

Embassy of the Republic of Korea Releases Branding Film: 'Innovation Is In Our DNA'

Motion-graphic film tells the story of Korean innovation from the 14th century to today's coronavirus response

WASHINGTON D.C. – The Embassy of the Republic of Korea released a branding film titled “Innovation Is In Our DNA” that highlights Korean innovation through history, starting with the the invention of the world’s first moveable metal type and moving through the country’s original and widely heralded solutions for battling the coronavirus pandemic, such as drive-through testing.

“From BTS to ‘Parasite’, from the COVID-19 response to President Moon Jae-in’s Korean New Deal investment plan, Korea is constantly looking for ways to innovate,” said Ambassador Lee Soo Hyuck, the Republic of Korea’s representative to the U.S. “Through this short film, I hope many Americans get to know more about Korea and our passion for innovation.”

The film showcases the invention of the Korean alphabet, hangul, by King Sejong the Great in the 15th century; the development of the Turtle Boat – a covered military vessel impervious to boarding – by Admiral Yi Sun-sin in the 16th century; the rise of the Republic of Korea’s ship-building industry that enabled the country to become an export powerhouse, and its world-leading technology, including 5G, robotics and AI.

The film explains how the Republic of Korea’s ironclad alliance with the U.S. became a necessary component to Korean innovation and a way for the two countries to work together to tackle the world’s biggest challenges.

“Since the very beginning, Koreans have innovated,” the film says. “Either out of necessity or to push the boundaries of knowledge, Koreans have found new and unexpected ways to answer problems.”

Did You Know?

- The world’s first moveable metal type was invented in Korea in 1377, 80 years before Gutenberg’s Bible.
- South Korea became an export powerhouse by first becoming the world’s biggest shipbuilding nation.

- South Korea was named the world's most innovative country by Bloomberg for five consecutive years (2015-19).
- South Korea was the first country to roll out commercial 5G service.

Resources:

The film can be viewed

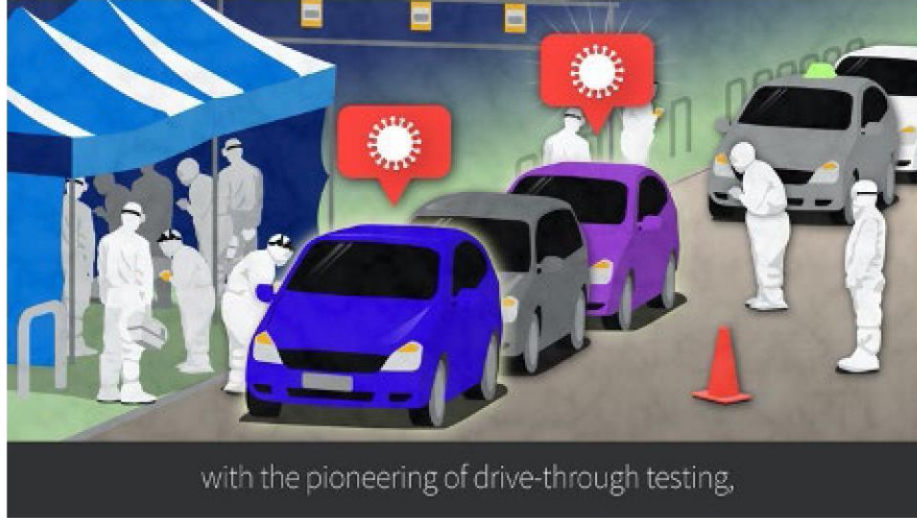
at: <https://www.youtube.com/watch?v=gw5IxO7oUhE&t=16s>

A shorter version can be viewed

here: <https://www.youtube.com/watch?v=uvPvSZ0jYw8>

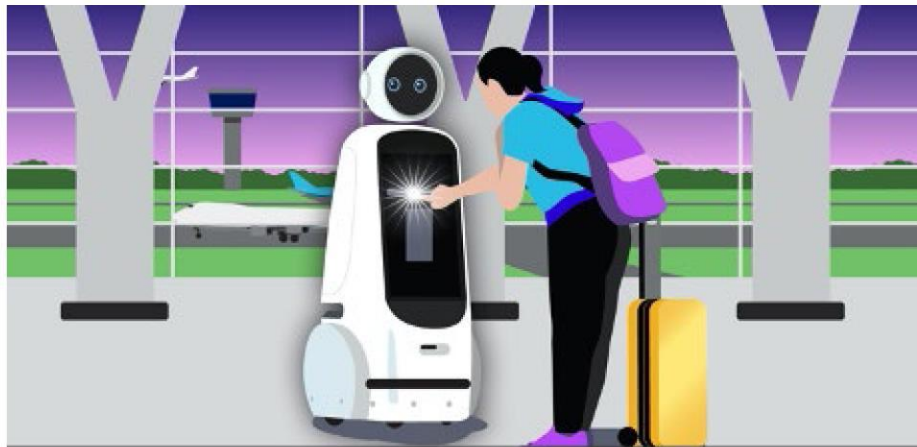
Still images:





Sejong, Korea's greatest king, ruled the country in the 15th century.





Robots help guide travelers at Seoul's Incheon International Airport.



and keeping the mortality rate lower than the global average.

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