

2023 Jan

Technical Agency

BeTree Company Portfolio

Tel. +82-70-4900-4579

Fax. +82-2-6455-4579

<https://www.betree.co.kr/>



BeTree is the Technical Agency.

BeTree is a digital marketing tech. agency established to contribute to the growth of customers and brands.

Beyond Imagination

BeTree solves business challenges with technology.

In a diversifying digital environment, it makes the easiest and closest way for brands to get closer to consumers.

Contact Us

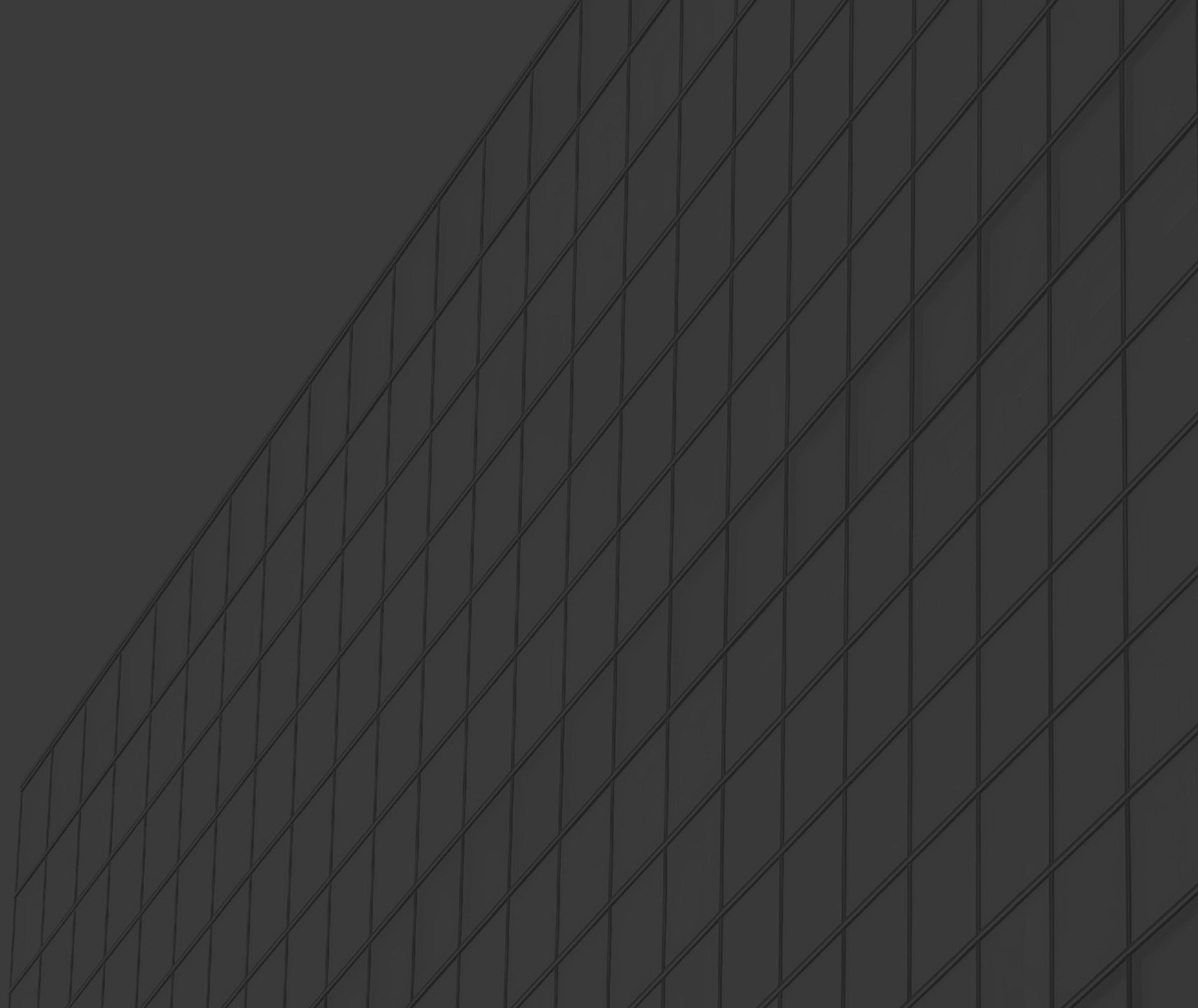
📍 B1. 252, UN village-gil, Yongsan-gu, Seoul

☎ 070-4900-4579

🏠 02-6455-4579



Portfolio



Portfolio

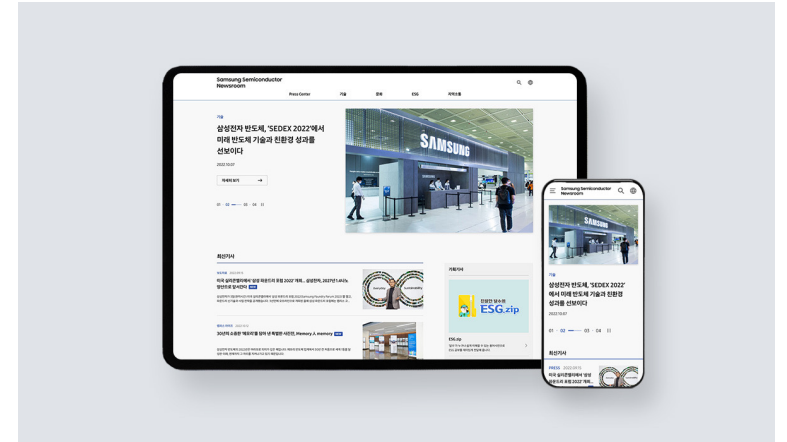
2023

Samsung Semiconductor Newsroom renewal

The official PR Room of Samsung Electronics' DS division has been renewed. It has been redesigned considering improved usability and SEO, and continuous monitoring and technical support are provided for stable website operation.

#Front-end #Back-end #Design #WordPress #Strategy

[website ↗](#)

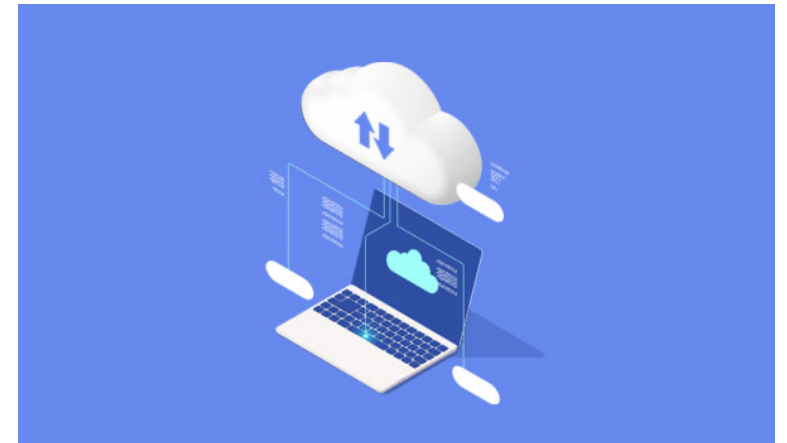


2022

Construction of security web hard

We have completed planning, infrastructure design, and construction of security web hard for internal data distribution of large global company.

#Front-end #Back-end #Design #WordPress #Strategy



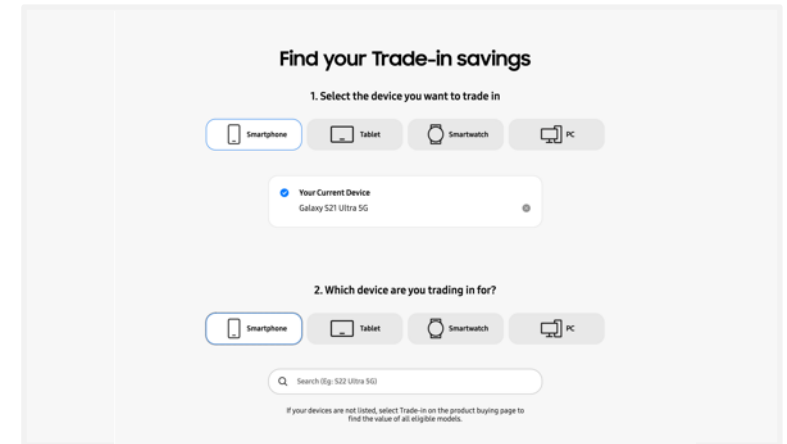
Portfolio

2022

Samsung.com Galaxy Value Finder

We developed a compensation program page for Samsung's new Galaxy product launch period. User flow has been changed, so we conducted UX QA and TC to check and improve usability.

#Front-end #UX



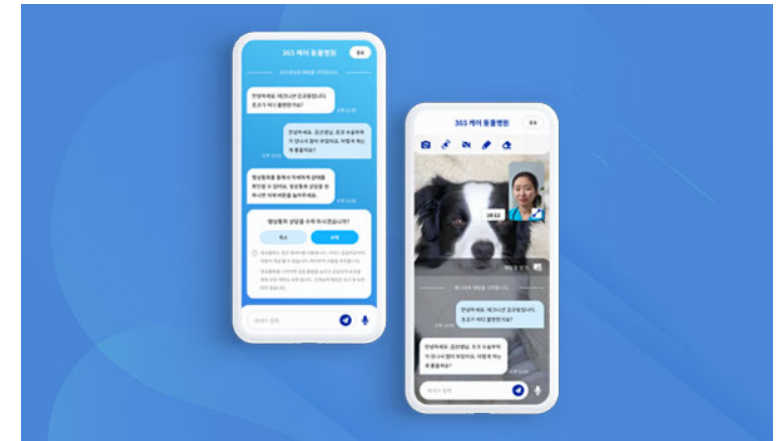
2022

Viewing Talk

We developed Viewin' Talk, a professional counseling solution that improves counseling efficiency.

#Front-end #Back-end #Design #WordPress #Strategy

[website](#) ↗



Portfolio

2022

Mastern Investment Management HR

We developed the front-end recruitment website (PC web, Mobile) of Marston Investment Management.

#Front-end #UX

[PC web ↗](#) [Mobile ↗](#)



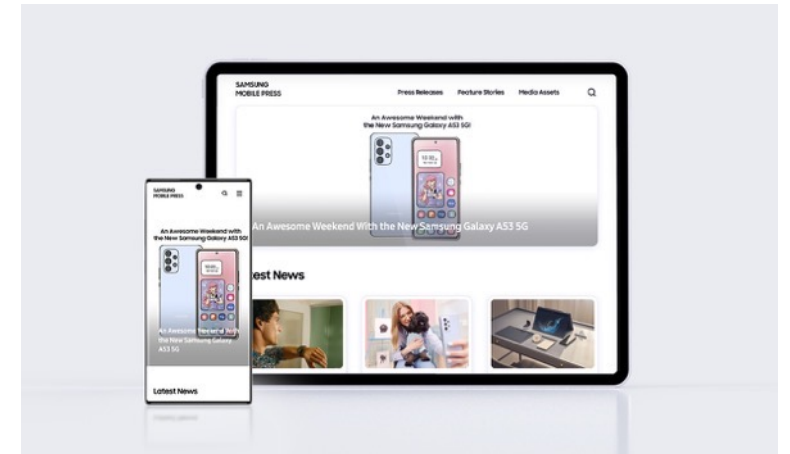
2021

Samsung Mobile Press Website Renewal

We revamped PR Room website for SAMSUNG MX department. We changed it to a concise and structural UI layout to highlight content and developed CMS for convenient article distribution and management.

#Front-end #Back-end #Design #Responsive-web

[Website ↗](#)



Portfolio

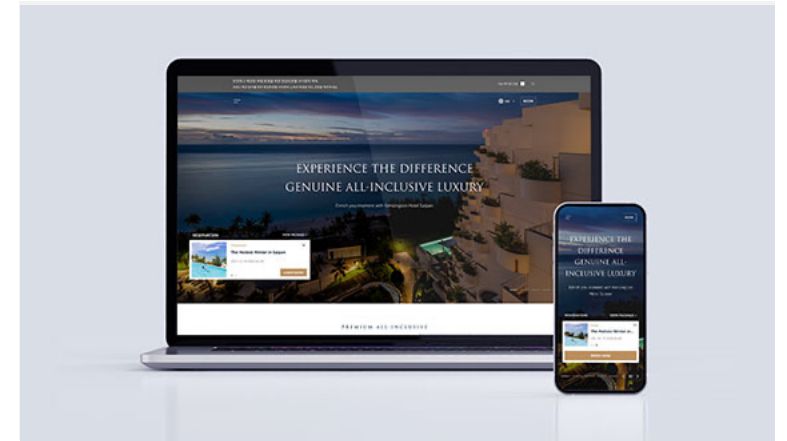
2021

Kensington Hotel Saipan Website Renewal

We worked on the website for the only premium all-inclusive hotel in Saipan. We revamped the website to make it more responsive and gave it an organized and sensible layout with the focus placed on maintaining the hotel's premium status.

#Front-end #Back-end #Design #WordPress #Strategy

[website](#) ↗



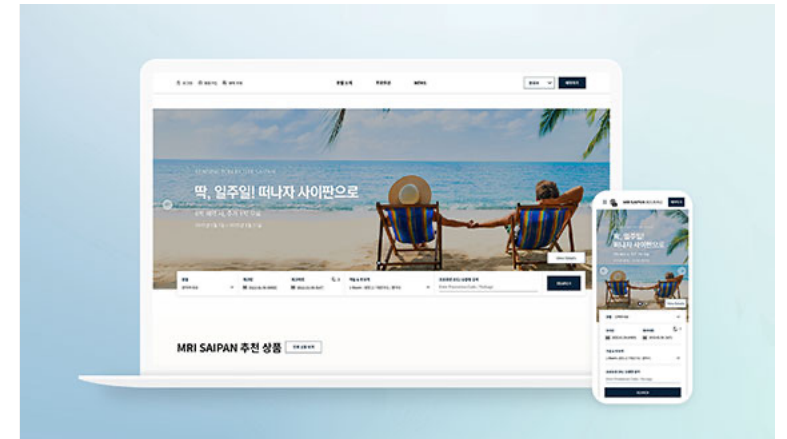
2021

MRI Booking Website

We have established a system that allows customers to book their own accommodation and promotion/options for MRI's 3 hotels in Saipan(PIC Saipan, Kensington Hotel Saipan, Coral Ocean Resort).

#Front-end #Back-end #Design #Strategy

[website](#) ↗



Portfolio

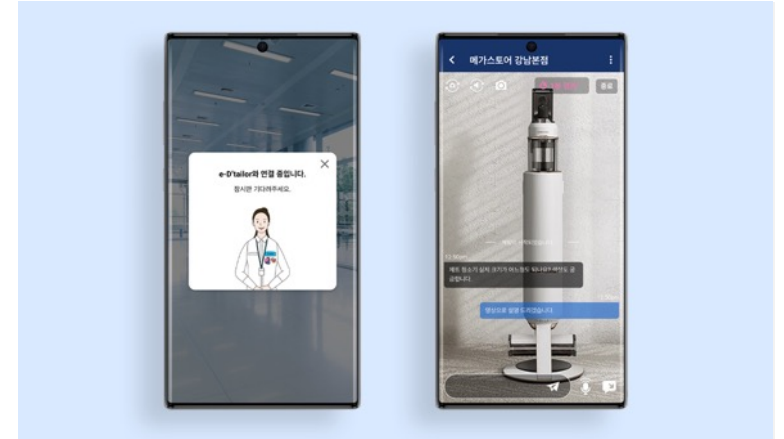
2021

SAMSUNG e-D'tailor

We have established and operated a WebRTC-based contactless video & chat counseling solution that does not require a separate app installation. This service is for smooth contactless consultation between the D'tailor in charge of Samsung Digital Plaza and the customer.

#Design #Front-end #Back-end #Solution

[website](#) ↗

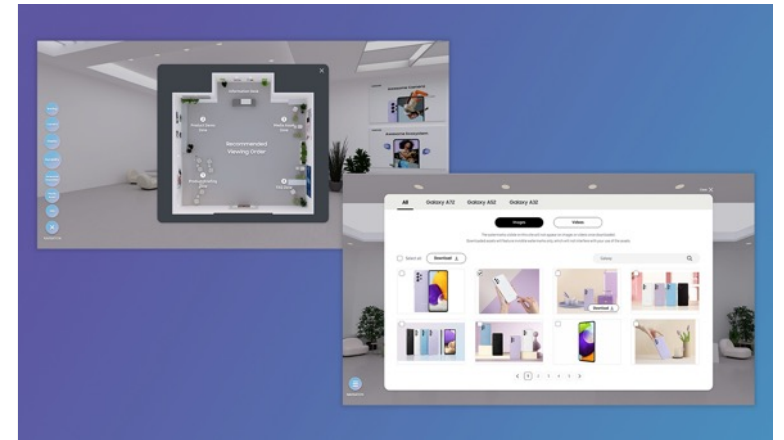


2021

SAMSUNG Mobile VR Platform

We build a VR Platform for new SAMSUNG Mobile products information. It has been built to make press releases accessible in virtual spaces(VR Room) with enhanced security.

#Design #Front-end #Back-end



Portfolio

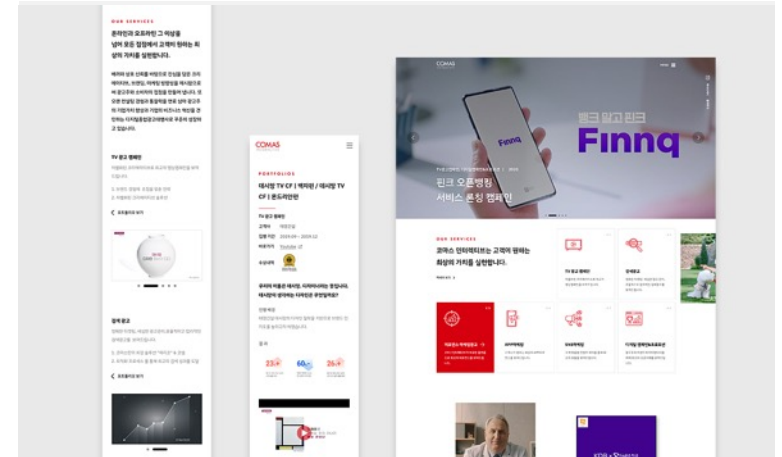
2021

COMAS Interactive website renewal

We have revamped the website of the digital advertising and marketing agency comas Interactive. Developed with the goal of continuous content management ease and SEO.

#Strategy #Design #Front-end #Back-end

[website](#) ↗



2021

McDonald's Korea website operation

Management of McDonald's Korea website. Stable development and management through building of safe and cost-efficient network environment.

#Front-end #Back-end #Maintenance

[website](#) ↗



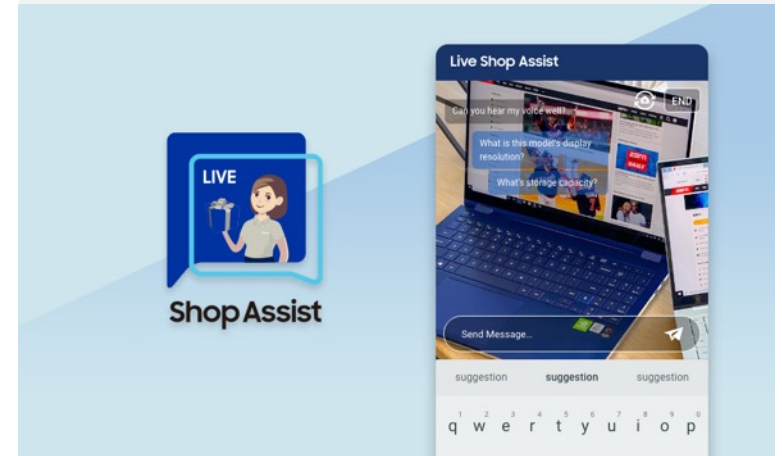
Portfolio

2020

SAMSUNG PH Live Shop Assist

We have established and operated a our eLive based contactless video & chat counseling solution for Samsung.com Philippines.

#Front-end #Back-end #Solution



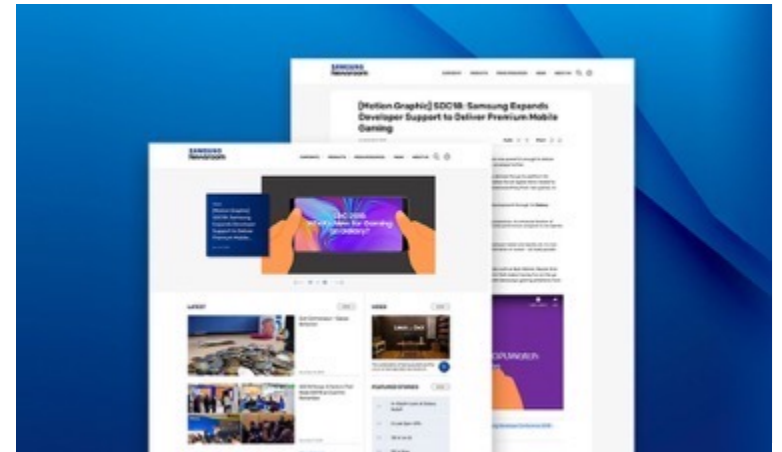
2020

Samsung Newsroom Global

Building a responsive website based on WordPress. It is a site with a lot of content issuance.

#Front-end #Back-end #WordPress

[website](#) ↗



Portfolio

2020

Samsung Newsroom Korea

Building a responsive website based on WordPress.
It is a site with a lot of content issuance.

#Front-end #Back-end #WordPress

[website](#) ↗



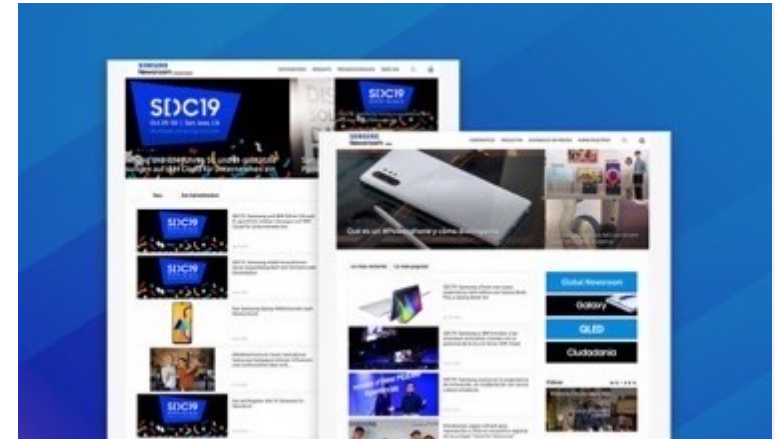
2020

Samsung Newsroom Local

We maintain Local Newsroom websites in 42 countries (as of Jan 2023) to spread Samsung Newsroom Global.

#Front-end #Back-end #WordPress

[Deutschland newsroom](#) ↗ [Chile newsroom](#) ↗



Portfolio

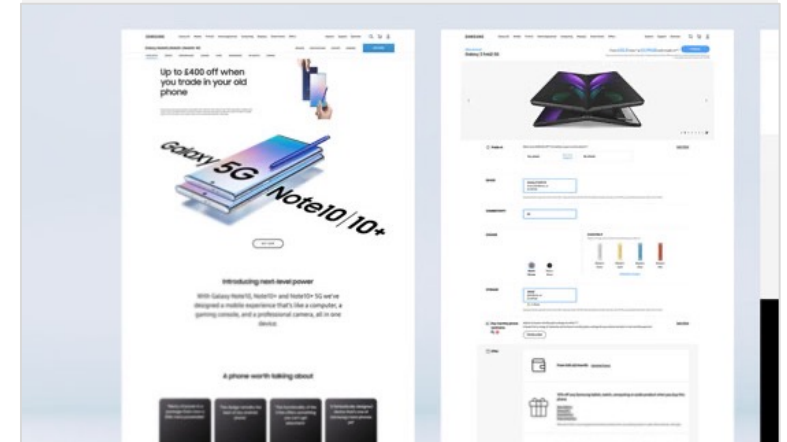
2020

Development of Samsung.com enhancement

We developed a detail pages for Galaxy Note10, Galaxy Z Fold2, Galaxy Z Flip, Galaxy A series with AEM.

#Front-end #AEM

[Galaxy Note 10](#) ↗ [Galaxy Z fold 2](#) ↗ [The Serif](#) ↗



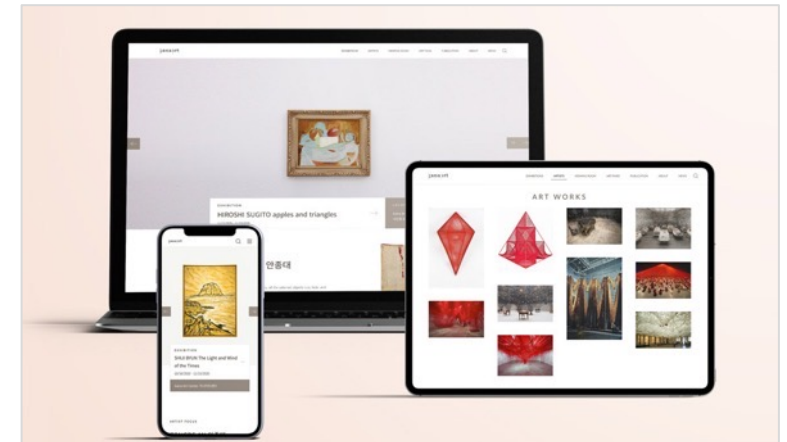
2020

Gana Art website renewal

We revamped the website for Gana Art's representative gallery by focusing on the online exhibition and viewing room functions. We made sure that all of the updates were in line with the current trend of non-face-to-face art trading.

#Strategy #Design #Front-end #Back-end

[website](#) ↗



Portfolio

2020

eLive Solution

We have developed eLive solution, a video/chat consultation service that does not require customer installation. eLive provides contactless customer counseling for chat, video, and voice live, and provides dashboards for customers care and productivity improvement.

#Design #App #Front-end #Back-end

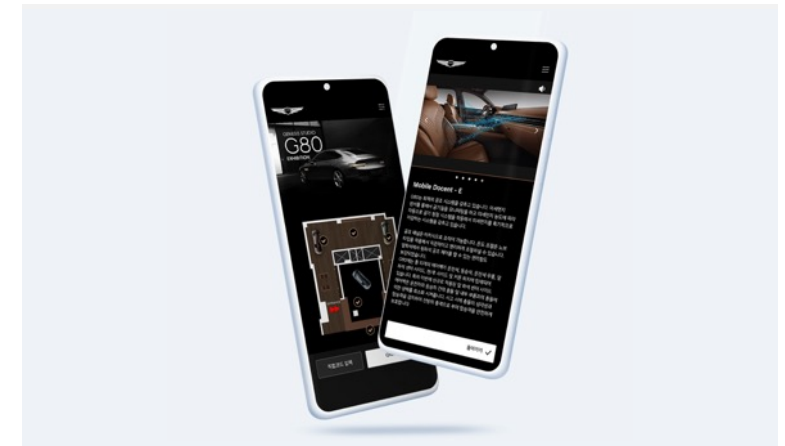


2020

Genesis G80 / G90 Studio Exhibition Mobile Web

Developed a mobile web for the Genesis Studio exhibition where you can experience the new Genesis G80. When shooting the QR code in the exhibition hall, we implemented a mobile docent function that allows you to view the details.

#Design #Front-end #Back-end



Portfolio

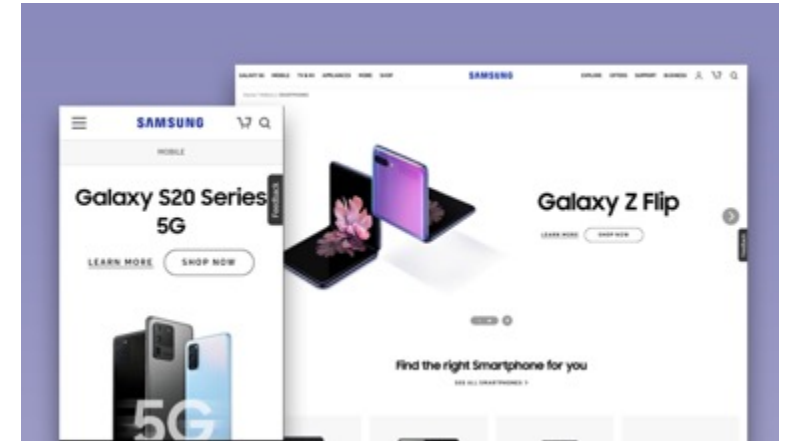
2020

Revise Samsung.com Smartphones, Mobile landing page (70 countries)

We revised and developed the landing pages of Samsung Electronics' Smartphones and Mobile categories on local sites in 70 countries.

#Front-end #AEM authoring

[Samsung.com Mobile Canada](#) ↗ [Samsung.com Smartphone Canada](#) ↗



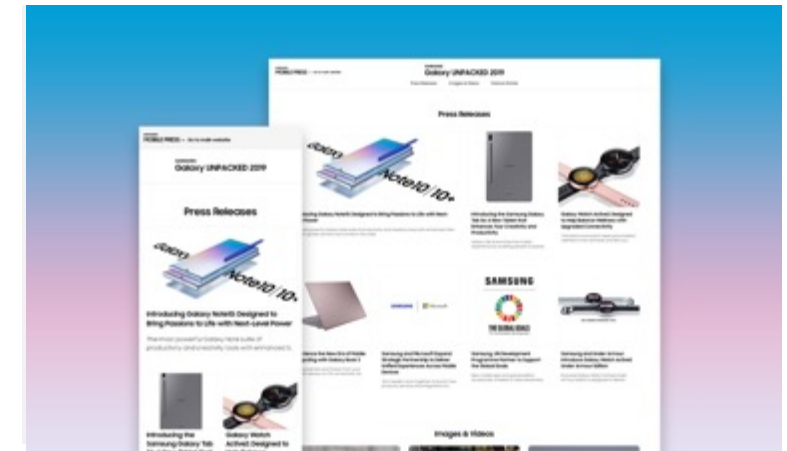
2019

Samsung Galaxy Note10 2019 unpacked microsite

Unpacking announcement for Samsung Electronics' flagship smartphone Galaxy Note 10 Microsite development for material distribution. The front end was developed with AJAX. Improved page loading speed with optimized imaging and source code using CDN.

#Front-end

[website](#) ↗



Portfolio

2019

Samsung Galaxy S10, Fold, Wearables Interactive site

Samsung Electronics' interactive press release website of Galaxy S10, Galaxy Fold, and Galaxy Wearables products was planned, designed, and constructed on a responsive web.

#Front-end #Design

[Galaxy Fold](#) ↗ [Galaxy S10](#) ↗



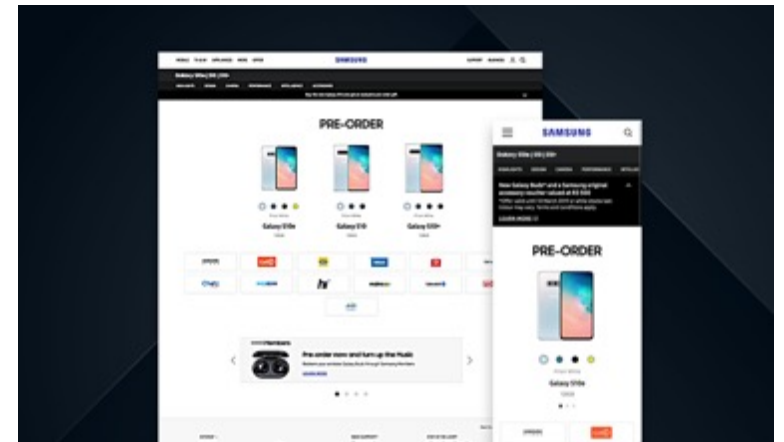
2019

Samsung Galaxy S10 Pre-order

Developed pre-order page for Galaxy S10 and Galaxy Note10, which are the flagship smartphones of Samsung Electronics, in samsung.com with AEM.

#Front-end

[South Africa](#) ↗ [Israel](#) ↗



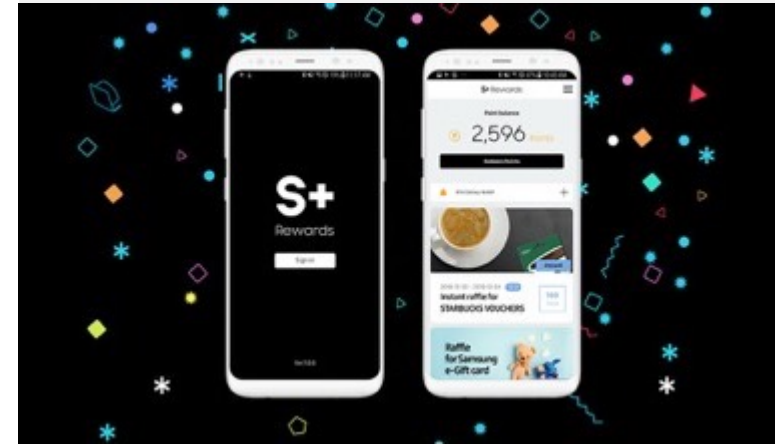
Portfolio

2019

Samsung + rewards App

Development of a mobile application for S+ Rewards, the membership service of Samsung Electronics.

#Back-end #Front-end #Mobile

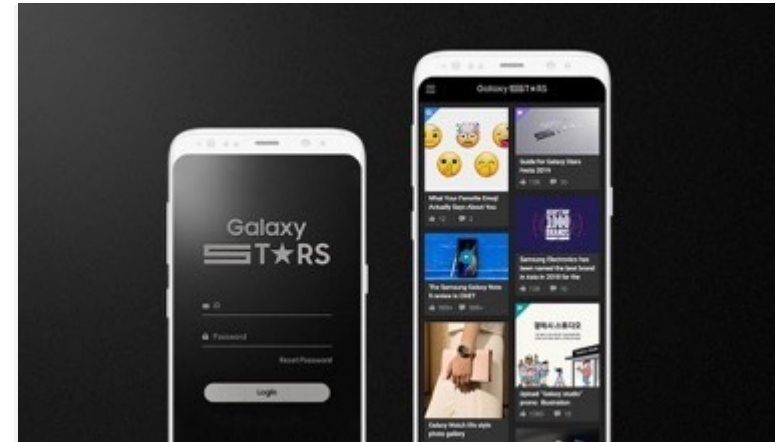


2019

Galaxy Stars Festa 2019

Development of hybrid mobile application for an event for retail employees of Samsung Electronics. While maintaining the identity corresponding to the BI guideline, we built a web application with modern design and robust contents delivery.

#Front-end #Back-end #Design #Mobile



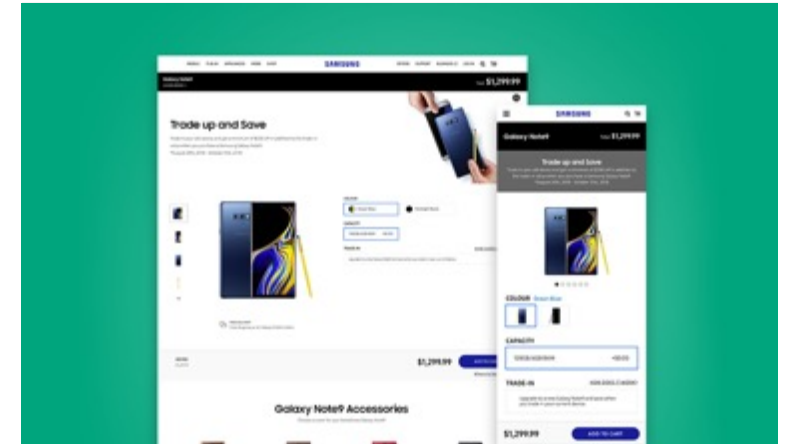
Portfolio

2018

Samsung Galaxy Note9 pre-order

We developed Global role out, a pre-order page for Samsung Electronics' new flagship smartphone Galaxy Note 9, using Adobe Experience Manager (AEM).

#AEM

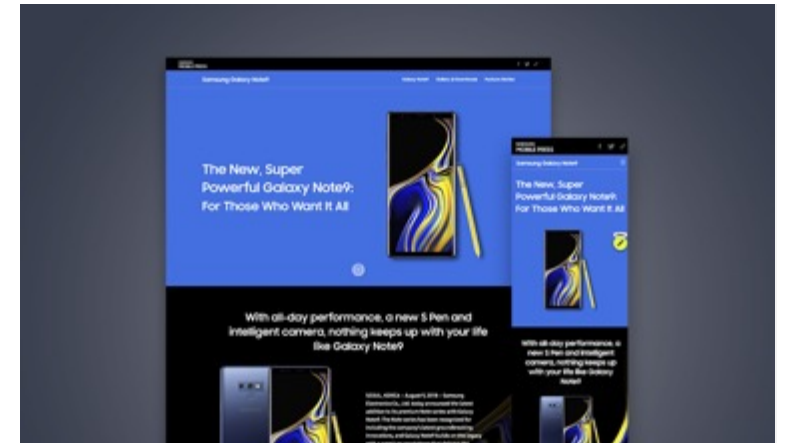


2018

Samsung Galaxy Note9 Interactive Microsite

We have established a microsite to distribute press releases for unpack events of Samsung Electronics' new flagship smartphone Galaxy Note 9.

#Back-end #Front-end #Mobile



Portfolio

2019

Posco Newsroom global / Korea

Building a responsive website based on WordPress.
It is a site with a lot of content issuance.

#Front-end #Back-end #Design

[website ↗](#)



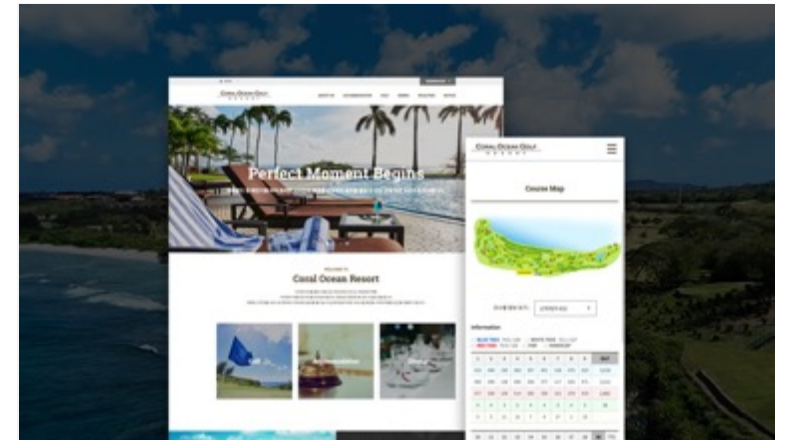
2018

Coral Ocean Golf Resort Saipan

MRI Saipan Golf Resort renews COGR website.
From photography to map illustration to reinforce information on golf courses that were vulnerable to the past

#Front-end #Design

[website ↗](#)



Thankyou

<https://www.betree.co.kr/>

mcyoup@betree.co.kr

