

Telematics and SK planet

25th April 2012

Hyungsuk Noh

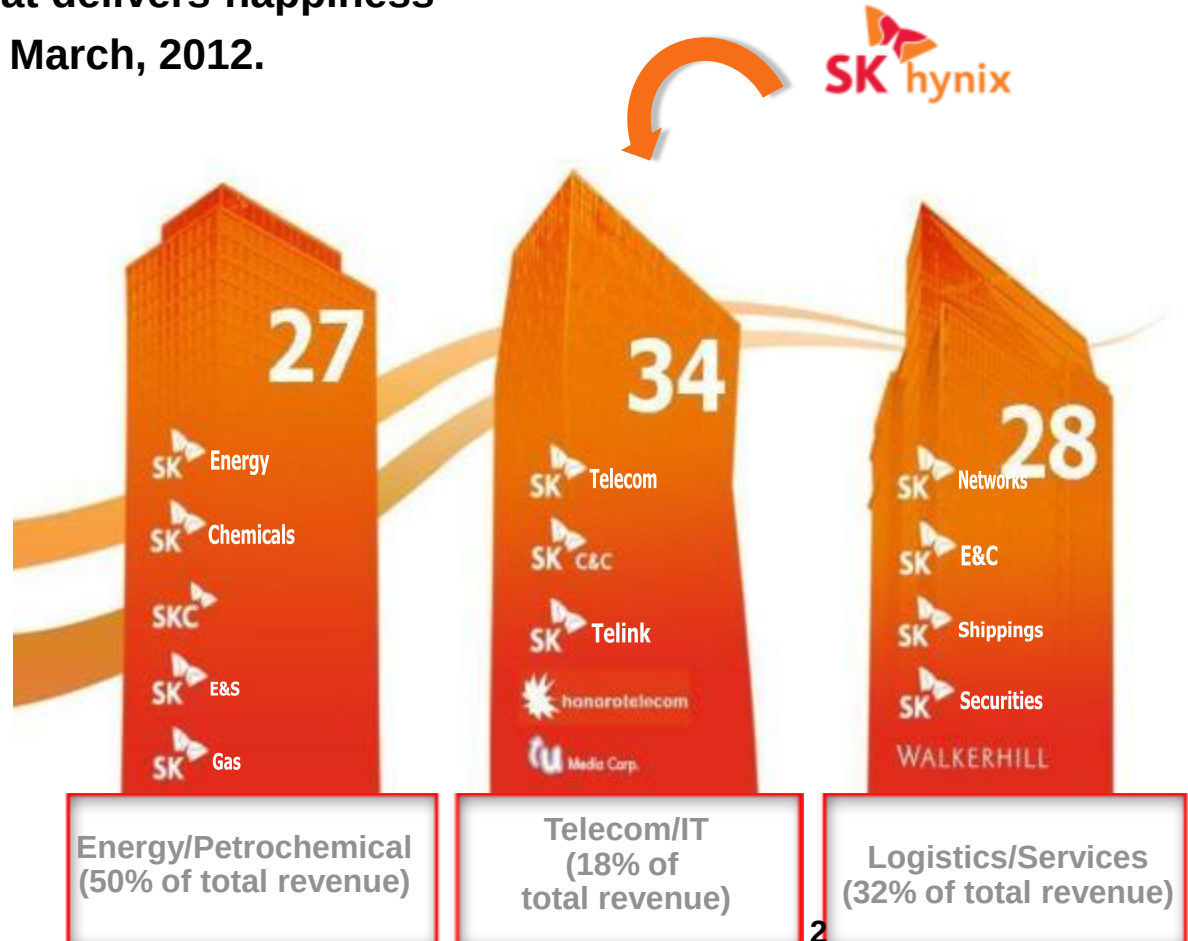
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- I. Introduction of SK planet**
 - II. SKP Telematics Business**
 - III. Automaker and Operator Cooperation**
 - Embedded and Tethered**
 - Contents Delivery Platform**

- Carry the history of Korea's enterprise for the past 50 yrs
- 3rd largest conglomerate in Korea (82nd in Fortune Global 500 of 2011)
- SK's mission ; "Company that delivers happiness"
- Hynix joined SK group as of March, 2012.

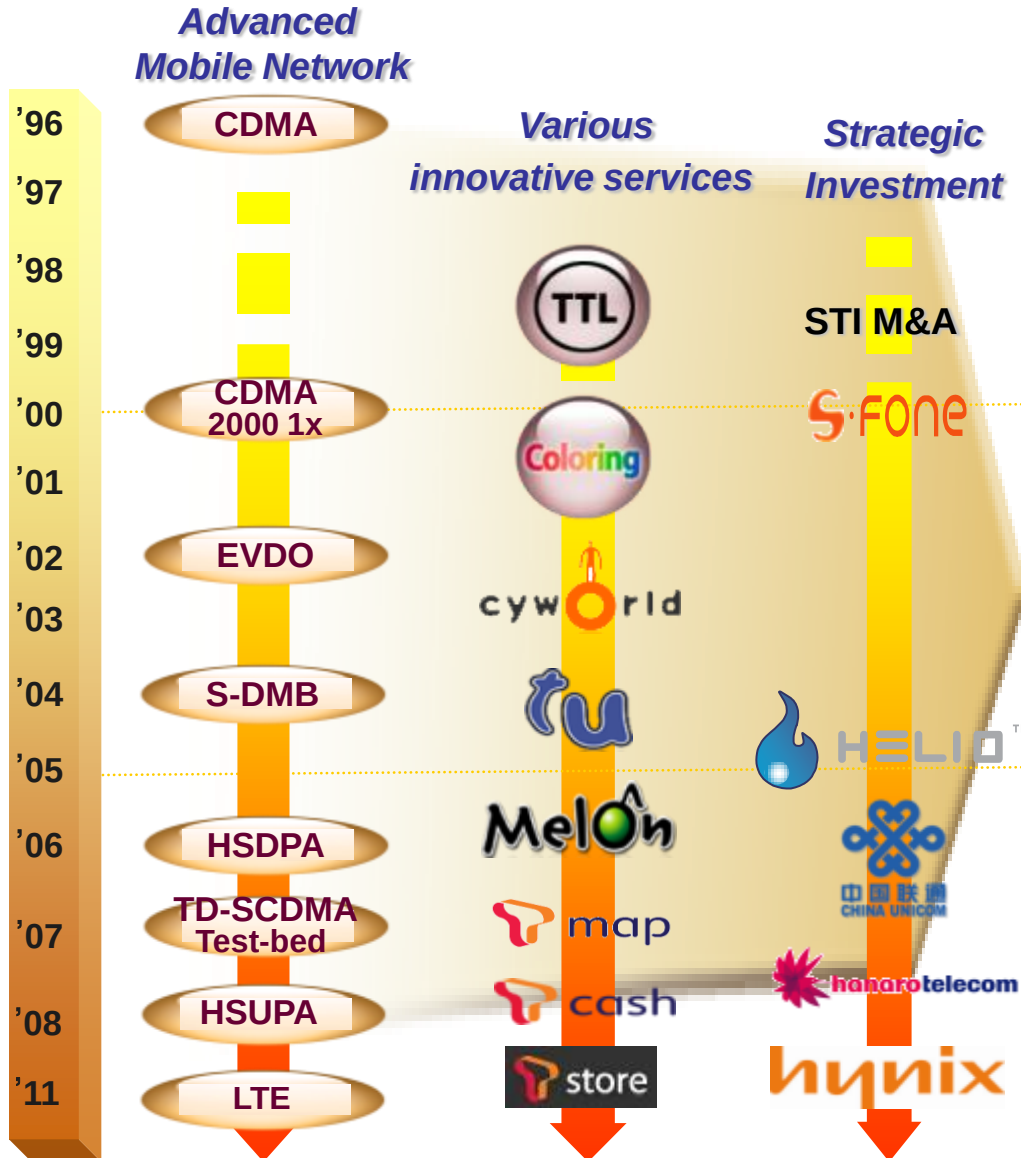
Global 500

Current view: 1-100 ▾

Rank	Company	Revenues (\$ millions)	Profits (\$ millions)
75	Deutsche Telekom	82,674	2,245
76	Kroger	82,189	1,116
77	Industrial & Commercial Bank of China	80,501	24,398
78	Telefónica	80,444	13,466
79	BMW	80,099	4,262
80	Procter & Gamble	79,689	12,736
81	Nippon Life Insurance	78,571	2,631
82	SK Holdings	78,435	570
83	EXOR Group	78,123	182
84	AmerisourceBergen	77,954	637
85	Costco Wholesale	77,946	1,303
86	Petronas	76,876	17,479
87	China Mobile Communications	76,673	9,733



Leading mobile industry with breakthrough technologies & innovative services



World's Most Innovative Companies
Ranked 91st
 - One of two Telco companies selected (2005)



Winner of "National Customer Satisfaction Index"
 - 1st Place for 14 consecutive years (2011)



"Best Employers in Asia"
 - Awarded for creative corporate culture (Hewitt Associates & WSJ Asia, 2007)



"Best Asia Telecom Carrier"
 - Awarded two consecutive years (Telecom Asia & IDC, 2007)

SK planet's main biz area was that of SK telecom's internet based biz unit.

To create new value and enhance global competitiveness, SK planet was established as of 1st Oct., 2011 and it is a SK telecom's affiliated company.

Purpose

- Enhance business specialization through efficient allocation of business resources
- Build efficient management with optimal decision-making structure
- Create flexibility quickly to respond changes in market environment

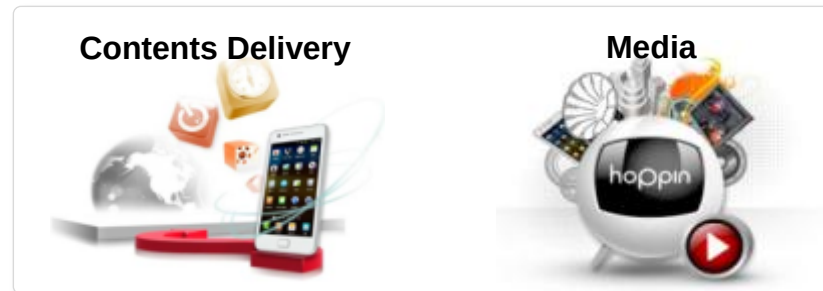
Business Area

Generate new business opportunity and profitability by leveraging strong subscriber base in major platform businesses

Telematics



Digital Contents Marketplace

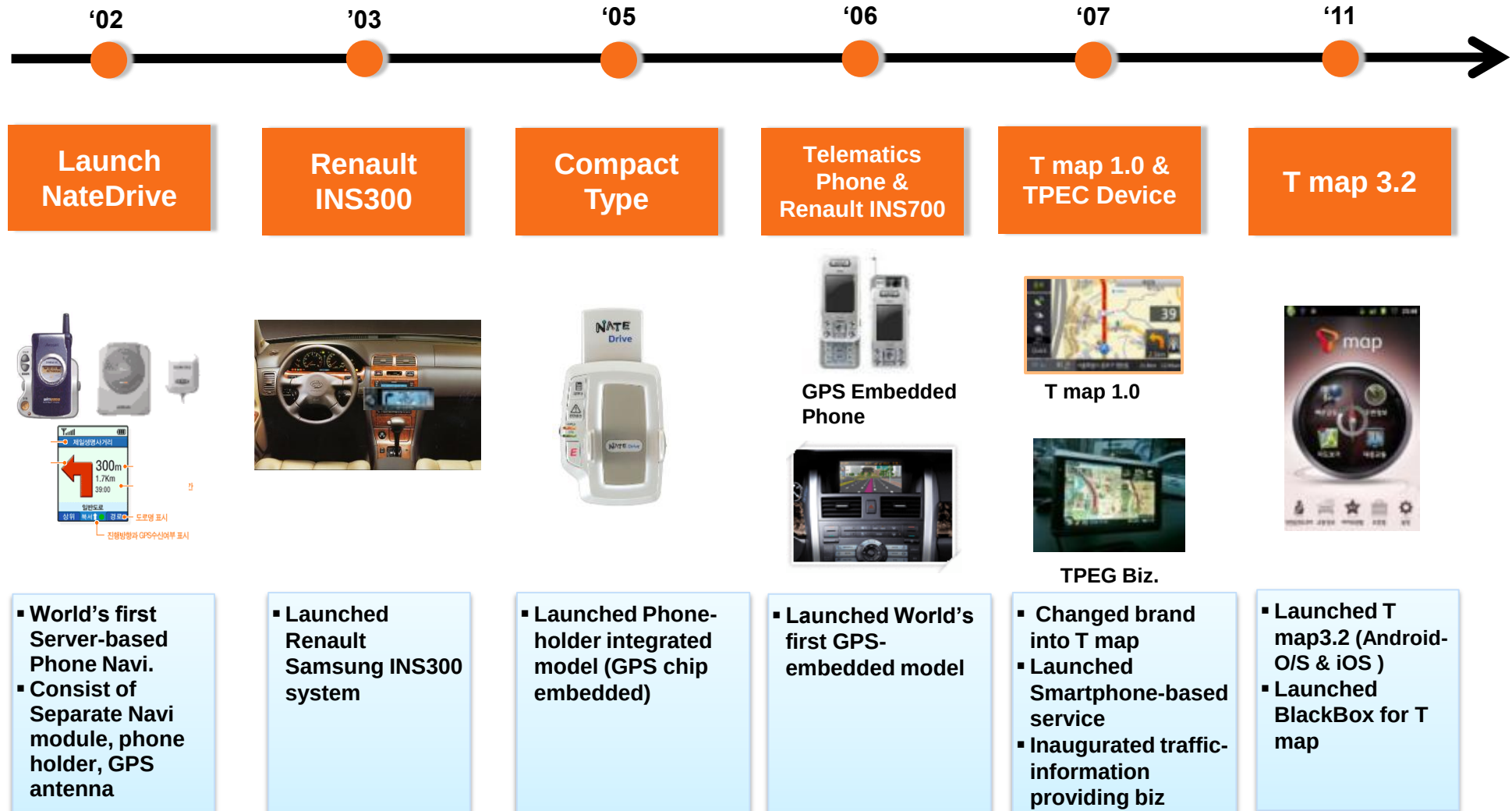


Portal & Commerce



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2002 marked the introduction of the world's first phone-based navigation service: Nate Drive. Since then there has been a steady stream of Telematics services that have optimized mobile and in-vehicle terminals.



The connected navigation service, T-map, ranks 1st place in South Korea.
The number of subscriber had reached 10 million at the end of 2011.

■ Traffic Information based Route Plan

- Calculate route plan based on real-time traffic information
- Traffic information collected by various channel

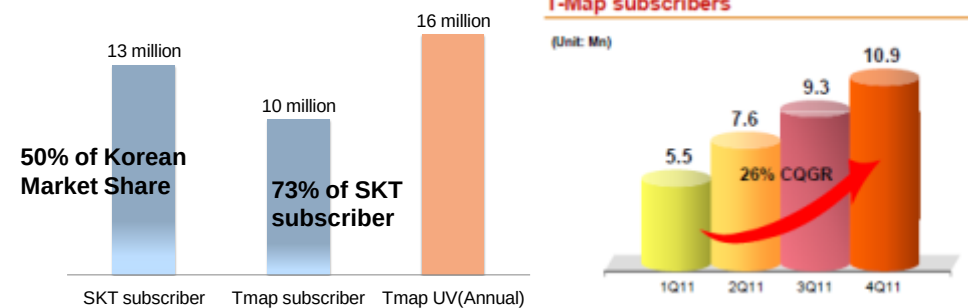
■ Route Search with various options

- Recent destination / bookmark / alternative route

■ On-line Contents Update

- Events, public transportation, Map, POI, etc.

■ Map view



■ T-map brought into Vehicle

- Provide connected navigation service in vehicle
- Allow drivers the same T-map service with vehicle HMI and larger screen
- Using smartphone as Internet access device



■ Vehicle Display



■ Tethering



■ T-map Server

RUI(Remote UI) - Mirroring Solution



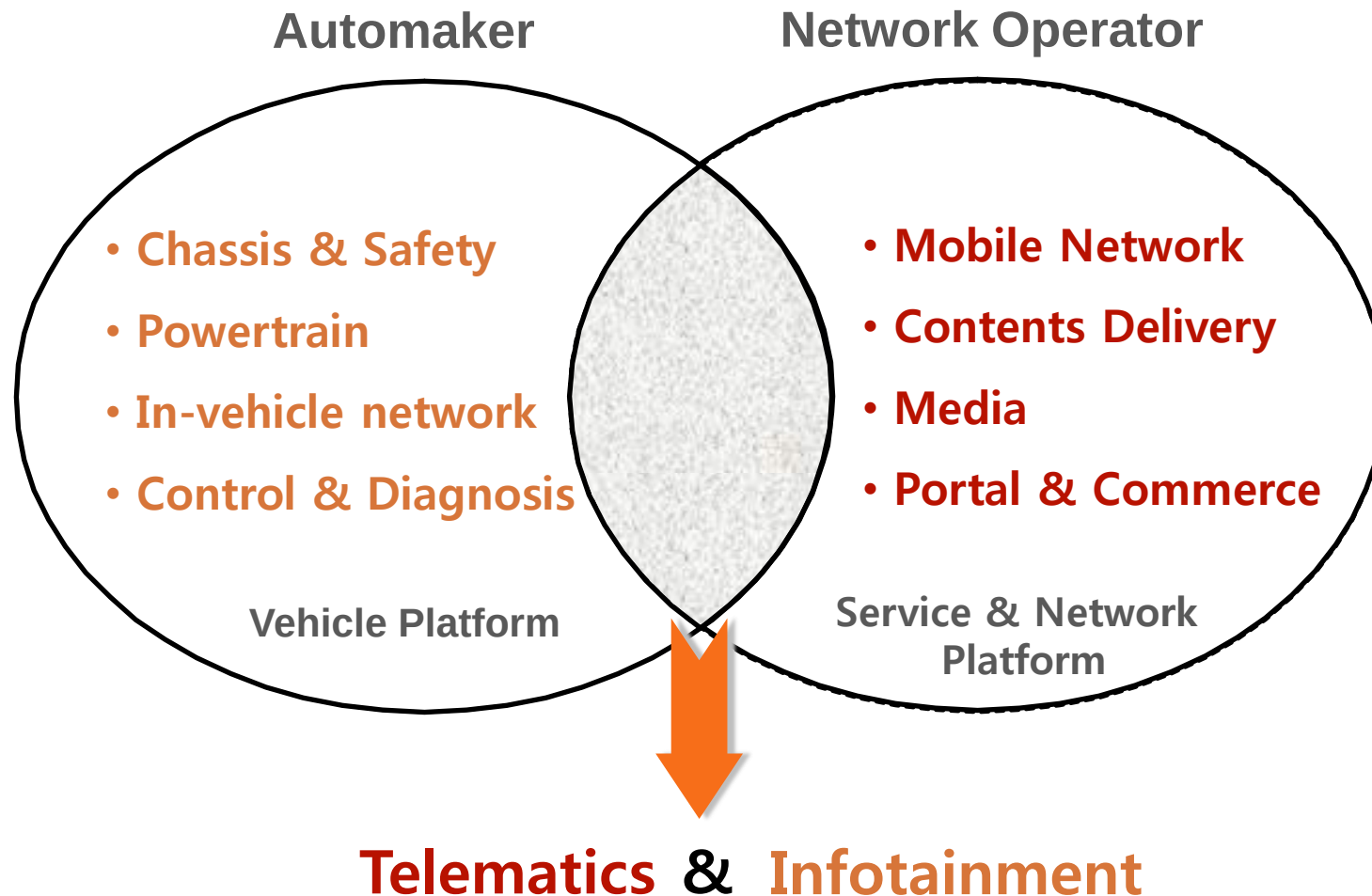
Provide application level connectivity, it serves mash-up functionality from multiple smart phone apps.

**On-line music streaming service brought into vehicle.
Driver can access his favorite music easily and manage it via web.**

P2C is solution that enables driver to access and play digital contents in his smartphone via vehicle headunit.

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For the CONNECTED CAR, the convergence technology of vehicle hardware platform and service platform is very important.



Next generation Telematics service, Bluelink* and UVO**, will be available in Korea in 2012. Cooperation between automaker and operator is expected to be increased constantly.

*Bluelink service is provided by Hyundai Motor Company and KT.

**UVO service is provided by Kia Motors and SK telecom.



Remote Control &
Diagnosis

Smartphone
Application

Automatic Airbag
Deploy Report

SOS & Thievery Alarm

Eco -friendly
Driving Guide

Security Report

SK telecom, SK planet and Renault Samsung Motors are jointly working now to bring forward new generation of Telematics services.

Commercial Vehicle Cooperation - available in 2012.



3D Navigation : Connected Navigation
Map Air Update : Wireless Map Update



P2C : Multimedia sync
Auto Melon : Music Streaming

Advanced Research Cooperation - Jeju Island EV Test bed Project

Goal	To Develop Smart Grid into the Business Model and the Export-Oriented Industry
Period	Dec, 2009 ~ May, 2013 (42 months)
Budget	about 240 million dollars (Government : 67 million dollars)
Scale	5 sub-projects, 2 substations, 4 distribution lines, 6,000 households



In Jeju Smart Grid project, SK and Renault Samsung Motors have deployed Advanced EV services including EV Navigation, Tethered and Mirroring solution.

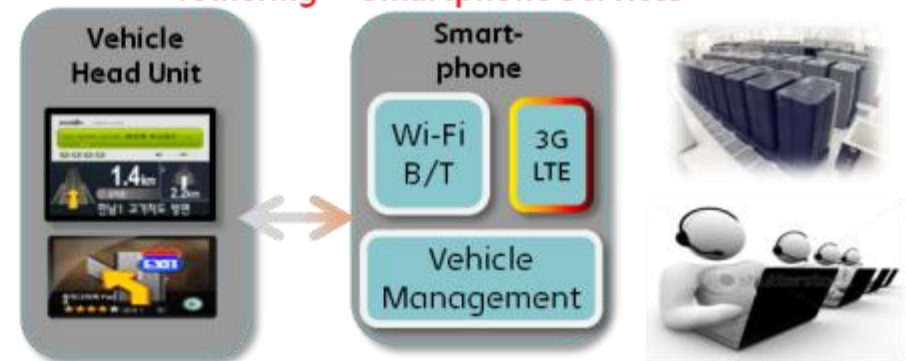
Various kinds of connectivity solutions: Embedded, Tethering and Mirroring.

Embedded Connectivity - Embedded



Provide personalized HMI for driving environment.
Connectivity module is fully embedded in vehicle.

Tethered Solution - Tethering + Smartphone Services



Telematics intelligence remains in vehicle. Smartphone provides
Connectivity and additional service.

Smartphone Integration
- Data traffic bill to phone

Vehicle Integration

Various kinds of connectivity is considered by
operators and automakers from the business
point of view.

Mirroring Solution - Integration



Smartphone is coupled with vehicle screen mirroring screen and
control input.

Service providers and network operators already providing digital contents to the customer. SK planet aims to make presence itself as the leading contents provider in both Korea and overseas market.

Application



Movie, Multimedia



Music

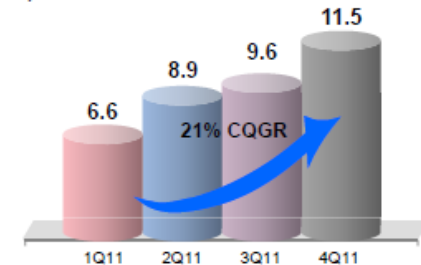


Digital Contents Marketplace for contents distribution

- #1 in Korean Android app market, offering 188,000 apps to 10 million users
- Revenues have increased 98% (QoQ)
- Expand into global markets; Taiwan, China and Japan.

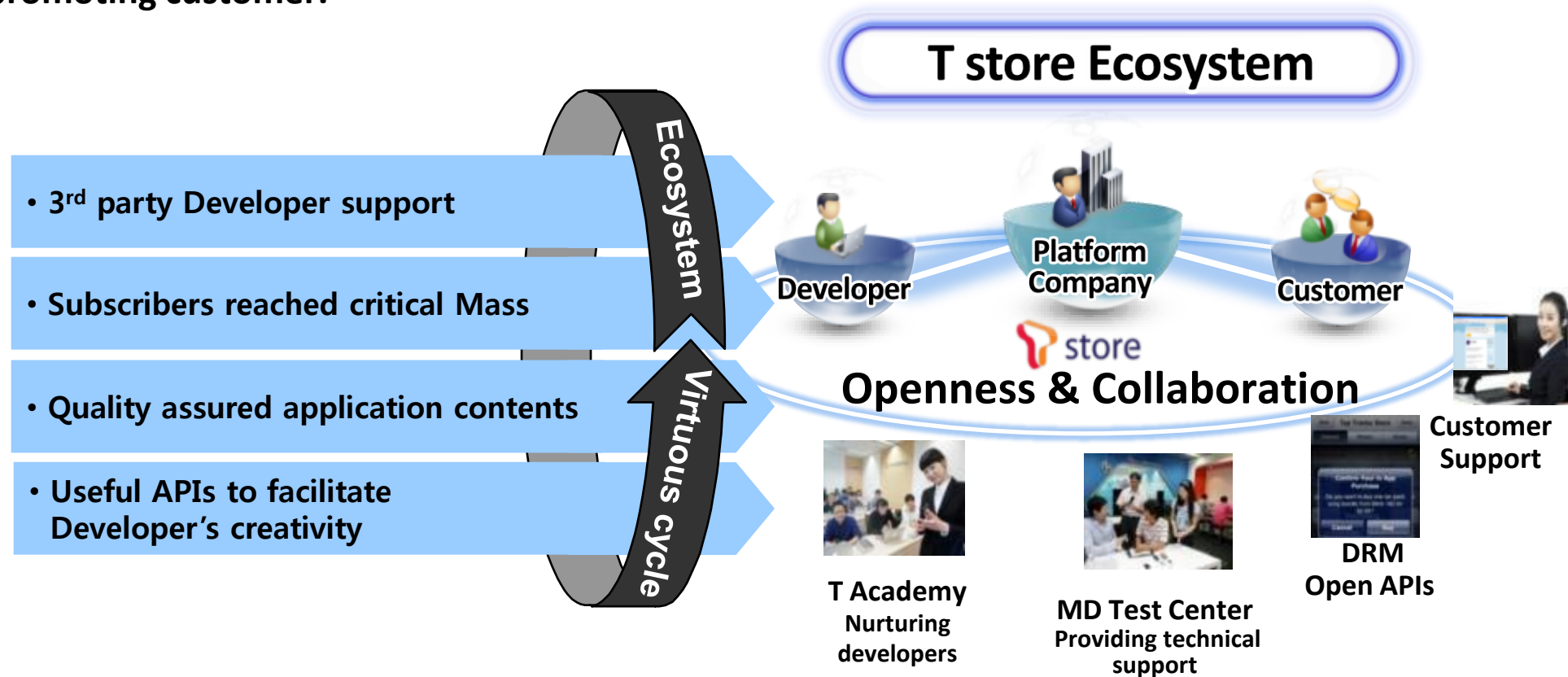
T-Store subscribers

(Unit: Mn)



- An on-demand music, video, movie, and TV program provision service that streams content to N-Screen devices
- N-screen media platform with 1 million users (3Q11), 7 months after launch - Houses 10,000 contents (movie, music video, dramas etc.)
- With Melon, subscribers can ubiquitously enjoy over 2.2 million songs with PCs, mobile devices, tablets, smart TVs, and navigation systems.
- Music service with #1 brand recognition and M/S in digital music distribution market for the last three consecutive years

SK telecom and SK planet have been supported Ecosystem of T-store which is SK planet's contents marketplace, by encouraging 3rd party developers, validating digital contents and promoting customer.



➔ Since in-vehicle environment is changing rapidly and customers want to use up-to-date services in vehicle, Ecosystem owned by Mobile Operator will be able to accelerate in-vehicle application market.

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THANK YOU