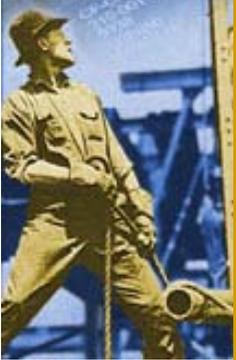




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Your Digital Destiny with IMT-2000



**IMT-2000**

**& Mobile Game**

**KT**  **COM**



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# IMT-2000



/ /



( , )



**Global Roaming**



**IP**



**IP**

**Intelligent User Network**



( : + (IP) + / )



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# IMT-2000



- ❖ 2Ghz
- 가
- IMT-2000
- IMT-2000 2Ghz 1.92 ~ 1.98 Ghz, 2.11 ~ 2.17 Ghz
- ❖ ( 2.5G )
- ❖ 1FA, : CDMA2000-1X 1.25MHz
- ❖ WCDMA 5MHz
- ❖ : CDMA
- ❖ : Platform/ Franchise
- ❖ Business Method : Pipe
- ❖ '(full line up)
- ❖ : + Usim(id/e-pocket...)



*Your Digital Destiny with IMT-2000*



# IMT-2000



- ◆ **IMT-2000 가**
  - ❖ 가 : 45.7%(가 52%)
  - ❖ : 2,496 (2002 / 4,800 )

## ◆ Customer Churning to IMT 2000

- ❖ : 2G 90%가 3G  
(Siemens Ireland)

- ❖
- 
- 
- /
- 

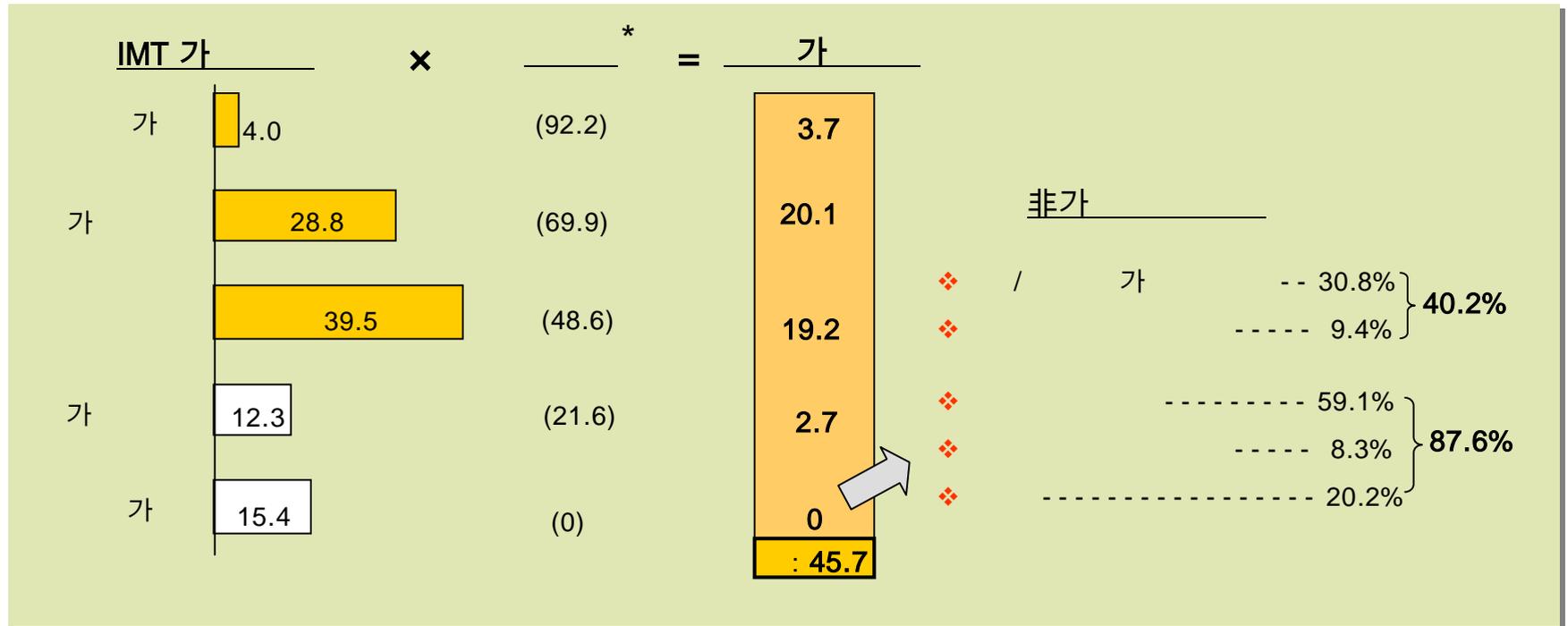
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## IMT-2000 가



(KT ICOM : 2000.8 )



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# IMT-2000



## ◆ IMT2000

- ❖ (mobility service)
  - 
  - (emergency call)
- ❖ (interactive service)
  - (conversational) :
  - (messaging) : store-and-forward
  - (retrieval and storage) :
- ❖ (distribution service)
  - 
  - (broadcast) , (presentation) 가
  -

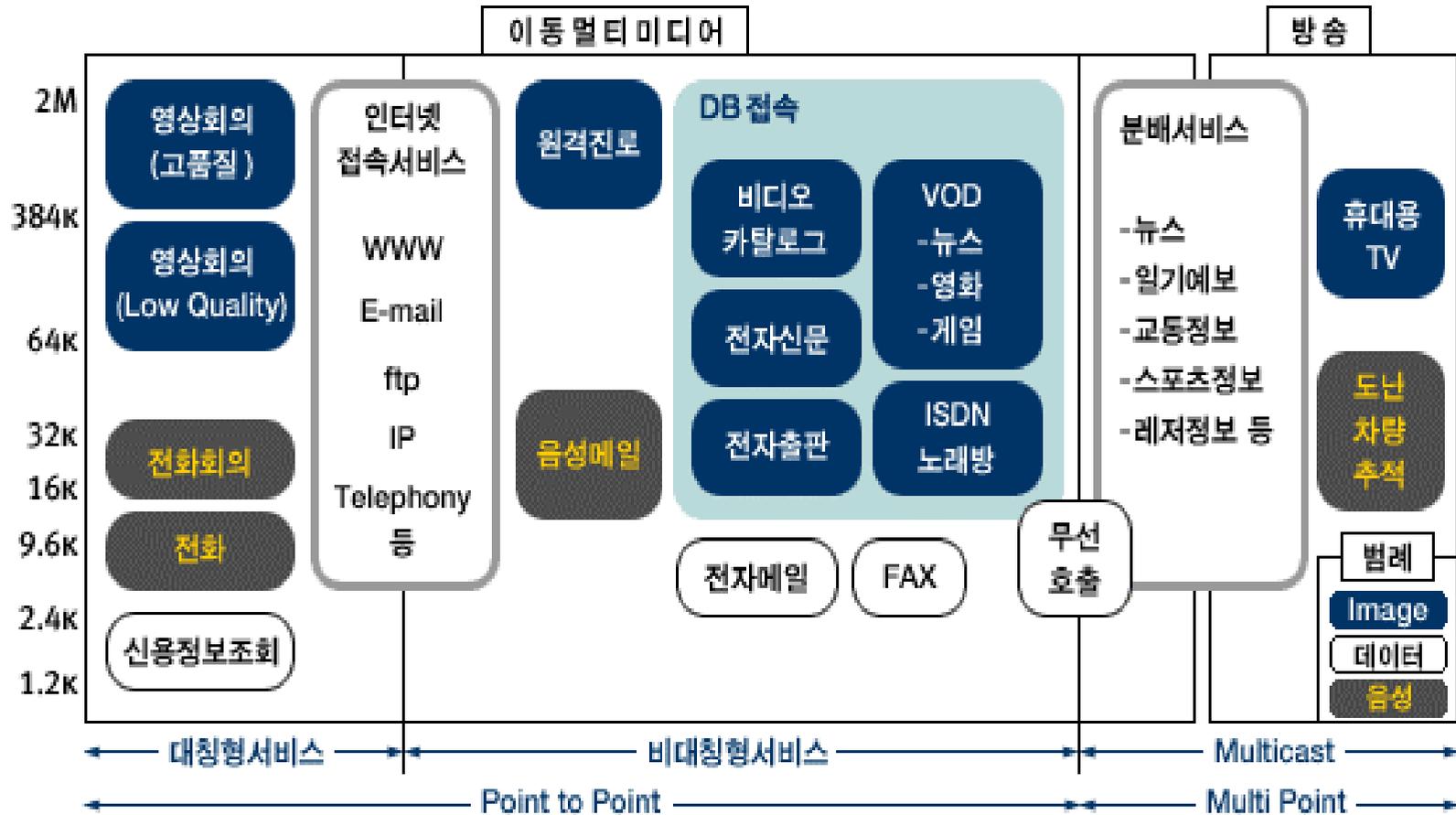
## ◆ IMT-2000

- ❖ CCITT E-/ F- :



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# IMT-2000



: SK Telecom Homepage

*Your Digital Destiny with IMT-2000*



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# IMT-2000



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# IMT-2000

# 轉化



## Direction of Mobile Communication



## New Mobile Multimedia Services



Location Service	Personal Navigation, Car Navigation
Distribution Service	Music, Cinema Preview, Advertisement, Game
Remote Operating	Remote Monitoring, Wireless POS system, Consumer Electronics
Settlement	Mobile E-commerce



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# IMT-2000



## ◆ Nervous Optimism & Cash Cow



- ( )
- ( / )
- (circuit )/ (intellegent network)



- life-cycle
- critical mass : 10-20
- :



- **CP** (KILLER APP. )
- Value Chain Trade-off
- / I-mode / ID



- 
- portal( )



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## 세계 지역별 무선인터넷 게임 이용자 및 매출액 전망

(단위: 천 명, 천 달러)

지역		1999년	2000년	2001년	2002년	2003년	2004년
북미	이용자	0.2	18.1	204.9	1,167.7	5,101.9	13,869.8
	매출액	0.1	32.8	697.5	13,734.2	92,977.5	319,470.8
일본	이용자	282.8	3,375.9	9,015.7	19,262.9	29,703.2	40,149.5
	매출액	1,864.0	22,853.7	146,624.7	448,087.2	813,228.3	1,121,764.2
서유럽	이용자	30.5	1,074.7	6,152.0	31,899.7	73,928.8	102,399.3
	매출액	95.5	7,284.1	72,313.3	676,970.0	2,143,027.1	3,852,769.0
아시아	이용자	14.2	146.7	1,908.5	3,875.0	13,638.4	21,518.2
	매출액	108.8	2,641.2	18,598.1	109,224.5	348,992.7	729,281.5
합계	이용자	327.7	4,615.4	17,281.1	56,205.3	122,372.3	177,936.8
	매출액	2,068.4	32,811.8	238,233.6	1,248,015.9	3,398,225.7	6,023,285.6

<자료>: Gartner Dataquest, 2000. 11.

(ETRI)

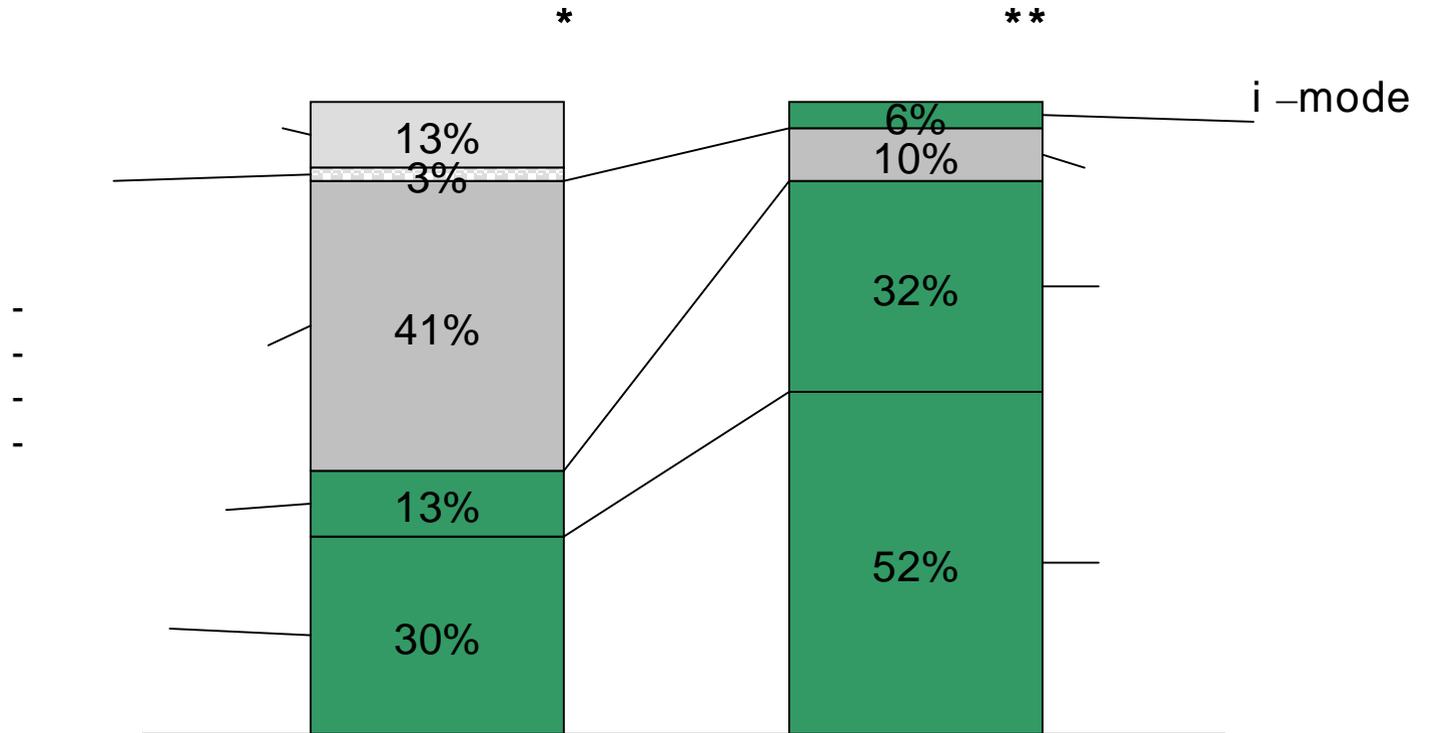
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# IMT-2000



## ◆ DoCoMo



\* , (2000 )  
 \*\* 가 10 ( 60% )

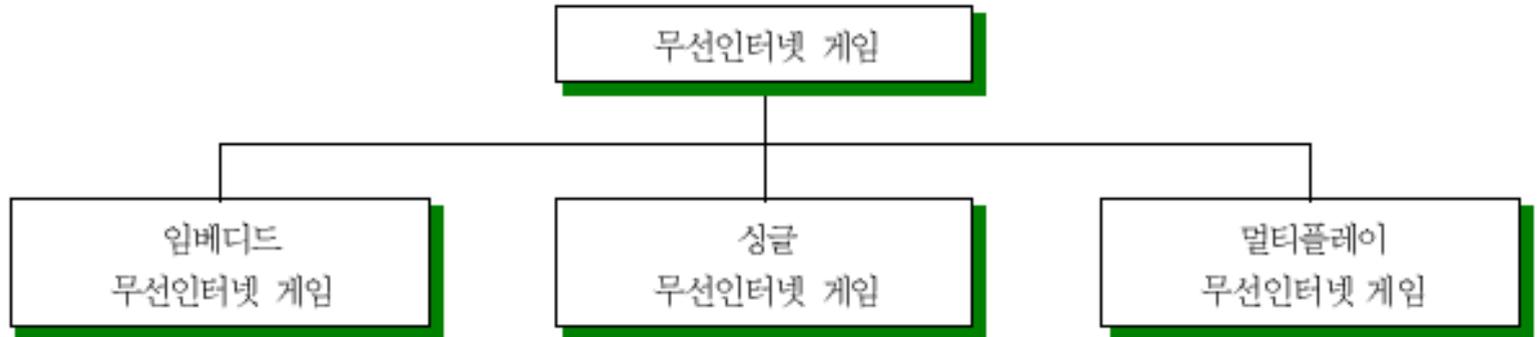
( )

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(ETRI)



무선인터넷 게임의 분류

- ◆ ( )
  - ❖
- ◆ ( )
  - ❖
- ◆ ( )
  - ❖



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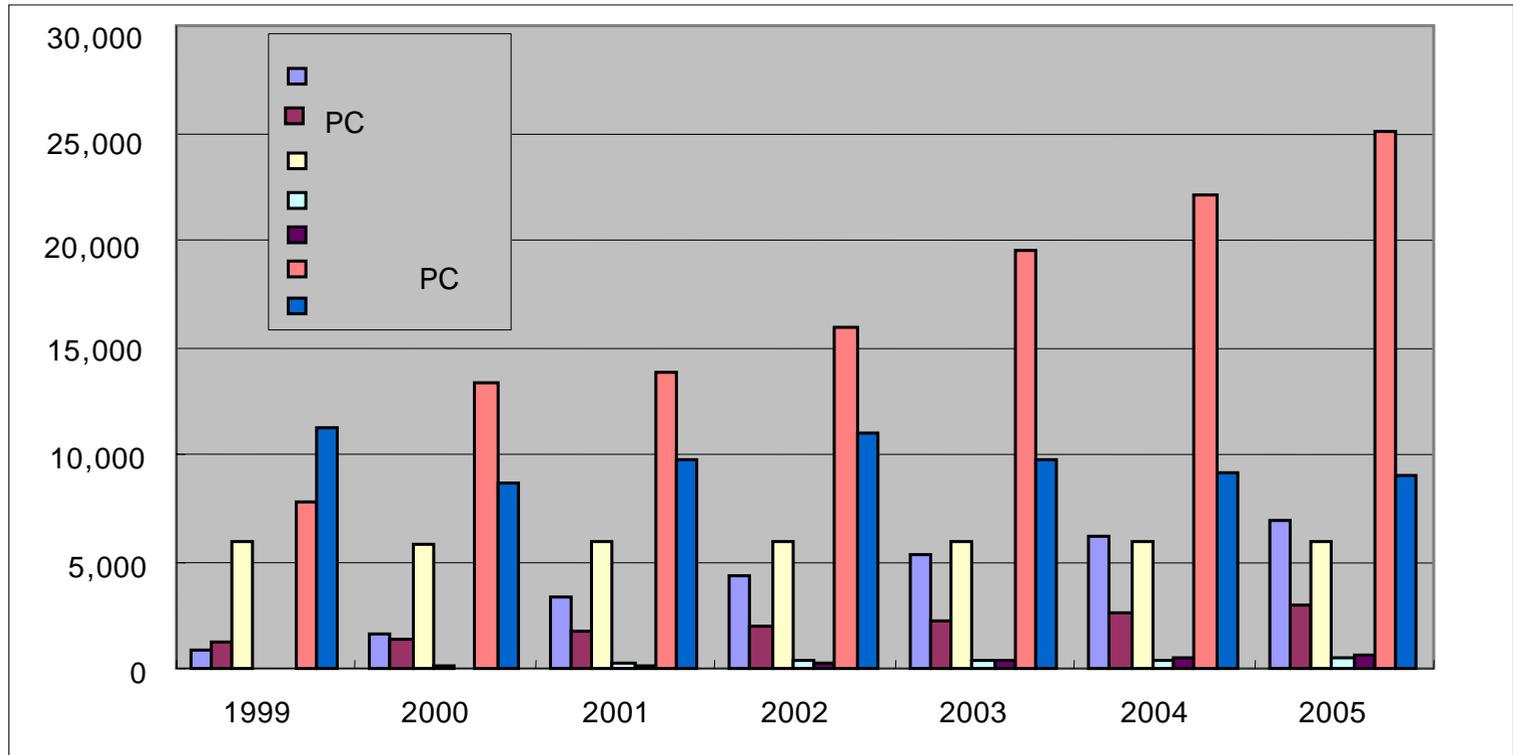


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# IMT-2000



( : )



❖ 254.6% (2005 578 )  
❖

(KESA)

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# IMT-2000



- ❖ ( )
- ❖ / 가
- ❖
- ❖



## ❖ VM(GVM)

- 
- KVM( : DOCOMO iAppl) GVM( +SK)

## ❖ WAP

- ( )
- PC

## ❖ BREW 가

- CDMA (7 )
- / IMT-2000 CDMA

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# IMT-2000



:

IMT-2000

-

-

-



**CP**

CP

IMT - 2000

-

-

(unofficial site)

-

IDC

-

/



(increasing return)

(increasing action)

-

-

( )



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