

Marching for Value Creating NGN

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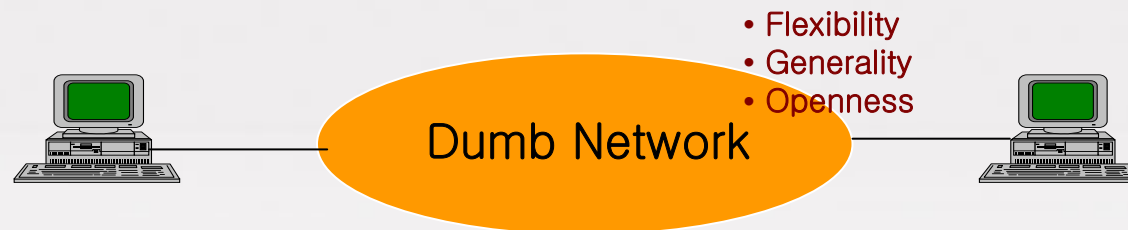
Why NGN ?

- ❑ **Services : Text → Multimedia**
- ❑ **Network : Circuit Switching → Packet Switching**
- ❑ **Dominated Technology of Packet Switching : IP Network**

- ❑ **However, ...**

- **Weakness of Internet (from GENI Project)**

- Economic Incentives
- Security, Mobility, QoS, Reliability
- Sensor Networking

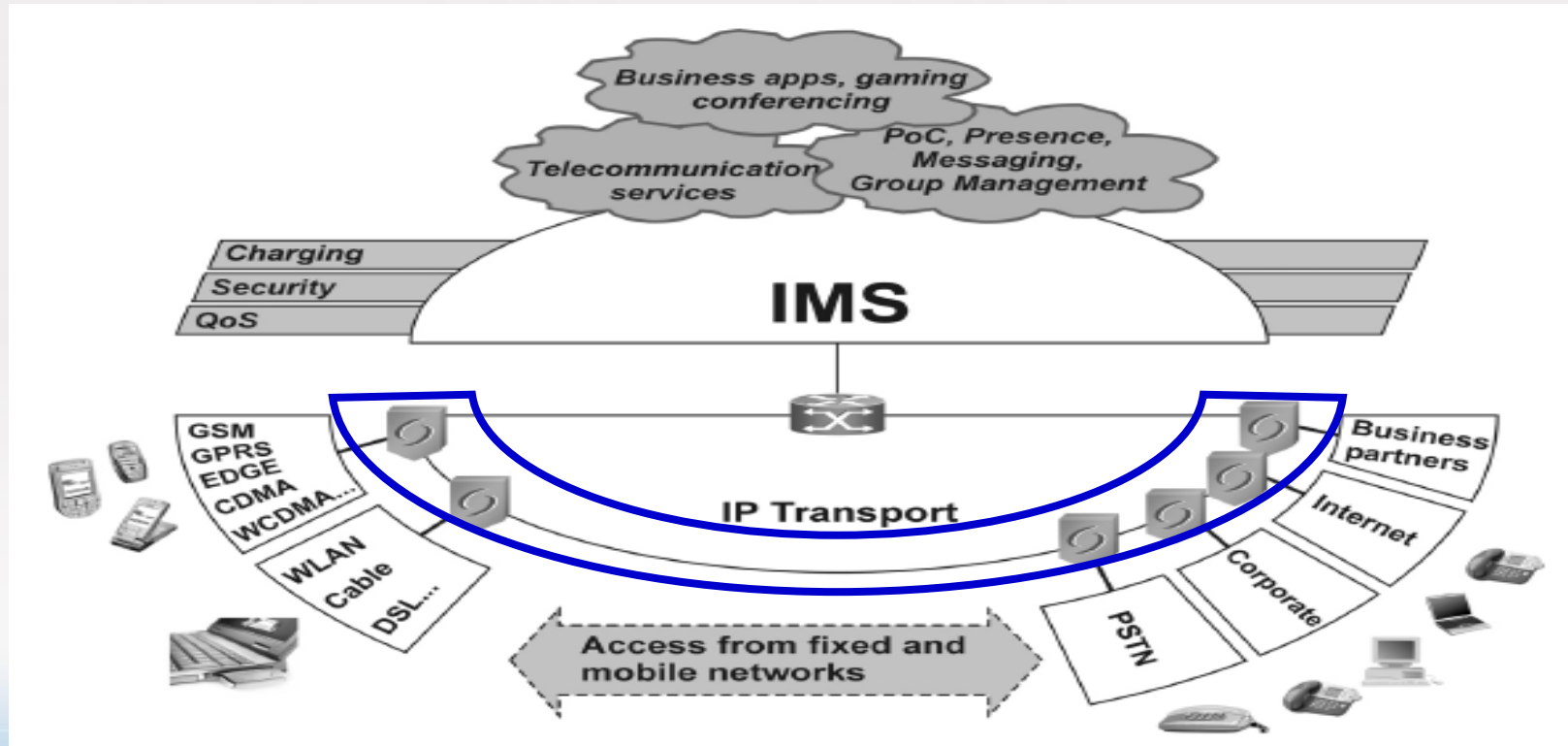


※ **NGN need to create more values for both users and providers**

* GENI : Global Environment for Network Innovation

Moving toward All IP based NGN

- ❑ Control : IMS based Unified Control
- ❑ Transport : IP Core + **Enhanced Access**
 - Multi-Access, Security, User Awareness, Service Awareness



Source : M. Poikselka., G. Mayer, H. Khartabil and Aki Niemi, The IMS: IP Multimedia Concepts and Services, 2nd ed., John Wiley & Sons, 2006

Opportunities in NGN

❑ Key Success Factors in NGN business

- Context-aware Services
- New Value added Networking

❑ User's Contexts

- User ID
- User Preference
- Location Information
- Terminal Capability
- Situation-based user policy



❑ New Networking Technologies

- Privacy Protection
- Global Peer communication
- Seamless Mobility (w/ VHO)
- Multi-/Broad-casting
- QoS/SLA Management
- Real-time Trans-codec
- Open API

• More Valued Always-on Mobile Multimedia Service

For Users

- Secure Digital Home
- Personal VPN
- Ubiquitous Learning
- Secure Enterprise VPN
- Mobile Multimedia Conference
- Low-cost Enterprise Network

For Service Providers

- New BM from converged services
 - Mobile Multimedia communication
 - Multimedia VPN
- Reducing OpEx
- New Business opportunities for Application Providers

For Application Providers

- More Business opportunities
 - Always-on User environment
 - Digital convergence in Terminal
 - Open API

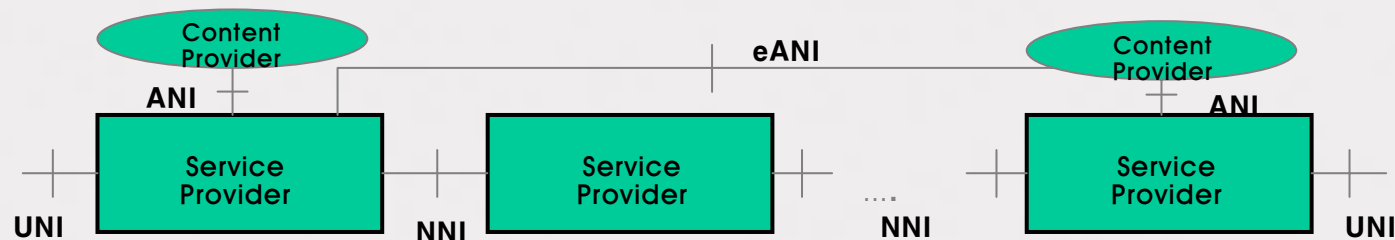
For Industry

- New Terminals
- New Network Components
- New Contents
- 다양한 융복합 서비스

Collaboration for NGN

□ Technical Aspect

- New Interfaces : UNI, NNI, ANI, eANI



- New Architecture

- Security Architecture
- Seamless Mobility Architecture
- End-to-end QoS/SLA Architecture
- Mobile Multi-/Broadcast Architecture
- Reliable Transport Architecture