

# HYUNDAI ELEVATOR

QUARTERLY NEWSLETTER

Vol.06 / JULY 2016

## COVER STORY

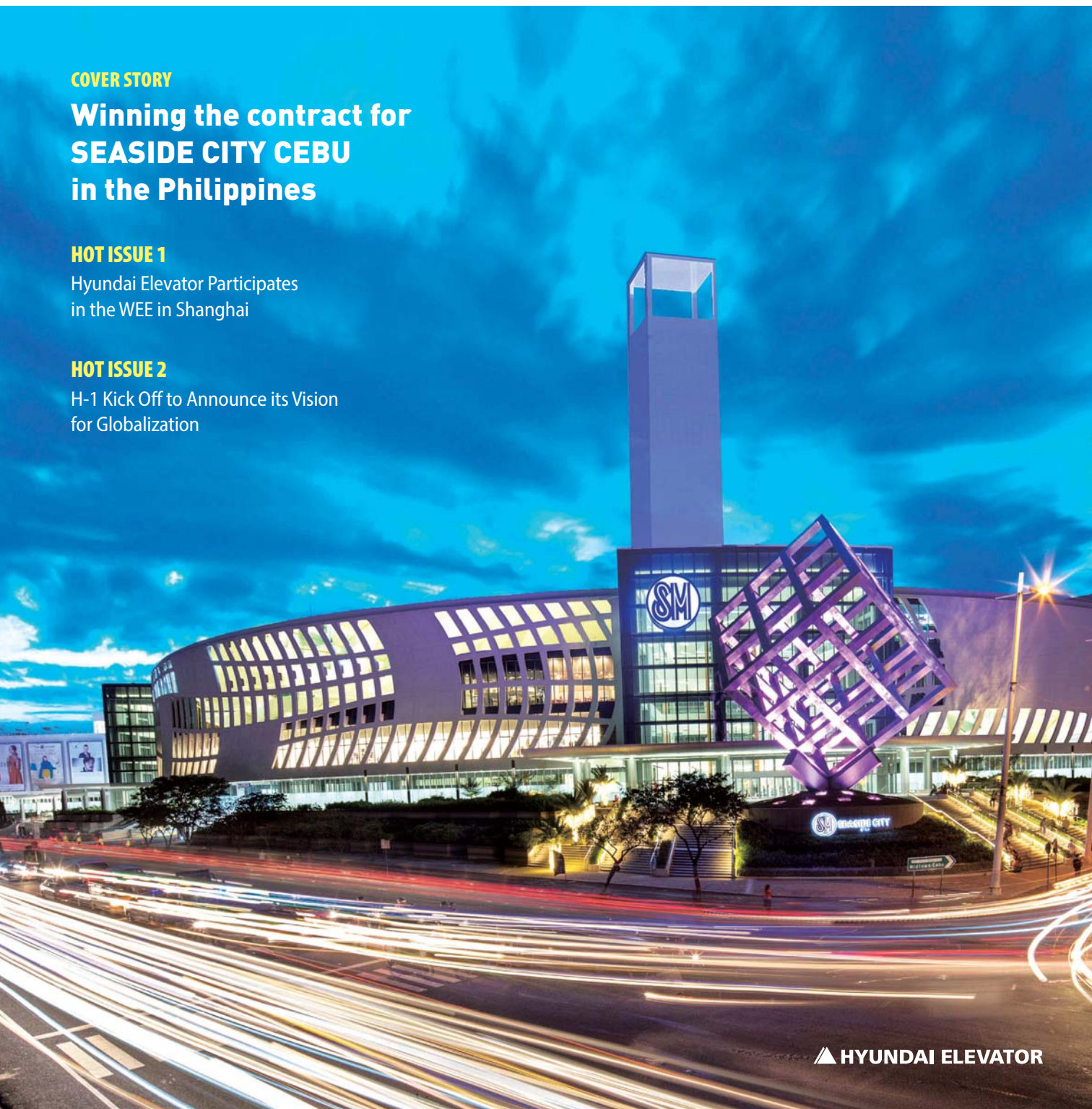
### Winning the contract for SEASIDE CITY CEBU in the Philippines

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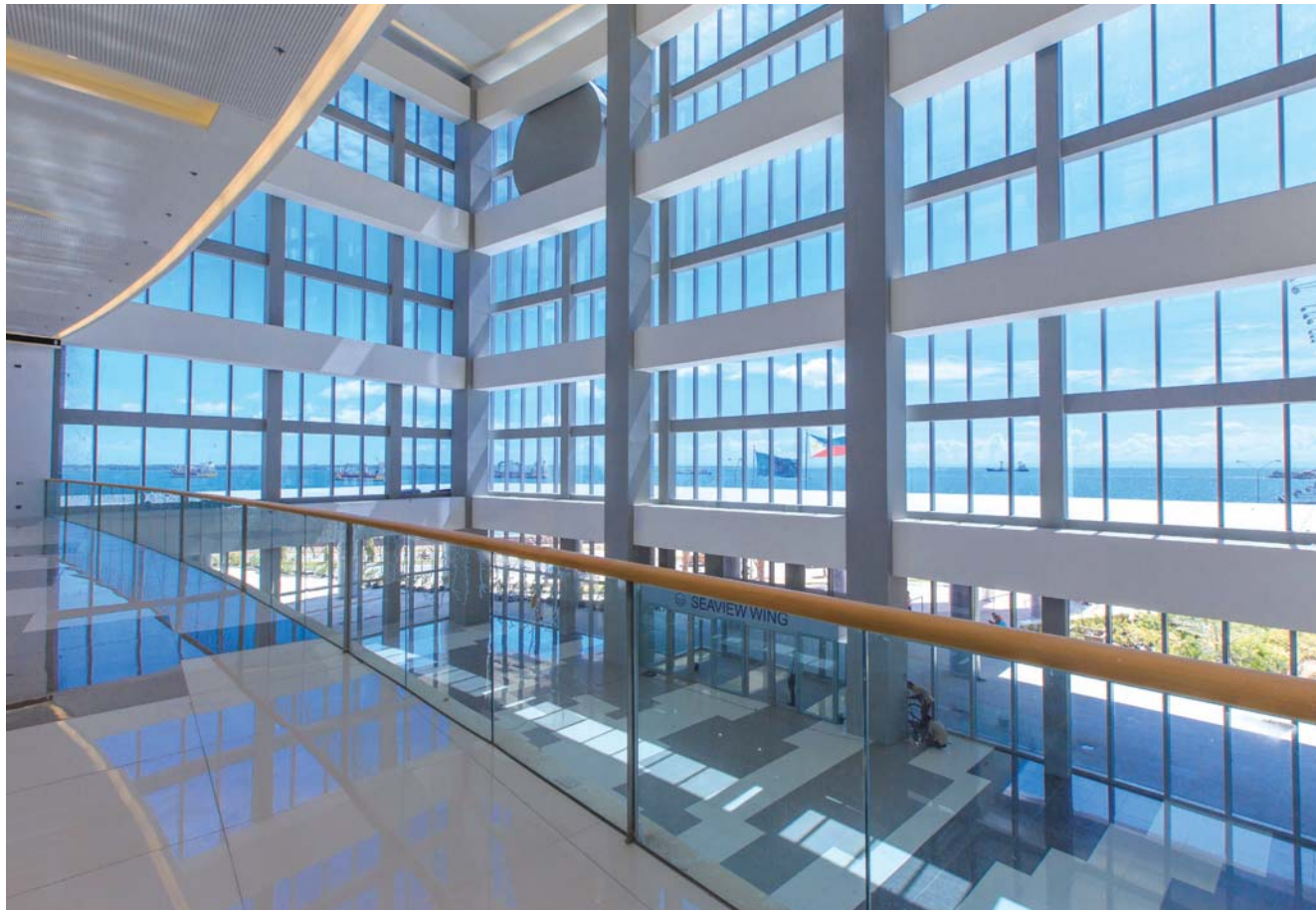




# Opening up the global market through trust

## Winning the contract for SEASIDE CITY CEBU in the Philippines

*With continued economic growth, the Philippines is gaining attention as a new destination for investments. Since opening a branch office in the Philippines in 1989, Hyundai Elevator has earned the trust of the Filipino market with outstanding products and technology. As a testament to the company's continued efforts, we would like to introduce you to the story of how Hyundai Elevator won the contract for 'SEASIDE CITY CEBU', the 8th largest shopping mall in the world, in this Cover Story.*



### The Philippines, a 'VIP' in the global economy

Renowned as a world class holiday destination with beautiful beaches and blessed natural environment, the Philippines along with Vietnam and Indonesia has been attracting the attention of the world as a emerging market. Dubbed 'VIP' using the first letters of each country, these three countries are seen as the next opportunity for smart investment options after the five countries known as BRICs thanks to their rapid economic growth. Despite slow economic all over the world the Philippines has sustained its growth over the past few years. The World Bank pegged the country's economic growth rate at 6.4% in 2016 and 6.2% in the following two years. Additionally, it forecasted the Philippines to become one of the fastest growing economies in the Asia-Pacific region moving forward.

### 'SEASIDE CITY CEBU', a new landmark in Cebu

In 1996, Hyundai Elevator successfully signed a significant contract with the no. 1 real estate and distribution company in Philippines SM Group to supply elevators (140 units, worth USD 85 million). At the time, the contract value was the largest in terms of elevator related projects in the Philippines in a decade. After establishing ties with SM Group, Hyundai Elevator was able to win contracts at a steady pace. Beginning in October 2014, Hyundai Elevator signed a contract with SM Group for its 'SEASIDE CITY CEBU' project to supply 29 elevators including 4m/s-velocity elevators and 72 escalators. Covering 470,000m<sup>2</sup>, SEASIDE CITY CEBU remains the 3rd largest shopping mall in the Philippines and 8th largest in the world. It features more than 1,000 brands and labels in fashion, beauty, and restaurants as well as five IMAX cinemas, and an ice skating rink. Construction works for SEASIDE CITY CEBU began in 2011, and the shopping mall in the lower quarters opened in November 2015. In 2016, construction for 'SEASIDE TOWER' featuring Hyundai Elevator's 4m/s-velocity elevators is expected to finish and the grand opening of its shopping mall is coming soon. In particular, as the tallest building in Cebu, SEASIDE CITY CEBU is expected to become a new landmark of Cebu given that the 'SEASIDE TOWER' gives visitors an unobstructed view of the entire city and blue ocean. Once 'SEASIDE CITY CEBU' is complete, not only tourists from all over the world

coming to Cebu but also the locals in Cebu will be able to meet Hyundai Elevator's products at the brand new landmark.

### Expanding across the Filipino market using solid partnership

Hyundai Elevator was able to excel in the Filipino market, including the successful contract with 'SEASIDE CITY CEBU' project, thanks to HYCO dealers that became a base camp in the Filipino market.

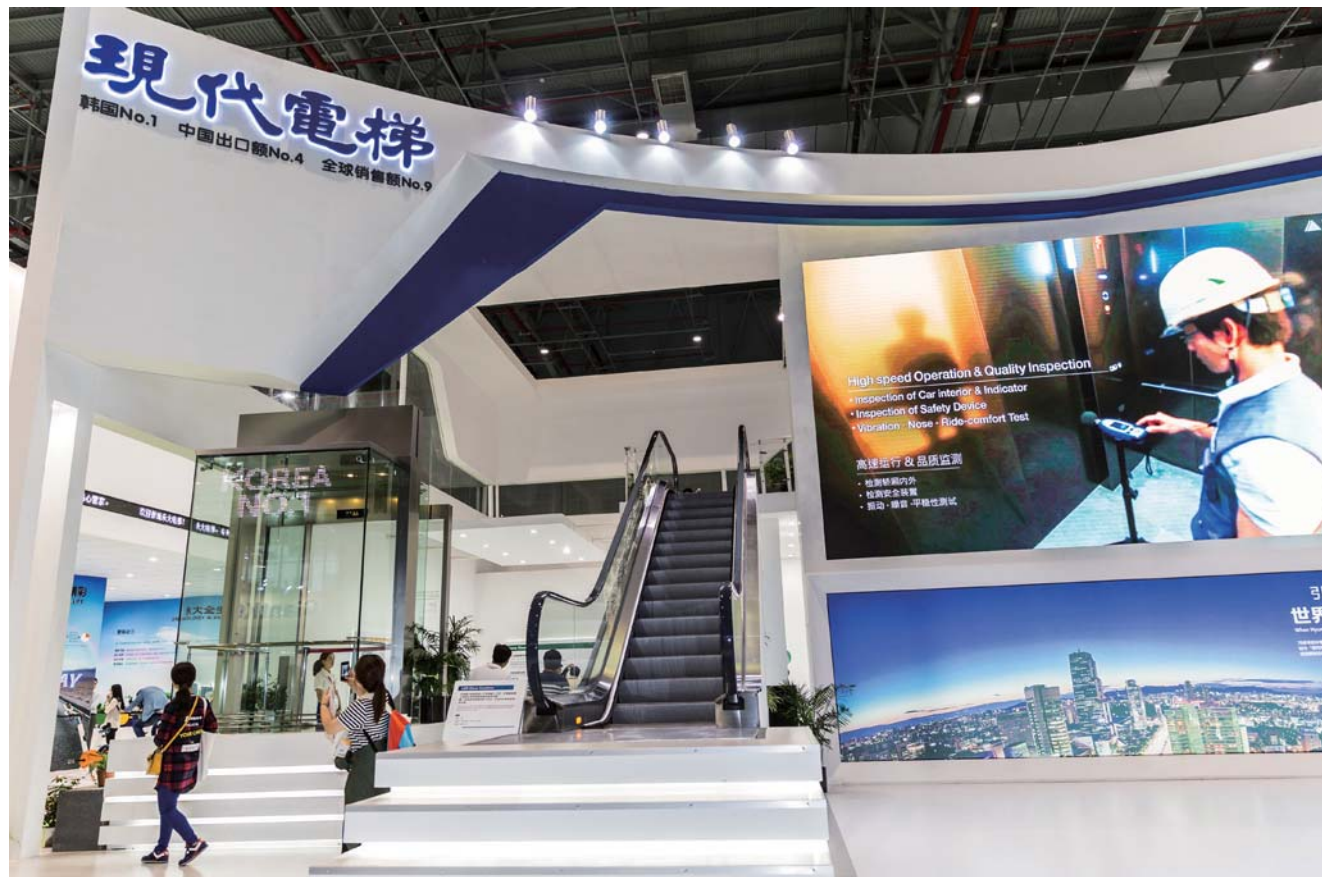
As the official dealer for Hyundai Elevator, HYCO has accompanied Hyundai Elevator's offshore endeavors and the company has grown into a solid contributor in the market maintaining 16% of the Filipino market based on thorough customer management and trust. Hyundai Elevator will continue its best to increase its presence in the Philippines through its partnership with HYCO dealers in the future.





# Korea No.1 Hyundai! Global Hyundai!

**Hyundai Elevator Participates  
in the WEE(World Elevator & Escalator Expo)in Shanghai**



2016 World Elevator & Escalator Expo (WEE), the global elevator festival, was held from May 10 to May 13 in Shanghai National Exhibition and Convention Center. As proof of the global interest towards China, Which is the world's largest elevator market, a total of 1,054 elevator producers and accessory companies from 50 countries participated in the event, in which a total of 120 thousand people attended for four days straight. Hyundai Elevator, which has adopted an aggressive strategy towards the Chinese market to achieve market share expansion in the global market, attended the 2016 WEE to meet with clients in China and in other markets. Here are some of the scenes from Hyundai Elevator's activities at the 2016 WEE.

## Projecting the Present and the Future of the Elevator through Diverse Topics

Hyundai Elevator displayed its core technologies based on the theme of "Korea No. 1 Hyundai, Global Hyundai". At its two-story and 483m<sup>2</sup>-sized booth, it exhibited its ultra high-speed technology, environmentally friendly technology and safety and advanced maintenance system.

The booth was largely divided into three parts: Global HYUNDAI, Safety & Environment and High-Tech booths. The products on display included a mock-up like double-deck and ultra high-speed THE EL 1080, as well as an electricity reduction simulator, life boat system and jump elevator video, all geared towards showcasing the company's advanced technology and industry-leading initiatives.

In particular, a transparent type LED glass elevator and real escalator were exhibited at the Future booth to give customers a hands-on experience. This attracted much attention from the audience as it enhances the interior effect in the architecture by applying LED glass in the elevator for the first time in the world.

In addition, a large sized LED panel was built on the wall of the 1st floor of the exhibition booth to show the installment process of the BIFC elevator, which has the fastest speed in Korea of 10m/s, thus demonstrating and promoting the high speed technology at Hyundai Elevator. In addition, the K-culture video was also shown to highlight Hyundai Elevator's position as Korea's No. 1 company. A service zone was set up on the 2nd floor at the business center so that visitors could come conveniently for consultations. Through this exhibition opportunity,



many inquiries from potential customers were made. The participation at the WEE indeed served as an opportunity to obtain recognition and puts the company in a strong position to bid for orders by Chinese government institutions by allowing it to promote our technology and design excellence in China.

## A Fruitful Result Based Upon the Collaboration between the Korean Headquarters and the Shanghai Corporation

One important aspect of this expo relates to the imparting of a sense of ownership among the local staff in Shanghai Hyundai and giving them the chance to feel pride in Hyundai as the headquarters worked together with the Shanghai corporation staff while preparing for the expo. Some staff in the Shanghai corporation fully partook in the expo - from the exhibition production to the installment, and 26 selling agents acclaimed for their excellent performance were invited and given the chance to talk about domestic demand for products in China.

Hyundai Elevator, which is taking a proactive approach in its attempts to expand overseas in order to become a global top 7 company, will display its technology and products at diverse international events following on from its participation at the 2016 WEE.





# Hyundai Elevator Reaches out to the World

## H-1 Kick Off to Announce its Vision for Globalization



Hyundai Elevator held a proclamation ceremony outlining its intention to reach out to overseas markets; in the ceremony, the company announced its vision and strategies to become a global top 7 company by 2030. In the first phase towards globalization, Hyundai Elevator is exerting tremendous efforts to become a competitive player that leads the global market by activating its H-1 project, an operational innovation plan aimed at promoting an efficient operational system and product competitiveness.

### Hyundai Elevator Announces Its Goal to Become a Global Top 7 Company at the Globalization Proclamation Ceremony

In April 19, Hyundai Elevator held a globalization proclamation ceremony in its headquarters in Icheon, Korea and announced its strategies for becoming a global top 7 company by 2030. CEO Bob Jang said, "Our globalization strategy is critical for acquiring sustainable momentum," adding, "we will become a global top 7 company based upon long term management goals through an efficient operational system and product competitiveness." To achieve its goal, Hyundai Elevator will select 10 global markets out of its current 62 export target markets based upon market attractiveness and accessibility; the prioritized markets include India, Turkey and Saudi Arabia. It will also begin its plan to build local offices in 10 markets by 2020. In addition, the company will establish market entry strategies and an integrated computation management system, and manage training programs for overseas staff, in an effort to achieve rapid stabilization and accelerated growth by the overseas offices. The event consisted of various sessions

including the company's strategy announcement for globalization and the declaration for globalization by the headquarter chief and the employee representative. In addition, the overseas office staff members, sales agency staff and client companies' representatives sent their congratulatory messages, creating the opportunity for all of Hyundai Elevator's family members to get together.

### H-1 Project Kick off

In the first phase of the globalization, Hyundai Elevator will promote companywide cost innovation through its H-1 project, which deals with operational excellence for efficient operational management and product competitiveness. H-1 project is an operational excellence innovation program that realizes cost reduction by improving and optimizing costs by integrating the overall process of production, purchase and design after goal setting based upon the status analysis. The project will be applied to the Icheon factory in Korea. Once positive results are released in September, the project will be applied to the company's factory in Shanghai, China from October.



In addition, Hyundai Elevator has established a task force team concentrating on production, purchase, design, product development, quality and support for company engagement in the H-1 project. The company also held a kick off event to announce the launch of H-1 on May 31 at the main stadium of Icheon. The event was attended by CEO Bob Jang and the head of each department, as well as the top management and employees of the headquarter office; everyone displayed their resolution for the success of the project. Prior to the ceremony, a public contest targeting the employees was held; the employees were asked to come up with the project and catch phrase name. From this contest, "H-1", which is defined as the "Hyundai people all uniting to become one (1) for global No. 1 position" was selected. In addition, the catch phrase selected was as follows: "Let's all achieve cost reduction! Let's all aspire for quality innovation!".

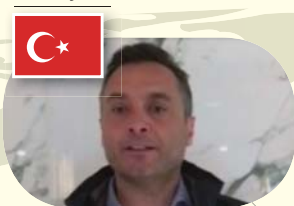
Costa Rica



Brazil



Turkey



Iran



Malaysia



Vietnam



Indonesia



China



Overseas office members  
send congratulatory video messages.



## Hyundai Elevator Cambodia Branch hosts Customer Convention



Hyundai Elevator's Cambodia branch hosted a Customer Convention on May 18 at the Himawari Hotel and invited more than 30 key Consultants and Architects in Cambodia. At the event, Hyundai Elevator introduced products including a Mock-up of New YZER. Additionally, Hyundai Elevator held a signing ceremony for its branch in Cambodia which is expected to help the company bolster its sales capacity and improve the volume of contracts it wins in the Cambodia market.

## Vietnam THU DO INVEST JSC visits Hyundai Asan Tower

A four-man delegation from THU DO INVEST JSC in Vietnam including the company's technical officer and bidding officer visited Hyundai Elevator's headquarters in Icheon on April 15. THU DO INVEST JSC visited Hyundai Elevator to inspect products currently being installed in project sites and to discuss new projects in Vietnam. Following their visit to Hyundai Elevator headquarters, the delegation toured key project sites as well. The delegation visited Hyundai Asan Tower, the Customer Care Center (CCC), and other key facilities to take a look at the product assembly process.

## Hyundai Elevator Service Business Division hosts Growth Strategy Workshop



The Service Business Division hosted its Growth Strategy Workshop on May 11 at the Hyundai Group Building in Korea with Hyundai Elevator CEO Bob Jang and more than 80 employees at the Service Business Division in attendance. The workshop reviewed the results for the month of April 2016 and to establish means for each department to reach KRW 50 billion in operating profit. More specifically, the workshop featured presentations on branch managing systems, service and safety education, and technical sales strategies. Using a few words of encouragement, CEO Bob Jang emphasized, "For the elevator industry, service has to go beyond a business and become a corporate culture." He added, "The level of service culture is a yardstick to measure where the elevator company stands."

## The 10th Junior Board Launching Ceremony gets under way at Hyundai Elevator



The Award Ceremony for the 9th Junior Board and Launching Ceremony for the 10th Junior Board on May 20 at the Hyundai Group building. The Junior Board is an organization that collects opinions voluntarily to help the company attain its vision and improve productivity. It consists of junior manager~manager level representatives from each division. A total of 88 items were brought to the table at the 9th Junior Board and 11 were selected. The newly launched 10th Junior Board features 25 members and will remain in force until April 2017.

## Hyundai Elevator hosts 'H-1' Project Academy for Operational Excellence



The H-1 Project Academy for Operational Excellence got under way for three days from May 2 to 4 at Bloomvista, Hyundai Training Center. This academy is part of the preparation phase for the H-1 project which is a company-wide initiative. With 30 employees including members of the project TF, officers at support divisions, division heads, and consultants in attendance, the group shared their thoughts on the direction in which the project should move towards. Moreover, the group had a chance to participate in activities to induce operational innovation, cost innovation, and manage portfolios strategically as well as time for team-building efforts.

## Hyundai Elevator social contribution news



On May 27, more than 20 people with the CHO division at Hyundai Elevator visited Yangyang-gun which is part of the company's "1 company-1 village" initiative in Gangwon-do, Korea. Hyundai Elevator employees did voluntary work and lent a helping hand to the locals.



Hyundai Elevator Service Business Division hosted a safety campaign to prevent accidents to escalator passengers at major subway stations across Korea for four weeks from June 10, 2016.



## Hyundai Elevator wins elevator supply contract with YDA



Last May, Hyundai Elevator signed four contracts including one to supply elevators at the DALAMAN AIRPORT with YDA. Hyundai Elevator is expected to install 165 elevators and 30 escalators until June 2017. The four sites where Hyundai Elevator signed its contract with YDA include the Banking Regulation and Supervision Agency of Turkey, ANKARA BUSINESS CENTER, SOGUTOZU Shopping Mall, and DALAMAN AIRPORT.

## Hyundai Elevator wins elevator contract for BUSINESS ISTANBUL in Turkey



In April 2016, Hyundai Elevator signed a contract to supply elevators at BUSINESS ISTANBUL in Turkey. Hyundai Elevator is expected to install 29 elevators including sixteen 2.5m/s-velocity elevators and thirteen 1.75m/s-velocity elevators. BUSINESS ISTANBUL is located nearby the exit point of the Eurasia Tunnel and the subway station. Taking just two minutes from BUSINESS ISTANBUL to Istanbul using the highway, it offers excellent access.

## Hyundai Elevator wins elevator contract for SM THREE-E COM CENTER in the Philippines



Hyundai Elevator signed a contract in April to supply elevators at the SM THREE-E COM CENTER located in Pasay City, the Philippines. By winning this contract, Hyundai Elevator will supply twenty-four 1.75m/s-velocity elevators at the SM THREE-E COM CENTER until this September. Commissioned by SM Prime Holdings, a real estate developer in the Philippines, Hyundai Elevator will install elevators in the third building among a total of six E-com Centers.

## Hyundai Elevator wins elevator contract for REGALIA in Panama



Last February, Hyundai Elevator signed a contract to supply elevators at REGALIA, a residential complex in Panama. Hyundai Elevator is expected to supply 5 elevators including 3.5m/s-velocity until February 2017.

Located on the coast of Costa del Este, REGALIA is a high-end residence featuring an observation deck, party room, gym, and swimming pool. The project was commissioned by F&F PROPERTIES, a company who had previous dealings with Hyundai Elevator in other projects including the F&F Tower and Hilton Panama City Hotel.

## Hyundai Elevator set to supply escalators for the MASHHAD URBAN RAILWAY in Iran



Hyundai Elevator signed a contract to supply elevators at the MASHHAD URBAN RAILWAY in Iran back in February 2016. Hyundai Elevator is expected to supply 16 escalators until August 2016 at the MASHHAD URBAN RAILWAY LINE2 PHASE1 site. MASHHAD is a city located in the northeastern border region of Iran and

the MASHHAD URBAN RAILWAY Line 2 currently in construction will feature 13 stations that cut across MASHHAD on a north-south axis. Meanwhile, MASHHAD URBAN RAILWAY LINE1 opened back in April 2011, and LINE3 is expected to follow after LINE2 is complete.

## Hyundai Elevator wins elevator contract for AVRUPARK in Turkey

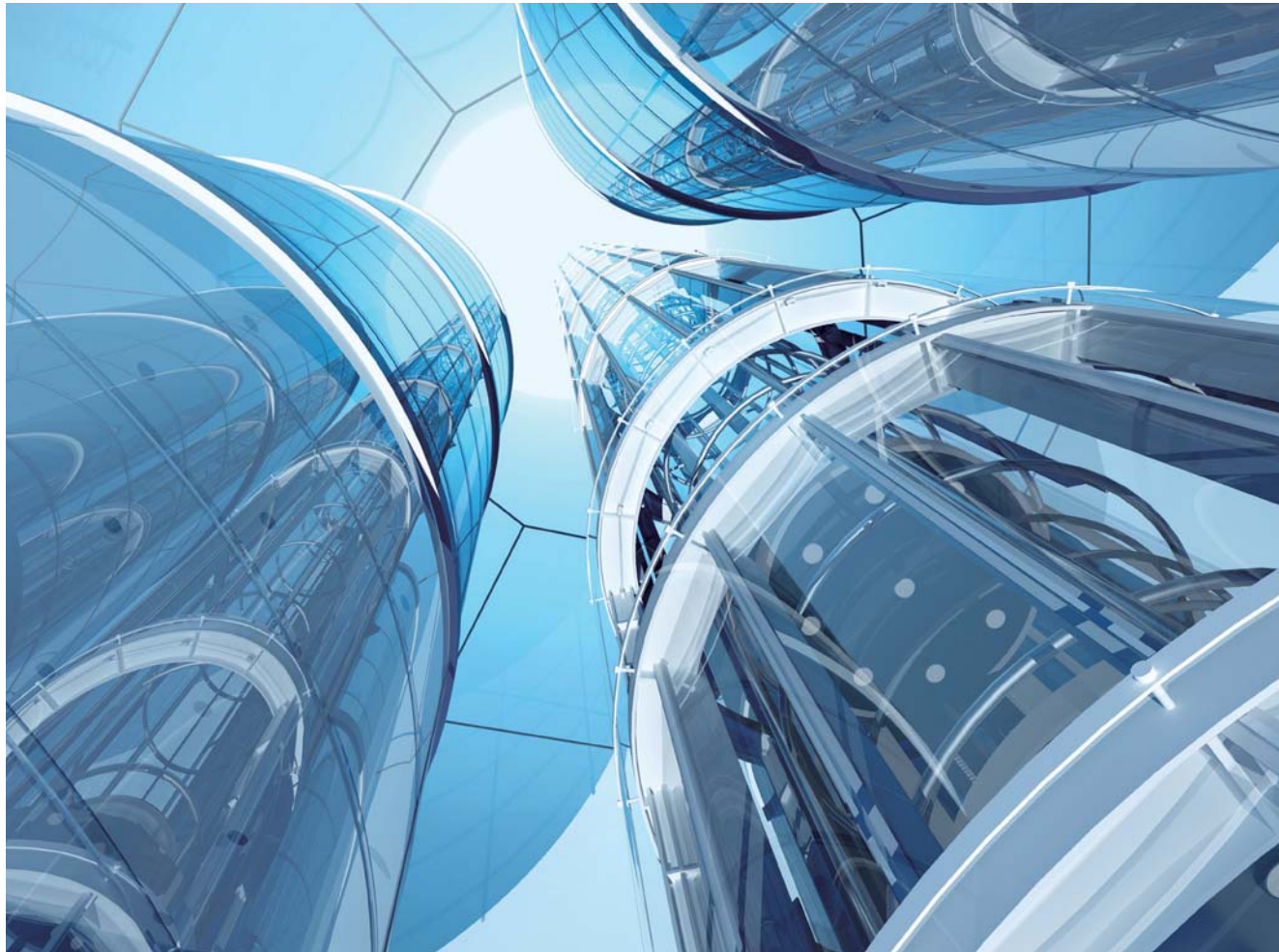


Hyundai Elevator signed a contract to supply elevators at AVRUPARK, an apartment complex currently in construction in Basaksehir, Istanbul, Turkey. Hyundai Elevator will supply 59 elevators until September this year. Basaksehir is located in a district considered as part of Europe in Istanbul. It is close to national and international companies, institutions, technical universities, and techno parks.



# "Artificial Intelligence (AI) Elevator" that Self-Trains Itself from Transport to Inspection

Written by Hyundai Elevator R&D Center, Converging Technology Department



*Artificial Intelligence (AI) refers to the study of enabling computers to think, learn and develop - the areas that require human intelligence - by themselves so that the computer can imitate human activities that involve intelligence. AlphaGo, which competed against Lee Se-dol, the Korean baduk expert, is said to be one successful case of AI studies. This field has now entered into our daily lives; even elevators now widely apply the AI.*

AI in the elevator field has made it possible for elevators to progress from the previous goal of reducing passengers' waiting time and of enabling optimized elevator operations to intelligence type operations where the elevators analyze and predict the passengers' behaviors. In addition, AI is applied not only in elevator operations but also in many areas from facility management to inspection.

## AI Elevator Group Control System

The elevator group control system refers to operating a number of elevators in the same group. Group control is technology that presents the most favorable timing for the elevator to promptly move by taking into consideration the realtime environment information - the realtime operation system of the elevator, the passengers waiting in line in the same or other floors and information about the passengers currently in the elevator - once the passenger presses the call button. Such a system is generally applied in tall buildings where a number of elevators run.

However, such a group control system differs quite a bit in terms of operational efficiency depending on the environment of the buildings the elevators are located in. Accordingly, Hyundai Elevator has developed a more advanced AI group control algorithm by considering data analysis and methods that are more diverse than in the past. The AI group control algorithm adopts the **Game Tree**<sup>1)</sup> method and the **ANFIS**<sup>2)</sup> method; the first one refers to a way of searching for a more efficient allocation method by considering more elevator allocation methods compared to previous ones; and the latter refers to a way of enhancing the allocation efficiency

by having the elevator self train itself in the most optimized allocation method in accordance with individual buildings, regarding which the call patterns are different.

The game tree algorithm and ANFIS algorithm-converged AI group control system has 15% more efficiency than past products and it enables control of the optimized group control.

Hyundai Elevator aims to become a leader in this new service paradigm by converging IoT based upon the AI-based group control system.

Now, it will be possible for the elevator to analyze and train itself in the patterns of the passengers' movement within the building, detect locations to guide the elevator transfer path and the automatic calling registration for the target floor that has been memorized through the interactive service via passengers' smart phones. The time now has come where the passenger no longer has to call the elevator and wait for it; rather, the elevator itself will detect the behavior of passengers to effect an optimized service.

## Self-trained Elevator on the path of Further Evolution

With the advanced production technology and information technology coming together, the elevators these days are getting extremely smart.

Through the HRTS Service, an advanced remote controlled service, Hyundai Elevator is conducting realtime monitoring of elevators nationwide via its Customer Care Center (CCC), controlling by remote means and allocating service technicians for repairs more quickly by leveraging Traffic Geographic Information(TGIS) System when malfunction reports occur.

The HRTS in the future, which will converge the AI, will not only detect real-time malfunctions but also provide safer remote controlled repair services by predicting the lifespan of each elevator's part, diagnose the malfunction in advance and come up with proper countermeasures based upon the data on the operation and malfunction information collected from the elevators nationwide.

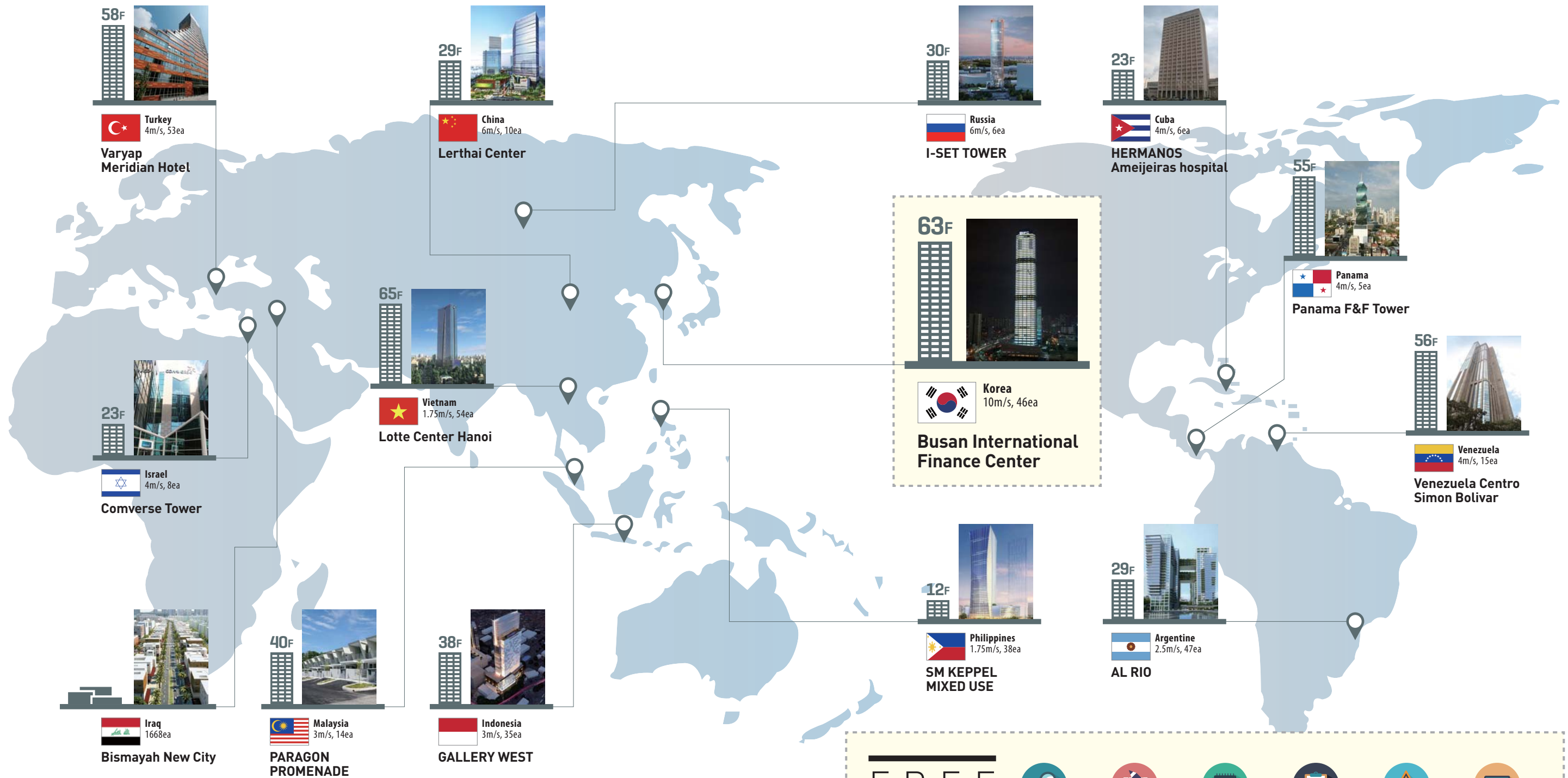
Elevators, which are used by countless people each day, are ever evolving with the addition of AI. Like humans, who develop themselves through experience and acquired knowledge, elevators are getting smarter through self-training and will be able to make life more convenient and safer for people in modern society.

### **1) Game Tree (Comparative search of all possible allocations)**

A virtual simulation is conducted for the elevator allocation after taking into consideration the transfer time and waiting time of the passengers waiting in line and passengers in the elevator with the ongoing call time as a standard. The standard for elevator allocation is adjusted in accordance with the characteristics of the building to make optimized elevator group control per building possible.

### **2) ANFIS(training through adaptive neuro-fuzzy inference system)**

This refers to the method where the repeated information among the past calling information that occurred in the building is turned into a pattern and is learnt so as to be applied to the game tree. Through this, accurate and efficient allocation suitable for individual buildings is possible, while making the elevator ready to respond to callings that may take place in the future.



## Global Landmark of HDEL

Introducing key overseas contracts won  
by Hyundai Elevator

\*The numbers next to the national flag indicate speed and number of elevators.

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