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We believe that the
'Platform centered on information, technology and people' is
the way to create a more convenient world.

ARO InTech

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Brand Site

ODsay LAB  lab.odsay.com

ODsay Map Browser  map.odsay.com

Since its establishment in 1999, we have been **providing public transportation information to domestic and overseas portals(NAVER, Kakao, Google, etc.), major mobile carrier(SKT, KT, LG U+, etc.)**.

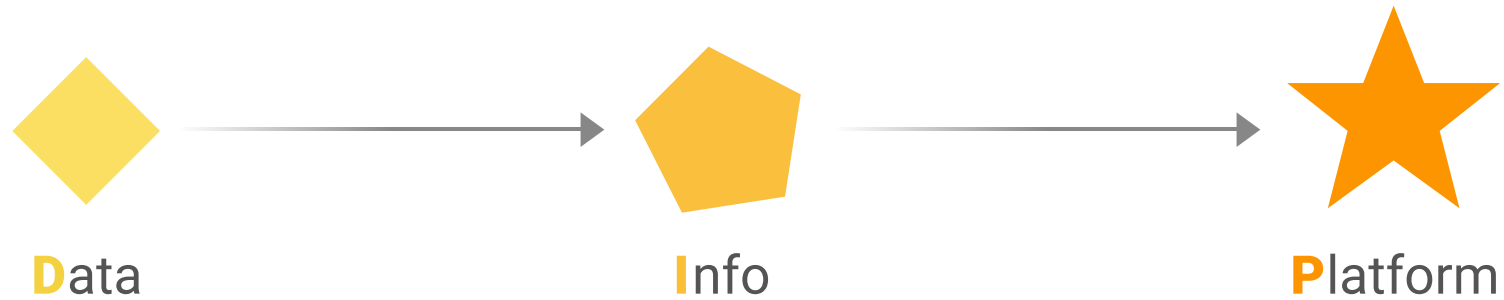
We received investment from NAVER in 2014 and have continued to grow. beyond providing public transportation information, we are pioneering new areas by converging with various fields such as **AI, MaaS(Mobility as a Service), and real estate**.

Now, we are moving toward '**information, technology and people-centered platforms**'.

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Information, technology, and people-centered platforms



Data

Collecting a lot of data from various places is the beginning of 'making a more convenient world'.

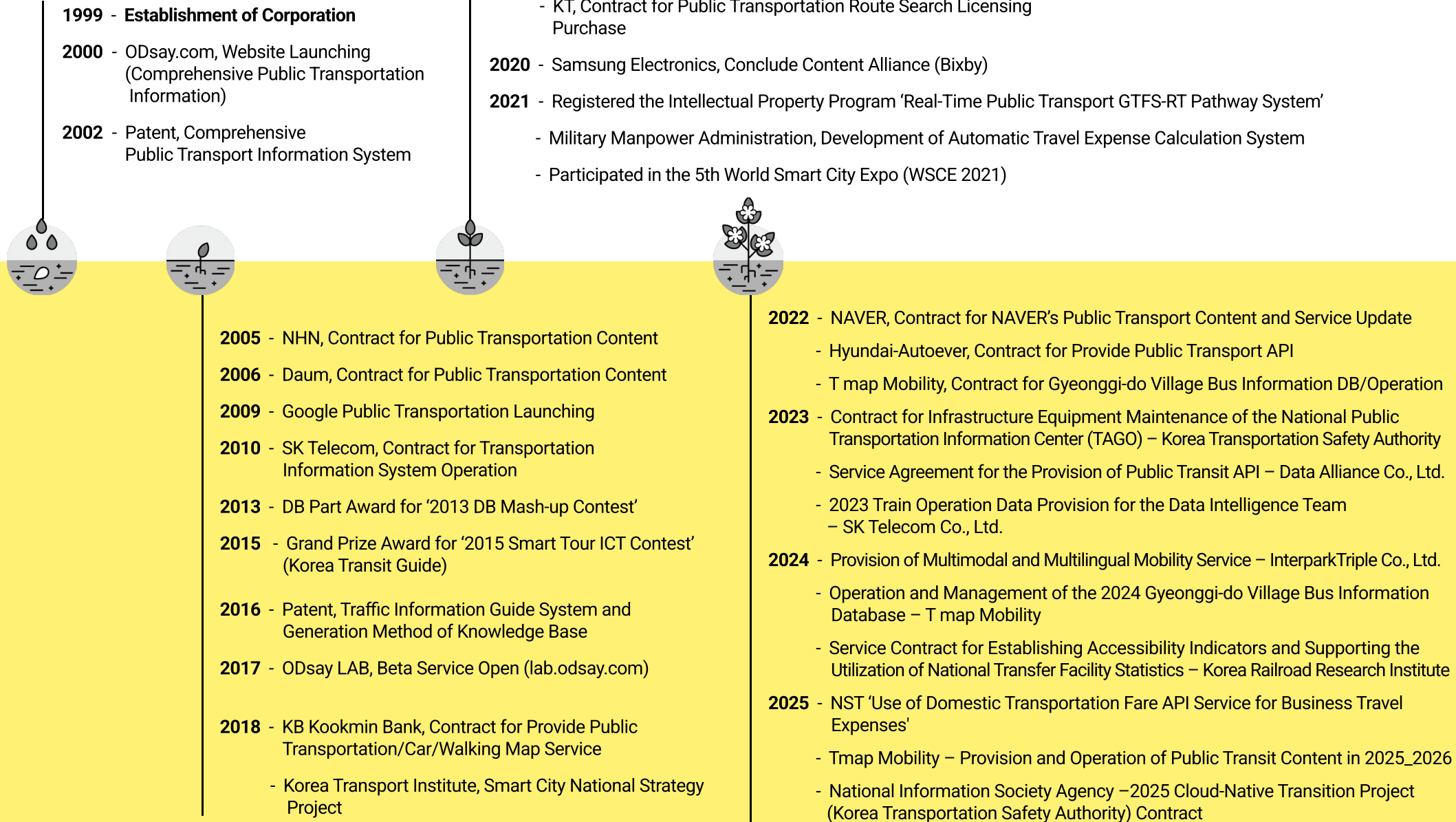
Information

The collected data is processed, reproduced and provided into accurate and meaningful information through several processes.

Platform

By providing accurate and meaningful information, people gather and a knowledge sharing ecosystem is formed.

History



Patents · Patent applications and Awards

Patent application

10-2018-0154417

Lead time prediction system
2018/12

Patent application

10-2017-0064178

Method of Bus Station Staying
Time Calculation and Passenger
Demanding Forecasting
2017/05



Patent

10-2014-0152633

Traffic information guide system and
generation method of knowledge base
2016/09

Patent application

10-2015-0148221

Gift service management system
and method using point
2015/10

Patent application

10-2014-0134718

Method and System for Providing
Bus Information
2014/10

Patent application

10-2006-0102030

Method and system of providing
sentence based searching service for
traffic contents related to path
2006/10



Patent

10-2000-0010536

Knowledge-base for total guidance
of public transport and
generating method thereof
2002/03

Patent application

10-2000-0012327

System for auto-creating rough-sketch
on demand and searching rough-sketch
and method of controlling the same
2000/03

Grand Prix Award for '2020 A.N.D Award' travel/leisure category

Co-developed by the Seoul Tourism Organization
'Discover Seoul Pass'

Grand Prize Award for '2015 Smart Tour ICT Contest'

Multilingual Route Search App
'Korea Transit Guide'

DB Part Award for '2013 DB Mash-up Contest'

Selected as an institution with
high utilization among DB providers

Business

We are looking for **another start** to create a platform where new values can be created and shared.



01 Mobility



03 Cultural tourism contents & System



01 Mobility

- Public transportation data provision and transfer route finding service
- Smart Mobility Service (MaaS)
- Large-capacity service specialized for companies (organization)
- Public transportation accessibility services

 lab.odsay.com

 Business Division



We provides a public transportation-based mobility routes service applying an independently developed algorithm.

Main features

- Public transportation information API Service (lab.odsay.com)
- Providing the best route guide for real-time transfer considering the timetable (developing)
- Real-time bus location and arrival information service (Matching with national BIS information)
- Support for multilingual public transportation services for foreign tourists (English / Chinese / Japanese / Vietnamese)

Main reference

- Provide public transportation information on NAVER / SKT / Google Maps
- Zigbang App
- Hyundai autoever
- Smarter Subway App (TeamDoppelGanger)
- Supermove App
- Enterple ga-G service(AI)
- Samsung Electronics Bixby
- Go Pyeongchang
- Korea Tourism Organization / Seoul Tourism Foundation

01 Mobility

- Public transportation data provision and transfer route finding service
- **Smart Mobility Service (MaaS)**
- Large-capacity service specialized for companies (organization)
- Public transportation accessibility services



Service that combines public transportation and new transportation

Provides a scalable routes service including integrated payment

Main reference

- MaaS Service
(Provides directions using public transportation, car sharing, electric kickboards, shared bicycles, carpooling, call taxis, etc.)
- Development of Integrated Payment and Verification System for MaaS Platform
- Real-time bus and traffic data are analyzed and reflected in MaaS directions
- Establishment of mobility platform suitable for the environment and purpose of utilization such as urban MaaS and tourism MaaS

Main reference

- Establishment of Smart City Integrated Mobility(MaaS) Platform in Daegu (Ministry of Land, Infrastructure and Transport)
- Establishment of Smart Mobility Directions based on Life-context (Ministry of Trade, Industry and Energy)
- Forest Big Data Platform, Provides Public Transit & Tourism Contents (National Information Society Agency)

01

Mobility

- Public transportation data provision and transfer route finding service
- Smart Mobility Service (MaaS)
- **Large-capacity service specialized for companies (organization)**
- Public transportation accessibility services



Automation of staffing and travel expenses by utilizing large-capacity mobility call services

Main reference

- Realistic public transportation fares according to optimized routes are quickly applied and reflected in staffing and travel expenses calculations
- Cloud server environment capable of distributed processing over 10TPS
- Providing route results suitable for individual institution/corporate system environment

Main reference

- KB Bank
- Industrial Bank of Korea
- National Research Council of Science & Technology
- Ministry of Patriots and Veterans Affairs

01

Mobility

- Public transportation data provision and transfer route finding service
- Smart Mobility Service (MaaS)
- Large-capacity service specialized for companies (organization)
- **Public transportation accessibility services**



Korea's first high-quality public transportation accessibility service that combines public transportation route finding optimization technology with mapping service technology.

Main reference

- Calculation of areas based on public transportation/vehicle/walking data with the best quality and accuracy in Korea
- When entering a location, calculate it on the server in real time and derive the area (within 2.5 seconds based on 60 minutes of public transportation)
- Easy development based on API service
- Keep results accurate with continuous updates

Main reference

- KB Bank Liiv On service (2019)

02

Cultural tourism Contents & System

- Culture and Tourism Information Management System
- Establishment and operation of culture and tourism information system for public institutions

 [Business Division](#)



CMS is a standard tourism information management system, a self-developed solution that can manage contents suitable for the characteristics of information.

Main features

- customizes to suit the characteristics of the service and customer's needs through planning and design of contents suitable for cultural tourism information services.
- provides flexibility to respond flexibly to changes in the environment, such as changing and adding content.
- Systematic architecture design that can manage various forms of content components
- provides continuity to respond flexibly to changes in services.

Main reference

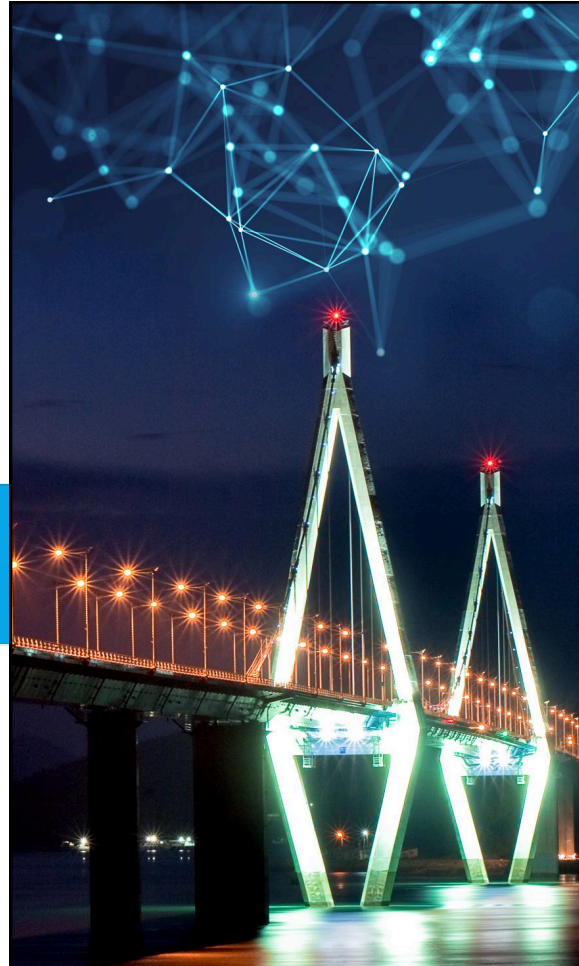
- Development and operation of cultural and tourism websites (Gapyeong-gun / Imsil-gun / Iksan-gun / Yeosu-gun Office, etc.)
- Development and Operation of the Geumgang Tourism Council's website
- Jirisan Dullebogo Web and App Service, Hamyang County Office
Video Theme Park App Service

03

Cultural tourism Contents & System

- Culture and Tourism Information Management System
- Establishment and operation of culture and tourism information system for public institutions

 Business Division



Content management and system construction related to tourist spots, lodging, restaurants, and culture of public institution and local government

Main features

- Establish content suitable for the characteristics of information
- Provides total service through business execution in all fields (contents research, planning, construction, service development, etc.)
- User Location-Based App Service Using GPS, Beacon, etc.
- Digital information board service using digital signage

Main reference

- Content business through on-site coverage such as Jirisan Dulle-gil and Bukhansan Dulle-gil
- Seoul Jung-gu modern historical and cultural resources research and service establishment
- Seoul Seongbuk-gu digital smart tourist information and service establishment

PARTNERS

NAVER

SK telecom

kakao

Google

TS 교통안전공단

한국관광공사

Incheon Airport

KTNET

MMP
Innovation Works

신한은행

kth

가평군

평창군
PYEONGCHANG COUNTY

삼척시

강릉시

태백시

JTDA 지리산권관광개발조합
Jirisan Mt. Tourism Development Association

NAVER
PARTNERS™
2026

In addition to public transportation and travel platform services, we provide public transportation data and directions API. We are cooperating with partners and customers to carry out various convergence projects using SI business and contents. In particular, we are continuing our relationship with Naver as a shared growth partner.



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History of major projects in the transportation field

In the last 4 years, history of major projects in the transportation (as of 2025.06)

As a public transportation information company, we have carried out transportation related projects for various companies, public institutions, and local governments.

2024 ~

- 2025.06 Implementation of Use Case Models for Interoperability Framework in the Land and Transport Sector – Korea Transport Institute
- 2025.06 Service Contract for the 2025 High-Demand Data Expansion Project in the Forestry Sector – National Information Society Agency
- 2025.06 2025 Service Contract for the Operation and Maintenance of the National Public Transportation Information Center (Phase 1 & Phase 2) – Korea Transportation Safety Authority
- 2025.04 Operation and Management of the 2025 TMAP Gyeonggi-do Village Bus Real-Time Information Database – T map Mobility
- 2025.02 Domestic Business Travel Fare Update Service by Route Segment – Agency for Defense Development
- 2025.01 Service Agreement for Operation and Maintenance of the Public Transit System – NAVER Corporation
- 2025.01 Service Agreement for the Operation of the 2025 VISITKOREA Foreign Language Digital Map – Korea Tourism Organization
- 2025.01 Procurement of Domestic Business Travel Fare API Service – National Research Council of Science and Technology
- 2025.01 Service Contract for Operation and Maintenance of the Tmoney GO & Ddareungi Multimodal Route API – Tmoney Mobility Co., Ltd.
- 2024.12 Route Search API Provision for Motorcycles and Public Transit – ASAP Express Co., Ltd.
- 2024.12 Grand Prize – Idea Modeling Category, Land & Transport Smart Service Pilot Contest
- 2024.05 2024 Service Contract for Operation, Maintenance, and Improvement of the National Public Transportation Information Center – Korea Transportation Safety Authority
- 2024.05 Development of a GTFS-Based Public Transit Network – Korea Transport Institute
- 2024.03 2024 Operation and Management of the Gyeonggi-do Village Bus Information Database – T map Mobility
- 2024.03 Procurement of Nationwide Public Transit Data for Evaluating Public Transportation Vulnerabilities in Rural and Fishing Communities – Korea Rural Economic Institute
- 2024.03 Hyundai Shucle Service – Public Transit API Integration Agreement with Hyundai Motor Company

2022~ 2023

- 2023.12 2024 VISITKOREA Multilingual Digital Map Service Operation Agreement with Korea Tourism Organization
- 2023.12 Supply of 2024 Public Transit Route-Finding Update for the MMA Automated Travel Cost Estimation System – Supermove Co., Ltd.
- 2023.11 TAGO Infrastructure Maintenance Agreement with Korea Transportation Safety Authority
- 2023.08 Multimodal API Provision Agreement with Dopplesoft Co., Ltd.
- 2023.05 2023 Operation and Functional Enhancement of the National Public Transportation Information System – Korea Transportation Safety Authority
- 2023.01 Public Transit Information Maintenance and System Operation Services – NAVER Corporation
- 2023.01 2023 VisitKorea Multilingual Digital Map Service Operation Agreement with Korea Tourism Organization
- 2022.12 TAGO Operations and Cloud Test-Bed Implementation (Phase 2) – Korea Transportation Safety Authority
- 2022.09 Software Delivery for RocaWeb Integrated Service Development – Lotte Data Communication Co., Ltd.
- 2022.08 2022 Public Transit Content Provision and Operation Agreement with T map Mobility
- 2022.07 KB Kookmin Bank Route-Finding Service Contract for Branch Relocation Automation System (Public Transit / Vehicle / Walking)
- 2022.06 Multimodal API Provision Agreement with Dopplesoft Co., Ltd.
- 2022.06 NIA AI Training Data Construction Project (Tourism and Food Menu Dataset)
- 2022.04 2022 Discover Seoul Pass Integrated System Operation and Maintenance Agreement with Seoul Tourism Organization
- 2022.03 Korean Public Transit Route-Finding Service for Travel Cost Estimation in the 'Visiting Veterans Service' – Ministry of Patriots and Veterans Affairs
- 2022.02 Public Transportation API Provision for Hyundai AutoEver Co., Ltd.
- 2022.01 Korean Public Transit Route-Finding Service Agreement with ZIGBANG Co., Ltd.

Public transportation service operation

Providing national public transportation route finding service through public transportation data and route finding API to domestic and overseas portal companies and mobile carriers

Performance detail

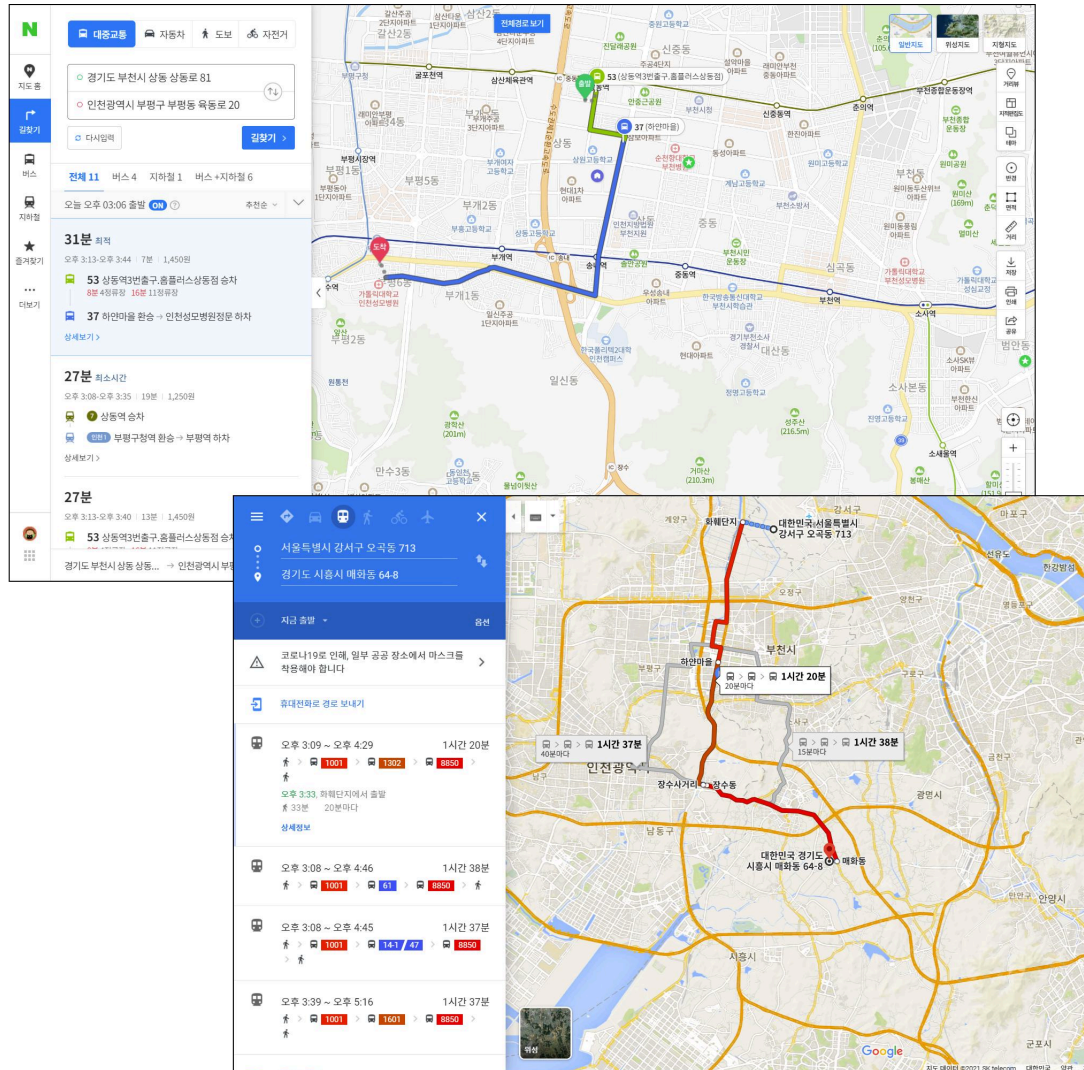
- Provides the latest public transportation data
- Optimal route search engine
- Regular/irregular update and CS operation

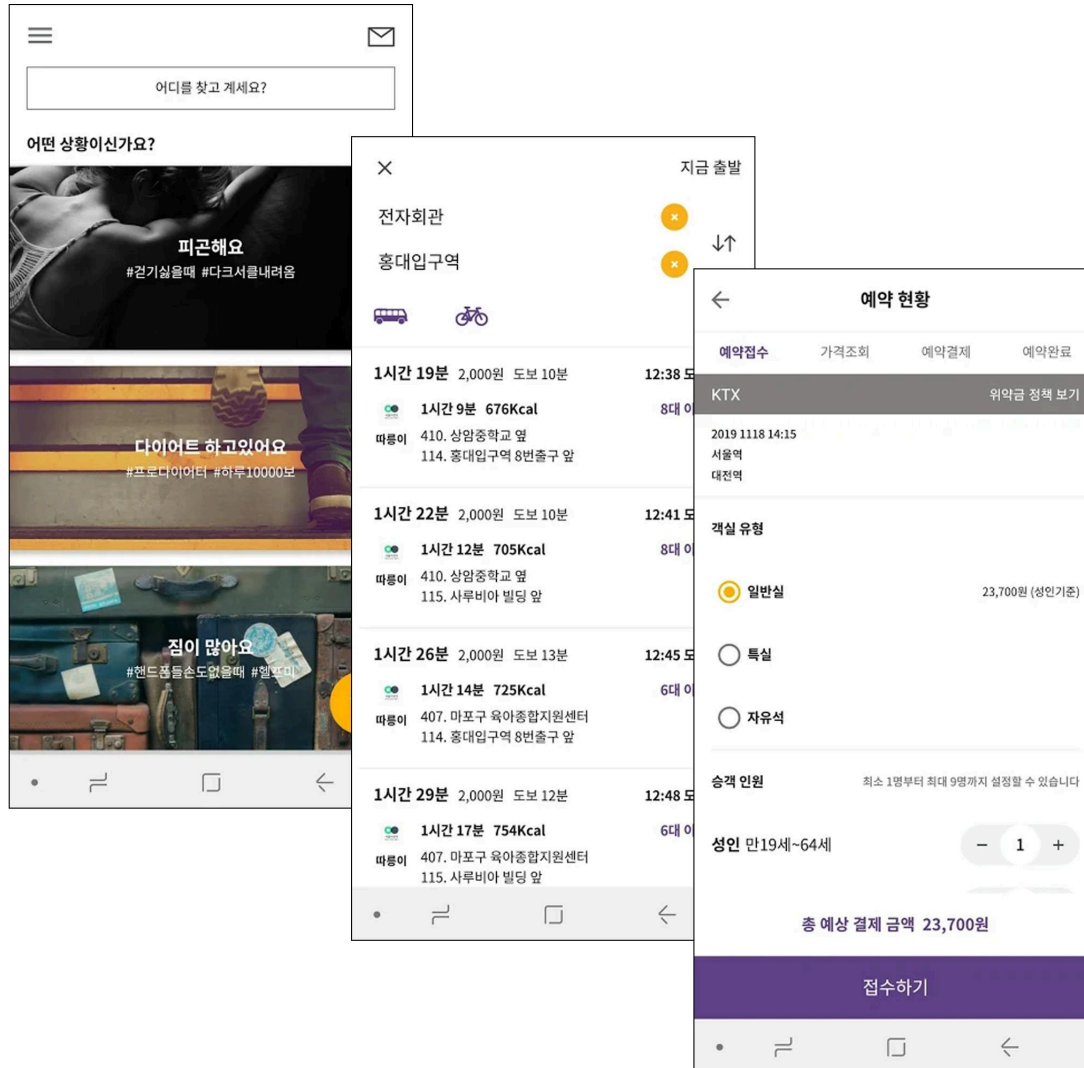
Service features

- Bus route and stop search and detailed information
- Train, KTX, express bus, intercity bus, air service information
- Subway timetable and subway station details
- Subway route search and transfer information
- Public transportation route search

Period

- SK telecom 2001.08 ~
- NAVER 2005.06 ~
- Google 2008.12 ~





Smart mobility research project

A new concept route finding project based on MaaS, implements personalized route finding, integrated route finding for additional means of transportation, and timetable-based route finding through big data user analysis

Performance detail

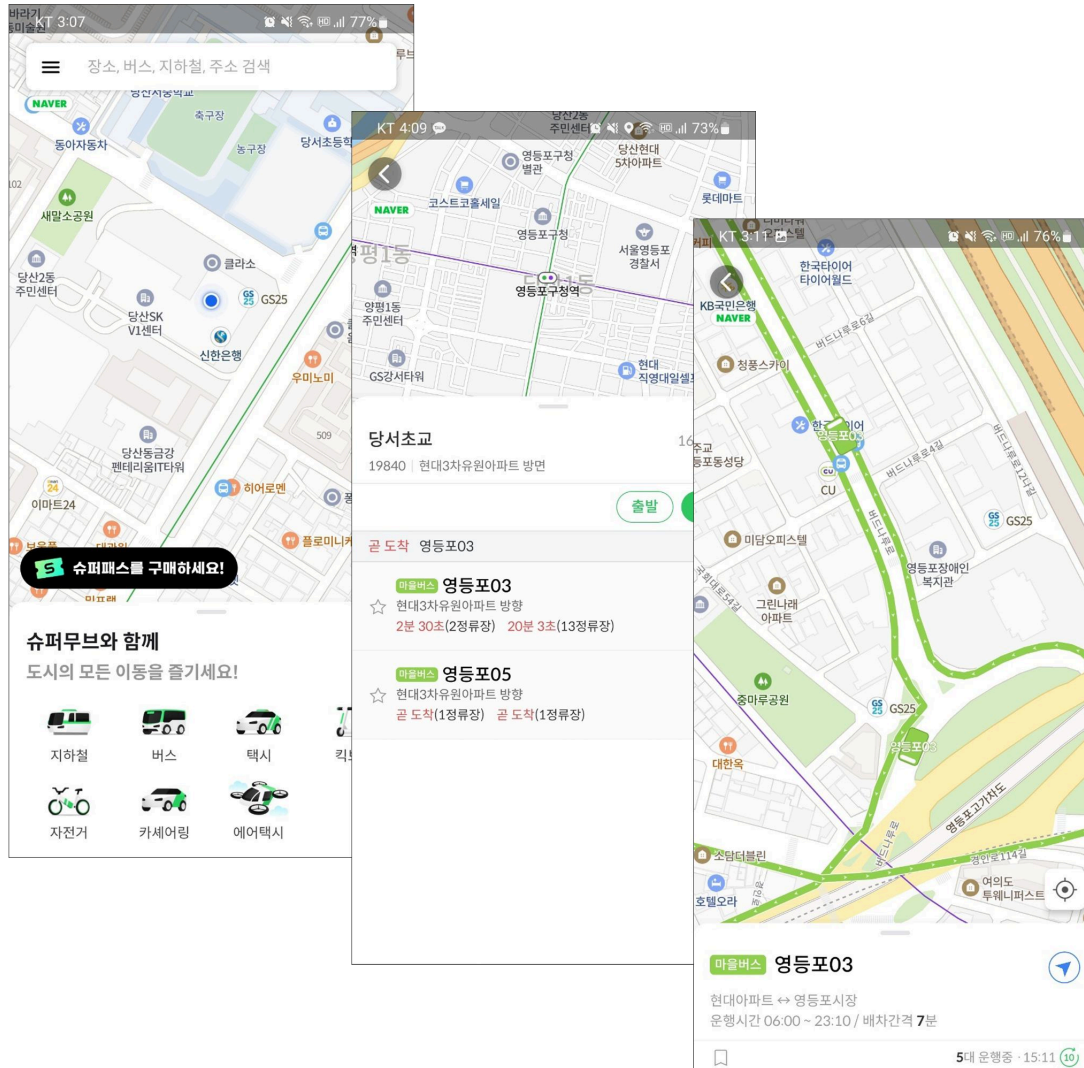
- Provides the latest public transportation data
- New means of transportation linkage (car sharing, public bicycle, etc.)
- Development of integrated route search engine based on MaaS

Service features

- Provides customized route finding for users based on Life Context
- Public transportation + car sharing, public bicycle, private vehicle integrated directions
- Possible to make reservations and payments from the directions service
- Provides timetable-based route finding
- Provides recommended information for the area around the travel route

Period

- 2016.09 ~ 2019.09



SUPERMOVE

All-in-one mobility service for fast and simple ride

Recommends the nearest transportation and **route based on user location** by analyzing real-time transit

Performance detail

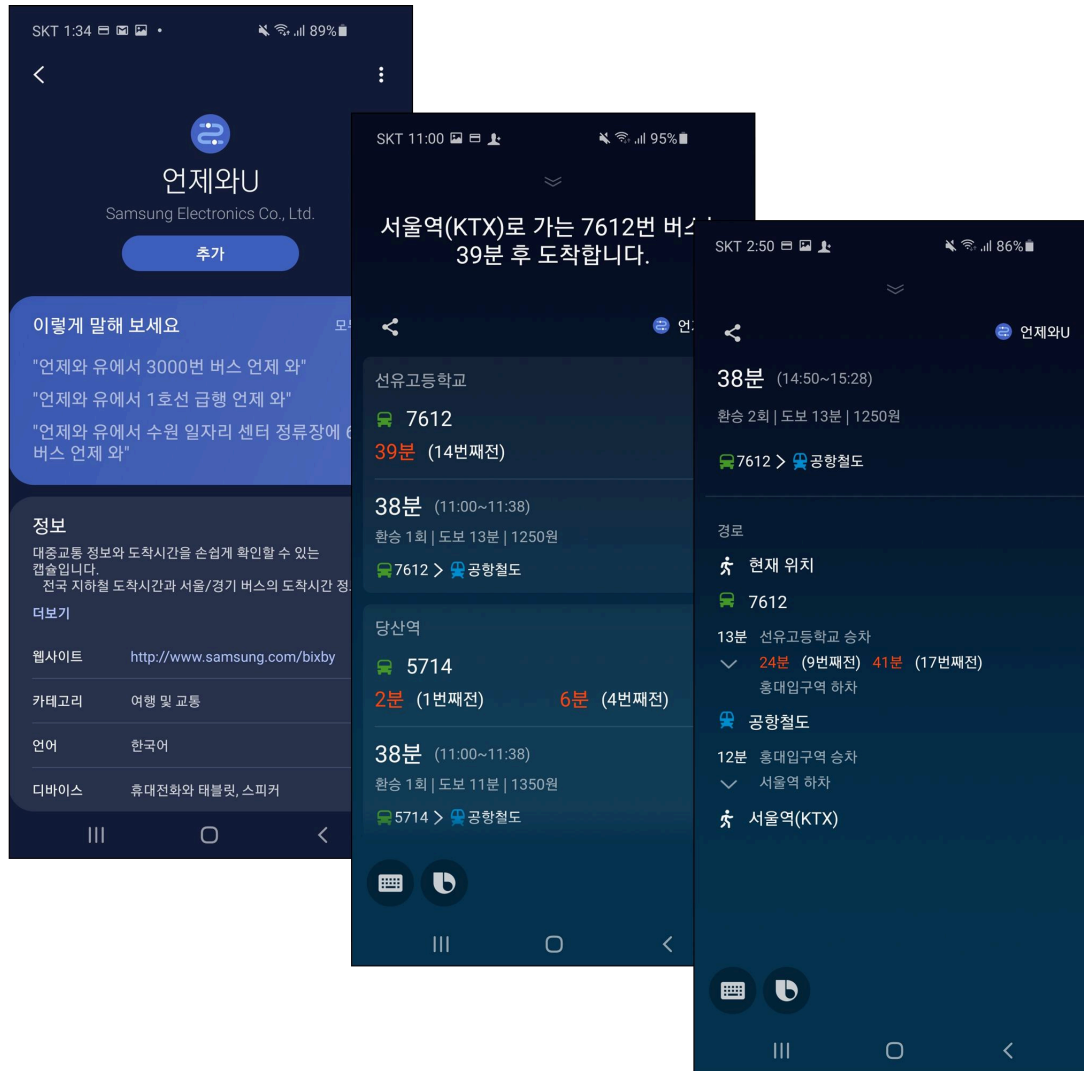
- Provides the latest public transportation data
- Provides real-time bus location/arrival information
- Optimal route search engine

Service features

- Provides real-time bus location/arrival information in Seoul
- Fast and accurate route Search by various means of transportation (Subway, Bus, Kickboard, Bicycle, Taxi, etc.)
- Search and reserve transportation near user

Period

- 2021.06 ~



Samsung electronics Bixby '언제와U'

Provides subway/bus operation information and estimated arrival time to destination based on user location information and voice/text commands

Performance detail

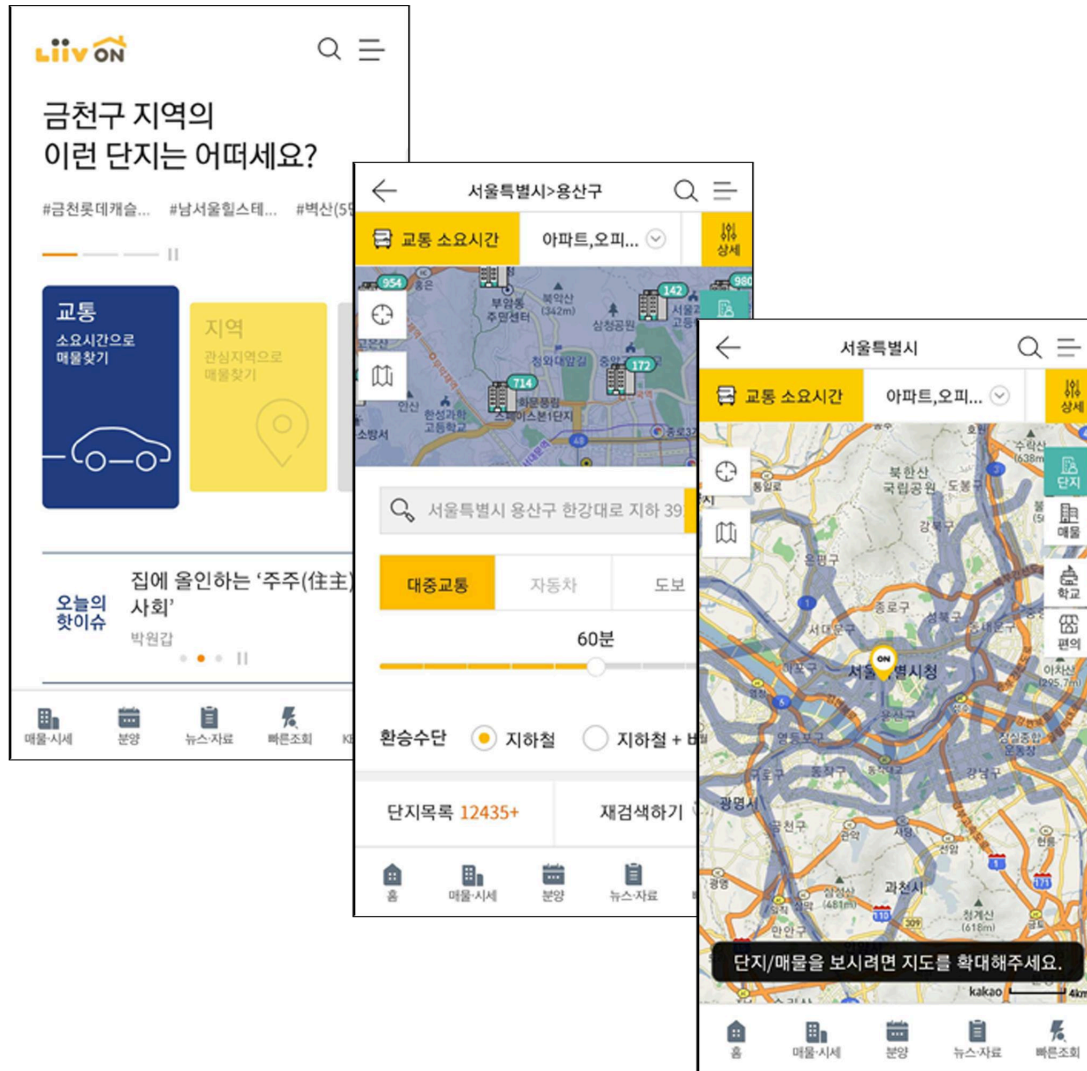
- Provides the latest public transportation data
- Optimal route search engine

Service features

- Confirmation of subway/bus arrival time information based on user's location
- Recognizes user's voice/text to navigate public transportation routes
- Provide estimated time of arrival to destination
- Provides shortest transfer information and traffic information at major points

Period

- 2020.03 ~ 2021.03



KB kookmin bank Liiv ON

By utilizing traffic accessibility in real estate services, it shows the range of movement according to the time required and provides transfer route finding results

Performance detail

- Provides the latest public transportation data
- Optimal route search engine
- Map service by time required using public transportation/vehicle/walking

Service features

- Check the desired contact point(area, station, school, company, etc.) and the property that exists within the movable range
- Provides customized services by comparing and selecting various information according to the preferences of transportation users
- Easy to grasp visual information by providing the range by time required expressed on the map.

Period

- 2018.09 ~

Multilingual route finding

provides multilingual public transportation information for foreigners through the **Visit Korea web service**, as well as providing route finding for public transportation nationwide.

Performance detail

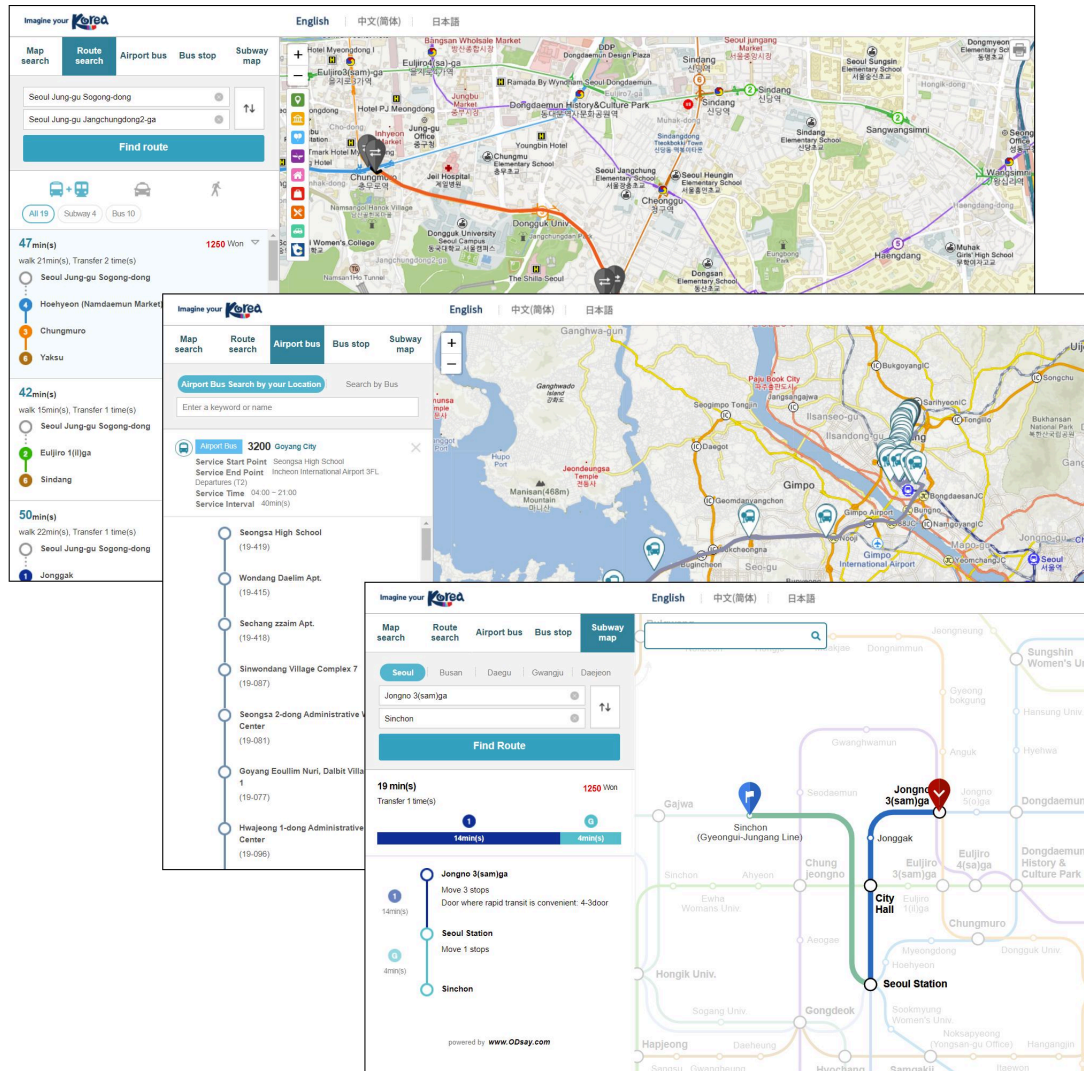
- Provides the latest public transportation data
- Provides foreign language public transportation information and route finding API
- Design and development of the map browser

Service features

- Chinese, English, Japanese public transportation route finding
- Provides multilingual bus information and national bus route map service
- 100% SVG national subway map
- Provides taxi required time, fare, and route finding service
- Estimated time and detailed information by means of transportation
- Route information of nearby airport bus stops

Period

- 2016.09 ~



Go Pyeongchang

Provides **integrated route finding service for various means of transportation**, which is a basic element of **MaaS**, and provides **timetable(real time)-based service** for reservations

Performance detail

- Provides the latest public transportation data
- Integrated directions engine for various means of transportation
- Provides Olympic official shuttle bus information

Service features

- Search for public transportation timetable routes based on departure time
- Search for real-time information on the Olympic shuttle bus
- Provides multi-modal directions including public transportation and shuttle bus
- Search routes and stops, provide shortest transfer information
- Provides customized directions for each user type

Period

- 2017.11 ~ 2018.03



Transport advice on going anywhere (TAGO)

We operate and manage a standardization-based system and operate efficiently at all times for the purpose of stably linking, integrating, and providing public transportation information across the country.

Performance detail

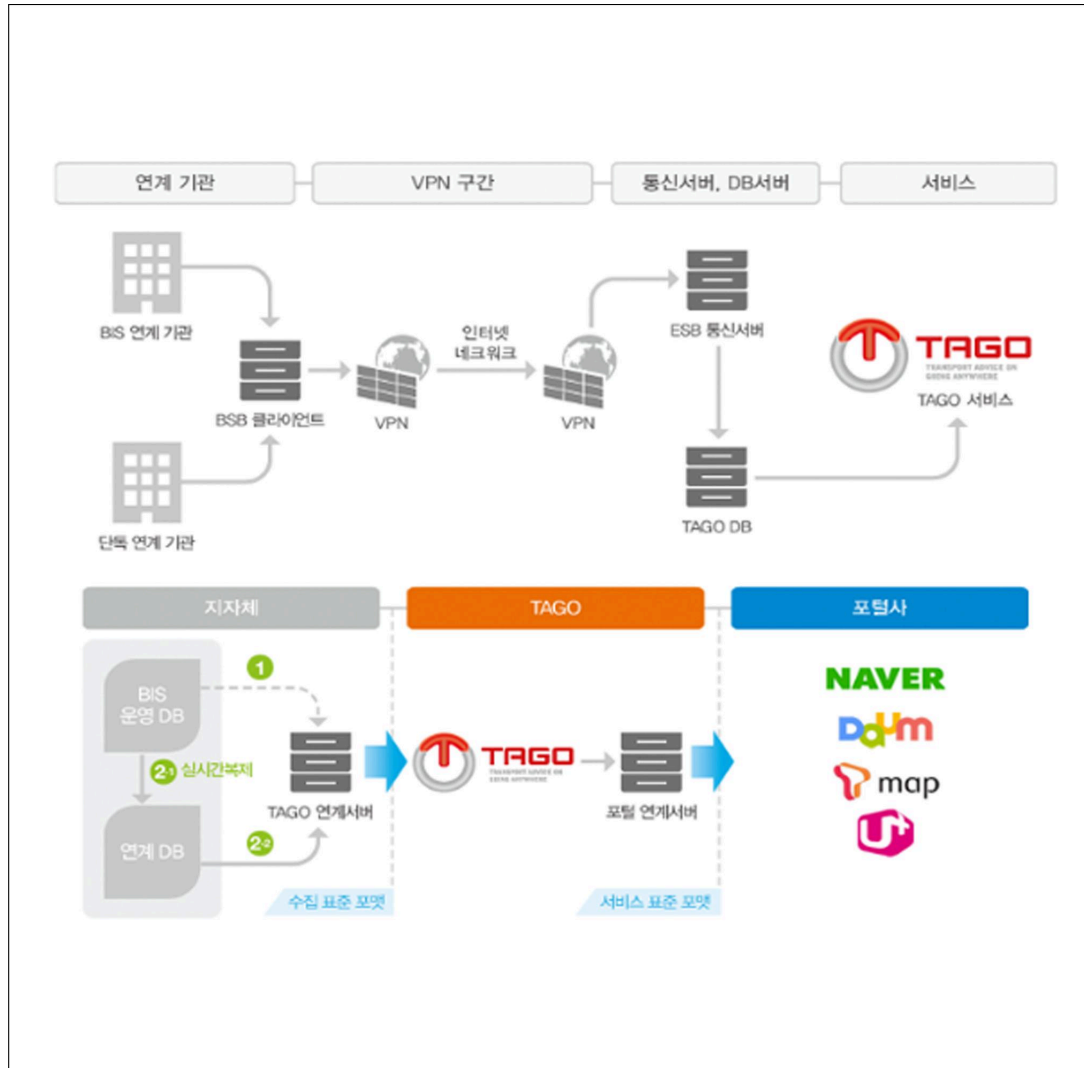
- Local government BIS linkage by region
- Developed by linking express bus/intercity bus in real time
- Review the application of 'TAGO' standard technology

Service features

- Provides City bus/air/train/subway/express, intercity bus/shipping information
- Provides region-based BIS information/real-time arrival information
- Provides public transportation information for major portal companies and mobile carriers
- Provides data linkage and API calling method
- Static information 97 Local government/real-time information 64 Local government

Period

- 2012.05 ~ 2019.03





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