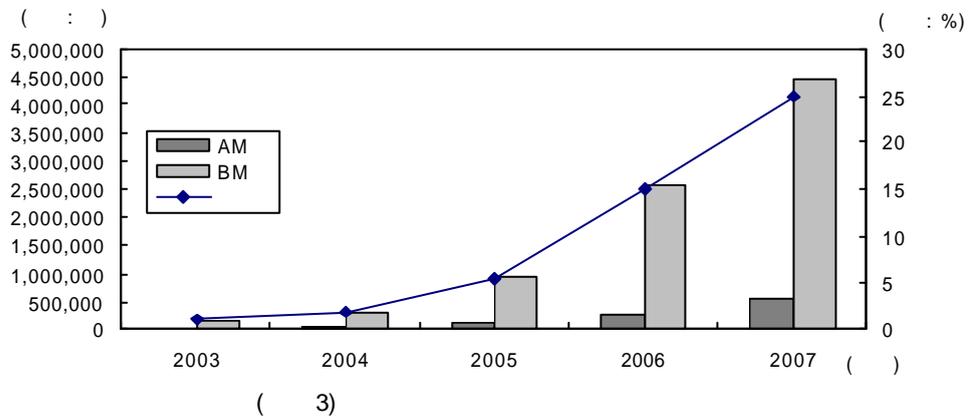


< >: ETRI, 2004. 8.
(2) (2004 8)

< 1> (:)

	2003	2004	2005	2006	2007
AM	8,418	34,935	108,547	280,662	579,856
BM	116,753	231,357	812,142	2,045,842	4,459,819
	0.77%	1.55%	5.10%	12.30%	25.49%

< >: ETRI, 2004. 10.



(SK - , . 1
-LG , -KTF 2)
750
((2), < 2>).

2) -KTF “ ”
, GM
-KTF BM “Ever - , WiBro DMB , 가
way” 가

< 2>

	MOZEN	NateDrive	K-ways
	/	SK	KTF
	LG	SK()	
	, LG		
	2003. 11.	2002. 4.	2004. 5.
	Before Market	After Market	After Market
	/		
가	100~193 ()	30~40	30~40
가	4		
()	28,000 / 가 300 /	20,000 / 9,000 / (8) Text 500 /	9,000 / 13 700 , 100 / 100
가	1 (2004. 6.)	13 (2004. 6.)	3 (2004. 6.)

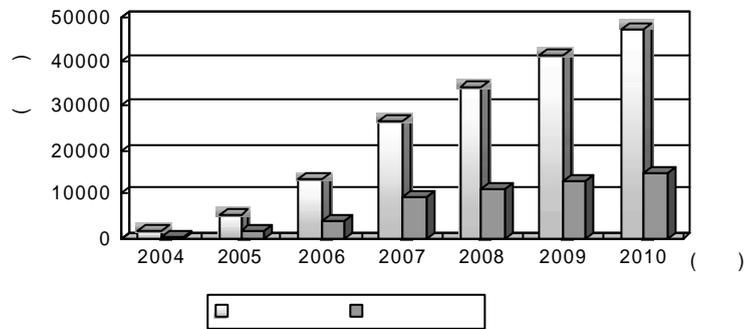
< >: , 2004. 7.

< 3>

(:)

	2004	2005	2006	2007	2008	2009	2010	CAGR(%)
	1,772	5,416	13,257	26,335	34,236	41,083	47,245	72.8
	440	1,582	4,120	9,244	11,093	12,757	14,670	79.4
	2,212	6,998	17,377	35,579	45,328	53,849	61,915	74.2

< >: ETRI , 2004. 10.



(4)

< 3> (4)

가

74.2% 2007

3 5,600 2010 6 1,900

2004

2.

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(< 4>, < 5>).

가 , . PDA()가
 (BcN), K-ways가
 (DMB) . K-ways .
 , 가 .
 KTF 2004 5 , LG
 K-ways , 2003 11 MOZEN
 . MOZEN

< 4>

	? . , ,KTF , ? ?AV (+AV +) ?CD-ROM 가 ? AV
	? ,KTF ? ? ?100 가 ?3D , (DMB), ,
	? . ? (20 가) - ,TV, , ,AV, - - ? ? ?
LG	? . "MOZEN " RV ? . ? 가 ? GM
	? AV ?SK AV ?KT bizmeka "Q-Navi" - PDA , CD (CF) KT bizmeka
	? (PC) ? ? GM
	? AUTO PC ? AV, TV, MP3 ?AV, Navigation, Communication, Computer, Car Monitor
	? : -KTF ? :GM

< >: IITA, , 1124 (2003. 12.) ETRI , 2004. 8.

Content Provider	? ? ? ? ?	? CP, 가 가 가
Wireless Carrier	?SK ?KTF ?LG	? ? ?
Service Provider	?SK/SK ? ? ?	? ?
OEM	? ? ?	? 가 player
Terminal Mfg.	? ? ?LG ? ? ? ? ? ?	? BM -LG , - ?LG GM

< >: ETRI , 2004. 8.
(5)

Your Smart Driving Partner

[]

- MOZEN Safety →
- MOZEN Driving →
- MOZEN Life →
- MOZEN Secretary →
- MOZEN Special →

[] : MTS-200

(6) MOZEN

MTS - 200

DVD

2007

130

((6)).

MOZEN

< 6> MOZEN

	SOS,

< >: MOZEN (www.mozen.com), 2004.

, TU

[10]. 2003 9 SK
 “INS(
 SM5 SM3
)”
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(< 6>), 가 4 ,
 28,000 10 18 ,
 2.5 가
 300 .

가
 ((7)).
 INS

MOZEN
 MOZEN

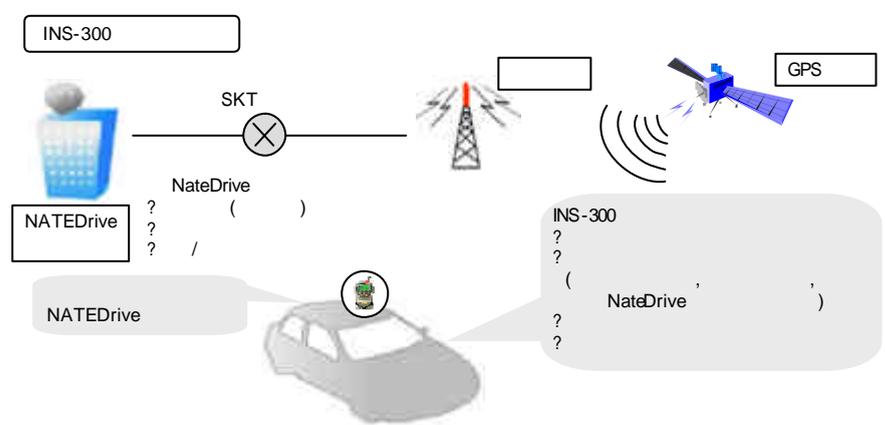
1) SK NateDrive

[9].

SK 가

2)

INS
 2003 , SK . SK 2002 3 SK(),



< >: (www.renaultsamsung.com/NewJsp/ins300/index.html), 2004. 8.
 (7) INS - 300

NateDrive 2,000 / , text
 500 , 1,500
 , GPS < 7>
 NateDrive
 가 2) KTF K-ways
 KTF
 TSP(
)
 , 2002 4 2 13 KTF AM
 (2004 6) 가
 . NateDrive 1 2004 5
 GPS K-ways
 가 가
 가가 , 9,000
 . SK
 SI (/ , 12 , 13
 4 , SKC&C 700), (),
 가 (), (80)
 가 [11]. [12].
 NateDrive (2 BM
), (9 , 가 "Ever-way"
), (,
)가 가 (SK
 가 , 가 55,000 , 2004) , Ever-way CDMA2000 1x

< 7> SK NateDrive

My Drive	
&	

< 7>: NateDrive (drive.nate.com) , 2004. 10.

< 8> KTF K-ways

< 8>: K-ways (www.k-ways.com) , 2004. 10.

EV-DO

turn by turn

가 가

2005
2006

가

IV.

< 8 >

LG KT가

1x EV-DO

가
가

2002 TTF

KTF

가

. KTF

, DVD

가

LG

75%

가 6

"MOZEN"

BM

가

KT

win-win

KTF

가

. KT

