

The Next Generation of Personal Multimedia Communications

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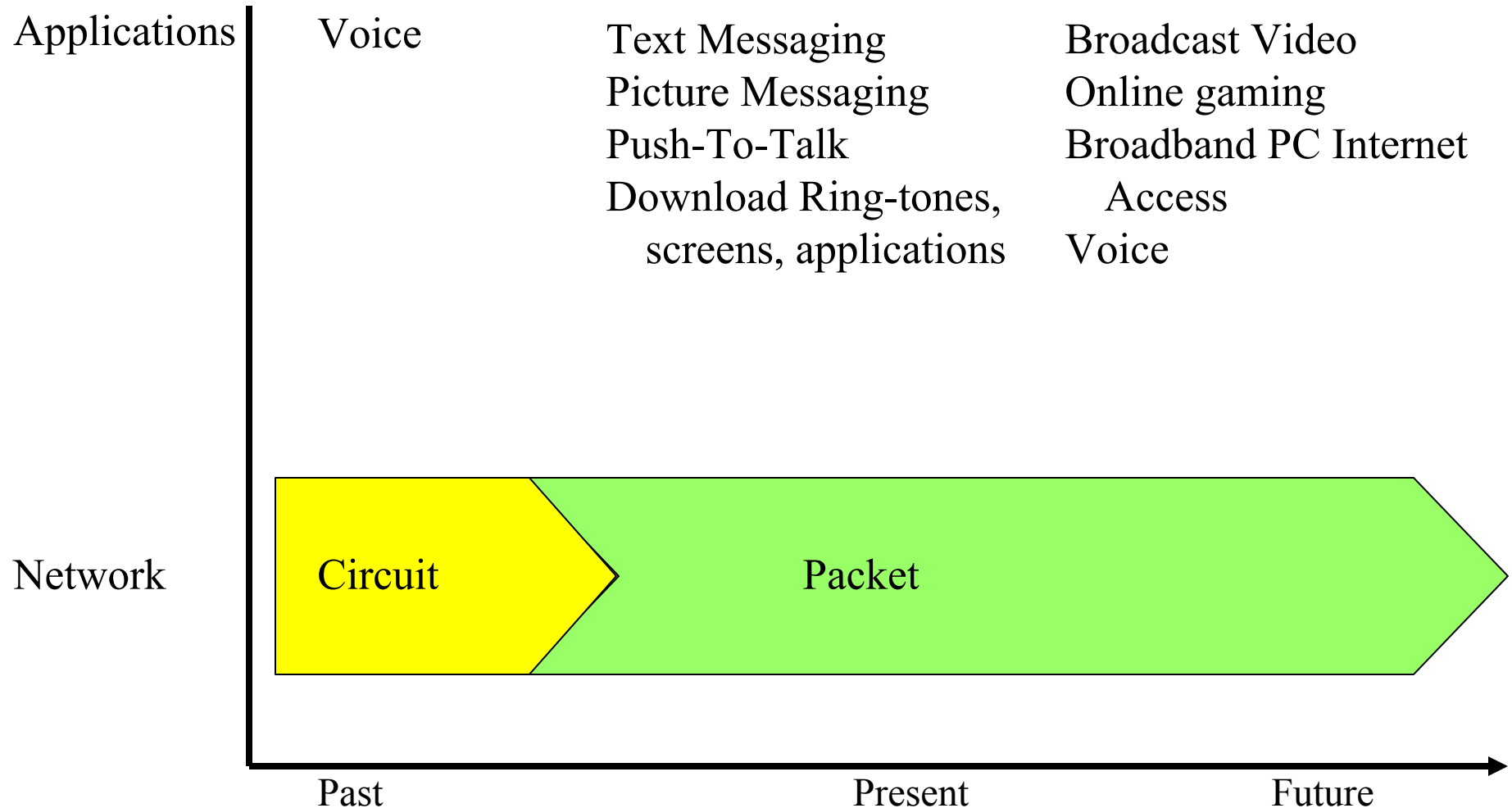
Key Points

- Packet applications are driving ARPU growth today.
- Broadband packet applications will drive ARPU growth tomorrow.
- The combination of 1xEV-DO + All IP network = the best way to deliver tomorrow's services.

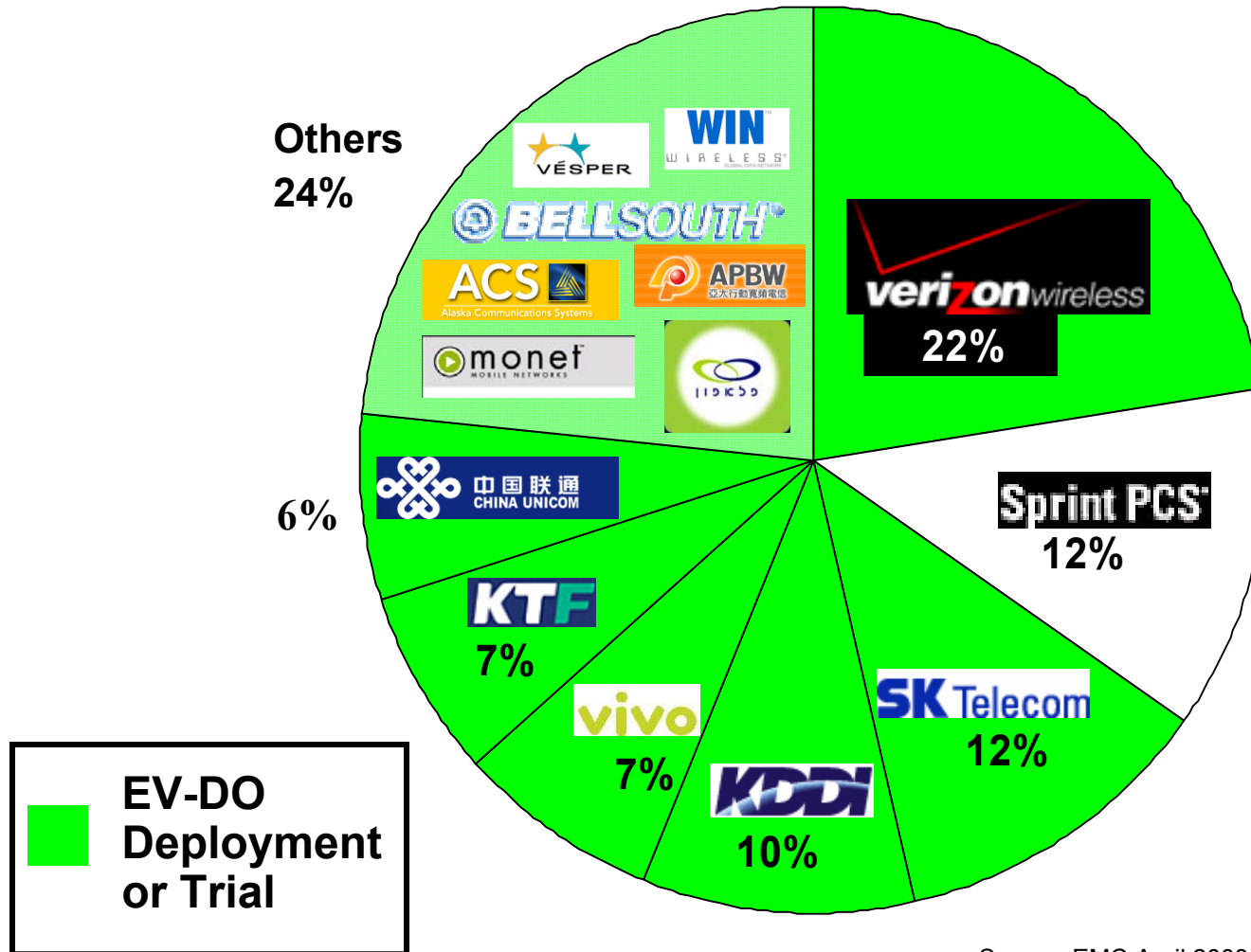
Airvana Overview

- Product
 - All-IP Radio Access Network
 - CDMA2000 1xEV-DO Air Interface
- Largest investment in 1xEV-DO: >\$80M Raised
- Key Partnerships: Nortel, Ericsson, Qualcomm
- Commercial Networks Announced:
 - Verizon Wireless (San Diego), Vesper (Brazil), Asia Pacific Broadband Wireless (Taiwan), Pelephone (Israel), Eurotel (Czech Republic)
- 10+ additional networks in various stages of trials and deployments

New Services Driven By Packet Applications



1xEV-DO Deployments and Trials



Source: EMC April 2003, 2Q 2003 Public Company Filings

1xEV-DO Market Segments

Mobile Consumer



- Multimedia Content to Cell Phone
- **Application:** Pictures, News, Information, Entertainment

Mobile Professional



- Cell Phone or PC Card is Used as a Modem for Laptops and PDA
- **Application:** Email, Internet Access, Corporate Intranet Access, VPN
- No change required to the Application

Residential / SOHO Broadband



- Cell Phone or Home Modem is used to connect to PC via USB
- **Application:** Broadband Internet Access for Residential and Small Business Users
- Service deployed without a “truck-roll” just like a Cell Phone Service

June – Premium Multimedia Service

June : World's First Successful 3G Service

The premium wireless internet brand of SK Telecom that provides VOD, MOD, real-time news, TV broadcasting, and internet access through 1x EV-DO network

Music
Video



Game



Live
Broadcasting



Traffic
Information



10
SK Telecom

4-5X Increase in ARPU from EVDO / VOD

SK Telecom

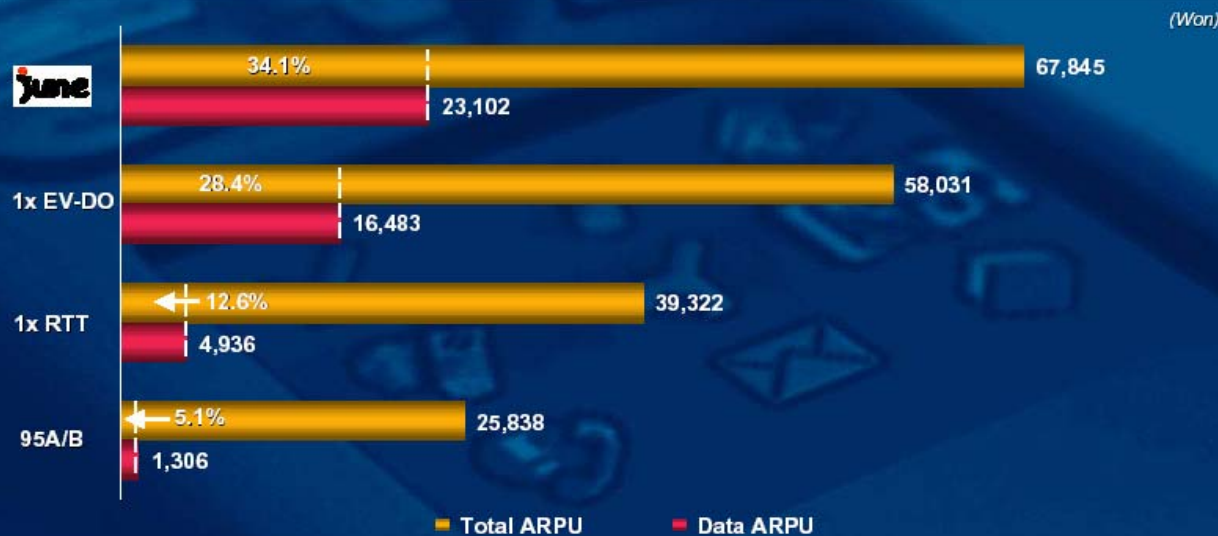
EVDO &
June:
\$19.45

EVDO:
\$13.88

1xRTT:
\$4.16

Concrete Results of Growth in Wireless Internet

ARPU by Handset Type

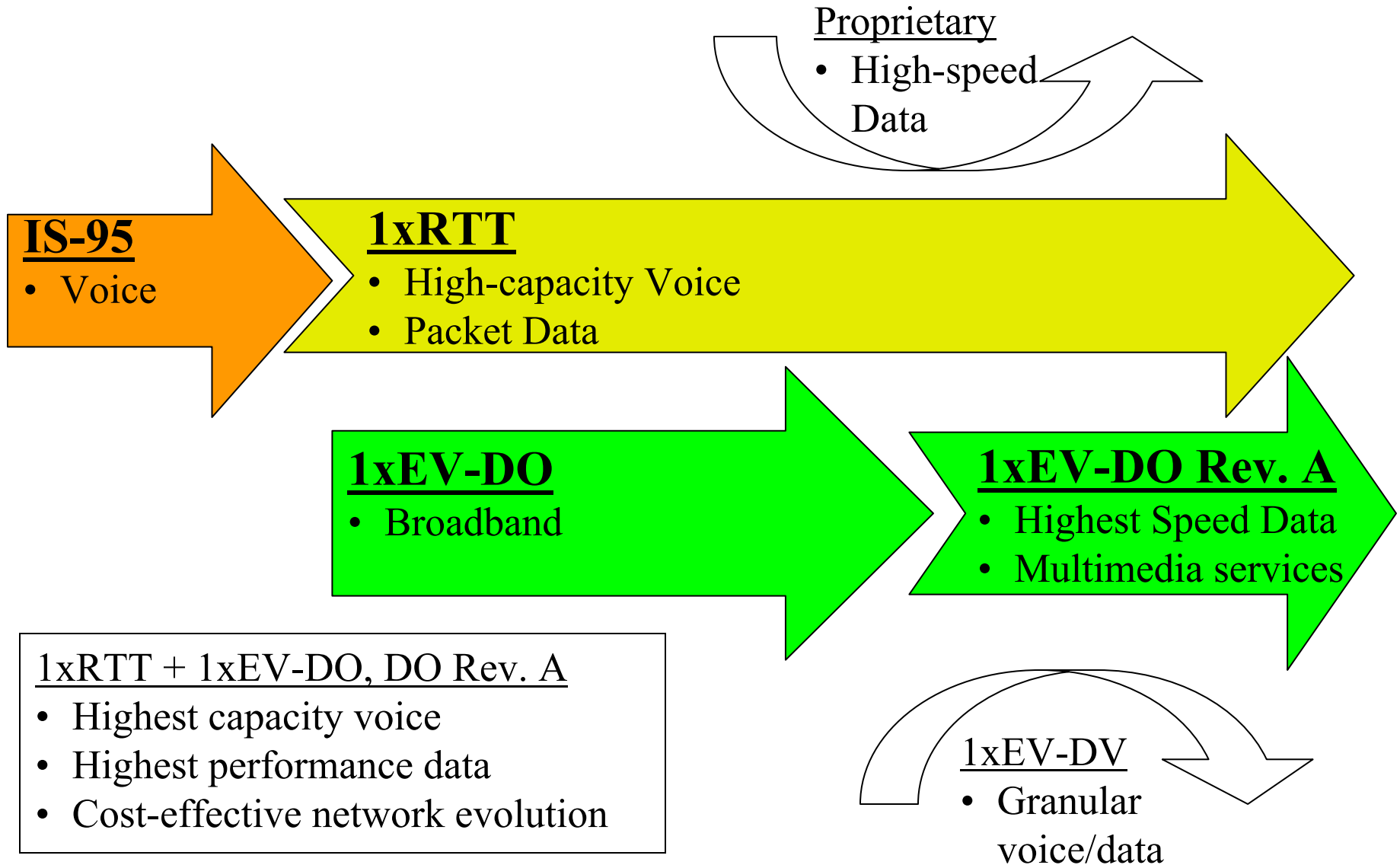


Source: Company data
As of September 2003
*Total ARPU is net of interconnection fees and signup fees
* Data ARPU = Wireless Internet revenues including phone mail revenue / Internet user

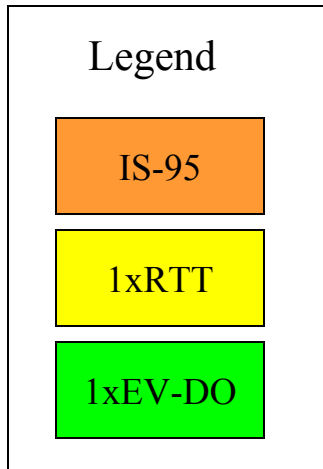
SK Telecom 13

Source: Morgan Stanley TMT Conference, November 2003. EVDO ARPU avg. includes June.

CDMA Network Evolution



Outlook: CDMA Applications & Services



Telephony

Push-To-Talk
 Camera Phone
 Notebook PC Access
 Web Content
 Telephony

Video On Demand
 Fixed Broadband
 Push-To-Talk
 Camera Phone
 Notebook PC Access
 Web Content
 Telephony

On-Line Gaming
 Broadcast Video
 Multimedia Messaging
 Video On Demand
 Fixed Broadband
 Push-To-Talk
 Camera Phone
 Notebook PC Access
 Web Content
 Telephony

On-Line Gaming
 Broadcast Video
 Multimedia Messaging
 Video On Demand
 Fixed Broadband
 Push-To-Talk
 Camera Phone
 Notebook PC Access
 Web Content
 Telephony



Conclusions

- Packet networks are driving ARPU growth.
- Broadband is catching on.
- 1xEV-DO and its enhancements will be the foundation for multimedia applications in CDMA networks.