

ESTsoft joins Korea-AI PC Alliance to help build On-Device AI ecosystem and secure global competitiveness

March 28, 2024

- Korea-AI PC Alliance (K-APA) launched to lead the global on-device AI market, helping members strengthen competitiveness and expand overseas
- 17 companies including ESTsoft joined to build an on-device AI ecosystem, with representatives from SW, HW, and education participating
- Sangwon Chung, CEO of ESTsoft, actively cooperates with member companies to build on-device AI ecosystem and secure global competitiveness

ESTsoft (CEO Sangwon Chung), an AI service company, announced on March 28 that it has joined the Korea AI PC Alliance (K-APA), which was launched to foster talent and build an ecosystem in the AI field and lead the global market based on it.

The key to the launch of K-APA is to secure competitiveness in the global on-device AI market. On-device AI has gained a lot of attention this year. This is because the AI market, which has been led by Google, Open AI, and Meta, has been experiencing a surge in infrastructure costs and security issues, and the market's demand for on-device AI has increased.

A total of 17 companies, including ESTsoft, are participating in the K-APA. The members are representative companies and organizations in the fields of software, hardware, and human resource training to build an AI ecosystem, with Intel Korea as an advisor.

The AI software ecosystem will be led by ESTsoft and will include Saltlux, Polaris Office, i-Scream Edu, SellBuyMusic, EQBR Holdings, and XO Soft. Participating companies in the hardware ecosystem include Atec, Daewoo Lucoms, TG Sambo, Cynex Zone, INTECH&Company, Coit, and PC Direct. The Korea Chamber of Commerce and Industry, Korea University of Technology and Education, and Dong-ah Institute of Media and Arts are also involved in talent development.

K-APA is also launching the Global Corporate Collaboration Program with the Ministry of SMEs and Startups and Intel. The program will support promising AI companies in Korea to advance their AI business models and validate their commercialization for overseas expansion. To this end, Intel's developer tools, software portfolio, and engineering

consulting will be provided.

In April, K-APA will also host a hackathon competition in collaboration with Intel Korea. In addition, Intel Korea, which participates as an advisor, will actively contribute to supporting various technologies (OpenVINO, OneAPI technology, etc.) and helping small and medium-sized enterprises go overseas to foster domestic AI talent and create an on-device AI ecosystem for SMEs.

Sangwon Chung, CEO of ESTsoft, said, "We will actively work together to ensure that AI human services that have secured global competitiveness are applied to on-device AI and that many domestic AI software and hardware can be utilized in the global on-device AI market. We will do our best to further enhance AI competitiveness with our members so that the domestic on-device AI industry can secure global competitiveness."