

Read Learn Play



Woongjin Thinkbig is a leading company in the education service and publishing industry in South Korea. Since its establishment in 1980, Woongjin Thinkbig has been providing a wide range of educational content for adults and children, such as school curriculum based home-tutoring materials, collections of picture books, trade books, and e-learning services through diverse sales channels.

Key Achievements

Publishing



2004

〈Red Bean Porridge and Grandma〉
wins the Bologna Raggazzi Award



2008

Woongjin Thinkbig and Penguin Classics form
a joint venture to create Penguin Classics Korea



2010

〈Seokguram Grotto〉
wins the Bologna Raggazzi Award



2013

Nominated for the Bologna Prize
for Best Children's Publishers of the Year
at the Bologna Children's Book Fair

Education

2005



Membership in our home-tutoring service
reaches one million

2011



Our home-tutoring business launches its very
first on/offline hybrid learning service – 〈Think U〉

2012



〈Story Beam〉, a mini projector for children's
bedrooms, sells more than 100,000 units

2012



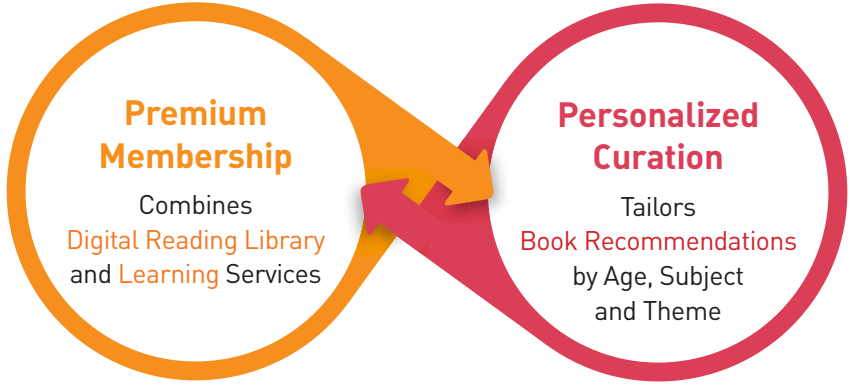
Woongjin introduces 〈Jamongi〉,
an interactive toy for toddlers' bedtime

We Inspire the Best Reading for each child

A New Educational Digital Reading Solution



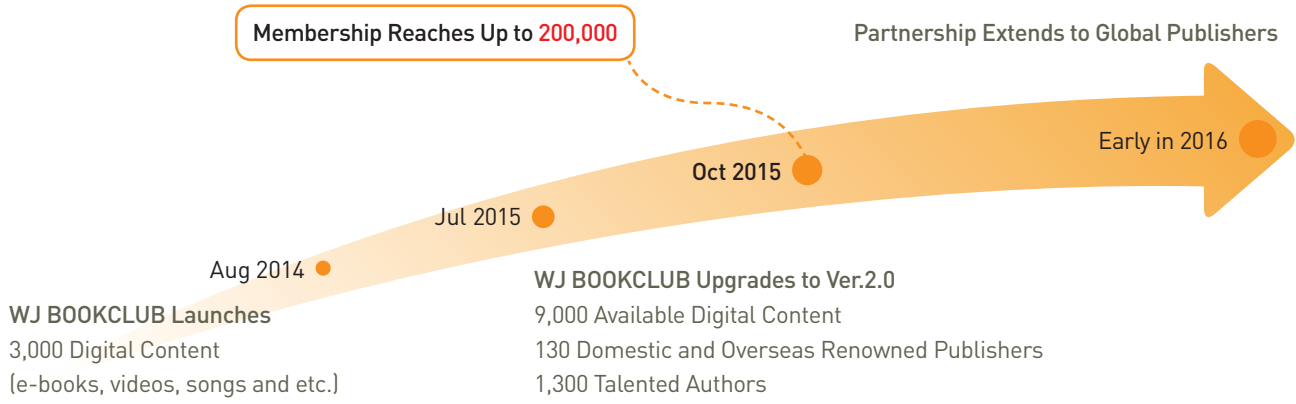
Each child reads **63 min** a day,
which averages to **716 books** a year



Tablet PC + Digital Content + Physical Books / Toys

BOOKCLUB	Membership Type		
	Standard	Medium	Light
Length	24 or 36 months	24 or 36 months	24 months
Registration Fee	\$100	\$100	\$100
Monthly Fee	\$120	\$80	\$40
Points*	2.5M or 4M points	1.6M or 2.5M points	0.3M points

* Points are used to purchase physical books and digital content

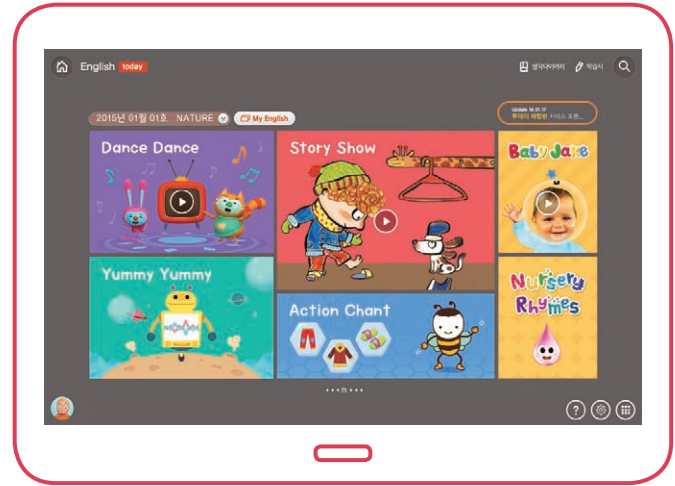


Personalized Book Curation

Content Curation Powers Book Discovery

Featuring an inspiring, well-designed interactive UI, content is curated by age, subject and theme.

- Book curation updated weekly
- Weekly Pages, more than 10 different curation
- Content includes various quizzes, videos, games and songs to encourage children to read related books



Enjoy a book in different ways in WJ BOOKCLUB



weekly page



interactive guide content



reading e-books



after-reading activities



offline group program
(Optional)

Hybrid Learning

Integration of On/Offline Learning

This integration of on/offline learning program inspires children to become more engaged in reading and learning by unique experiences in digital content and physical materials.

- Ages : 3~12
- Subjects :
Math, Science,
Language Arts,
Science, English,
Social Studies,
Chinese Characters



Learning through
Quizzes, Games,
Songs and Videos



Physical Books



Toys



Tutoring Services

Discover various dimensions of digital learning in WJ BOOKCLUB



sing a song



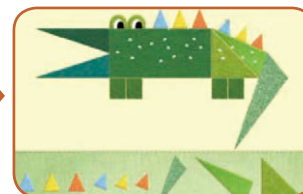
read a story



learn important concepts
while doing fun activities



expand knowledge with other
books on related topics



develop imagination
and creativity

h Play *Fun and Educational Playground*

Kid-Friendly Theme Park Full of Fun Content

Have Fun and Become Smarter

“Let’s Play” Theme Park is designed for children to experience even more entertaining and engaging digital activities. Children will use cyber money earned from reading and learning to access the theme park. They will enjoy different genres of digital content such as comics, games, animations, and music.



Specification of Tablet PC

Model	WJ BookPad S(SM-T530)	Size	243.3*176.3*7.9mm
Manufacturer	Samsung Electronics	Display	10.1" HD (1,280*800), 149ppi
Photo		Processor	Quad core (1.2 GHz)
		RAM	1.5GB
		Memory	32GB (micro SD slot)
		Camera	3MP + 1.3MP
		OS	Android (KitKat 4.4)
		Battery	6,800mAh
		Connectivity	Wifi 802.11 a/b/g/n, micro USB 2.0

What Are You Looking For?

	Digital Library Platform + Digital Content	Digital Content	Digital Content + Tablet PC
Details	Customers who want to launch children's bookclub program quickly and easily with premium content for ages 3 to 12.	Customers who need children's content like e-books, learning apps, videos, songs and etc.	Customers who need an educational Tablet PC for children and content to include in it.
Benefit	Depending on customer's needs and market situation, we provide basic to full packages.		

Contact Information

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