

# BOLLOG BOOK (BOOK OF LIFE LOG)

**Digital × Analog = Bollog book**

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Digital is put on the analog sensitivity, Bollogbook

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### 1. BOLLOG BOOK?

- Homo Biblos
- Selling Analog Sensibility
- Digital + Analog = Bollogbook

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### 3. About Bollog Facebook Goods

- My Log / Friend Log
- Page Log / Group Log
- Gift Card / Gifticon

失われた時を求めて 2010.04.01-2014.07.06

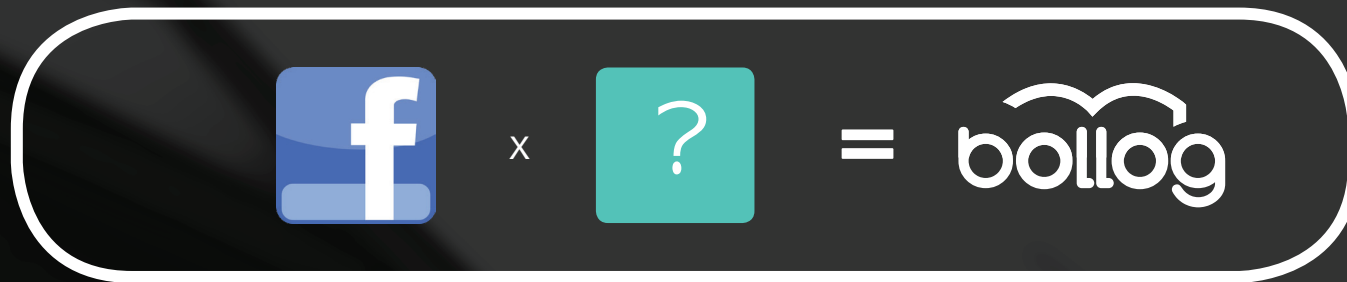
초보 엄마 아빠와 원



## BOLLOG ?

BOLLOG BOOK ? | Homo Biblos | Selling Analog Sensibility | Digital + Analog = Bollogbook

# BOLLOG BOOK? (Book Of Life Log)



**BOLLOG BOOK is an abbreviation for Book Of Life LOG**

**We gather the memories of your life log stored in the virtual space and make it a real book which you can actually grab it, keep it on your shelf, and share as long as you want.**

Bollog book remind you the trace of yours in online space, so that you can cherish the most treasured memories and relationships which are being scattered over in this digitized world.

We believe that it can change your life in positive way.



# Humans write. We are all homo biblos

– homo biblos

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We living in 21 century can look deep into way of living and the history of people who lived in ancient, Middle Age as there were people who recorded them.

we still notate what we are doing, what we are thinking in our daily life.

And it will be told by next generations.



**The record is a human instinct.**

# The 21st century's modern recording system

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BOLLOG BOOK?

As mobile devices are widely being used,  
most people record everyday  
through Online Services or SNS.

- Be **3.2 billion** mobile devices worldwide use
- The expected number of **18 billion** mobile devices worldwide in 2018
- Korean smartphone users **38,320,657** people  
(population compared to 77%).

(2014.3 month basis, providing future creation Sciences)





# Selling Analog sensitivity

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BOLLOG BOOK?



in this digital era, we can record everything by computer and smart phone instead of paper and a pen. But why people still love to have beautifully designed notebooks and colorful pen or even old fountain pen?

Why do they buy pretty post card and letter paper even though free e-mail service is available?

We can enjoy the music by phone so easily, but there are some people who is still seeking secondhand LPs.

Because >>

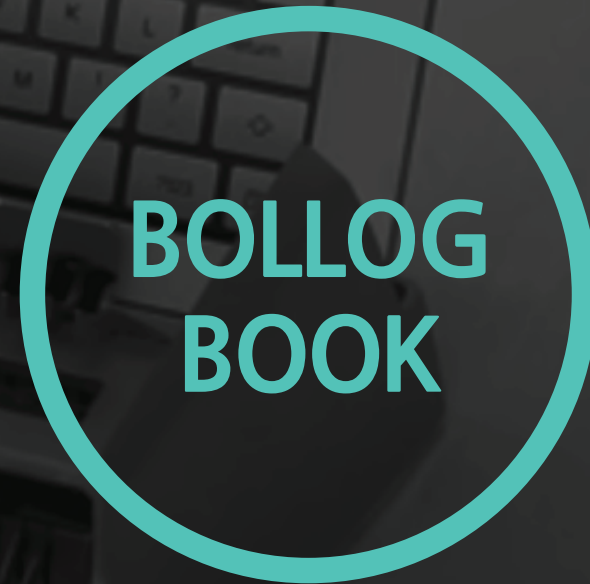
that's simply because we all have desire for **analog sensitivity.**

What if we inspire digital online service with analog sensitivity?

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X





## About Bollog Facebook

[Binding on Facebook](#) | [Specialty of Bollog Facebook](#) | [PRESS RELEASE](#) | [REVIEWS](#)

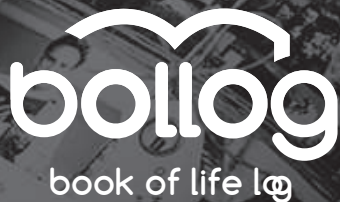
# Binding on Facebook

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블록 페이스북 소개





# Specialty of Bollog Facebook

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About Bollog Facebook



No need to create an account, simply log in with Facebook account

Just 3 clicks to complete the book. Additional editing available.

All friends, pages and groups linked to Facebook account are available

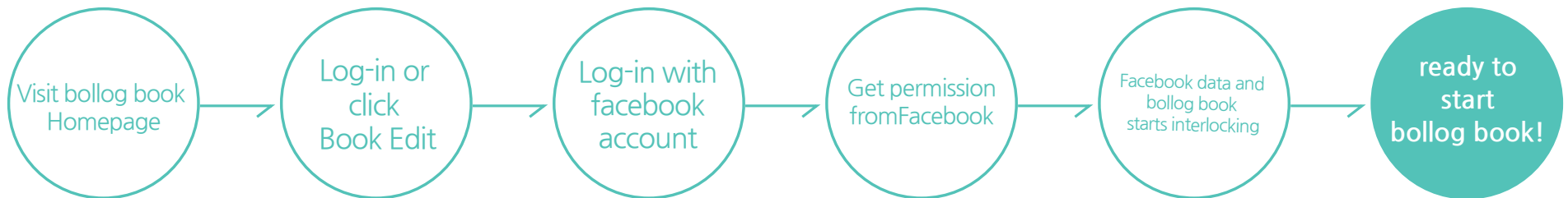
The two-stage layout is applied automatically for refined design

Various book covers and theme colors are prepared for your preference

Infographic from Facebook statistics is provided for free

QR code enables you to access to external links and videos.

✓ you don't need to sign up,  
just log-in with your facebook account!

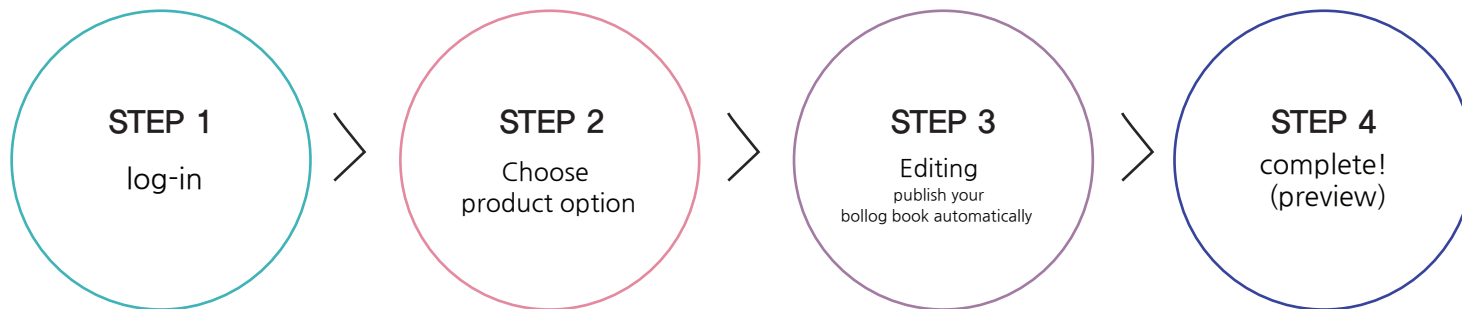


**you can log-in bollog book service automatically**

as we use OAuth authentication system provided by Facebook.

(Facebook app and all personal data will be discarded as you close your account.)

✓ just 3 clicks  
to publish your own Book!



**log-in, choose product period! that's it!**

Bollog book is automatically edited, and you can preview it right away.  
(You can remove items as category or post unit once your bollog book is made - optional)

# Auto two-stage layout editing for neat design

✓ all contents/chapters will be edited as per time sequence/ monthly automatically



if you post Facebook steadily, no extra effort is needed!

You just do Facebook, then we make it a real book.

**Bollog book is the easiest way to have your own unique story book.**

# A variety of book cover design and theme color

✓ you can simply choose  
book cover and main color  
according to your preference

you can simply choose book cover and main color  
according to your preference

(cover design and theme color will be updated consistently)





# Free statistic infographic for you!

## ✓ Free statistic infographic for you!

Bollog Facebook provides you that Based on the data of the period selected by the user like, comment, and share information such as interactive In that period by processing information Facebook friend, Extracts of statistics provided free of charge.





# QR Code completes Smart book

## ✓ QR Code completes Smart book

QR codes on the book enable you to access to external links and videos directly.

if your post includes video link or external link, Bollog book provides QR code individually so that the user can access to relevant page directly by scanning it.



## <Facebook Timeline to a book, 'Bollogbook'>



Bloter.net, June 3, 2014

## <Binding on Facebook>



Monthly Design, July

# Reviews

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ABOUT BOLLOG FACEBOOK

After Bollog book Purchase the buyer of involvement and satisfaction proven to be a very high product reviews.



Try Bollog book (www.bollogbook.com)



## About Bollog Facebook Goods

[My Log / Friend Log](#) | [Page Log / Group Log](#) | [Gift Card / Gifticon](#)

# Bollog Facebook Line-Up



All Facebook friends, groups, associated with a Facebook page as well as you are logged in to your Facebook Timeline book!



MY  
LOG



contained in the user's personal Facebook timeline, status, images, links book will be produced, including.

FRIEND  
LOG



Facebook friend the status included in the timeline, image, link to book will be produced, including



# Bollog Facebook Line-Up



Share your memories make a book of our own secret group or public group, I made your like facebook pages in the book can also serve as a collection book.



**GROUP  
LOG**



Book collection to create a user edits a post belongs to join the Facebook group

**PAGE  
LOG**



Book collection to create a user to edit the post that you liked or subscription page



# GIFT CARD / GIFTICON



Elaborate gift by sending gift cards that can be easily Gifticon goods for sale to present.



Gift Cards / Gifticon will be used like cash when goods after payment by switching to register on the Bollogbook Main, Cathy.

Record platform, raised a new concept  
SNS social network Facebook Era, **BOLLOG BOOK.**



SNS is become a book.



# THANK YOU

SNS is become a Real Book.

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Now, please keep you on your own bookcase Facebook.