



International Telecommunication Union

The Future Evolution of SK Telecom Telematics

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"The Fully Networked Car, A Workshop on ICT in Vehicles"
ITU-T Geneva, 2-4 March 2005



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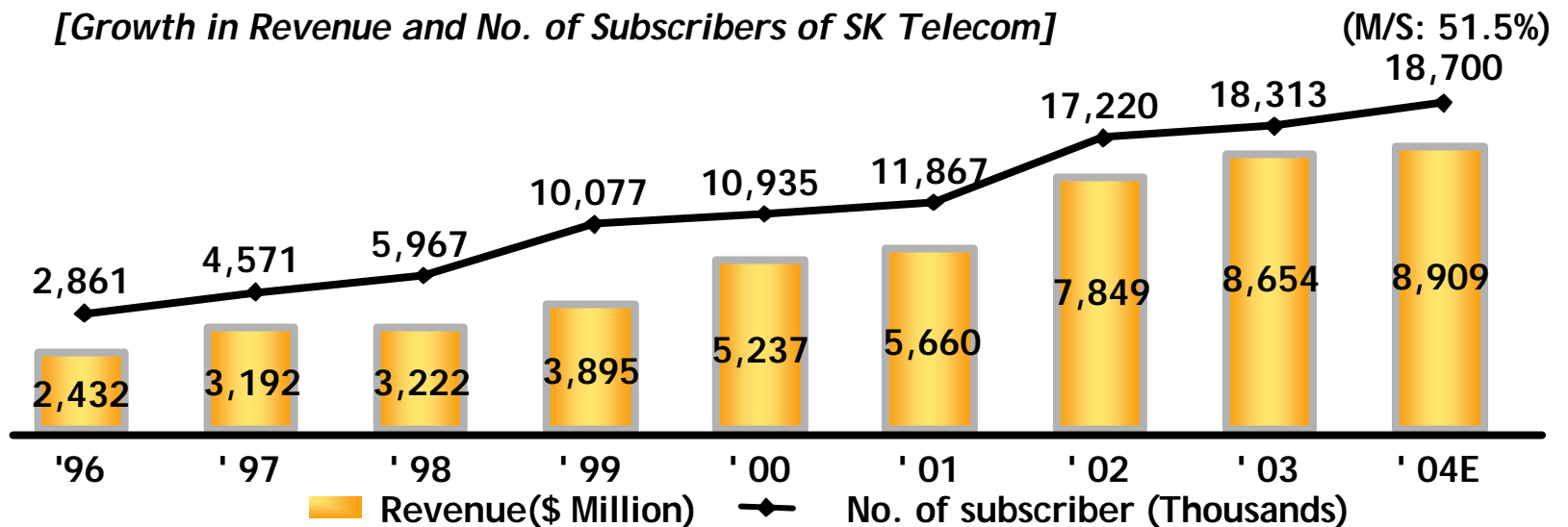
I. Introduction of SK Telecom

1. Overview

Mobile Technology Pioneer & Leader

- Jan 1996 ♦ Launched world's first commercial CDMA service
- Oct 2000 ♦ Launched world's first commercial CDMA 1X service
- Feb 2002 ♦ Launched world's first CDMA 1x EV-DO service
- Mar 2004 ♦ Launched world's first DMB satellite

[Growth in Revenue and No. of Subscribers of SK Telecom]



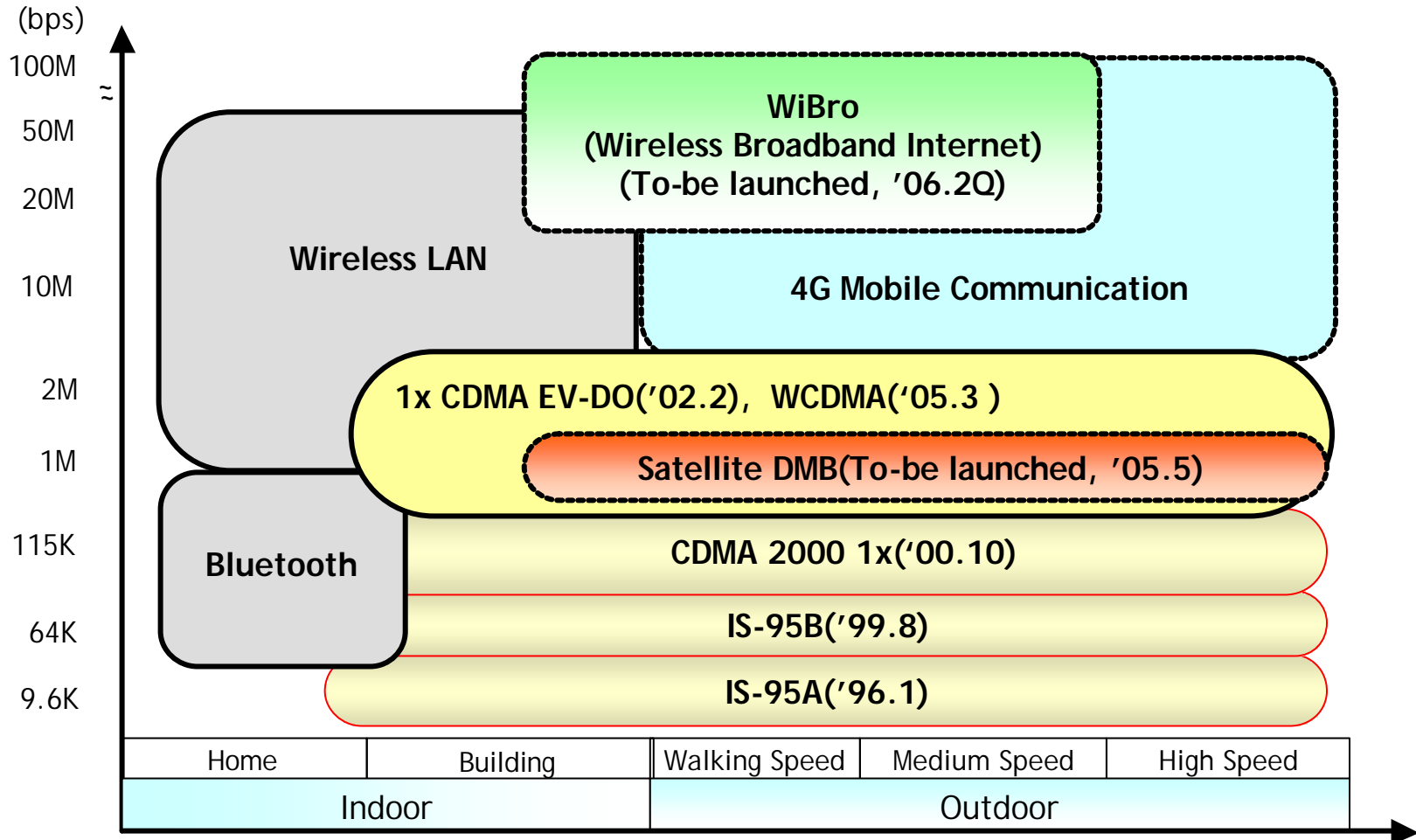


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I. Introduction of SK Telecom

2. Evolution of SK Telecom Network

Network Evolution Path of SK Telecom



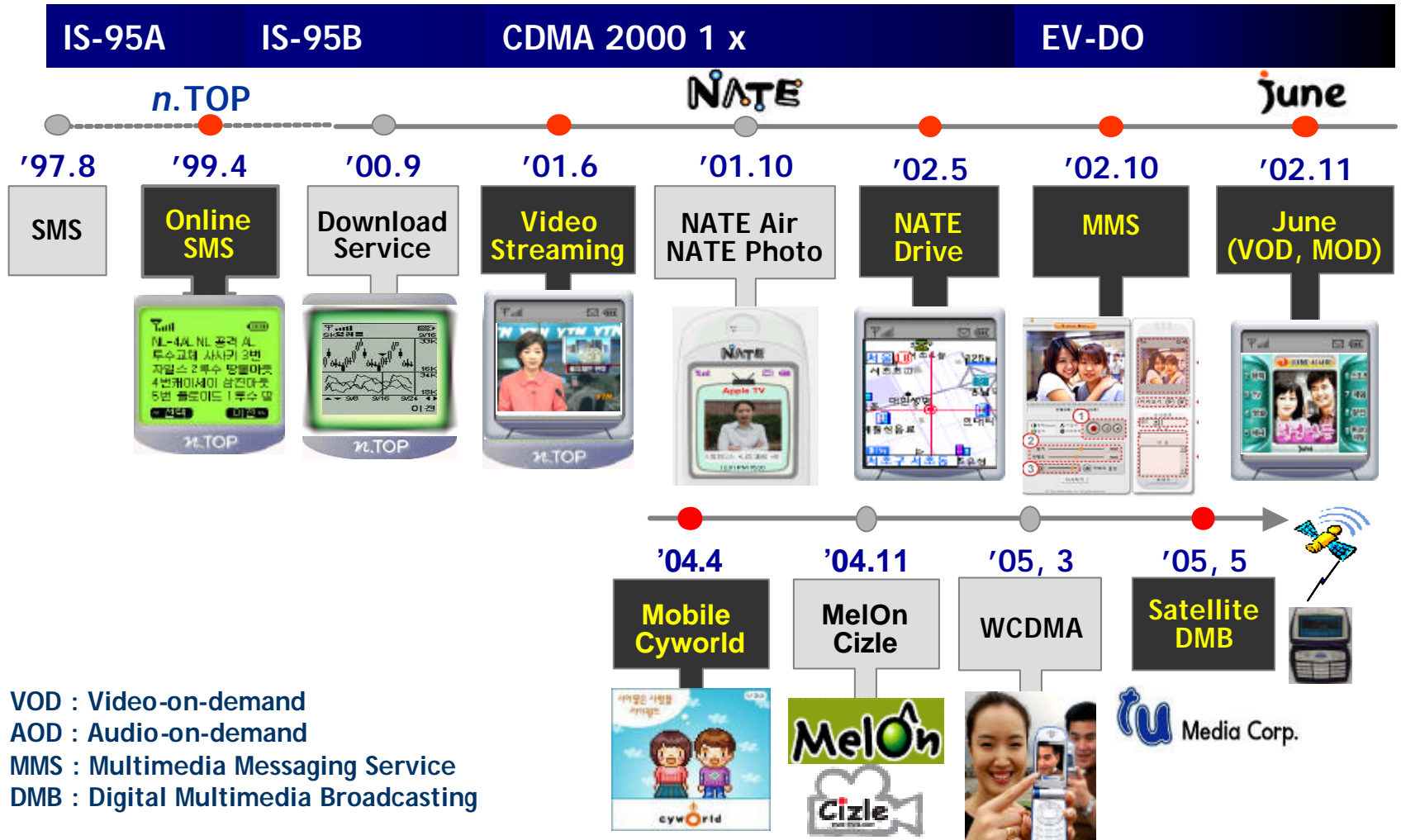


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I. Introduction of SK Telecom

3. Service Roadmap

Service/Application Roadmap by Network Evolution



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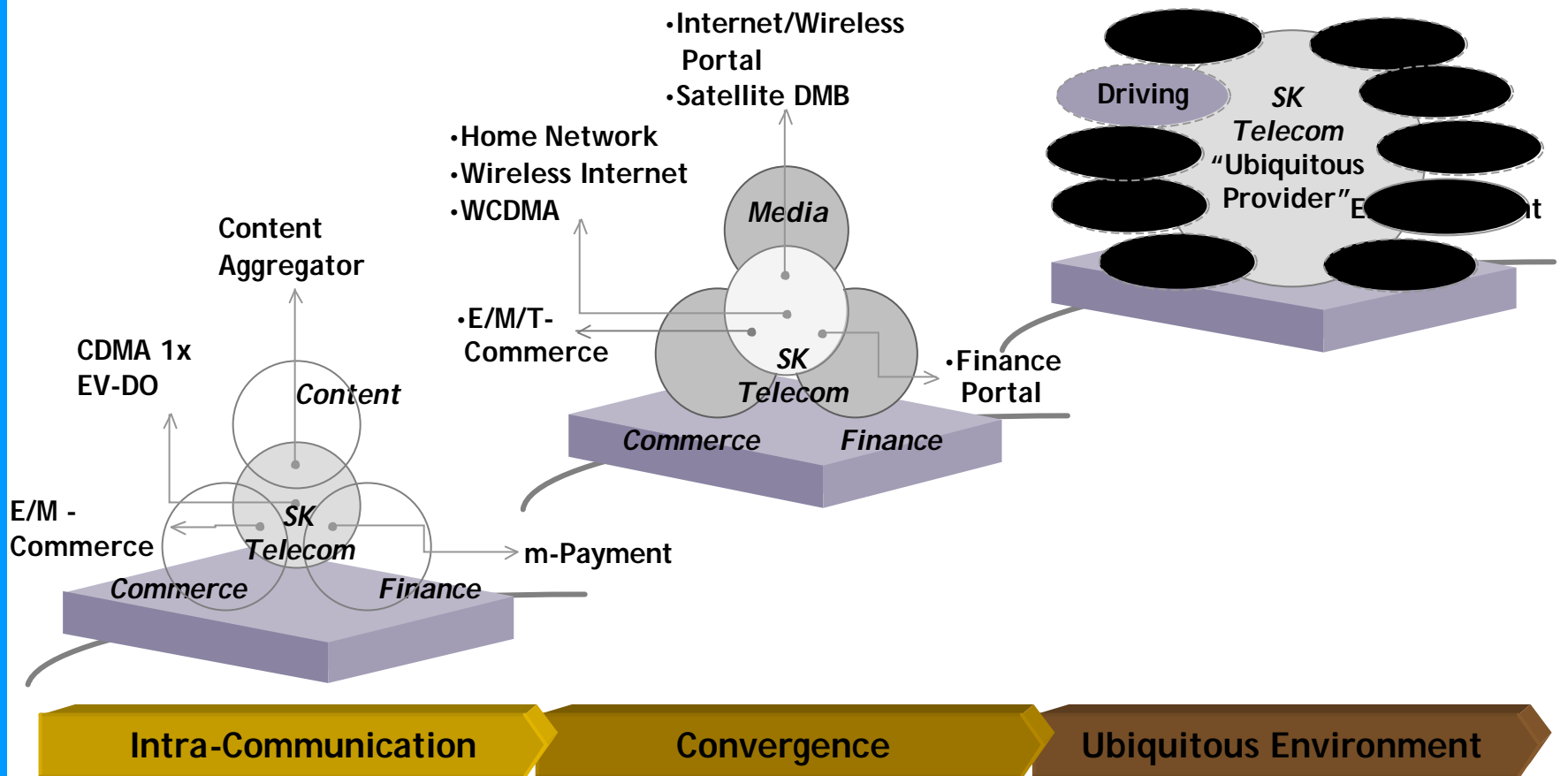


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I. Introduction of SK Telecom

4. Future Biz Strategy of SK Telecom

Future Biz Strategy - The evolution of SK Telecom to "Ubiquitous Provider"

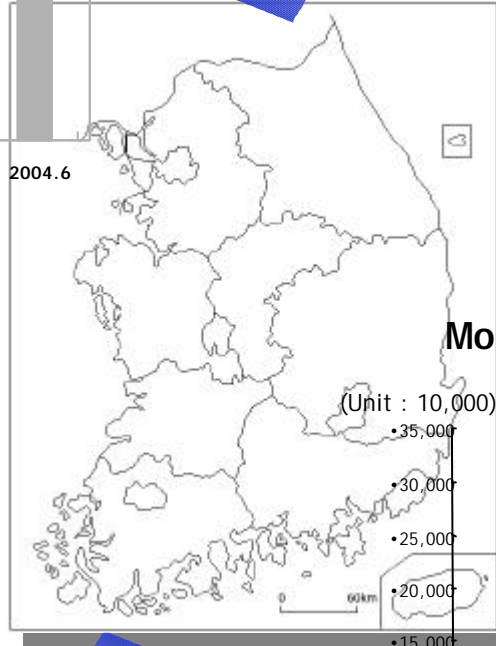
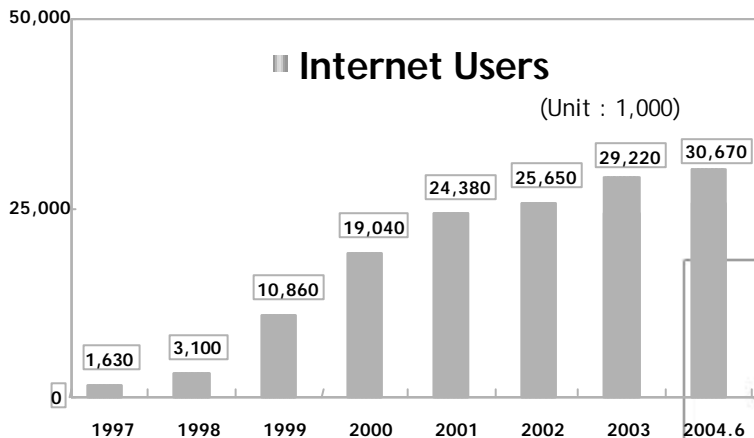




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II. Telematics environment in Korea

1. Overview



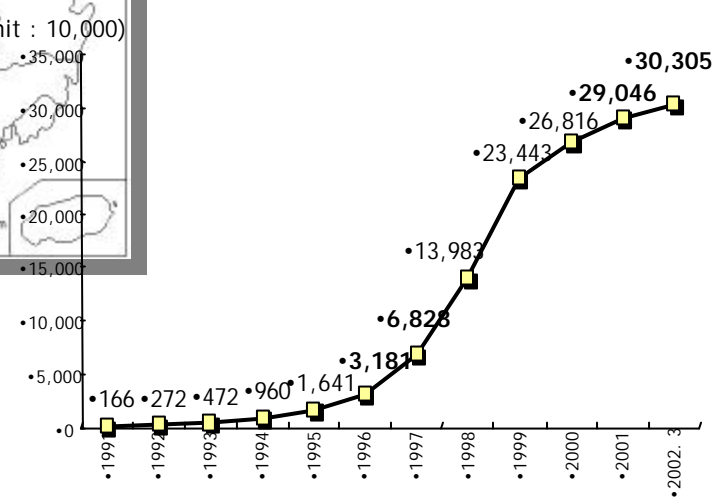
Automobile Industry

- High automobile ownership (13.18million as of end 2003)
- 1 automobile per 1.2 household
- Globally 6th largest automobile manufacturing nation
- Avg. driving 2hrs / day

IT Industry

- 12 million High Speed Internet Users
- 30 million Internet Users
- 36 million Mobile Communication Users
- 73% Mobile Phone Distribution Ratio

Mobile Communication Subscribers



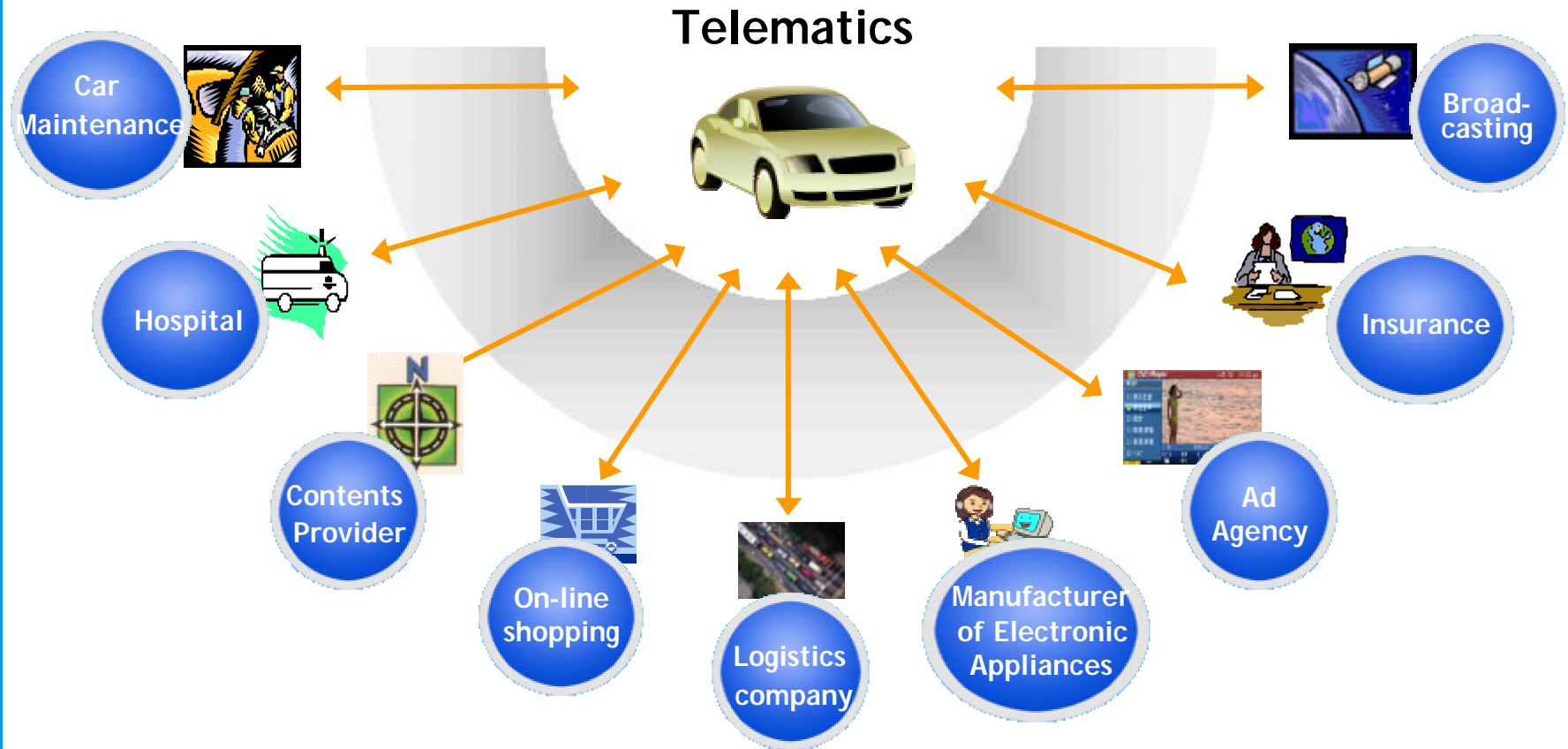
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II. Telematics environment in Korea

2. Biz relationship w/ other Industries



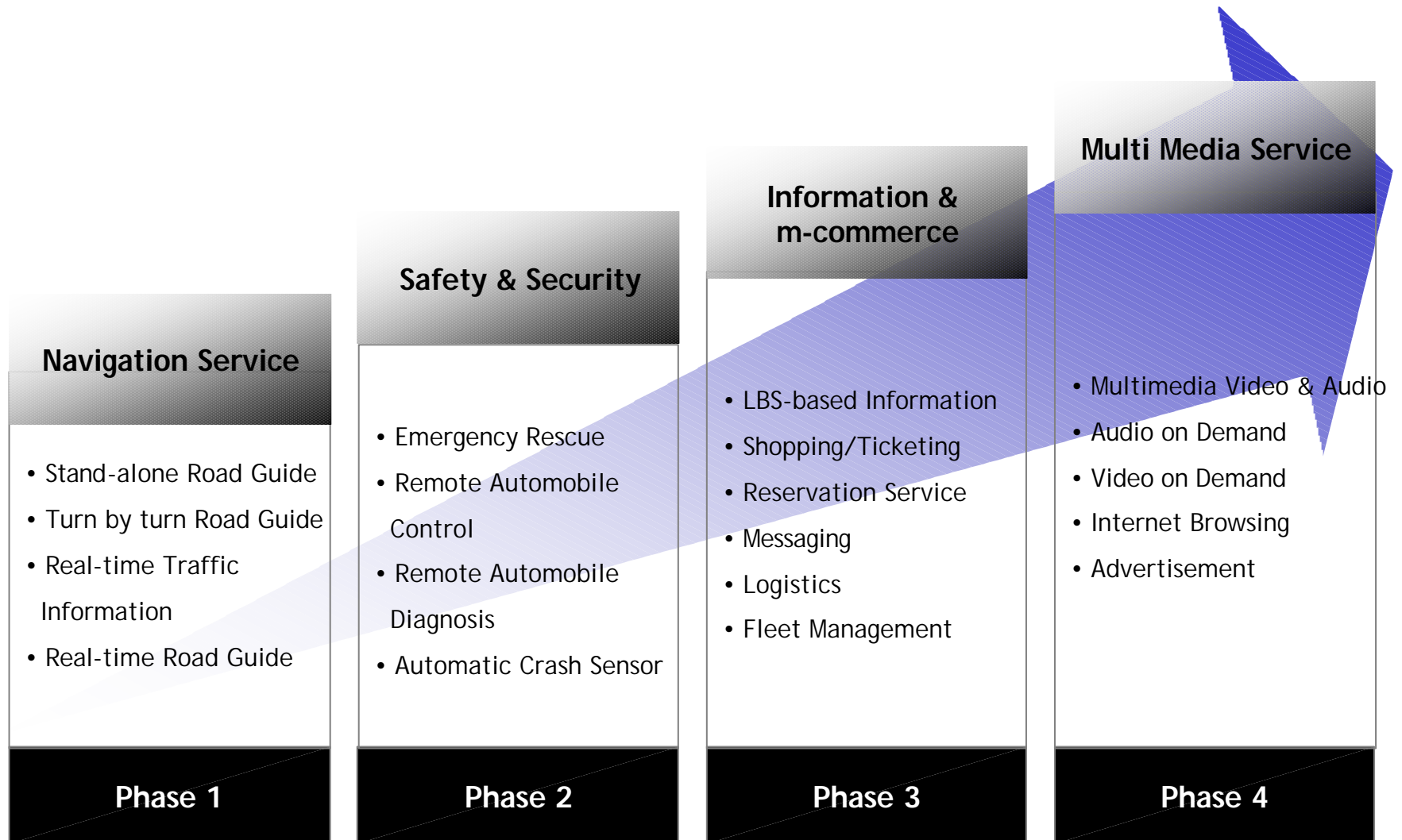
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II. Telematics environment in Korea

3. Provision of Core Service





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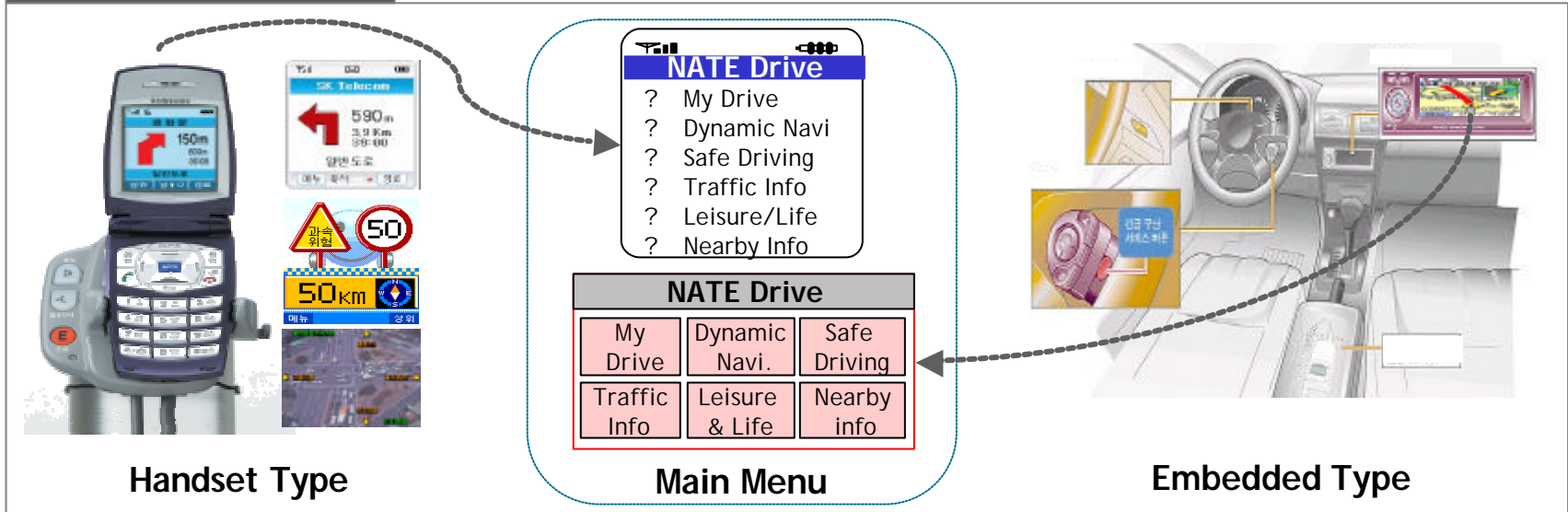
III. Current Status & Future Direction of SK Telecom Telematics

1. SK Telecom
Business Progress

Business
Progress

- Apr '02: NATE Drive Commercialized
(World first marketing of mobile phone-based telematics product)
- Sep '03: Reno-Samsung automobile commercialized
- Jun '04: 2004 Intelligent Service Category Grand Prize
- Dec '04: 187,840 subscribers

Service Type









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III. Current Status & Future Direction of SK Telecom Telematics

2. Service Configuration of NATE Drive

? NATE Drive? Service Configuration

| | |
|--|---|
| <p>Navigation</p>  | <ul style="list-style-type: none">• Shortest/Optimal route guidance• Real-time traffic information update |
| <p>Information</p>  | <ul style="list-style-type: none">• Services Provided<ul style="list-style-type: none">- Locating nearby landmarks- Real-time traffic info- Safe drive assistance |
| <p>Entertainment</p>  | <ul style="list-style-type: none">• Services provided<ul style="list-style-type: none">- Driver Manager- Driver fortune-telling- Driver Music |
| <p>Safety</p>  | <ul style="list-style-type: none">• ERS (Emergency Rescue Service)• Provide service by linking to ERS Center during emergency rescue |

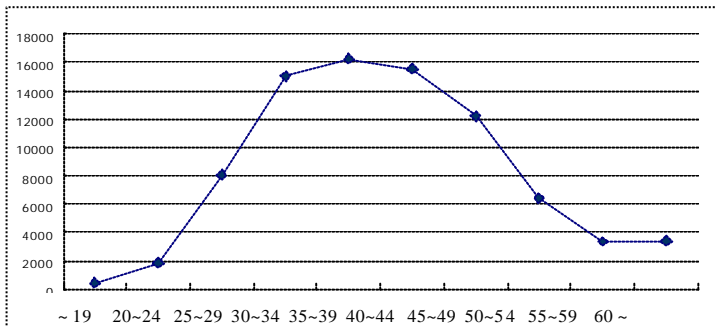


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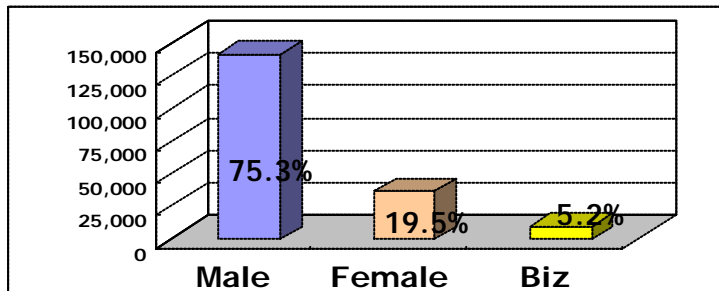
III. Current Status & Future Direction of SK Telecom Telematics

3. User Analysis of NATE Drive

User Analysis



▪ **Majority in Age 30~44**
(30~44 group account for 57.8%)



▪ **Main user : Male**
(Male subscribers account for 75.3%)

Service Satisfactions

| Fact | Indication |
|-------------------------|------------|
| Real-time road guidance | 57% |
| Traffic info by voice | 28% |
| Traffic info by text | 3% |
| Living Tips | 1% |
| Searching Landmarks | 4% |
| ERS | 7% |

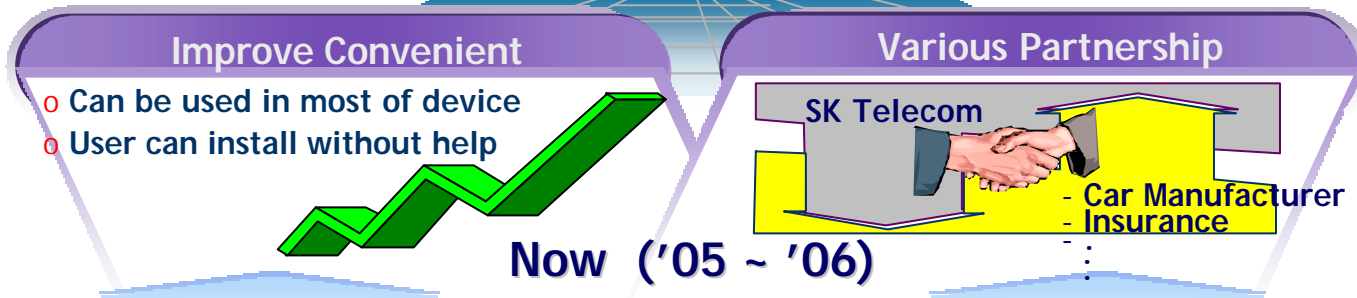


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III. Current Status & Future Direction of SK Telecom Telematics

4. Future Direction of SK Telecom Telematics

Ubiquitous world in vehicles (Any Device, Any Industrial)



Handset Type (After Market)

Turn by turn, Full Map

Embedded Type (Before Market)

SK Telecom + SAMSUNG RENAULT SAMSUNG MOTORS

Enter Before Market

Initial Stage ('03 ~ '04)

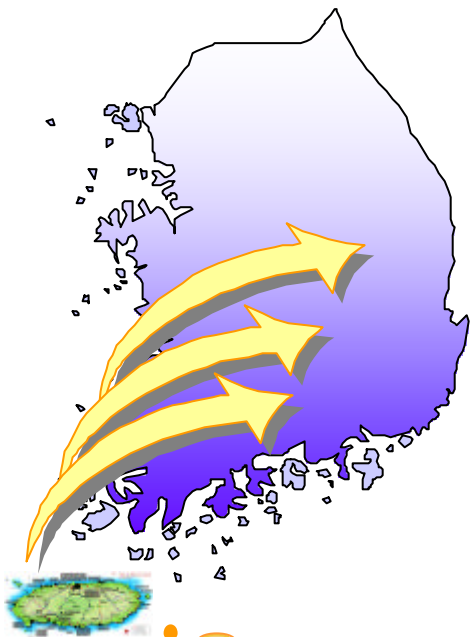
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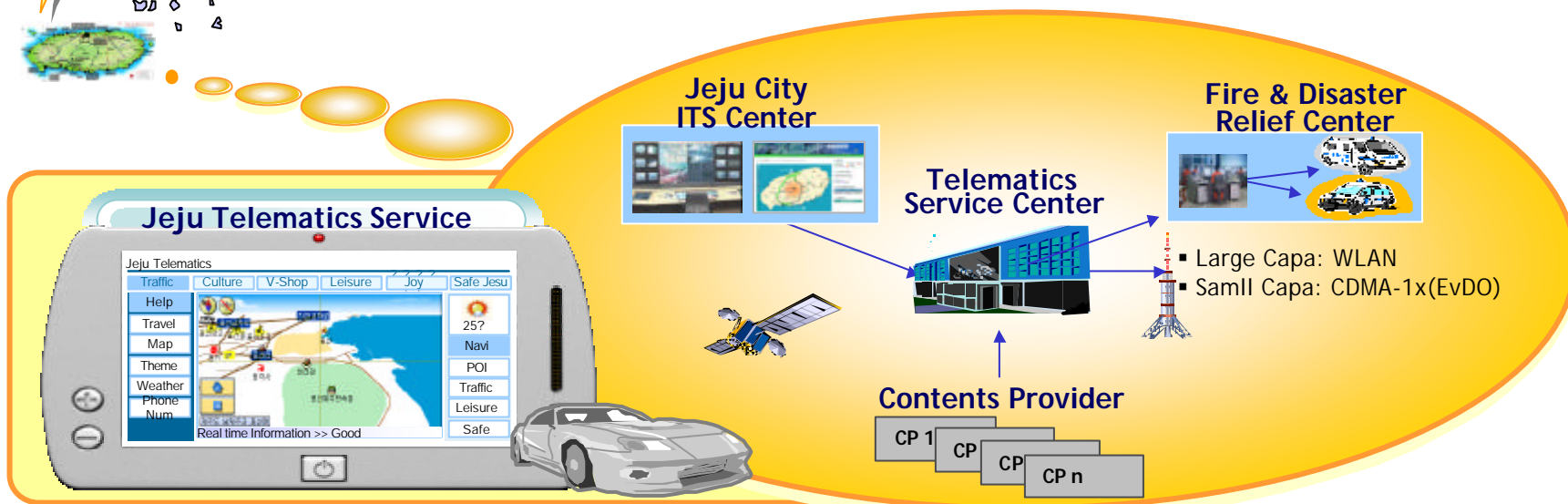
III. Current Status & Future Direction of SK Telecom Telematics

5. Jeju Telematics Pilot City



The Significance Of Jeju Project

- Being a Telematics promotion center In Korea
- Providing Most of Telematics service
(Full service with one touch)
- Test-Bed using IT technology related to telematics business
(IT technology : Network, Device, Service, Platform ...)



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