

2023 Feb

Technical Agency

BeTree Company Brief

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.

Strength

We realize creative ideas through technology.
We think beyond the customer's request and carry out the task. We find the most efficient and way to deliver.
With the utmost sense of responsibility, we assure the quality.



MAINTENANCE

While expanding our website to 40 countries around the world, we have learned the know-how about operating global websites.



WEBSITE

Working beyond simply making websites, web build platforms and systems with which our customers can earn the best results by providing web accessibility, responsive web design, security policy framework, and search engine optimization.



CONSULTING

Web provide consultants who can convers with clients who are just starting on their digital journey, to business who need to ramp up their existing infrastructure with current trend and technology.

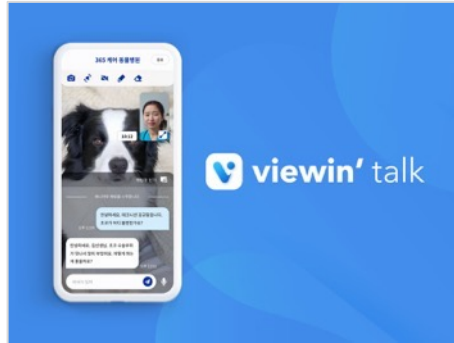


DESIGN

Our experts understand user convenience and the newest design trends and are fully versed about responsive website and mobile application for your website.

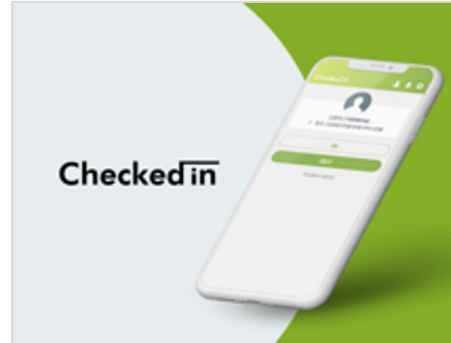
Solutions

We hereby introduce BeTree's Solutions That Provides Features Essential for Our Customers' Business.



Viewin' Talk

Viewin' Talk is developed based on WebRTC, which means it can be used stably and seamlessly on PC, mobile, or other devices anytime, anywhere. There's no need to install a separate app; all you need is a web browser



Checked In

Improve your productivity by adopting 'Checked In' filled with convenient and necessary features to manage work hours.



Newsroom

Build your newsroom website. Which will become the official promotional channel of your company, while considering efficient management.

Solutions

We hereby introduce BeTree's Solutions That Provides Features Essential for Our Customers' Business.



GA Dashboard

We identify and visualize important data among metadata collected through Google Analytics into significant information, organize them in a dashboard form so that the users can recognize them at once.



WordPress Plug-in Sets

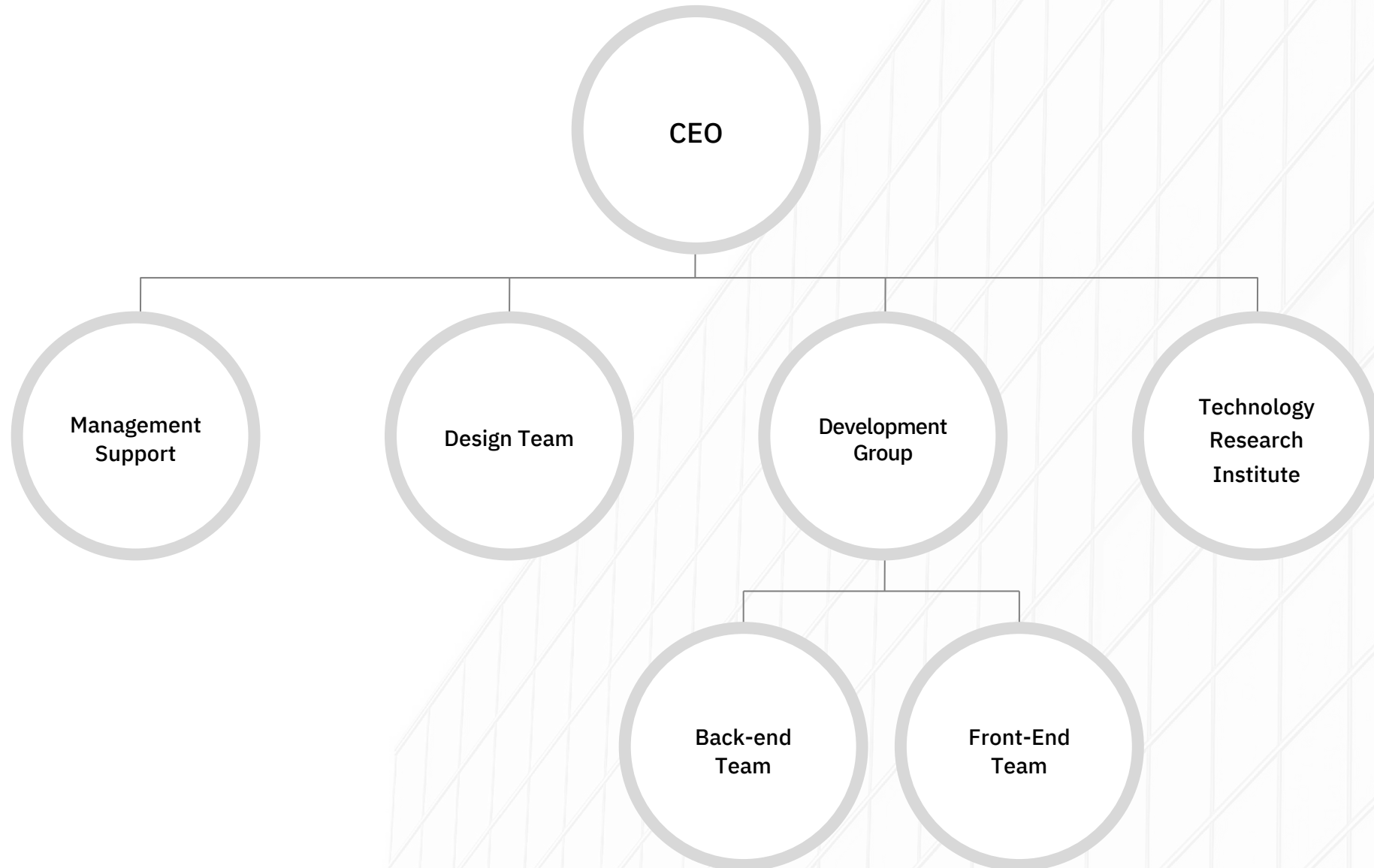
We provide efficient management tools and security plugin for corporate websites.



VR Platform

Platforms where anyone can share created VR contents.

Organization



Patents



Patent No. 10-2551836

Customer service delivery systems and methods of providing such services, and computer programs for doing so.



Patent No. 10-1596370

User-search-history-based advertisement delivery method and system



Patent No. 10-1596390

Ontological-analysis-based customized information provision system and method



Patent No. 10-2233444

Passport data protection server, method and computer program using image segmentation

Clients

BeTree has worked with diverse companies and brands for years and earned credit trust and satisfaction.

SAMSUNG



SAIPAN
KENSINGTON
HOTEL

CORAL OCEAN GOLF
RESORT

Cheil

POSCO

FEI
FLEISHMAN HILLARD

gana|art



THEBORN
ORIGINAL KOREAN TASTE

COMAS
INTERACTIVE

the
SMC

Rd Revolution
Communications

PENGTAI

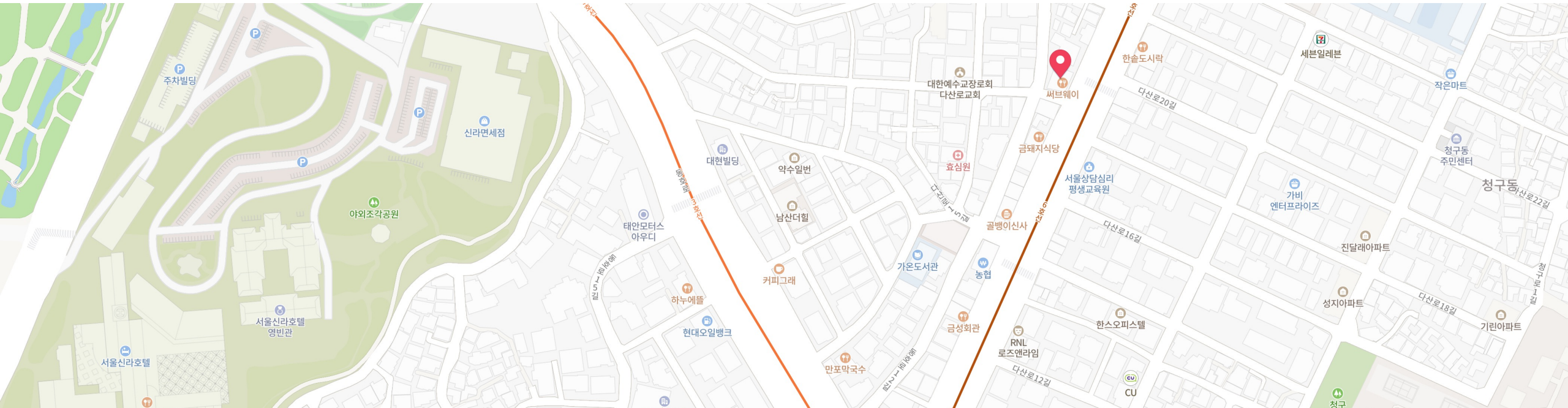
SPTek

Contact Us

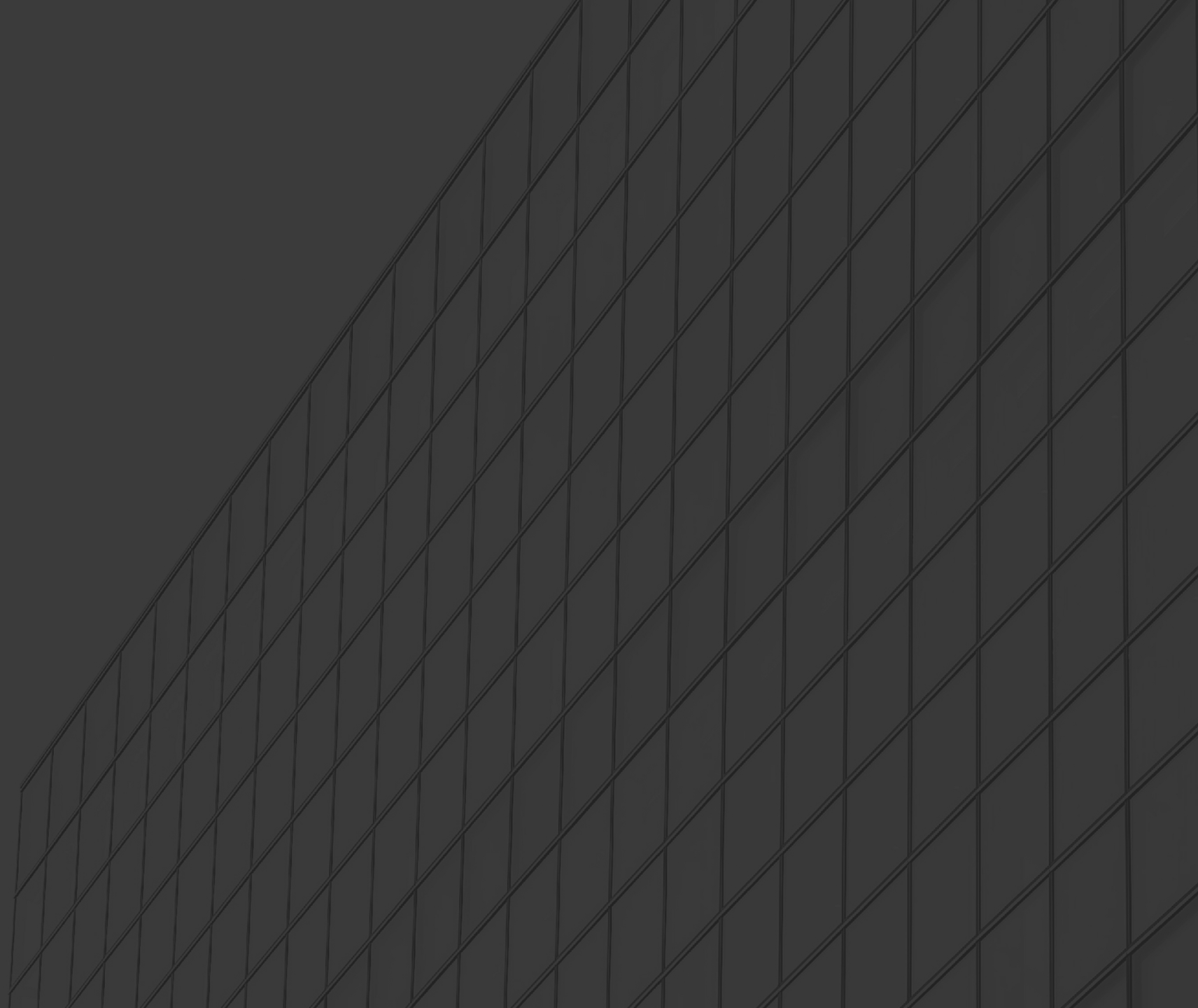
📍 6th floor, Heeseung Building, 153 Dasan-ro, Jung-gu, Seoul

☎ 070-4900-4579

🏢 02-6455-4579



Portfolio



Portfolio

2023

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



2023

POSCO Newsroom partial renewal, Maintenance

POSCO Group's representative official media. The main landing was reorganized with a cleaner UI to increase the attention of key contents and to improve accessibility to media and newsletters.

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



Portfolio

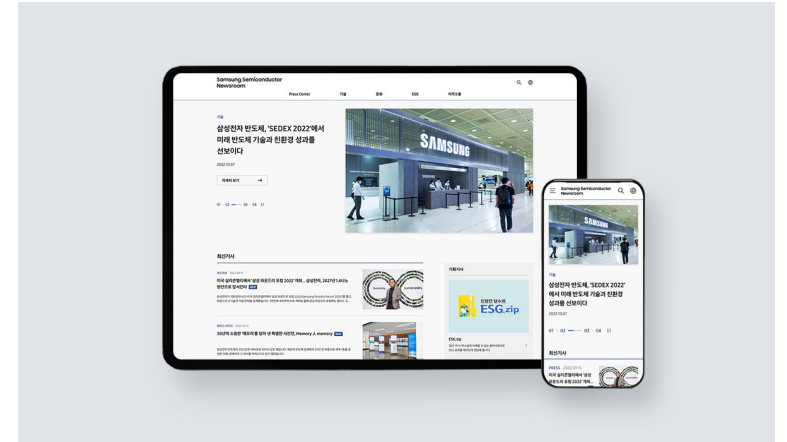
2023

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 ↗](#)

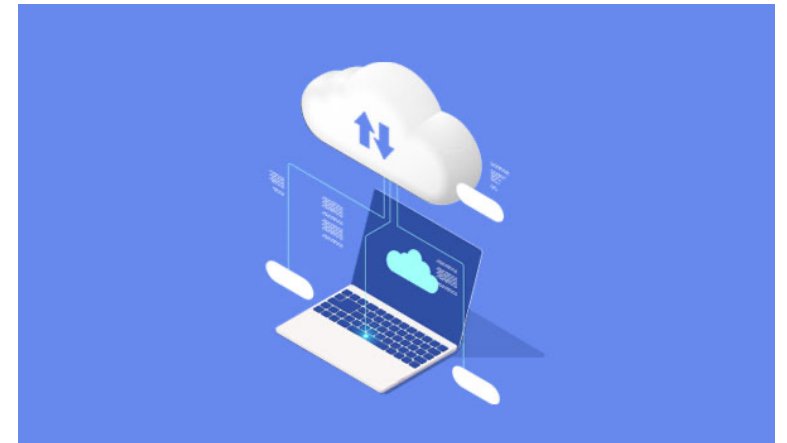


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Portfolio

2022

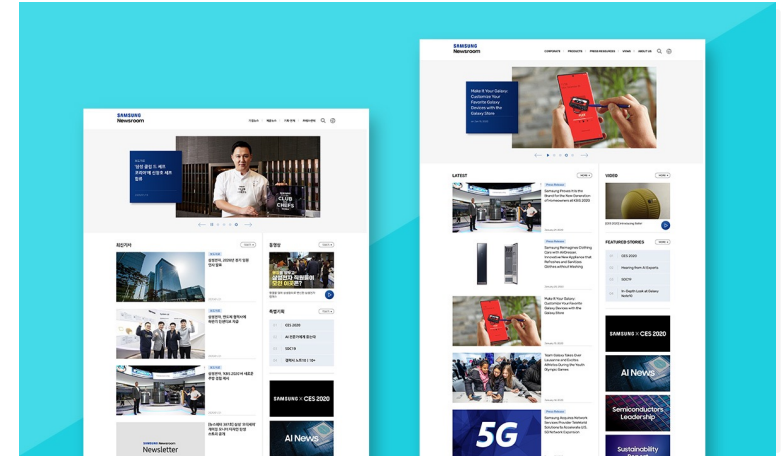
Front-end, Back-end, Maintenance, Design, Strategy

Samsung Newsroom, the official public relations website of Samsung Electronics, is built and maintained in Korean (KR), English (Global), and 42 other sites. and performs continuous operation and maintenance.

#Consult #Front-end #Back-end #Maintenance #SEO

[Global newsroom](#)

[KR newsroom](#)



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](#) ↗



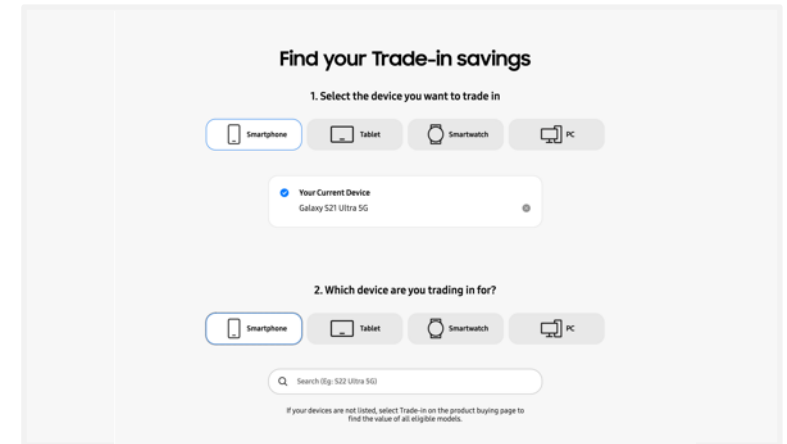
Portfolio

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



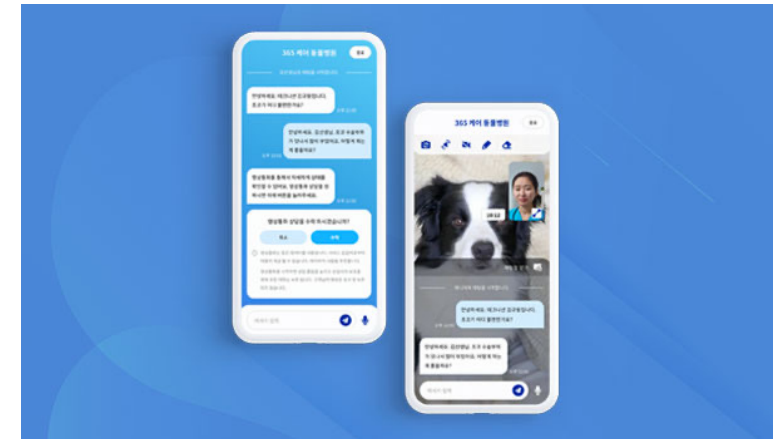
2022

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 ↗](#)



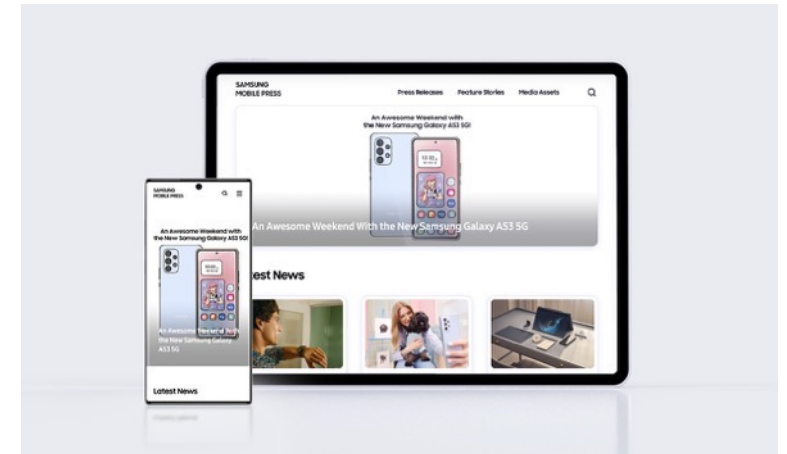
2021

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

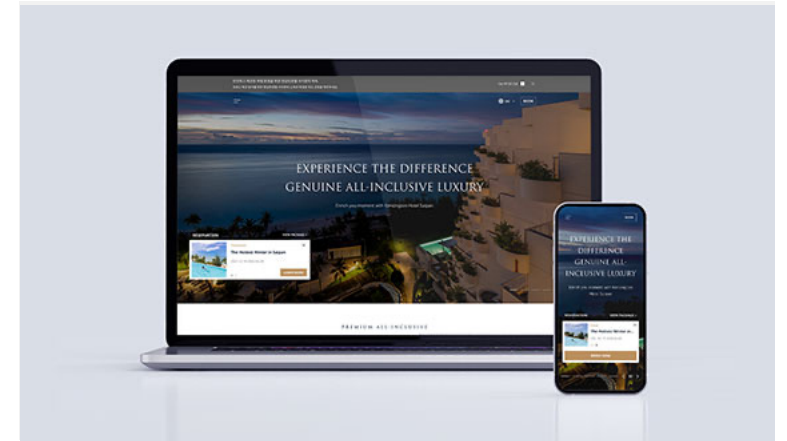
2021

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](#) ↗



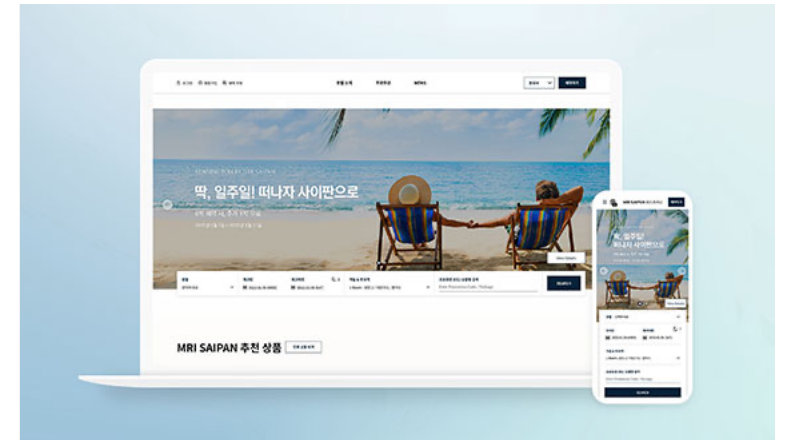
2021

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

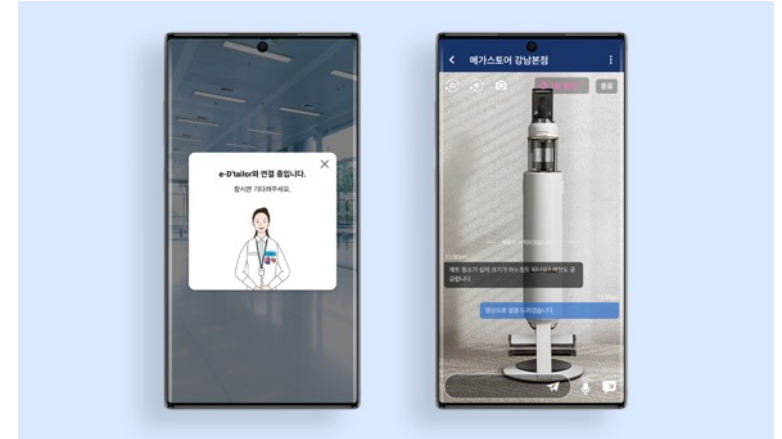
2021

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](#) ↗

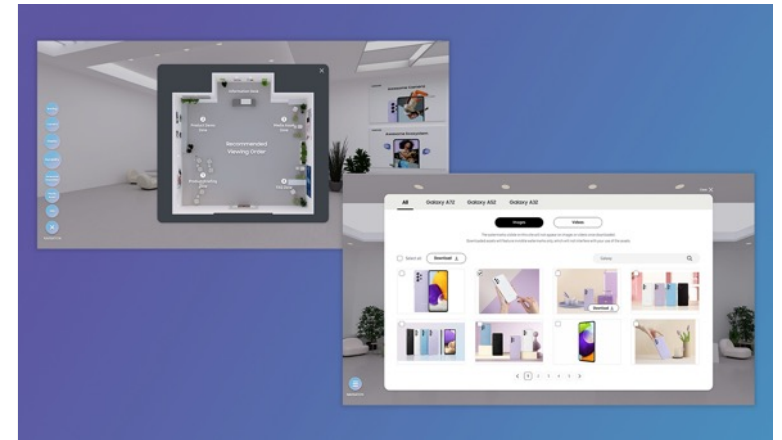


2021

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

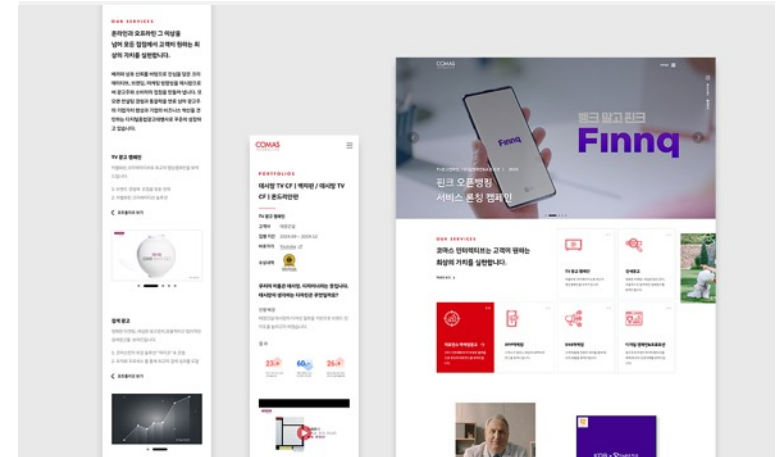
2021

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](#) ↗

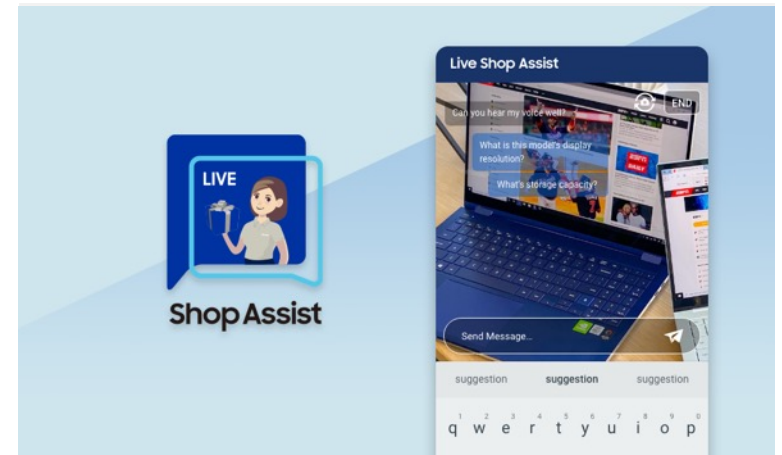


2020

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



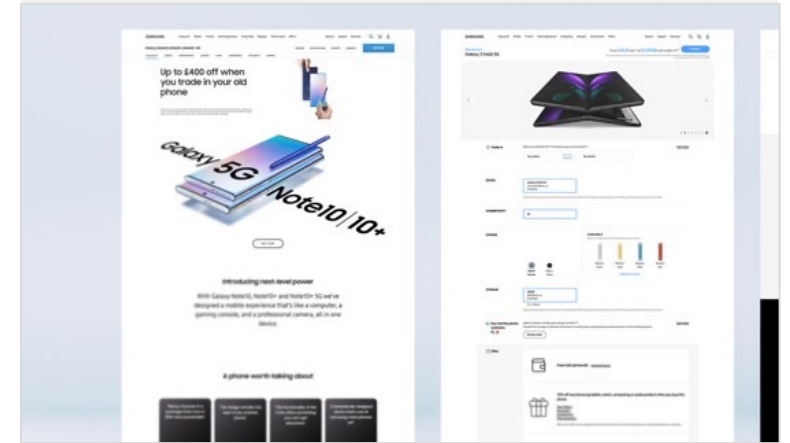
Portfolio

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



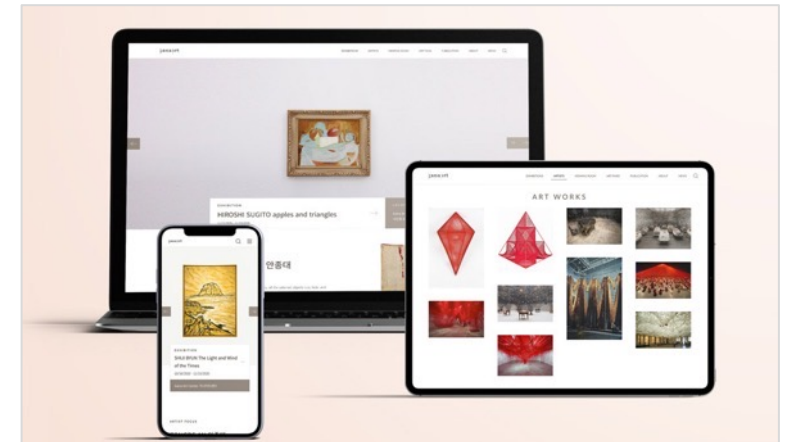
2020

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

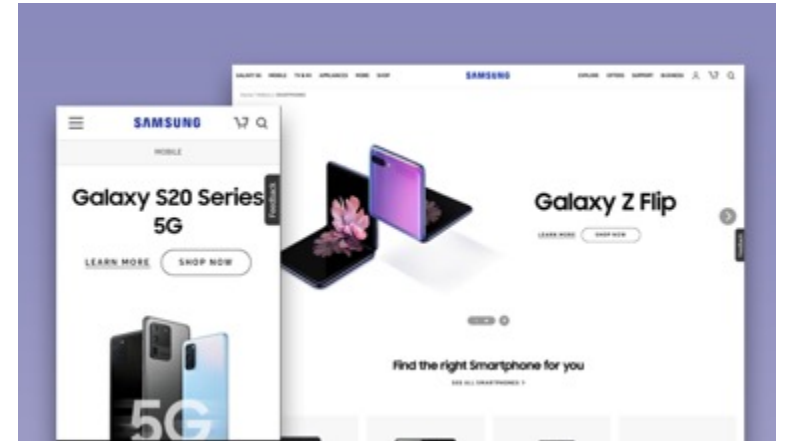
2020

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 ↗](#)

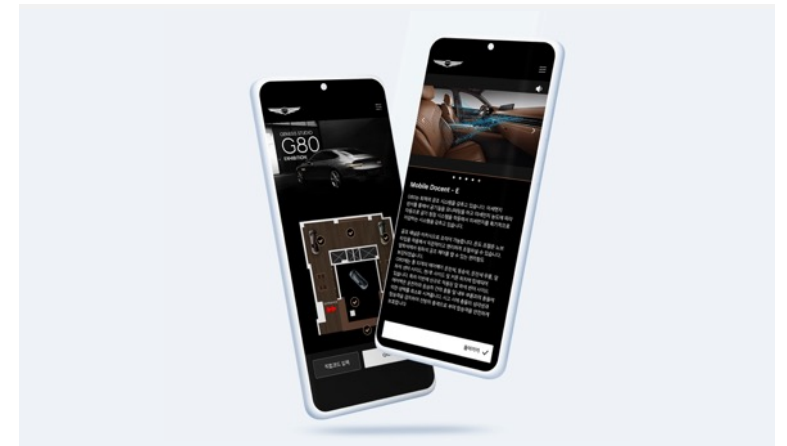


2020

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

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](#) ↗



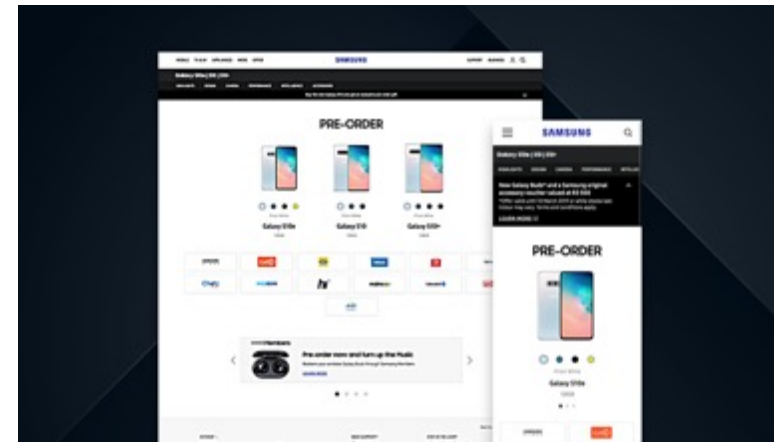
2019

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](#) ↗



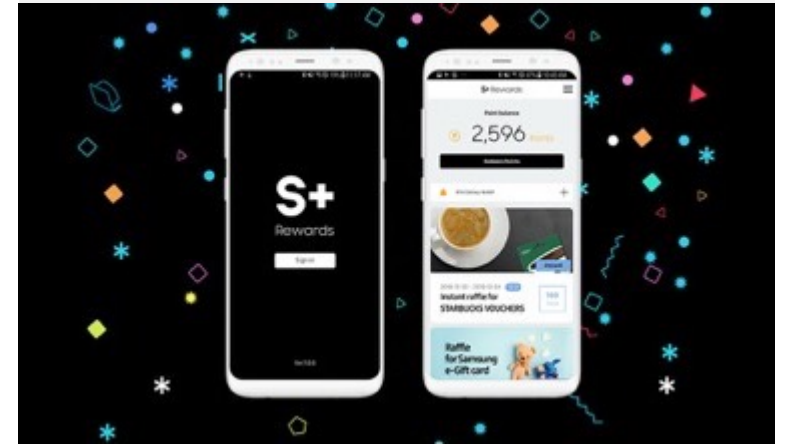
Portfolio

2019

Samsung + rewards App, Galaxy Stars Festa 2019

Samsung + App construction / Retail Manager, a reward program to encourage the performance of the retail managers of Samsung Electronics, planned, designed, and built an event community mobile website for the best performers

#Back-end #Front-end #Mobile



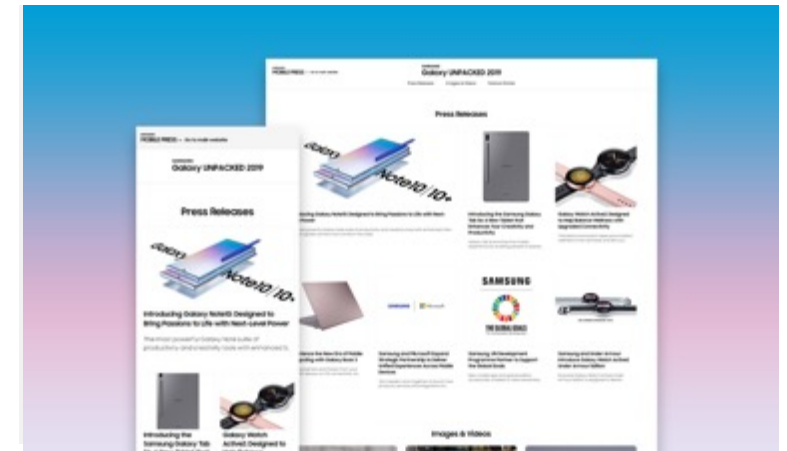
2019

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](#) ↗



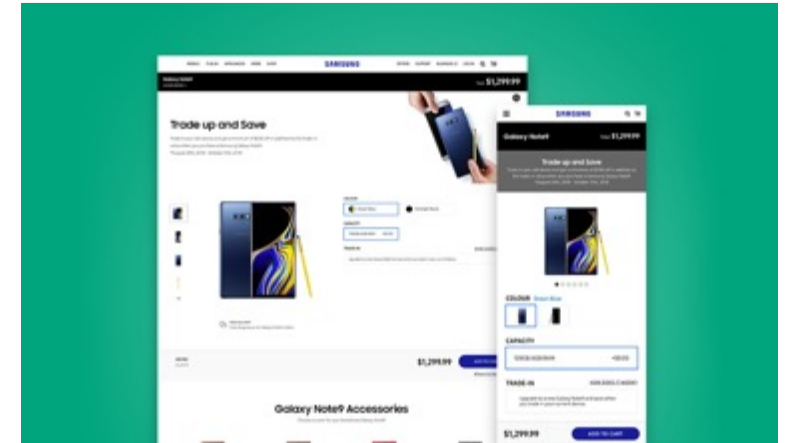
Portfolio

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

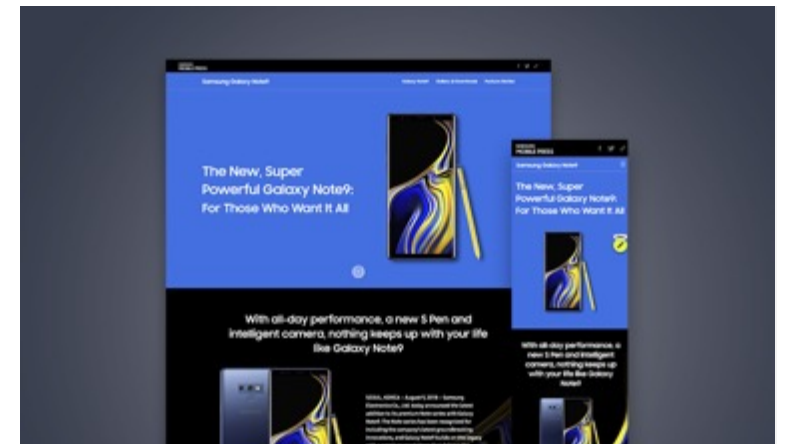


2018

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

2018

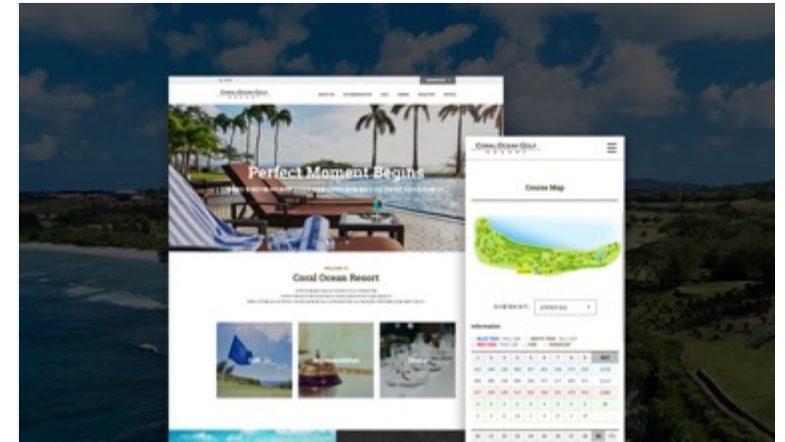
Coral Ocean Golf Resort Saipan

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

