

Rogy

360° Live Stream Videos

Kevin Chiang

CEO

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Rogy

Expand Your Horizons



達標智源創業 3 部曲

1. 推出Rogy360直播相機品牌
2. 建構導覽、監控360直播平台
3. 打造5G/AI/MR 環景影像價值
應用串流、內容解決方案

公司現況

公司:	達標智源科技股份有限公司 dp smart technology co., ltd.
成立日期:	2019年 1月 2日
註冊股本:	8000萬
實收股本:	3604萬
員工人數:	8人
得獎記錄:	2020年1月 HYPE SPIN Accelerator Award 2020年6月 經濟日報第四屆創業之星公司組優勝 2020年9月 Global Hack 2020 國際賽決賽AI/5G/IoT/Cloud Computing類獲獎 2020年9月 2020中華電信5G加速器新創團隊Top3 創新卓越獎 2020年12月 第八屆台灣雲谷雲豹育成優選 2021年6月 2021 Computex d&i Awards 2021年8月 2021 G Camp 獲獎團隊 2021年9月 2021 TAIWAN EDTECH ADVANCED TECHNOLOGY 2021年12月 2021中華電信新創輔導亮點企業 2021年12月 2021 IAPS AWARD
募資階段:	A 輪募資中 (up to台幣5000萬), 2022完成
	Use of Proceeds: 營運(30%)生產(40%)產品開發(20%)和認證(10%)

團隊



20年 ODM 數位影像產品產業經驗

150 品牌服務
50M 銷售數量
USD 250M 銷售金額



Web/PC camera



Digital Camera



Pocket DVR



Name Card Scanner



Doc Photo Scanner



Twin-Lens Camcorder



Hunting Cam



Film/Slide Scanner



Film/Photo Scanner for iPhone4



Motor DVR



Sports Action Camera



Golf Camera



Under Water Camera



Cloud P2P Camera

現有直播的問題

✘ 手機直播視角不足



✘ 專業直播服務費用高



機會



新的分享方式
Facebook
YouTube
IG
Line



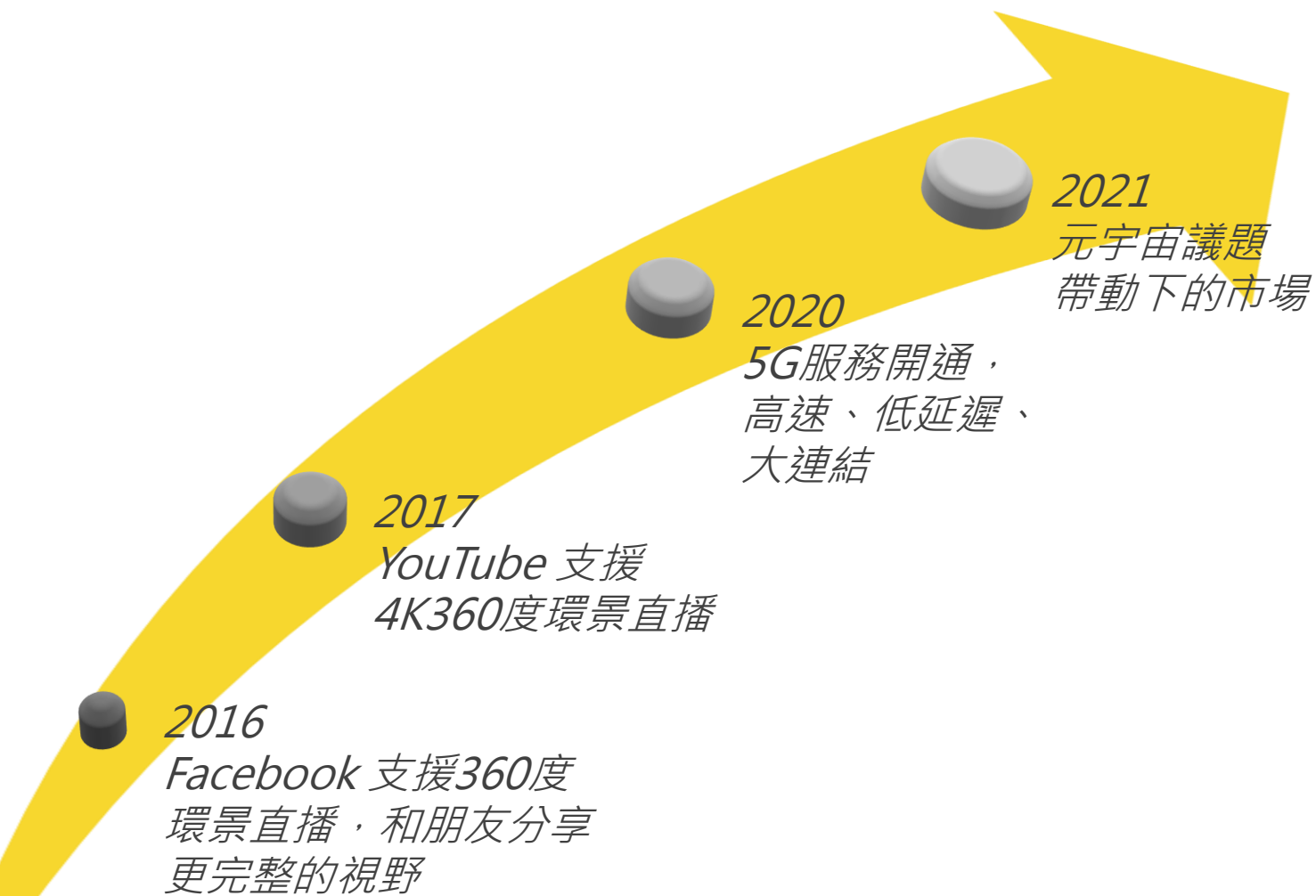
5G 服務開通
高速、低延遲
大連結



元宇宙VR內容製作



環景直播市場潛力



VR 環景直播
為展示5G強大寬頻能力絕佳
表現手法，
相比傳統直播，
VR環景直播更加真實，
打造沉浸式的“第二現場”

解決方案



無需軟體後製

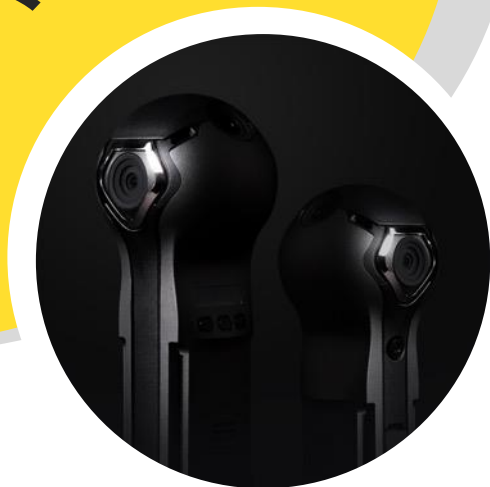
相機內邊緣運算拼接

一鍵直播

無需接手機或電腦

Rogy
360° 6 鏡頭

娛樂



現場表演 / 體育賽事

單個用戶可以輕鬆操作，在 360 中捕獲整個事件

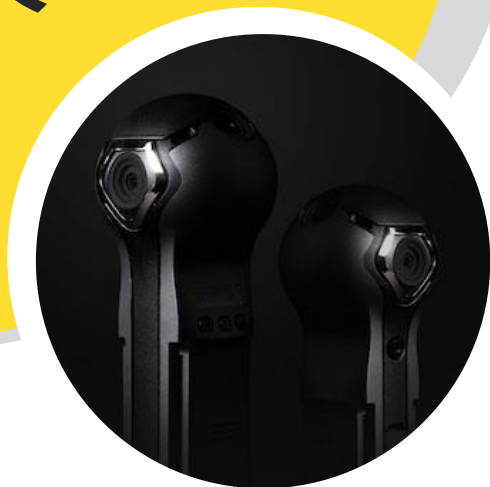
[Rogy_Sports live_1](#)

[Rogy_Sports live_2](#)

[Rogy_Sports live_3](#)



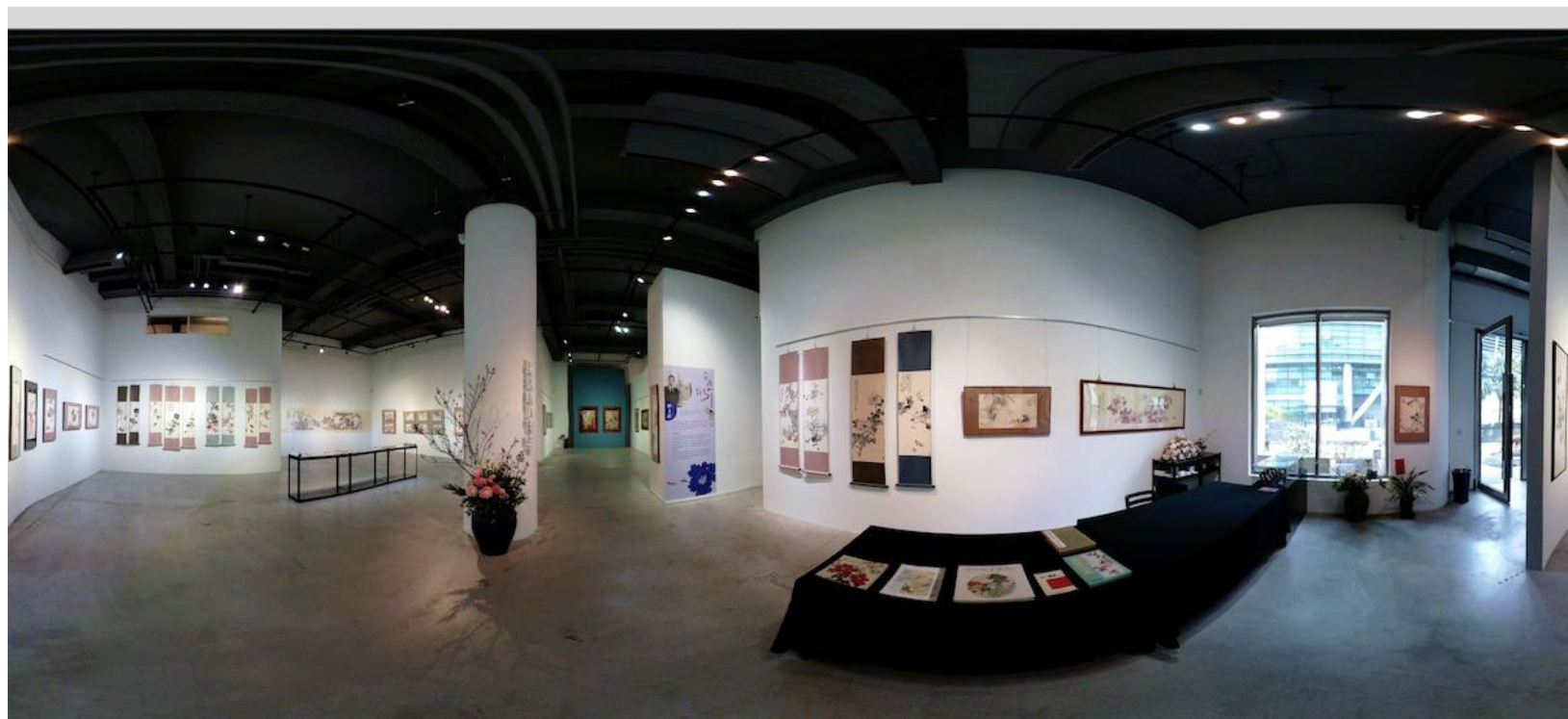
人文



藝術 / 音樂 / 宗教 活動

即時分享環景影像或環景直播
即使不在現場也能參與活動

[Rogy_Humanity live](#)



科技



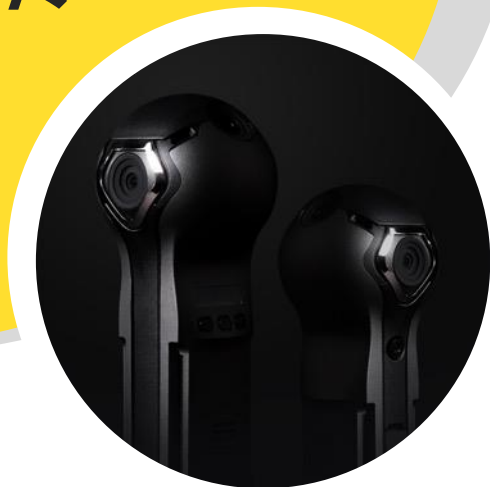
VR / 5G服務 / 全景視訊會議

搭配5G傳輸所提供的高網速、低延遲，連接現在社群平台Facebook 和YouTube 的環景直播支援，360度環景會在更多領域應用。
支援主要視訊會議軟體。

[Rogy_Technology live](https://www.youtube.com/channel/UCRgy_Technology_live)



商業



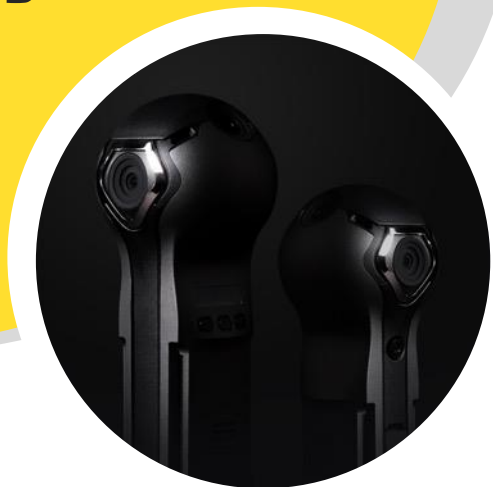
直播銷售 / 空間展示 / 生活旅遊

與觀眾的在線互動，不受傳統技術的視角限制
壯麗景色多視角作分享，環景直播一目了然

Rogy_Business live



教育



線上教學 / 研討會

教育內容可以在線分享和觀看
即使不在現場也能同步資訊

[Rogy_Education live](#)



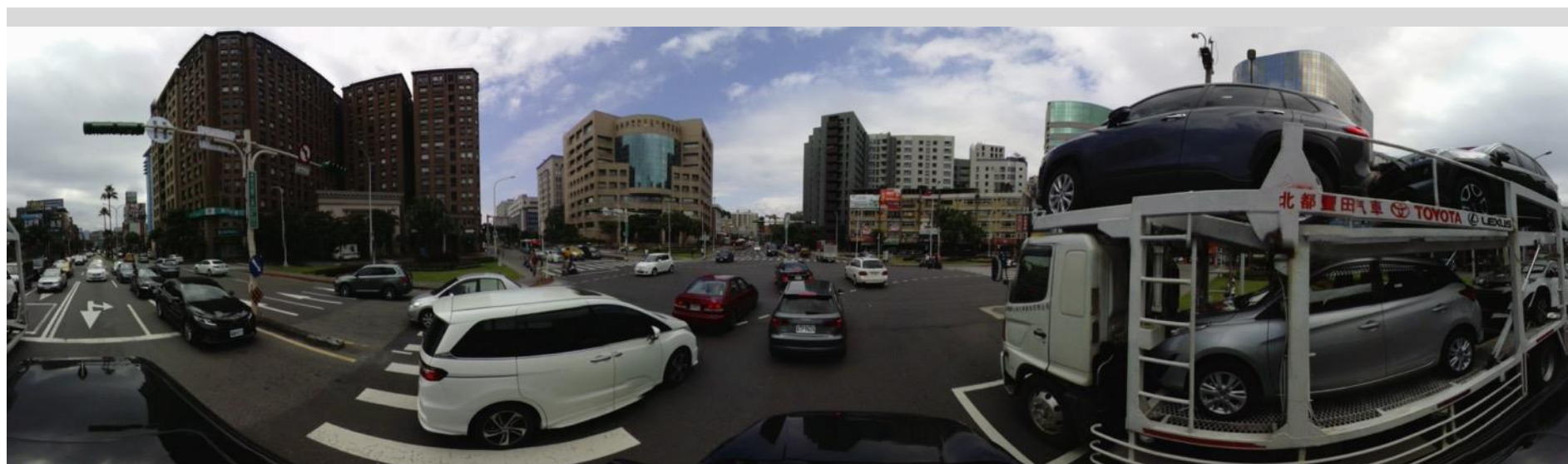
安全



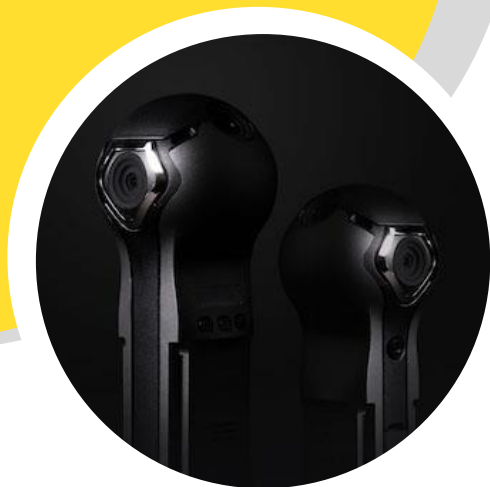
AI 雲端監控

沒有盲點，環景捕捉所有角落

[Rogy_Security live](#)



家庭



婚禮 / 家族聚會

不遺漏任何人

[Rogy_Family live](#)



服務成本合理



Rogy360

簡單使用 · CP值高

環景視角

手機直播視角不足

專業環景相機體積大及非常昂貴

專業直播服務費用高

服務成本高



單一視角



RogyLive

環景直播導覽、監控平台



RogyLive

導覽平台功能

✓ 訂閱制
月租方案

✓ 租賃制
天/週方案

Rogy360 + RogyLive + 5G Network



1

環景/全景顯示

2

人臉追蹤

3

雙向語音互動

4

WebRTC瀏覽

5

倒吊影像翻轉

6

VR模式觀看

7

雲端儲存即時回放

8

時間標籤、上字卡

9

購物連結

RogyLive

導覽平台應用



TAKING YOU HIGH SPEED INTO THE FUTURE

環景影像價值應用 串流、內容解決方案

合作產業：

內容平台

VR/AR/MR軟硬體

安全監控

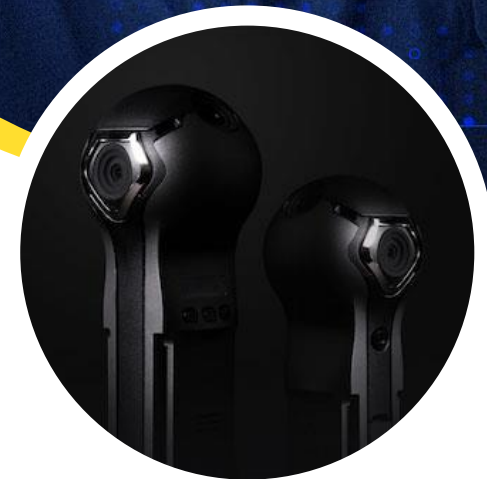
直播平台

遠距照護

AI整合

5G GLOBAL NETWORK

Elevate your experience through innovative tech products
and digital transformation



Rogy360環景應用台灣隊

5G GLOBAL NETWORK

Elevate your experience through innovative tech products
and digital transformation

聯盟
行銷

經銷
伙伴

5G

網通

雲端

VR
Headset

AR
Glasses

VR/AR
軟體

AI
整合

無人機

人臉
辨識

直播
平台

內容
產業

Rogy

Expand Your Horizons

- 令人驚艷的旅程
- 激勵人心的瞬間
- 溫馨感人的時刻





[達標智源創業故事](#)



[Rogy_Video](#)



DP Smart

Creating a Brand New Video Experience & Making 360° Panoramic Live Streams Easy

Live streaming has become a common practice in the current internet era. However, no matter how diverse the topics are or how interesting the content is, most of the videos are still limited by shooting angles. Conventional type of shooting method cannot fully represent the richness of the image and capture the essence of any cultural events, sporting events, or scenic beauties.

"This problem can be solved through 360° panoramic filming. Nowadays, this feature is included in most phones and cameras but because of the complex settings, not a lot of people use it," said dp smart technology CEO Kevin Chiang.

In order to transform 360° panoramic live streaming into the most commonly used tool for internet celebrities and everyday users, dp smart technology has recently introduced the "Rogy 360° 6 Lens Live Streaming Camera". With a press of a button, Rogy can automatically connect to the internet and begin 360° filming and live stream the contents to the video platform. It is simple to use, even for those who are completely unfamiliar with electronics in-

terfaces. The launch of the "Rogy 360° 6 Lens Live Streaming Camera" has attracted the attention of many online content creators and companies. The ease of use is the main selling point for the majority of customers. Furthermore, the feature of this product is backed by more than 2 decades of experience and dedication of founder Kevin Chiang.

Managing Taiwanese Brands, Kevin Chiang Founded His Second Company without Looking Back

dp smart technology is not Kevin's first company. He has been investing in the digital image & video industry since more than 20 years ago. "However, I was working for others as a designer and OEM. Although I had the capability, I was not creating much value for myself." In 2019, he decided to start his second company. When he established dp smart technology, he decided to find his own path and become one of the few hardware startups in Taiwan to manage its own brand.

Kevin's reason for entering the 360° live streaming market comes from his experience accumulated through many

years in the video industry. He realized that various cameras on the market are all single lens and lack much differentiations. Moreover, mobile phones have taken over most of the market. So, if he develops the same product, he is just repeating things that have been done. Cloud monitoring camera market, on the other hand, has been cornered by Chinese companies and the only way to compete is through price. "In the 5G era, video technology must be diverse. 360° live streaming will definitely be a key technology in the future." He discovered the fast growing live stream market and decided to move out of his comfort zone and invest all his resources and efforts in the 360° video market.

360° Filming is not a new technology. However, in the past, setting up the cam-



eras has been too complicated, deterring customers from buying. Kevin explained that dp smart technology has actively been trying to solve this problem since its establishment. He has gathered a team of experts to create a solution together. Using the latest image-stitching chip developed by industry expert ASPEED Technology, dp smart technology was able to create the "Rogy 360° 6 Lens Live Streaming Camera", which is equipped with 6 wide angle glass lenses and 5 megapixel CMOS sensors. The camera is capable of recording 4K video and is also equipped with 3D image stabilization functions. "Even if you are not a professional photographer, you can easily take 8K 360° pictures or 4K 360° videos."

Rogy 360° 6 Lens Live Streaming Camera Provides a New Perspective for Images

Rogy 360° aims to change the narrow angle shooting methods of the past, not only by creating innovative images through the camera for online content creators, but also to provide diverse applications for organizations and companies in other areas. Kevin used the Matsu Pilgrimage, known throughout the

religious world in Taiwan, as an example. "Cameras now are only able to film what is in front of it, but the Rogy 360° 6 Lens Live Streaming Camera is capable of showing the audience the entire spectacle. It is an entirely different experience." Besides cultural events, concerts, baseball games, and other scenarios where the atmosphere of the venue is important, viewers can feel as if they are there in person through the 360° live stream.

In terms of non-commercial applications, law enforcement and education are two major focuses. The police can use the 360° video to capture crimes and maintain social order. In terms of education, remote teaching can be greatly enhanced using this tool. "Currently, over 50 schools in Taiwan have purchased our product, thereby improving the quality of education," said Kevin.

For the future, Kevin pointed out that 360° live streaming has very diverse applications. The current strategy is to place equal importance on vertical applications and branded product sales. The end goal is for Rogy to be a part of

every family and becoming an essential electronic device in every home just like smartphones and computers.

In order to achieve this goal, the responsibility cannot fall on just one company. The power of the masses must be utilized. Therefore, dp smart technology is working towards two major directions. The first is the creation of an industrial ecosystem that connects all links of the supply chain. The second is to implement cross-industry integration of different tech domains such as AR/VR and smart glasses. With the dawn of the media age, business opportunities of video content continue to grow. Kevin cited that in order to seize the opportunities, related technologies must be simultaneously developed. "dp smart technology will continue to invest in R&D and come up with innovative approaches as well as technologies to face market challenges alongside companies in various industries in Taiwan."

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