

## STUDIO LAB

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<b>Year Established</b>	2021	<b>Type of Business</b>	Other
<b>Website</b>	<a href="https://www.studiolab.ai/en">https://www.studiolab.ai/en</a>	<b>Main Export Countries</b>	USA, JAPAN, EU
<b>Domestic Customers</b>	SAMSUNG, F&F, LG fashion, Shinsung	<b>International Customers</b>	BMW, Intel, Gelderma
<b>The Person In Charge</b>			
<b>Name</b>	Jaeyoung Lee	<b>Position</b>	VP
<b>Phone</b>	+82-10-4405-2115	<b>E-mail</b>	sales@studiolab.ai

### Company Description

StudioLab is a Samsung spin-off that began as an in-house venture specializing in apparel analysis technology and evolved into scalable e-commerce solution. Backed by leading investors including Samsung, SBI, and Naver, StudioLab has been recognized with CES Innovation Awards for three years. "Best of innovation" awarded in 2024&2026.

### Product

#### GNECY

##### Function and Usage

Gency is a cloud-based service that automatically generates fashion product detail pages. By uploading images, users can create complete, optimized e-commerce page, including layouts, description and graphics, in 15 seconds, without manual design or editing.

##### Marketing and Selling points

Gency targets fashion brands, online retailers, and e-commerce platforms aiming to automate catalog production and accelerate go-to-market speed. By eliminating repetitive design tasks, it empowers marketing teams to focus on strategy and storytelling, while delivering scalable, consistent, and high-conversion product pages across channels.

#### GENCY PB

##### Function and Usage

Gency PB is an intelligent robotic photography system that automates fashion and product shoots. Using Physical AI, it replicates professional photographer movements to capture garments, models, and products from multiple angles with consistent quality. It is designed for easy deployment in studios, showrooms, and exhibitions.

##### Marketing and Selling points

Gency PB is ideal for fashion brands, e-commerce sellers, marketing teams, and exhibition operators seeking to reduce production time and cost while scaling content creation. It replaces manual photo shoots with automated, repeatable workflows, enabling faster launches, global consistency, and immersive on-site experiences through robotic photo zones.

