

NP Inc.



Year Established	2018	Type of Business	Other
Website	www.npinc.co.kr	Main Export Countries	USA, Canada, EU
Domestic Customers	Samsung, LG, NAVER, NEXON, etc.	International Customers	TikTok, Lamborghini, IOC
The Person In Charge			
Name	Jin Choi	Position	Head of Business Strategy
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Company Description

NP Inc. is an innovative company specializing in creative solutions and content technologies. NP develops user-centered platforms and services that combine design, technology, and data to deliver meaningful experiences and drive sustainable business growth across diverse industries.

Product

MUAH

Function and Usage

MUAH(MUA Home) is the world's first biofeedback-based XR wellness space solution. Using a tablet camera, MUAH collects biometric data in a contactless way and analyzes proprietary AI to infer emotional states. Based on the emotions, MUAH delivers personalized wellness content that helps users regain and maintain emotional balance.. Users can understand themselves and experience tranquility while actively managing their well-being.

Marketing and Selling points

Over one billion people worldwide experience anxiety, depression, and stress, costing USD 400 billion annually and directly impacting workplace productivity. MUAH helps organizations proactively manage employee well-being through monthly, data-driven emotional insights. By delivering a structured, continuous, and personalized mind-care roadmap, MUAH strengthens emotional resilience, engagement, and sustainable organizational performance.

