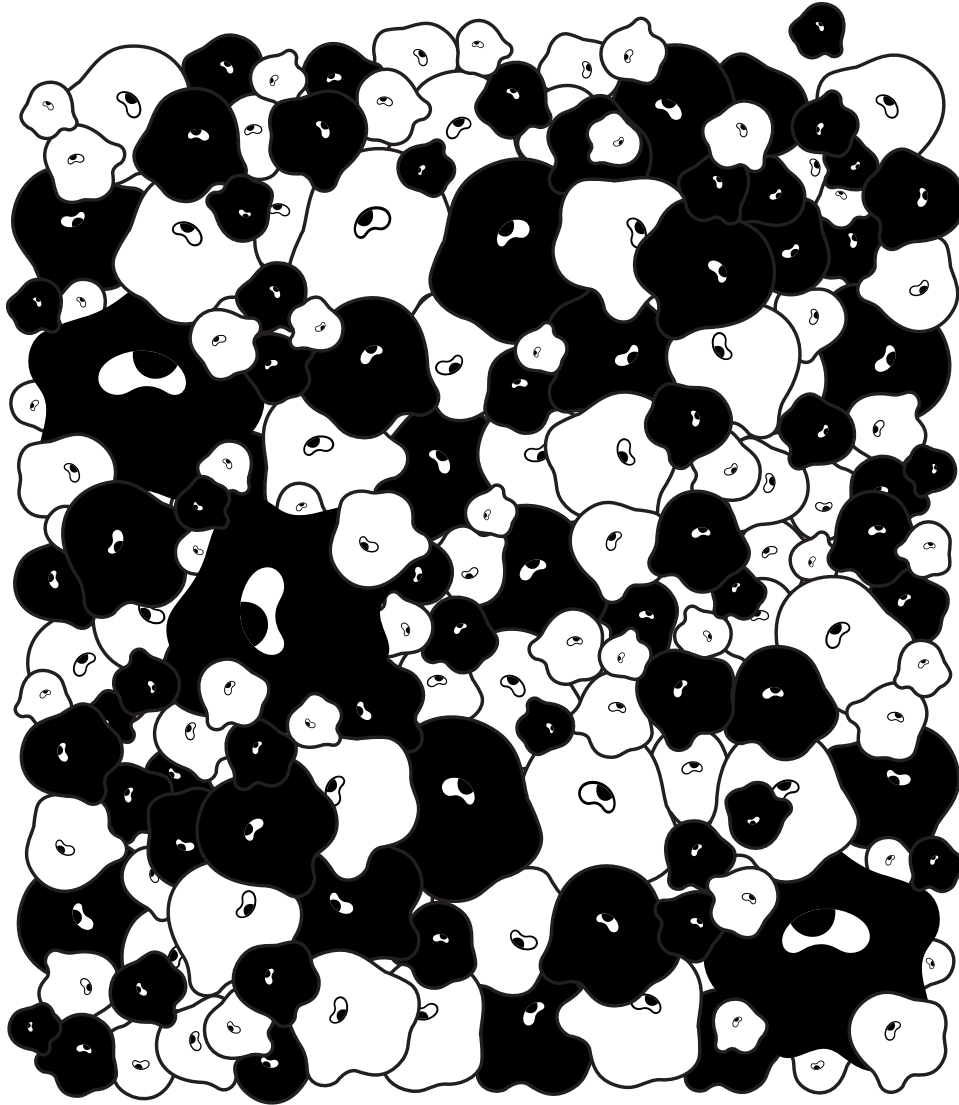




amoo

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Character mannual

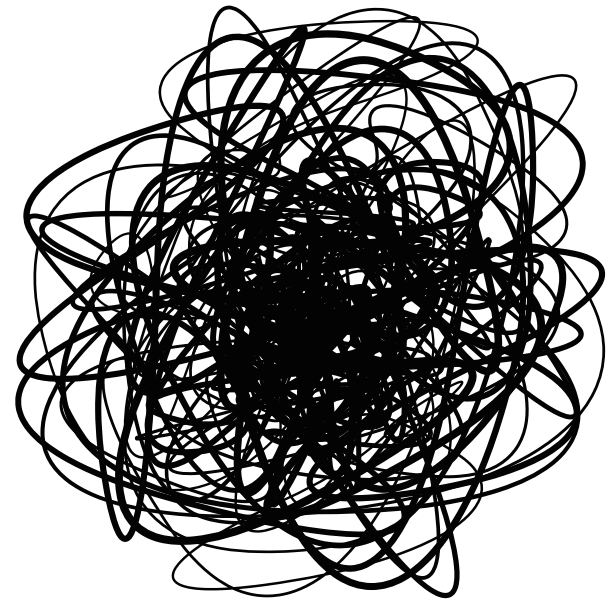
- Amoo's Profile
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Products with Storytelling

Portfolio

About us

**Nothing  
but can be  
anything,  
Amoo.**

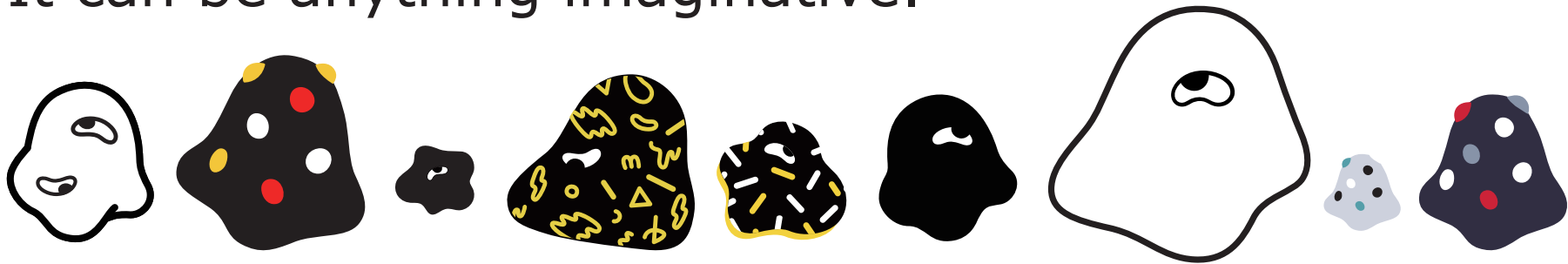


# Anything can be Amoo, the world is full of Amoo

Amoo without any form.

It can be anything in the world,

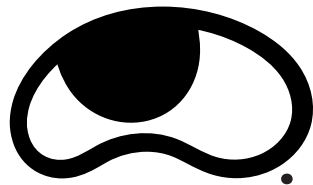
It can be anything imaginative.



As the name `Amoo(any, no in Korean)' implies, it varies in shape and color.

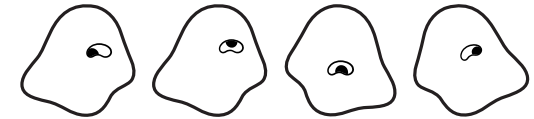
The biggest feature is that there is no fixed form but the design of informal form is rather unique and kitschy.

# Amoo's profile

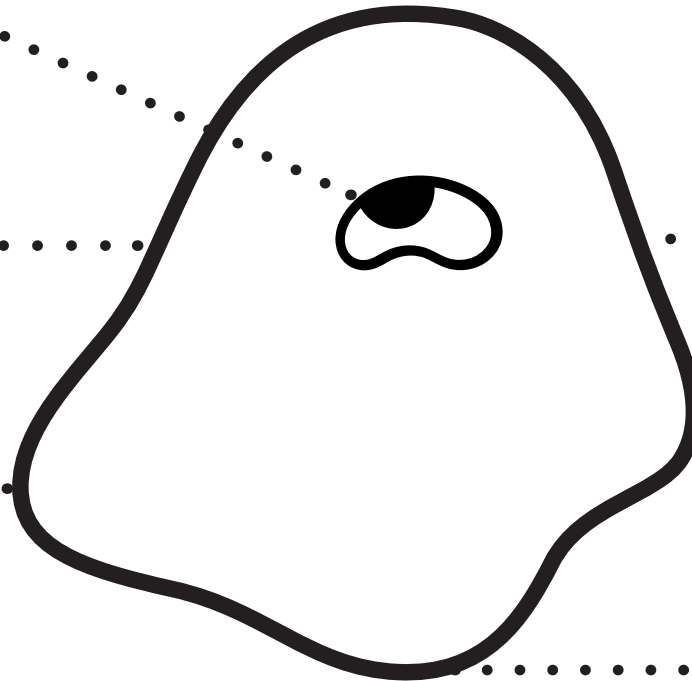


## Amoo's eye

The curved rounded eye is the only look of Amoo.  
The number of eyes is also unspecified.  
The wicked yet lovely eye is characteristic of Amoo.



**Body size**  
As you wish



## Specialty

Appear briefly and then vanish.  
We can meet Amoo anywhere  
in our daily life, anywhere.

## Big trouble

Everyone sees Amoo.  
But nobody cares about Amoo.

## Species

Somewhat naughty,  
wicked and sexy eyes,  
but perfect impassivity

## Favorite word

The world is full of Amoo.

# Main Targets

Late 10's~mid 20's, kidults,  
people who are design-minded



Amoo...

# Story Guide

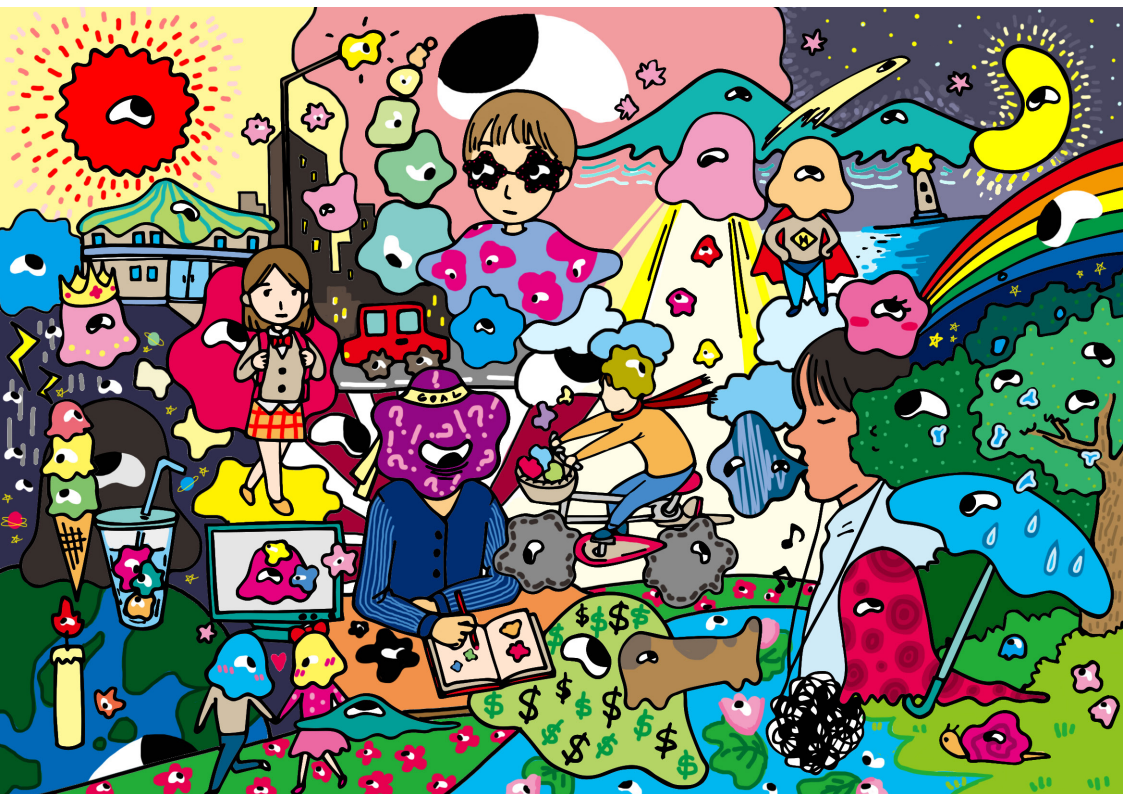
A witty story based on an episode you  
might have experienced for once  
and Amoo that exists at any moment but  
no one knows.

Amoo is with us in various ways, even in  
the socks that we wear today, the shirts  
with stain, and the moment we walk  
down the street.

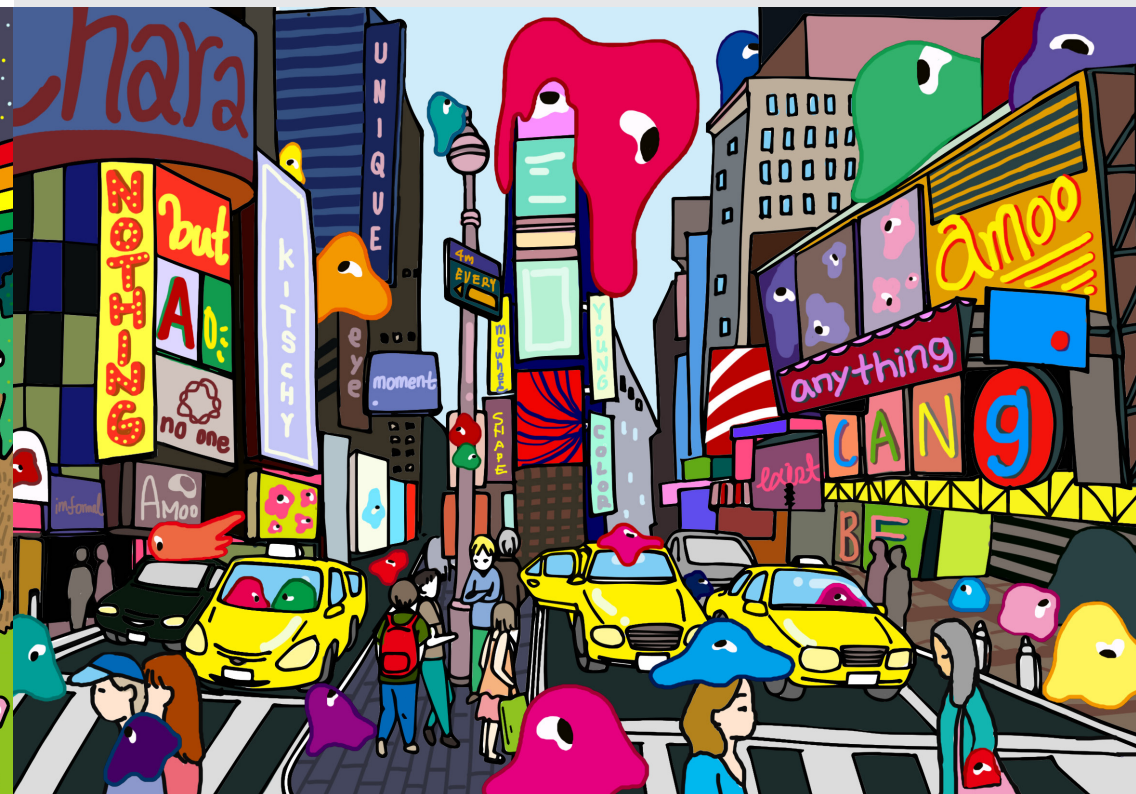


Amoo





Nobody knows, but it exists at any moment.  
It does not matter, but it exists everywhere.



**Maybe** Amoo is our imagination or illusion.  
No matter how you think, no one knows about Amoo.

## Design Goods

It is published in various ways through an episode based on everyday stories, character illustration artwork, and short-movie contents.

We sell character design products such as plush toys, pattern cushions, figures, and usb on the official homepage, and we are constantly developing design products that include stories of Amoo, such as "man-to-man tee for everyone" and "useless socks".

Amoo's unique concept has a differentiated competitiveness from that of existing characters, and it is gradually expanding from figures and design products to content that incorporates IT technology and mobile games.





## 2017

Tokyo International Gift Show 2017 is scheduled to participate (2017.9.6~9.8 / Tokyo Big Sight)

Licensing Japan 2017 is scheduled to participate (2017.6.28~6.30 8 / Tokyo Big Sight)

'THE EXHIBITION' invitation exhibition and pop-up store opening (2017.3.30~2017.4.28 / Seoul Dongdaemun Design Plaza (DDP Designer Gallery Shop))

PPL on TV Series: My Father Is Strange (KBS2 / 2017.3.~ )

## 2016

Participated in Seoul Design Festival 2016 (2016.12.07~2016.12.11 / COEX)

PPL on TV Series: Cheese In The Trap (tvN / 2016.1~3)

## 2015

Amoo official website opened (amoo.co.kr)

Amoo official SNS opened (Instagram.com/amoohome, facebook.com /amoo), Started serialized contents

Amoo launch

# Gabia

Gabia provides infrastructure and solution for IT business. Gabia offers various services including domain, hosting, and server to aid businesses, also providing business solution and website solution.

Launched in 1998, Gabia achieved recognition listing on KOSDAQ in 2005 for the first time ever in the industry and currently holds its place as the number one in the domain, hosting industry. Gabia now provides services to 1 million customers based on 18 years of experience and skills.

Now we are hoping and trying to expand into Asia-Pacific market like China, Japan and South-East Asia like Vietnam, Indonesia and Malaysia.

## Character Business

The character 'Amoo', which is a new business project of IT company Gabia, has differentiated competitiveness in the market with its originality. By utilizing the strengths of the IT company, we plan to gradually expand into content that incorporates IT technology.

# The world is full of



Amoo

## Contacts

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