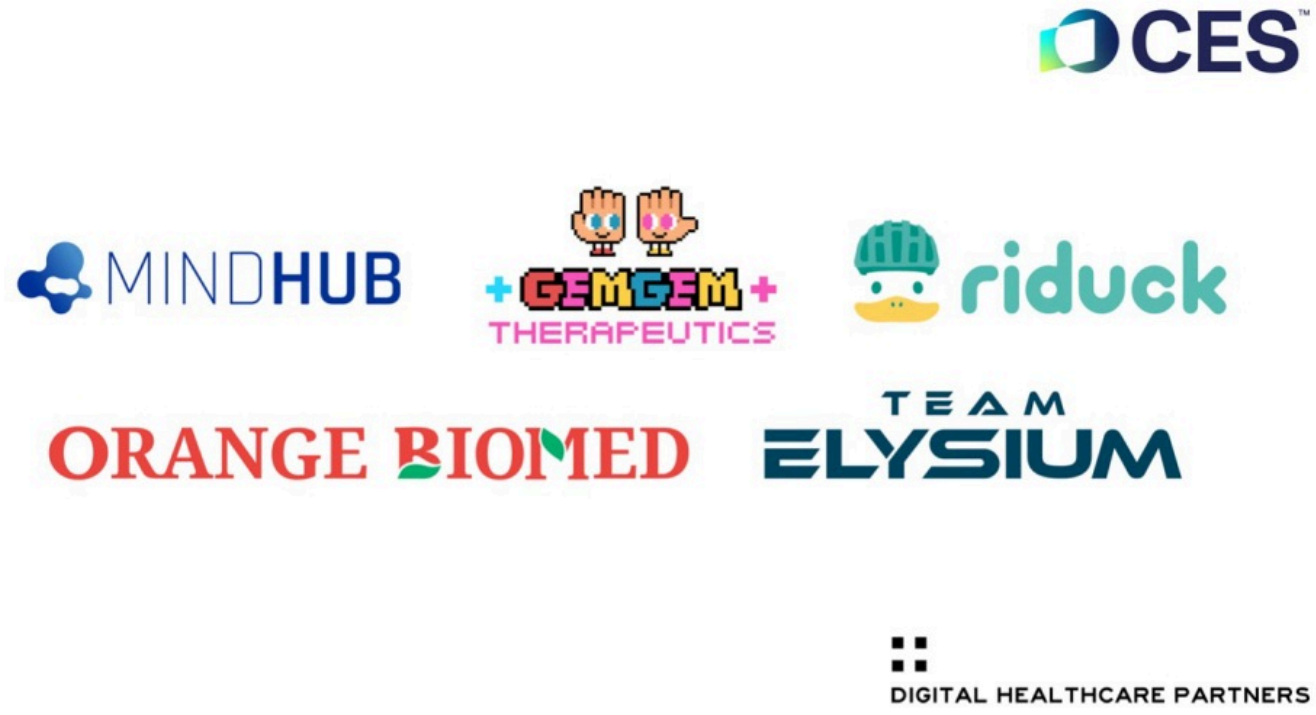
Confort Lab

We are developing an integrated solution called 'Porta Solution' that allows relatively easy construction and operation of IoT-based industrial field systems without specialized personnel. We are researching and developing a data infrastructure solution that can easily solve complex and difficult industrial field data collection and data platform construction through dedicated IoT equipment and cloud platforms based on no-code. The goal of this solution is to enable small and medium-sized companies to easily construct digital systems without advanced developers or outsourced services.

Jejedu

We plan to present 'Cherrypot', an educational efficiency improvement solution that automates everything from handwriting recognition to automatic correction using AI, optimized for the global curriculum. It provides functions such as solving problems directly with handwriting on a tablet PC and checking the correction results in real time.

Digital Healthcare



Digital Healthcare Partners (DHP), a digital healthcare startup investment firm, announced on the 2nd that five portfolio startups it has invested in will participate in CES2025, which will be held in Las Vegas, Nevada, USA from January 7th to the 10th.

Mind Hub

It provides computerized cognitive and language rehabilitation treatment services to help patients with mild cognitive impairment, developmental disabilities, and brain disease

sequelae. At this year's CES, MindHub will exhibit and promote Zenicog, its self-developed cognitive and language rehabilitation treatment program. Zenicog consists of 61 types of 15,000 training contents developed by clinical and rehabilitation experts, and its effectiveness is being verified through numerous clinical studies.

Jamjam Therapeutics

We are providing JamJam 400, an upper limb rehabilitation exercise solution in the form of an AR game for children with developmental delays. JamJam 400 is a solution that induces more than 40 times more active movements than before for 10 minutes a day with a smartphone without any separate equipment through machine learning-based motion recognition technology. The goal was to promote JamJam 400 through CES and conduct meetings with local rehabilitation centers and occupational therapy experts to investigate needs in the field.

Lyduk

Lyduck provides services that make professional cycling and aerobic exercise coaching easily accessible to anyone. In particular, based on cycling power meters, it is developing technology that allows ordinary enthusiasts to utilize the technology used by existing professional cyclists and triathlon athletes. At this CES, it will also present a machine learning-based metabolism model that provides professional and personalized exercise metabolism analysis at the level of professional coaches.

Orange Biomed

Orange Biomed is developing a small medical device called 'OBM rapid A1c' that can measure glycated hemoglobin levels, which are essential for diabetes management, at home with a single blood sample based on microfluidic technology. In particular, Orange Biomed plans to target the US market, where medical accessibility is low, and will introduce the medical devices it has developed so far through this CES.

Team Elysium

Team Elysium is developing a solution that can scan and analyze the body based on artificial intelligence and 3D sensing technology. In particular, Team Elysium's 'Body Dot Fitness' is a next-generation artificial intelligence body shape analyzer that analyzes the overall body shape and muscle condition through a 3D sensor, and won the Innovation Award in the fitness category at CES 2025. Body Dot Fitness' main customers are exercise facilities such as fitness and Pilates centers, and they can intuitively interpret the body condition and check various analysis results through real-time simulation.

Aislip

It is a sleep AI company that diagnoses and monitors sleep conditions by measuring breathing sounds during sleep based on mobile. Unlike watches or rings, it is a non-contact method that does not require wearing, and has achieved a diagnostic accuracy of up to 94% of hospital tests. It analyzes sleep stages in real time and controls a customized sleep environment accordingly to improve sleep quality. It has secured domestic and foreign large corporations such as SKT, Samsung Life Insurance, and Kyungdong Navien as customers, and is about to launch 'Z Talk', an artificial intelligence (AI) sleep secretary combined with

ChatGPT. It won the CES 2025 Innovation Award in the AI and digital health category for the Galaxy Tab 'Sleepboard' equipped with sleep AI.

Prevenotics

It is a software solution company that supports real-time diagnosis assistance and systematic gastric cancer prevention and management based on comprehensive AI diagnosis assistance technology for cancer and pre-cancer stages. Since receiving approval for medical devices from the Ministry of Food and Drug Safety, it has been used in actual medical fields such as Eunseong Medical Foundation Good Culture Hospital, National Medical Center, and Seoul National University Hospital, and is expanding into the global market. Prevenotics develops AI solutions that can diagnose and prevent not only gastric cancer but also various pre-cancer digestive diseases that can be diagnosed with an endoscope, and is building an ecosystem that enables cancer prevention and management. It won the CES 2025 Innovation Award in the Human Security category for its AI gastric cancer prevention solution, 'Prevenotics-G Pro'.

Nubi Lab

We have jointly developed 'Yummy Kids', an AI eating habit coaching solution for children, with the Korea Institute of Childcare Promotion. Using AI technology, we analyze food photos before and after meals to provide customized nutritional management for infants and toddlers. It can be used to improve children's eating habits, such as picky eating, intake, and eating speed. In addition, we provide analyzed eating habit information to parents in the form of daily and weekly reports, enabling more systematic management.

Mobility/Robotics

Whiplo

It has automated technology to check the health status of future mobility such as drones, urban air traffic (UAM), and future air mobility (AAM). Through a non-contact inspection method based on fusion sensors and AI, it can complete mobility inspection and result analysis in a matter of seconds. It can identify defects in the exterior of the aircraft, internal drive units, batteries, etc., and analyze the status of each part to identify aging and perform predictive maintenance. Compared to qualitative visual inspections, it is possible to perform accurate and fast inspections based on quantitative data, shortening the time and procedures required for inspections. As the size of the drone and related markets expands, the need for aircraft maintenance and management is also expected to increase. It won the CES 2025 Innovation Award in the drone category for its drone inspection solution, Verti-Pit Mini.

Nearslab

It won the Best Innovation Award for its 'Station for Drone First Responder'. It is a next-generation drone solution that can operate autonomous drones completely unmanned. The key is unmanned operation and linkage with police control systems. In addition to unmanned operation through the station, it includes a function to obtain flight permission, allowing for rapid dispatch in the event of an emergency as well as routine patrols. Nearslab explained that this allows for data collected immediately from the field to be transmitted to

the command center in real time, thereby strengthening the ability to respond to on-site situations.

Studio Lab

It has achieved the feat of winning the CES award for two consecutive years by winning the Innovation Award in the Robotics category. This year's winner, 'GENCY PB (Photobot),' is an innovative solution that combines AI and robotics technology to automate everything from photo shooting to editing and printing, helping companies efficiently produce high-quality photo content.

SmartTraderSystem

This company develops four-dimensional (4D) image radar. It has technology that helps accurately identify the surroundings by applying deep learning technology to data that synthesizes height information with three-dimensional information (distance, speed, angle) of surrounding objects. It is particularly garnering attention in the autonomous driving market. This is because it can accurately examine the surroundings in real time even in environments with a lot of dirt, dust, and obstacles. In addition, it is being used in various autonomous driving fields such as urban air traffic (UAM) construction and agriculture. It was listed on the KOSDAQ market in August 2023, and recently received a sales license for its 'school bus safety solution' in Florida, USA, and is providing a system that monitors student safety.

Mobiltech

It is a realistic digital twin and lidar technology company. It provides a high-precision map construction system that combines lidar and cameras, and an ultra-realistic digital twin platform called 'Replica City' produced with the technology. Mobiltech's digital twin data is 100% compatible with NVIDIA Omniverse, Unreal Engine, etc., and is being used in various industries. Following the 13 billion won Series B investment in 2023, it also announced the first news of the new year by attracting an investment of 3 billion won from CJ Investment, securing additional funds.

AR/VR

Retinal

This company manufactures optical modules used in smart glasses. It uses its own proprietary technology, ‘Pin Mirror’, to create smart glasses that are as light and clear as regular glasses. This is one of the essential technologies for commercializing augmented reality (AR) glasses, a future technology. AR glasses are expected to bring about a vision revolution that is different from the past because they allow you to check necessary information or images while moving both hands freely. Currently, they are working with global clients in various fields to bring about a future where smart glasses can be worn naturally in everyday life.

Viewrun Technology

It is a regular at CES. It makes a solution called 'Smart Crowd Analytics' that can detect more than 6 objects within 1m2. The company originally makes 'ViewOne', a lidar for self-driving cars, and 'View2', a lidar solution applied to fixed infrastructure. One of the products

included in View2 is Smart Crowd Analytics. Lidar is a technology that can determine the distance and shape of people or objects on the other side by shooting a laser. Unlike cameras, it has less privacy invasion factors and has the advantage of being able to determine crowd density with high accuracy.

Seoul Integrated Center where you can meet many domestic startups at once

A place where you can meet domestic startups in one place, the 'Seoul Integrated Hall' created by the Seoul Metropolitan Government. The integrated hall will be built in the startup exhibition hall 'Eureka Park' of CES 2025, which is about 315 pyeong in size, which is 50% larger than the previous year. 104 startups will set up booths with the support of 16 startup support organizations located in Seoul, including autonomous districts, related organizations, and universities. These companies will receive consulting for receiving innovation awards before participating in CES. As a result, 21 companies will receive innovation awards. The list is as follows.

Leadpoint System (Data·AI/ Blockchain solution and intelligent AI platform development specialist)
Apollon (Healthcare/ Near-infrared laser-based blood sugar measurement management device)
Zenzen AI (Data·AI/ Generative AI-based mobility data creation platform)
MTS Company (Healthcare/ Cancer diagnosis assistance genetic screening solution)
Giro (Healthcare/ AI data labeling video production solution)
IpinLabs (Data·AI/ Location-based industrial asset control solution)
Rootfinders (Data·AI/ AI-equipped smartphone solution for the visually impaired)
Seomjae (Data·AI/ Problem analysis AI utilization, math learning solution)
Aps (Healthcare/ AI analysis technology-based, hair loss diagnosis solution)
Otitone Medical (Healthcare/ Smart thermometer and otitis media progress management platform)
StudioLab (Data·AI/ Touchscreen-equipped shooting automation robot)
Prevenotics (Healthcare/ Image analysis AI-based, gastroscopy diagnosis assistance solution)
Triplet (Data·AI/ AI product information analysis and advertisement creation technology)
B.B.Innovation (Healthcare/AI digital medical diagnosis solution equipped with medical big data)
UniUni (Data·AI/AI-based, restroom safety management solution)
Camelotech (Manufacturing/Oriental medicine manufacturing and packaging, material management automation system)
ThermoEye (Manufacturing/Ultra-small industrial thermal imaging camera module)
Korea ITS (Healthcare/Non-invasive (non-blood collection) blood sugar screening solution)
Cubic K (Healthcare/AI and nanoparticle utilization, real-time mixture component concentration measurement equipment)
MiTown (Healthcare/AI realistic online detailed page production platform)

Barun Bio (Healthcare/Device that prevents sarcopenia and supports muscle rehabilitation through provision of micro-electrical stimulation)

Article by Byline Network
<Reporter Nam Hye-hyeon> smilla@byline.network

CES # Startup