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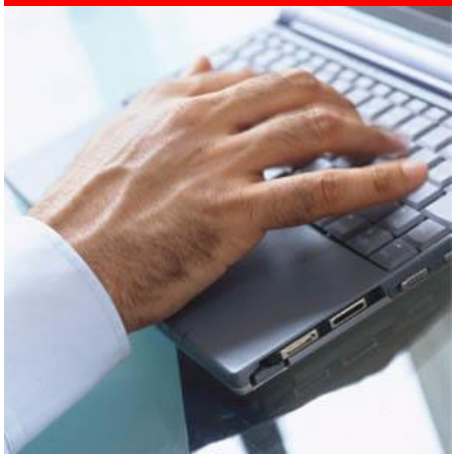
ORACLE THIRTY YEARS 30

Java in Korea

DH Kim
Sales Director, Java Embedded Global Sales Unit
May 3, 2011

Agenda



- Java in Korea
- JavaEE
- JavaSE
- JavaME
- Javacard
- Q&A

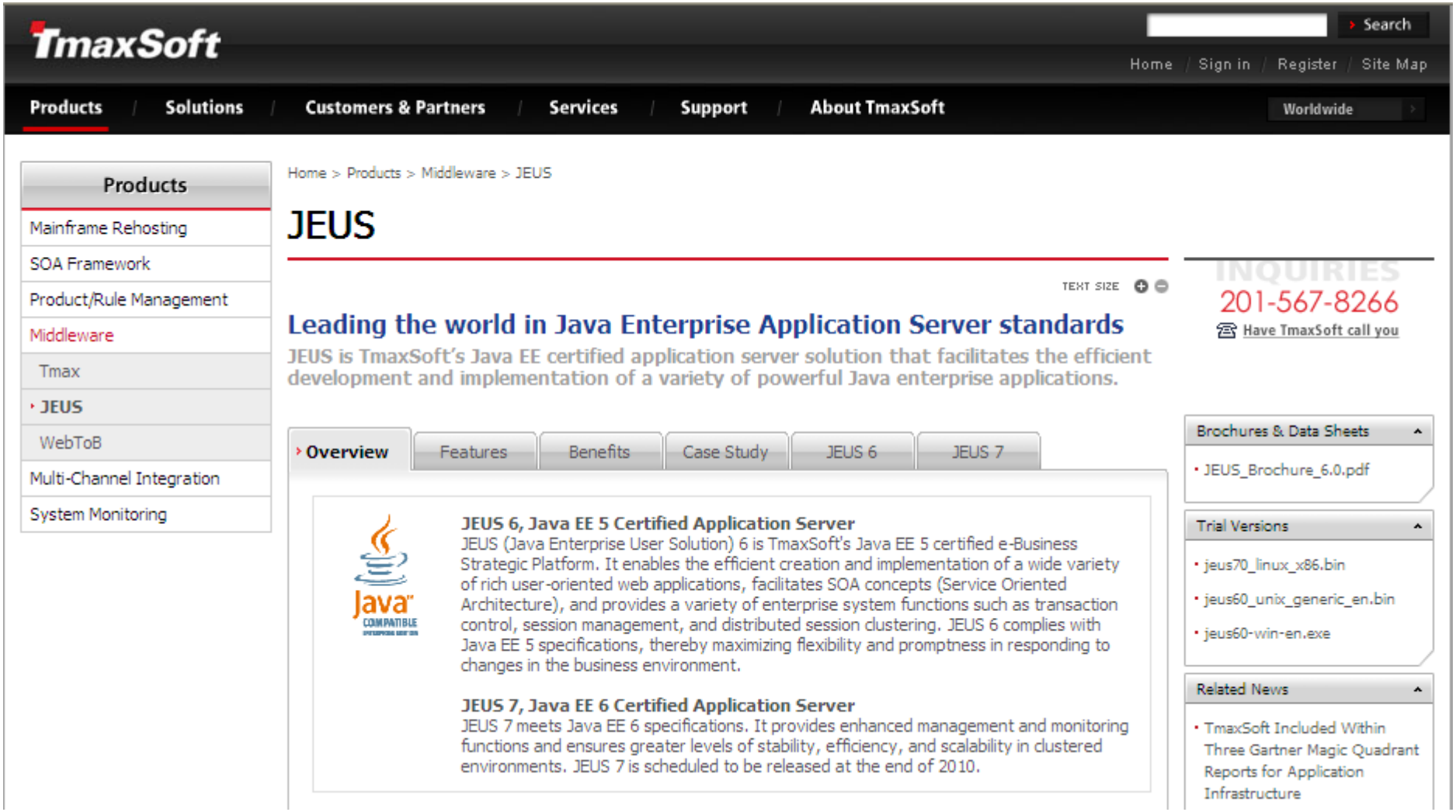
Java in Korea

JavaEE

JavaEE- TmaxSoft Web Application Server

- TmaxSoft
  - JavaEE Licensee since 2002
  - Only JavaEE licensee in Korea
  - Strong presence in domestic Web application server market

JavaEE- TmaxSoft



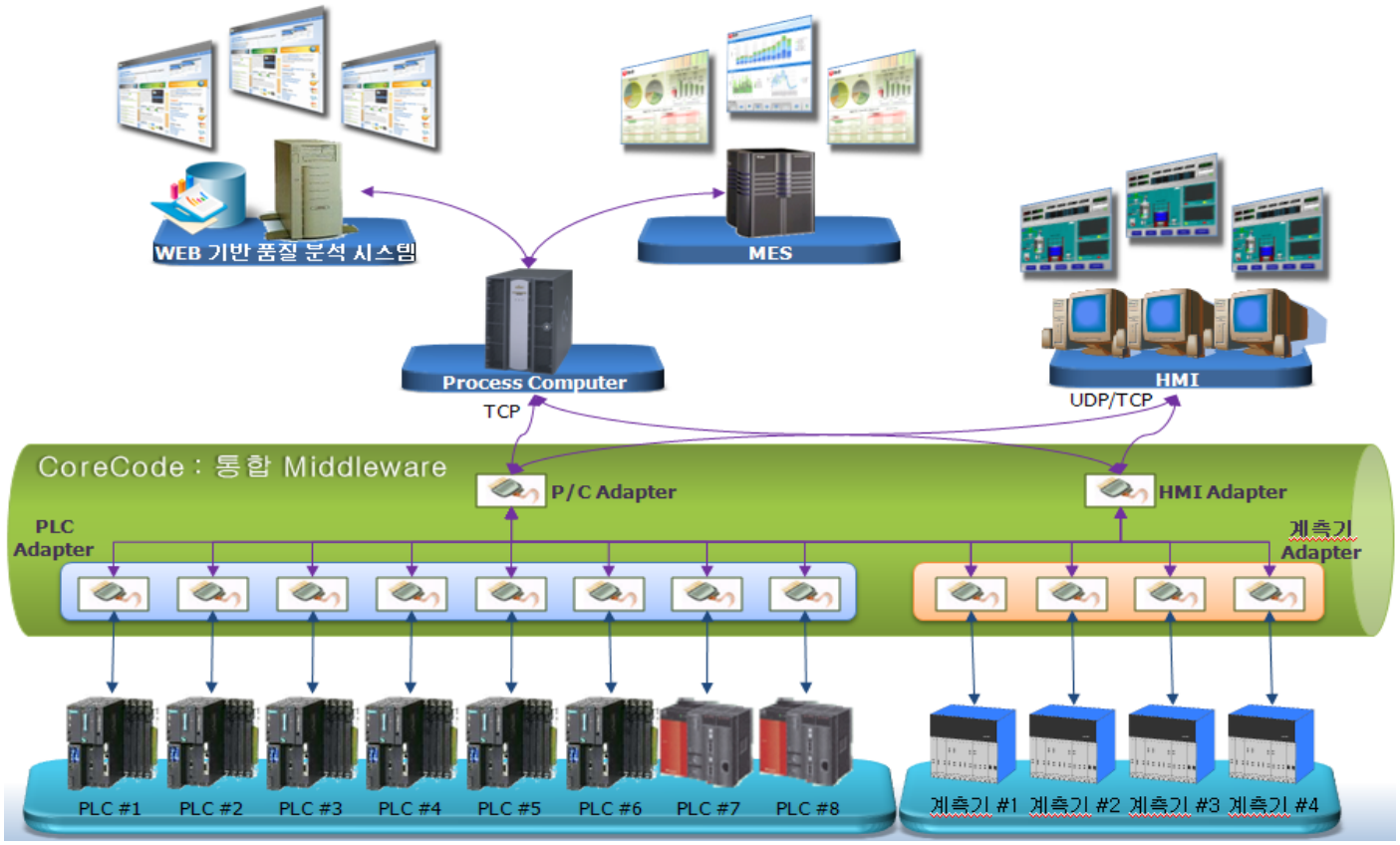
JavaSE

JavaSE Samsung Multi-Function Printer

- Samsung is the market leader in worldwide A4 laser MFP space with 26% WW market share.
- Samsung launched 1st Java powered printer in July, 2010.
- XOA

Java Realtime – Factory Automation

- Java Realtime at POSCO Magnesium Factory



JavaME

JavaME – Media Devices

TVSTORM

alticast™

LG

Java ME- Media Devices

- All Digital TV and STB for Korean Terrestrial Data Broadcasting, should pass TTA (Telecommunications Technology Association)'s ACAP(Advanced Common Application Platform) Test which include Java ME Technology.
- Alticast and TV Strom provides STB OEMs ACAP Middleware solutions.

TTA Certified
Terrestrial Data Broadcasting

JavaME - Automotive

- LGE Telematics Device
  - Online Connectivity Unit (OCU)
  - Product Features
    - Wireless modem to provide safety and statistics data to central service center
    - Emergency call
    - Data tracking of stolen car
  - Java as application platform
  - JavaME CDC

JavaME – Mobile Handsets

Mobile Handsets

Sprint Reclaim

Sprint Instinct-HD

Sprint Restore

Sprint Pierre

Sprint Mantra2

LN240

LX290

LX610

LN510

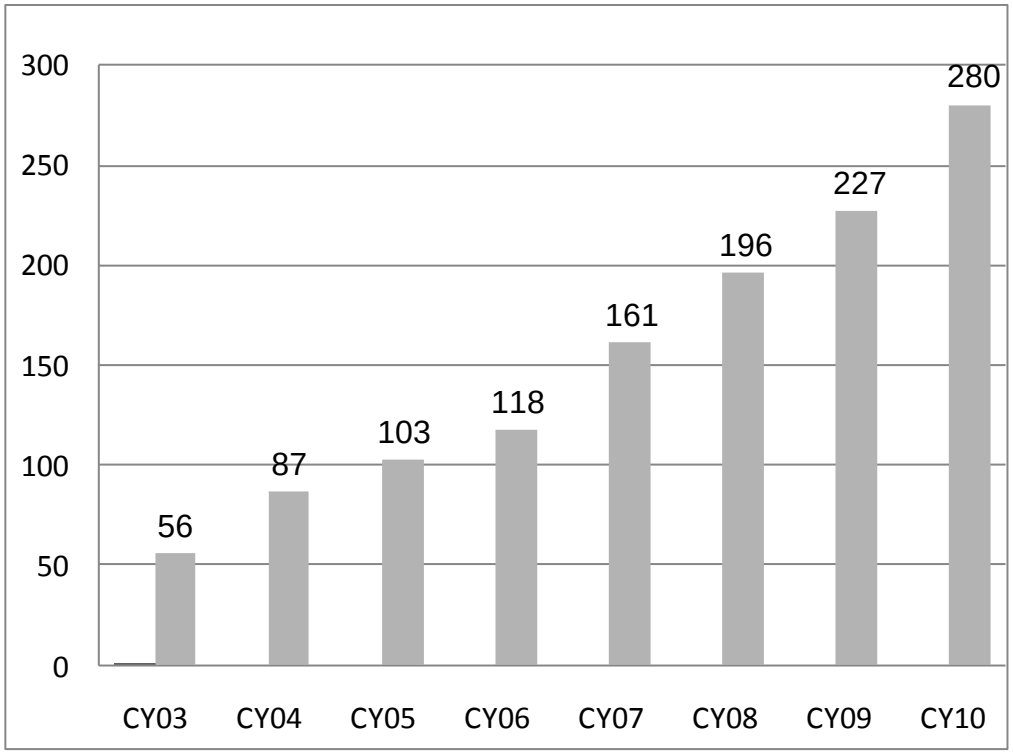
Layla

JavaME – Mobile Handsets

Samsung Mobile Handset Business

Handset Shipping Volume

M units



Korea Operator Market

- 3 Wireless operators
  - SK Telecom (SKT), Korea Telecom(KT), and LG U+
  - SKT leads the market with 50+% market share.
- KT dominates both fixed line market and high speed Internet service market.

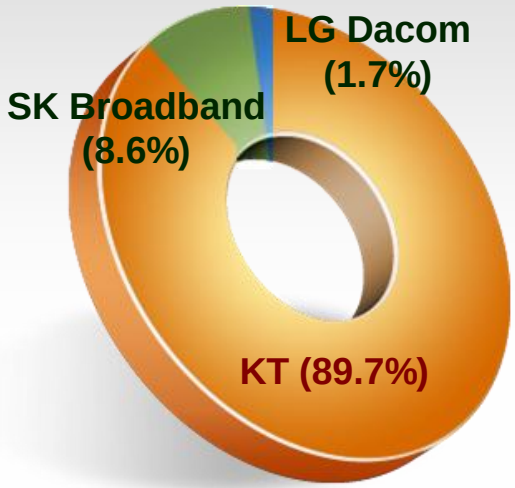
Wireless Cellular

LGT (18.0%)

SKT (50.7%)

KT (31.3%)

Telephone



Broadband Internet

LG Powercom (15.3%)

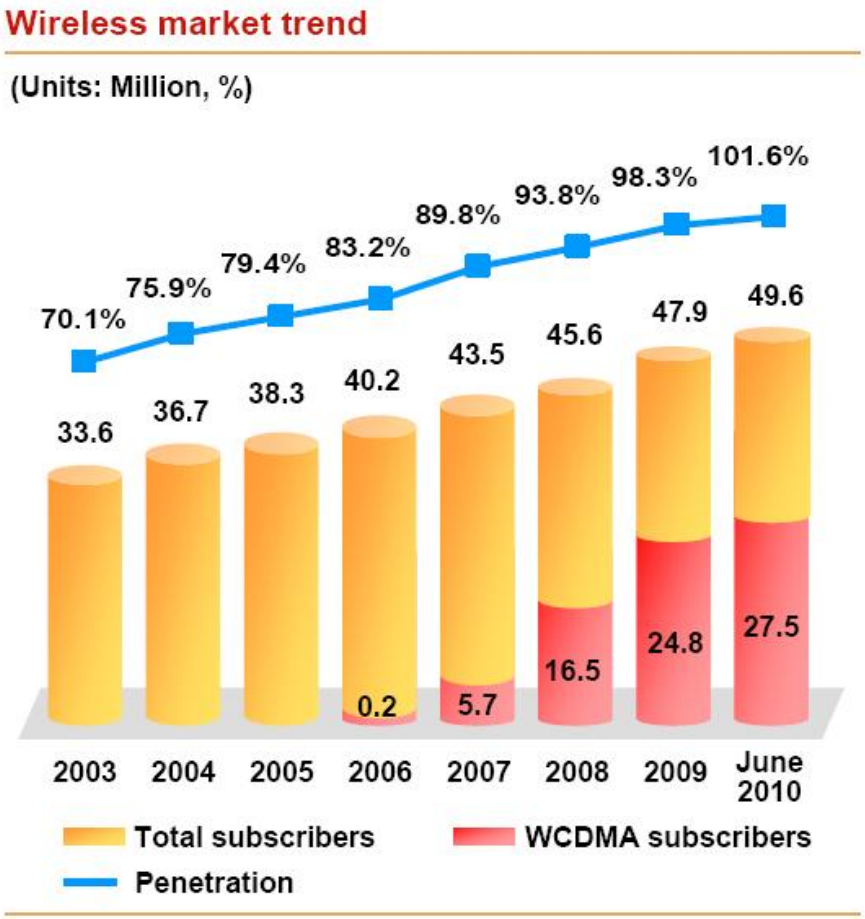
Etc (18.8%)

KT (42.5%)

SK Broadband (23.4%)

Korea Wireless Operator Market

- Korean wireless operator market has over 100% penetration and still grows in revenue (Subscribers : 51M as of Feb 2011)



JavaME – Wireless Carriers

- LG U+
  - First wireless carrier launched JavaME based data service
- Wireless Internet Platform for Interoperability
  - Mobile platform standardized and mandated by Korean Government in 2005
  - Java ME(CLDC/MIDP) in WIPI
  - WIPI became optional in 2009.

JavaCard

Javacard – National ID, Smart Grid

- National ID card
  - From 2013, smart card based new ID cards will be deployed by Korean government.
- Smart Grid
  - Javacard licensees see roll-out of Smart Grid devices as a big business growth opportunity.

KOMSCO 한국조폐공사

Javacard - Smart Grid

LG CNS

- Java card technology for charger ID card
- Mass production will start from 2013.
- Pilot project ongoing with 35 low-speed EV cars by Seoul city government

Questions

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