

Prospect for Ecosystem in the Invisible Internet era

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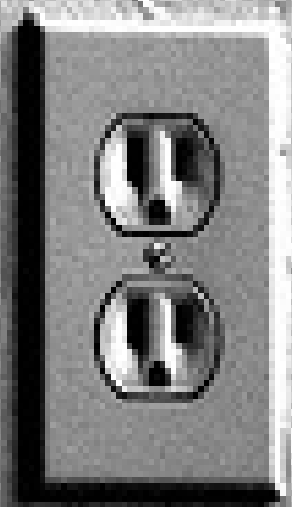




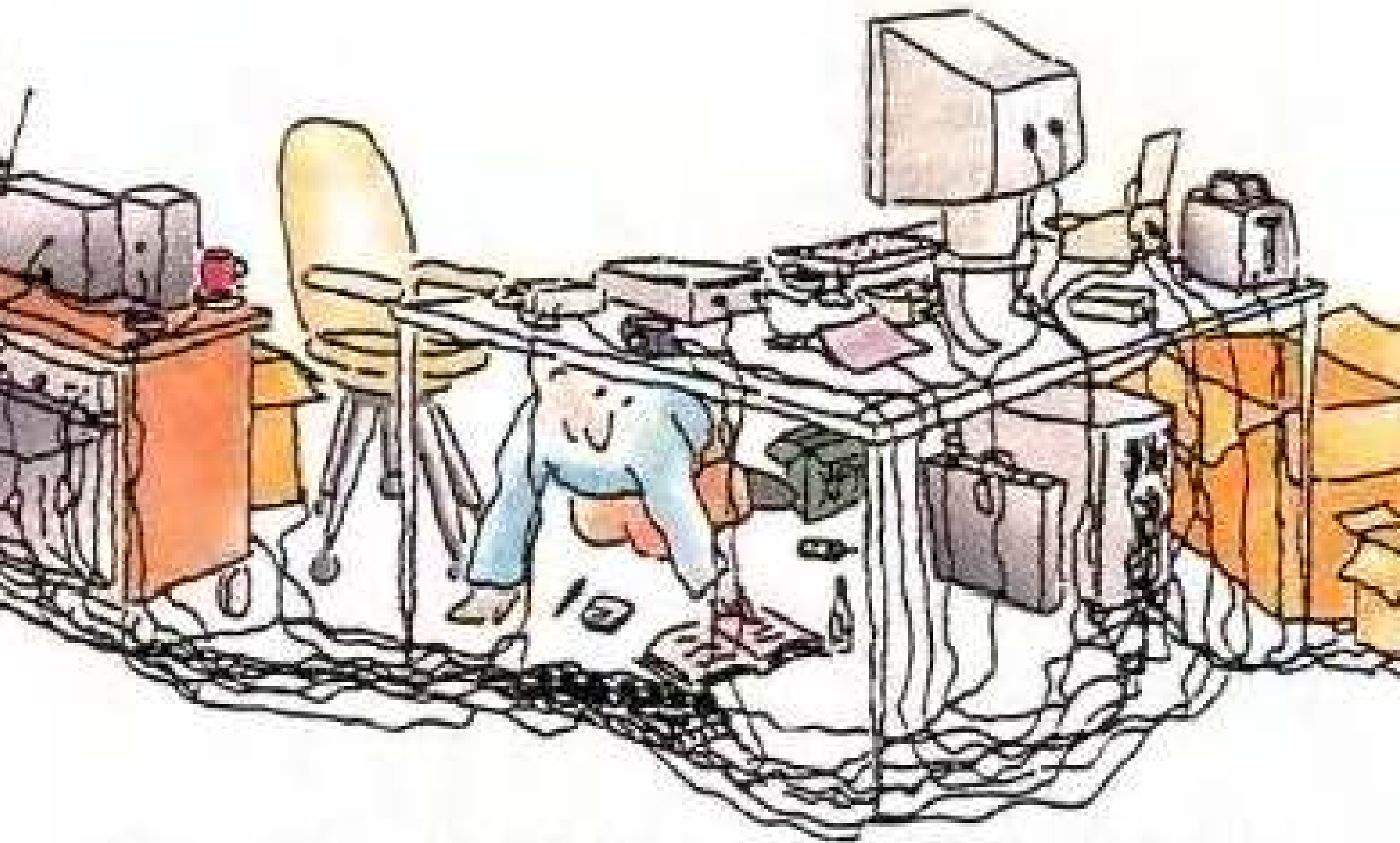




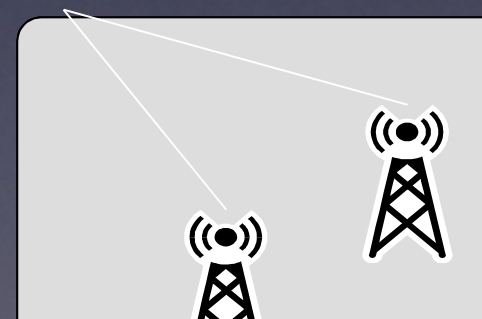
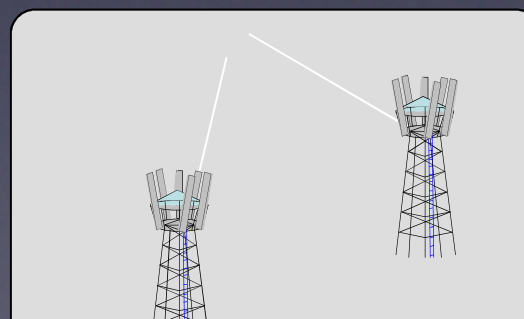
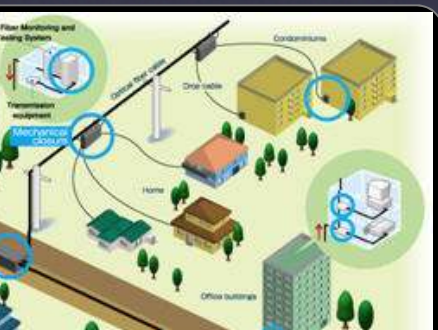
direct, everywhere



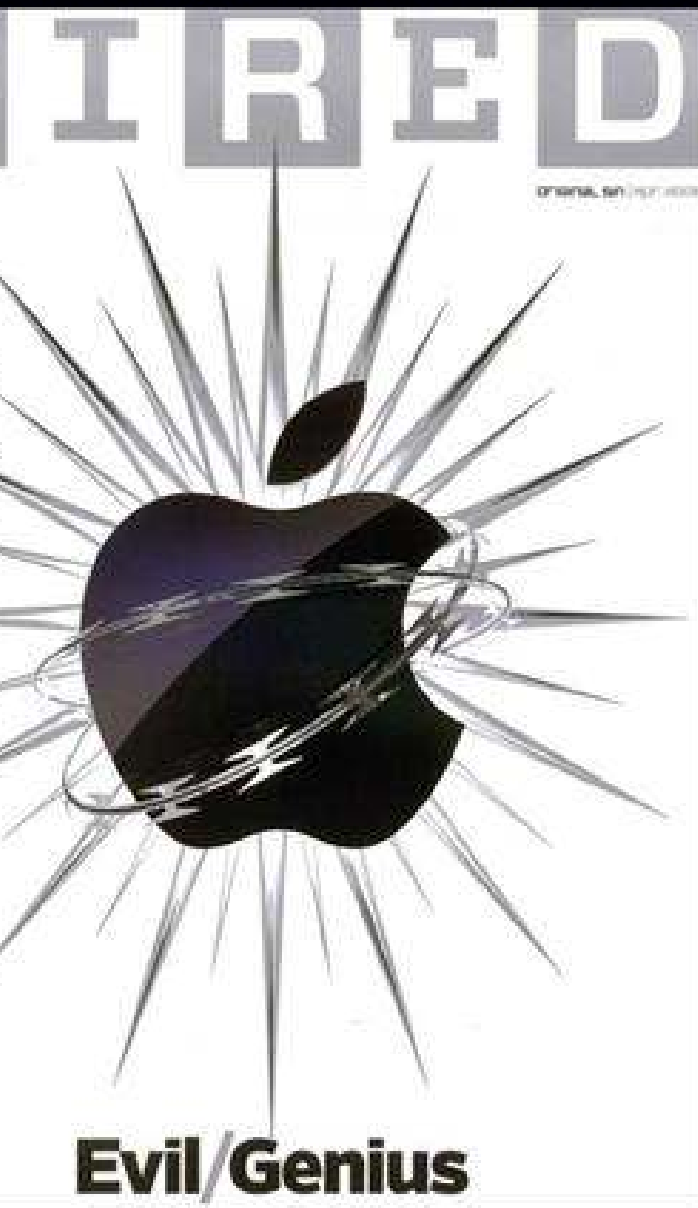
Angela White



Access, Everywhere



Invisible Internet



“These Gadgets connect to the Net, But You’d Never Know it”

“These Devices don’t necessarily provide full-fledged Web Access. Instead they tap the Net Selectively to power particular, predetermined functions”

How to Cope with

CP



SP

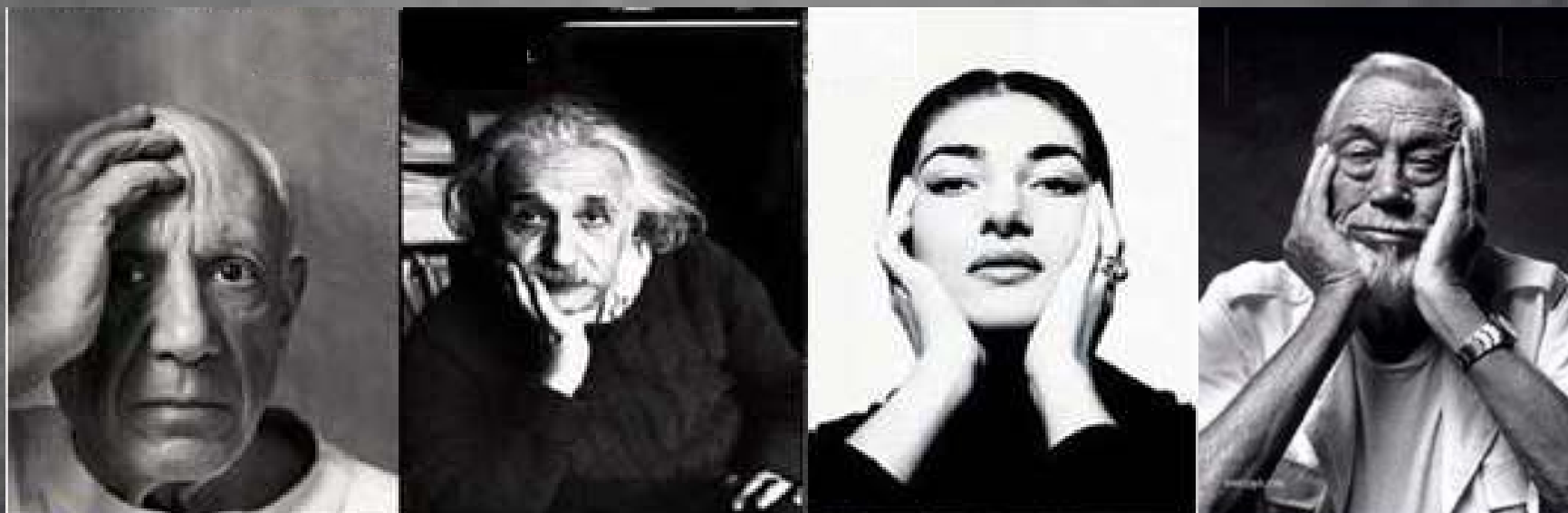


Device
Vendor



How to Cope with

Telco



alled Garden



Open World

Choose



Content
Provider

IP
Ecosystem

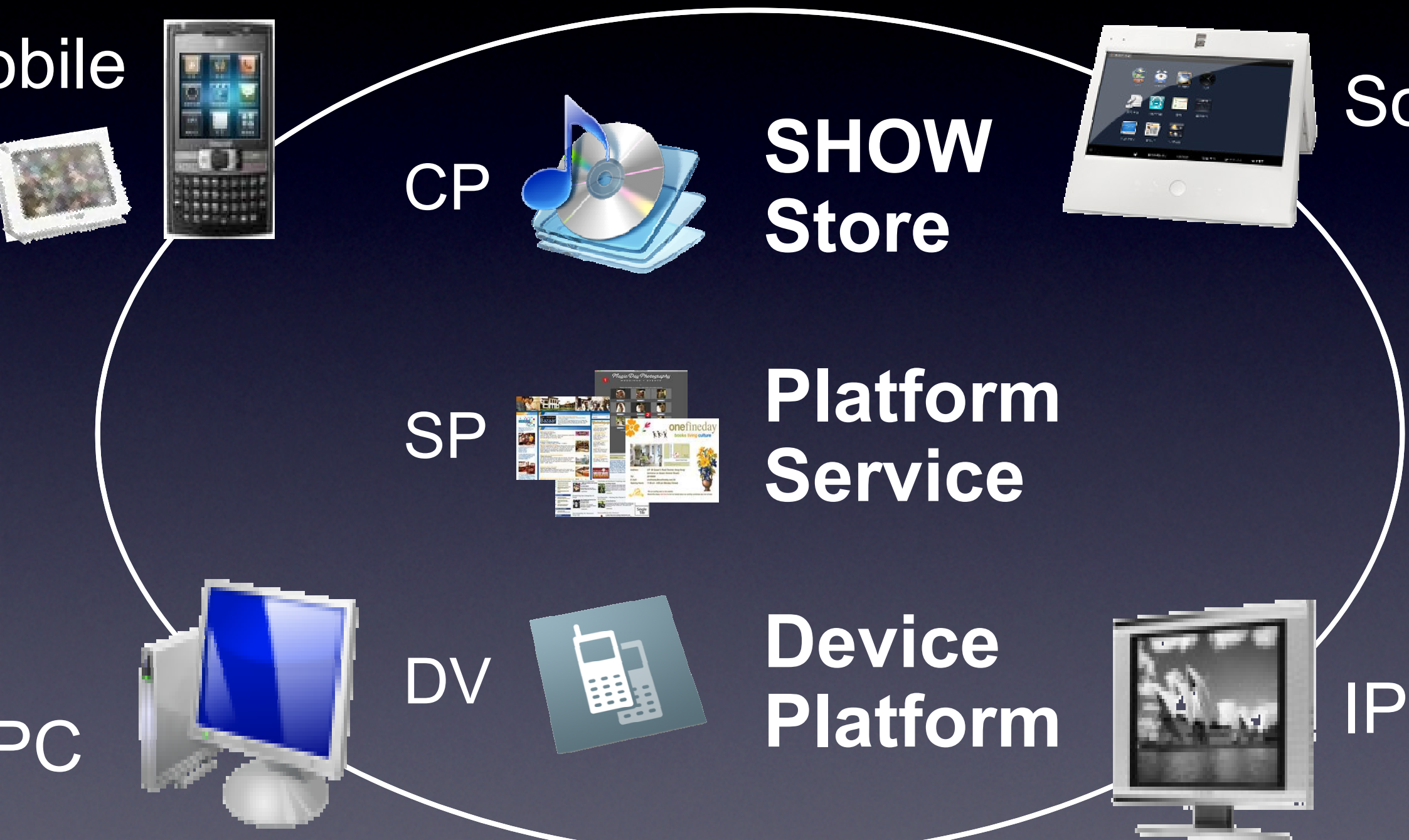


Service
Provider



Device

What RT will provide



Mobile



SHOW Store

Device API

Infra API

Authoring Tool

Seller
PoC

Master
PoC

Buyer
PoC

SoIP



PC



IPTV



- **4 Screen Service**
- **Open Marketplace**



Platform Service

SSO/
Open ID

Billing

CRM

co-AD

...

LBS

- **New Business Chance**
- **New Customer & Revenue**

- **Device Platform**
- **Ready Made Services**
- **Favored Network Policy**
- **Marketing, Sales Support**



WOW

Online!!!



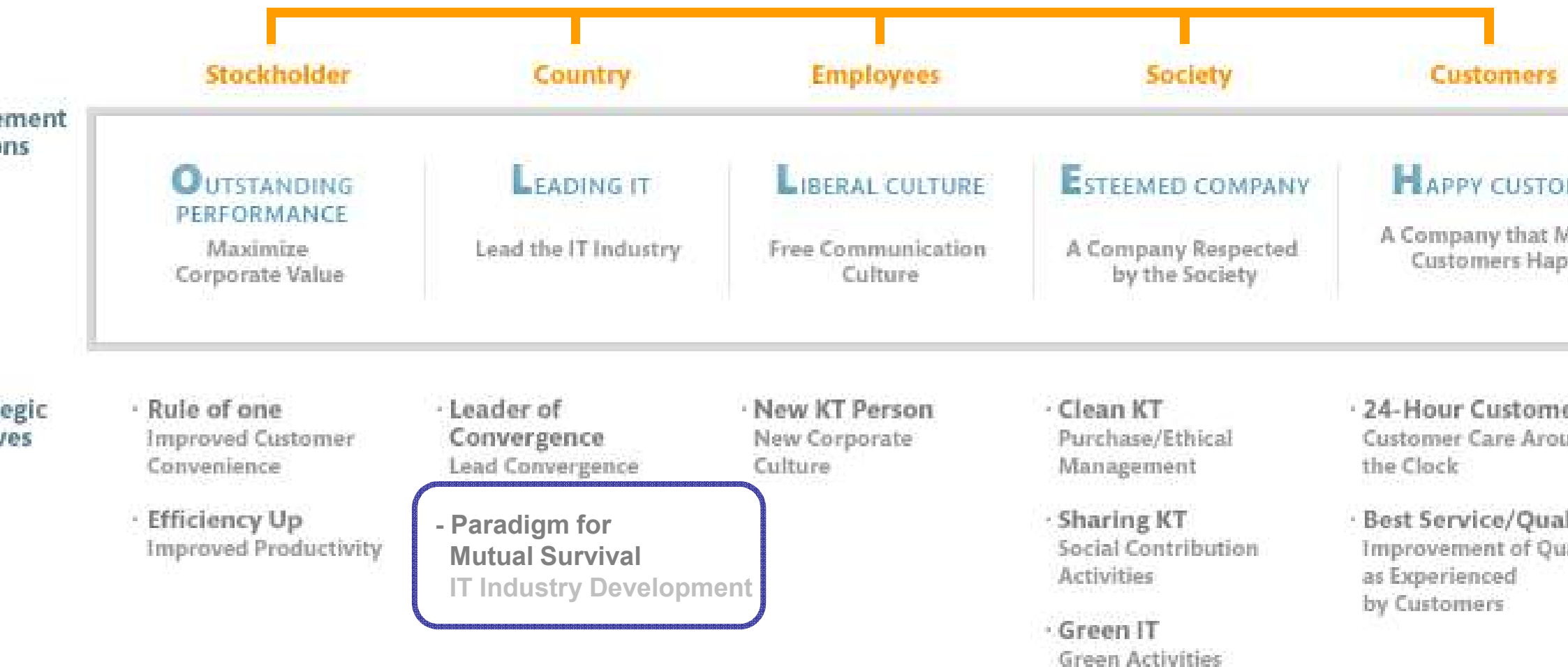
**KT IP
Ecosystem**



KT Group Management

Management Directions and 10 Strategic Objectives

'olleh Management'



AI-Powered Management

Management Directions and 10 Strategic Objectives

'olleh Management'

**Paradigm for Mutual Survival
IT Industry Development**

Green
Green Activities





RAY
WAS
HERE

Call fornia suc 1cs
DO NOT MOVE
THERE!!

♥
Chris.

Myspace ate my soul

CRIME IS NOT A CRIME



- **Open Mobile**
- **Contents Maximization**
- **Life Friendly Service**

Open Mobile

- **API Sales & Support**
 - Provide Key API's such as LBS/SMS
- **Increased Support for Contents Provider**
 - Ex: Third-Party Advertisers paying for Customers
- **Flexible BM**
 - Various commission structures and packages

Contents Maximization

- **Varied Sales Channels**

- Switch from "walled-garden" to open market

- **Decreased Consumer Burden**

- One-Day Data Coupon, Affordable Data Payment Plans

- **New Contents Ecosystem**

- Content development support, Reorganization of providers, Efficient distribution system

Life Friendly Services

- **Life Database**

- Images, Contacts, Messages/Email

- **Lifestyle Partner**

- Widget, Search, Map-Based Services, USIM Services

- **Life Network**

- Moov (Unified Communication)