

MEGA RACEGAME

“ MegaNracegame Race Festival ! ”

(案)

2000. 9





CONTENTS

1.

2.

3.

4. Long - run Plan



I.

1.

2.

3.



: On-line Biz Model Off-line

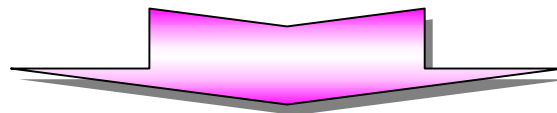
On-line Entertainment Service
On/Off line

Off-line

On-line Service
Nracegame

Off-line Zone
Megawebstation

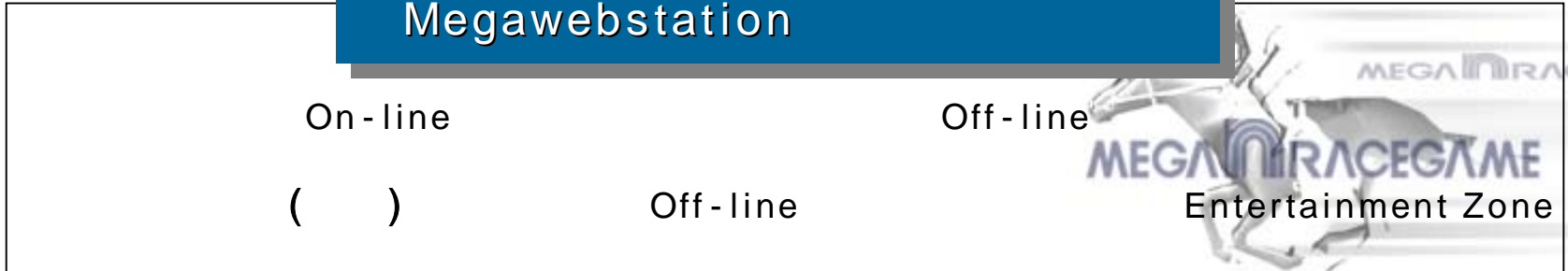
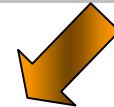
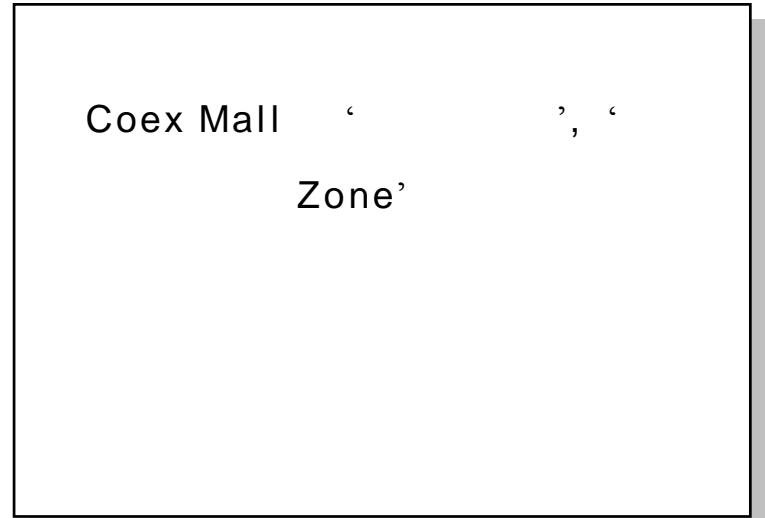
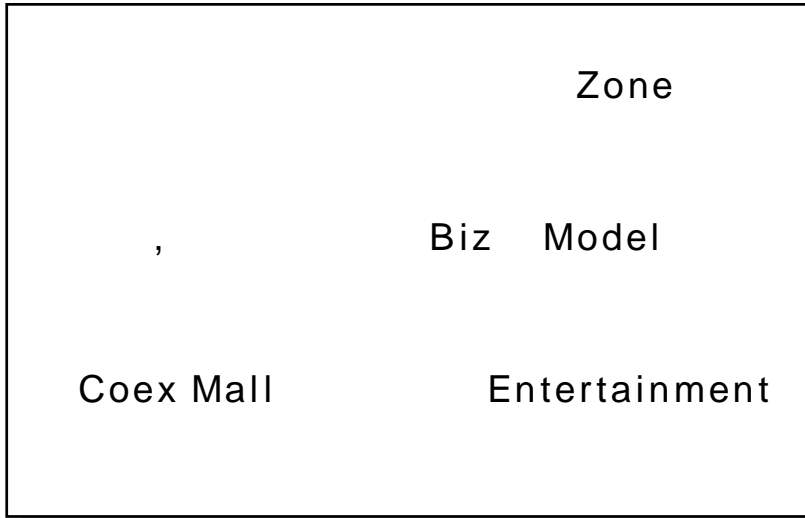
Model



MegaNracegame



2.



3.



Tool – MegaNracegame Brand , 가

1
Communication

Mega
- , 가
- 8 ,

2
Space Communication

Megawebstation , Stocksite
-
- 가 PC (11 ,)
Stock Site PC nracegame

3
Communication

- Megabox, Megawebstation
- Megabox , 가

4
Community Communication

Nracegame
- ,



II.

1. BRAND Identity

2.

3.

4. Space Plan

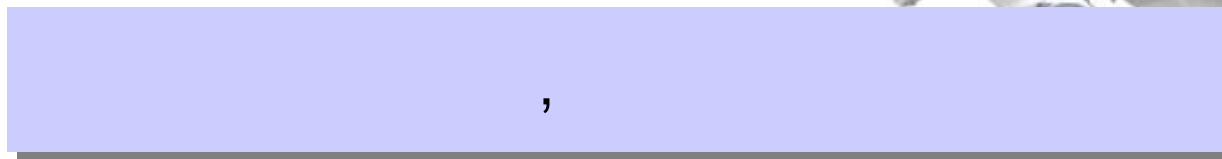
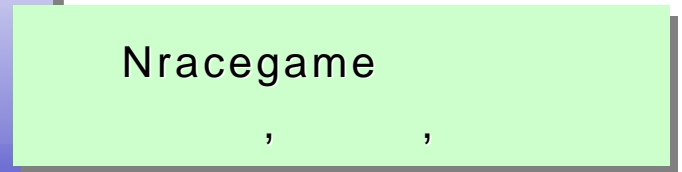
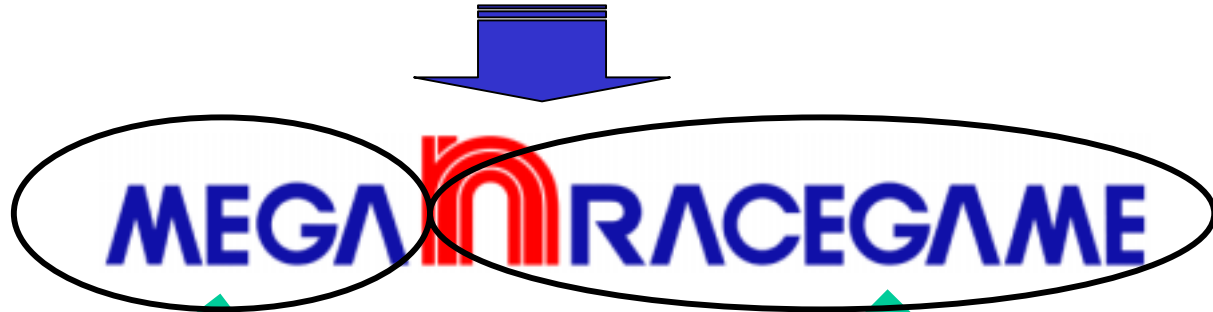
5. On-line Plan



1. BRAND IDENTITY

Megawebstation Nracegame

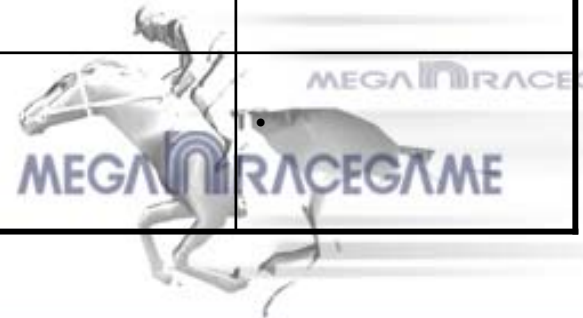
Brand



2.

1. GAMBLE ZONE(* Stock site)

NO			
1		• • 가 POP	• - 가
2		• 8 가	• 1,2,3
3		• 4 가 1,2,3	•
4	가	• 가	•



2.

2. EVENT ZONE(* Stage)

NO			
1		<ul style="list-style-type: none"> • • 	
2		<ul style="list-style-type: none"> • (1) 	* 中
3		<ul style="list-style-type: none"> • / 가 / 가N 	



3.

	“MegaRacegame Race Festival!”		
	1 - 10/ 14 ~ 15 2 - 10/ 21 ~ 22 3 - 10/ 28 ~ 29	4 - 11/ 4 ~ 5 5 - 11/ 11 ~ 12 6 - 11/18 ~ 19	• 2
	• Main - Megawebstation • Sub -	Zone Zone	
	• 가	가	
	• 11:00 - 6:00 (8)		• 가



4. SPACE PLAN

1.

가

Stock Site

– Event Zone

Stock Site – Gamble Zone

Event Zone Off-line

Gamble Zone On-line ,

()

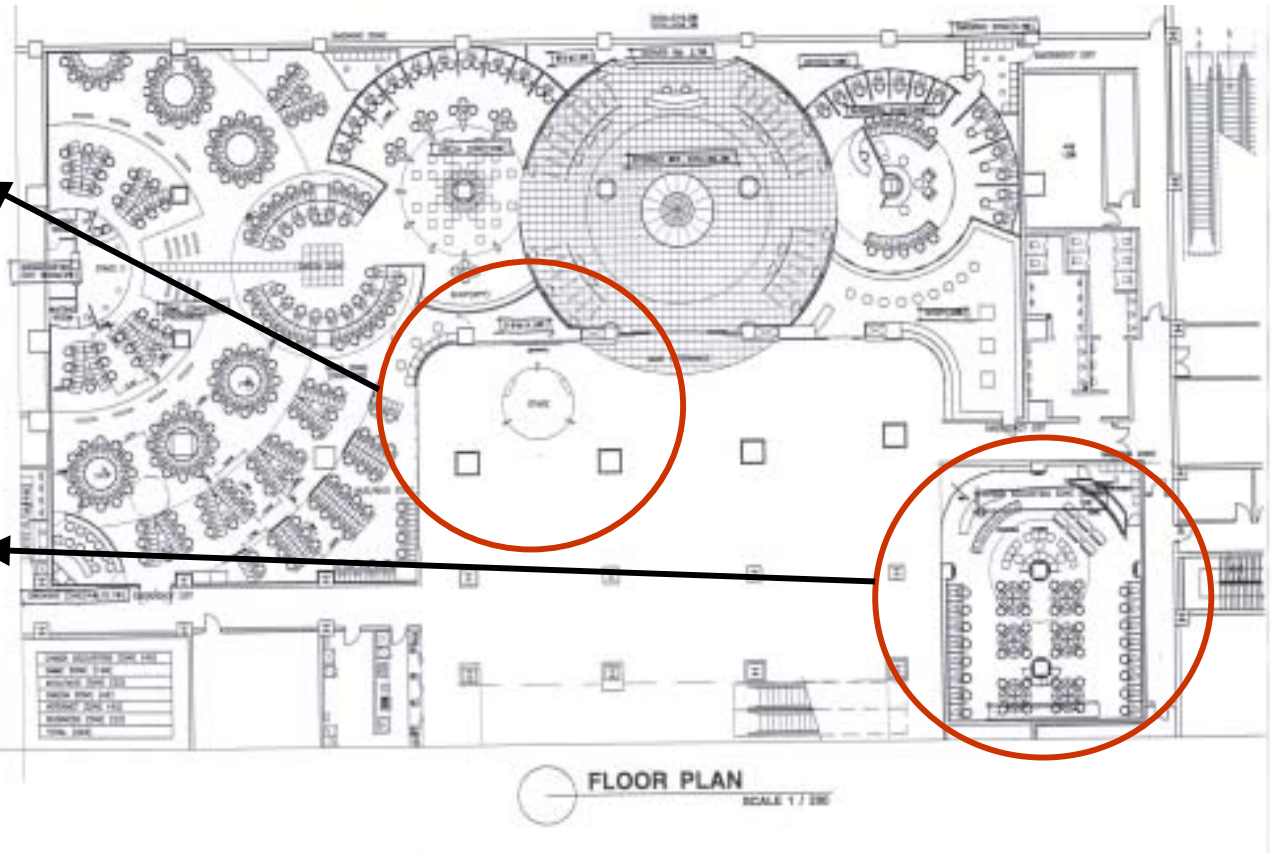


4. SPACE PLAN

2.

<Event Zone>
*Offline
* 2x2
*PDP 2
*

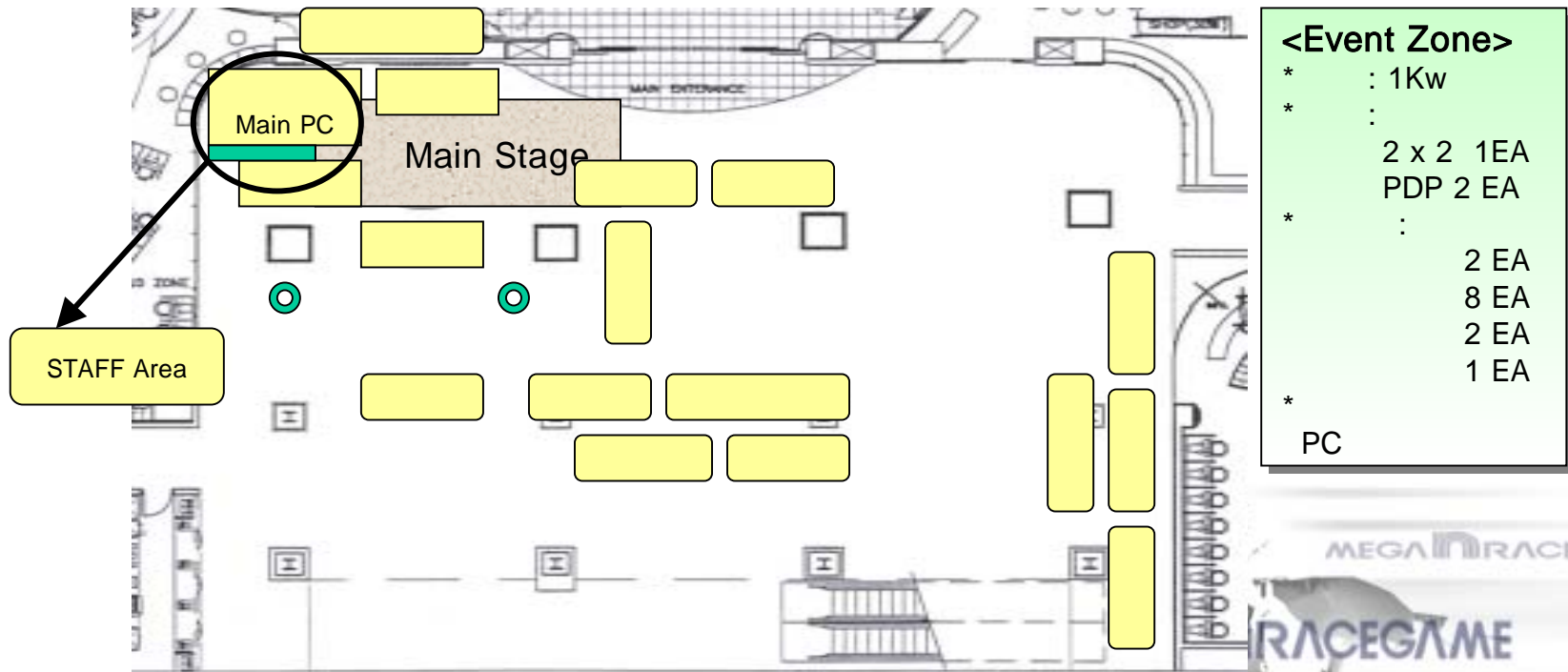
<Gamble Zone>
*Online
*
*
Event Area



4. SPACE PLAN

3. Event Zone

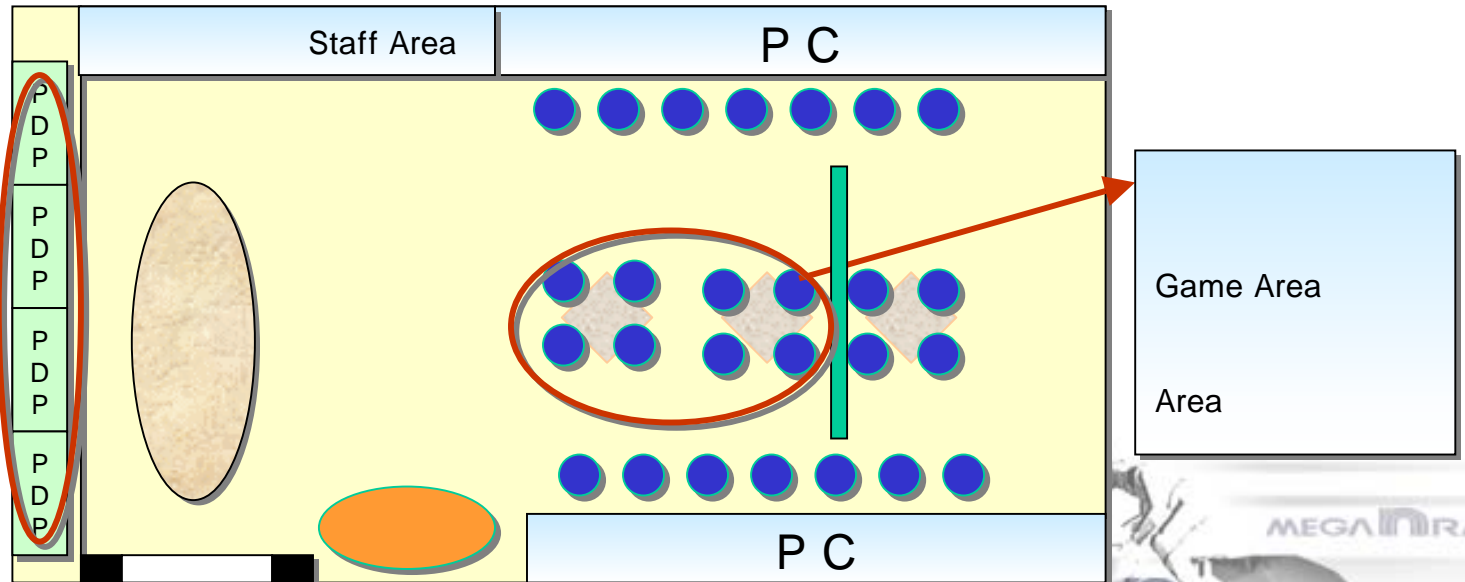
, Staff Area



4. SPACE PLAN

4. Gamble Zone(Stocksite)

Zone Game Area , Gamble



5.ONLINE PLAN

1.

MegaNraecgame

가 (), , ,

Nracegame site URL

가

Gamble Zone

가

PC

가

Gamble Zone

URL

가

가

Event Zone, Gamble Zone PDP,

, Main PC Event PC

가 PDP



2. MegaNracegame

Main Page



5.ONLINE PLAN

가

Megaweb

가 , 가

Nracegame

가

, PDP

PDP

Client PC

Gamble Zone

Event Area 8

PC

, PC PDP



5.ONLINE PLAN

PDP/

1) Event Zone

: Main PC → PDP ()
 : Video → PDP ()
 Main PC → PDP ()

2) Gamble Zone

: Main PC → PDP
 : Main PC → PDP
 : Client PC 8 → PDP 8
 : Client PC 8 → PDP 8
 : Main PC → PDP

3) MegaBox

MegaNracegame

4) PDP

30

가

,

,

:

가

→

가

PDP

PC



III.

1.

2.

3.

4.



1.

Event Zone

Event Zone (PC)

: 11:00 ~ 18:00 (* 가)

MC

(* ,)

Gamble Zone

20

(PC 가 가 가가)

20 , 30

Event Zone



1.

2. Time

Event Zone

5		PDP()
10		/ /
20		3
23		/
25		/
35		/
40		/
60		/ /

*

1

,

8



Gamble Zone

5		PDP()
10		
20		8 /
30		8 /
40		8 /
50		
60		/

*

1

,

8



2.

1.

NO				
1		20,000	•	
2		10,000	•	
3	P O P	2EA	•	
		5EA	• / / / 가	
		2EA	• /	
		6EA	• MegaNracegame	
		1EA	• /	



2.

2.

NO				
1		4	<ul style="list-style-type: none">• GAMBLE ZONE/ EVENT ZONE• / /	
2		2	<ul style="list-style-type: none">• GAMBLE ZONE/ EVENT ZONE	
3		2	<ul style="list-style-type: none">• /	



2.

3. /

	28SET	<ul style="list-style-type: none"> ▪ GAMBLE ZONE ▪ Zone Main PC 1 	• STOCK SITE
	2EA	▪	
	1EA	▪	
	1EA	▪	
	1EA	▪	
PDP	8EA	▪ / /	• PDP
2 x 2	1EA	▪ / /	•
	1EA	▪ / /	

2.

4.

	2SET	▪	' 1EA
FULL SET	2SET	▪	
DVD	1EA	▪	
	1EA	▪	
가	192	▪ 가 / PC 가 가	가
CD CASE	6,500EA	▪ / / /	
CD	200EA	▪	
	6,500EA	▪ / / / ,	
	10,000EA	▪ / / / 가	

1.

Megaweb

가

PC,

, PDP

Staff

PDP

MegaBox

Megaweb

Raynet

,

Staff

,

CD

,

,

DB

MegaBox

Megaweb

POP



2.

		가	
		X	10,000EA
		X	10,000EA
		X	O
		X	O
		X	4
		2	4
		X	2
		2	2
/			1KW 2EA
	(PDP,)	- 1EA, PDP-8EA	X
	ZONE PC	1EA	X
	MegaBox	O	X
		O	O

2.

		가	
		X	O
	DB	X	O
	GAMBLE ZONE PC	O	O
	MegaWeb	O	X
		X	O
	CD	X	O
		X	O
		X	O



4.

	/		-	
		2 * 100,000	200,000	
		5EA*100,000	500,000	
		2EA*100,000	200,000	
		6EA*30,000	180,000	
		1EA*100,000	100,000	
		4 *12 *80,000	3,840,000	
		2 *12 *40,000	960,000	
	/PDP /	가	-	
	/	2EA*6 *10,000	120,000	
			-	
		1EA*6 *35,000	210,000	가
		1EA*6 *35,000	210,000	
		1EA*6 *50,000	300,000	

4.

		2SET x 300,000	600,000	
	FULL SET	2SET x 300,000	600,000	
	DVD	1EA x 300,000	300,000	
		1EA x 300,000	300,000	
	가	192 = 가	-	
	CD	200EA x 8,000	1,600,000	
	CD CASE	6,500EA x 850	5,525,000	
		6,500EA x 1,350	8,775,000	
		10,000EA x 350	3,550,000	
TOTAL			28,070,000	

/ /


MEGA RACEGAME



. Long - run Plan

3



	1 -	2 -	3 -
	: 2000 (10 ~12)	: 2001 (1 ~6)	: 2001 (7)
	<ul style="list-style-type: none"> 가 Nracegame, MegaWeb 가 / 	<ul style="list-style-type: none"> Offline 가 / 가 	<ul style="list-style-type: none"> / - 가 - ,
Zone	<ul style="list-style-type: none"> Stock - Site Zone (PC 50 PDP 8) PDP Event PDP 	<ul style="list-style-type: none"> Game Zone/ Zone Zone 	<ul style="list-style-type: none"> Adult Mega Online 

Worldwide Wire & Wireless Race Game Service

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Sincere Partner.

Thank you !

