

znĭe

GOOD SLEEP DETERMINES YOUR DAILY HEALTH.
ALWAYS BE WITH **znĭe**



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Mission statement & Vision

Pushing the limit of Technology.
Be the best company with customer surprise.

According to our missions [The best Quality], [The best Services], [Product developments], Honey IT institute new Quality & Environment management systems. Moreover, all Honey IT's teams are making a great effort to technical innovation. Trends & Technologies are changing faster and faster. Honey IT will do the best to meet customer's needs.

General Information

Company Name	Honey IT Inc
Established	2015. 08. 26
CEO	Byoungkeon Son
Type of Industry	Wellness & Health care Electronics
Address	2 nd fl, 44-17. Samjak-ro 144beon-gil
Website	www.honeyit.co.kr // www.ipuri.co.kr

Business Status

CAR AIR PURIFIER

LINE UP

- INSTALL TYPE
- ARMREST TYPE
- CUP HOLDER TYPE
- PLASMA IONIZER

SLEEP CARE DEVICE

LINE UP

- BASIC SET

OEM / ODM

Major Partners



• Renault Samsung Motors



• Ssangyong Motors



• SG Safety

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Our new Sleep care device is inspired from 'Neurofeedback' Therapy. Without side effects, provide quality sleep pattern and mind and body rest.

Znie is totally differ from ordinary sleep care device such as white noise or meditation devices. It is 'All-new' safety and reliability brainwave syntonization sleep care device.

Stress

#Lifestyle disease

#Anxiety

#Light pollution

#Gloom

Unstable & Fast brainwave

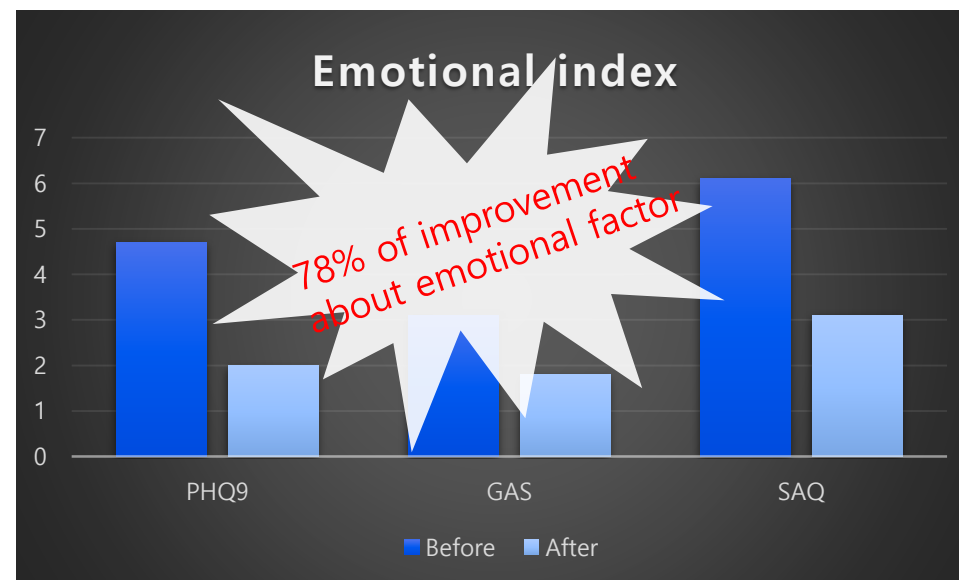
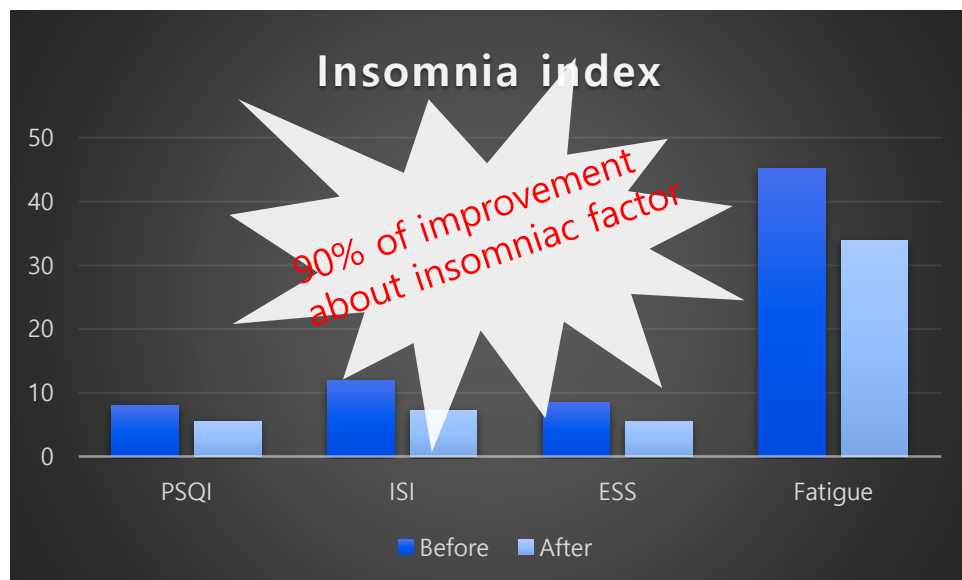
Calm brainwave

- Quality sleep
- Fast asleep
- Mind & body rest
- Biorhythms



Clinical trial result

*Clinical trial: Prove sleep care devise's(Extremely low frequency) effectualness and stability to those who suffer from insomnia



Trial substance – Improve sleep quality, Improve awake, Improve daytime sleepiness, Sleep satisfaction, Improve fatigue, Improve insomnia index, improve glooming factor,



The results of the study improved the overall quality of sleep, and the seriousness of insomnia also are improved statistically.

Especially, the effects of emotional improvement such as depression and anxiety as well as sleep quality improvement.

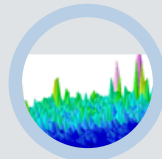
Catholic Kwandong Univ hospital, Professor Hye yoon Kim.

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Znie's extremely Low frequency(ELF) and color therapy will soothe user's high brain waves. Znie is helpful to fall asleep and improvement of sleeping quality.



Extremely Low Frequency



- Sleeping/Morning mode
- Relaxing care
- Color Therapy
- Study(Concentration) care

01

Color Therapy



- Music / Movie/ Video game
- Meditation/ Deep sleep/ Emotions
- Diet
- Customizing

02

Analog nostalgia design



- Analog emotional design
- LED Color control
- LED bright control

03

App

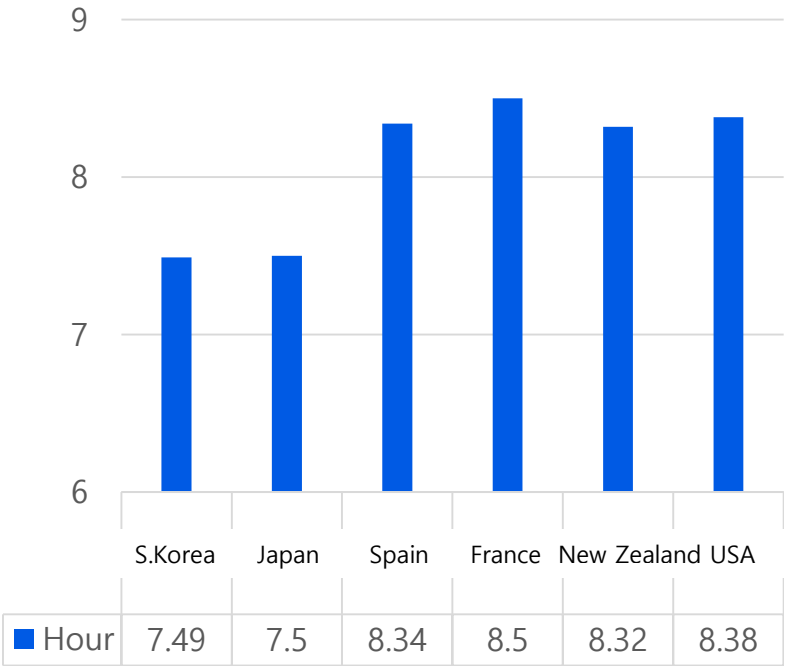


- BlueTooth connect
- znie app for smartphone
- Wake-up call
- Sleep interruption factor recording
- Collect statistics per each mode

04

znie will meets customer's wellness needs as a smart sleep care device.

The most sleepless country among OECD : South Korea



[Reference] Financial times

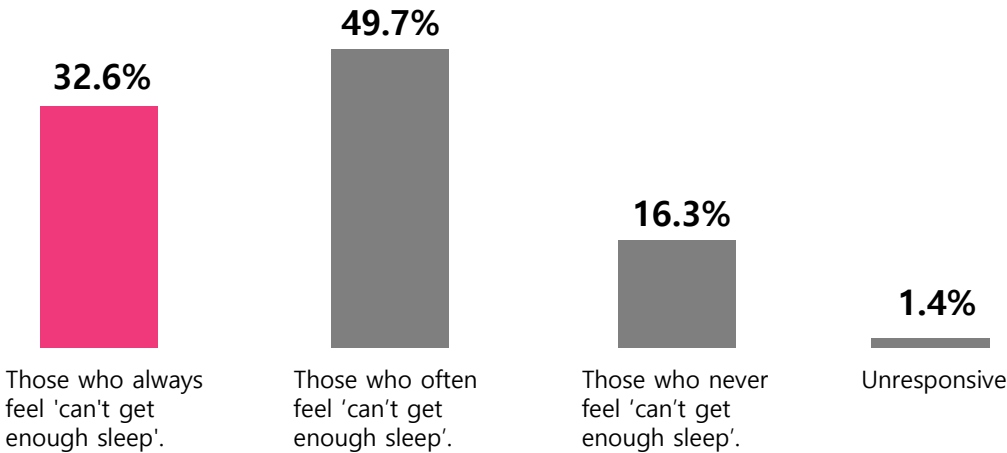
One in three people said, "I always feel like I can't sleep sufficiently."

One in four has sleep disorders almost every day, due to stress and financial problems.

One in two, if it helps sleep well, I'm willing to pay their budget.

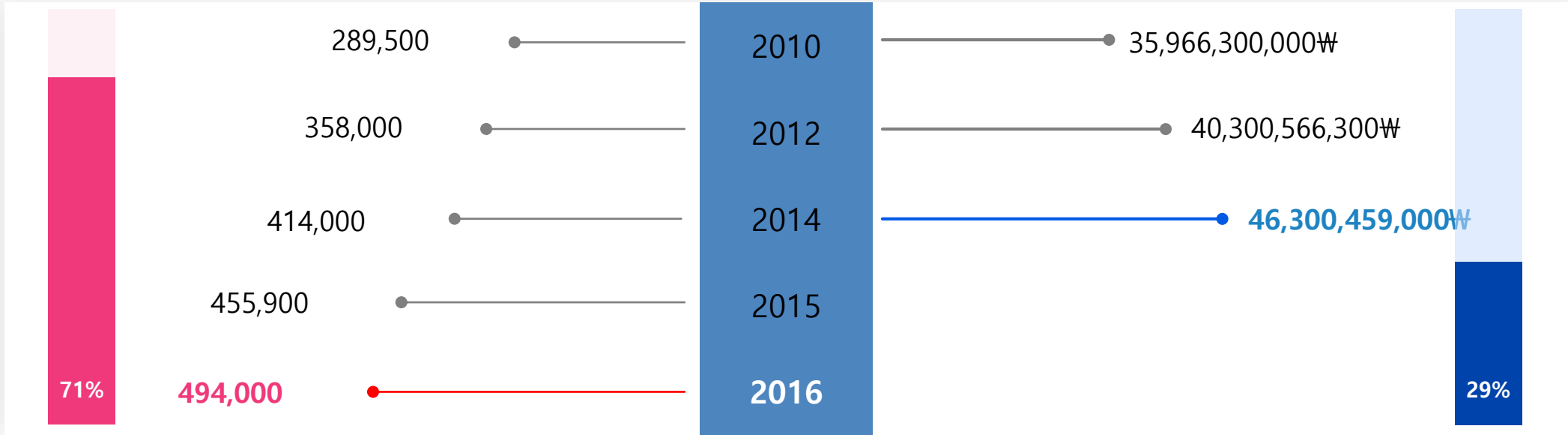
One out of two people would like to purchase it if they can help a good sleep

Average sleep time deficiency



The number of people treated for sleep disorders

The increase in total medical expenses related to sleep disorders.



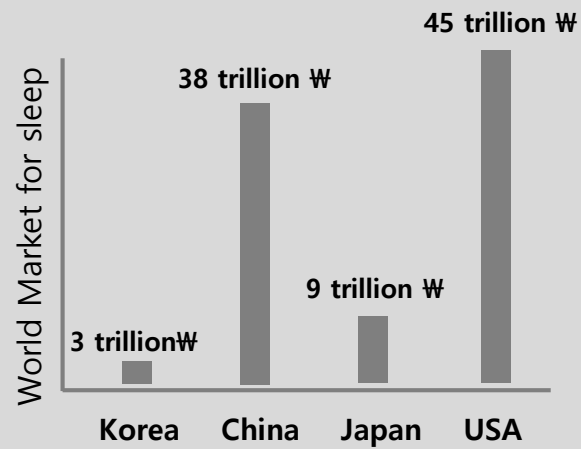
[Reference]
Health Insurance Review & Assessment Service

[Reference] National Health Insurance Service

Last 5 years of 'Korea Sleep Disorder' an average increase of 8.1% **[Reference]** National Health Insurance Service

Market conditions(Domestic/Oversea)

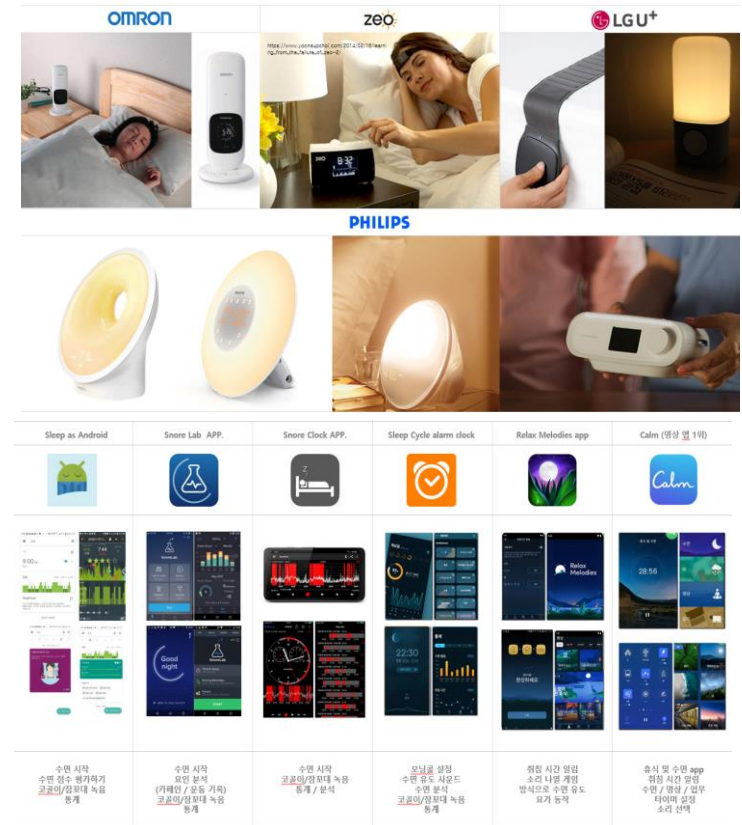
Sleep markets are growing up remarkably
High potential market.



[Reference] IBIS world

3 trillionW Domestic / Oversea 3 country – 92 trillionW market

Customer analysis



Marketing Keyword

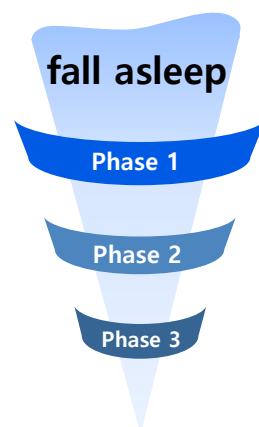
#Simple #Cozy mood #Easy use #Bluetooth control

Technical development 1

Much correlation exist between insomnia and brain waves. When a person is active or has a special mental activity, in other words, the more the brain is activated, the smaller, faster, and irregular high-frequency forms appear. On the other hand, the less the brain is activated, the larger and slower the brain waves appear. Honey IT uses unique antenna matching technology that combines specific frequencies of theta waves that lead to sleep and our own extreme low frequency. This core technology enables user to stabilize and synchronize brain waves through a non-contact method for better falling a sleep quickly .

(Korea Patent No. 10-5469133)

In addition, Zini's Morning has another feature that helps user to have active wake-up in the morning.



Phase of sleep

During sleep, the brains repeat shallow and deep sleep.
During this cycle, memories can be stored to long term memories..

1

- A phase of feel drowsy
- 4~8Hz Theta wave
- Enter 10 sec ~ 40 min of sleep

2

- Second phase is deeper than first phase of sleep. But still have intermittent cognitive faculty.
- 12Hz~14HzSleep spindle
- Go through this phase for 30 ~ 40 min

3

- Slow-wave Sleep
- Maintain lowest heart rate and oxygen consumption levels of the day.
- 1HzDelta wave
- Usually enter this phase about 50 minutes after sleep.

It will help you fall asleep + Good and deep sleep = Maintain immunity for users.

Technical development 2



Color therapy is a way of treating a our body and mind by the LED wavelength and energy of color.

Color therapy provides positive energy for us by chosen color depending on the individual's mood or health condition.

It can provide positive effect from balanced & harmonized body, emotion and feeling.

Although, it's not a treatment through medicine or surgery, an aid to calm our mind, give comfort, and help to overcome insomnia yourself.

Refresh with Znie, improvement efficiency with Znie.

Technical development 3

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Bluetooth 4.0



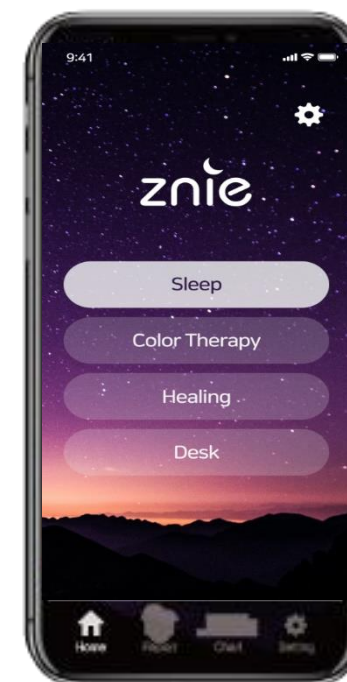
Applications



iOS



Android



znie provides user convenience with znie's application

SLEEP care

Get cozy sleep through sleep frequency
and color therapy.
And have a exuberant day with Znie's
morning care function.



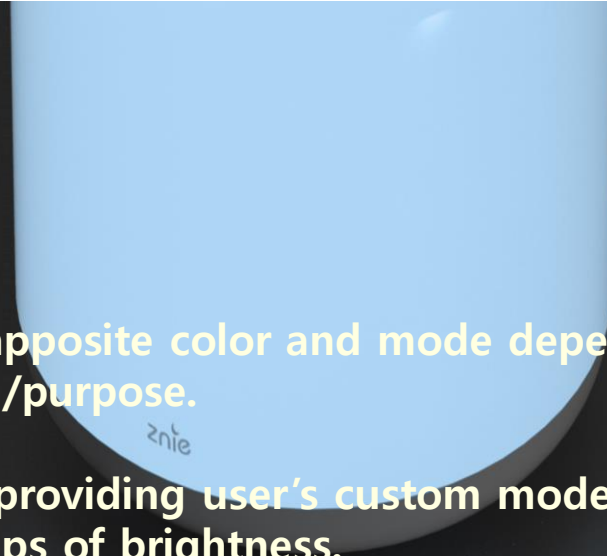
Color Therapy



Provide apposite color and mode depending on user's condition/purpose.

Znie are providing user's custom mode with 1.6 Million colors and 9 steps of brightness.

If use color therapy as a natural light color and brightness, It may help to quality sleep by melatonin control.



Healing & Desk

Relaxing and Desk mode help to enhance best brain condition with optimized colors, brightness and frequency each purpose.

#Provide relaxing and calm on relaxing mode

#Provide much better concentration on desk mode.



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SCENE'S IMAGES



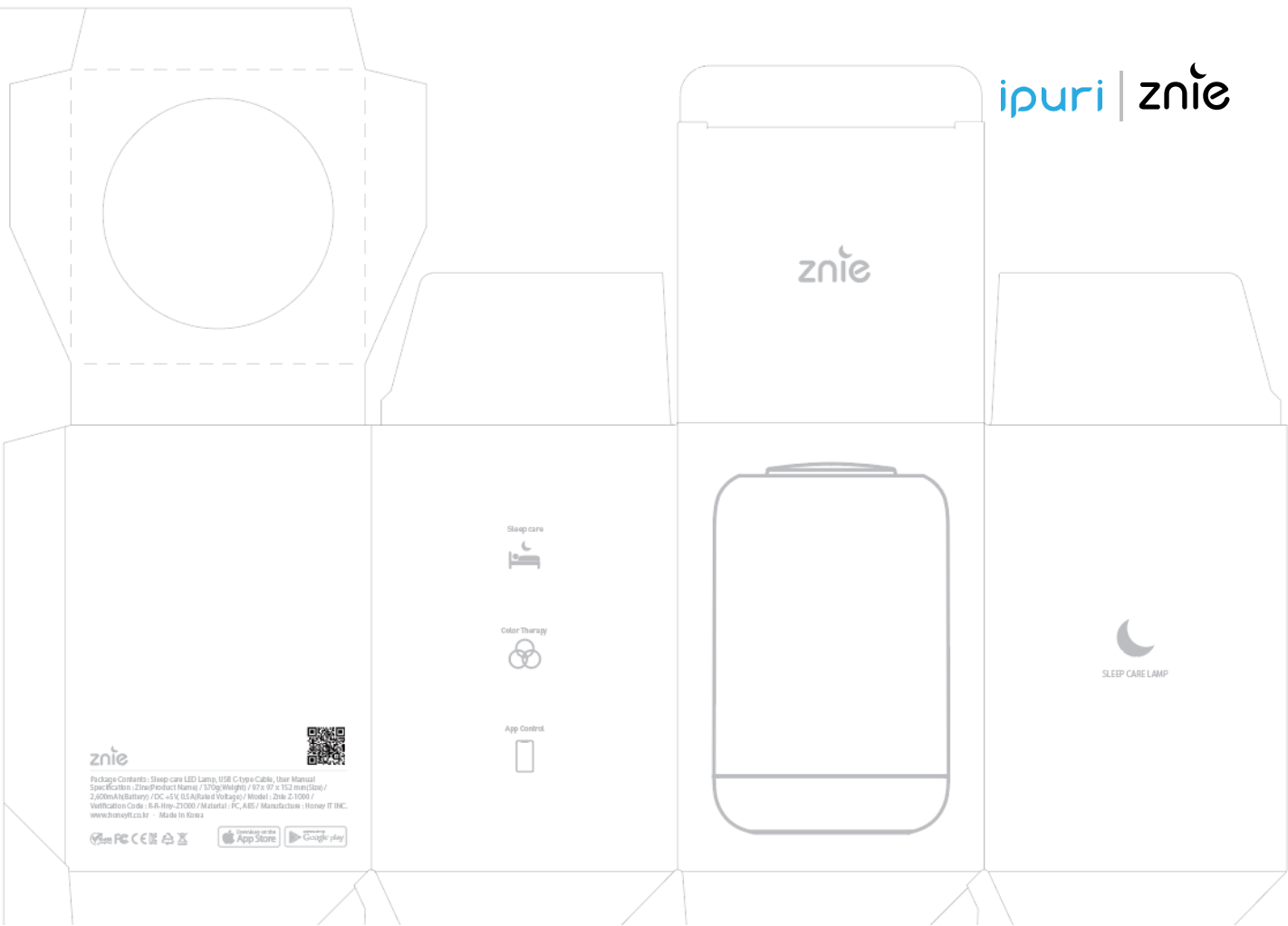
iOS



Android

Image of Giftbox

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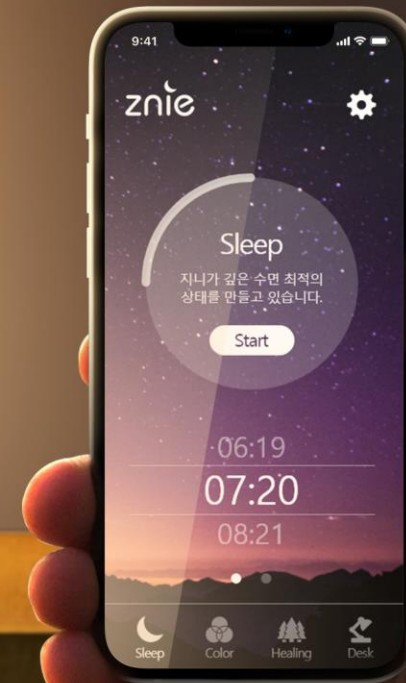




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Line up &
Business Model expand



zníe's Line up Plan

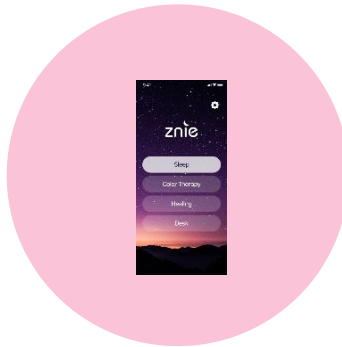
Standard Type



Z series



Integration App



zníe Exclusive APP



Portable Device

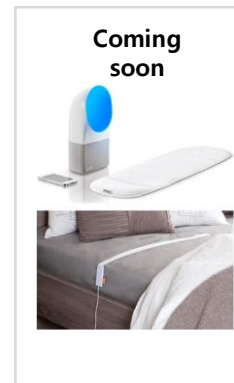


P series

- Portable type
- Travel/Business trip/For students
- Battery type

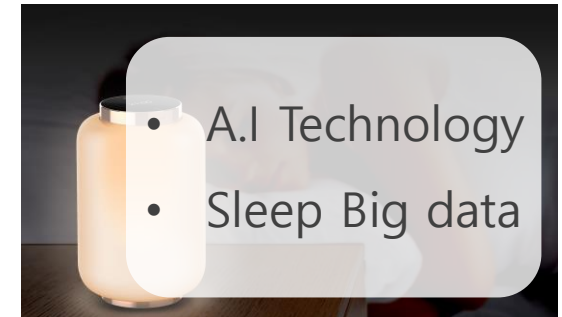


EX Device



Ex series

- Trace sleep tendency
- Save and sleep statistics
- Wearable device(Smart watch,,)



Specialized company of Sleep care

Business Model

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BEAUTY

- Skin care
- Health care

LIVING

- Bed/Desk
- LED light
- Aroma therapy

ELECTRONIC

- Air purifier
- Humidifier
- Air sterilizer

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GOOD NIGHT
Always with you



Contact us
T. +82 70 4202 5900
E. bkson@honeyit.co.kr
www.honeyit.co.kr

