REALDAY

AI Content · AX Education · Digital Experience

REALDAY
Company Profile



An AX media group connecting AI products, services and content

REALDAY brings AI products and AX services together

We design better AI transformation experiences for our users.

Our fields

AI content design

Interactive AI content for a range of display formats.

Software development

We develop our own software services around UX and UI.

AX consulting and education

We teach AX media and coding through our production practice.

We build AI production tools around the REALDAY AI engine and work across AX, software and AI media content.

Track record

21

Software and design commissions

14

Branding commissions

300+

AX class and hackathon participants

Company overview

REALDAY designs better AX experiences for its users.

Company

Company	REALDAY
CEO	Jisu Lee
Flagship product	AVORA Film Studio
Teams	Planning & design · Development
Core business	AI products · AX · Software SI · AI content
Growth areas	XR · HCI · AI education · Virtual IP
Address	Suite 503, KL Building, 19, Achasan-ro 5-gil, Seongdong-gu, Seoul

Founder

Jisu Lee

CEO of REALDAY

Former PM, data-driven marketing startup

Former UX/UI designer, XR platform

Former motion designer, video agency

BA, Digital Media Design, Hongik University

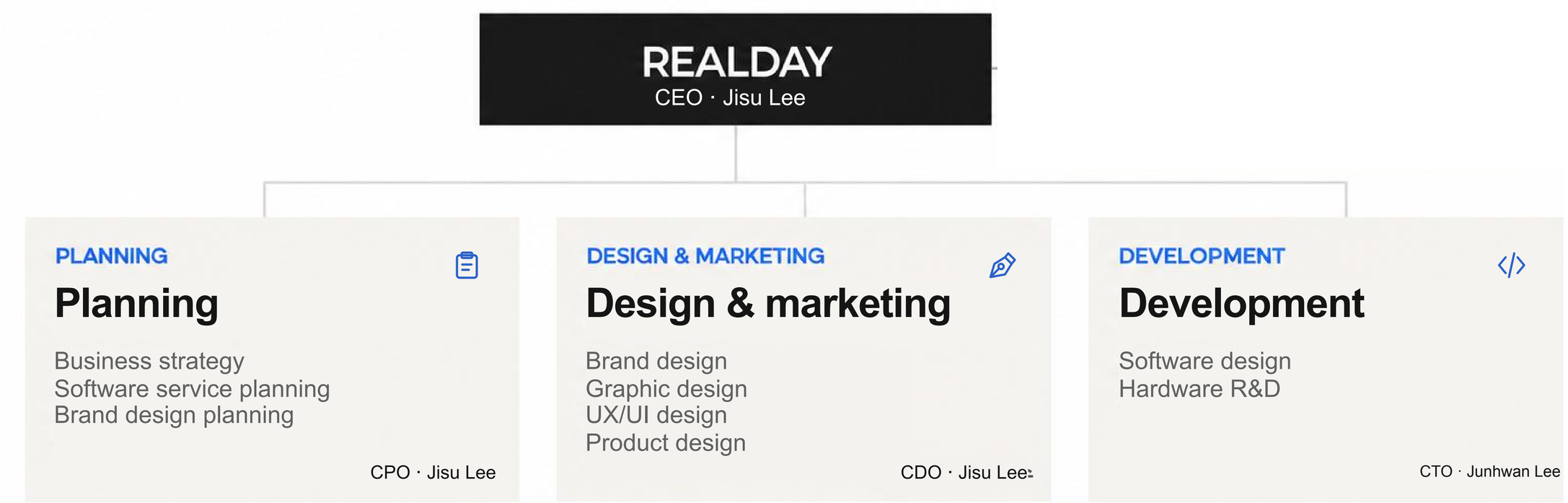
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REALDAY’s organization

Our teams coordinate software design and business delivery through a shared production process.



We use a structured process to build products people can use in practice.

REALDAY’s growth

We expand and diversify AX services by building on our own production experience.

2025

- Founded July 14, 2025
- Two AI art exhibitions
- Five software and design commissions

2026

- AVORA launch (Nov 2026)
- AX software integration
- Multiple UX/UI commissions
- 10+ university AX lectures
- Art exhibition with a research foundation
- Joint AI seminar
- AX learning platform in development

2027 (planned)

- Upgrade AVORA
- Expand XR activities and establish physical AI R&D
- Launch AX learning platform
- Projects with universities

Business portfolio

We expand and diversify our AX business through three areas of practice.

Flagship product

AVORA

Film Studio

An AI filmmaking tool for planning, video generation, editing and collaboration.

Business areas

01 **AX Service / XR Experience**

- Web builders, broadcasting and marketing platforms
- AI and software systems design and development
- AX services built on XR

02 **AI Content / IP**

- K-content, short-form video and MetaHuman
- AI influencers and virtual IP

03 **AX Education**

- AI content education
- Mentoring, hackathons and seminars

From planning to production and operations

We design the user experience, technology, content production and operations together.

01	02	03	04	05
Strategy & requirements	**UX & design**	**AI & data**	**Build & produce**	**Operate & improve**
Business goals and users Current workflows and data	Screens and service flows Brand and user experience	LLMs, crawling, vector DBs Generative AI applications	Web, apps, APIs, admin Video and visual content	Deploy and publish Review response, usability and results

Service and production design takes admin tools, content, data and operations into account.

AVORA | Film Studio

Main Product Solution

AVORA takes a one-line idea through to a finished film.

AVORA

Planning, generation and editing in one workflow

Directing

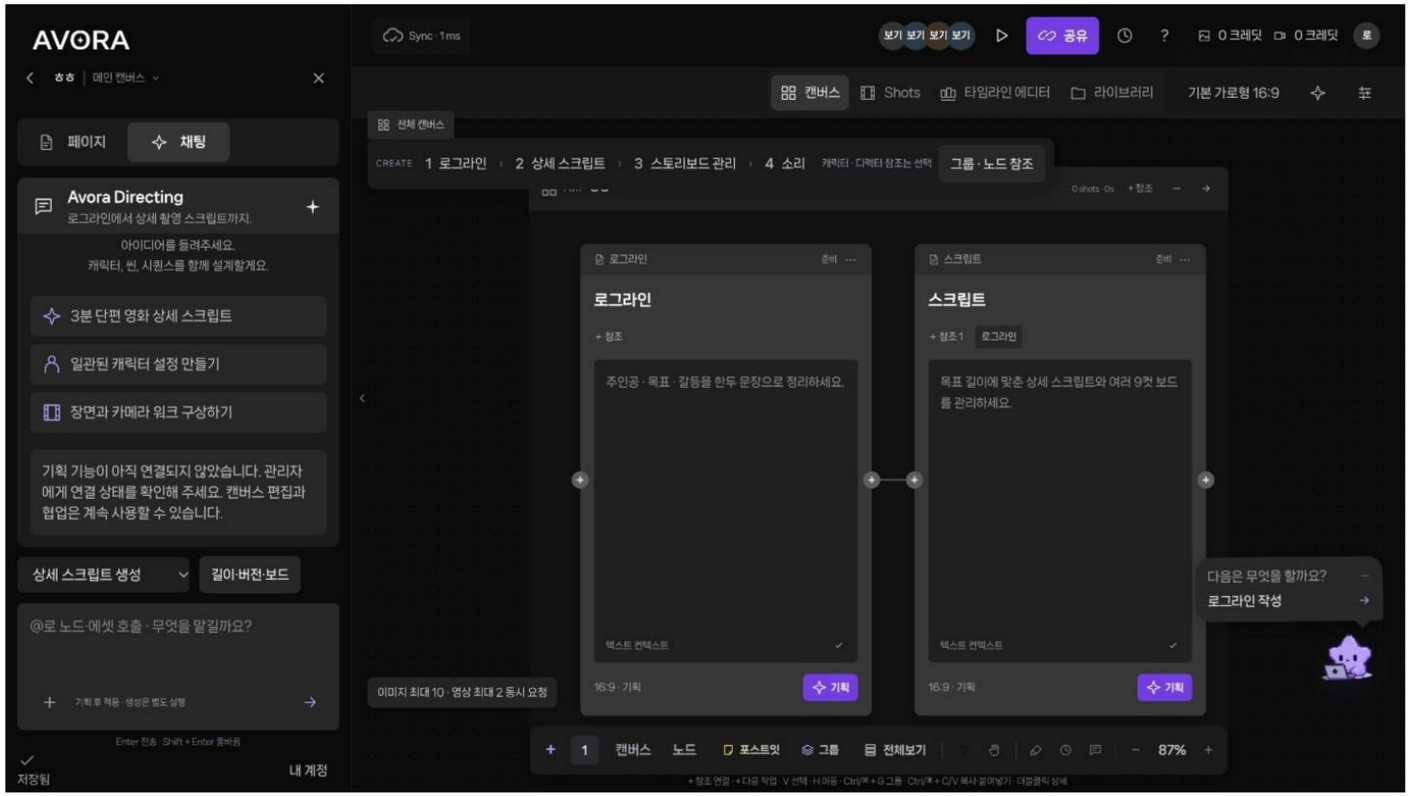
Creative direction and detailed scripts

Canvas

Link scenes, characters and reference assets

Timeline

Cuts, audio, subtitles and the final MP4

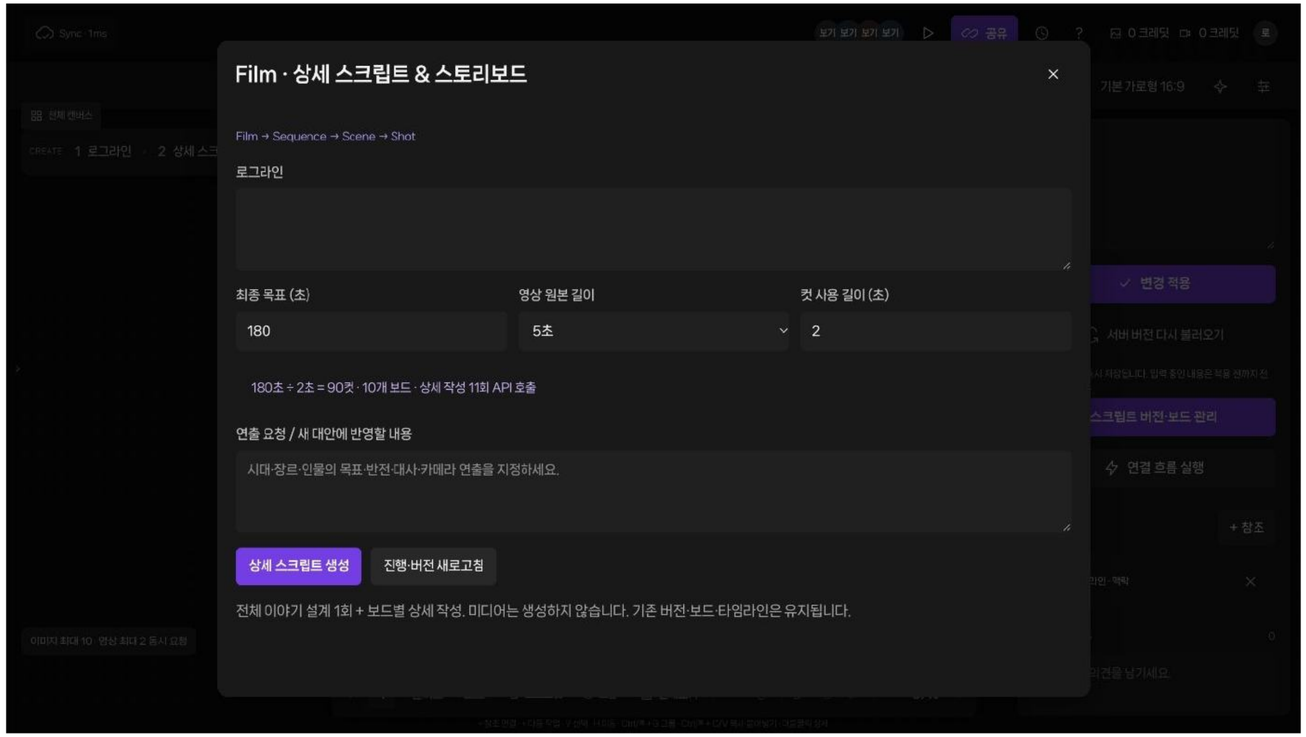


Local project workspace

AVORA | Film Studio

Main Product Solution

A planning process modeled on professional film production.



Local AVORA setup. Works are organized as Film, Sequence, Scene and Shot.

Planning and scene design in AVORA

Turn a logline and directing notes into a detailed script and storyboard.

Planning

Duration, genre, cast and camera directions

Storyboards

Script versions and nine-panel storyboards

Images and video

Starting images and shot-by-shot video

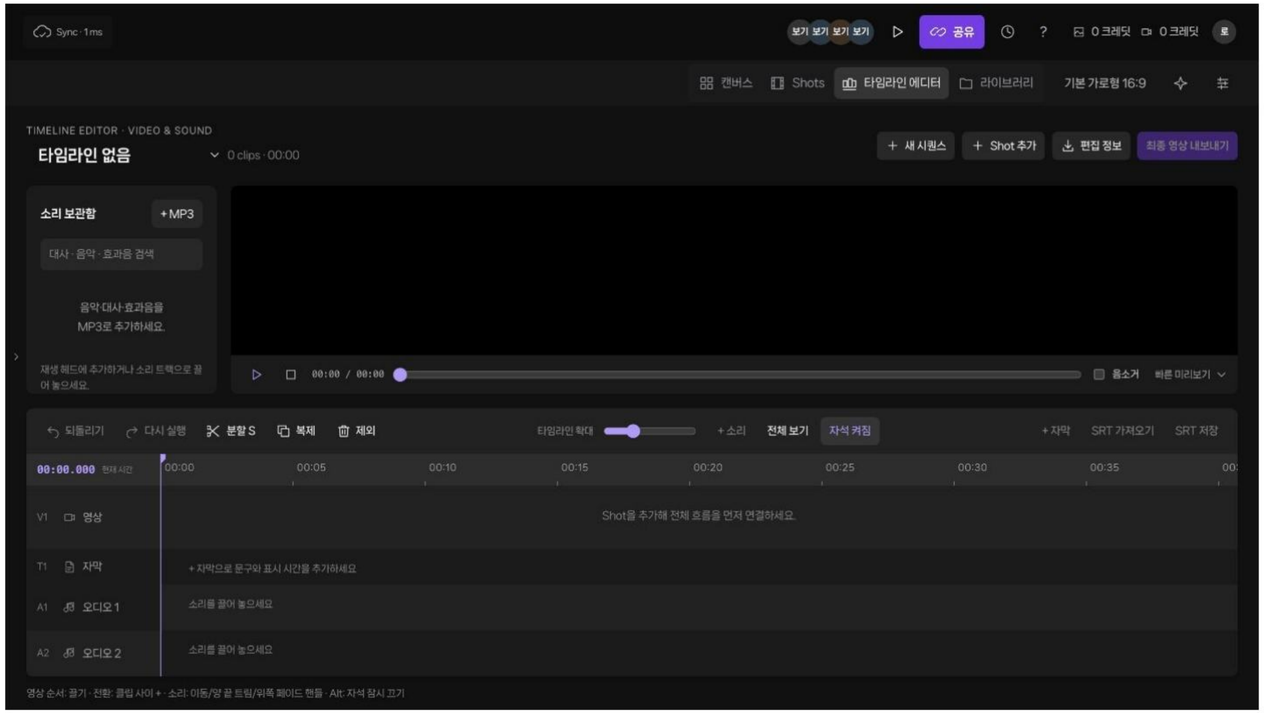
The workflow follows professional production practice.

Creators can spend more time on planning.

AVORA | Film Studio

Main Product Solution

Editing and collaboration in a shared production environment.



Local timeline before editing. Features follow the AVORA v4.1.1 user guide.

Editing and collaboration in AVORA

Refine video, audio and subtitles, then manage shared projects in cloud rooms.

Edit and export →

Reorder, trim and add transitions. Edit audio, music and subtitles, then export MP4.

Simplified post-production helps people edit AI-generated videos even when they are new to editing tools.

Collaboration →

Private projects, cloud rooms, email invitations and team roles.

Shared projects support in-house production and collaboration with universities.

REALDAY AI engine & production pipeline

Main Product Solution

From trends and scripts to avatars, video rendering and content operations.

01

Collect

News and social media
Forums and streaming

02

Curate

IP and source materials
Reference assets

03

Generate

Planning and prompts
Scripts

04

Render

Avatars
Video shots

05

Operate

Upload and archive
Review feedback

Connecting content operations

AI personas and feedback from marketing platforms feed into the production workflow.

AVORA

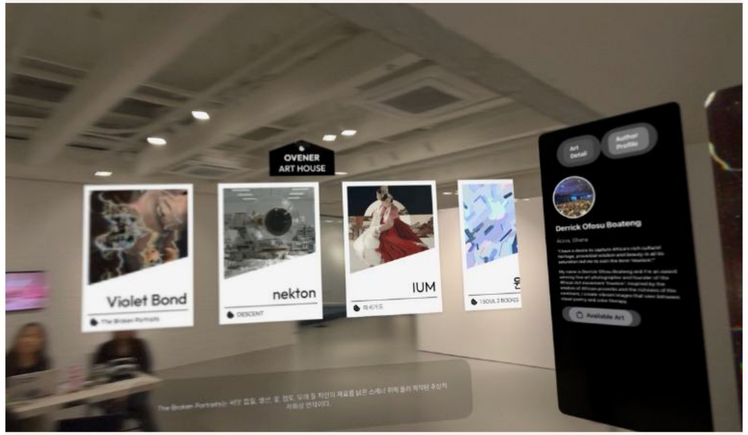
Platform · planned Nov 2026

Content, spaces and virtual IP

AI Content / IP

The founder’s portfolio connects virtual characters, interaction and IP.







AI content and media art

Visual storytelling
Generative AI artwork

XR and HCI experiences

Spatial user experiences
Interactive media exhibitions

KXIZY virtual IP

IP planning, production and operations
Virtual idol project

Interactive AI exhibition and forum

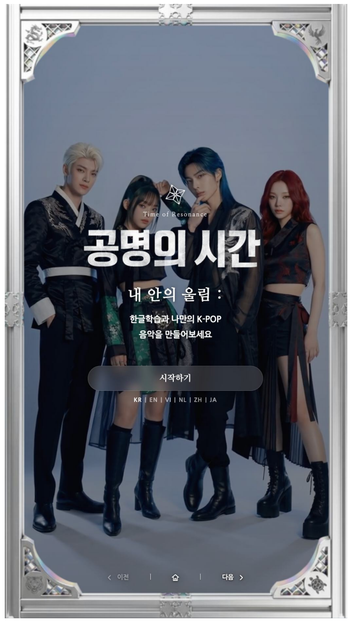
AI Content / IP

The founder’s portfolio brings virtual characters, interaction and IP into the exhibition space.





Convergence research supported by Korea’s Ministry of Science and ICT and the National Research Foundation of Korea.







Visitors learn Hangul through K-pop in an interactive exhibition that turns language into a physical experience.

Tested with 40 students from Vietnam and 30 participants from the Netherlands. HCI and educational technology paper planned for 2026.

KXIZY

AI education, mentoring and hackathons

AX Education

Bringing production experience into hands-on training.

Hands-on AX education with tangible outcomes

AI content and vibe coding
Applied AI agents
XR content production
Overnight hackathons and seminars





Dankook University	Lead instructor, XR/AI content and AI content/vibe coding workshops
Hongik University	Lectures on XR and AI content
Yonsei University	AI hackathon facilitator
Ministry of Education · HUSS 2026	Humanities convergence hackathon facilitator
Advanced Display COSS	Industry mentor
Kakao Impact	Partner mentor
Daejeon Tax Accountants Association	AI agent workshop facilitator

AI Career Master Camp · AI content hackathon Run by

Sept 17–18 · Hosted by Pai Chai University's employment office and the Ministry of Employment and Labor.

"I Have Something to Say" · Winners' seminar Co-hosted

Oct 16 · Co-hosted and run by REALDAY with Korea Investment, Nobord and other partners.

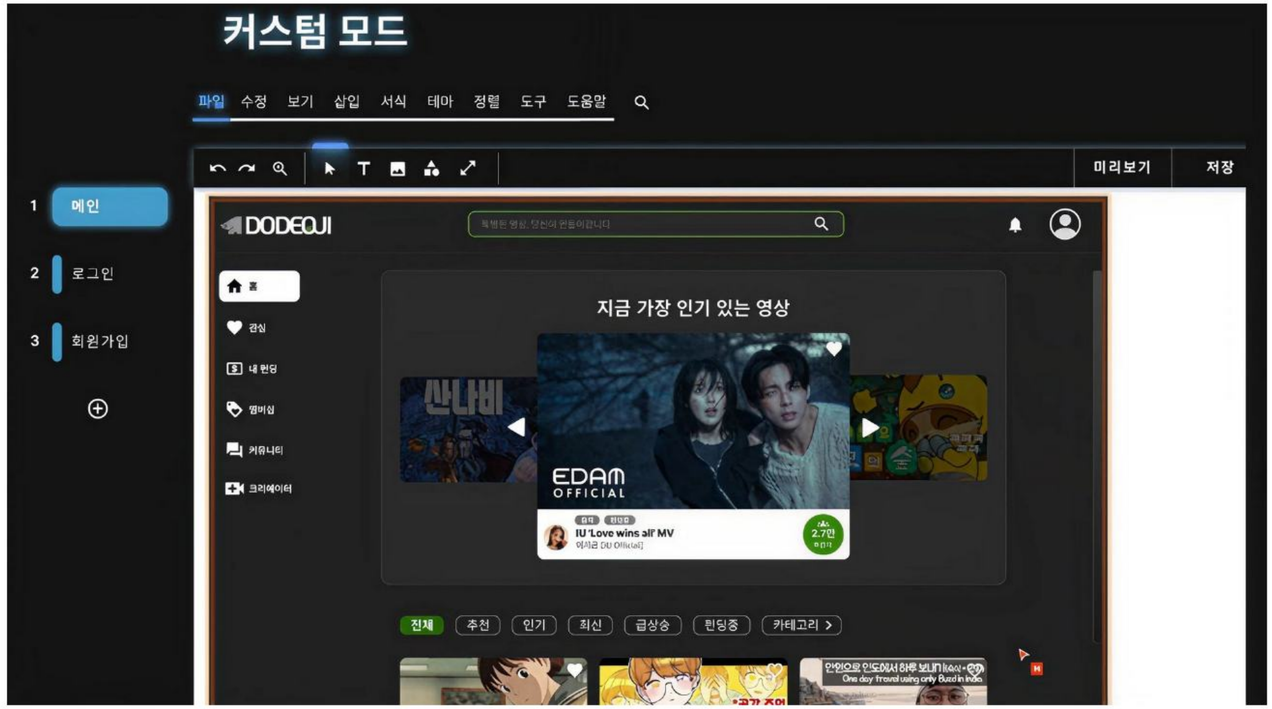
AI web builder

AX Service

Analyze an edited screen and turn its structure into web service modules.

From screen design to a working service

Intuitive visual editing
Screen analysis and module assembly
Back-end API integration and deployment



From the development group’s portfolio. The solution connects planning, design and development for MVP delivery.

AI production for K-content

AX Service

A workflow that turns web novels into scenes, characters, images and motion comics.

01 **Web novel**

02 **Scene analysis**

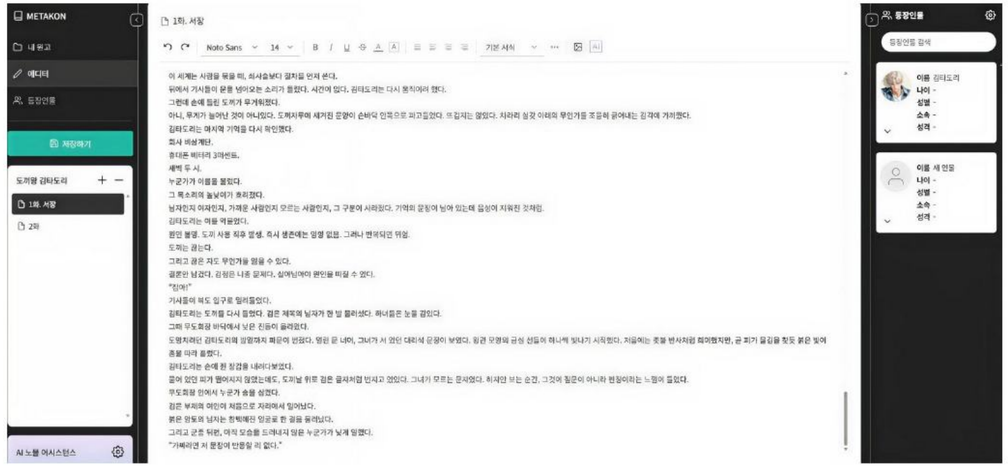
03 **Characters**

04 **Webtoon images**

05 **Motion comic**

From written stories to visual content

Story analysis and asset preparation are linked to scene-by-scene generation.



MetaHuman Studio

AX Service

We develop character-led images and video for brands.

Virtual Model
Brand Cut
AI Persona



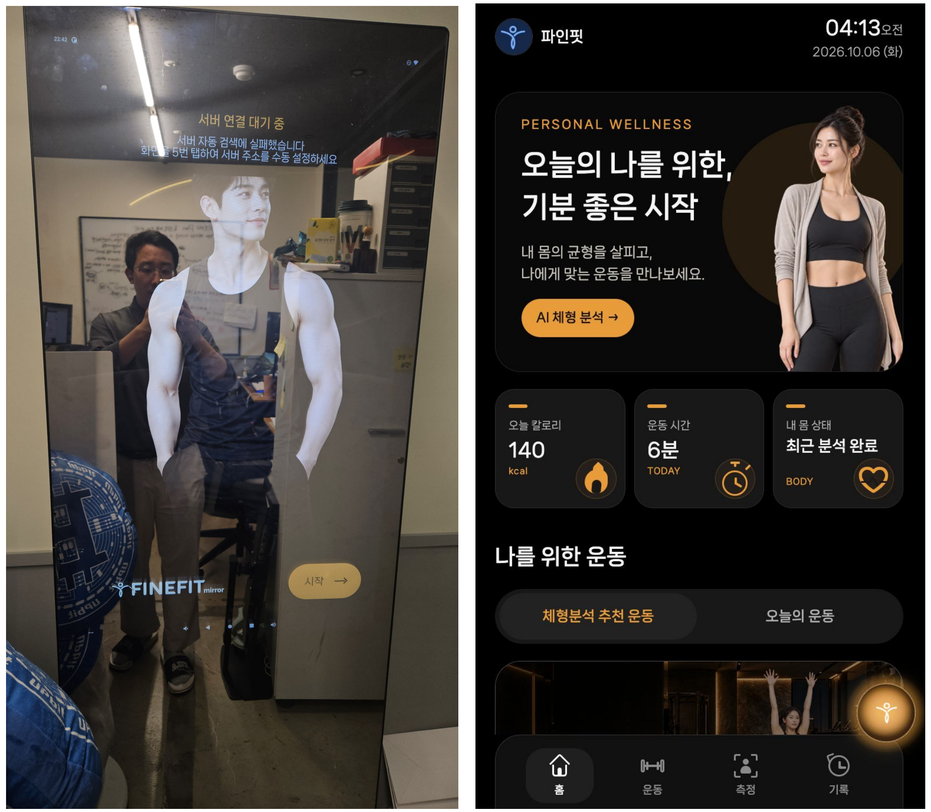
Character concepts and style guides
Product placement and brand lookbooks
Consistent art direction across images and video

Applications include fashion, beauty, food, education, tourism and public communications. Each production is tailored to the brand.

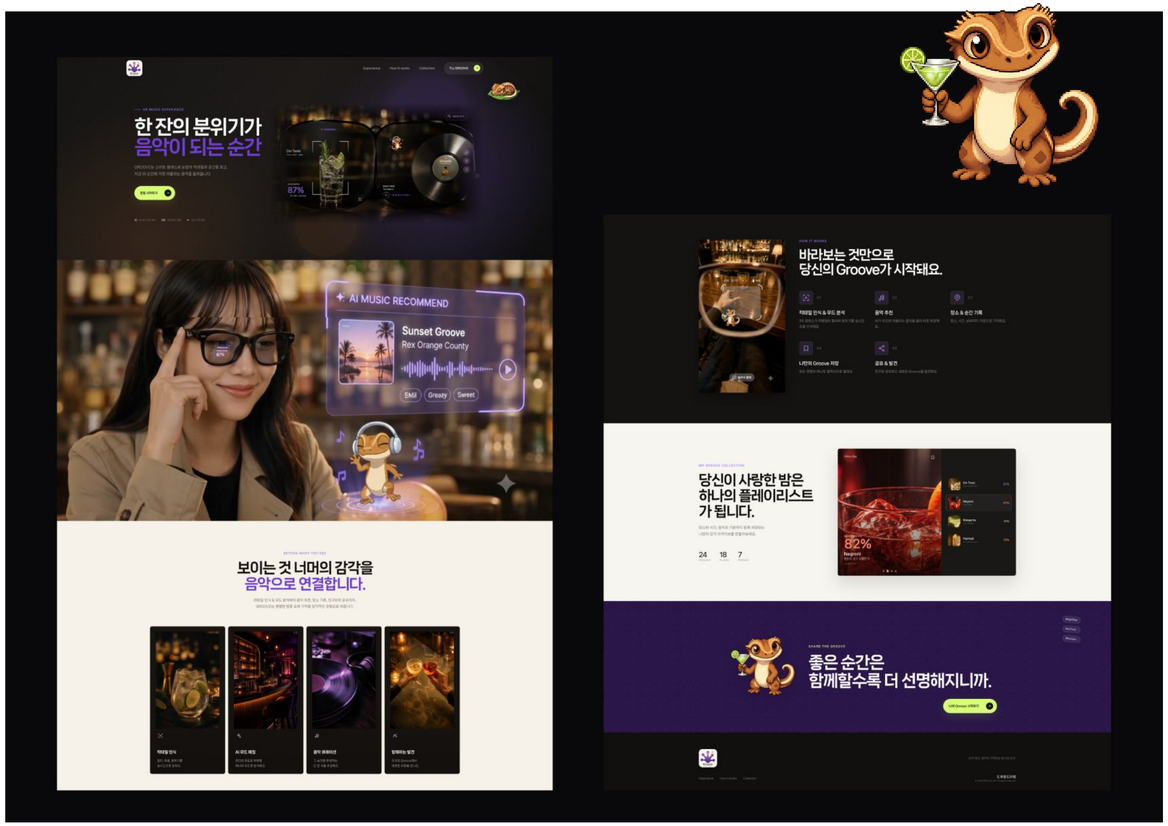
Next-generation display design

Design · Systems integration

AX solutions designed and developed for emerging display formats.



Finefit · Smart mirror UX/UI (CHFF 2026 entry)



Groove · XR app for Meta Ray-Ban Display (planned release)

Integrated solutions portfolio

Design · Systems integration

AVORA, software development and content production come together around each business goal.

01

AX MVP Build

Web and app design and development
Admin tools, APIs and deployment
Proofs of concept and MVPs

02

MetaHuman Campaign

Virtual character concepts and imagery
Product shots and campaign assets
Brand expression guidelines

03

AI Influencer Operation

Persona and feed planning
Reels, stories and brand assets
Content operations and reporting

04

Enterprise AI System

Crawling, LLMs and vector databases
Workflow automation
Access and operating policies

Our flagship product, AVORA, handles the video and content production workflow.

Project delivery process

Design · Systems integration

Each stage has a deliverable, from initial assessment and validation through development, operations and improvement.

01	02	03	04	05
Assessment	**PoC and prototype**	**MVP development**	**Launch**	**Refinement**
Goals, users and data Operating environment and constraints	Validate core features Test the user flow	Front end, back end and AI Admin tools and integrations	Deploy the service Publish and collect data	Review feedback and usability Improve models, features and content

Review criteria Review access, privacy, copyright, brand standards, stability, usability and audience response.

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