

Booth No. 7A62-31

Becon Co., Ltd.

becon.

Year Established	2020	Type of Business	Manufacturing
Website	www.beconx.com	Main Export Countries	USA, EU, Japan
SNS	https://www.instagram.com/becon.official/		
Main Customer	Domestic Customers	International Customers	
	Beauty brands, clinics, hospitals, homecare etc		Beauty brands, clinics, hospitals, homecare etc
The Person In Charge	Name	Department	Position
	Minsuk PARK	Management	CEO
	Phone	Mobile	E-mail
	+82-10-4232-7753	+82-10-4232-7753	minpark@withbecon.com

Company Description

Becon Co., Ltd. is a beauty & healthcare company offering ICT solutions. Becon originally started in 2019 at C-Lab, Samsung Electronics' in-house program. Becon offers consolidated experience by providing home analysis, product recommendation and improvement management. For the experience, we designed ICT solution to care scalp and skin conditions.

Product

ICT Solution

Function and Usage : WithBecon's IoT scalp scanner is composed of imaging camera(20x magnification), plus a sensor of humidity and temperature, UV-A LEDs to detect sebum and UV-C LEDs for sterilization after use. Scanned images and sensor results are then sent to the app where a deep learning analysis is conducted. Up to 10 results are shown to the user's scalp health including pore density, sensitivity, scalp type, and any existing issues.

Marketing and Selling Points : WithBecon is the most innovative digital healthcare solution that analyzes the scalp and recommends the best matching treatments for hair loss and scalp conditions. WithBecon is composed of an IoT scalp scanner with a dozen of sensors and LEDs, as well as mobile app with deep learning algorithms so it helps users to prevent hair losses and cure scalp problem.

