

BcN을 위한 RGW의 서비스 기능과 진화 전망

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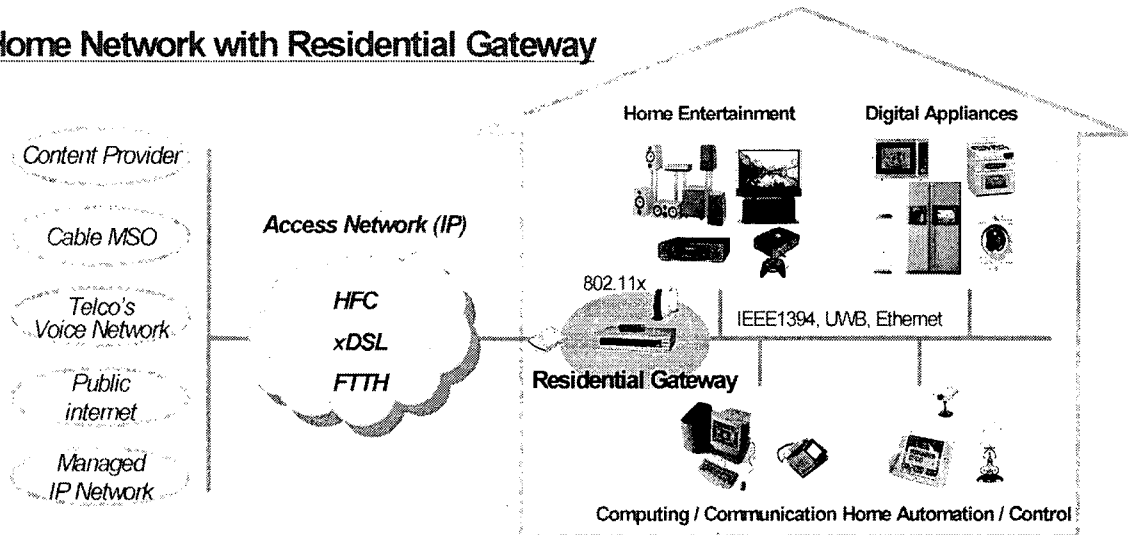
1. 개요

- 1) 가정 내 정보·통신·방송 서비스 단말과 Access Network과의 인터페이스 제공
- 2) 단일 플랫폼상에서 방송·통신·오락 등 종합 서비스를 동시에 제공: Triple Play Service
- 3) 통합된 네트워크를 통한 디지털 정보 가전기기간의 정보 공유 및 제어: Home Network

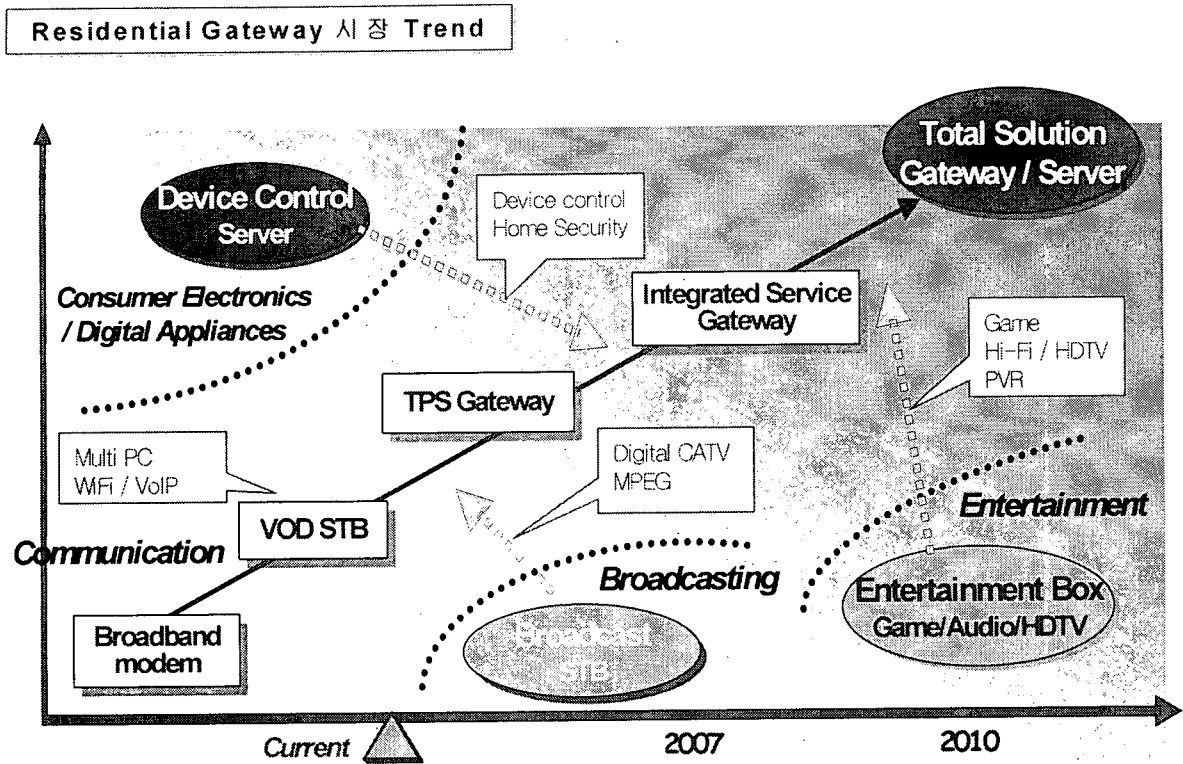
확실한 제품 개념이 정의되지 않은 상황이지만 방송·통신·소비자 가전 업계 등에서 시장 형성 경쟁 초기 단계이며 VOD / IPTV STB, Home Router 등의 단순 기능 제품에서 지능형 복합 기능 제품으로 진화하고 있음

Home Network with Residential Gateway

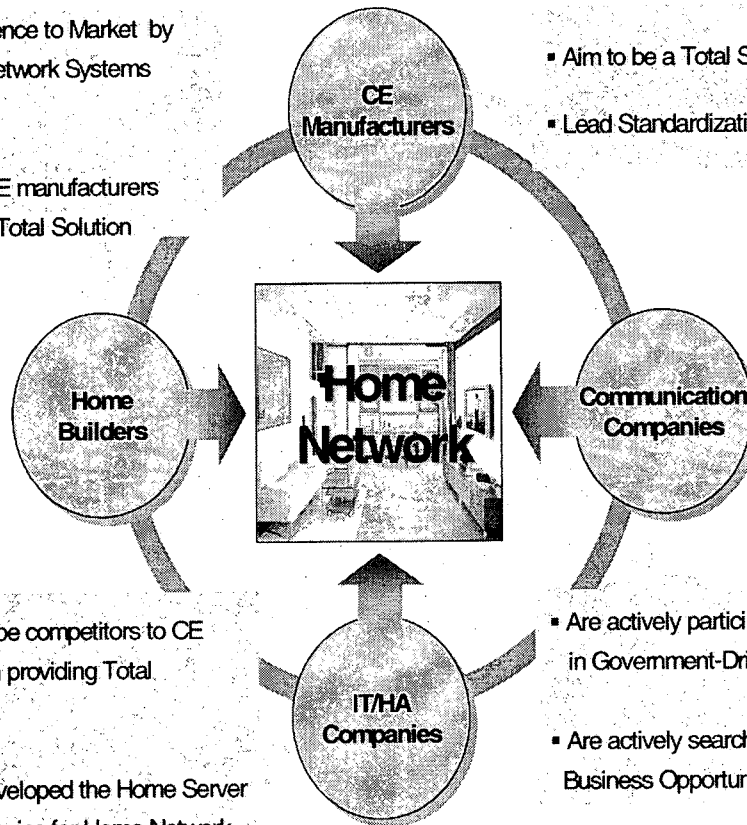
Home Network with Residential Gateway



2. Market Trend



- Have Strong Influence to Market by adopting Home Network Systems in New Homes
- Are Demanding CE manufacturers to come up with a Total Solution

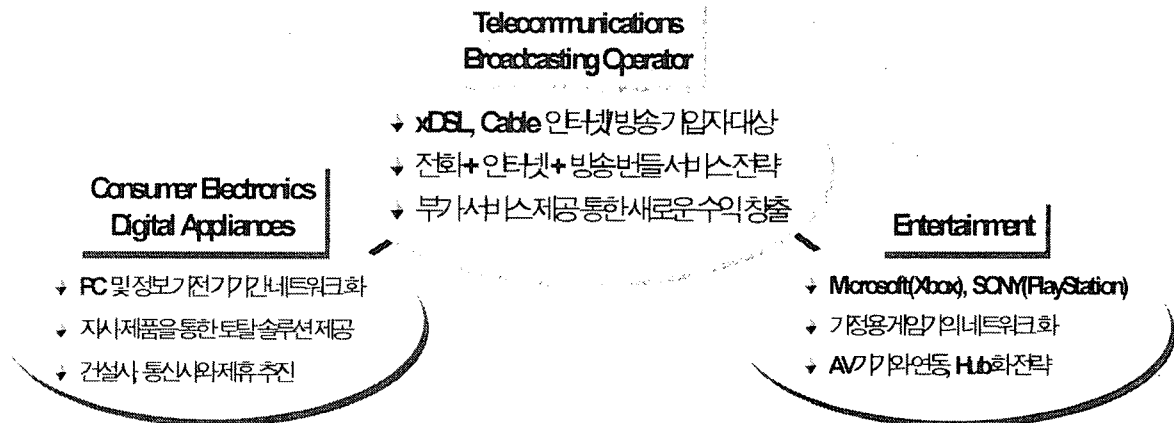
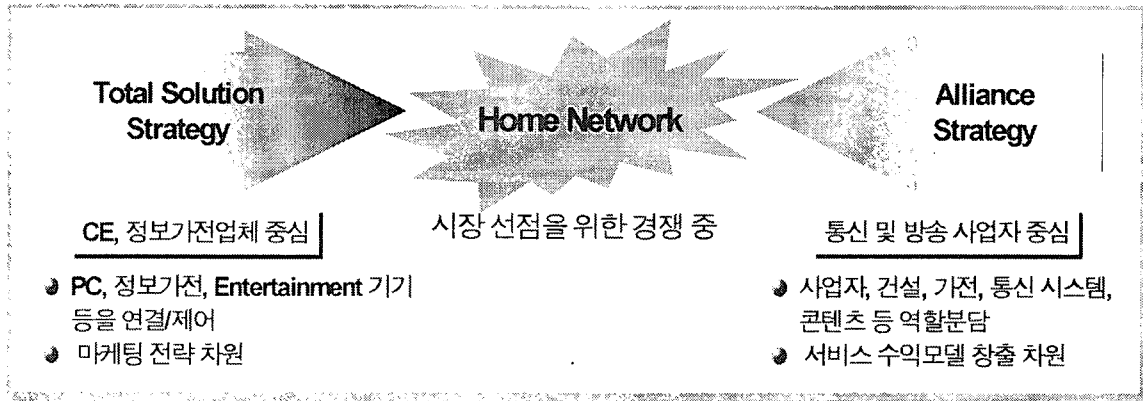


- Aim to be a Total Solution Provider
- Lead Standardization Efforts

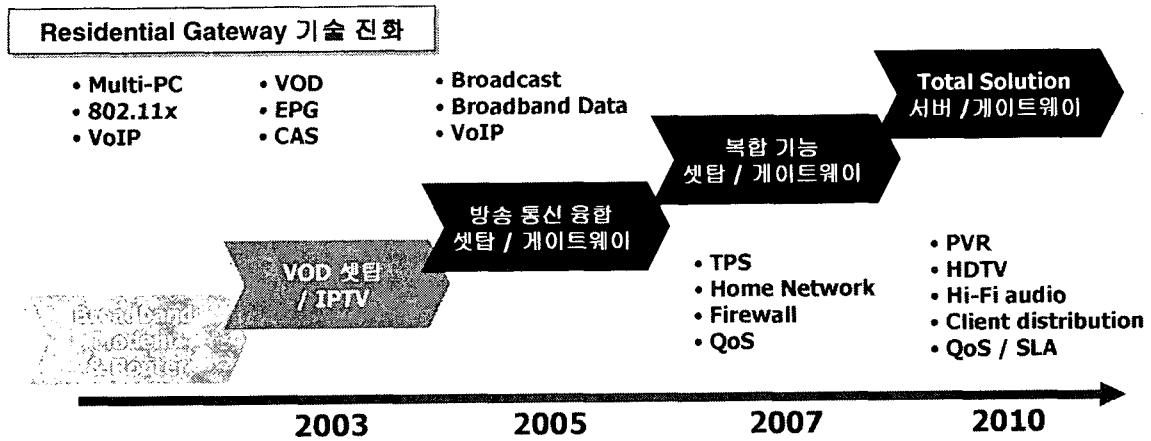
- Are expected to be competitors to CE Manufacturers in providing Total Solution
- Have already developed the Home Server which is a key device for Home Network

- Are actively participating in Government-Driven Trials
- Are actively searching for New Business Opportunities

향후 Residential network 의 경향은 강력한 인프라와 수익 모델을 가진 통신/방송으로 부터 Digital 가전 및 Entertainment 기기 등을 융합하는 형태로 발전할 것으로 전망됨.



3. 제품 및 기술 진화

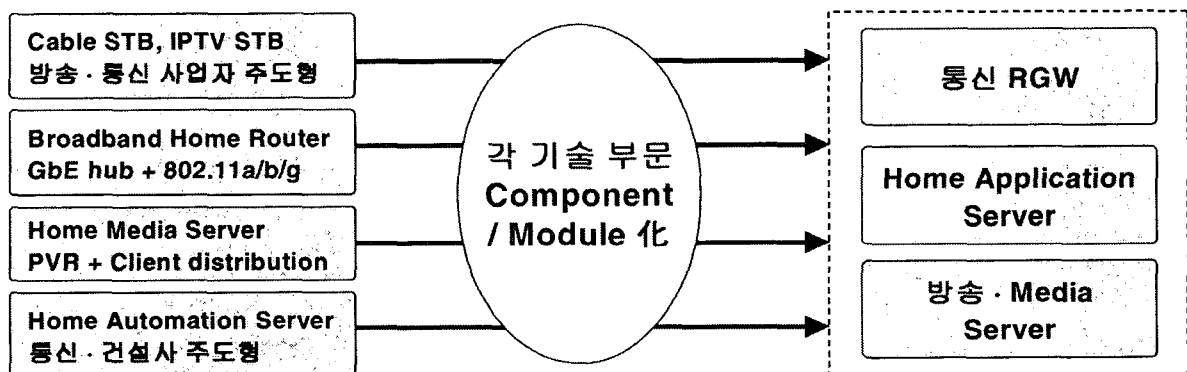


Residential Gateway 필요 기술

IP routing	Access	Video	Home Network	Device Control	Middleware	Application
<ul style="list-style-type: none"> IPv6 QoS Security 	<ul style="list-style-type: none"> xDSL Cable FTTH 	<ul style="list-style-type: none"> MPEG WMT CATV 	<ul style="list-style-type: none"> Ethernet Wi-Fi UWB WPAN 	<ul style="list-style-type: none"> LnCP ZigBee USB IEEE1394 	<ul style="list-style-type: none"> OSGi HAVI Jini Etc. 	<ul style="list-style-type: none"> DVD PVR VOD Etc.

기반 기술 (Basic Technology) | 선택적 수용 (Optional Adoption)

1) RGW는 각 기술 부문이 Component화한 형태로 사업자의 수익모델 및 사용자의 요구에 맞게 독립적 혹은 융합화 되어 발전해 나갈 것임

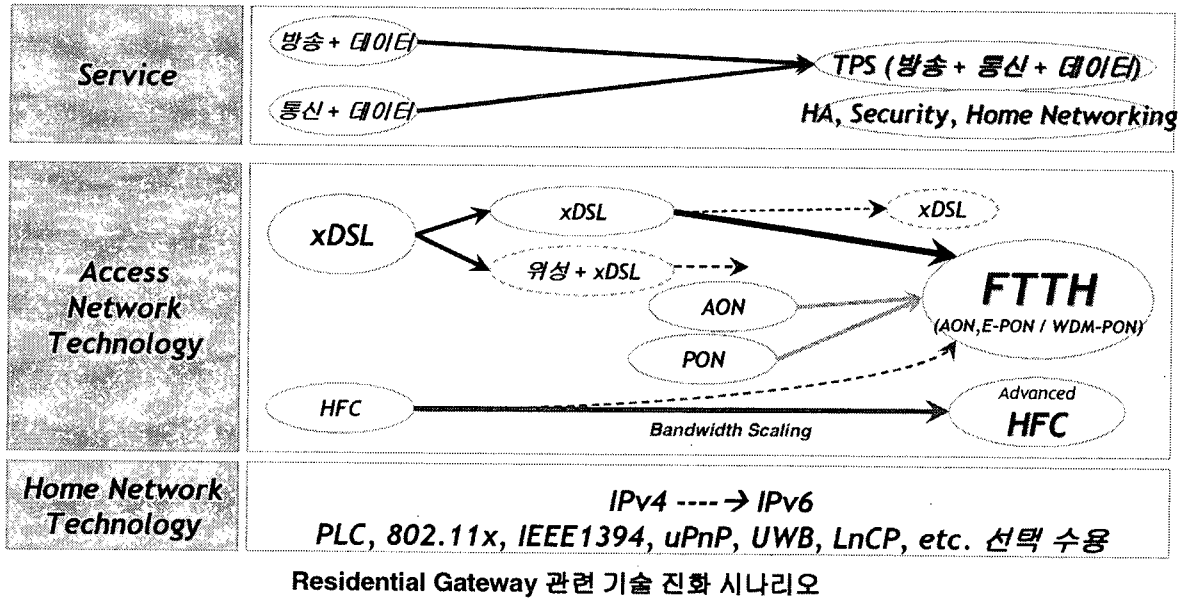


2) 외부 망과의 접속 및 맥내 통신을 위한 네트워크 기술은 RGW의 필수 기술이며 향후 다음과 같은 IP 기술들을 핵심요소로서 수용 발전할 것임

- . IPv6
- . QoS / SLA
- . Security / Firewall

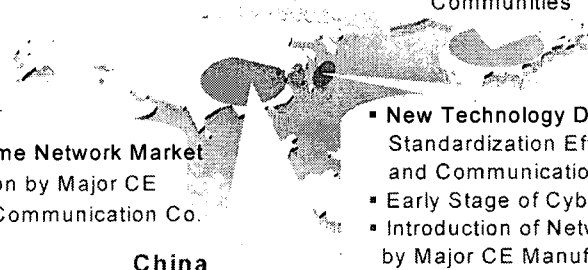
3) 제품 및 기술진화

- (1) 현재 xDSL/FE 에서 100Mbps급 이상의 FTTH/Cable Modem 가입자 망으로 진화
- (2) IPv4 기반의 Networking 에서 IPv6 기반으로 진화
- (3) IP VoD 서비스 기능에서 복합 서비스 및 Networking 서비스로 진화



4. 시장 상황

Worldwide Market



Europe

- Real Deployment by Home Builders
- Industry Growth pushed by Government
- Market Entrance by CE Manufacturers and Communication Co.

North America

- Early Stage of Market driven by Information & A/V Network
- Increased Interest in Home Network Deployment among High-end Communities

Japan

- New Technology Development and Standardization Efforts by CE Manufacturers and Communication Co.
- Early Stage of Cyber APT Complex
- Introduction of Networked Appliances by Major CE Manufacturers

China

- Early Deployment by Major Home Builders
- Increased Efforts for China's Own Home Network Standards by Government & Major CE Manufacturers

* DLNA: Digital Living Network Alliance

5. 적용 사례

1) Leoplace 21 / Japan

(1) Company: House Lease Company in Japan

(2) Business:

- Custom construction, rentals, and property management of Rental apartments
- Resort development
- Sales of resort memberships
- Finance
- Hotel operation

(3) Commercial VOD Service : Started in Q4 2002.

(4) Subscriber : 60,000 User (now increasing)

(5) VOD Server : nCUBE, Kassena XMP SE

(6) Network : VDSL / ADSL

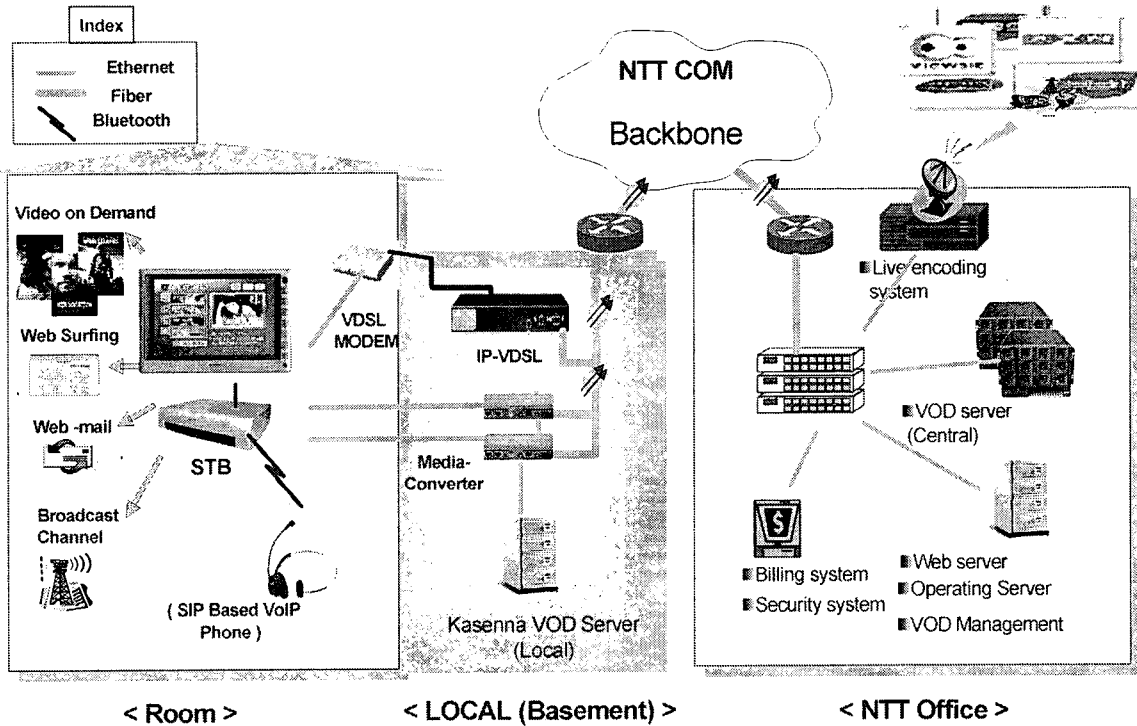
(7) Services :

- VOD: MPEG-2 4Mbit/s / WMT 1Mbit/s
- Multicasting: Satellite TV 7Ch.
- WEB Browsing
- VoIP

Leoplace21



Leopalace21 / Japan



Service Category

Leopalace21 / Japan

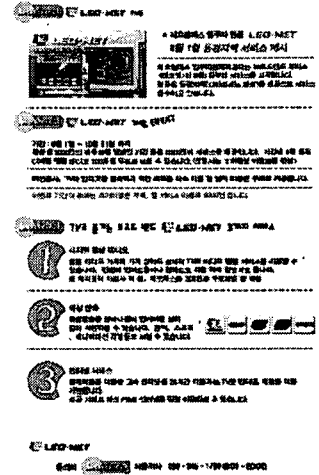
- CS (Satellite)** : Music Channel , Movie Channel, ...Real Time Service
- VOD** : The newest movies (MPEG2) and Adult movies (WM)
- Web Mail** : Web-mail on TV
- Internet** : Internet access → Will evolve to GoD(Game-on-Demand)
- My Account** : Subscriber management/ Movie History/ Reserved E-coin manager
- VOIP** : Provide SIP Based VoIP Phone to subscribers



Business Model

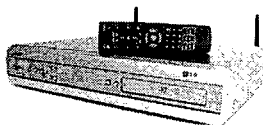
Latest Movie Distribution	Distribute the latest Hollywood movies (DRM is required)
Free Service in initial stage	Promotional efforts to secure more subscribers
Seamless Service for 24H/365D	Video on demand service without time-limitation
Web-point	Various web-points, card-points service
Satellite TV	Re-broadcast major satellite TV channels over IP in real-time
Adult Content	Distribute adult content (User authentication is required)





Leopalace21 / Japan



2) KT Home Gateway Service

KT / Korea



-  **VOD (Video On Demand) Service**
The Latest Movie service
-  **IPTV (Multicasting)**
IP-Based TV Channel service
-  **Home-Viewer Service**
Using USB Web Camera / External internet Access
(Home Surveillance)
-  **SMS (Short Message Service) Service**
Using Wireless Keyboard or Remote controller send a Short Message to Mobile Phone
-  **Local Information service**
Local area information (eg. Telephone No.) Market, Office, Shopping (Sale information)
-  **Emergency CALL (SMS)**
Front Panel of HomeGateway or Remote Control
There is "Hot KEY" For Emergency situation.
- Reserved SMS Message send 5 person at the same time.

3) Mobile HomeNetworking Potal Service

SKT / Korea

