

# Era Description

## Communication-Oriented Service

Mobile services mainly focus on communication. Although some other functions are available in mobile environment, the functions have little links with communication category.

## Service Divergence

Mobile services expands its coverage. Multimedia-enhanced communication service is developed. Linkage among services appears. SPs make an effort to enhance functionality of service in each category.

## Contents Explosion

The amount of contents for mobile services is explosively expanded through fostering contents flow from phone to server and drawing existing contents from web to mobile.

## Service Convergence

Not only are the linkages among mobile services strengthened, but the service itself provides vivid experience. Several functional categories jointly support user value and create new mobile experience.

# Service Category

Video

Music

Personal-ization

Information & Control

Commerce & Finance

Communication & Socialization

**Diversification of Contents Source**  
 - Activation of UCC (User Created Contents)  
 - Importing Professional Contents

**Mobile Video Business Model Formation**

**Personal Broadcasting Service**

Standalone Video Capturing & Playback  
 Oneway Broadcast Receiver

SK, KT, LG Promoting UCC Uploading  
 KT, AT Professional Video Contents

**Profit Share w/ Contents Creators**  
 - Contents Creation & Sharing Motivation

Download Music from PC  
 or via Phone Data Transfer

AT iPhone (exclusive)

**Mobile Playlist Sharing  
 Streaming Music Service**

Standalone (Offline) Customization

**Customized Service Proposition**

**Customized Information**

**Experience Enhancement**

SK, KT Customizable Mobile Portal Menu

LG Flash Desktop (Adobe Flashcsst)

SK Intelligent Virtual Agent (T Interactive)

Activation of LBS (Location-Based Service)  
 Voice Search

KT MMS w/ Location Info  
 AT Voice Search w/ Microsoft  
 LG Voice Search w/ Google

**Internet Full Browsing**

KT Mobile e-Book

**Ubiquitous Access & Control**

Digital Home Network Control  
 Promotion (D-Home)

Mobile Banking

AT, LG, KT Mobile Banking (US, Europe)  
 US, Europe

**Mobile Advertisement**

AT, LG, KT Mobile Ads (Movie / Desktop)

**Customized Mobile Ads**

**Mobile Virtual Shopping**

Mobile Social Network Service Support  
 PTT (Push-to-talk)

SK, KT Mobile Cyworld  
 AT, LG MySpace Support  
 LG SecondLife Support  
 AT, LG Walkie-Talkie

**Mobile Community Formation**  
 - Direct Interaction among Mobile Users  
 - Communication w/ Relevant Information

# Mobile Lifestyle Drivers

- Broad & Loose Tie
- Record Myself
- Looking for Access
- Visual Message (2D)



Showing Myself  
 Consumption for Self Expression  
 Balanced Life



Ready to Access  
 Context: Message (3D)

Unlimited & Selective Tie  
 Design & Display Myself  
 Consumption for Inner Satisfaction  
 Enjoying Life Itself



Prepared Access

# Technology Drivers

Mobile Network

Emerging Technology

**3G**

WCDMA (1Mbps)  
 EV-DO Rev. 0 (2Mbps)

**3.5G**

HSDPA (14.4Mbps)  
 WiBro / Mobile WiMAX (18.7Mbps)  
 EV-DO Rev. A (18.7Mbps)

HSUPA (5.76Mbps)

WiMAX wave2 (18.7Mbps)

HSPA+ (~30Mbps)

**4G**

LTE (100Mbps/50Mbps)  
 802.16m (~100Mbps)  
 UMB (275Mbps/75Mbps)

MediaFlo / DMB  
 Web-based Apps.  
 DRM  
 RSS 2.0 / Atom 1.0

Adobe FlashCast  
 Voice Search  
 Mobile VoIP  
 Aqualogical Portal

Mobile IPTV  
 Mobile RFID  
 Customized Information  
 Where 2.0 (GPS & LBS)

Software Defined Radio  
 Micro & Pico Cell  
 BcN  
 3D Visualization

Wearable Terminals  
 IP Networking  
 DTV (No more analog broadcasting)  
 Wireless Media Sensor Network

Home Network  
 Intelligent Agent  
 Semantic Awareness  
 Lifelogs

2006

2007

2008

2009

2010

# Mobile Service Map 2010

## Legend + Service Development Stage Definition

Stage	Communication & Socialization	Commerce & Finance	Information & Control	Personalization	Music	Video
1	Call & SMS/MMS	Mobile Banking	Mobile Portal Search	Wallpaper & Ringtone	Listening	Watching
2	Mobile SNS Global Roaming	Mobile Ads & Purchase	Internet Full Browsing	User-customized Information	Moving Contents Between Player's	UCC & Commercial Video
3	Mobile Community	Mobile Video Shopping	Ubiquitous Access	Mobile Secretary	Streaming & Sharing Playlist	Personal Broadcasting

## Legend + Wireless Carriers Icons

- SKT
- AT&T
- Sprint
- Vodafone
- KT
- Verizon
- T-Mobile
- Orange

## Value Creation

Value such as self-satisfaction can be fulfilled by mobile life. Personal value can be reflected and realized through mobile activity.

## Legend + Mobile Lifestyle Trends Icon

- Human Relationship
- Identity
- Communication
- Habitude
- Consumption
- Value of Life

## Legend + Service Development Graph

### Connectivity

Seamless flow of data through network between devices helps people perform at task easily.

Appropriate functions are implemented to use services conveniently.

Basic Functionality