



BE THE FIRST

- Cutting edge in CDMA 450 Devices

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Cancun, Mexico

Presented by Sean Kim

Ubiquam in Korea

Mobile Handsets Partner to Global operators

Mobile
Convergence

Market leader in CDMA 450

Handset, Data Card, FWP

3G, 3.5G, 4G Vision

Customization to Operators

Company Name Ubiquam. Co. Ltd

Founder & Current CEO Eun Jong, Kim

Business Area Mobile Phone R&D including H/W,S/W & M/D
Specialized in CDMA 450 handset Development
in direct connection with operators

Location (HQ) Seoul, Korea



2002

Company
Establishment

2004

U-100 to Skylink in Russia
CDMA450 PTT in Portugal

- Portugal
- Russia

2005

U-300
(World first 450MHz EVDO)
U-105 (Camera)
U-200 (Candy bar)

- Vietnam
- China

2006

UM-300 (EVDO data card)
U-400 (Intenna bar)
Joint Venture in Vietnam

- Czech
- Romania
- Indonesia

2007

U-520
(Dual mode)

- Mongolia
- Moldova
- Pakistan



Key Feature

- **CDMA 2000 1X, 450MHz**
 - Data Service up to 153.6Kbps
- **Clamshell Type**
- **Size(LxWxT mm) : 89.5x47x23**
- **Weight : 94g**
- **Display**
 - Main LCD : 65K_CSTN_ 128×160
 - Sub LCD : Mono_96×64
- **Real 40-Poly Sound**
- **Four-Navigation Key**
- **Large, easy-to-use keypad**
- **Intuitive, user-friendly interface**
- **S/W Application**
 - Schedule
 - Alarm
 - Calculator
 - Stop watch
 - World time
- **SMS Support**

New Feature

- **1 step retractable antenna**
- **Browser**

Key Feature

- **CDMA 2000 1X, 450MHz**
 - Data Service up to 153.6Kbps
- **Clamshell Type**
- **Size (LxWxT mm) : 89.5x47x23**
- **Weight : 94g**
- **Display**
 - Main LCD : 65K_TFT_ 128×160_1.8"
 - Sub LCD : 65K_CSTN_96×64_1.0"
- **Real 40-Poly Sound**
- **Four-Navigation Key**
- **Large, easy-to-use keypad**
- **Intuitive, user-friendly interface**
- **S/W Application**
 - Schedule
 - Alarm
 - Calculator
 - Stop watch
 - World time
- **SMS Support**

New Feature

- **VGA Camera (330K CMOS)**
 - 4X Digital zoom
 - JPEG video recording
 - Thumbnail view
 - Photo effect
 - Flash lighting
 - Multi shot(9step)
- **Browser**





Key Feature

- **CDMA 2000 1X, 450MHz**
 - High speed data Service up to 153.6Kbps
- **Bar Type**
- **Size (LxWxT mm) : 103 x 46 x 20.2**
- **Weight : 89.7g**
- **Display**
 - 65K_CSTN_ 128×128
- **Real 32-Poly Sound**
- **Four-Navigation Key**
- **Large, easy-to-use keypad**
- **S/W Application**
 - Schedule
 - Alarm
 - Calculator
 - Stop watch
 - World time
- **SMS Support**

New Feature

- **Bar type with color display**

Key Feature

- **CDMA 2000 1X, 450MHz**
 - data Service up to 153.6Kbps
- **Bar Type**
- **Size(LxWxT mm) : 105 x 45 x 17**
- **Weight : 80g**
- **Display**
 - 65K_CSTN_ 128×128
- **Real 32-Poly Sound**
- **Four-Navigation Key**
- **Large, easy-to-use keypad**
- **S/W Application**
 - Schedule
 - Alarm
 - Calculator
 - Stop watch
 - World time
- **SMS Support**

New Feature

- **Internal Antenna**
- **Bar type with color display**





Key Feature

- **CDMA 2000 1X EV-DO**
 - High speed data Service up to 2.4Mbps
- **Standard PCMCIA Type II Card**
- **Size(LxWxT mm) : 54x10.5x8**
- **Weight : 34g**

New Feature

- **Access Manager™**
 - Voice call
 - Data Service
 - Two way SMS
- **2-step Retractable antenna**
- **External Antenna**



Key Feature

- **CDMA 2000 1X EV-DO**
 - High speed data Service up to 2.4Mbps
- **Semi auto sliding Type**
- **Size(LxWxT mm) : 99x48x24.1**
- **Weight : 115g**
- **Display**
 - 260K_TFT_ 176×220_2.0"
- **True 72-Poly Sound**
- **Four-Navigation Key**
- **Large, easy-to-use keypad**
- **Intuitive, user-friendly interface**
- **S/W Application**
 - Schedule
 - Alarm
 - Calculator
 - Stop watch
 - World time
- **SMS Support**

New Feature

- **Bluetooth**
- **1.3M pixel camera**
 - 4X Digital zoom
 - JPEG video recording
 - Flash lighting
- **Brew 3.1**
- **Browser**
- **Video streaming running on BREW**
- **PC-Sync support**
- **Casino game**



Dual Mode for global roaming

Highest Data Speed 2.4Mbps

Multimedia for MP3 & MPEG4

Slim with European style



Main feature

- Dual mode: CDMA EV-DO & GSM/GPRS
- Tri-band: CDMA 450 / GSM 900/1800 MHz
CDMA 800 / GSM 850/1900MHz
- Max download data speed up to 2.4Mbps
- Dimensions: 110 x 49 x 11.3 mm(L x W x H)

- 1.9" QCIF + TFT LCD (176x220 262k)
- 2.0-megapixel camera with flash
- Li-Ion 930mAh battery
- Bluetooth for hands-free, vCard and stereo headset
- T-Flash card slot for external memory
- USB 2.0 for high speed PC-sync

User functionality

- Brew 3.1.4 Embedded
- Java-J2ME , WAP 2.0 Browser, MMS
- Robust e-mail client (SMTP, POP, IMAP)
- Messaging (SMS, e-mail with attachments)
- Contacts, calendar, and scheduler with PC Sync
- MPEG4 playback / Video capture
- MP3 player with powerful sound
- Pre-loaded exciting game
- Multi-language support (English & others)

Key Feature

- Graphic LCD(128 x 64)
- Data Speed up to 153.6kbps(USB Port)
- Multi-Lingual Support
- Dial-Tone Generation with Auto Sending
- Speaker Phone (Option)
- Large, easy-to-use keypad
- 16Polyphonic Sound
- RUIM Card Support
- SMS Support
- Phone Lock and Pin Lock
- IP Number preset

Specification

- Frequency : 450MHz / 800MHz
- AC Adapter Output: DC 5V, 1A
- Battery Backup: Talk 5 hours
Standby 200 hours
- Size(mm): 215(L) x 170 (W) x 95(H)
- Weight: 700g



Now



Market demands ('07~'08)

EVDO Rev.A devices



Multi-band device

Featured or Ultra low-cost

Challenges

- USB / PCMCIA / PCI card : **Simple** or Multi-function
- Killer application for handset : **Video call**, PTT, **VoIP**, WiFi

- **450/2100** or 450/800 : Hand-off / Market size
- Data device or Handset : **Rev.A** or 1x low-end

- MP3, FM radio, Camera : Cost burden in low-end
- Single chip (QSC1100) : still not close to commercial

Thank You . . .