

Mobile Applications for RFID Technology

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Wireless Data Revenue

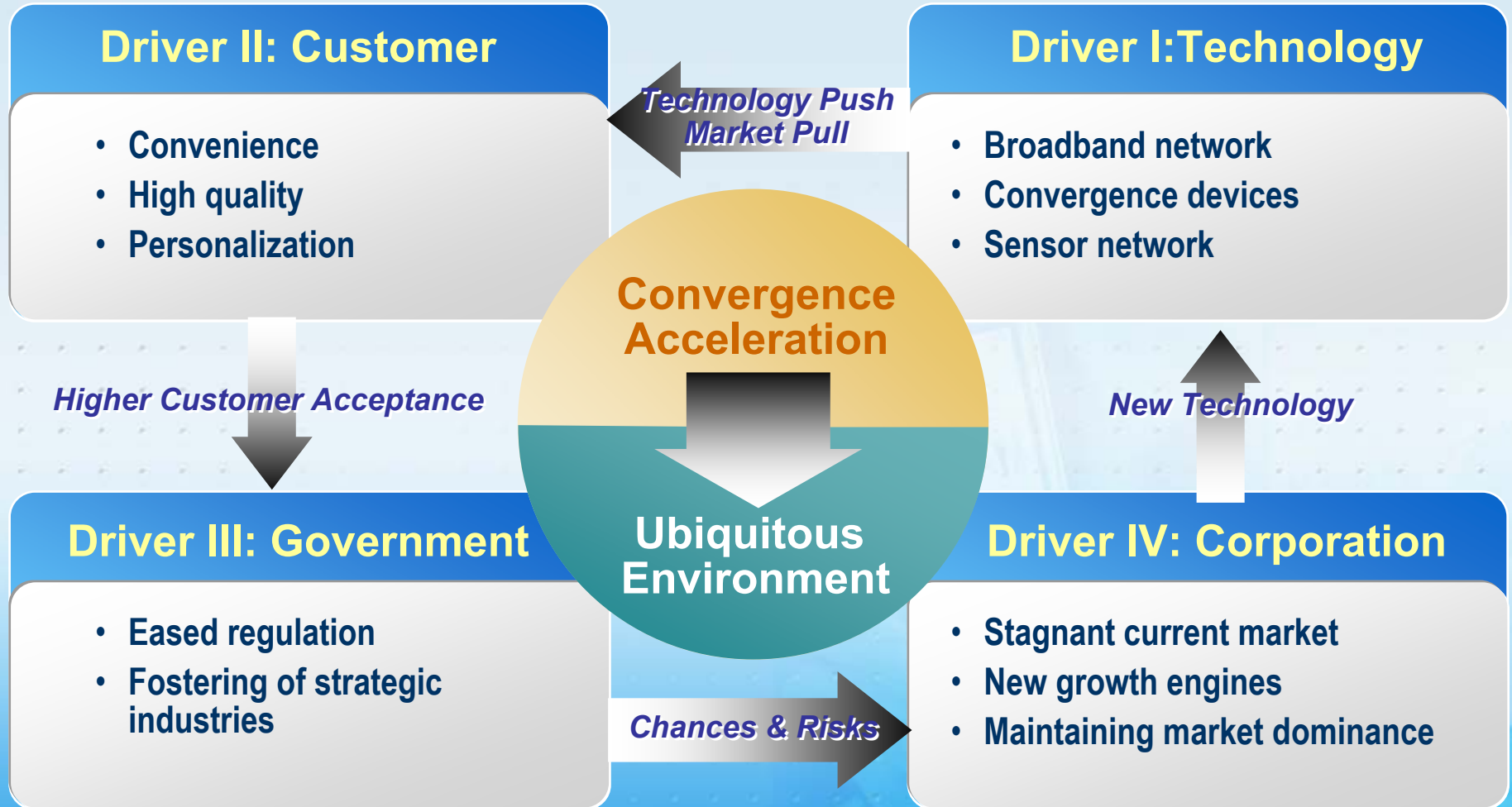
The revenue from wireless data services has jumped three fold over the past three years and the momentum is expected to continue into the future.



※ Source: Company data / AS of 4Q 2004, Unit of Revenue : KRW billion

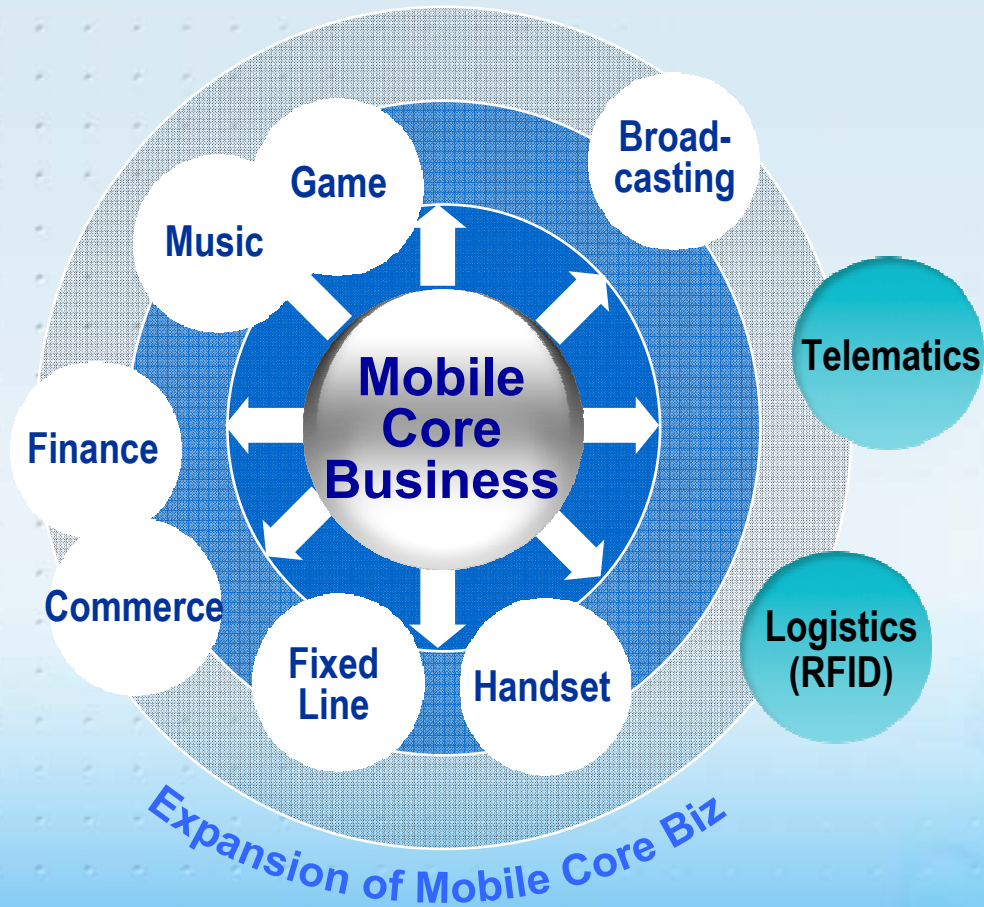
Convergence Trend

Convergence is a trend that is being accelerated by a number of drivers and will lead to ubiquitous service environment.



Convergence Strategy

SK Telecom will make strenuous efforts to identify new business models in convergence to expand the company's scope of business.



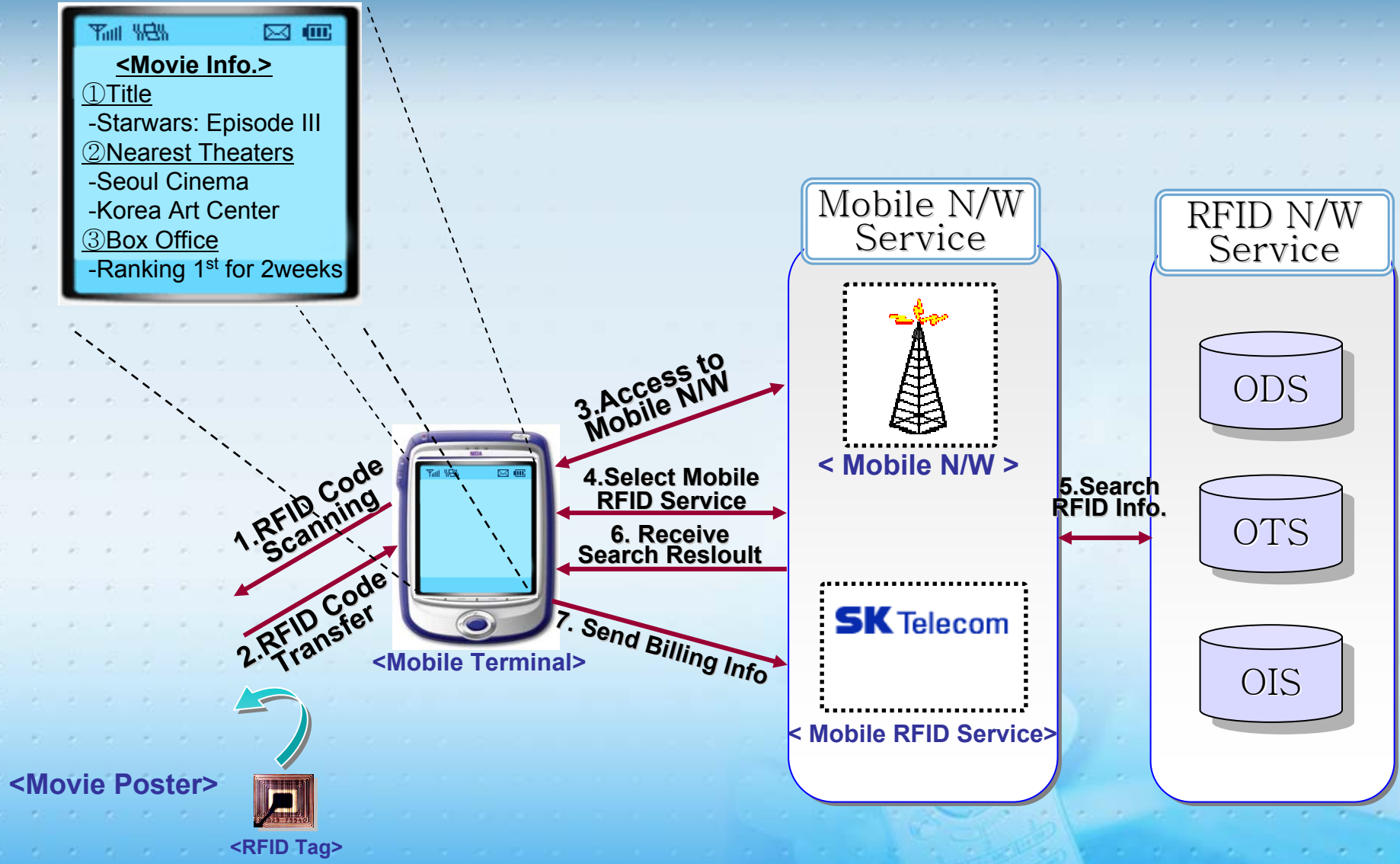
● Commercial services available as of now

● Commercialization underway

SK Telecom's Business Expansion Strategy

- Identify new business models in convergence field
 - Improved convergence biz model
 - Detection of new convergence areas by applying new technologies
- Expand mobile core business
 - Personalization, Context-aware
 - Integrated services
 - Provide Higher service accessibility

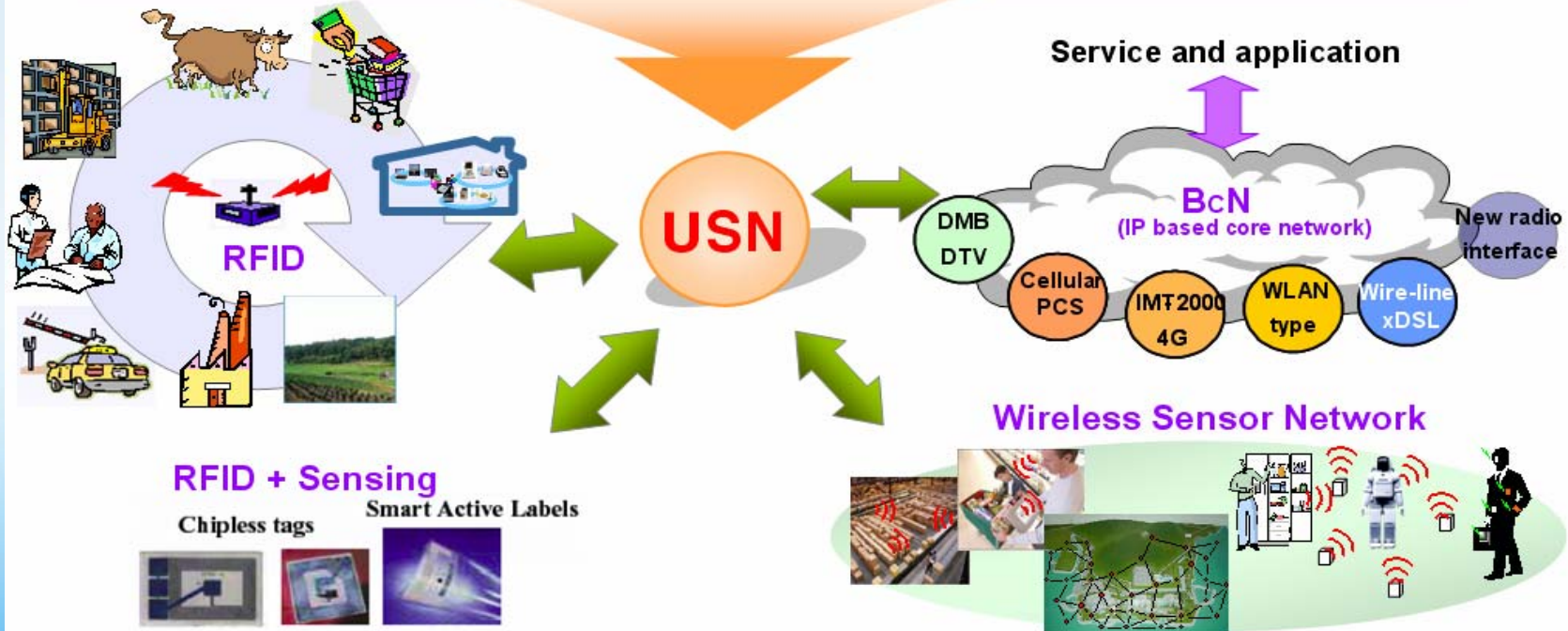
Scenario of Applications



Concept of Applications

What the RFID based USN?

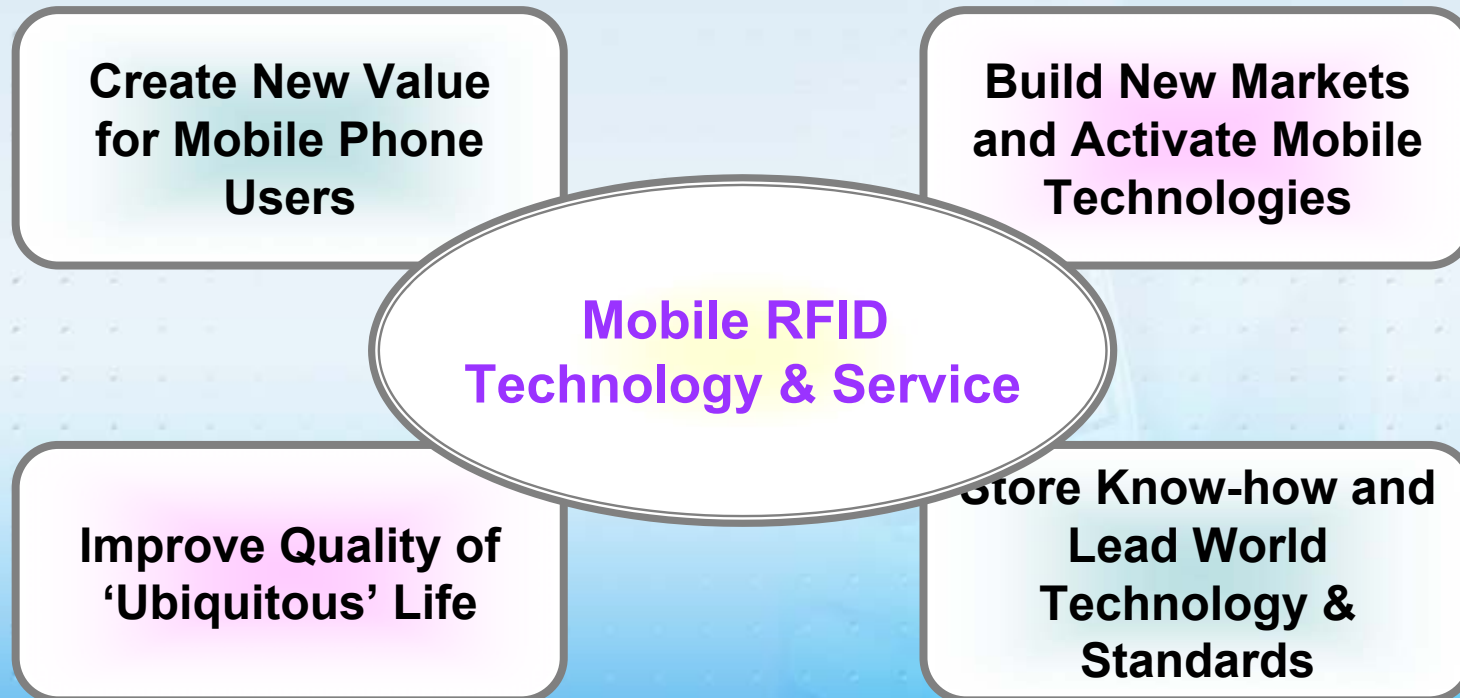
- **U**BIQUITOUS - Everywhere, everything with RFID tags
- **S**ENSOR - Sensing ID and environmental information
- **N**ETWORK - Real time management via network



Opportunities of Applications

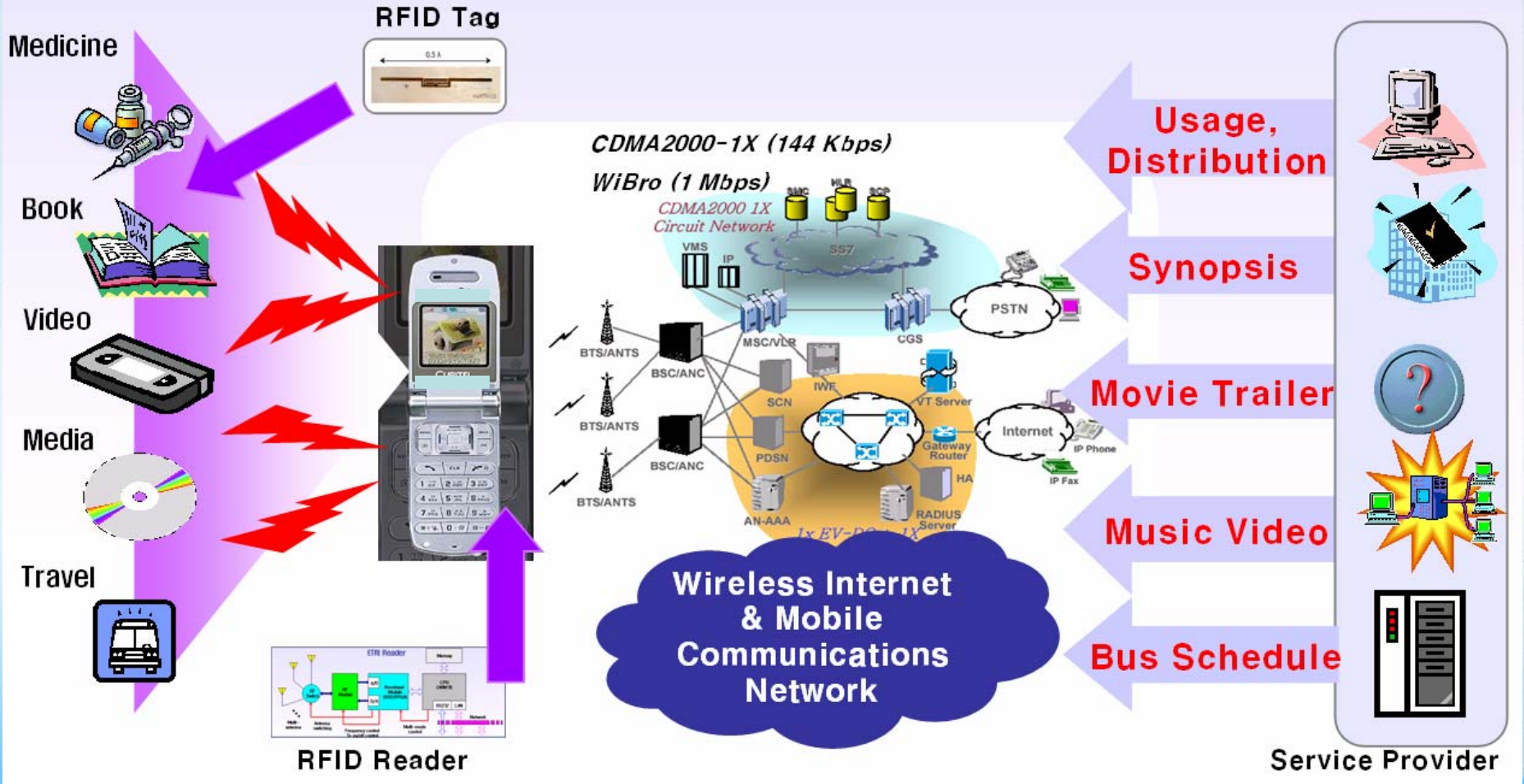
What is 'Mobile RFID' Technology?

A wireless technology that provides new valuable services to mobile phone users by integrating **RFID/USN** Infrastructure with **mobile communication & wireless Internet**



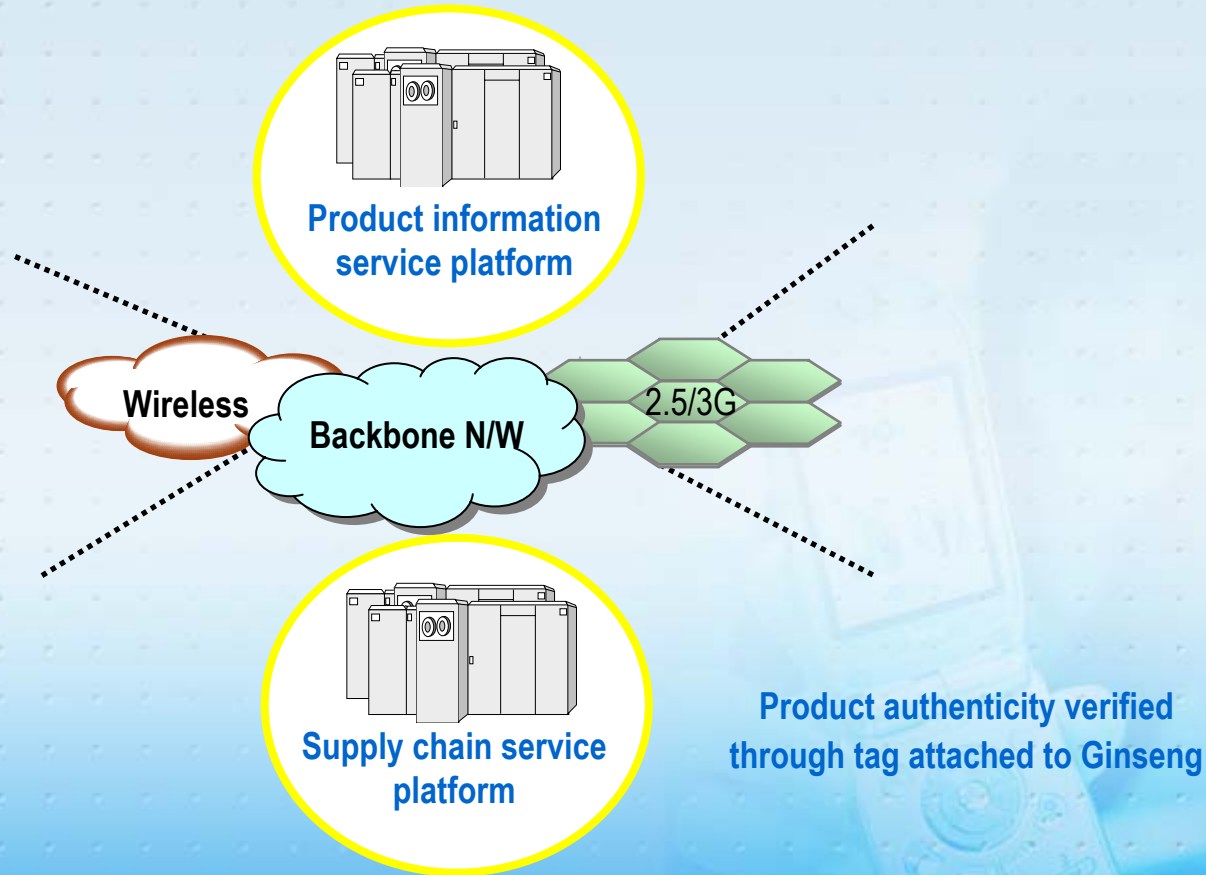
Structure of Applications

Mobile RFID Service : Hypertext Information Providing



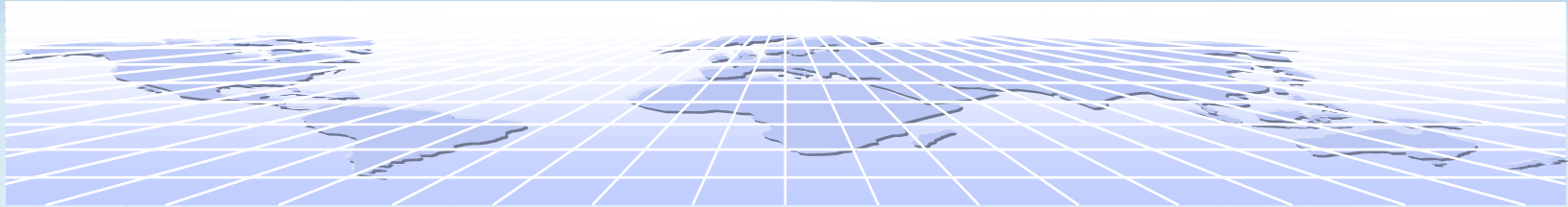
Applications-Ginseng Authentication

With product authentication service, end user can check the authenticity of products by using mobile handsets equipped with RFID readers to scan tags attached to products



Applications-Mobile Life

Mobile RFID service will provide ubiquitous service for mobile end users



> Route Guidance

- Public Transportation Route
- Road Guidance
- Return Home Route



> Leisure & Lifestyle

- Nature Experience
- Favorite Hot Spots
- Shopping & Banking
- Promotion event

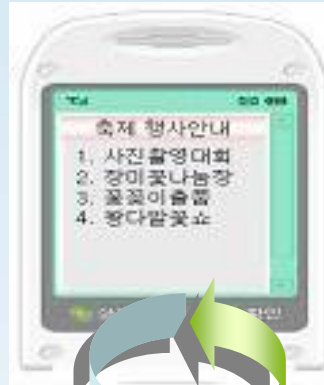


Revolution
In Ubiquitous
Home
Networking

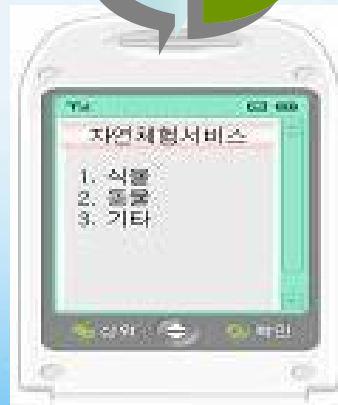
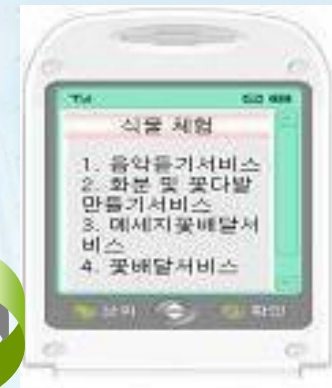
Applications-Nature Experience

The nature experience service lets end users download information about plants and animals by reading tags attached to plants and animals in a zoo

1. Scan RFID tags attached to plants and flowers



2. Special promotional events provided by operator



3. User requests delivery of items for sale on the promotional event



Applications-Favorite Service

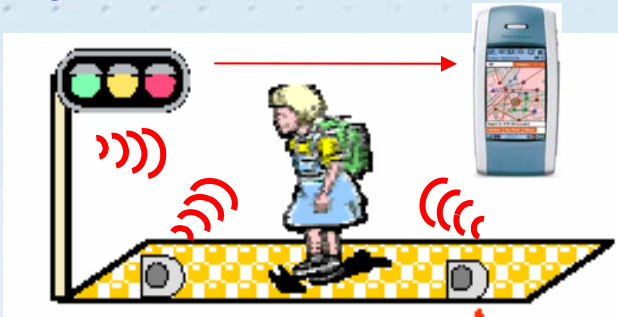
Favorite service provides information about shops and restaurants. Tag containing information server address about the shop or restaurant is attached to the entrance of the business. Users scan the tags using their mobile phones to download the information and can also send it to another person.



- Recognizes tags on table top, counter or entrance to a store when in tag recognition mode
- Users selects Favorite Service from the menu
- User then clicks the next button on the screen
- Screen then displays the name of the store or restaurant along with the businesses unique ID

Applications-Road Information

With the road information service, readers can receive bus and subway route information as well as all types of location services. Reading tags attached to bus station posts, users receive information about the bus route via mobile Internet or SMS



Tags on traffic lights and other public infrastructure can be used to calculate location



Current location in building and information about offices



Route Guidance



Nearest store location



Location Service



Building Information

Applications-Promotional Events

RFID technology can also be used to create promotional events involving mobile polling service



Applications-Safe Return Home

RFID can be used to create a service where users can track down information about a taxi. This service could potential appeal to women concerned about safety when riding in a taxi

Service Scenario

- Tag is installed in the taxi – on the ceiling or under the seats
- A passenger can read the tag using his or her mobile phone
- Send information from the tag to information database on mobile network



Benefits

- A person who left valuables in the taxi can easily track down the vehicle
- Police can easily track down taxi when passengers end up missing