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## II. DMB Service

Digital Multimedia Broadcasting (DMB) service is a mobile multimedia broadcasting service that provides high-quality audio and video services through portable or in-vehicle handsets. The service enables CD-quality sound and data services, as well as high-definition mobile TV broadcasting on a maximum seven-inch screen. With the selection of six terrestrial operators in March 2005, the service will begin in metropolitan areas in the first half of 2005 and expand nationally by 2006.

In 2005, core components and interactive multimedia technologies will be developed to introduce two-way service over telecommunications networks in 2006. The Korean terrestrial DMB service standard was adopted as an international standard in 2004. It serves as an opportunity for Korea to become a leader in expanding terrestrial DMB service in the global telecom market.

The early promotion of the DMB industry is projected to create KRW 11.4 trillion in production-inducing effects and KRW 3.7 trillion of value added effect to the Korean economy by 2010. The new mobile multimedia broadcasting service will lead to the growth of digital broadcasting devices and the contents industry and will satisfy the public's desire for accessing information.

## III. Home Network Service

The Home Network Service refers to a series of future services for the home, which include consumer electronics control, interactive DTV, VOD, remote healthcare and e-learning. The Home Network Service is expected to create new demand by linkage industries since the services involve telecommunications, broadcasting, construction, and home appliances. To develop future home network service models, a pilot project will be launched in cooperation with service providers, manufacturers and construction companies. A trial service will be provided to 1,300 houses and will expand to two million homes by 2005, and 10 million homes or 60% of total households by 2007. In addition, the government plans to support long-term financing for the deployment of home network infrastructure to spur the spread of home networks in the pri-

vate sector. The home network service is projected to create KRW 110 trillion in production-inducing effects and KRW 73 trillion in value-added effects to the Korean economy by 2010. This service is likely to transform our homes into a pleasant and convenient place with an enriching digital life style.

#### IV. Telematics Service

*The Korean government supports the telematics industry by systematizing the collection and supply of raw data and information, as well as encouraging commercialization of technology.*

Telematics is an in-vehicle multimedia service that offers “info-tainment” as well as traffic and emergency rescue operation information via location-based and mobile communications networks. It is a value added service and a novel concept that turns a vehicle into a third Internet space based on fixed and wireless telecommunications and broadcasting networks. Promoting telematics service will strengthen the competitiveness of relevant industries and create KRW 5.9 trillion in production-inducing effects and KRW 5.3 trillion in value added effects to the Korean economy. The government will systemize the collection and supply of key information such as traffic, road-maps, and tourist information. It will also lower terminal prices and usage rates. The telematics pilot service on Jeju Island is providing some five million visitors from home and abroad with an opportunity to experience this service. Using this program, the government is paving the way to expand this service while pushing other pilot projects to use new commercial-level technologies.

#### V. RFID-based Service

Radio Frequency Identification (RFID) is a sensor technology that uses an electronic tag that contains information on a product. It also gathers information on its surrounding environment. The technology is expected to be used extensively in our daily lives from management of food, livestock, wastes and environment to logistics, distribution and security services. The government will set out technical requirements, develop mobile RFIDs, and complete the development of core technologies such as RFID chips by 2007 to facilitate services in various sectors such as telematics and the home network.

The government is also promoting application services by offering detailed