

ESTsoft recognized for innovation in conversational AI human services with Ministerial Award at the 2024 World IT Show hosted by the Ministry of Science and ICT

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- Recognized for the outstanding technology and business viability of conversational AI human service at the largest ICT event in Korea
- ESTsoft also participated in presentation sessions for 8 promising innovative companies to find partners and investors
- Sangwon Jung, CEO of ESTsoft, reveals that the company will do its best as a leading company to help AI humans provide enriching value to humanity

ESTsoft (CEO Sangwon Jung), an AI service company, announced on April 17 that it has won the Innovation Award from the Ministry of Science and ICT at the 2024 World IT Show. The World IT Show, the largest information and communication technology (ICT) event in Korea, is organized by the Ministry of Science and ICT and sponsored by the Ministry of Trade, Industry and Energy.

The slogan of this year's World IT Show is "Innovation in Everyday Life Made by AI," and many leading Korean companies such as Samsung Electronics, Kakao, and SK Telecom participated in the event.

The Innovation Award ceremony was held at the opening of the World IT Show. The award was given to the most outstanding products and new technologies developed in Korea within the last two years among the products of various small and medium-sized enterprises showcased at the show.

ESTsoft won the Innovation Award at the show in recognition of the high quality of its real-time interactive AI human service 'Persona Live', which is about to be paid for, the excellence of its performance, and its global competitiveness.

In other words, the award recognizes both the technical excellence of the AI human, which answers in real time and interprets over 100 languages by voice recognition combined with a super-large language model (LLM), and the economic value it will create in the generative AI market.

In addition, on April 18, Gye-Poong Byun, Managing Director of ESTsoft's AI Business Unit, will present PERSO LIVE at the New Product and New Technology Presentation. Only eight companies selected as promising innovators have been given the opportunity to present, with the aim of finding partners and investors.

ESTsoft will showcase a variety of AI services, including AI humans, during the exhibition. ESTsoft will operate its own booth during the event to introduce its main services, including interactive AI human kiosk, AI human video production, AI senior care, and AI image exhibition.

"It is very meaningful that ESTsoft's AI human service has been recognized for its technical excellence and economic value through this award," said Sangwon Jung, CEO of ESTsoft. "We will continue to do our best as a leading company to ensure that AI humans provide enriching value to humanity."