CHON Unveils Relationship-Based Digital Trust Infrastructure at Seoul Investor Day After Six Years in Development



Keun-young Shin unveiled four CHON services and "Nothing to Steal" at COEX, with guests entering via MOIM PASS.

SEOUL, SOUTH KOREA, September 16, 2026 /EINPresswire.com/ -- CHON Inc. publicly presented its digital trust infrastructure for the first time at an Investor Day held at COEX in Seoul on September 16, 2026. The event, six years after the company began work on the concept, introduced a platform in which a person's identity is established by mutually verified relationships stored on users' own devices. It previewed four services built on that platform: a free customer membership solution for small businesses, the MOIM PASS event pass, a digital school album, and the "Nothing to Steal" security architecture that has been entered in the CES 2027 Innovation Awards.

> Blockchain verified the ledger, not the person. CHON verifies people through the relationships between them."
>
> *Keun-young Shin, Chairman of the Board, CHON Inc.*

The gap blockchain left open

Chairman Keun-young Shin opened by observing that in the seventeen years since Bitcoin's genesis block, blockchain has proven that records can be trusted without a central guarantor, yet has remained a tamper-proof storage technology confined within individual industries. Mobile IDs stop at national borders, supply chain records stay inside corporate walls, and digital credentials use a different scheme for every issuer. Meanwhile, the personal data of people who merely watch videos and read news is replicated across dozens of servers, each of them a target.

CHON's answer starts by rejecting the premise that personal data must live on a server. Information stays on each person's device; the platform holds only a QR code and a hash value that cannot be traced back to a name, nationality, gender or contact detail. What vouches for that value is neither a government nor a platform but the relationships between people, the family, school and workplace ties that Korean society has measured for centuries in degrees of kinship, or "chon," from which the company takes its name. When two people confirm each other in the app, that mutual authentication joins a relationship graph, and the graph becomes the identity.

Four services on one trust layer

The presentation walked through how the same structure appears in everyday use. A neighborhood merchant issues a digital membership card in a few taps and keeps the customer list on their own phone, without platform advertising fees or commissions. An event organizer sends MOIM PASS invitations, admits guests with one QR scan, and receives an attendance list afterward, while the passes themselves expire and are deleted.

The digital album, presented for the first time, begins the day a student enters school. Students assemble their own album from photos of friends, field trips and teachers over the years, and at graduation, classmates and teachers receive alumni and mentor credentials through mutual authentication. Only verified members of the same album can view it, and the photos remain on their devices rather than on a server, which the company presents as an answer to the deepfake concerns that have led schools to reconsider printed yearbooks. "Paper yearbooks are disappearing, but the wish to remember has not," Keun-young Shin said. "And the bond between a teacher and thirty years of students should not end at the school gate."

The fourth item, "Nothing to Steal," is the security architecture underlying all of the above: identity data is never stored on company servers, so a breach of those servers yields nothing. CHON has filed multiple patent applications in Korea and internationally covering the architecture.

A demonstration before a presentation

Attendees did not register with business cards. Each invitee received a membership card on RSVP, entered the hall with a one-time QR pass generated from it, and left nothing on CHON's servers. Keun-young Shin described the event as the first live test of MOIM PASS rather than a launch ceremony, and closed by asking the audience for its sharpest questions on where the structure might fail.

From a family gathering to global infrastructure

The company traces the idea to an autumn 2019 clan memorial gathering, where there was no way to confirm that a person collecting travel expenses was actually a member, and where any solution had to be simple enough for elderly members to use. The answer, that members confirm one another, became the first patent application in 2020. The pandemic paused commercialization, and the company was incorporated in December 2024 after the structure

had been re-examined repeatedly. CHON kept its ultimate direction undisclosed until it was ready to go abroad.

That direction, as presented at COEX, is to validate the platform in Korea and expand through the United States to global markets. The company also pointed to AI agents that book, contract and pay on people's behalf as the next application: the question "on whose authority does this AI act?" requires a common way to prove delegated authority, and delegation, in CHON's view, can only rest on a verified relationship. A graph built for trust between people extends naturally to authority between people and AI.

About CHON
CHON Inc. is a South Korean technology company developing relationship-based digital identity and decentralized trust infrastructure. Under the principle "Beyond Identity. Verify Relationships.", CHON provides digital membership, event pass and album services for small businesses, organizations, schools and communities, all built on mutual authentication and the company's "Nothing to Steal" architecture, which keeps personal data on users' own devices rather than on company servers. More information is available at chon.ai.

Media Contact
CHON Inc.
ops@chon.ai
chon.ai

□□□
□□□□ □
+82 10-8962-6310
email us here
Visit us on social media:
LinkedIn
Instagram
Facebook
YouTube

This press release can be viewed online at: https://www.einpresswire.com/article/942271816

EIN Presswire's priority is source transparency. We do not allow opaque clients, and our editors try to be careful about weeding out false and misleading content. As a user, if you see something we have missed, please do bring it to our attention. Your help is welcome. EIN Presswire, Everyone's Internet News Presswire™, tries to define some of the boundaries that are reasonable in today's world. Please see our Editorial Guidelines for more information.
© 1995-2026 Newsmatics Inc. All Right Reserved.