KHU Showcases Innovation at CES 2025

KHU participates in CES, the world's largest exhibition, to showcase the competitiveness of its members to the world and to enchance its internationalization efforts.

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KHU members who participated in CES 2025
Courtesy of the Office of the President (Global Campus)

Kyung Hee Community Night: sharing recent achievements and connections
Courtesy of the Office of the President (Global Campus)

Kyung Hee University (KHU) members participated in Consumer Electronics Show (CES) 2025, held in Las Vegas, US, from January 7 to 10. CES is the world's largest technology exhibition, bringing together over 4,000 global companies each year to show the latest technology trends and innovations, while industry experts engage in networking and collaboration. KHU's participation was led by the Leaders in Industry-university Cooperation 3.0 (LINC 3.0) Project Group and the Industry-Academic Cooperation Foundation. The delegation included four faculty- and student-founded startups, student supporters, and participants from the Kyung Hee Passion-Based Learning (K-PBL) program.

KHU Startups Debut at CES 2025

KHU startups exhibited their innovations at the Seoul Pavilion and Gyeonggi Pavilion under the University's booth. The University supported the participation of three faculty-founded startups—KBioHC, ReadyCure, and Itphy as well as the founded startup, Caique Tech. These companies have successfully commercialized technologies based on innovative ideas emerging from the healthcare, biotechnology, and sports industries.

KBioHC, founded by Professor Lee Sang-ho from the Dept. of Medicine, introduced a personalized health management service based on individual health records. The company gained attention for LiteracyM, which collects and analyzes individual health data to enhance preventive healthcare. ReadyCure, founded by Chung Weon-kuu, a professor of Radiation Oncology at KHU Medical Hospital at Gangdong, introduced HeLaXON X1, a digital X-ray therapy system for the treatment of early-stage alzheimer's disease. Itphy, a startup founded by Prof. Rhee Sung-min from the Dept. of Medicine, showcased a healthcare solution called Ringdoc, integrating wearable devices and internet of things technology. The company supports the prevention, diagnosis, and treatment of musculoskeletal disorders, by utilizing digital technology to monitor patients' conditions and offer personalized treatment. CaiqueTech, founded by Lee Tae-uk, a student from the Dept. of Smart Farm Science, unveiled the PI Speed Gun, a smartphone-compatible speed gun paired with a sports coaching application. Designed to measure ball speed and enhance athletic performance, it attracted significant interest from global buyers.

Hong Choong-seon, Vice-president of Global Campus, emphasized the significance of this milestone. He said, "Last year, KHU participated only as a supporter introducing Seoul's products. However, this year holds greater significance as it marks the first time our own startups have taken part." He emphasized that this participation showcases the University's efforts to foster a vibrant startup ecosystem and expand its global reach.

Kyung Hee Global AFRO! Student Supporters Take the Lead

KHU's LINC 3.0 Project Group selected the 8th Kyung Hee Global AFRO!, the CES student supporters, from June 24 to July 7 last year. Among them, 16 student supporters worked onsite at CES, collaborating with startups by providing interpretation services, arranging buyer meetings, and assisting in business expansion overseas. Unlike traditional event staff, these supporters were strategically paired with startups in advance.

Park Gi-beom, a student from the Dept. of Media and the team's representative at CES, conducted pre-meetings with companies to establish goals for the exhibition. He thoroughly studied the products and solutions, prepared questions and answers, and drafted English scripts to ensure effective communication. Park shared, "The most rewarding moment was when buyers showed deep interest as I explained the products and solutions of the company I was assigned to. It was even more fulfilling when they expressed their intention to receive samples after returning to South Korea. I realized that I was not just providing translation services but playing a crucial role in creating real business opportunities."

The supporters not only assisted KHU's startups in expanding into global markets but also had the opportunity to visit Las Vegas Convention Center, the core exhibition hall of CES, where they explored the latest technologies from global corporations and gained valuable insights. They directly experienced the innovative technologies of Korean companies such as LG, Samsung, and SK. Observing how these companies are recognized in the global market, they took the time to reflect on the strategies needed for domestic startups to enhance their competitiveness in international markets. Reflecting on the experience, Park stated, "It is rare for university students to have the opportunity to participate in an international exhibition and collaborate with companies. Experiencing this firsthand on a global stage like CES was truly meaningful."

Vice-president Hong stated that by introducing products at CES, the supporters were able to identify people's interests and gain motivation as future entrepreneurs. He also emphasized plans to establish an independent KHU Pavilion, "Through this, we aim to provide more opportunities for KHU faculty and students to participate together and create space to showcase at least 10 or more startup products. By doing so, we hope to promote KHU's creative and innovative technologies to the world." The CES supporter program was recognized as a successful example of collaboration between the government, industry, and academia, demonstrating the effectiveness of joint efforts between companies, local governments, and universities.

KHU's Office of Educational Innovation & Planning operated the K-PBL program at CES, providing students with creative learning opportunities. Participating students were tasked with analyzing real-world technology trends using a problem-based learning approach and introducing KHU's outstanding research achievements to a global audience. This year's program was centered around the theme: "Finding KHU's unique global value and direction to save the world." Through pre-event learning, students explored innovative ideas and technologies from the University's research labs and startups, identifying ways to integrate them into CES exhibitions.

In particular, students engaged in networking opportunities with global corporations and buyers, exploring innovative ideas that integrate technology while honing their creative problem-solving skills. Vice-president Hong said, "The K-PBL program is a unique learning model of KHU, playing a crucial role in fostering students' creative thinking and problem-solving skills on international stages like CES." He further highlighted the program's significance, adding, "Through this experience, students gained insight into global technology market trends and discovered their potential as future entrepreneurs."

KHU's presence at CES 2025 showcased the University's research excellence and growing startup ecosystem. This participation went beyond a technology exhibition, providing students with opportunities to understand global technology trends and explore their potential as future entrepreneurs. Moving forward, KHU aims to strengthen its industry-academic cooperation model, foster creative talents with a global perspective, and advance as a world-class institution in education and research.