



SK TELECOM'S STRATEGY FOR UBIQUITOUS

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1. IT Trends Overview

2. Current Status of SK Telecom's Ubiquitous

3. Key Strategy for Ubiquitous Leader

- **Ubiquitous represents ‘Omnipresent, Pervasive’, as making every object has information processing and networking capabilities available throughout the physical and cyber environment.**

What is the Difference between E-generation vs U-generation

E-Generation

Via Web- based Internet,

- People to People communicating via web browsers
- Dependent on the physical space

U-Generation

Via Object to Object Communication,

- Expansion of Internet into Everyday Objects
- Beyond the Physical Space
- Various User Interface regardless of device, time, location

- Ubiquitous is automating the process of linking the real world with everyday objects, products and finally changing the value chain.
- Ubiquitous could reinforce the currently thriving e-business, such as commerce, entertainment , but also activate the lukewarm area like healthcare, education, etc as a newly booming Ubiquitous business

- **Mobile Service is Currently Evolving to Ubiquitous Gateway**
 - Mobile Phone is now 'true computer' equipped with a whole range of functionality
 - Mobile Phone can interface every objects and be developed as a control center for multitude of personal auxiliary services
- **Personalized Expert Service will be Highly Augmented**
- **Digital Convergence is Expanding to Social, Cultural Area**
 - **Future Convergence Area**
 - Human + IT : Body Recognition Technology
 - Object + IT : Object-to- Object Communication Infra
 - Space + IT : Integration of Physical Environment and Mobility

Ubiquitous seems to be all around, but ...

Government

- IT 839 Strategy
- U-Korea Vision

Technology

- RFID/USN, BcN, etc.

Suppliers

- Digital Home, U-City, M-Commerce, DMB, etc

Customers

- Convenient Service
- Customized Service

*Still now,
Real Explosion
Is Yet to
Come !*

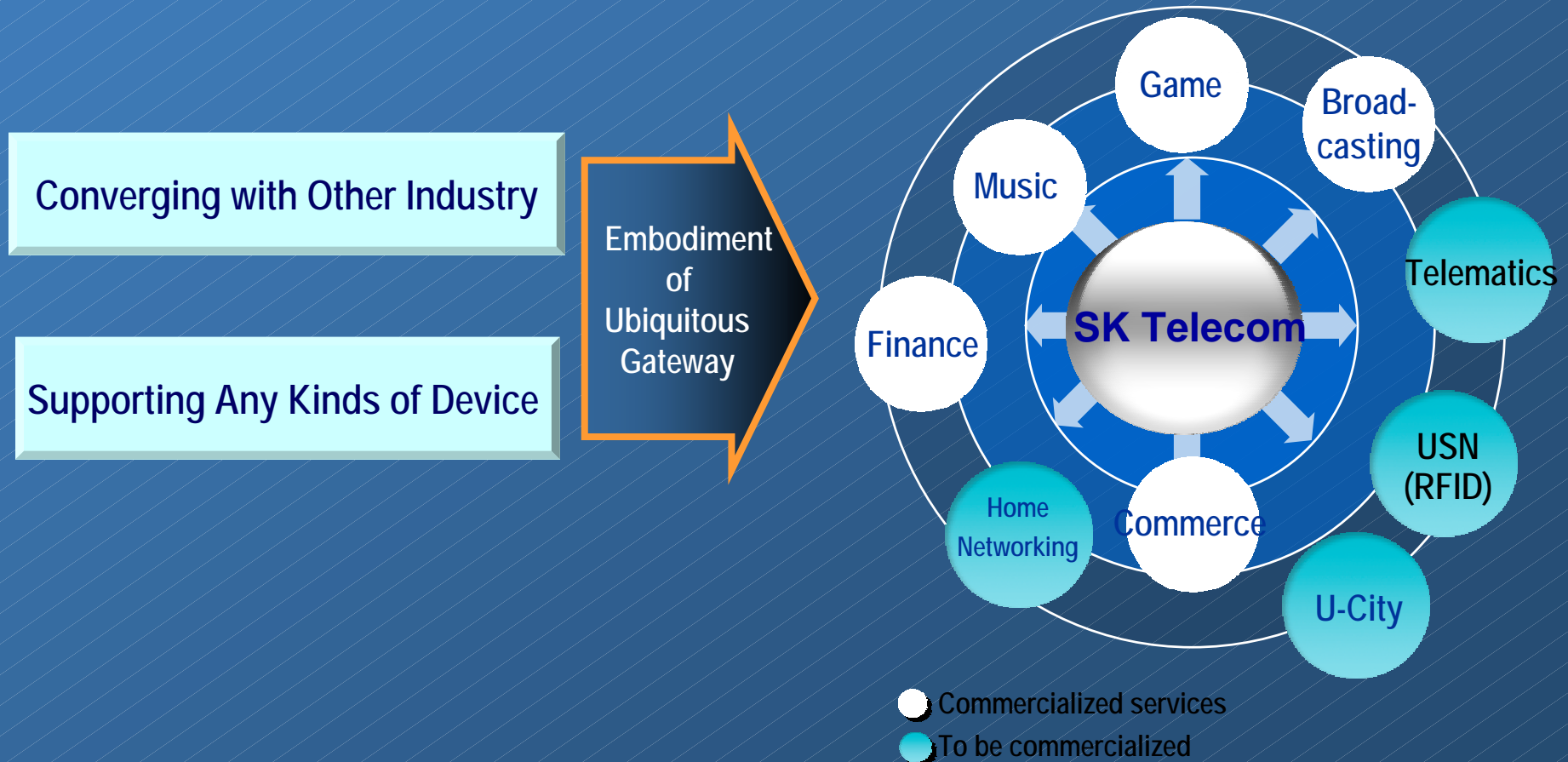
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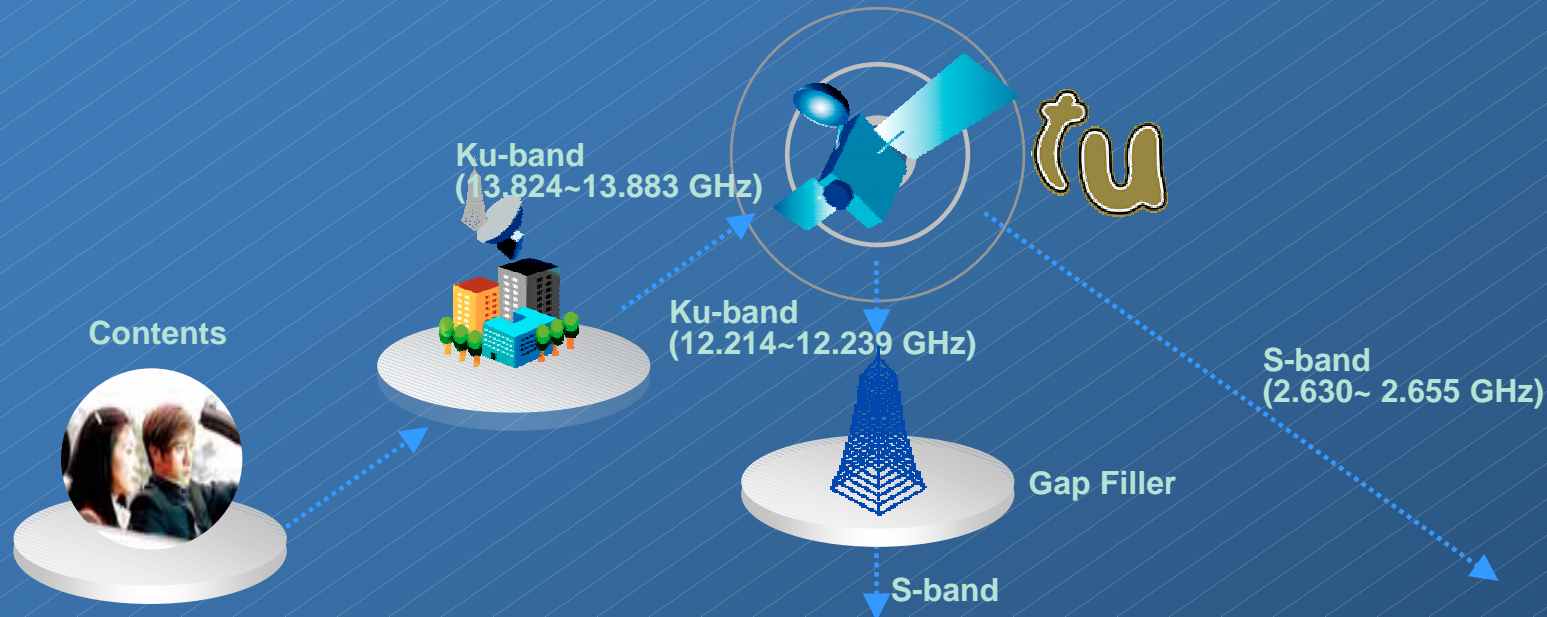
How to Respond Ubiquitous Trend

SK Telecom has been developing new convergence business models and finding new growth opportunity to become a Ubiquitous Service Provider.



Broadcasting – Satellite DMB

Satellite DMB is a multimedia mobile broadcasting service provided via handset and it will be converged with mobile internet service.



NATE June

VOD
Commerce

Combined with mobile Internet



Hybrid
Terminal



Vehicle-mounted
Terminal



Dedicated
Terminal

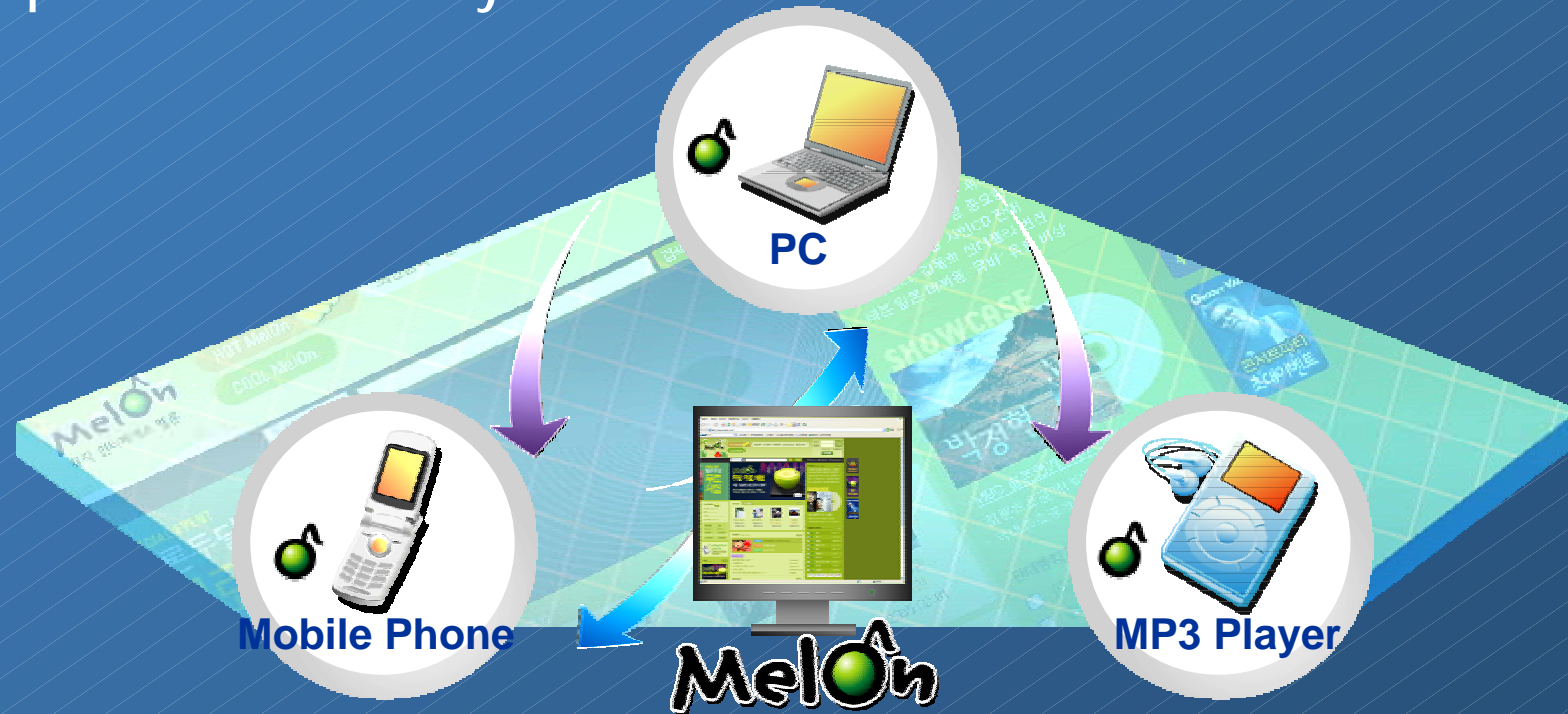
Based on an IC chip, MONETA provides mobile banking, credit card, stock trading and transportation card service.



- Mobile financial service based on both offline and online infrastructure
- Mobile banking service rolled out on Mar 2004
- One chip (MONETA + USIM + CAS) will be developed

Music Portal – MelOn

MelOn provide users to download music files and play them on any device they want, such as mobile handset, PC and MP3 player regardless of time and space under monthly based flat fee.



Anytime, Anywhere, Any Device
Multimedia service

Cell Phone, MP3, PC

Providing Rich Media Contents

570,000 music files, (as of Dec. 04)
Photo album, Music Video contents

Launched in Nov 2004

3,200,000 subscribers (as of Sep. 2005)

NATE Drive is a mobile handset based navigation service that guides driver to the shortest route using real time traffic information.



Personalized Navigation Service

- Finds shortest route based on real time traffic information
 - traffic jam, emergency
- Voice-activated navigation
- Launched in Mar 2002
 - 307,500 subscribers (Jun 2005)
- Launched telematics service in Jeju island (Dec 2004)
 - 625 subscribers (Jun 2005)

Intelligent Personal Agent – 1mm

1mm is an individually customized service through interactive communication with the unique 'character' and it could exactly fulfill customer's needs by considering customer's life style.

1mm

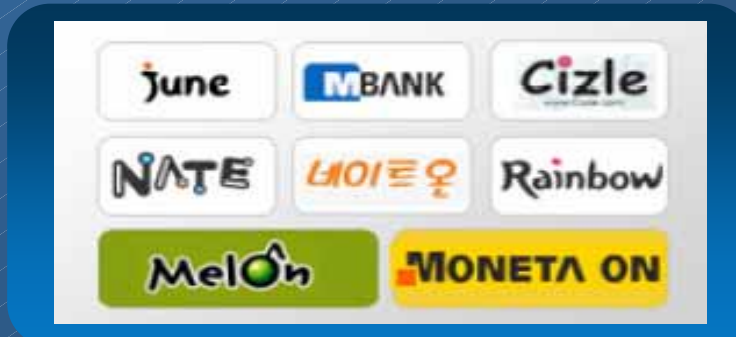


•Interactive Communication with AI Based personal agent in handset



Play	Communication with Character, Quiz
Item	News, Weather, Restaurant Info.
My Buddy/Message	Address, Messaging, etc
Installation	Changing Character, FAQ, etc
Agent	Linking External Expert Agent

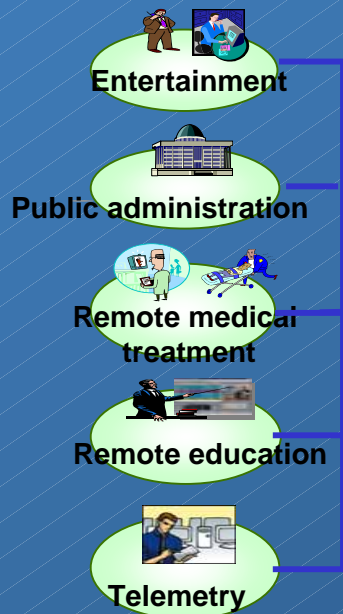
•Interfacing with various expert service



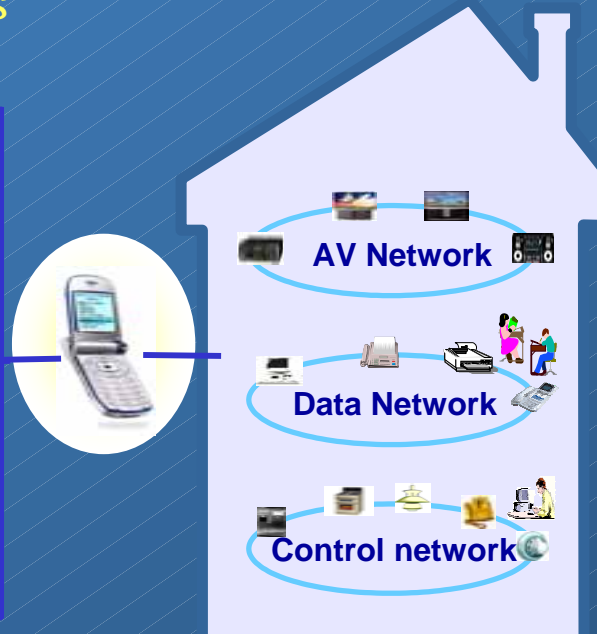
Home Networking – Digital Home

SK Dhome provides wide range of the future home services which are controlled by mobile phone without any limitation of time and space.

External Contents and Service Providers



Internal Home Network



Safe Home

- Intrusion monitoring,
- Home Monitoring ,
- Fire Detection,
- Gas Leakage Detection,
- Visitor Surveillance

Convenient Home

- Lighting Control, Gas Control
- Information Device Control
- PC Management, Heating Control
- Tele-Gauging, Mode Control
- Door Control....

Happy Home

- Family Location, Pet Care
- Home Messaging,
- Digital Picture Frame,
- Video Telephony

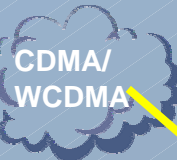
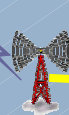
Home Networking – Digital Album ‘LOView’

Digital Album is real time picture transmission service which is taken by digital camera or mobile phone via cellular network and broadband internet infra



D-Home Album

Mobile Phone Transmission
(Special Number: *7777)



PC Transmission

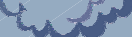


Cyworld Server

Album Server



Internet



•Providing 50M
Storage by every
Customer

Digital Home

RG

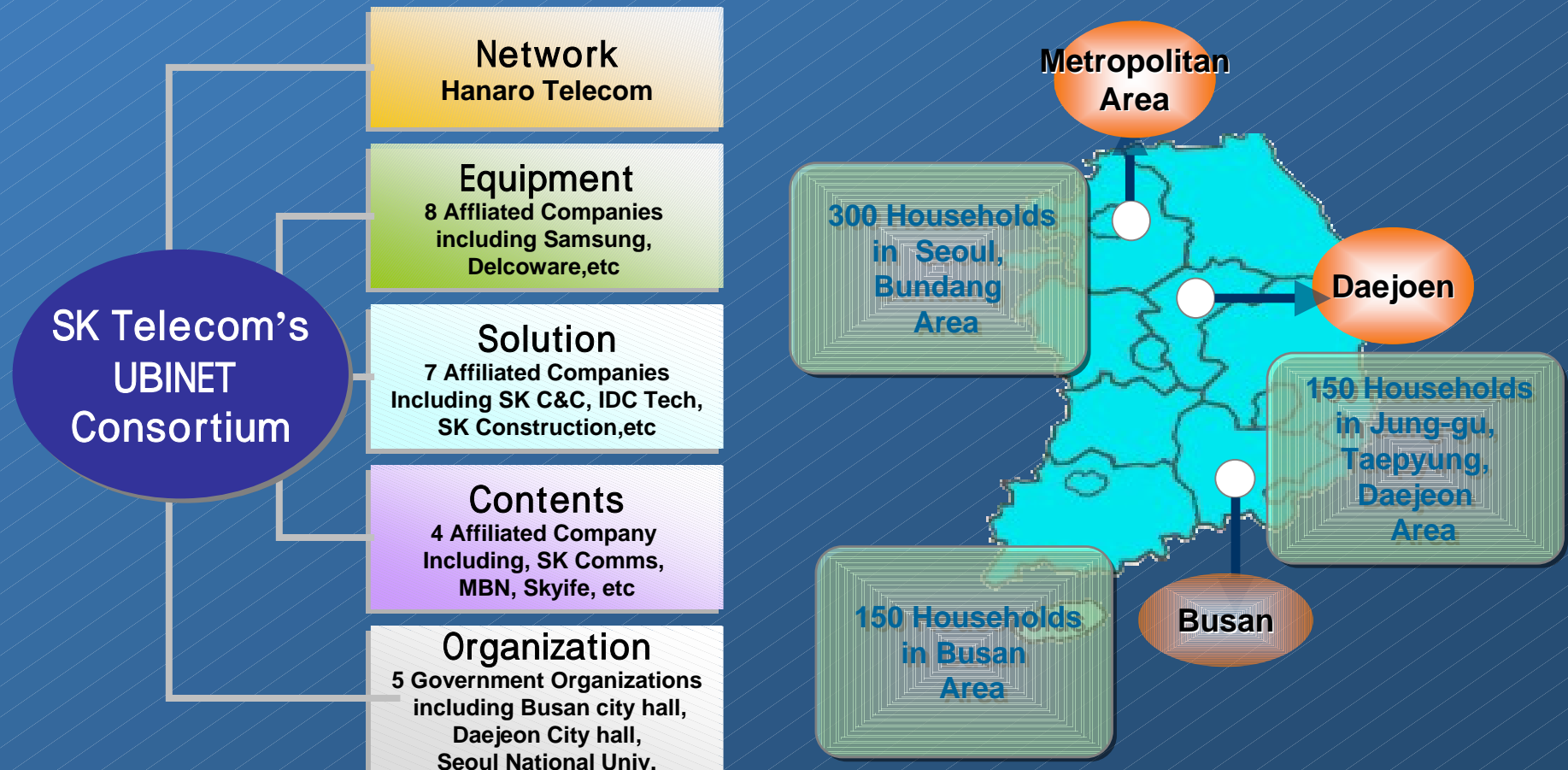


D-Home Album

-Receiving
Pictures

BcN Pilot Service – Ubinet Consortium

In Aug. 2004, SK Telecom was selected as a government-leading BcN consortium leader that has been providing trial service for 600 household in 3 main areas under affiliating 25 companies



Until the end of 2005, Ubinet Consortium will announce its core technology as 4 groups 32 services in the future infrastructures

Voice+Data

BcN Video Telephony

- High Quality Video Telephony
- Multimedia Coloring
- Multimedia lettering
- Multimedia Conference

Customer information -oriented service

Integrated Messaging Service

Contents Push Service

Wire+Wireless

WCDMA Video Telephony

Open Platform Service (Community Service)

Broadcasting+ Telecommunication

Digital CATV

SCN Service

- Digital Multi-channel Broadcasting
- T-Banking

IP-TV Service

- HD VOD
- T-Game
- Multicast

Satellite DMB Service

Ubiquitous Application

IPv6 Service

- Video Conferencing
- WLAN Ad-hoc

RFID/USN Service

- Information Service

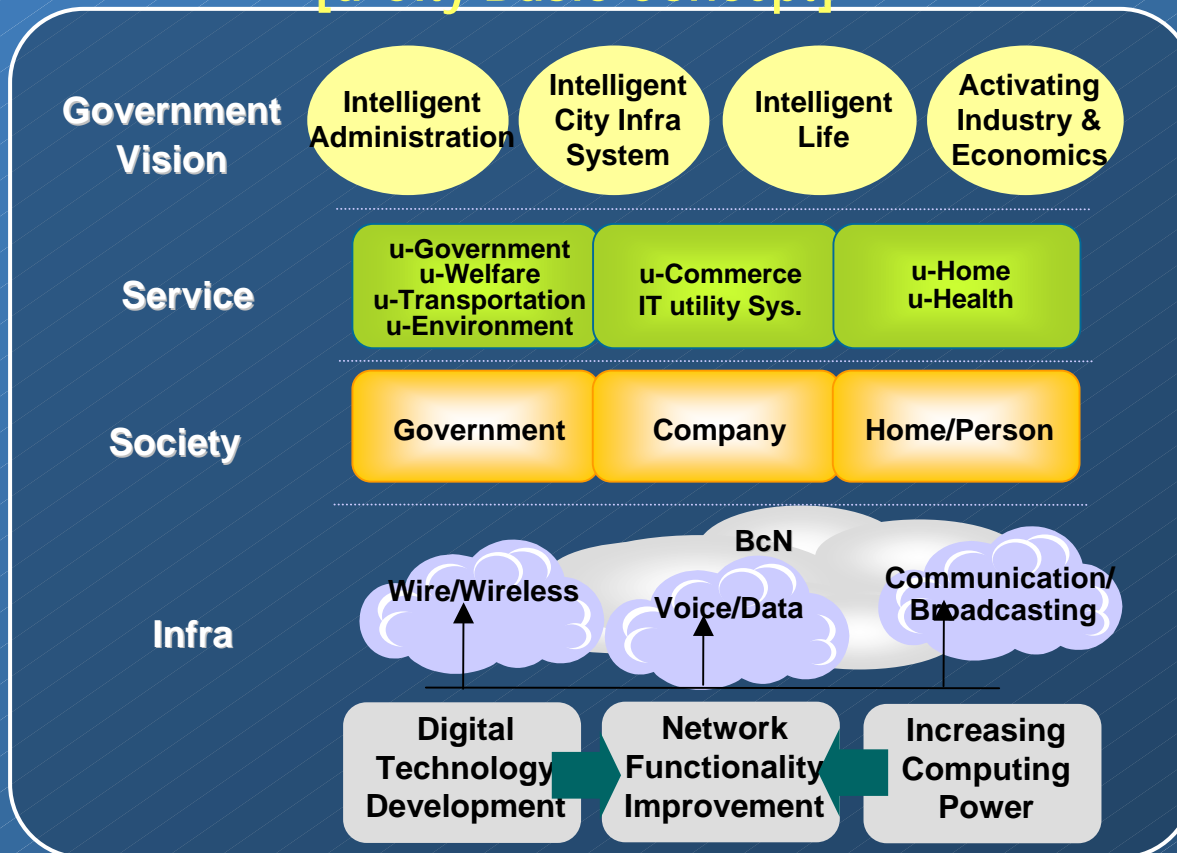
ZBPS Service

- u-Zone Coupon/Info

URC Service

Establishing u-City is the embodiment of total Ubiquitous Solution and Service. In this regards, SK Telecom is now under searching for the new business opportunity to step up the real Ubiquitous Service Provider

[u-City Basic Concept]



*Realizing 'u-Korea'
by Concentrating
Ubiquitous Total
Solution*

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Development of Customer-Oriented Services

Core Competency-Based Expansion

Successful Affiliation with Other Industries

Accelerating Convergence

- **Expanding Convergence to Public Sectors**
- **Creating Niche Market as a First Mover**
- **Deregulation**

Developing Expert Service

- **Providing Total Solution & Service**
- **Securing Specialty by envisioning concrete application**

Standard & Right Management

- **Protecting against Violation of Personal Privacy**

Thank You!!!