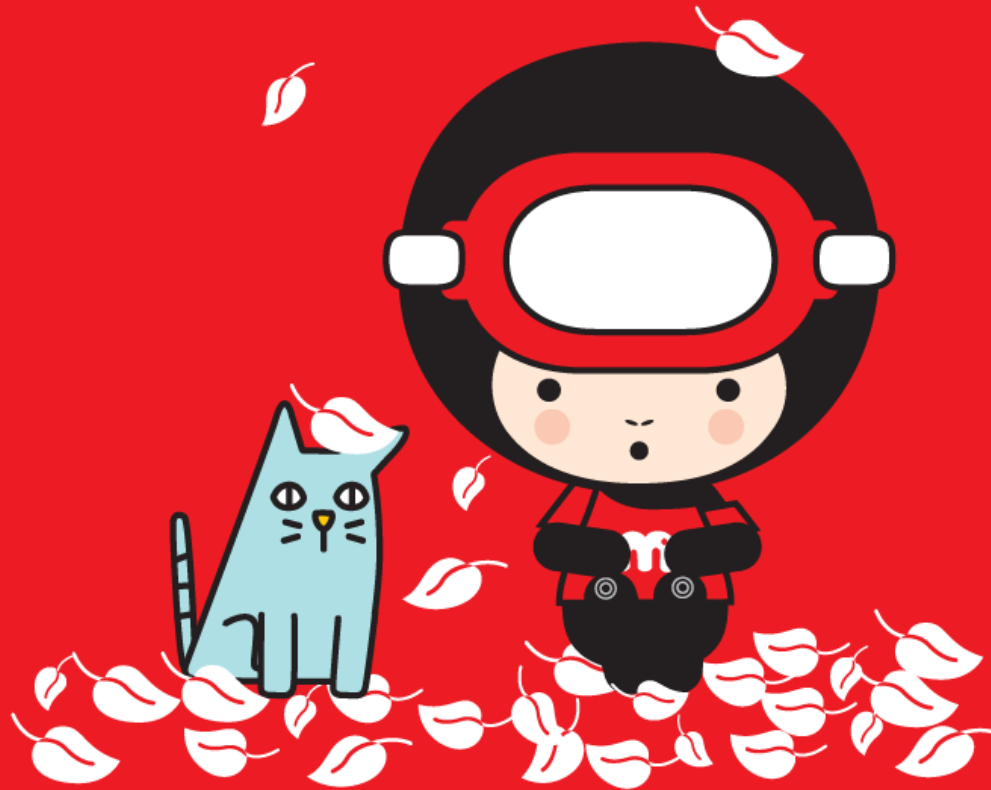


A little woman diver



ABOUT "Mongni" CHARACTER

CONTENTS



1. Mongni is...
2. Merchandising
3. Promotion
4. Partners
5. Vision





MONGNI IS . . .

CONTENTS BackGround



Woman diver of JEJU

문화컨텐츠의 상품화

제주의 독특한 콘텐츠인 해녀를
테마로한 차별화



Scuba diver

글로벌콘텐츠화

전세계인이 공감대 형성이 가능한
스쿠버다이빙로 접근



MONGNI Story



'Mara Island' , a place that seems full of normal and happy affairs,
Yet, Mara Island holds one mysterious secret.
Mara Island is entirely engulfed with mysterious fog once a day.
When it gets foggy, all people, animals and plants on the island change strangely, and return to their original selves after the fog dissipates.
When fog swallows Mara Island, Yaro turns into the favored game character villain, while Moah turns from a little girl into a mature lady, and Bawoo turns into a flirt that winks at everyone.
Also, Mongni is empowered with a mysterious power secret to everyone....
The adventure of Mongni and her friends to reveal the secret of Mara Island with their own special powers begins now.

평범하고 유쾌한 일들만 가득해 보이는 '마라 아일랜드'
그러나 마라 아일랜드에는 한 가지 신비한 비밀이 있다. 하루에 한번 섬 전체가 이상한 안개로 뒤덮이는 마라아일랜드, 이 안개가 끼면 섬의 모든 사람과 동식물들은 모두 이상하게 변했다가 안개가 걷히면 본래의 모습으로 돌아오게 된다.
마라 아일랜드에 안개가 낄 때 마다 야로는 좋아하는 게임캐릭터처럼 악당으로 변해버리고 모아는 소녀에서 성숙한 여인으로, 바우는 누구에게나 눈웃음을 날리는 바람둥이로 변한다.
그리고 몽니에게는 그 누구도 모르는 신비로운 능력이 생기게 되는데....
자신들만의 특별한 능력으로 마라 아일랜드의 비밀을 밝히려는 몽니와 친구들, 그들의 모험이 바로 지금 시작된다.

MONGNI Info



Little cute Mongni lives together with her friends on 'Mara Island' located on the Southern ocean, and lives happily while working as a tour guide for tourists who visit from time to time. Enjoy your time with Mongni at 'Mara Island', the mysterious island where strange things happen amidst the endless horizon of high sky and emerald ocean~!

작고 귀여운 몽니는 남쪽바다 '마라아일랜드' 에서 친구들과 함께 살아가며 가끔씩 찾아오는 여행객들에게 가이드를 하며 즐겁게 살아가고 있습니다. 높은하늘과 에메랄드빛 바다가 끝없이 펼쳐진 이곳, 가끔 이상한 일이 벌어지는 신비의 섬 '마라아일랜드' 에서 몽니와 즐거운 시간을 보내 보세요~!

Name : Mongni

Characteristic : Bright and cheerful little girl

Job : Talkative tour guide

Hobby : Happy dreaming

Distinction: Always wears a black suit, arguing that it's the latest trend.

이름 : 몽니

성격 : 밝고 명랑한 꼬마소녀

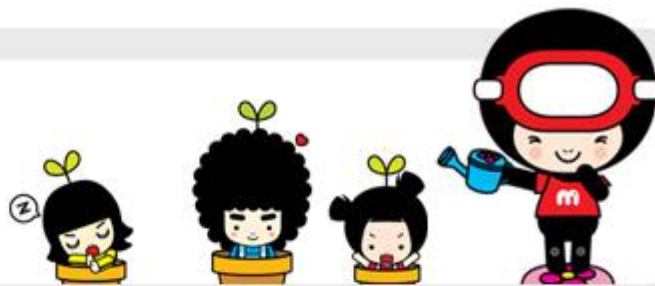
직업 : 수다쟁이 가이드

취미 : 행복한 상상하기

특징 : 검정 슈트를 최신 트렌드라고 고집하며 항상 입고 다님.



Mongni's friends

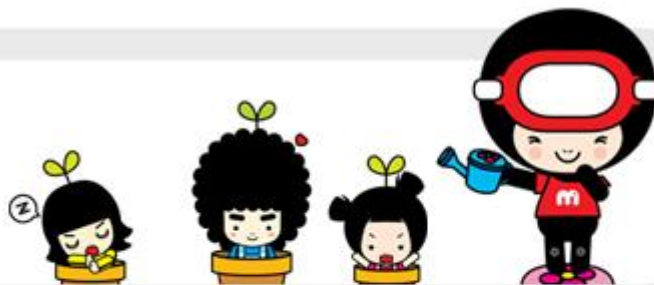


©ARTPQ

• Moah •

Moah is Mongni's best friend who is second to none. She is a friend who shares the village with Mongni, but is also the most diligent and determined little girl on the island. She is good with numbers, and easily solves all incidents on 'Mara Island' with her smart brain.

Mongni's friends



©ARTPQ

• Bawoo •

Bawoo is a tough (?) man of the ocean. No other rivals him with strength on 'Mara Island'.

He is also the most diligent young man on the island who puts his strength to hard work.

Bawoo makes flower necklaces and picks at wreath shells sincerely for Mongni alone, but turns into an entirely different man when 'Mara Island' is engulfed with fog. He is TOO kind to all the lasses on the island.

What secrets does the fog possess, and what should Mongni do?

Mongni's friends



©ARTPQ

• Yaro •

This is a mysterious kid with too quiet a characteristic. He is deep into games and never comes out of his home. He is also the acclaimed computer expert on 'Mara Island'. However, when the fog hits the island, even Yaro undergoes unstoppable changes. The usually quiet fellow becomes the most talkative person on the planet and commits all the unspeakable wrongdoings. One foggy day, Yaro suddenly requests Bawoo to a duel... for no reason! He is just a villain!

MONGNI Application











**LOVELY
Mongni**

★WWW.MONGNICO.KR★
MONGNI&ARTPO



**LOVELY
Mongni**

★WWW.MONGNICO.KR★
MONGNI&ARTPO



**LOVELY
Mongni**

★WWW.MONGNICO.KR★
MONGNI&ARTPO





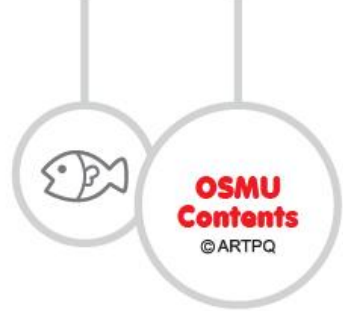








OSMU Contents



TV Animation



Mobile Contents



Web toon



Spot Animation



Icon, Scan etc



Online severice

'Mongni' mobile games (3 types) have been developed for production and local distribution by Krazevina, a local Vietnamese corporation. MOFFY (Hong Kong), which possesses a global distribution and service network (80 countries), is currently handling the worldwide services.

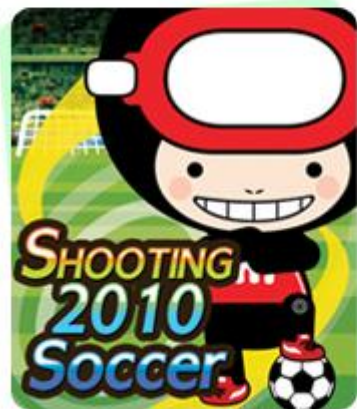


Jumping SKY





Mongni Festival



Shooting 2010 Soccer



KBS - 사람인제주



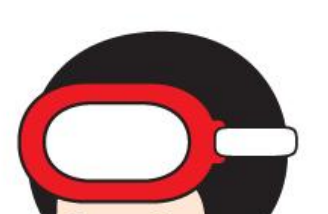
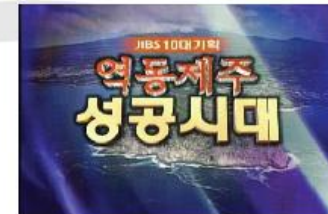
Arirang TV - CCU



KCTV - 이색탐방



JIBS - 역동제주 성공시대





MERCHANDISING

MERCHANDISING



Stationery 文具

Lovely and cute Mongni be with your Stationery.
Mongni goods will be your lovely friend.
可爱又俏 Mongni 陪你做你的文具朋友。
Mongni 陪你做你的文具朋友。



Diary 日记本



Watercolors
水彩画染料



18Crayons 18色蜡笔



24Crayons 24色蜡笔



Scheduler 万年 日程本



Fluorescent Pens
荧光笔



Erasers
橡皮擦



Pencils
铅笔



Stationery Set
文具套装



Fashion Style 时尚风格

It's Cool, wow, It is only for you. Feel the your style.
Wear the character! Mongni. Make you stylish, be cool.
选择适合自己的风格。风格、气质的卡通人物
与Mongni—所展现您的独特风格。



Mongni & Sojungi T-shirt Mongni & Sojungi t恤

Mongni is your fashionista,
Mongni 是您的服装设计师!

Child T-shirt Size
14, 15, 16, 17, 18

Adult T-shirt Size
S, M, L, XL, XXL, XXXL



Mongni T-shirt
短袖T恤 (丝棉网印花)
M, L



Mongni T-shirt 3D 发泡短袖T恤



Sojungi T-shirt
3D 发泡短袖T恤



Adult Mongni Hood T-shirt
3D 发泡卫衣T恤
Free

MERCHANDISING



**MERCHAN-
-DISING**

©ARTPO



Fancy Goods 花式商品

You can feel the happiness,
Mongni goods will be your lovely friend,
Have a good time.

Mongni花式商品，让你快乐每一天，
你会感到幸福，Mongni会成为你可爱的好朋友。



Mongni Photo Album
Mongni 相册

Keep your happy memories into the cute Mini album,
There are 20 clear-files for pictures,

保留美好的回忆~
20张内页，可以放入40张照片！



Sojungni Photo Album
Sojungni 相册



Passport, Boarding case
登机卡片夹

Let's go with Mongni!
Make your own style,
与Mongni一起出发，
演绎出自己的个性与想象。



Three expression
3种表情

Mongni Doll
布娃娃

15cm



Nintendo case 游戏机壳



Accessory 饰品

Something different, something special,
it's only for you.

为旅途设计的 Mongni 饰品
是专门为你的设计写的与众不同，独一无二的生活。



1 Mobile phone chain
手机链

2 Mobile phone cleaner
屏幕擦

3 Soungi Key holder
卡通人物钥匙链

4 Mongni Key holder
卡通人物钥匙链



You're my good friend, Be with me forever,
You have a pretty smile, and lots of curiosity.

永远相伴的好朋友！
充满好奇心，可爱的笑容在我身边
很幸福~！

Character Mini Book 卡通人物迷你相册

Make my mini-photo book,
Do it yourself! special photo-mini book with
pretty characters, Use the sticker photos,

制作属于你的迷你相册。
可爱卡通人物帮你制作
专属于你的迷你相册！



Figure Bookmark
卡通书签



When you are reading, Mongni & Sojungni will be with you,
与可爱卡通人物一起读书的快乐~



PROMOTION

PROMOTION



PROMOTION

ARTPQ

2010

2009
2008
2007
2006
2005

- 2010 1. Participated in Hong Kong Licensing 2010
- 3. East China Fair 2010
- 6. Participated in India a trade mission
- 7. Participated in Central and South America a trade mission
- 7. Participated in Seoul character fair 2010
- 9. Participated in Gwangju ACE Fair 2010
- 12. Participated in CIEM EXHIBITION 2010 (Kuala Lumpur)

- 2009 3. Expand business Market for Vietnam
- 6. Participated in KMCM 2009
- 7. Participated in Seoul character fair 2009
- 9. Participated in Gwangju ACE Fair 2009
- 9. Participated in Buy Korea 2009
- 10. Participated in Tokyo Licensing Asia 2009

- 2008 3. Participated in Tokyo International Anime Fair 2008
- 4. Participated in SPFSICAF Promotion Plan) Business matching
- 6. Participated in 2008 NEW YORK LICENSING International Expo
- 6. Agreement with Angelotti-Licensing & Entertainment Business (Brazil)
- 7. Participated in Hong Kong Licensing show 2008
- 7. Participated in Seoul character fair 2008
- 9. Agreement with HANKOOKSHARP, (licensing for Stationery goods)
- 9. Agreement with VAMI Contract (Online Shopping Mall)
- 10. Participated in Frankfurt book fair 2008
- 10. Participated in Taipei International Gift show 2008
- 12. MOMOI Licensing contract (Book mark, Mobile Accessory, Key holder)

- 2007 2. Agreement with 3 companies, Character License (CDEA, Bubble Mon, HyperMides)
- 7. Participated in Hong Kong Licensing show 2007
- Agreement on M.O.U with 3 companies, (KOMPATIBEL AS (Norway), Creative Licensing S/C Ltd, (Brazil), VIVAZONE (United States of America))
- 7. Participated in 2007 Seoul Character Fair
- 9. Participated in Gwangju ACE Fair 2007
- 10. Have a section in the Daumjeju website (Mongni, Sojung)
- 10. Participated in London Branding Licensing show 2007
- Agreement on M.O.U with Splash! Consumer Products Ltd (England)
- 11. Participated in Taiwan Business meeting
- 12. Agreement with Global Holdings Thailand
- 12. Agreement with Splash! Consumer Products Ltd (England)

- 2006 5. Regional Cultural contents Digital contents
- 7. Jeju woman diver's Theme character 'Sojung' development
- 7. Participated in 2006 Seoul Character Fair
- 9. Planning for Animation 'Yoo Jung'
- 11. Participated in Hong Kong Licensing show 2006
- 11. Agreement on M.O.U with CDEA(China Digital Entertainment Alliance)Co.,Ltd.
- 11. Agreement on M.O.U with Bubble Mon Licensing Co.,Ltd, Hong Kong

- 2005 7. Participated in Regional Innovation System (Character and Souvenir)
- 7. Jeju woman diver's Theme character 'Mongni' development
- 7. Participated in 2005 Seoul Character Fair



Carry a "Find the hidden picture" in the ILOVECHARACTER Magazine.

04. 2009 ~ Now. 2011



PROMOTION

©ARTPQ



06. 2010



07. 2010



08. 2010



09. 2010



10. 2010



11. 2010

Mognni KidsCafe 15. 12. 2010 OPEN



Main Image



Christmas event in Kidscafe



Inside photo





PARTNERS

PARTNERS



KOMPATIBEL AS (Norway)



Creative Licensing (Brazil)



VIVAZONE (USA)



Global Holdings (Tai land)



Guang Zhou (China)



Guangzhou (China)



MOFFY (HK)



MOFFY (HK)



Luiz Angelotti (Brazil)



Hanguk Sharp (Korea)



Long Win Information (HK)



Long Win Information (HK)

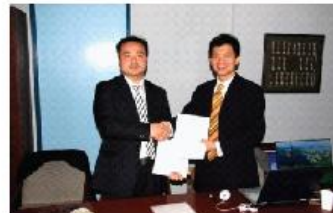
PARTNERS



Splash! (UK)



CDEA(HongKong)



Hyper Media(HongKong)



Han Vietnam(Vietnam)



Momoi (Korea)



Amco Planet (Korea)



Samwoo DM (Korea)



Tlanjin(China)



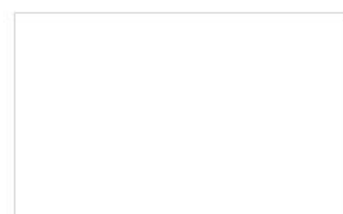
Cty TNHH Kraze Vina(Batnam)



Qiro GmbH



Fte(Usa)



Jeju Morning(Korea)

CHARACTER License



On-Line Marketing



Daum Jeju(Internet Portal)



Miracle Children's Library



Skin Scuba Club



Shinsegae Mall

Domestic Online selling



Buyme



Needle Line



Yes24



Alladin

Domestic Offline shops



Dolharubang Museum



Haenyeo Museum



Kimnyeon Maze Museum



Daemyoung Resort

Sojungi's best friends are the animals that live nearby the village. Gangsengi (puppy), who always follows Sojungi, is Sojungi's closest friend. The animals and the village surrounded by the ocean and mountain are the most precious friends to Sojungi.



©ARTPQ

A baby in
an island
Sojungi



ARTPQ CO.,LTD.



ARTPQ Co., Ltd.
System integration, Character, Animation, Digital contents



ARTPQ Co., Ltd.

System Integration, Character, Animation, Digital contents

Based on accumulated technology and diverse experiences, ARTPQ is focusing its efforts on developing application software and establishing database related to the internet and developing web-related technology in the field of IT. It is also concentrating on professionalism and R&D centering on the development of Jeju culture contents-based contents, multimedia contents, games and online contents, and characters and culture & art products as for the CT field.

All employees including the CEO are immersed in R&D and new product development. As a company specializing in the fields of IT and CT industry, we are concentrating our strengths further in globalization, and the CT industry field that commenced with character and cultural products development was focused on digital contents development that emphasizes the cultural characteristics of Jeju in fostering various cultural contents interconnecting with the contents development industry.

ARTPQ = ART + pq

ARTPQ was coined by conjoining 'ART' with the Chinese character, 門 (door), which resembles English characters, pq. The ultimate purpose of the company's establishment is to become a door of encounter and communication with culture and art through IT.

ARTPQ is armed with thorough professionalism to create new culture information value towards the future, and hopes to compete endlessly in realizing the best of information technology and customer satisfaction amidst the rapidly changing internet environment.

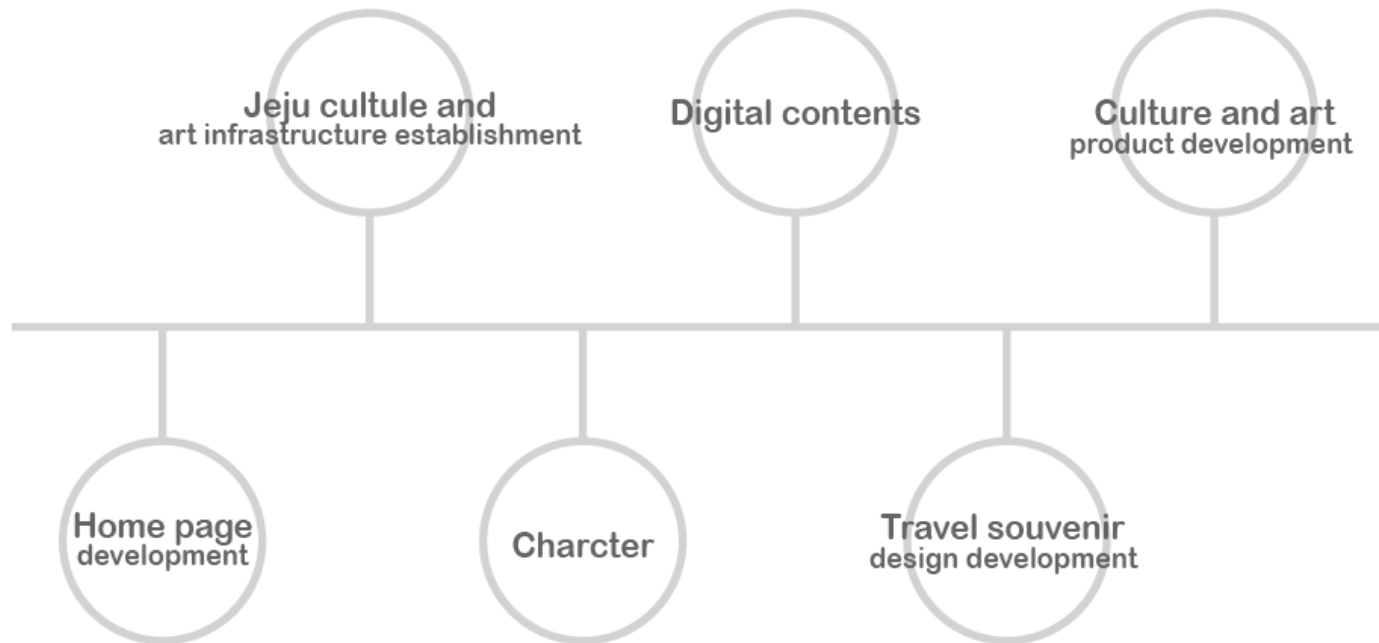
Name of Company : ARTPQ Co., Ltd. / Established : March 16, 2000 / C. E. O : OH, Tae-Heon

Paid-In Capital : 150,000,000 (KRW) / Employees : 26 / URL : www.artpq.com

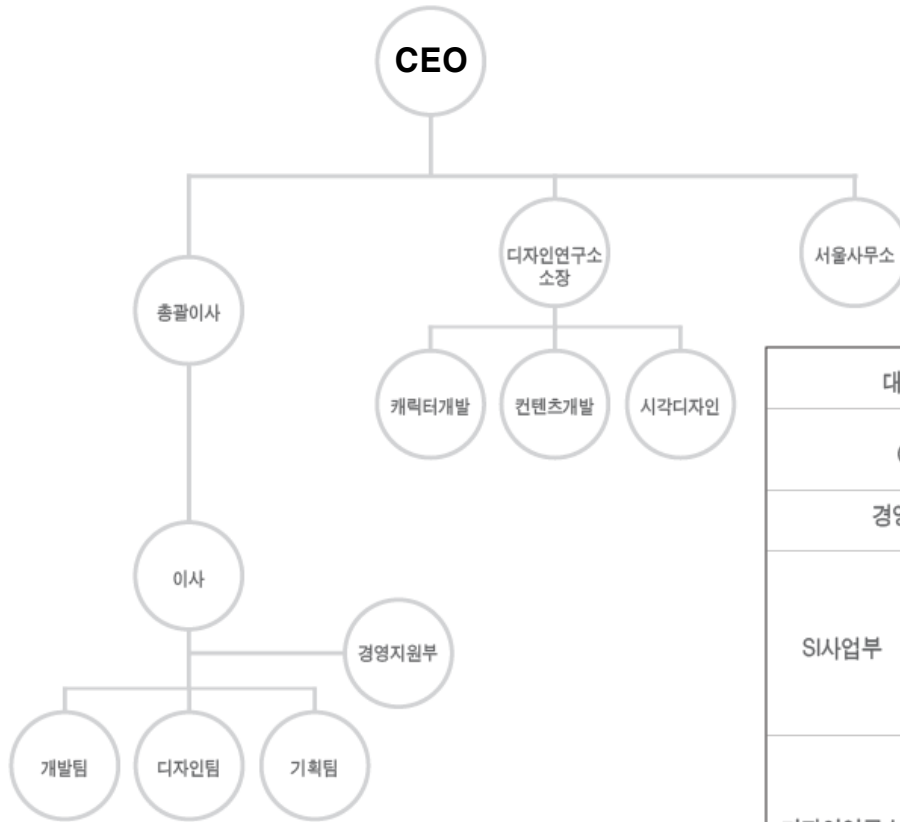
www.mongni.co.kr

www.sojungi.com

BUSINESS

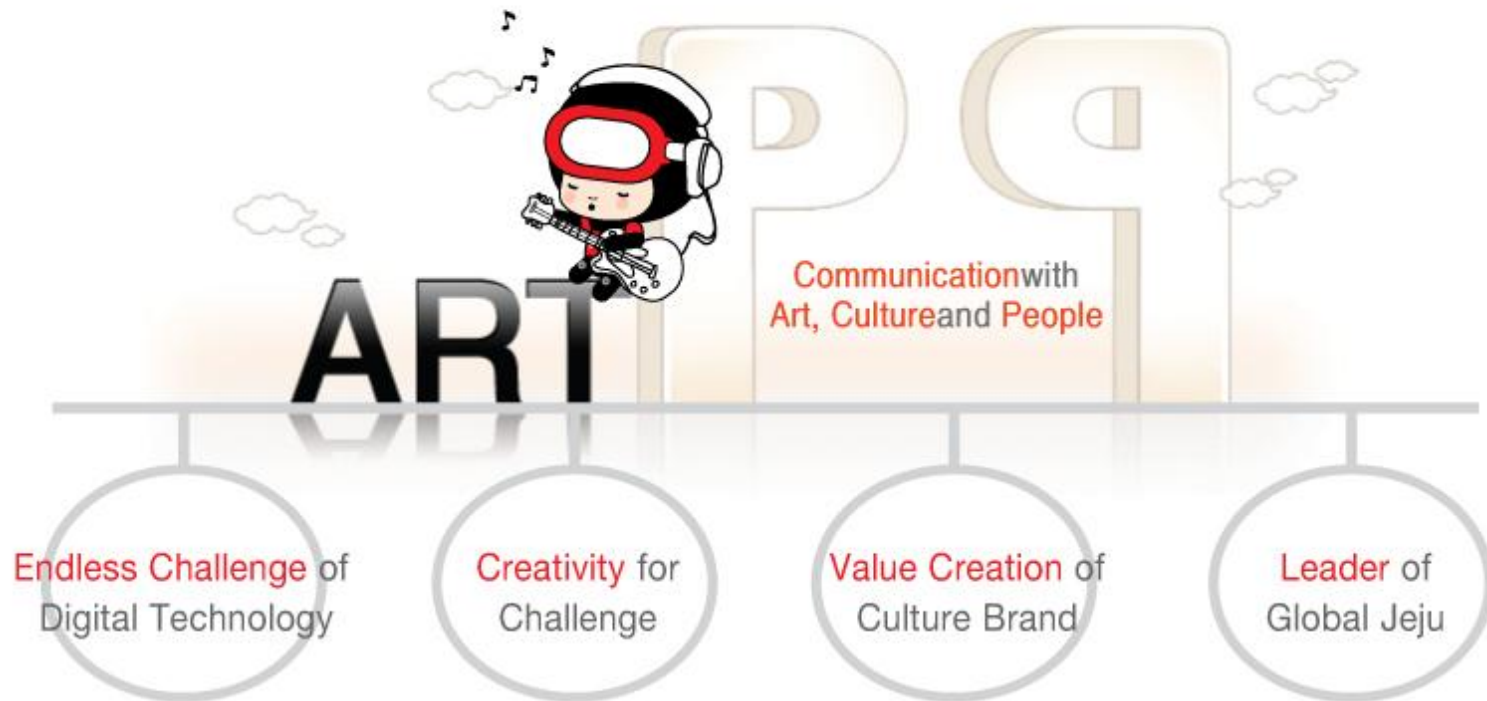


STRUCTURE



대표이사 CEO		회사전반운영
이사		SI사업부운영관리, 회사전반업무기획 SI개발팀전반관리, SI프로젝트관리
경영지원부		총무, 인사, 재정, 프로젝트지원, 교육지원, 외부업무지원
SI사업부	기획팀	웹기획, 사업관리지원, 프로젝트기획, 자사상품기획
	개발팀	SI개발, 일반S/W개발
	디자인팀	웹디자인, 일반디자인업무수행
디자인연구소	캐릭터사업부	캐릭터기획, 개발, 라이선스, 상표유통관리
	컨텐츠사업부	애니메이션, 만화, 디지털콘텐츠
	시각디자인부	BI개발, 편집디자인
서울사무소		국내외 마케팅 및 프로모션

VISION



Vision Communication with Art, Culture and People

Thank you