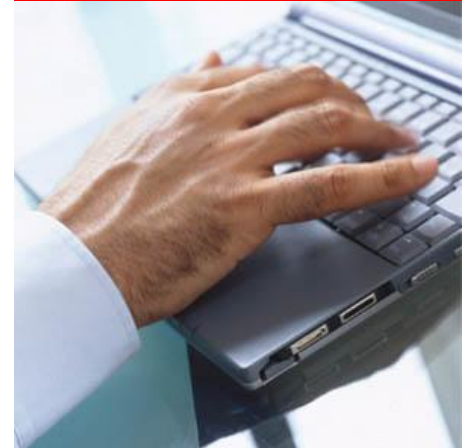ORACLE®

ORACLE®

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
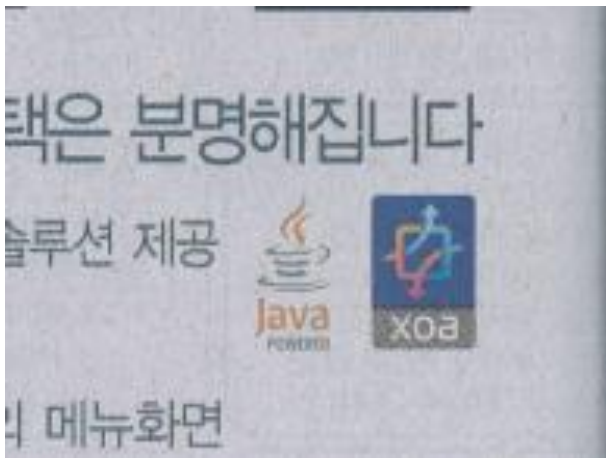
Java Realtime – Factory Automation

- Java Realtime at POSCO Magnesium Factory
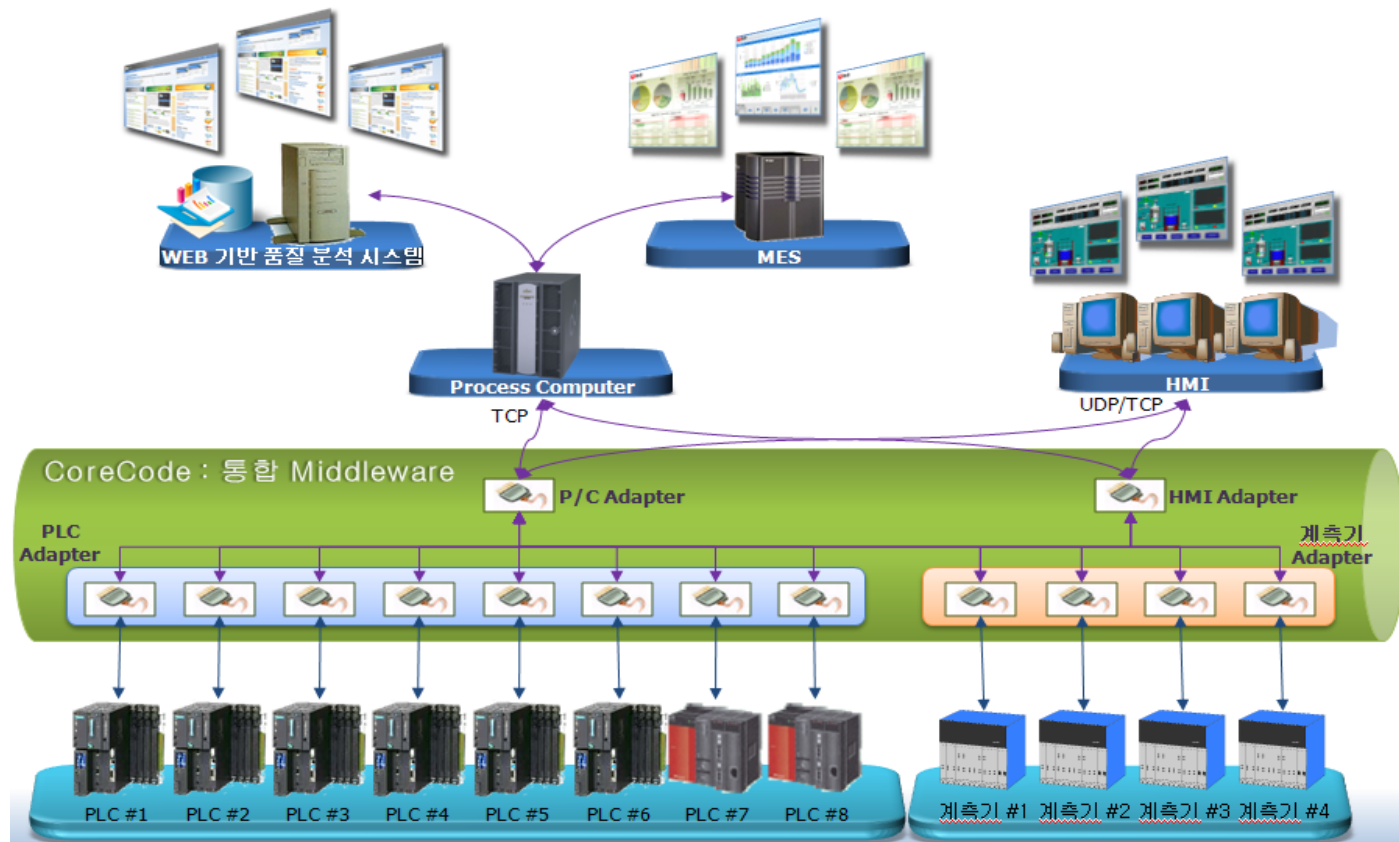
JavaME

JavaME – Media Devices

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.

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

Year	M units
CY03	56
CY04	87
CY05	103
CY06	118
CY07	161
CY08	196
CY09	227
CY10	280
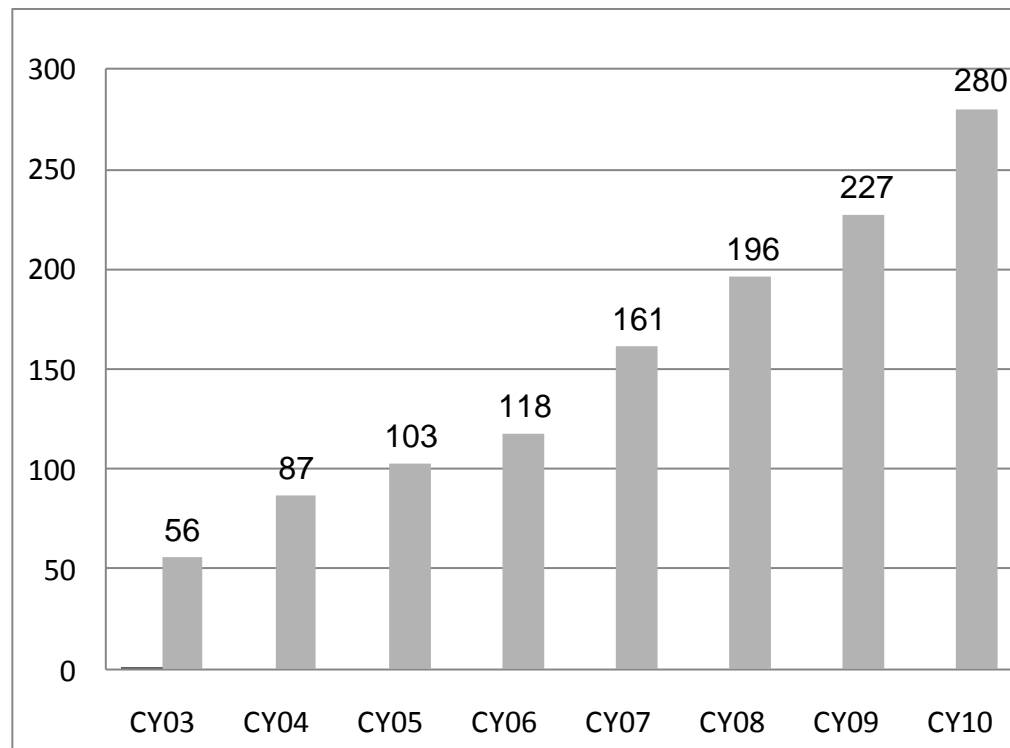
Korea Operator Market

- 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

LG Dacom (1.7%)

SK Broadband (8.6%)

KT (89.7%)

Broadband Internet

LG Powercom (15.3%)

Etc (18.8%)

KT (42.5%)

SK Broadband (23.4%)

ORACLE
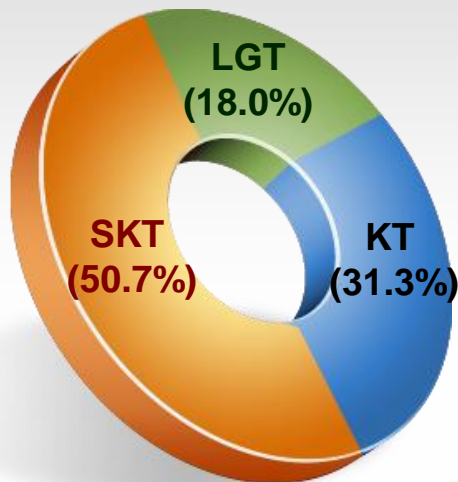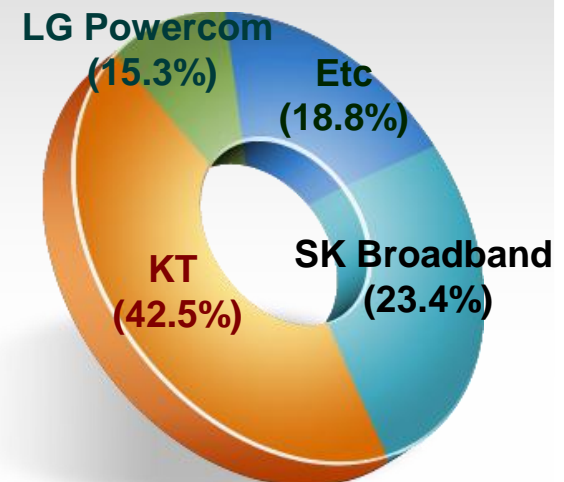
Korea Wireless Operator Market

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

Wireless market trend

(Units: Million, %)
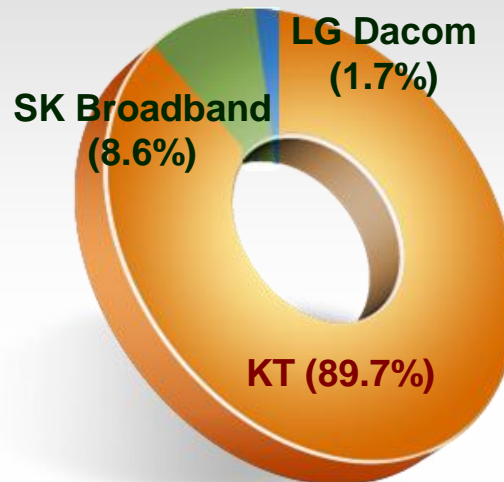

70.1% 75.9% 79.4% 83.2% 89.8% 93.8% 98.3% 101.6%

33.6 36.7 38.3 40.2 43.5 45.6 47.9 49.6

0.2 5.7 16.5 24.8 27.5

2003 2004 2005 2006 2007 2008 2009 June 2010

- Total subscribers
- WCDMA subscribers
- Penetration
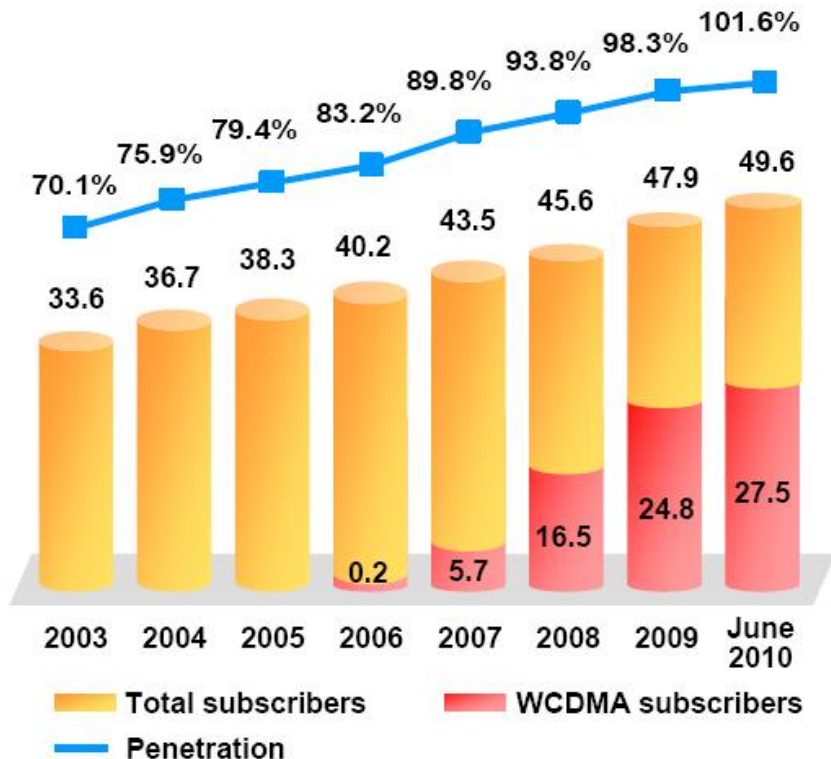
Wireless market's total revenue and data revenue

(Units: KRW Bn)

15,459 16,578 17,844 18,825 20,107 21,317 22,141

1,803 2,500 3,285 3,726 3,886 3,809 4,179

2003 2004 2005 2006 2007 2008[1] 2009

- Total revenue
- Total data revenue

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

KOM•CO
한국조폐공사

- 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.

인터페이스 유니트(IF-232)

ORACLE®

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

ORACLE

Questions

Java in Korea

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