

Case Study

Life4cuts Develops Its Picture-Perfect Future with BytePlus Effects





From Coin-Operated Novelty to AI-Powered Memory Maker

The humble photo booth has come a long way since its inception in 1925 when Anatol Josepho introduced the first fully automated photo studio on Broadway. What began as a coin-operated novelty, producing strips of black-and-white snapshots in eight minutes for 25 cents, has evolved into a sophisticated, AI-powered memory-making machine. Today's photo booths are no longer mere curtained boxes but gateways to digital realms of creativity and self-expression.

In this ever-evolving landscape, Life4cuts has been developing the narrative of photo booth innovation, frame by frame. Founded by Lee Ho-ik, now CEO of LK Ventures, Life4cuts has consistently pushed the boundaries of what a photo experience can be, integrating digital elements into their offline, experience-based business. Their journey reflects the industry's transformation from simple snapshot takers to immersive memory crafters.

Focusing on a New Challenge

Life4cuts identified a need to refine their vision of success to achieve greater clarity and focus:



A new design language

In response to heightened market competition, Life4cuts recognized the imperative for strategic differentiation.



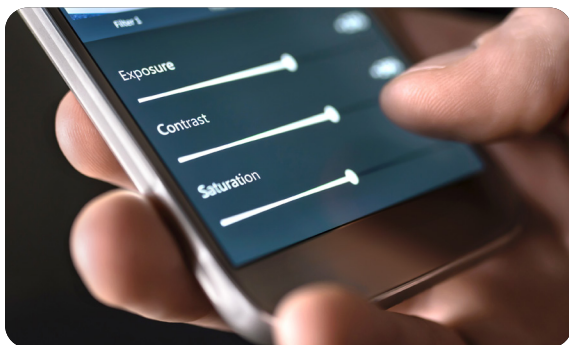
Refining natural beauty enhancements

Customers craved natural beauty enhancements and seamless user experiences, which Life4cuts' self-developed filter technology struggled to deliver.



Hardware limitations

Hardware limitations in offline services hindered the implementation of advanced AI filter solutions, affecting the quality and consistency of photo enhancements.



Fragmented user experience

Customers often resorted to separate editing apps for better results, leading to a fragmented and unsatisfactory user experience.

It was clear that Life4cuts needed to refocus their lens on the future of photo experiences.

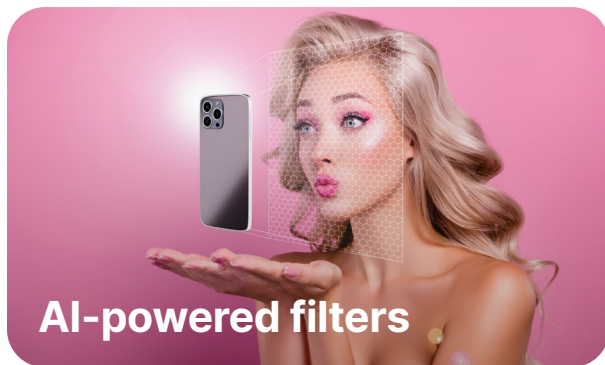
Developing a New Partnership

Recognizing the need for a transformative solution, Life4cuts embarked on a strategic partnership with BytePlus Effects. This collaboration would serve as the developer for their next-generation photo experiences.

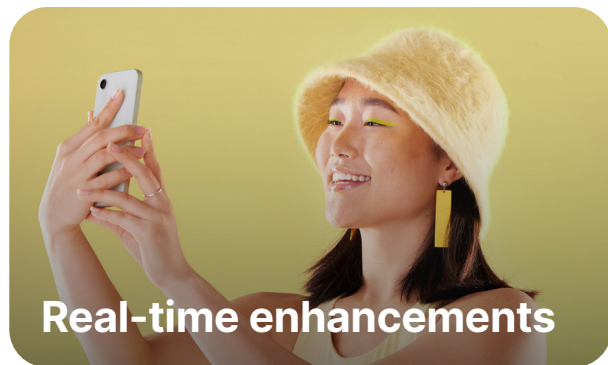
“We decided not to continue to rely solely on our own technology. BytePlus’ Korean team provided the courage and positive outlook we needed to make this leap.”

Lee Ho-ik, CEO of LK Ventures

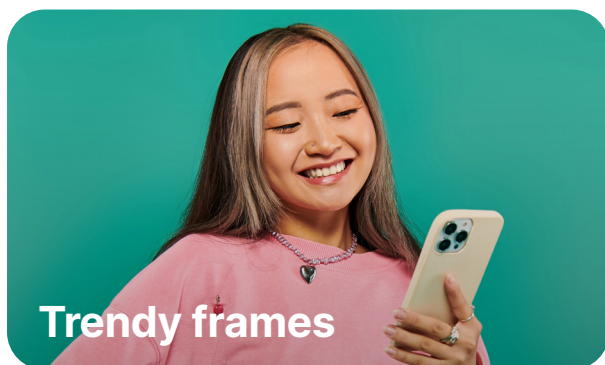
BytePlus Effects seamlessly integrated with Life4cuts’ existing infrastructure, adding new dimensions to their photo kiosk offerings:



Advanced filters and stickers dramatically improved photo quality, delivering the natural beauty enhancements that customers yearned for – like having a personal touch-up artist in every booth.



Live AI technology enabled customers to see real-time enhancements while taking photos, eliminating the need for additional editing apps and providing instantly retouched photos – turning every snapshot into a ready-to-share masterpiece.



A wide array of trendy and differentiated frames catered to the decorating culture that resonates with consumers, especially Gen Z — transforming each photo session into a creative adventure.

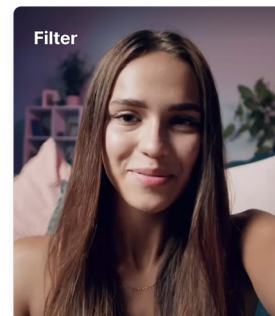
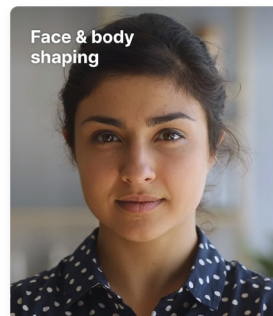
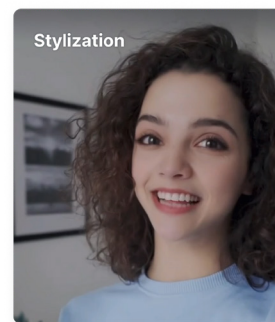
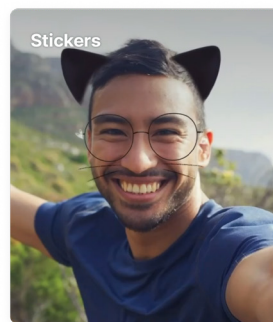


BytePlus Effects’ extensive technical support and environment testing ensured a smooth integration into Life4cuts’ store environments and programs, enabling a seamless transition and elevated user experience – like upgrading from a film camera to a high-end digital SLR.

Exposing New Possibilities

The impact of the BytePlus Effects integration was immediately evident, bringing Life4cuts' vision into sharp focus. Lee Ho-ik emphasizes, **"AI functions help with automatic editing and other processes that allow consumers to easily obtain satisfactory results."**

Life4cuts introduced innovative "concept frames," implementing advanced filters and stickers that dramatically improved photo quality. These new features act like a zoom lens, bringing the company closer to their customers' desires and current trends.



Attracting New Customers: A Wider Angle

The integration of BytePlus Effects helped Life4cuts widen their angle of appeal:



Gen Z appeal

New frames implemented using BytePlus technology particularly appealed to Gen Z customers, who appreciated the ability to try new dynamic poses and faces/vouchers — like having an entire costume department at their fingertips.



Mini fashion studios

Trendy frames and effects met the needs of consumers interested in the decorating culture in Korea, helping Life4cuts stand out from competitors — turning each photo booth into a mini fashion studio.



Picture-perfect reviews

Positive reviews mentioned that Life4cuts had changed significantly, offering many new features that resonated with their target audience — proof that their new approach was picture-perfect.

A Panorama of Success

The impact of BytePlus Effects integration extended beyond domestic success, creating a panoramic view of opportunities:

“Since the renewed version of the program integrated with BytePlus’s solution was released to all stores in Korea in May, our company’s sales have increased by more than 20% month-on-month across the board. Some popular stores in the Sinchon area of Seoul are seeing a 65% month-over-month increase.”

20%+

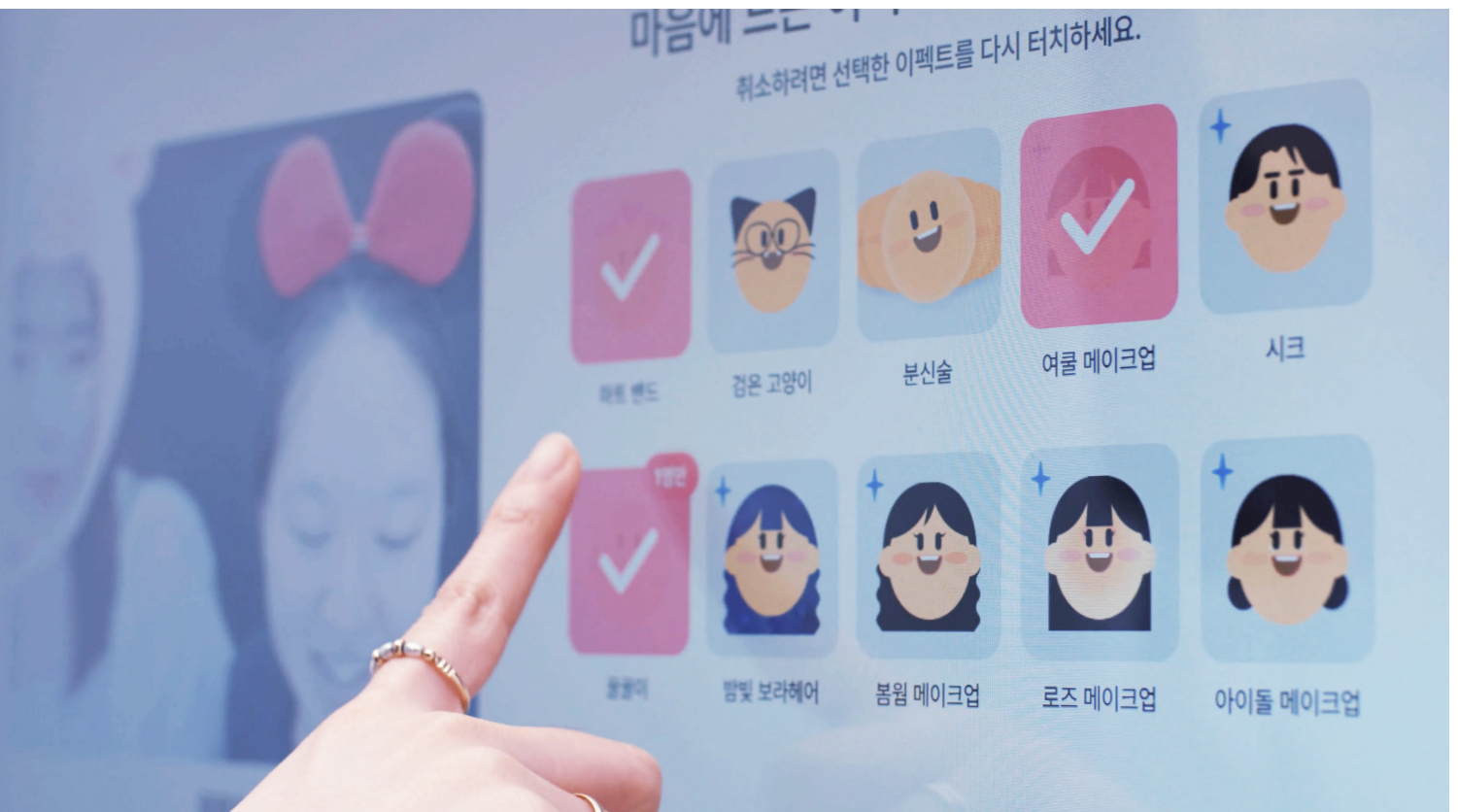
Month-on-month sales increase across all stores

65%

Month-over-month increase in popular Sinchon stores

This success has also led to increased interest from overseas franchisees and positive responses in international markets, particularly in Southeast Asia — expanding Life4cuts’ photo album to include global memories.





The Big Picture

The partnership between Life4cuts and BytePlus Effects has developed into a masterpiece of innovation and collaboration. As Lee Ho-ik puts it, "I firmly believe that this trust in technological advancements will help us dominate the global market and achieve first place without a doubt."

From its humble beginnings as a coin-operated curiosity to today's AI-powered memory factories, the photo booth industry has seen remarkable change. With BytePlus Effects, Life4cuts is not just keeping pace with this evolution — they're framing the future of photo experiences. As they continue to capture moments and create memories, one thing is clear: for Life4cuts and BytePlus, the future is looking picture-perfect.

"I firmly believe that this trust in technological advancements will help us dominate the global market and achieve first place without a doubt."

Lee Ho-ik, CEO of LK Ventures