



SPECIAL ONE CO., LTD. INTRODUCTION

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INTRODUCTION



Since 2016, we have been researching and developing 'Key+', a system that allows you to control and drive cars without a car key.

Special One is a manufacturer of convenient cars that begun with a small idea of "how to open a car without a car key," and is developing and producing the world's first digital key 'Key+' that can be immediately used after purchase.

With our vision to provide all non-face-to-face platforms for vehicle-related services and our mission to initiate non-face-to-face connected Key+ with vehicle-connected services, we are striving on developing research to enable non-face-to-face vehicle sharing systems and shared community platforms through Key+.



Introduction HISTORY

- 2023
- 01

Hannam University MOU technology agreement
1 “Car Sharing System” patent application
- 03

1 patent registration for “car sharing service device”
- 07

Certified as an excellent company in technology evaluation by NICE Evaluation Information Co., Ltd.
- 12

Awarded the Changjin Director Award at the Startup Contest
1 “vehicle service device” patent registration

- 2022
- 03

Selected as Korea Technology Ben Foundation Leap Package
- 05

1 utility model registration for “vehicle control device”
- 10

HL Holdings contract completed [5,000 units per month / over 30,000 units per year]
- 12

BMW MINI contract[Kakao Parts Co., Ltd. installs keypad when shipping new car]
Renault Korea Motors is discussing delivery of new vehicles

- 2021
- 04

Non-face-to-face Smart City Association
- 10

1 patent registered for “vehicle service device using virtual keys”
- 12

Minister of Science and ICT Award (Mobile Technology Grand Prize)
Small and Medium Business Corporation Chairman’s Award (Best Medium-term Product Award)

- 2020
- Digital car key keyple launched
- 03

1 patent application for “car sharing service device”, 1 patent application for “vehicle control device PCT”
- 05

“Kiple” Wadiz funding (15 days) Achieved approximately 130 million won (13000%)
- 07

1 patent registration for “vehicle control device”
- 09

1 patent registration for “vehicle control device”
- 10

World Invention Competition 1st Place Grand Prix Award (Korean Intellectual Property Office)

- 2019
- 02

Youth Entrepreneurship Academy additional course selection 9th class (excellent)
- 09

KCL Korea Testing Laboratory Software Certification
- 11

KC certification completed (R-C-Iso-Keyplus)
Selected as a stepping stone for the 2020 Startup Growth Technology Development Project
- 12

Selected as an excellent ICT convergence company
KCL Korea Testing & Research Institute hardware certification

- 2018
- Digital car key keyple HW, SW development completed and certification completed
- 04

Selected as Daejeon Techno Park brand expansion company
- 06

Selected for marketing support project by Daejeon Information and Culture Industry Promotion Agency
- 07

“Vehicle Control System” patent registration
- 09

Selected as SW convergence cluster project
- 11

Commendation from the Commissioner of Daejeon and Chungnam Venture Business Administration
Received the Minister of Science and ICT Award (Korean Intellectual Property Office)

- 2017
- 01

Establishment of Special One Co., Ltd.
- 02

Selected as a support company for the Youth Entrepreneurship Academy
- 09

“Smart vehicles using user terminals 1 utility model registration for “Control System”



Introduction BUSINESS AREA

FOCUS H&S

Video control, access control, parking control, mobility

- jasa chalyang-gong-yu gisul doib MOU - AI anmyeon-insig gisul jehyu36 / 5,000
- MOU to introduce our own car sharing technology
- AI facial recognition technology partnership



Implementation of technology development

- Industrial robot/service robot/communication device manufacturer
- Software development / technical services, etc.



Development

- More than 10 years of software development
- Development of corporate systems such as KT, ETRI, TR-069, etc.

Dr. Changwon Son Patent application to the Korean Intellectual Property Office, system development

- 1984-1988 Univ. Arizona, Arizona USA (Ph.D. in Computer Engineering)
- 1994-2000 Electronics and Communication Research Institute (Researcher)

Through Digital key KEY+

Non-face-to-face vehicle sharing service

We currently provide smartphone-based digital key services, which is a key technology in the era of car sharing.

Ultimately, the goal of SPECIALONE is to provide a non-face-to-face vehicle service platform that allows people to wash their car and repair their car from their seat by using the digital key 'Key+'.



Product introduction



The key to the car that went into the smartphone, 'Key+'

Special One's Digital Key 'Key+' uses the world's first patented technology to assemble and install on its own in just three minutes.

From purchase to installation, everything is non-face-to-face, saving money and time, plus auto doors, car sharing and multi-car management.



Introduction Video

Problems with Previous Method

Previous method



Vehicle disassembly and wiring are required, expert installation are required for approximately 2 hours
→ cause of vehicle damage, vehicle A/S difficult




Productization using



Product introduction **FUNCTION**

Easy installation

STEP1



Plug PCB in SmartKey into product

STEP2



APP installation and product registration

STEP3



Place in car

Using the world's first Pogopin, Bluetooth
An average person can install within 3 minutes

Autodoor



The car welcomes me
First and Opens automatically



Recognize me through my smart phone
Starting without a key




without forgetting to closing the door
Automatically close

Opens automatically when you are near
KEY+'s autodoor

Car sharing



Sharing a family car



Sharing a company public vehicle



Car maintenance, Valet parking

As if when you send messages
Sends and receives car keys





Multiple vehicle management



Integrated management of difficult-to-manage car keys
With one, KEY+

Product introduction

Comparison with products of other companies

Category	Digip*rts	Easy Tele*atics	Acha*i	KEY+
Main product				
Purchase cost	About KRW 600,000	About KRW 500,000	About KRW 300,000	160,000 won <div>73%</div>
Monthly surcharge	KRW 5,500	Need unlocked phone	none	none
Installation time	120 minutes	More than 30 minutes	More than 30 minutes	3 minutes <div>97%</div>
Installation method	Requires installation experts			Beginners can
Installation process	Face-to-face			Non-face-to-face

Savings in purchase cost and installation time,
the only product that can be delivered the next day after purchase and
used immediately.



Certification

Certified Patented Technology



Patent registration certificate (2018)



Credit Credit Registration Certificate



Patent registration certificate (2020)



Patent registration certificate (2020)



Patent registration certificate (2021)



Credit Credit Registration Certificate



Patent registration certificate (2023)

Minister's Award & Chairman's Award & Excellent Company



Minister of Science and ICT Award



NICE Evaluation Information Excellent Company



2021 Best Medium-term Product of the Year Award

Stability test certification completed



Operation and vehicle sharing test completed



cold weather test completed

Product introduction

A/S system



Link to the Joint A/S Center for Small and Medium Businesses, Product-related consultation and operation of the A/S call center using the representative number. Facilitate quick consultation and A/S reception Increase consumer confidence in the product and increase customer satisfaction with consultation

Telephone counseling and operation of Kakao Talk official channels through joint A/S center
Rapid consultation and A/S progress through the establishment of a systematic system

Product detail specifications



品명: 키플 / KEY+
KC인증정보: R-C-1so-KeyPlus
출시년월: 2020.01
제조자: (주)스페셜원
제조국: 국산

Product Size

Size	80mm X 70mm X 30mm
Weight	150g

Environment

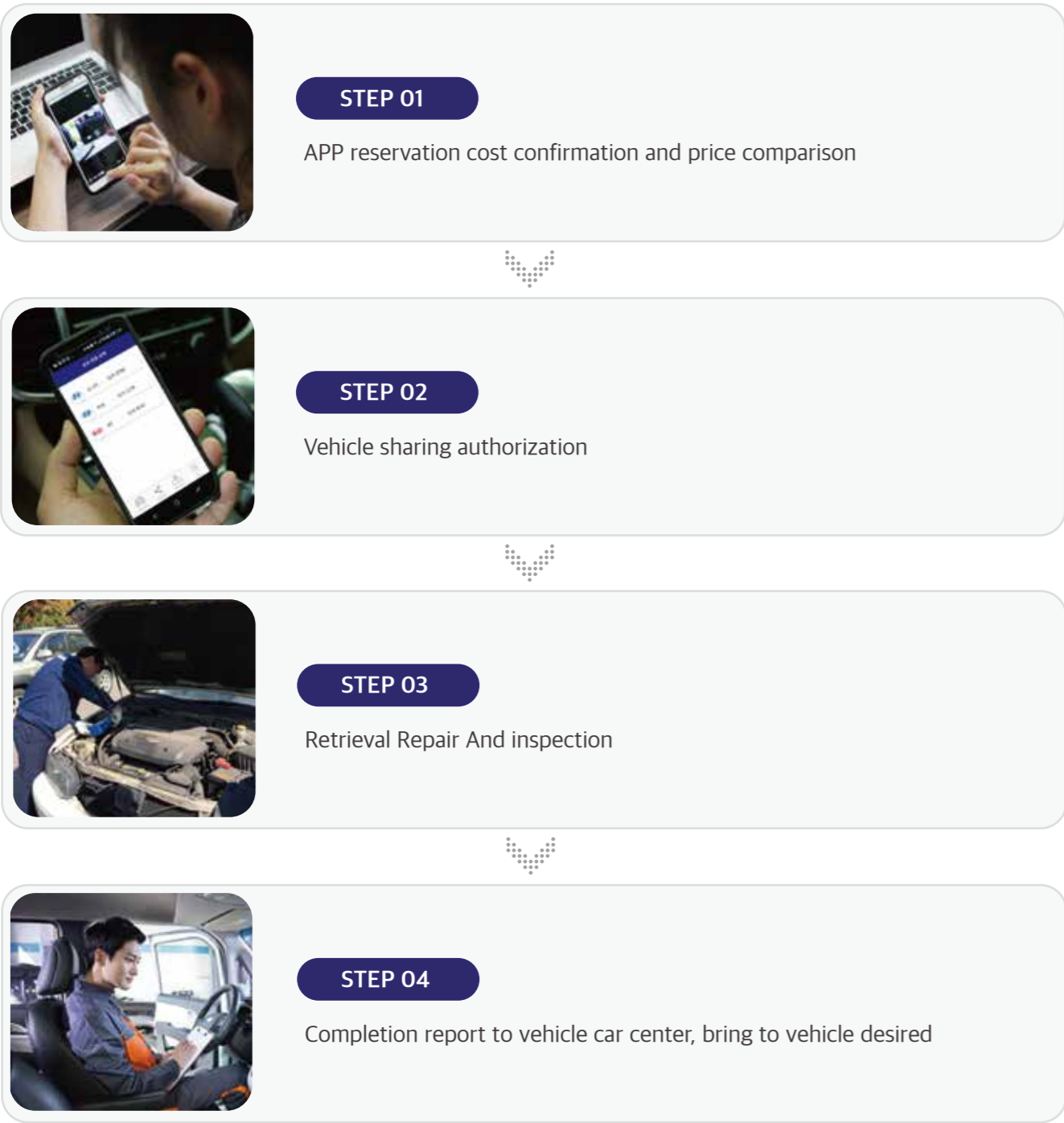
Communication	Bluetooth 5.0, NFC
Color	Black
Power consumption	3.3V
Battery	Li-ion Battery 2900mAh
Warranty Period	One year from the cate of purchase
A/S manager	Special One co.,Ltd

Direction of growth Growth with O2O

As of 2020, the number of registered cars in Korea is now 24 million, with about 1.82 million new markets forming every year, and vehicles are no longer a concept of ownership, but an era of sharing.

Beyond the convenience of not simply carrying a key, we aim for greater growth and sales through the provision of O2O services to share, and easily and quickly wash and repair vehicles with smartphones.

O2O Service



The non-face-to-face vehicle O2O service, which utilizes the Key+ vehicle sharing function, provides convenience to busy modern people.



Travel maintenance



Travel car wash

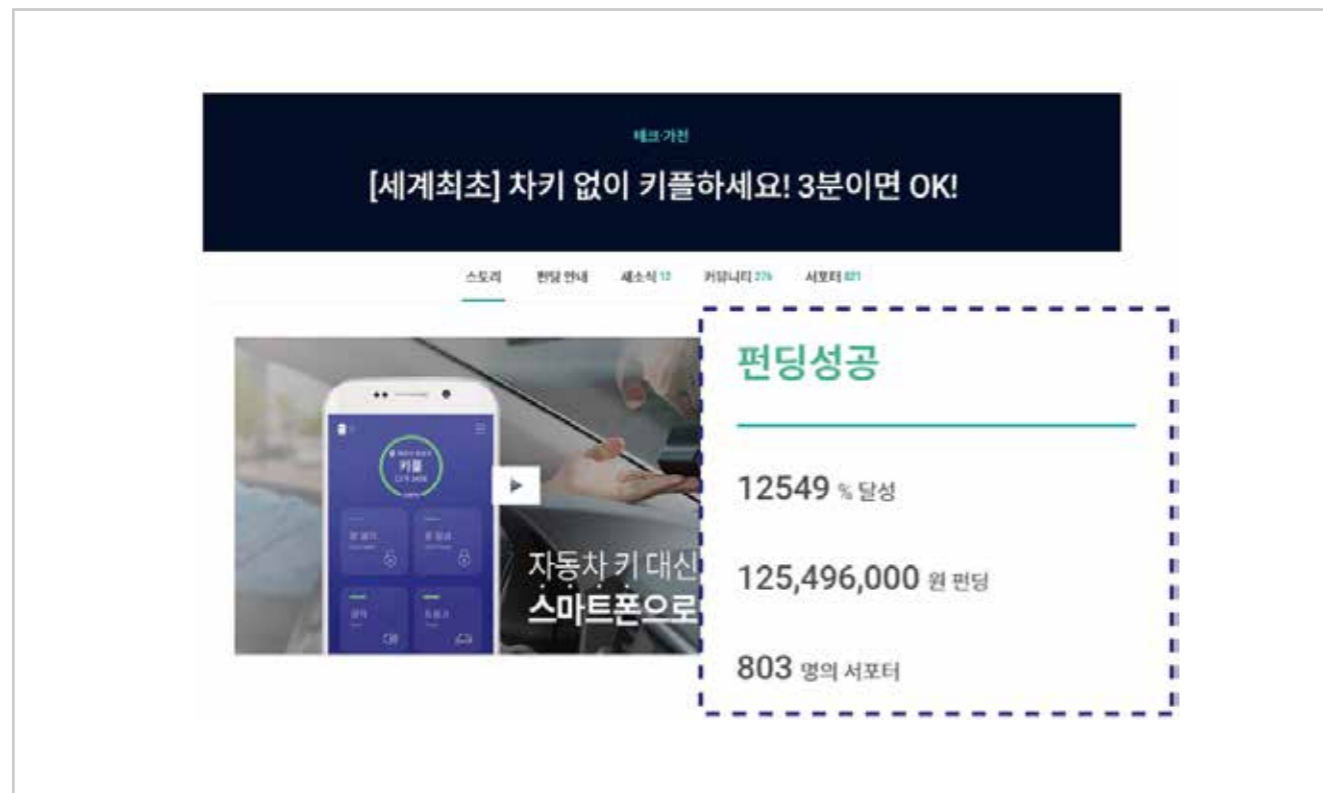
Even during the busy weekdays, okay!
Non-face-to-face business trip maintenance and car washing through vehicle sharing



Expected Effect

Wadiz crowdfunding

Crowdfunding

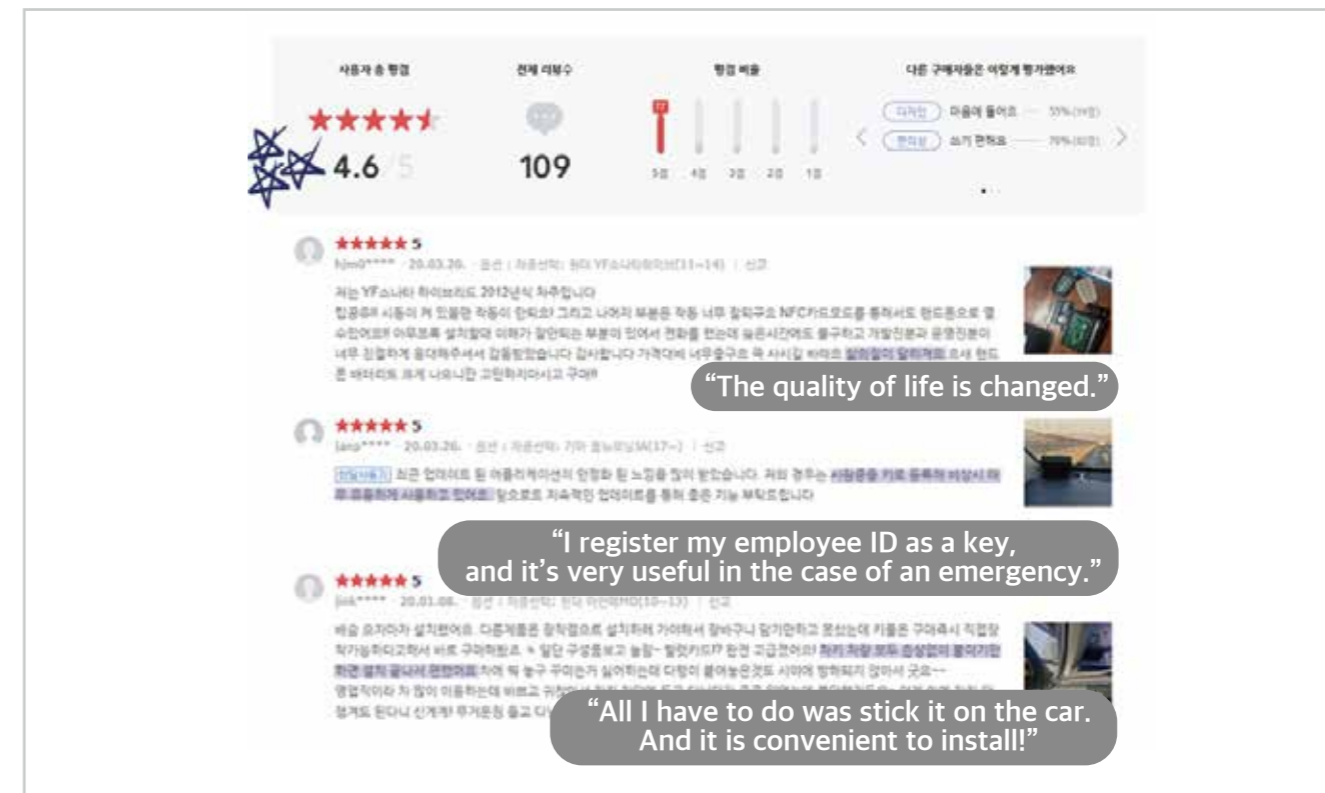


During 15 days of Wadiz Funding
12549% of target amount achieved

We successfully ended Wadiz's 'KEY+' funding with 12549 percent achievement, which lasted from April 30 to May 15, 2020, with the help of 803 supporters."

Naver store review

Naver store sales review



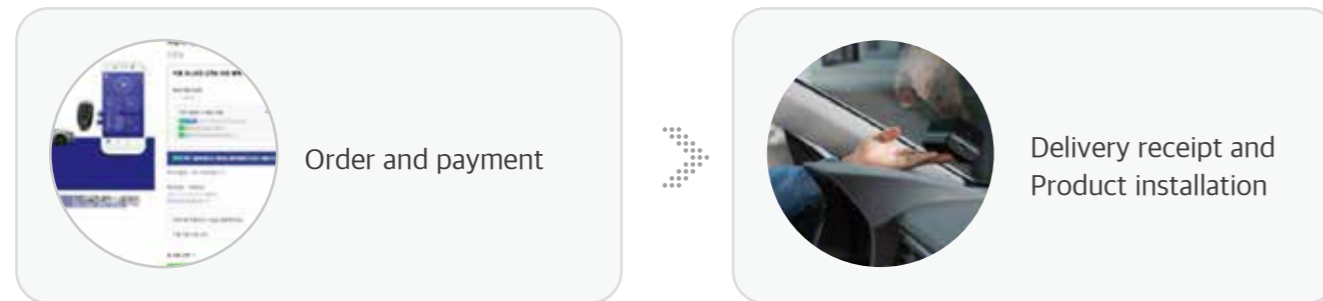
Product that is verified by users
Naver store rating 4.6

We are currently selling products through the Naver Store, and reviews from key+ actual users verify the products.

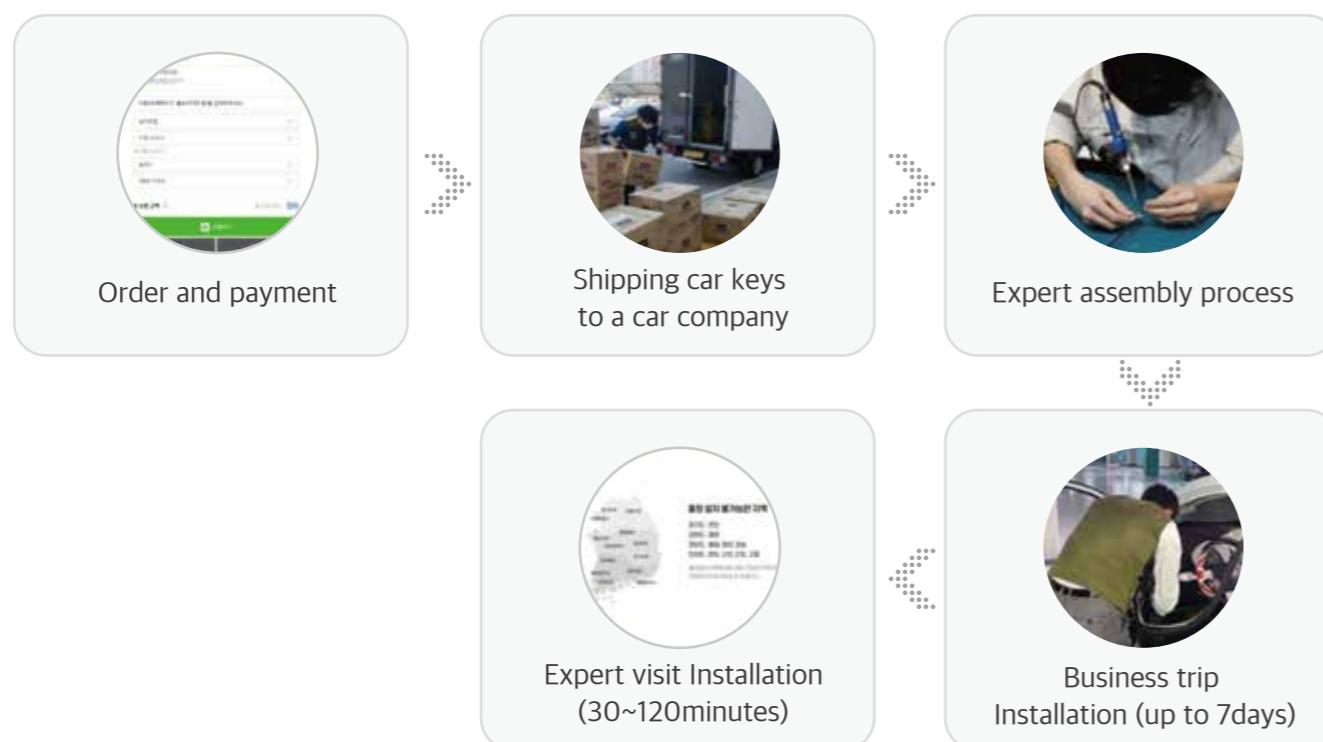
Expected Effect

☞ Increase revenue through differentiated purchasing processes

KEY+ (average 1 ~ 2days)



Third-party products (average a week)



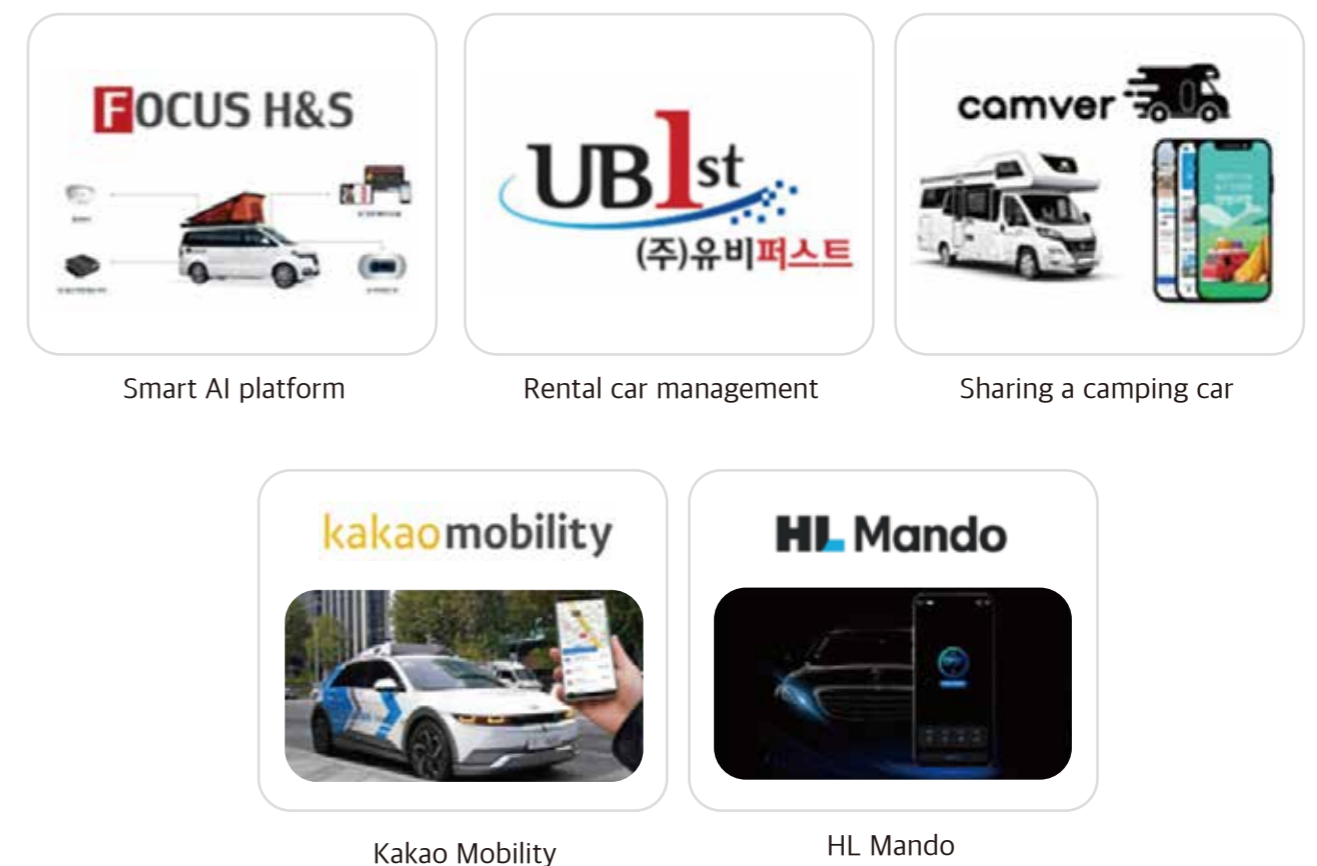
Processes simplified with patented installation methods that do not require an installer.

The only product that has eliminated the complicated process from payment to purchase.

☞ Partners

KEY+ are applied to public vehicles in domestic companies and government offices.

We seek to continuously create new business opportunities in order to expand the adoption of non-face-to-face vehicle sharing.





We want to expand our smartphone-based digital key service, a key technology in the era of car sharing, to provide a non-face-to-face vehicle service platform that allows car washing and vehicle maintenance in a sitting position through a digital key 'Key+' that can control and share vehicles.

We have a fast-growing 'Key+' from SPECIAL ONE, and a new service that wasn't in the market.

Special One Co., Ltd.

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