

MULTIMEDIA TECHNOLOGY FOR MOBILE NETWORK

29 Oct 2008

김철우

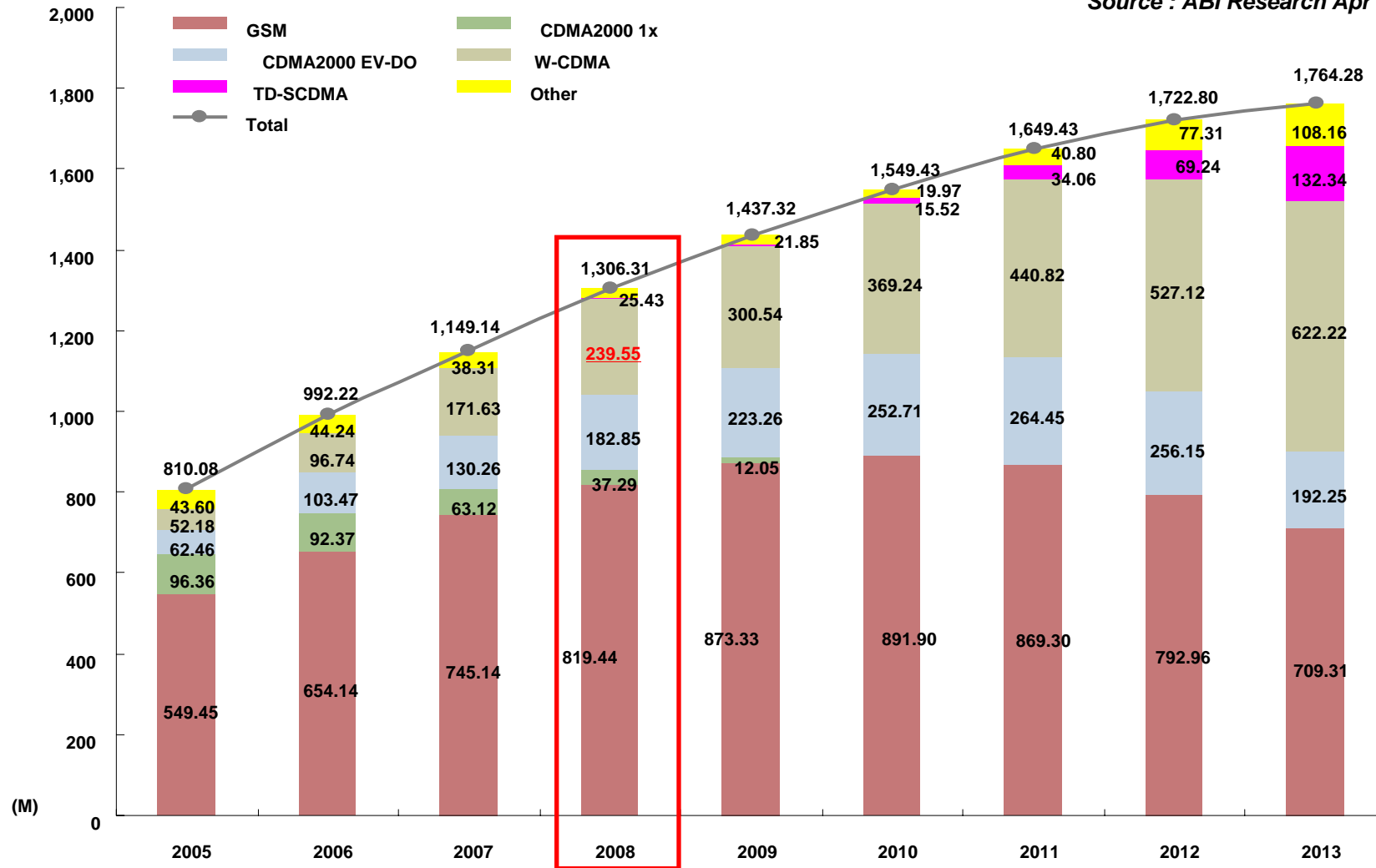
이사 / 마케팅 / 공학박사

QUALCOMM CDMA TECHNOLOGIES KOREA

INTRODUCTION

MOBILE MARKET UPDATE

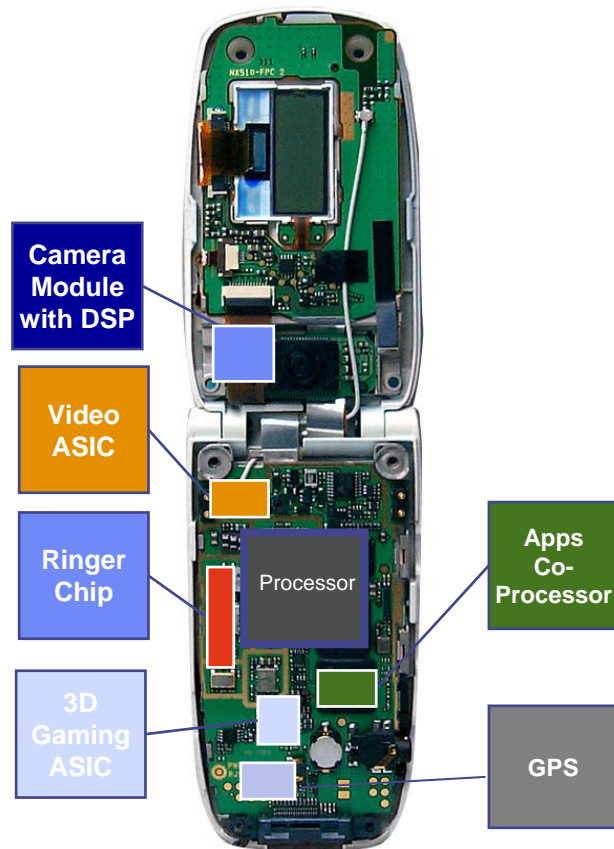
Source : ABI Research Apr 08



INTEGRATED MULTIMEDIA FEATURES

INTEGRATED MULTIMEDIA SOLUTION

Non-Integrated Solution



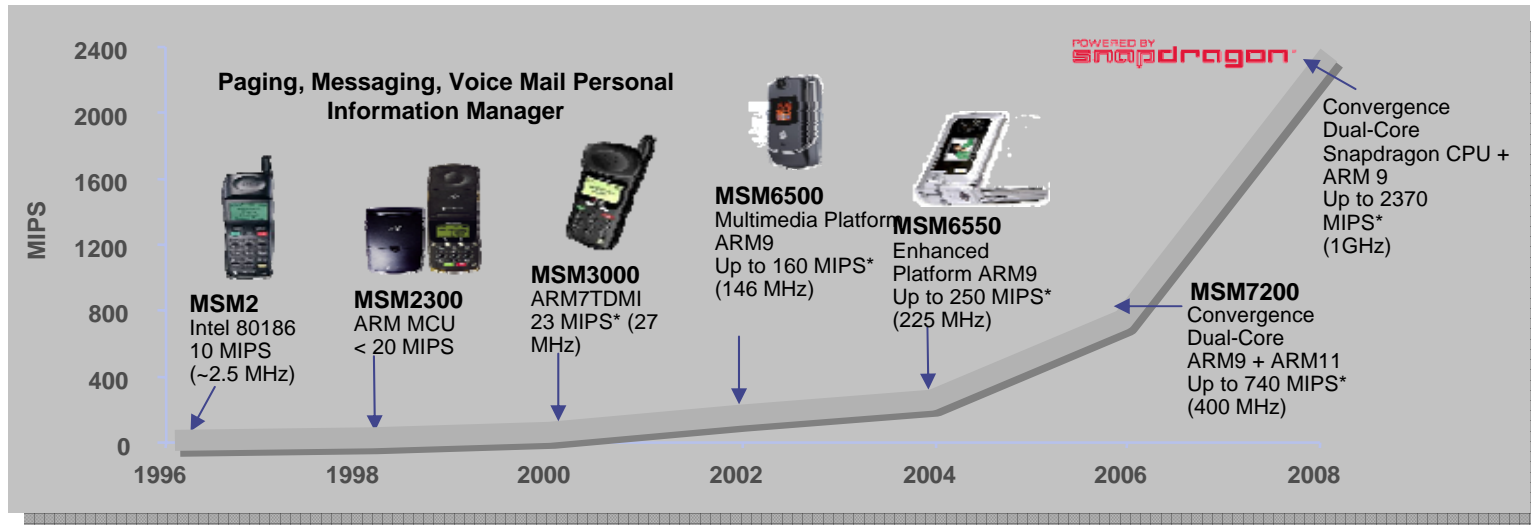
Integrated QCT Solution



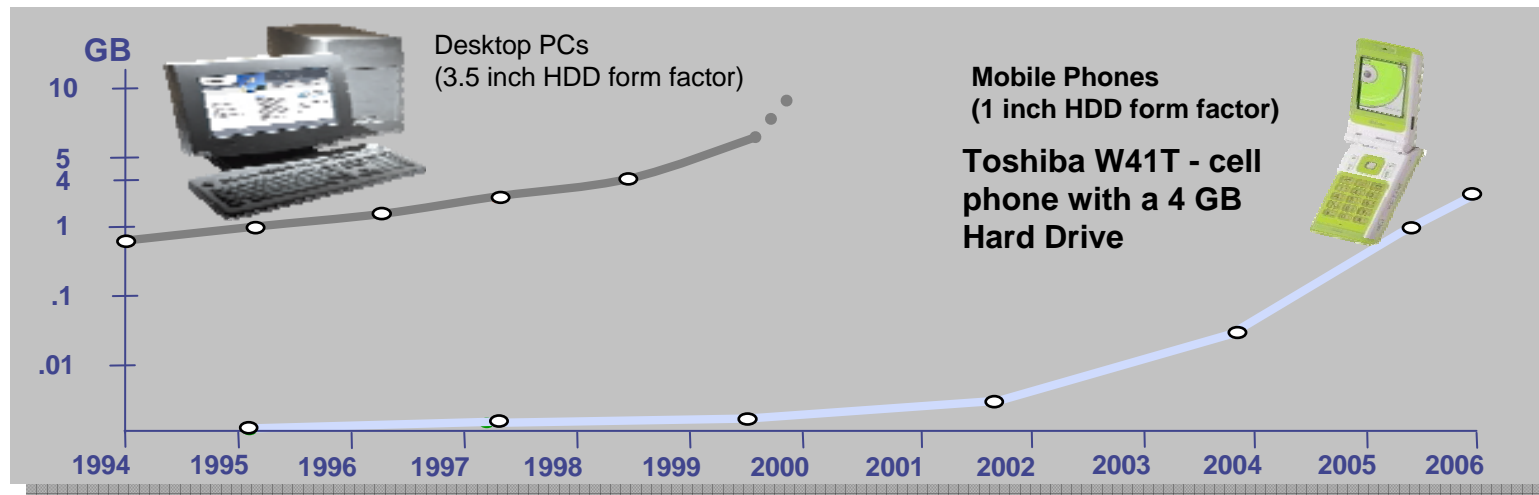
- *Complete / Integrated Solution*
- *Lower Device Costs*
- *Proven Interoperability*

INCREASING MIPS FOR MOBILE MULTIMEDIA

Processing Power



Memory



Source: Gartner Dataquest and 3G Today (www.3gtoday.com), 2006



QUALCOMM UMTS LINE-UP

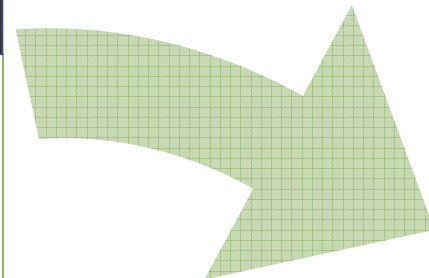
TECHNOLOGY

- INDUSTRY LEADER IN MODEM TECHNOLOGY
- BEST-IN-CLASS RF & PMIC
- HIGHEST LEVEL OF SYSTEM INTEGRATION
 - Modem, Multimedia, RF, PMIC, Software
- LEADING-EDGE PROCESS & PACKAGING

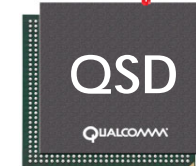


CUSTOMERS

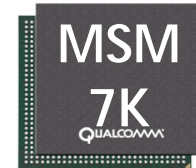
- Over 30 customers
- Over 250 devices in design & production



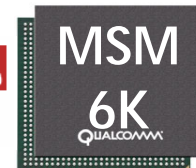
POWERED BY
snapdragon



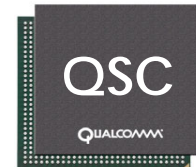
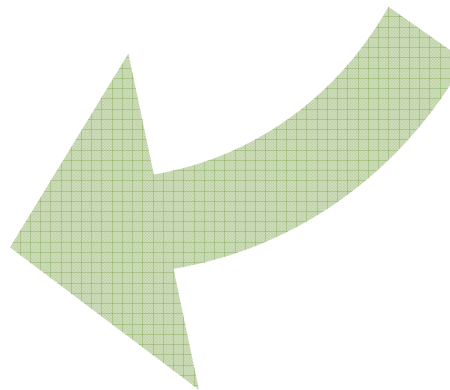
Wireless &
Consumer
Convergence



HLOS Phones
HSUPA / MBMS
VGA/WVGA

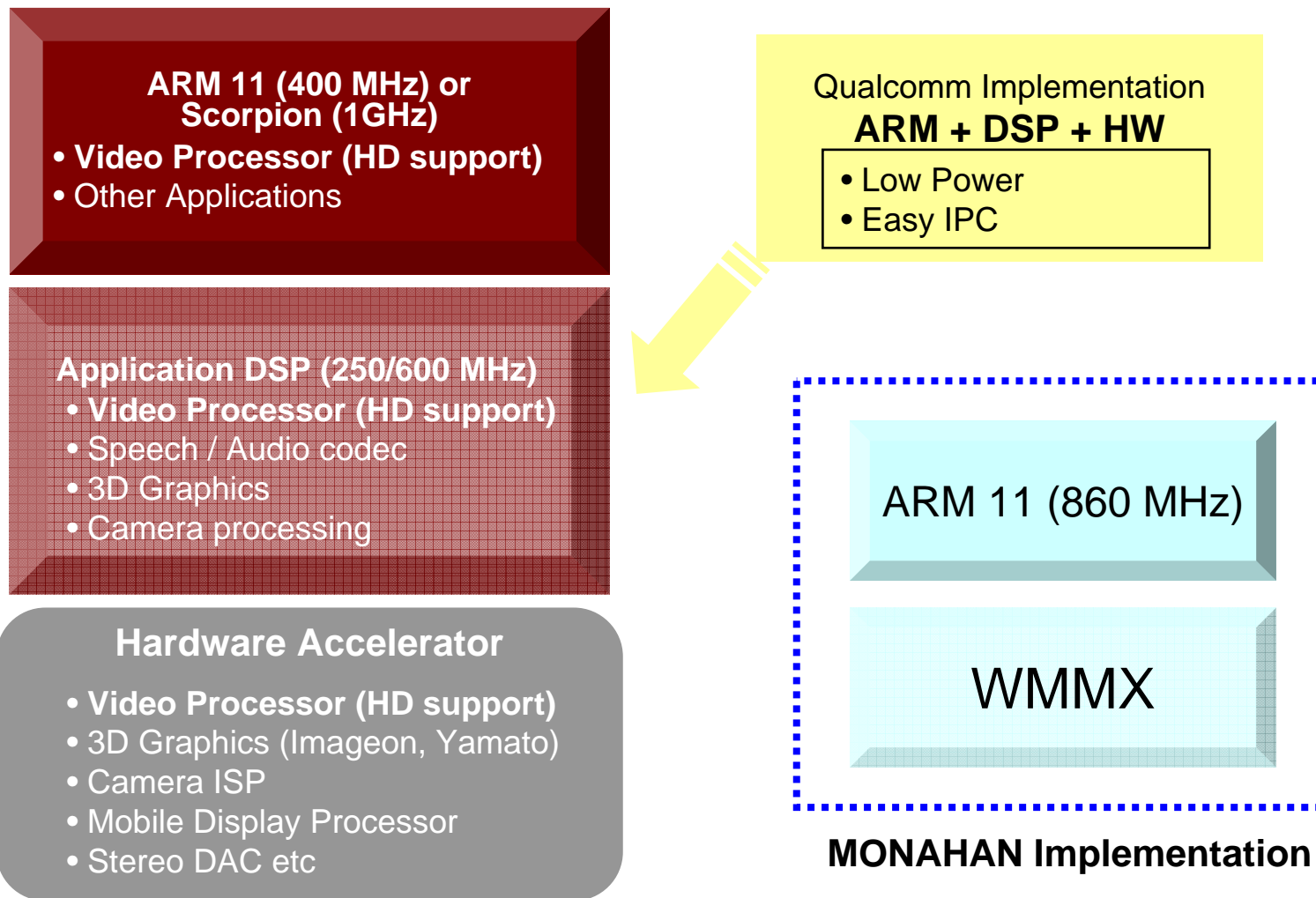


Mainstream MM
Broadcast
QVGA/WQVGA



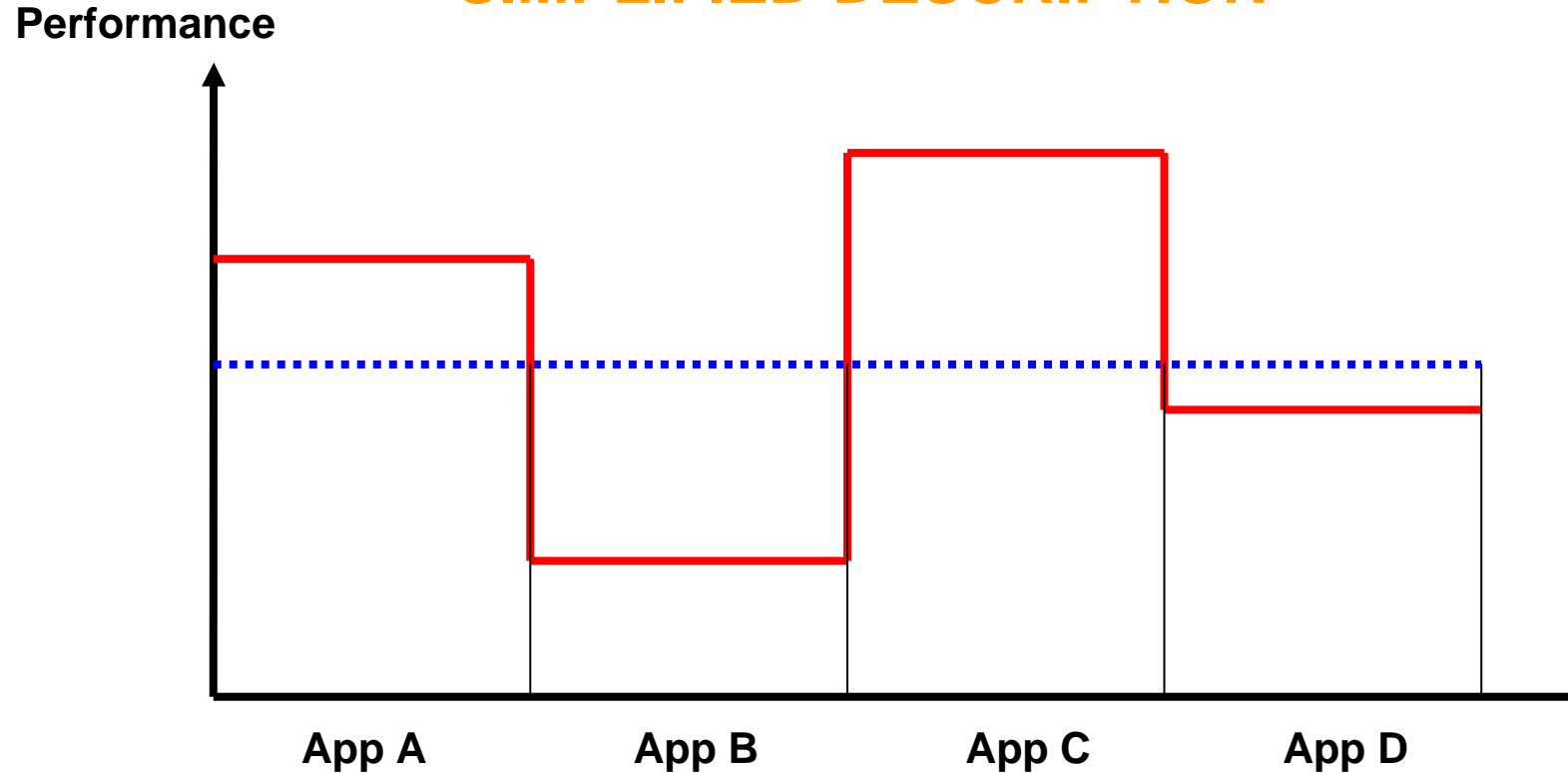
Single Chip
UMTS / HSDPA
Entry Level

MULTIMEDIA IMPLEMENTATION



PERFORMANCE COMPARISON

SIMPLIFIED DESCRIPTION

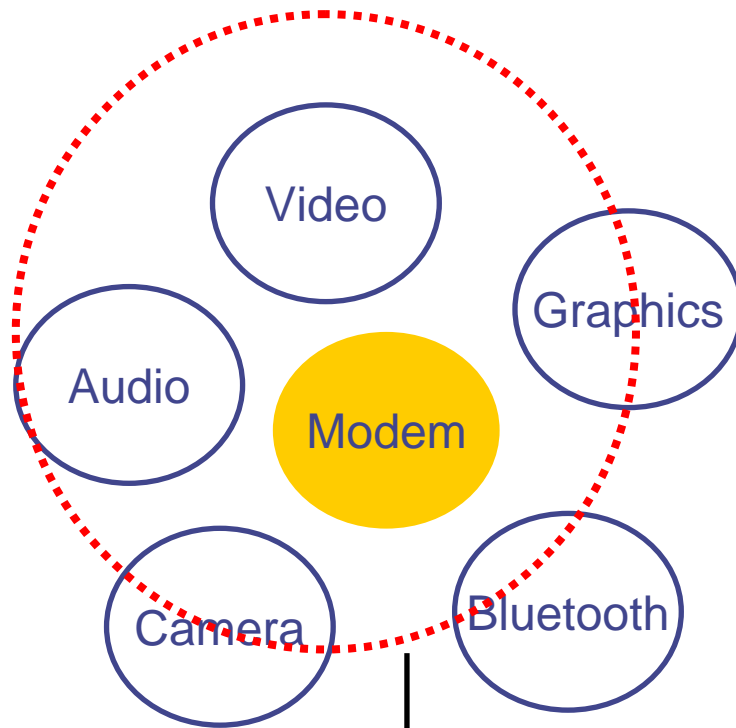


Monahan
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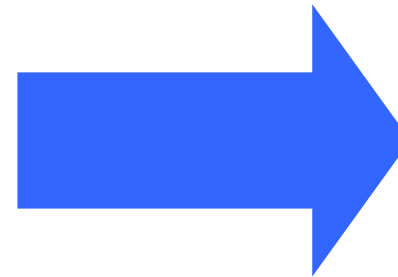
MSM 7200 _____

Hardware or Software?

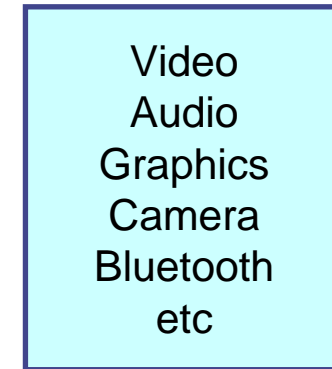
INTEGRATION OF FUNCTIONALITIES



The first Single chip usually covers only a portion of what is required!
Target Product Varies!

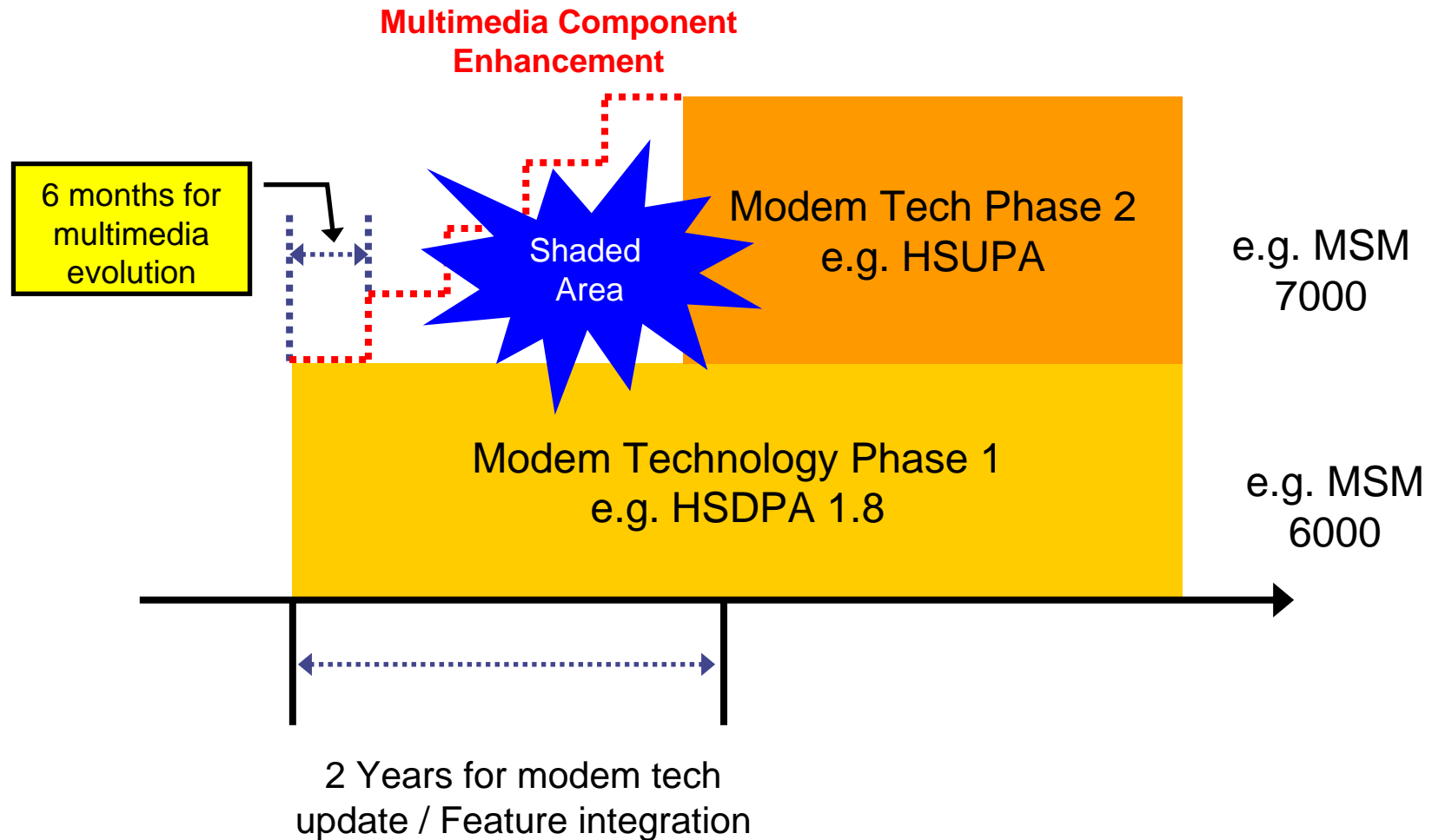


Single-Chip to accommodate the sweet-spot (volume-zone)



Migration is likely to happen when target product/market is proven with discrete components

MODEM ENHANCEMENT & INTEGRATION



INTEGRATED SOLUTION

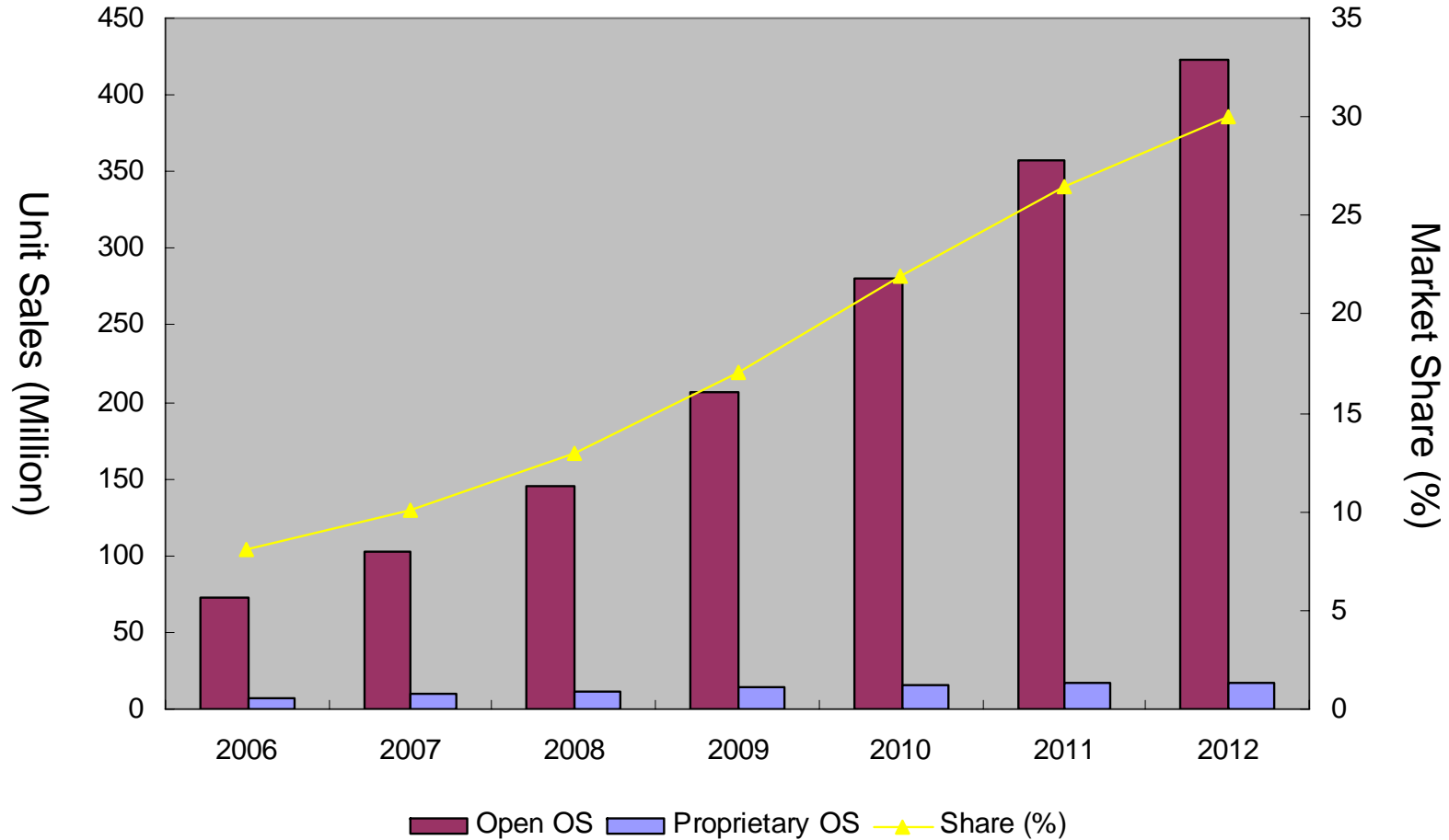
ADVANTAGES	DISADVANTAGES
<ul style="list-style-type: none">• Reduced Size• Power Saving• Lower Cost• Easy IPC	<ul style="list-style-type: none">• Long Development Period• Increased code size• Difficulty in test & analysis• Redundant features

The importance lies in that total software solution must be accompanied to fortify the advantage of integrated solution!

IMPORTANCE OF OPEN OS

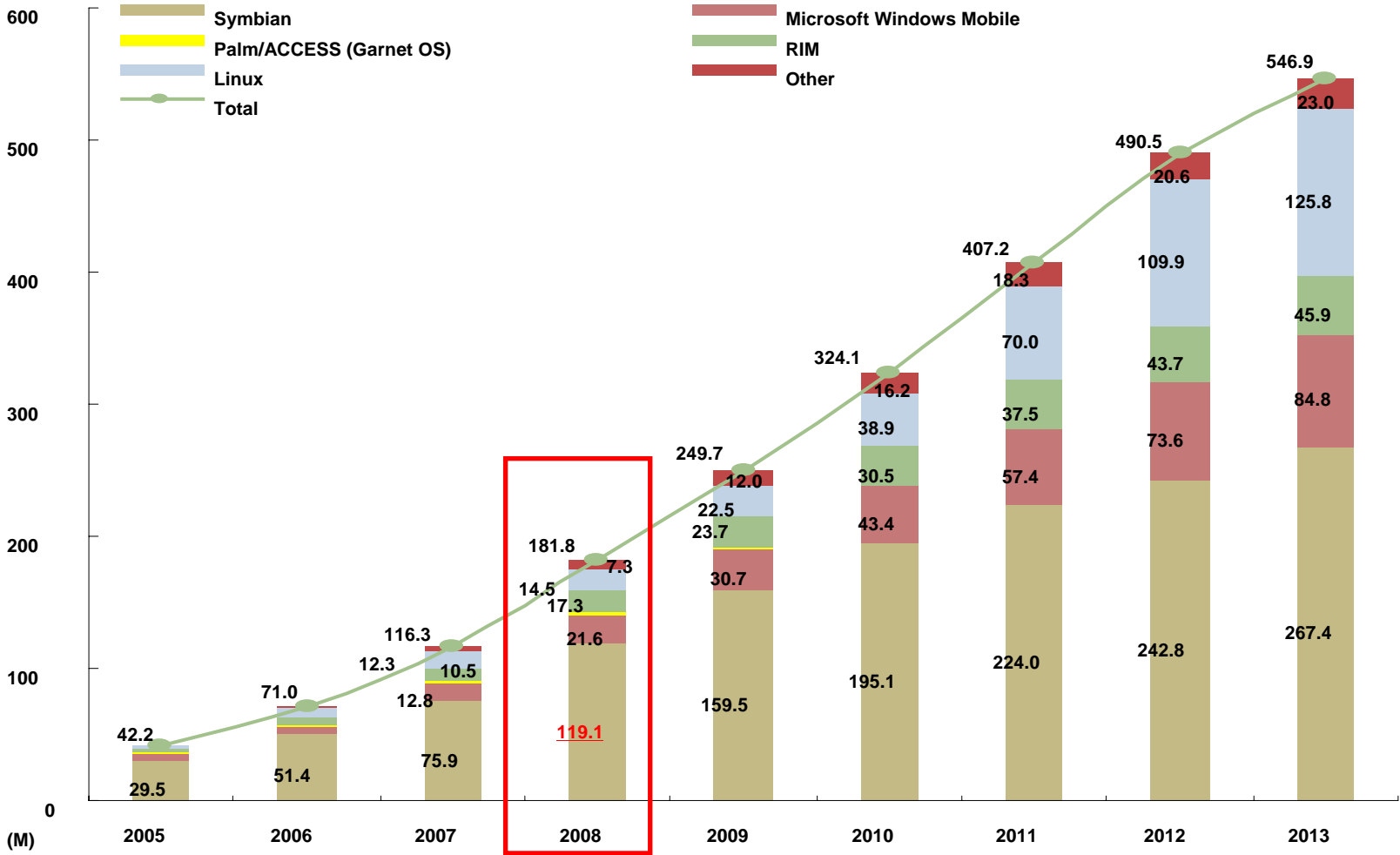
OPEN OS HANDSET MARKET

Source : Informa Telecoms & Media, 9th Edition



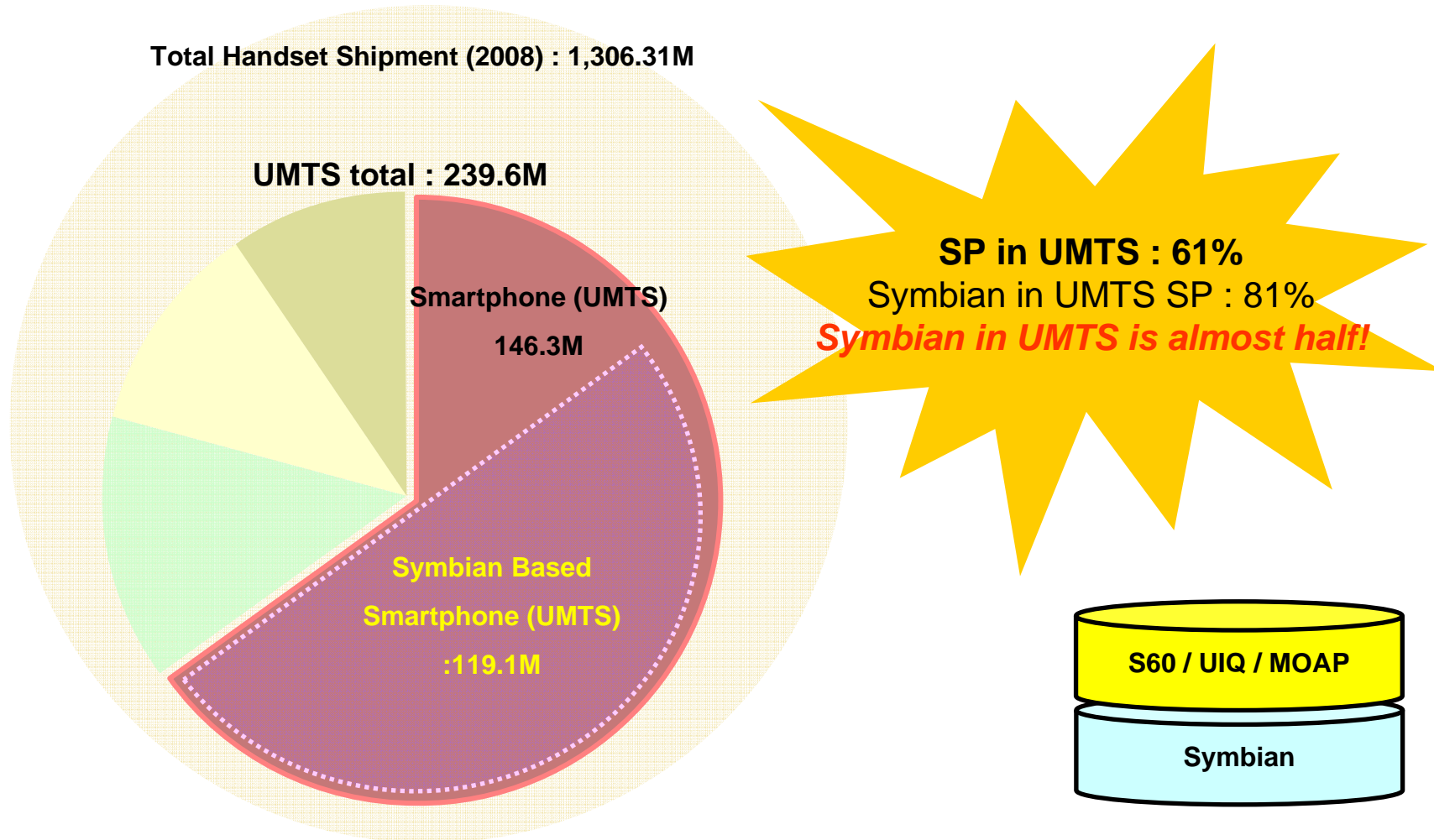
OPEN OS MARKET STATUS

Source : ABI Research Apr 08



UMTS SMARTPHONE STATUS

Source : ABI Research Apr 08



MOBILE MULTIMEDIA ECOSYSTEM



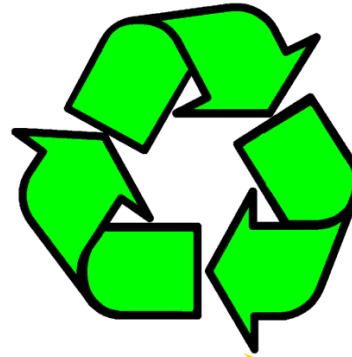
Desktop

iTunes / Ovi Suite
/ XP / Browser



Internet Services

iTune Store, AppStore /
OVI / Google / Android
Market / Sky Market



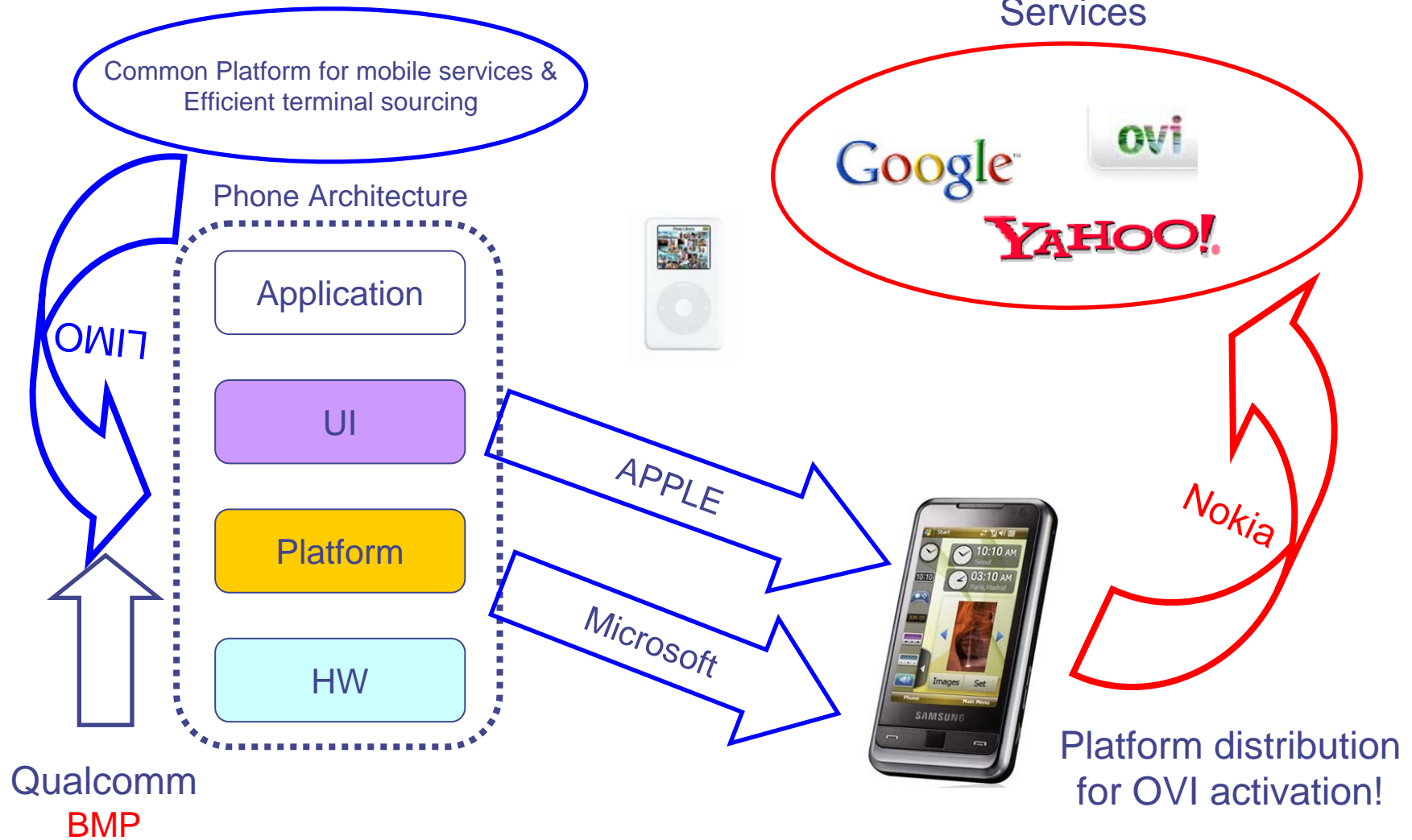
Mobile

iPhone /
Symbian / WM /
Android

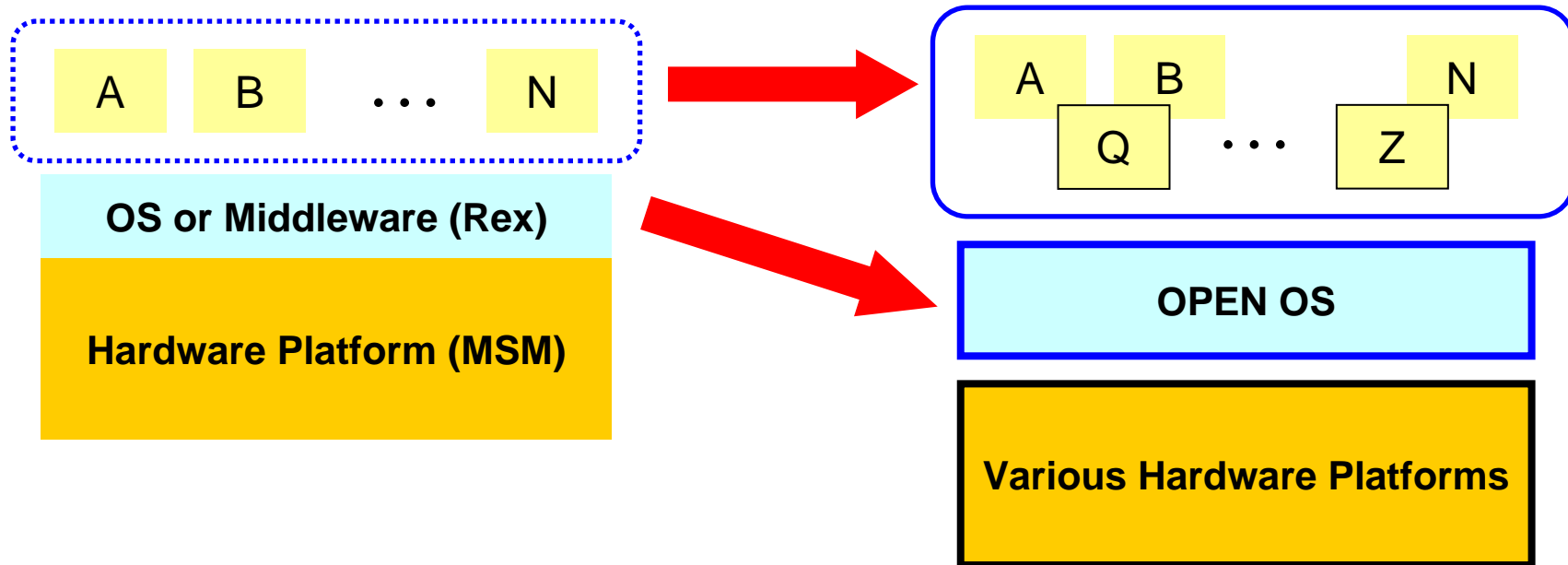


The Necessity of
Common Platform
Synchronization

MARKET FORECAST



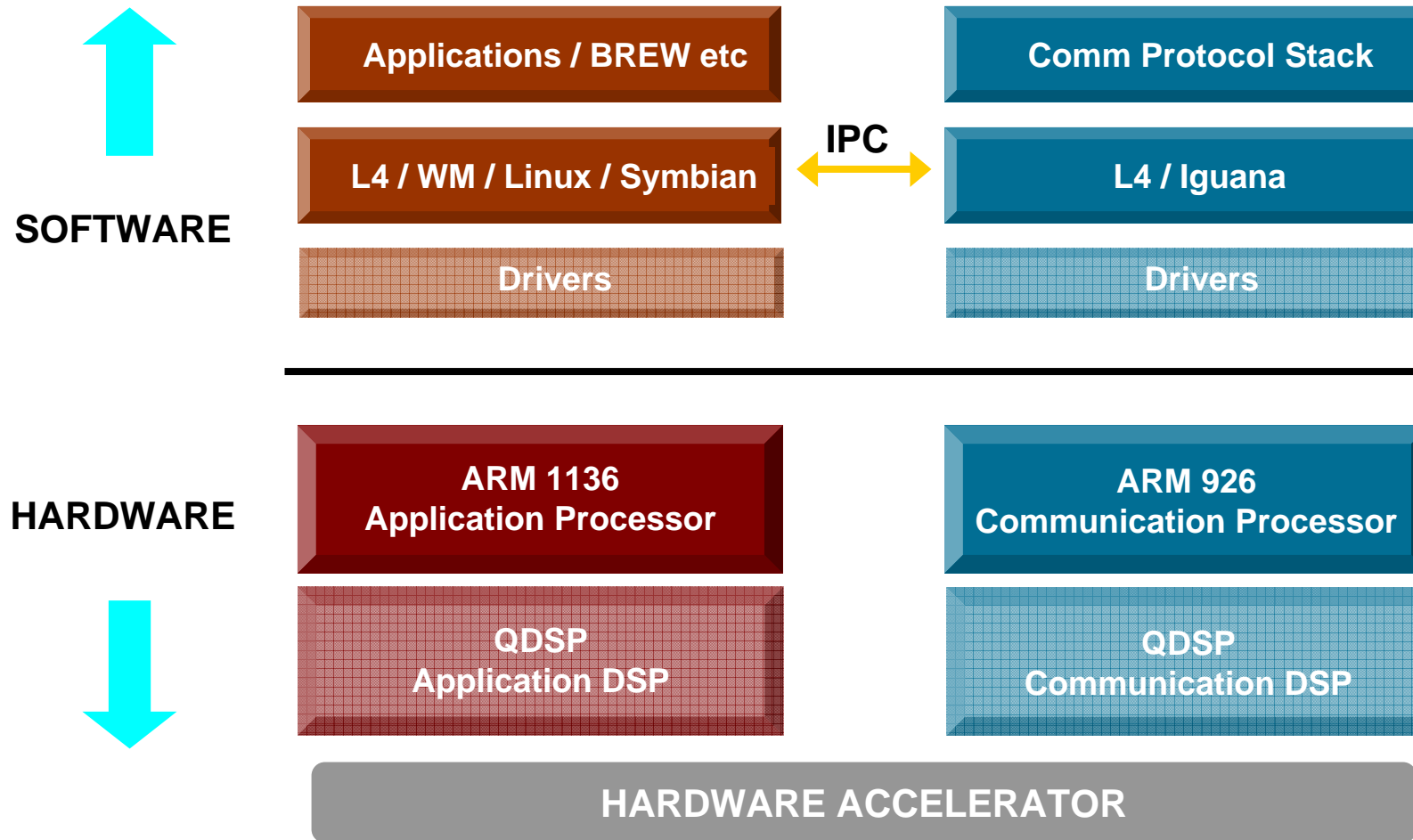
IMPORTANCE OF OPEN OS



- Growth of diversified multimedia applications
- Reuse of existing software resources
- Compatibility with wired Internet environment

MSM 7000 / QSD 8000 ARCHITECTURE

DUAL CORE SYSTEM



CONCLUSION

CONCLUSION

Mobile
Multimedia
Keywords

Mobile Services

- New market for revenue

Open Platform

- Essential for compatibility
- Application management

Synchronization

- Synch of Internet & Mobile