



Let's **KT**

Your Digital Destiny with IMT-2000



IMT-2000

& Mobile Game

KT  **COM**

Let's **KT**



- ◆ **IMT-2000**
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轉化



Your Digital Destiny with IMT-2000



Let's **KT**

IMT-2000



/ /



(,)



Global Roaming

IP



IP

Intelligent User Network



(: + (IP) + /)



Your Digital Destiny with IMT-2000



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)

- ❖
-
-
- /
-

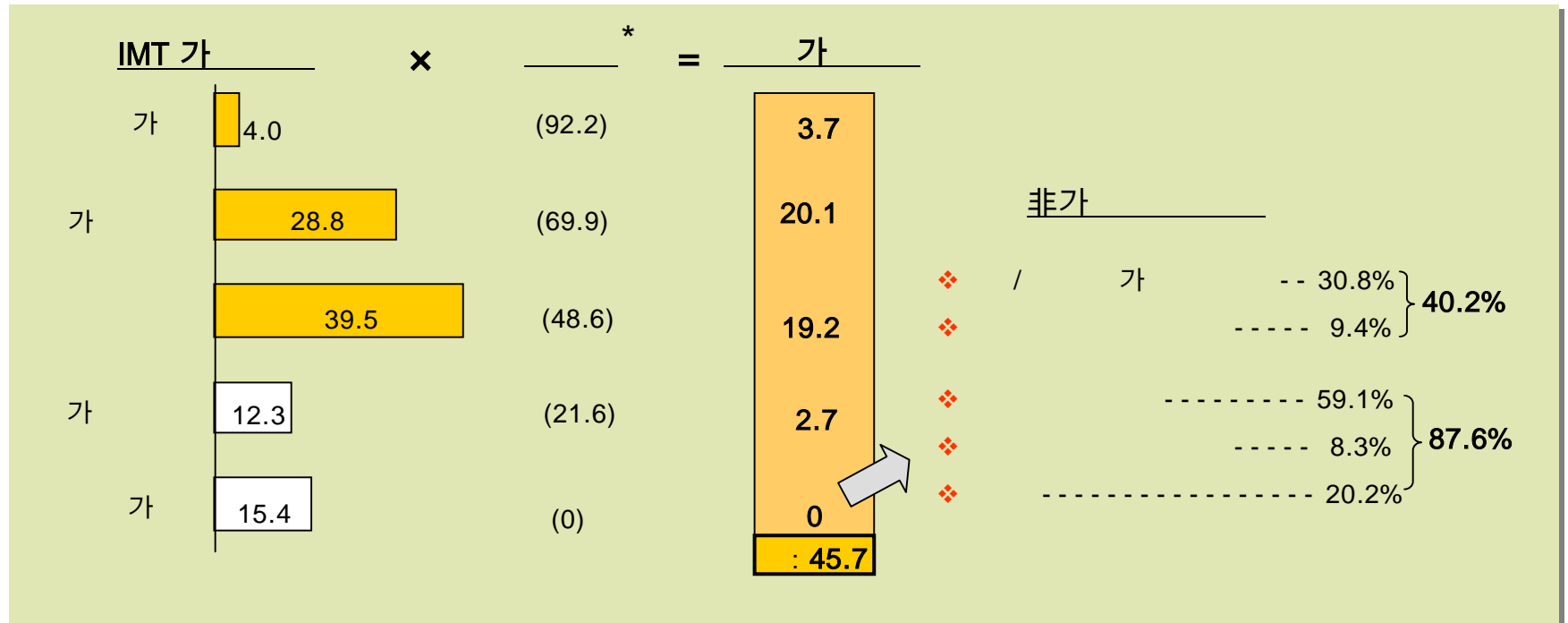
Your Digital Destiny with IMT-2000



Let's **KT** IMT-2000



IMT-2000 가



(KT ICOM : 2000.8)



Your Digital Destiny with IMT-2000



IMT-2000



◆ IMT2000

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

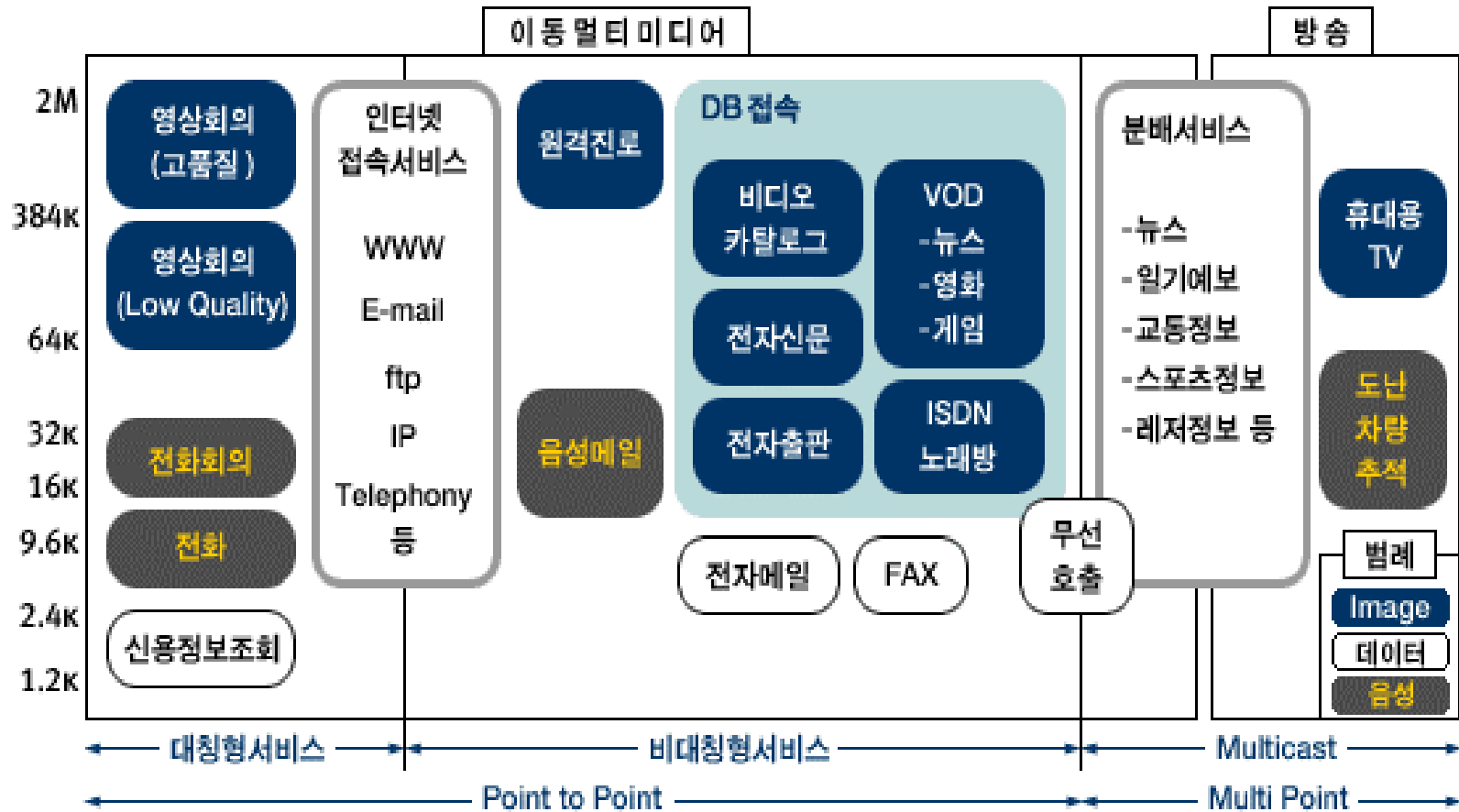
◆ IMT-2000

- ❖ CCITT E-/ F- :



Your Digital Destiny with IMT-2000

IMT-2000



: SK Telecom Homepage

Your Digital Destiny with IMT-2000



Let's **KT**

IMT-2000



Your Digital Destiny with 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



Your Digital Destiny with IMT-2000



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()



Your Digital Destiny with IMT-2000





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)

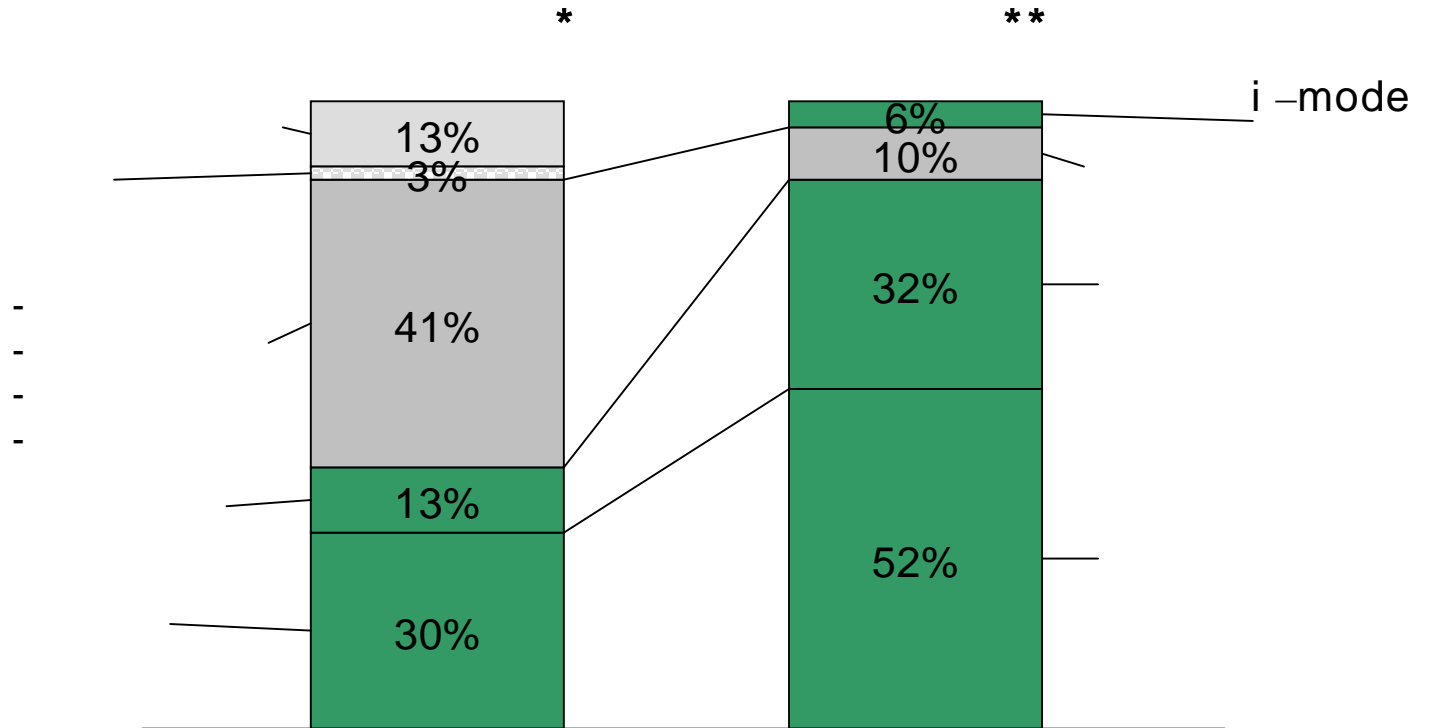
Your Digital Destiny with IMT-2000



IMT-2000



◆ DoCoMo



* , (2000)
 ** 가 10 (60%)

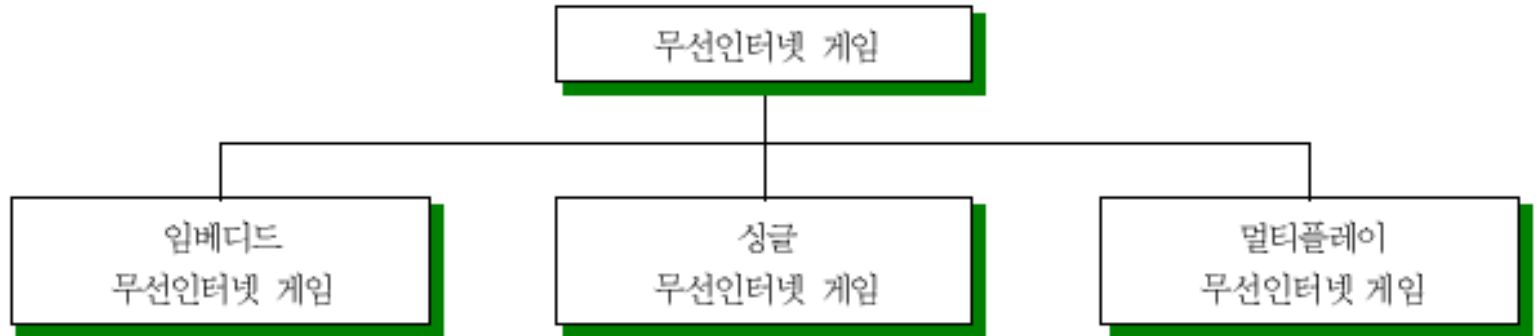
()

Your Digital Destiny with IMT-2000





(ETRI)



무선인터넷 게임의 분류

- ◆ ()
 - ❖
- ◆ ()
 - ❖
- ◆ ()
 - ❖



Your Digital Destiny with IMT-2000

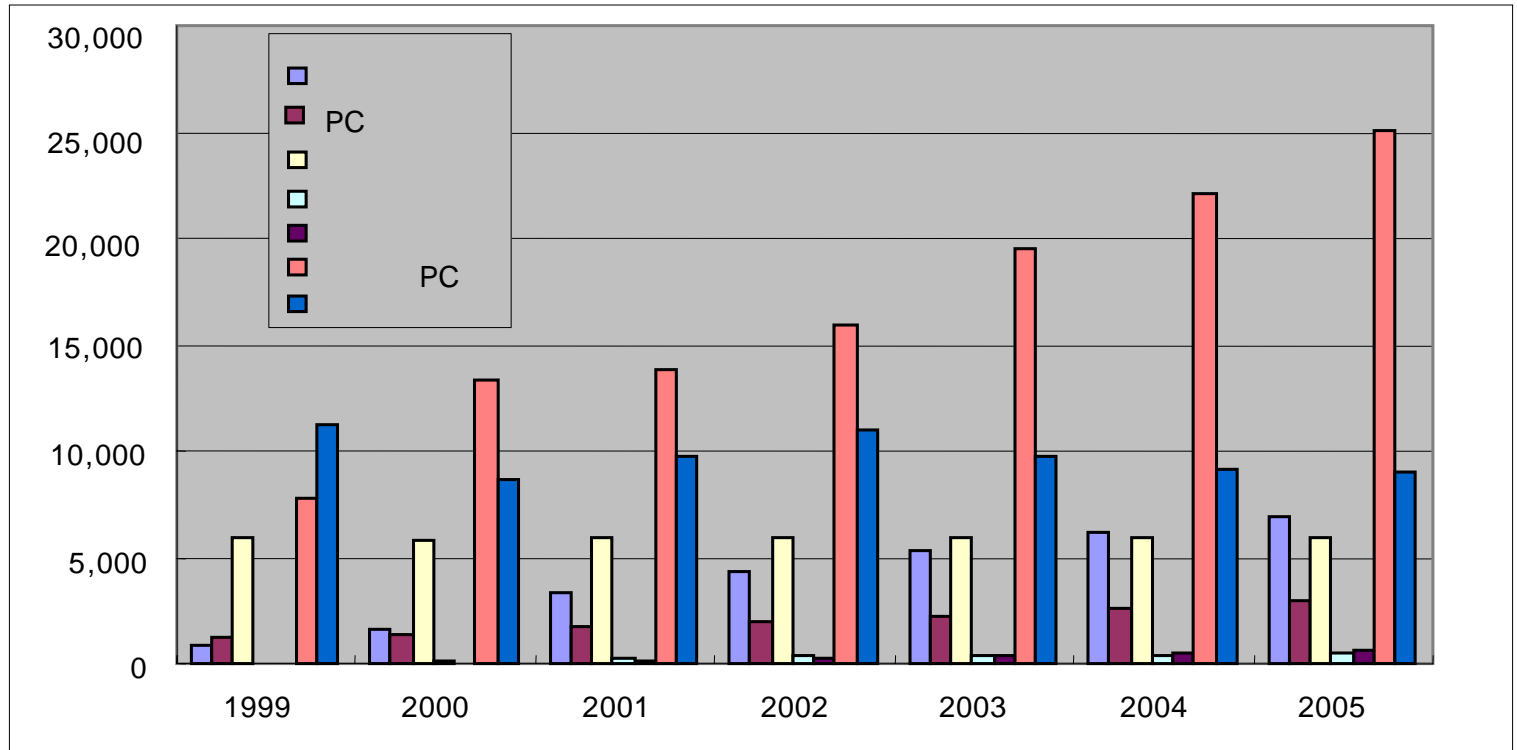


Let's **KT**

IMT-2000



(:)



❖ 254.6% (2005 578)
❖

(KESA)

Your Digital Destiny with IMT-2000





IMT-2000



- ❖ ()
- ❖ / 가
- ❖
- ❖



❖ VM(GVM)

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

❖ WAP

- ()
- PC

❖ BREW 가

- CDMA (7)
- / IMT-2000 CDMA

Your Digital Destiny with IMT-2000



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IMT-2000



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IMT-2000

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CP

CP

IMT - 2000

-

-

(unofficial site)

-

IDC

-

/



(increasing return)

(increasing action)

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-

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Your Digital Destiny with IMT-2000

