

KHAN MEDIA EXPERIENCE CENTER / MUSEUM CATALOGUE 2026

A Media Museum Built by Korea & Mongolia

Khan Media Experience Center · Bayanzürkh District, Ulaanbaatar

GRIDA KANMEDIA KANBU MEDIA JIIL TATKHIL

2026.

01

About the Museum

The Museum

A new space where Korean and Mongolian cultures intersect.



VISION

A New Encounter of Two Cultures

الجدید کلياً



Bridging Two Nations Through Media

The Khan Media Experience Center is where Korea's cutting-edge media technology meets Mongolia's rich cultural heritage in a single space. Visitors directly experience the new story being written by both nations through digital imagery and interactive exhibits.

The Korea–Mongolia media collaboration that began with the 2022 agreement between GRIDA and Kanmedia bore fruit with the establishment of Kanbu Media LLC (May 2026). The Experience Center becomes the most visible symbol of that collaboration.

JIIL's AIoT infrastructure and media wall expertise provide the technical backbone, while Tatkhil LLC handles local construction. Five companies have come together toward a single vision.

Bayanzürkh District is a central-eastern district of Ulaanbaatar, located about 3 km from the city center (Sükhbaatar Square) and roughly 15 km from Chinggis Khaan International Airport. It is the largest of Ulaanbaatar's nine districts and the most business-dense, while also serving as a gateway toward the countryside.

OFFICIAL NAME

Khan Media Experience Center 칸 미디어 체험관

LOCATION

**Ulaanbaatar
Bayanzürkh District**

City center ~3km · Airport ~15km

OPERATOR

Kanbu Media LLC
Foreign Investment LLC

OPENING

[TBD]
Post-construction schedule

MUSEUM OVERVIEW

Museum Overview

OFFICIAL NAME	Khan Media Experience Center 칸 미디어 체험관
LOCATION	Bayanzürkh District, Ulaanbaatar, Mongolia ~3km from city center (Sükhbaatar Square) · ~15km from Chinggis Khaan Int'l Airport
TOTAL SITE	Approx. 6,600m ² (2,000 pyeong)
MAIN EXHIBITION HALL	Ger-shaped reinforced concrete building over 3,300m ² (1,000+ pyeong)
GER PAVILIONS	14 modern ger structures — connected by walkways, each with individual themes
SPECIAL FACILITIES	Temporary exhibition hall · Media art gallery · Korea Industry Showcase · Café · Parking
OPERATOR	Kanbu Media LLC Reg. 9019099655
TRANSPORT	Road / Rail / Air crossroads — Mongolia's strategic north-south axis intersection

6,600m²

Total Site

2,000 pyeong

3,300m²+

Main Hall

Ger-shaped concrete

14

Ger Pavilions

Individual themes

Location Advantages

City-Center Access

~3km from downtown Ulaanbaatar

Transport Hub

Road · Rail · Air triple access

Commercial Hub

Largest, most business-dense district

Natural Environment

Gateway toward the countryside

Why Mongolia, Why Now

Mongolia recorded its highest-ever visitor numbers in 2024. Tourism is shifting from nature and tradition to ICT-based media art experiences. With annual foreign visitors exceeding 1 million, there is an acute shortage of immersive media facilities.

- ▶ **Nature & Adventure Tourism Boom** — Steppe, desert, mountains, and dark-sky stargazing drawing global attention. Demand for extended stays surging.
- ▶ **Unique Nomadic Culture** — High scarcity value of ger, traditional food, and nomadic lifestyle. Growing demand for culture-fusion content.
- ▶ **Post-Pandemic Nature Travel Trend** — Preference for vast open nature over crowded cities. New media touchpoints needed.
- ▶ **Improved Transport Access** — Chinggis Khaan International Airport opened 2021; LCC direct routes continuously increasing.
- ▶ **SNS & Media Content Surge** — Mongolian settings in dramas and films have exploded MZ-generation interest. Photo-spot demand surging.
- ▶ **Affordable Cost + Visa-Free** — Short-distance, low-cost destination attracting rapidly growing Korean visitors. High revisit rate.

Annual Foreign Visitors

1M+

2024 all-time high

Media Experience Facilities

Supply Gap

Optimal market entry timing

Business Opportunity

Rising demand for ICT-driven media art exhibitions distinct from traditional nature tourism. Bayanzürkh, Ulaanbaatar's largest and most populous district, offers strong city-center access while serving as a gateway toward the countryside. **Blue ocean — no competition.**

Key Targets & Business Content

PRIMARY TARGET

MZ Gen Independent Travelers

- Diverse media art experience
- SNS-shareable photo spots
- Independent travel pattern
- New cultural & digital experiences

SECONDARY TARGET

Domestic & Int'l Group Tours

- Pre/post airport time utilization
- Corporate / school / gov't groups
- Korea-Mongolia cultural exchange
- Family visitors with children

1 Build Mongolia's Landmark Media Art Exhibition Center

1,000+ pyeong exhibition hall, parking, café, temporary gallery. Tourism hub concept incorporating Mongolian traditional culture.

2 Produce Mongolia-Themed Media Art Content

Digital art experiences of Mongolian nature, culture, history, and future. Rotating main content + ongoing temporary exhibitions.

3 Exhibition Hall Operation & Venue Rental

Dual permanent + temporary operations drive repeat visits. Venue rental revenue distributes operating costs.

8 Exhibition Modules

01 Media History Hall

미디어 히스토리관

05 Children's Media Lab

어린이 미디어 랩

02 AI Experience Lab

AI 체험관

06 Sound Art Gallery

사운드 아트 갤러리

03 Virtual Mongolia Tour

가상 몽골 여행관

07 Special Exhibition Hall

기획전시실

04 Korea–Mongolia Future Vision

한·몽 미래 비전관

08 Korea Industry Showcase

한국산업 홍보관

Facility Overview

8

Exhibit Modules

14

Ger Pavilions

1K+

Main Hall (pyeong)

2K

Total Site (pyeong)

Each module is detailed on the following pages. Module 08, the Korea Industry Showcase, is a differentiated space introducing Korea's advanced industries and culture to Mongolian visitors and local businesses.



01 MEDIA HISTORY

Media History Hall

A large-scale timeline media wall tracing the parallel histories of Korean and Mongolian broadcasting and media.

— Korea–Mongolia broadcast history timeline (1960–present)

— 10m panoramic LED media wall

— Rare archival film screening booths

— Audience-interactive history search kiosks

— Mongolian script & culture digital archive

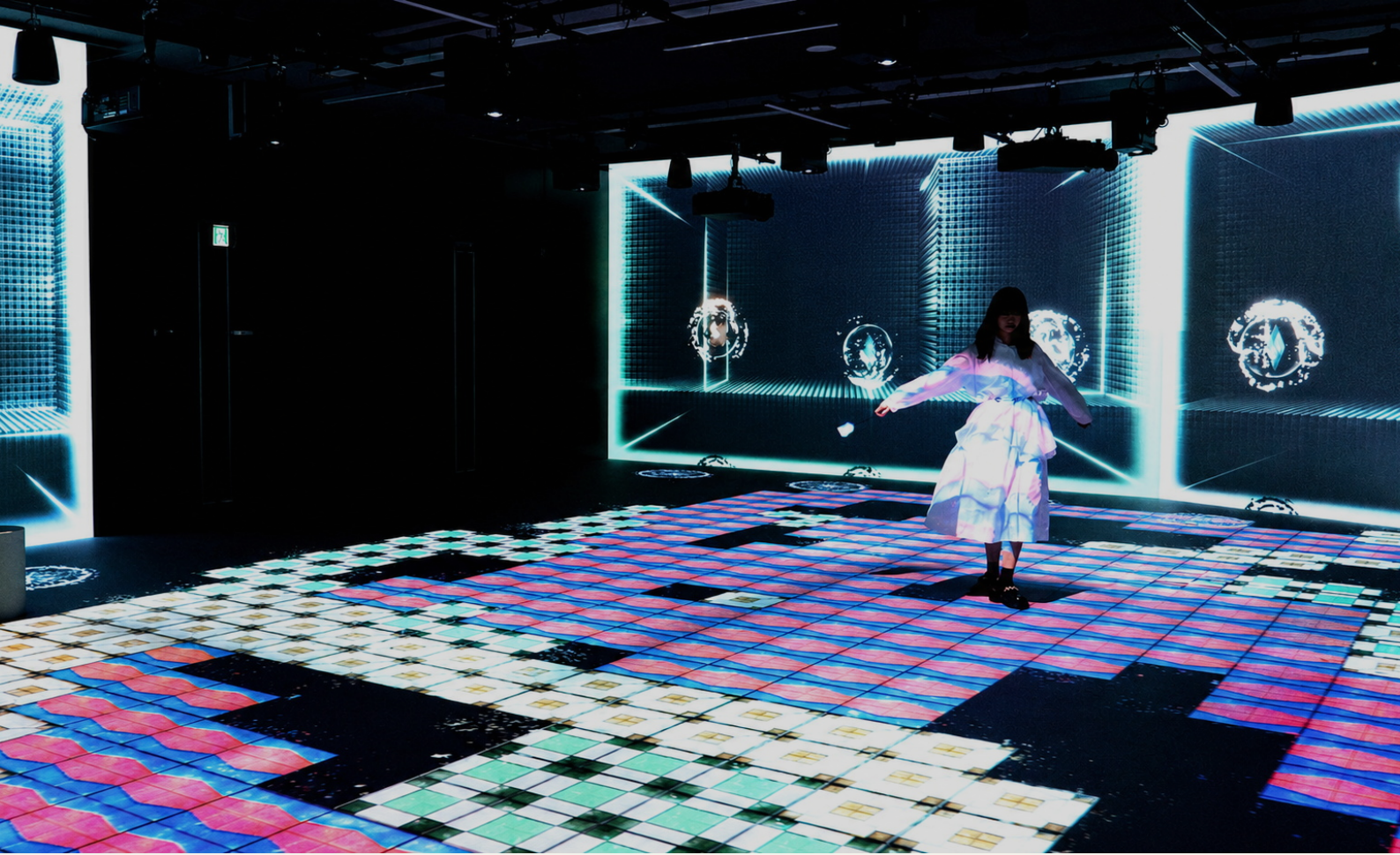
— Interactive Korea–Mongolia cooperation timeline

Media Wall

Archive

Kiosk

Panoramic LED



02 AI EXPERIENCE

AI Experience Lab

Interactive face recognition and emotion analysis experience space built on JIIL's AIoT technology.

- Real-time emotion analysis interactive mirror
- AI translation — Korean/Mongolian instant
- AIoT smart guide system
- Visitor statistics dashboard (operator)
- AI-generated Mongolian steppe art experience
- Face-composite traditional costume photo booth

AI · IoT

Face Recognition

Real-time Translation

Generative AI



03 VIRTUAL MONGOLIA

Virtual Mongolia Tour

A journey through Mongolia's vast nature via 360° VR projection mapping. Steppe, desert, sky, and starlight in one space.

- Gobi Desert & Khangai 8K 360° footage
- Seasonal nature soundscapes
- 6-sided immersive projection dome
- Dark-sky Mongolian constellation night recreation
- Mongolian nomadic life VR experience
- Ger camp stay simulation

VR/XR

Projection Mapping

8K

Immersive Dome



04 FUTURE VISION

Korea–Mongolia Future Vision

Future scenarios of bilateral cooperation unfolded through GRIDA's cinematic productions.

– 5-min cinematic future scenario film

– Energy, culture & tech cooperation infographics

– Bilateral cooperation interactive timeline

– Visitor future message archive wall

– Korea–Mongolia startup ecosystem showcase

– Youth generation exchange program guide

Cinematic

Interactive

Data Viz

Archive Wall



05 CHILDREN'S LAB

Children's Media Lab

A children's dedicated space for hands-on video editing and animation creation experience.

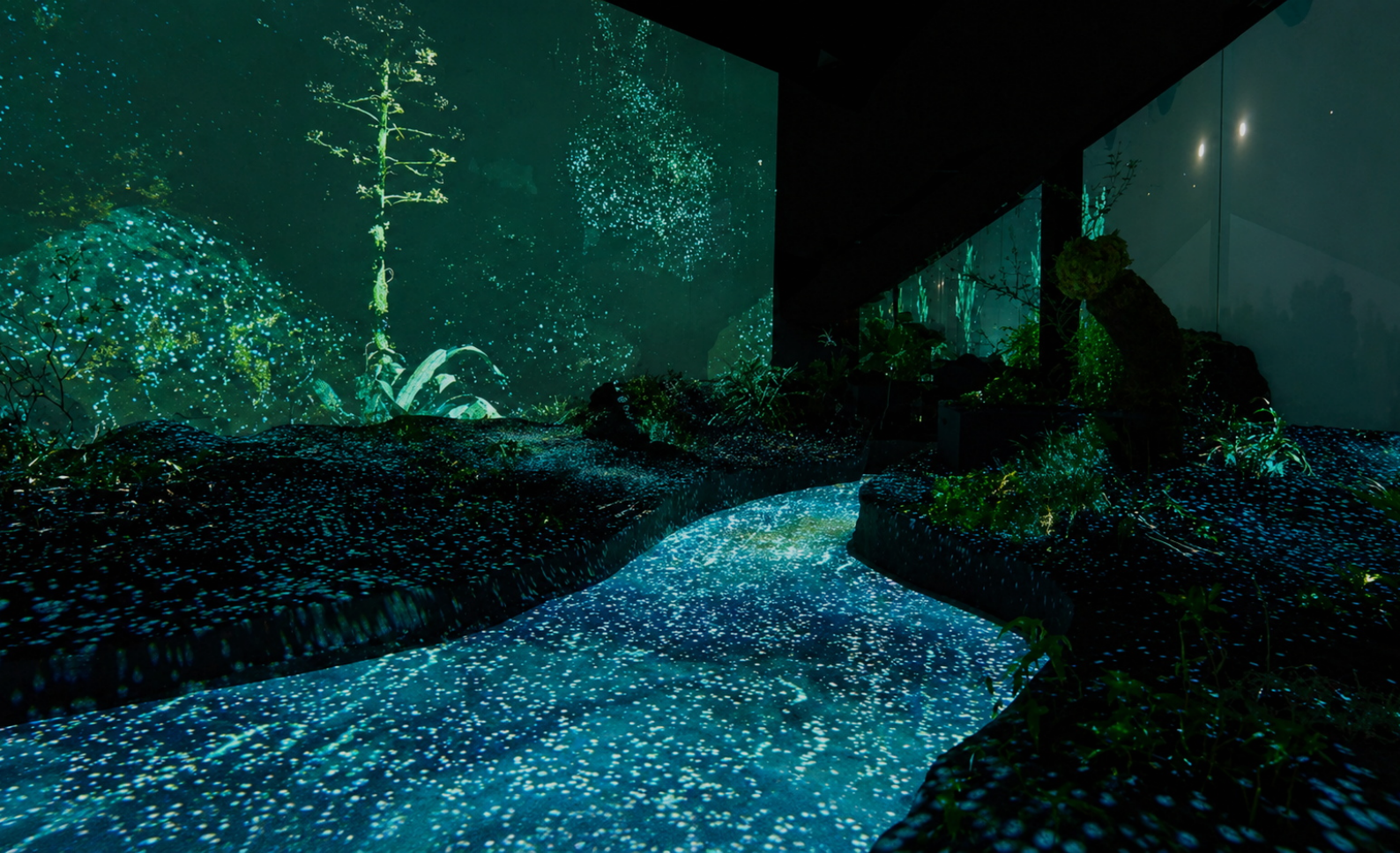
- Touch-based video editing workshops
- Stop-motion & 2D animation creation
- Children's creator screening space
- Korea–Mongolia digital pop-up storybooks
- AI character creation experience stations
- Family co-creation media studio

EduTech

Video Editing

Creative Experience

AI Creation



06 SOUND ART

Sound Art Gallery

An auditory interactive installation gallery that digitizes Mongolian traditional instruments.

- Morin khuur (horsehead fiddle) digital play
- Sound artist residency program
- 3D spatial audio — 360° sound zone
- Mongolian folk song & epic digital archive
- Korea–Mongolia traditional music dialogue
- Sound-reactive LED visual installation

Spatial Audio

Sound Art

Traditional Digital

Interactive



07 SPECIAL EXHIBITION

Special Exhibition Hall

Ongoing Korea–Mongolia–Asia artist collaboration exhibitions. The key space driving repeat visits.

- Quarterly Korea–Mongolia contemporary art exhibitions
- Asian media art touring exhibitions
- Emerging artist residency exhibitions

- International co-creation workshop programs
- Corporate and institutional venue rental
- Online–offline hybrid exhibition platform

Curated Exhibitions Media Art Int'l Collaboration Venue Rental

4 exhibitions/yr
Curated

Asian touring
Exhibitions

Venue revenue
Diversification



08 KOREA INDUSTRY SHOWCASE

Korea Industry Showcase

A differentiated space introducing Korea's advanced industries, technology, and culture to Mongolian visitors and local businesses.

— Korea semiconductor, battery, smart factory showcase

— K-content & entertainment experience zone

— Korea–Mongolia B2B business matching lounge

— Korean startup & innovation company gallery

— K-Beauty & K-Food pop-up experience

— Korean–Mongolian cultural exchange programs

Korea Industry

B2B Matching

K-Content

Cultural Exchange

02

Technology & Construction

Technology & Construction

16 years of field expertise
completing the museum.



AIoT Media Wall Technology

The AIoT infrastructure and large-scale media wall installation technology accumulated over 16 years in the field form the technical backbone of the museum.

AIoT Platform

- Real-time sensor network monitoring
- Face recognition & emotion analysis
- Energy-optimized smart building control
- Visitor flow big data analytics

Media Construction

- Large LED media wall design & installation
- Museum-specific AV systems
- Outdoor media facade
- Projection mapping infrastructure

Venture Innobiz Strong SME ISO

Film & Exhibition Content Production

Kanbu Media LLC, jointly established by GRIDA and Kanmedia, is the operating entity for the Korea–Mongolia museum project. GRIDA handles exhibition content production; Kanmedia handles joint film planning.

Exhibition Production

- Cinematic future scenario films
- Media art planning & production
- Projection mapping content
- Korea–Mongolia artist collaboration

Specialized Genres

- Immersive VR/XR content
- Interactive media installations
- Children's edutainment
- Exhibition curation

Women-Owned Venture Startup Support Corporate R&D

Exhibition & Media Installation References



Interactive LED Media Art — Reference



Large-scale Projection Event — Reference



Aurora Media Installation — Reference



Immersive Projection — Reference

* Reference images of similar-scale exhibition and media installations. May differ from actual completed work.

03

Partners

Partners

Five companies building
one museum together.



GRIDA Co., Ltd.

Co-Founding Partner · Exhibition Content

Women-Owned

Venture

Corporate R&D

Startup Support

Agreement 2022

A film and media specialist based in Paju, Gyeonggi Province. Plans and produces all museum exhibition content, and leads Korea–Mongolia artist collaboration. Holds four certifications (women-owned, venture, corporate R&D lab, startup support). Concluded the Korea–Mongolia media joint venture agreement with Kanmedia in 2022 and jointly established Kanbu Media LLC.

BUSINESS REG. 132-88-02939

CEO Lee Ga-eun

HQ 75 Solbawigolgil, Jori-eup, Paju-si, Gyeonggi-do

CERTIFICATIONS Women-owned · Venture · Corporate R&D Lab · Startup Support

ROLE Full museum exhibition content planning & production

PARTNERSHIP START 2022 Korea–Mongolia media agreement with Kanmedia

Core Capability Record

Media Art Production

Exhibition content specialist

Projection Mapping

Large-scale exhibition

Korea–Mongolia Co-creation

2022 agreement partner

GRIDA and Kanmedia concluded the Korea–Mongolia media joint venture agreement in 2022 and jointly established Kanbu Media LLC. GRIDA shares exhibition content planning and production across all museum modules.

Khanmedia Co., Ltd.

Co-Founding Partner · Korea–Mongolia Film

Film Specialist

Media Joint Venture

Kanbu Media Co-Founder

Co-Founding Partner for the Korea–Mongolia film and media joint venture. Chairman Jo Gye-sik jointly established Kanbu Media LLC with GRIDA, serving as one of the Korean pillars in bilateral media cooperation.

CHAIRMAN Jo Gye-sik

ROLE Korea–Mongolia film joint planning & Kanbu Media LLC co-investment

PARTNERSHIP START 2022 Korea–Mongolia media agreement with GRIDA

KEY ACHIEVEMENT Kanbu Media LLC registered 2026.05.13

Key Business Roles

Korea–Mongolia Joint Planning

2022 agreement

Local Entity Co-establishment

Kanbu Media LLC

Film Content Collaboration

Shared role with GRIDA

Project History

2022 Korea–Mongolia media joint venture agreement with GRIDA — project starting point

2024 Kanbu Media LLC incorporation planning initiated — capital and entity structure design

2026.05 Kanbu Media LLC officially registered in Ulaanbaatar

Khanbu Media LLC

Mongolian Local Entity · JV

Foreign Investment LLC

Mongolia Entity

Est. 2026.05.13

Korea–Mongolia joint venture local entity established in Ulaanbaatar in May 2026. The direct operating entity of the Khan Media Experience Center, serving as the legal foundation for bilateral cooperation.

REG. NO. 9019099655

CAPITAL 712,800 thousand MNT

EST. DATE May 13, 2026

REPRESENTATIVE Lee Un Bong

ADDRESS Unit 10b, Emiin Urgamal-4, 11th Khoroo, Bayanzürkh District, Ulaanbaatar, Mongolia

ROLE Direct operating entity of Khan Media Experience Center

Entity Status

Registration Complete

2026.05.13 official

Capital Established

712,800K MNT

Business Funds

₩2B transfer in progress

Kanbu Media LLC is the local base of this project and the legal center of five-partner cooperation.

JIL Co., Ltd.

Technical Partner · Museum Systems · AIoT

Venture Innobiz Strong SME ISO Certified 16 Years

Headquartered in Jeongseon, Gangwon Province. AIoT and media systems specialist with 16 years of field experience. Responsible for overall museum infrastructure design/installation and smart operations system. Full set of certifications: Venture, Innobiz, Strong SME, ISO.

BUSINESS REG.	206-86-36338
CEO	Lee Un Bong
HQ	64 Mureung 2-ro, Nam-myeon, Jeongseon-gun, Gangwon-do
EXPERIENCE	16 years of field experience
CERTIFICATIONS	Venture · Innobiz · Strong SME · ISO · 3 factories
ROLE	Museum AIoT infrastructure · Media wall installation · Smart operations

Core Construction Capabilities

Large LED Media Wall Design & installation	AIoT Smart Infrastructure 16 years accumulated	Exhibition AV Systems Museum specialist
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Technical reliability verified by the full set of Venture, Innobiz, Strong SME, and ISO certifications.

Tatkhil LLC

Local Construction Partner (Mongolia)

- Mongolian Entity
- Construction Specialist
- Ulaanbaatar

Mongolian local construction specialist. Responsible for Khan Media Experience Center building construction and local infrastructure development, supporting local regulations and administrative procedures.

REPRESENTATIVE	Hwang Seung-ha
LOCATION	Ulaanbaatar [in preparation]
ROLE	Museum building construction · Local administration · Permits
STRENGTHS	Local construction network · Mongolian regulatory expertise

5-Partner Cooperation Structure

GRIDA · Kanmedia Content Production · Kanbu Media LLC Local Operations · JIIL Technical Installation · Tatkhil Local Construction

Local Construction Scope

- Museum Building**
RC main hall
- 14 Ger Pavilions**
Modern ger structures
- Permits & Admin**
Mongolian regulatory

Tatkhil LLC's local network and administrative capability complement the project's on-ground execution. Leading site acquisition and permitting in Bayanzürkh District.

PROJECT TIMELINE

Project Timeline

●	●	●	●	●	●
2022	2024	2026.05	2026 H2	Under Construction	[TBD]
Agreement	Entity Planning	Registration Complete	Site & Groundbreaking	Soft Opening	Grand Opening
GRIDA · Kanmedia Korea– Mongolia MOU	Kanbu Media LLC incorporation planning	Ulaanbaatar foreign investment LLC registered	₩2B transfer · Bayanzürkh construction	Main hall Phase 1 · Initial visitors	Khan Media Experience Center

Current

Registration Complete

2026.05.13

In Progress

Fund Transfer

₩2B transfer

Next Step

Construction Prep

Tatkhil standby

Milestones

DONE	Kanbu Media LLC registered (2026.05.13) · Capital: 712,800K MNT
IN PROGRESS	₩2B transfer in progress · Bayanzürkh site acquisition negotiations
NEXT	Tatkhil construction · JIIL infra design · GRIDA content planning launch

Annual Visitors

200K

500–600/day

Annual Revenue

\$3M

Approx. ₩4.2B

Net Profit

\$2M+

Approx. ₩2.87B

Margin

57.7%

Net / Revenue

Bayanzürkh District — central-eastern Ulaanbaatar. ~3km from city center · ~15km from airport. Largest commercial district, blue ocean with no competition.

CONTACT

Contact Information

For inquiries regarding the Khan Media Experience Center, please contact the persons below.

GRIDA / CONTENT	Lee Ga-eun, CEO	75 Solbawigolgil, Jori-eup, Paju-si [Contact in preparation]
KANMEDIA / PLANNING	Jo Gye-sik, Chairman	Seoul [Location in preparation] [Contact in preparation]
KANBU / OPERATIONS	Lee Un Bong, Rep.	Unit 10b, Emiin Urgamal-4, 11th Khoroo, Bayanzürkh District, Ulaanbaatar [Contact in preparation]
JIIL / TECHNOLOGY	Lee Un Bong, CEO	64 Mureung 2-ro, Nam-myeon, Jeongseon-gun Business Reg. 206-86-36338
TATKHIL / CONSTRUCTION	Hwang Seung-ha, Rep.	Ulaanbaatar [Location in preparation] [Contact in preparation]

Official Project Name

Khan Media Experience Center

칸 미디어 체험관

Local Entity

Kanbu Media LLC

Reg. 9019099655 · 2026.05.13

All information in this catalogue is as of May 2026. Some details may be subject to change.

Khan Media Experience Center · 칸 미디어 체험관

A Media Experience Space Built by Korea and Mongolia

Thank you for visiting