

IN:APP





Title : IN : APP

Genre : Comedy, Action

Format : 7min x 39epi / Full HD Animation

Target : Main : Ages 6~9 / Sub: Everyone

Topic : 'Jackie' and 'Robin' solve various problems
as the newest COPs in Phone World!

Airing : July 2021 @ KBS

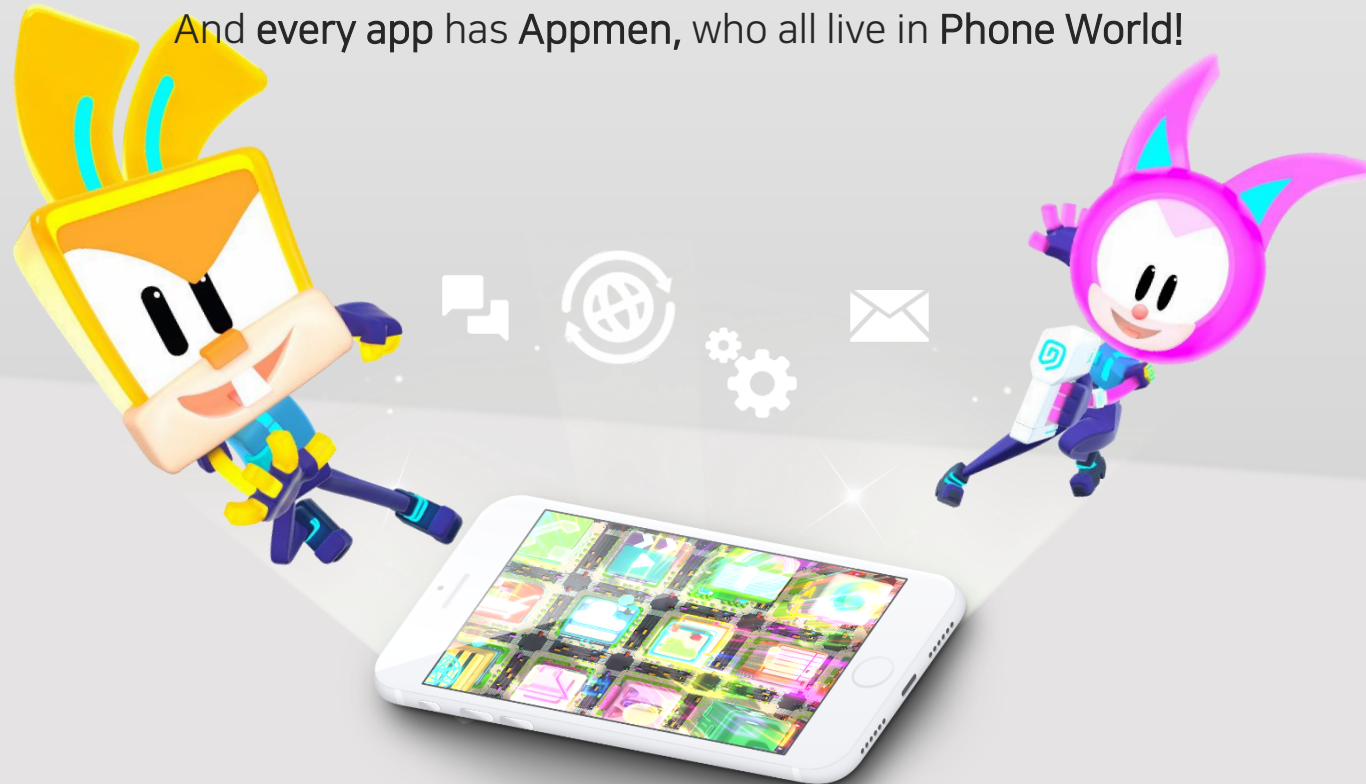
There's a *lot* going on in our smartphones.

Experience a *whole new world* unfold inside your very hands!

Everyone has a smartphone.

Every smartphone has apps.

And every app has Appmen, who all live in Phone World!





Taking care of Phone World **24/7**, **all year long!**

Even when the User puts down their phone, the Appmen keep Phone World busy.

They must keep all apps running **perfectly** to make sure the User isn't inconvenienced.

Everything is overseen from the 'Command Center' and its newest COPs, 'Jackie' and 'Robin.'

But there's no way data maniac Jackie and hyper instincts Robin get along... However will they **keep Phone World safe?**



The **User's inconvenience** means
danger in Phone World!

The User's game is laggy!

The download speed is too slow!

A virus appeared! Quick, take it out!

We'll just have to take care of 'em all

As a team... or not!

Here comes the COPs life of
Super newbies 'Robin' and 'Jackie!

I. A topic that everyone everywhere knows and understands

In: App features episodes that anyone who has used a smartphone has experienced at least once. It's a story of our own!



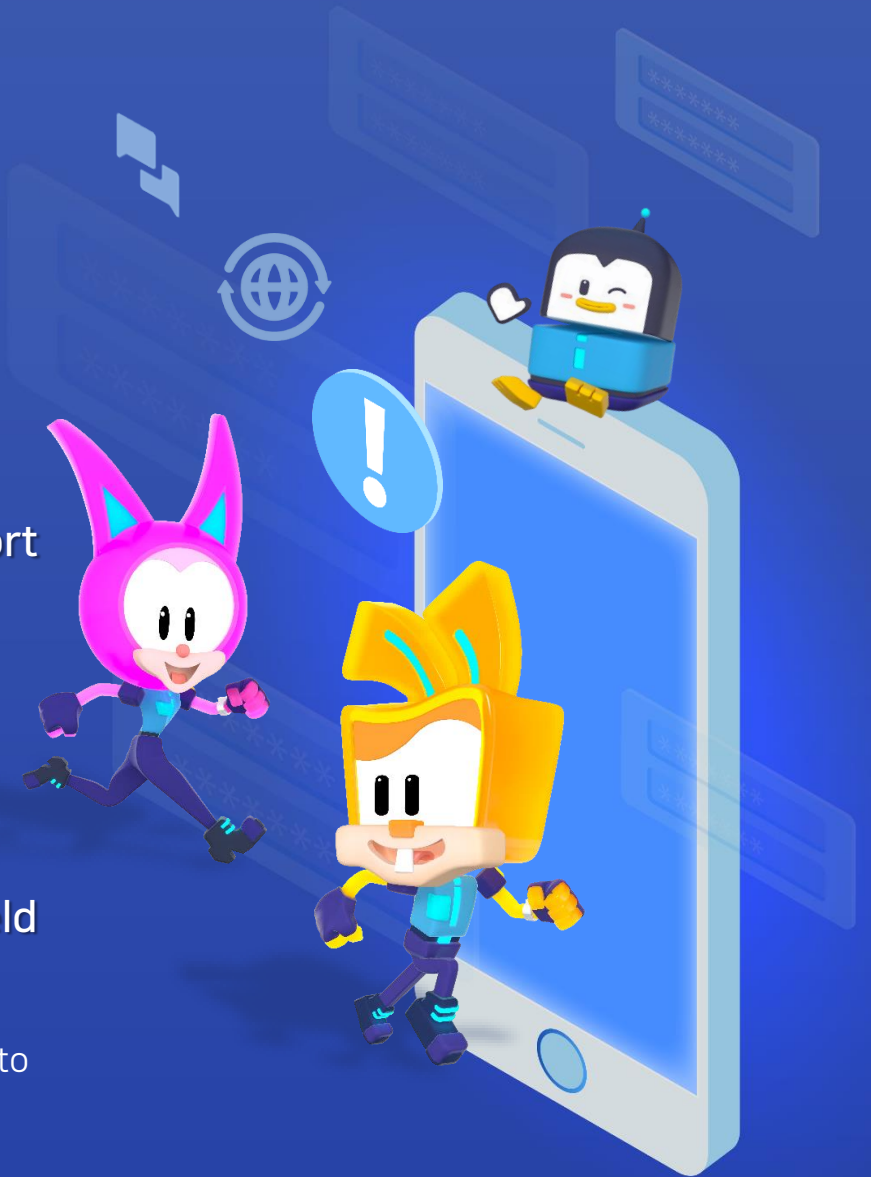
II. A global project recognized for its script, pilot, and sequel support

In: App has been chosen as Ani-Variety show of 2018 for its high quality animation and business potential, receiving support from SBA, SK broadband, KBS, and KOCCA.



III. An animation with various approach options to the education field

In: App uses smartphones and the internet as its primary storytelling devices, meaning it can easily expand its reach to secondary educational products related to character toys, coding robots, games, and more!



Family Cartoon

An animated show for families that will resonate with any smartphone user

A familiar story structure focusing on experiences all smartphone users will have had

Evolved Digital Content

On the topic of smartphones, the most well-known example of the 4th industrial revolution

Creation of evolved digital content that brings the features of digital devices to life, like touch and drag

Excellent plot

A high-quality animation with characters inside the world of a smartphone

Various episodes with the virtual world that everyone has imagined as a backdrop

Easy OSMU Production

Easy OSMU, e.g. smart devices, accessories, smart toys, new apps

Possible to create promotional videos and product placement for app developers, mobile companies, and smart device manufacturers



Robin

Live and die by style, here comes the fire!

" See 'em and get 'em! "

Intuition over data! Move before thinking!

Jackie? What's that manual-worm going to do in the real field?

My blaster never misses - I'm Phone World's sharpest shooter!

I'll take any virus down, just like the action cop I am!

Don't blink or you'll miss it! HAHAHA!



Jackie

The good cop, all according to the manual.

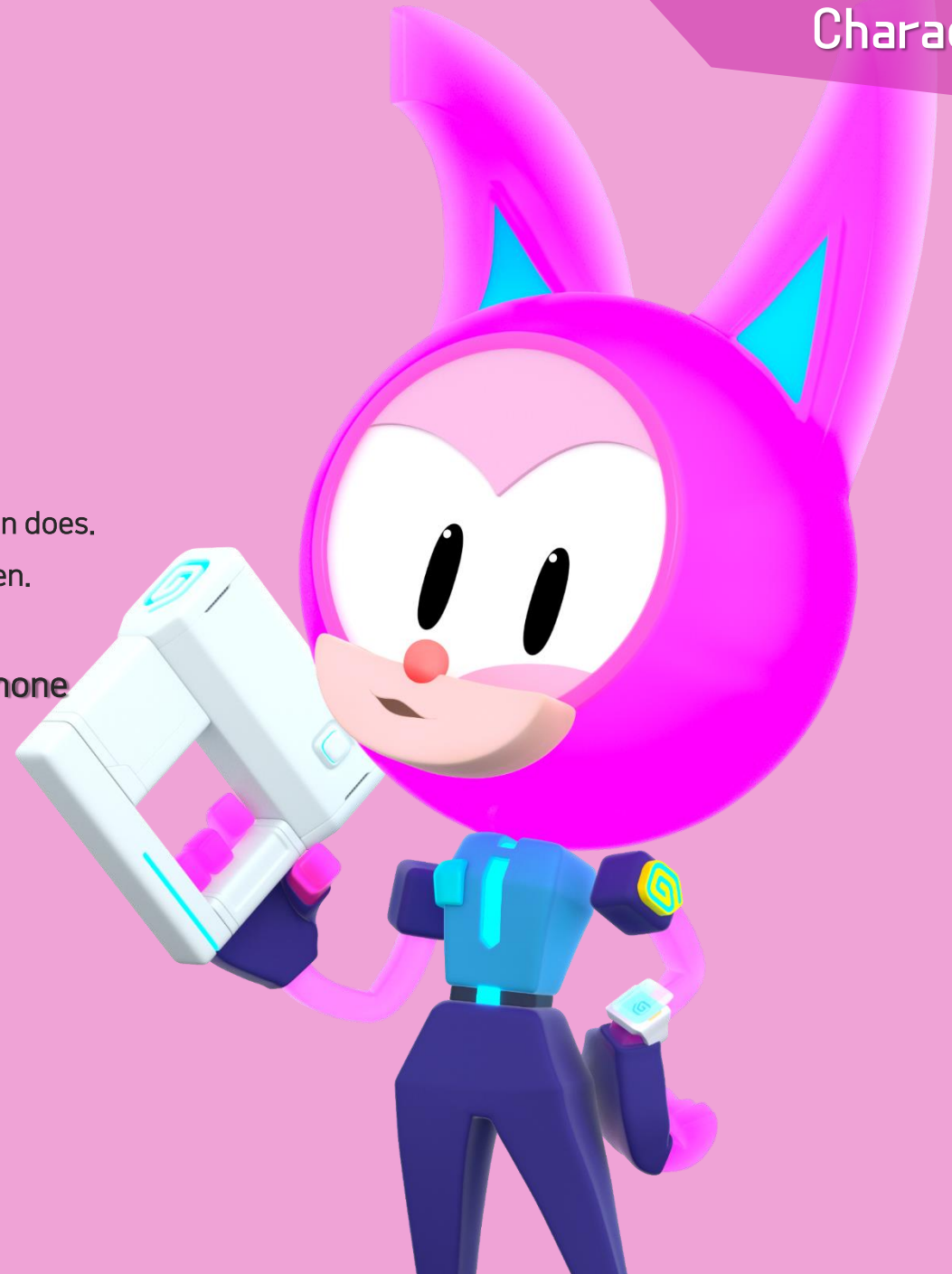
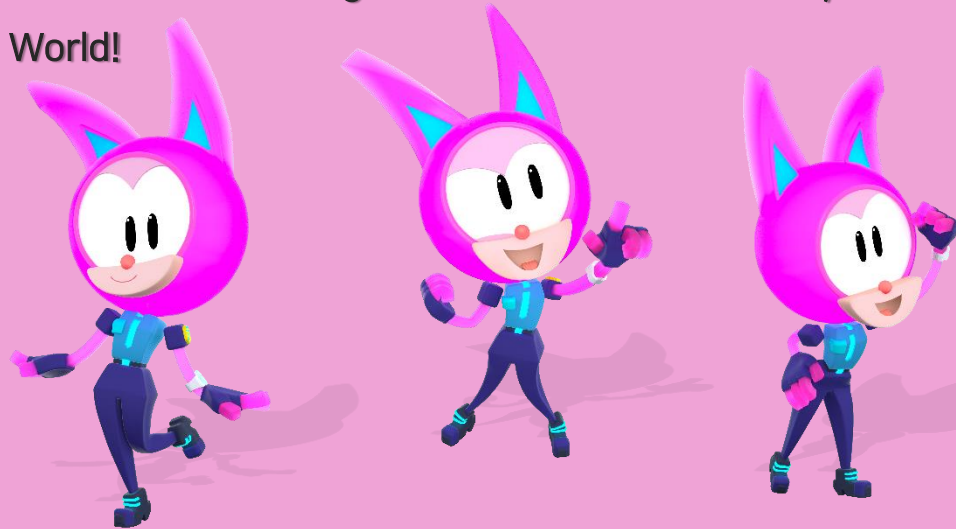
"It's all on the manual!"

The manual and data are all I need!

You always **need a plan** – or else you'll ruin more than you fix, just like Robin does.

In the field you need to **understand the situation** and **persuade the Appmen**.

Command Center's greatest driver here to take you safely to Phone World!





Chief

The brain in charge of Command Center

After seeing Jackie and Robin in action, he decided to put them in a team.

When he's angry he gets *really angry*.

But when he needs to calm down or when he has some free time

He takes care of his **digital bonsai**.

A bit more loving than you'd expect.



Penguin

Phone World's error detector – but full of holes itself.

Penguin looks over Phone World, checking if any of the apps **run into errors**.

It's **smart**, but also a bit **goofy**. Whenever 'Jackie' and 'Robin' mess up, Penguin is the first to **panic** – especially when the Chief starts **shouting about**.







See the unseen

Beyond Mobile! Inspiring the World!

iN:APP

