



east  
VISUALMAKER



 , an illustrated story by East 9

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# EASTNINE

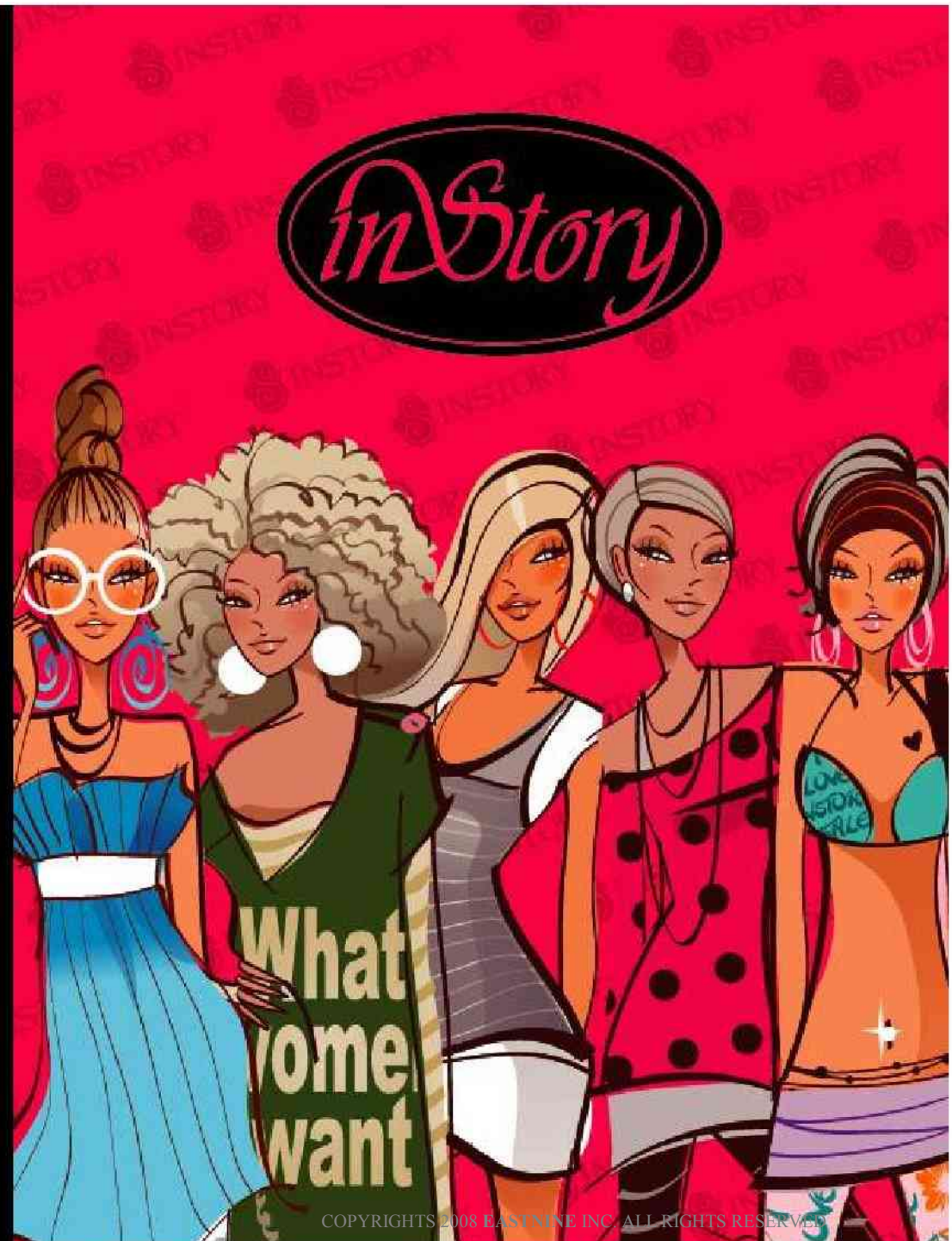
Company Introduction

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Company Name ; East 9 Inc.

Company vision ; To create and provide the high-end visual contents with illustrations

C.E.O ; Dong gu, Cho

Location ; Seoul, Korea

Capital ; 100,000 USD

Website ; <http://eastnine.co.kr> <http://instory.com> <http://zzve.com>

## East 9 Business Areas



### Property Developer & Licensor

- 70 products are available via 12 partners including Watsons, Inc. (HongKong)



### Stock Illustration Provider

- 50+ worldwide distribution channels, including Getty Images, Inc (Seattle, USA ; NYSE; GYI)

→ History



**EASTNINE HISTORY**

|               |      |  |
|---------------|------|--|
| <b>2008 /</b> | Feb  | INSTORY co-branded with Lotteria for QSR chain display (Korea)   |
|               | Jan  | INSTORY partnership with Dream Korea for cell phone case branding  |
| <b>2007 /</b> | Dec  | ZZVE 30 foreign distribution channels got appointed (North America, Europe, Asia)  |
|               | Nov  | INSTORY Taiwan Gift and Stationary show (Taipei, Taiwan)   |
|               |      | ZZVE PACA conference (LV, USA)   |
|               | Sept | ZZVE/Instory partnership InToBe for Cell phone wallpaper   |
|               | Aug  | ZZVE distribution agreement with Getty Images Inc  |
|               | Jul  | INSTORY 2007 Character Fair (Seoul, Korea)   |
|               | Jun  | ZZVE CEPIC conference (Florence, Italy)  |
|               | May  | INSTORY partnership with B.N.A Intimo for Underwear (Korea)  |
| <b>2006 /</b> | Mar  | INSTORY partnership with Zen Hankook for Mugs and Cups (Korea)   |
|               | Jan  | INSTORY partnership with JnE for Bags and Bedclothes (Korea)   |
|               | Sept | Change company name to Eastnine Inc.<br>INSTORY partnership with Watsons Inc. in HongKong for Beauty Products distribution |
|               | Aug  | INSTORY partnership with Character Korea for Watches (Korea)<br>INSTORY partnership with JE Corp for Umbrellas (Korea)     |
| <b>2003 /</b> | Jul  | INSTORY 2006 Character Fair (Seoul, Korea)   |
|               | Mar  | INSTORY launching  |
|               | Jan  | ZZVE 30 local distribution channels got appointed  |
|               | Oct  | ZZVE Open its website at <a href="http://zzve.com">http://zzve.com</a>   |
|               | Jun  | ZZVE Business Started  |



## → Business Areas - INSTORY



INSTORY represents and advocates the spirits and lifestyles of the urban ladies. You are already a trendsetter with INSTORY.

<http://instory.com>

### Available Products in Korea

- QSR china, Lotteria co-branding (Lotteria)
- Cell phone handset cover branding (Dream Korea)
- Cell phone wallpaper (InToBe)
- Underwear (B.N.A Intimo)
- Mugs and Cups (Zen Hankook)
- Bags and Bedclothes (JnE)
- Beauty Products (Watsons)
- Fashion watches (Character Korea )
- Fashion umbrellas (JE Corp)



→ Business Areas – INSTORY co-branding case study



We are delivering the most impressive image for your company. Your ideas are visualized by our top-notch illustrators

**Major Works**

**Poster** – 10th anniversary of Samsung Caribbean Bay  
Samsung Anycall Phone  
LG Telecom

**Newsletter** – KTF  
Woori Securities

**Brochure** – BOURJOIS

**Website** – Posco the #

**Calendar** – KY Corp  
INNOCENT

**Promotional** – POS Data  
Arirang TV  
SK OK Mark  
Hi Harriet shopping mall  
Daum Communication

**Packages** – DongSuh Post  
Orion EggMong Puzzle

**and more**



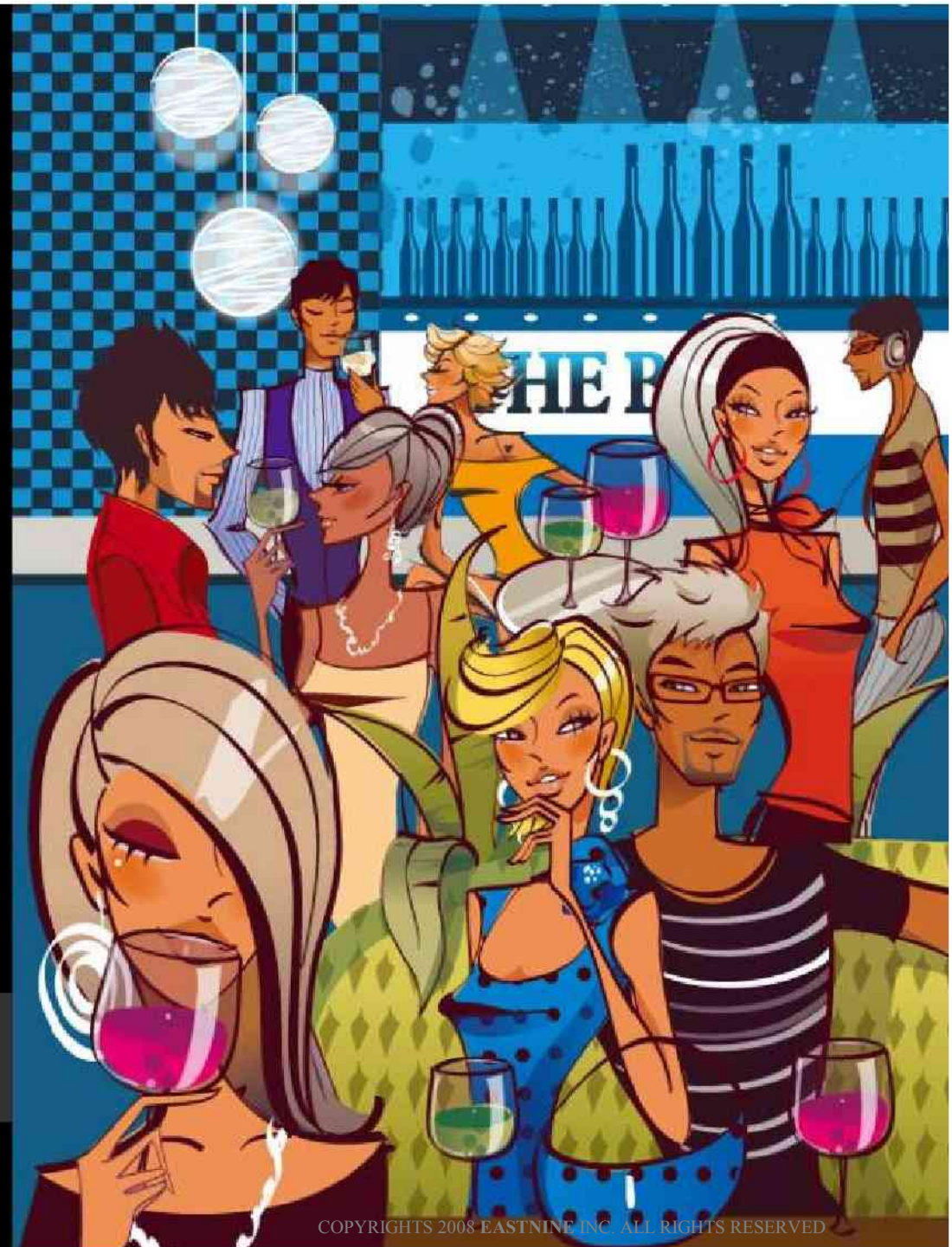
# INSTORY INDEX

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2007 캐릭터페어 INSTORY BOOTH





## → Background



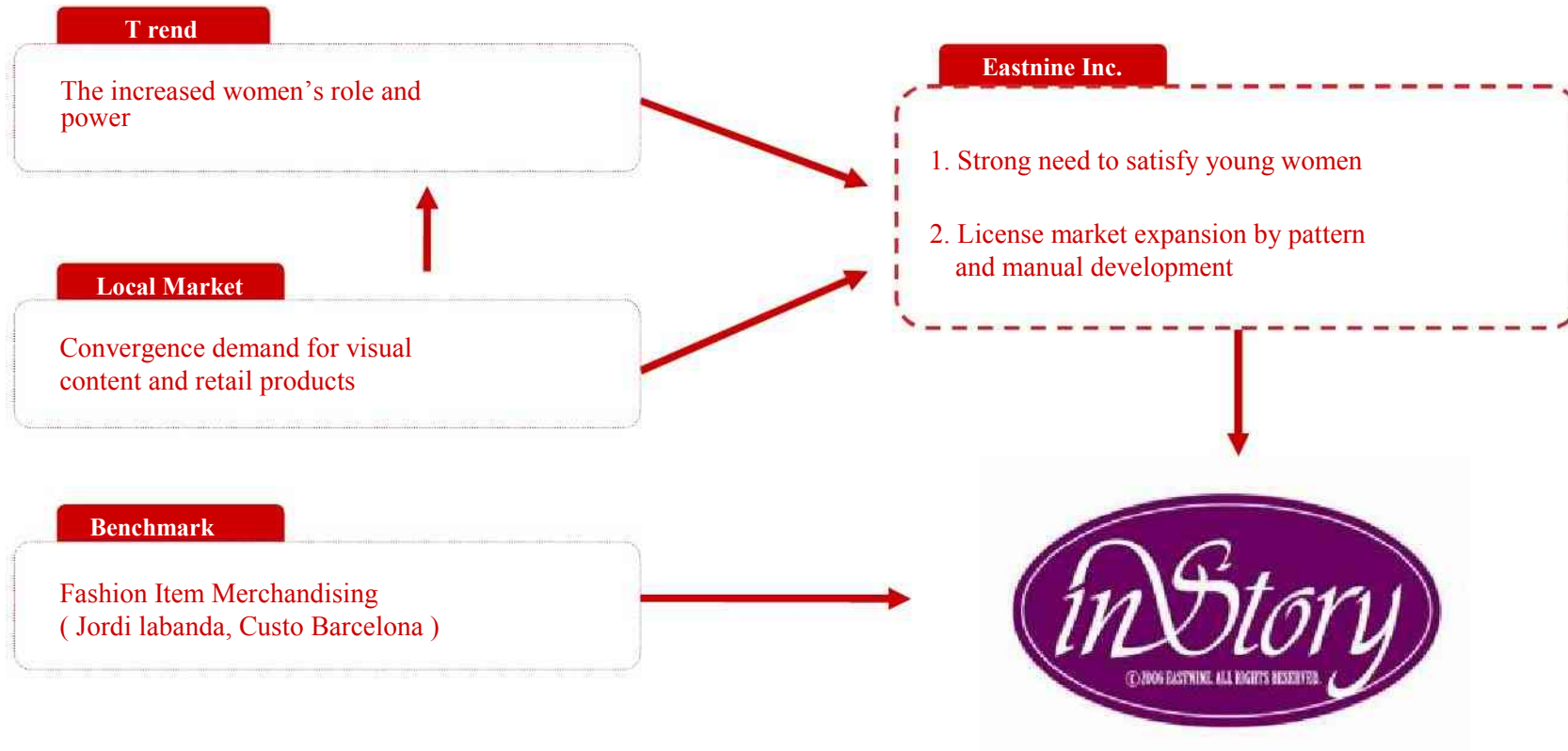
INSTORY, the name of stylish character brand, comes from Illust & Story and it is to deliver very special story with very stylish illustration.

Its major target is young adult women who are conscious for themselves by showing their ideas and lifestyles.

INSTORY focused on representing them with very sensitive touches.



## → Background



→ Snapshot



Brand name : INSTORY



Concept

The classy life of you, fabulous urban females

Feature

Representing up-to-date trend with free lines and vivid colors  
City-spirited ladies in 20's and 30's

Target:

## STRATEGY

INSTORY ; Always be ahead of the mainstream trend

INSTORY ; Look for different and fascinating style



Sensitive touches

## Strong Impression !



Eastnine is one of the leaders in visual contents. Created by its expertise, INSTORY is based on **the most efficient pattern and color system** and in-depth variation system.

This is Eastnine's own and specified know-how to deliver **strong impression with very sensitive touches.**

## INSTORY Manual Book

INSTORY provides you systemized Manual Book from Basic, Application to Product design artworks.

You could get consistent Visual Identity as well as have flawless work process.

[WWW.INSTORY.COM](http://WWW.INSTORY.COM)



→ Manual Book





INSTORY \_ Fashion Style



INSTORY \_ Panorama





INSTORY \_ Panorama

→ Portfolio \_ Products



**ZEN HANKOOK** China set



→ Portfolio \_ Products



BNA Intimo Underwear



→ Portfolio \_ Products



JNE Bedclothes



→ Portfolio \_ Products



JNE Bag



→ Portfolio \_ Products



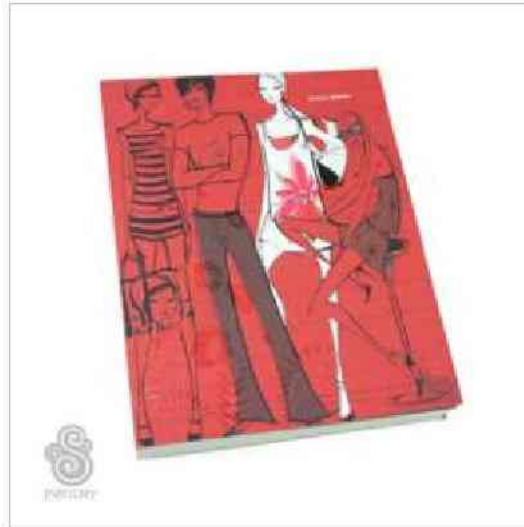
JNE Bag



→ Portfolio \_ Products



**INSTORY** Diary



→ Portfolio \_ Products



Watsons currently distributing Products





→ Portfolio \_ Products



Mobile contents Images



→ Quick service restaurant      Lotteria – Instory co-branding



Lotte Group's QSR chains, Lotteria in Korea co-branded of Instory images to decorate the entire Lotteria restaurant interior in Korea, Japan, Vietnam to raise sophisticated, luxury, and smart eating atmosphere to target tween.

Currently 30 chains have been convert in Korea and still working on interior converting project.

Recently one of daily newspaper reported that tween kids chose Lotteria chains for the most dynamic atmosphere family restaurant.

→ 2008 Seoul character fair – Instory presentation



→ 2008 Seoul character fair – Instory presentation





Thank you

Licensing information

Flora Kim

Tel ;+82 2 517 2066

Fax ;+82 2 517 2067

E-mail ; flora2theworld@gmail.com

Website ; <http://www.instory.com>

