

## KOSHA

# AI 'Angel-E' delivers safety news

## Video news with the Korea Occupational Safety and Health Agency's character "Angel-E" ... Industrial accident prevention news that is so catchy

- Korea Occupational Safety and Health Agency under the Ministry of Employment and Labor (President Ahn, Jong Ju, Ph.D., hereinafter referred to as the "KOSHA") has launched a new video news service to spread safety culture in accordance with the Roadmap to Zero Workplace Fatality announced last year.
- KOSHA collaborated with Neosapiens Co., Ltd., an AI company, to create video news by recreating its own character, Angel-E\*, into a moving news announcer. In the future, KOSHA will periodically produce video news related to safety and health and distribute it through its YouTube channel\*\*.

\* Angel-E was created in 1999 as a combination of "safety first" and "Angel", which means angel who protects workers.

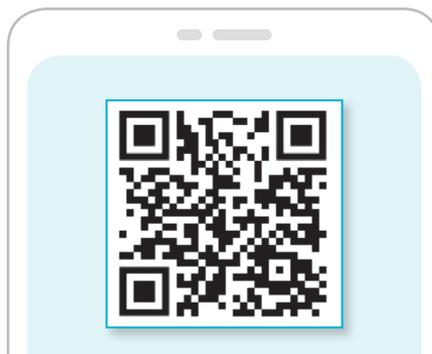
\*\* After accessing YouTube, enter the Korea Occupational Safety and Health Agency Angel-E (@koshamovie) channel



< Korea Occupational Safety and Health Agency Angel-E News Video >

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- Currently, KOSHA produces and distributes reports and publicity materials related to industrial accident prevention in the form of documents. However, recently, the media used has been diversifying, mainly among younger generations who are sensitive to video content, and the frequency of using online video media is also increasing among middle-aged and older generations due to the increase in the spread of smartphones.
- In particular, as the frequency of watching short videos on YouTube and SNS is increasing, the need to produce and distribute video content online to spread safety culture is gradually increasing.
- As a result, KOSHA has decided to produce a safety and health news video using the latest technology (Text to Video) that converts text into video using new AI technology. Since the visualized data is read aloud, it is easier to understand than the document form, and difficult concepts can be explained with pictures, so it is expected that the audience of safety and health content will respond favorably.
- Ahn, Jong Ju, Ph.D., President of KOSHA, said, "In order to spread a safety culture, it is necessary for all generations to have a consensus on safety and health," and added, "We will continue to produce content that is fun and easy to share through videos so that the workplace can be safer and healthier."



Watch AI  
Angel-E News  
Video