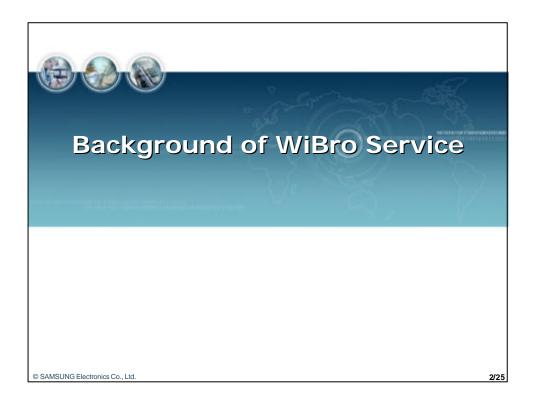


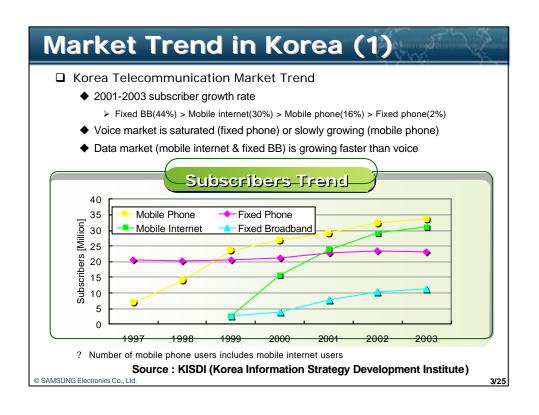
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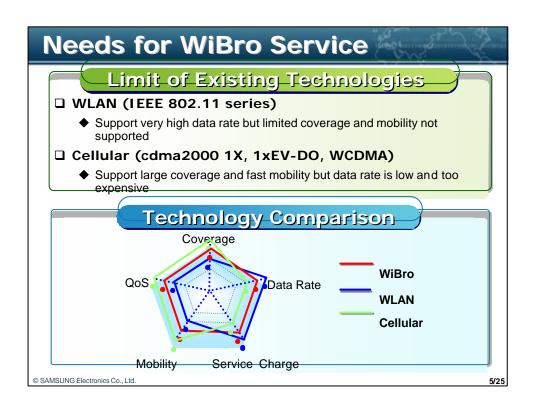
- Background of WiBro Service
- WiBro Technology Overview
- Future Plan and Strategy

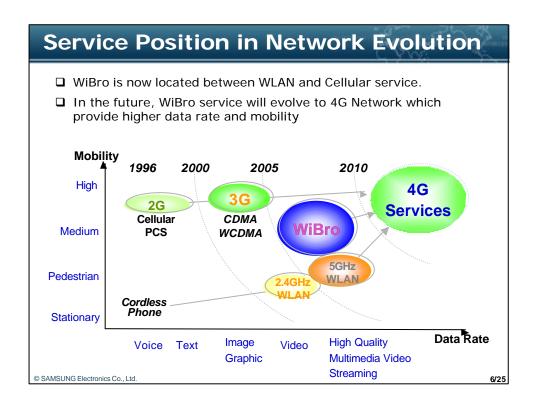
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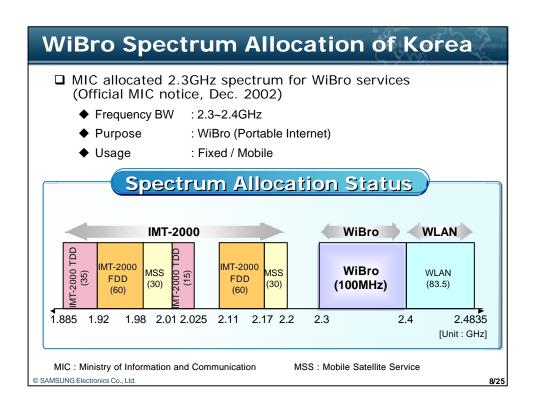


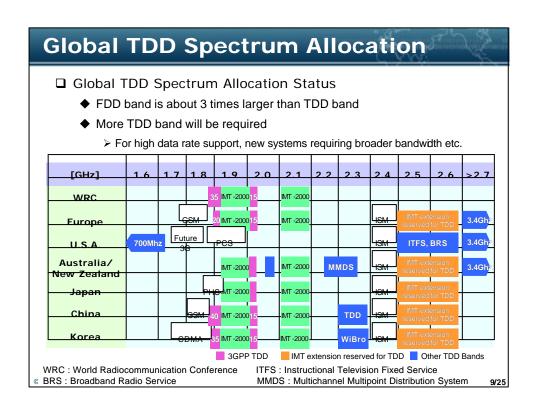


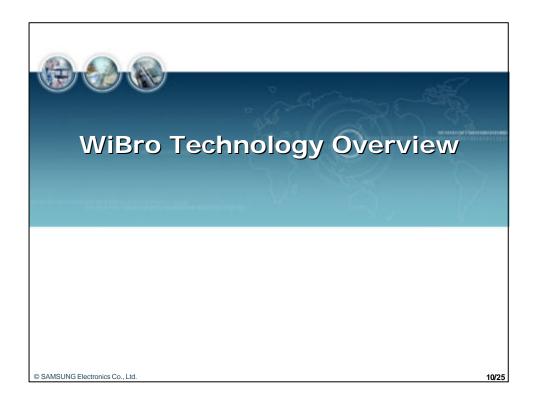
Market Trend in Korea (2) ☐ Mobile Data ARPU (2003 Dec. SKT user basis) ◆ As network evolves, data ARPU potion increases ◆ Data rate is one of the key factor to increase data ARPU ◆ Data ARPU is expected to keep increasing as the market churns ARPU by Handset Type \$60.00 **User Potion** \$1 = 1,150 won \$50.00 Total ARPU Data ARPU 21% 9% 10% \$40.00 60% \$33.68 \$30.00 \$19.50 \$21.54 \$20.00 ■ 1x EV-DO (MMS support) ■ 1x EV-DO \$10.00 64.52 □ 1x RTT \$0.00 1x FV-DO 1x EV-DO 1x RTT 95A/B ■ 95A/B (MMS support *Total ARPU is net of interconnection fees and signup fees *Data ARPU = Wireless Internet revenues including phone mail revenue / internet user ARPU : Average Revenue Per User MMS : Multi Media Service Source : SKT IR Data, 2004



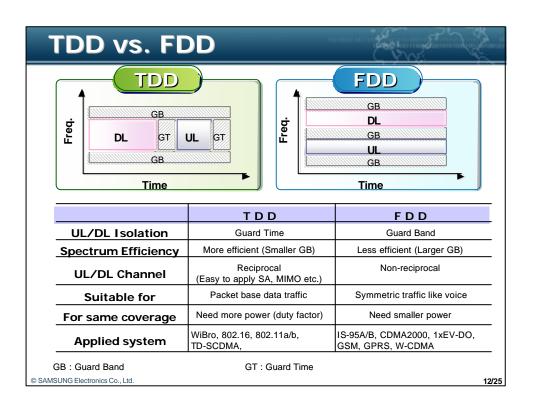








System Requirements High Data Rate Mobility ■ Maximize sector/user □ Vehicular speed mobility throughput (~60km/h) ■ Broad bandwidth □ Seamless service ☐ MAC & RRC ■ Longer battery usage Full Coverage Low Cost □ Various types of cell ☐ Improve spectral efficiency (Macro / Micro / Pico) □ Reduce infra cost □ Easy cell planning ■ Multiplexing gain of packet ■ Roaming with cellular & RRC : Radio Resource Control MAC : Medium Access Control SAMSUNG Electronics Co., Ltd.



PHY Spec. ☐ Frequency Band : 2.3GHz (Korea) ☐ Channel Bandwidth = 9MHz: TDD / 5msec frame ■ Duplex ☐ Multiple Access : OFDMA : QPSK, 16QAM, 64QAM ■ Modulation : CTC ☐ Channel Coding ☐ Cell Coverage : ~1km ☐ Maximum Data Rate ◆ Sector throughput : DL: 18 Mbps, UL: 6 Mbps : DL: 3 Mbps, UL:1 Mbps User throughput □ Optional AAS support CTC: Convolution Turbo Code AAS: Adaptive Antenna System SAMSUNG Electronics Co., Ltd. 13/25

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MAC Spec.	
☐ Flexible BW Allocation by MAP ◆ Frame by Frame	
☐ Supports flexible QoS offering	
◆ rtPS, nrtPS, BE	◆ Fine granularity
☐ Efficient MAC PDU construction	
Variable size MAC PDU	◆ MAC-level framing (No PPP)
 Fragmentation, packing, concatenate 	tion
Payload header suppression sup	pport
Security support	
□ Sleep mode support	
☐ H-ARQ/ARQ support	
☐ Handoff : BBM	
☐ AMC support	
rtPS : real-time Polling Service BE : Best Effort H-ARQ : Hybrid Automatic Response ReQuest	nrtPS : non-real-time Polling Service PDU : Protocol Data Unit BBM : Break Before Make

PHY Characteristics (1)

☐ High Spectral Efficiency Support

- ◆ TDD
 - ➤ Minimize guard band to increase spectral efficiency
- ◆ 10 MHz BW / OFDMA

AMC: Adaptive Modulation and Coding

- > Minimize multi-path interference to increase spectral efficiency
- ◆ Support various modulation schemes (QPSK, 16QAM, 64QAM) and CTC to maximize data rate
- ☐ Full Coverage Support
 - ◆ Support cellular operation with frequency reuse factor of 1
 - > High spectral efficiency & easy cell planning
 - ➤ Minimize interference using diversity subchannel based on Reed Solomon sequence
 - ➤ Compensate low SINR at cell edge using low rate coding
 - ◆ Fast handover with mobile IP

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PHY Characteristics (2)

- □ Performance Enhancement considering Mobility(1)
 - ♦ H-ARQ
 - > Increase the efficiency of re-transmission resulting from fading and interference
 - ◆ Band selection AMC & diversity subchannel
 - Mobile stations request to select band selection AMC or diversity subchannel by monitoring channel status
 - > For slowly moving users: allocate band selection AMC subchannels which have high quality channel response to increase transmission efficiency and coverage
 - ➤ For fast moving users : allocate diversity subchannels distributed over whole frequency band to maximize frequency diversity

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PHY Characteristics (3)

- ☐ Performance Enhancement considering Mobility(2)
 - ◆ Support 60km/h mobility
 - > Minimize distortion due to mobility using short OFDM symbol
 - > Apply pilot structure supporting channel estimation while moving
 - ◆ Support fast access during hand-off
 - > Apply short frame length (5msec) for fast response
 - Apply additional non-contention based control channel access duration

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PHY Characteristics (4)

- ☐ Flexible Resource Allocation for Multiple Users
 - ◆ Asymmetric DL / UL allocation
 - > DL/UL: 2:1, 1:1, 5:1
 - ◆ Multiple user acceptance
 - ➤ Support different packet scheduling algorithm and status management for each type of mobiles
- Support Portability
 - ◆ Support sleep mode to decrease handset consuming power
- ☐ TDD Adaptive Antenna System (Optional)
 - ◆ Increase coverage and data rate for slowly moving users

PDU : Protocol Data Unit

PPP: Point to Point Protocol

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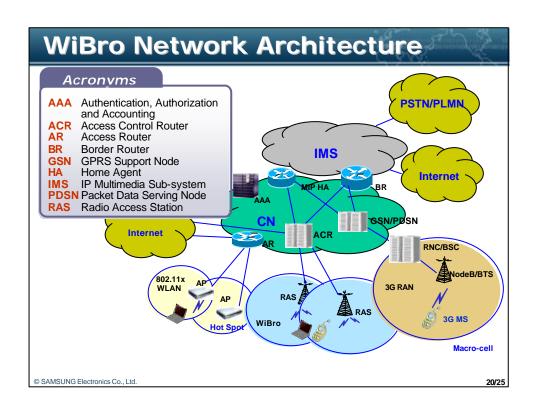
MAC Characteristics

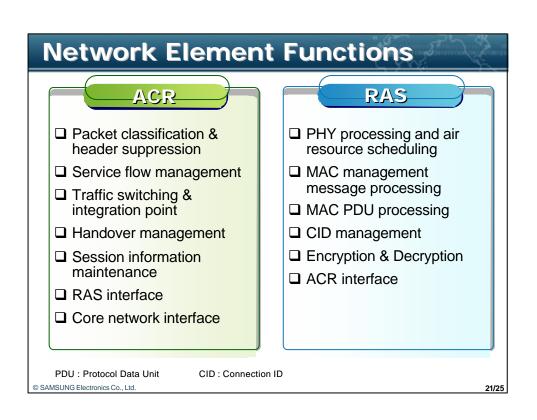
- ☐ Scheduler Design Consideration
 - ◆ Adaptive modulation & coding
 - ◆ Throughput maximization
 - ◆ Power constraint of mobiles
- ◆ QoS guarantee
- Fairness
- ◆ Scheduling algorithm complexity

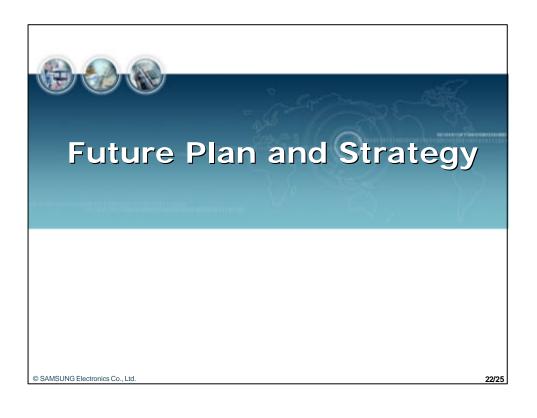
■ QoS Classes in WiBro

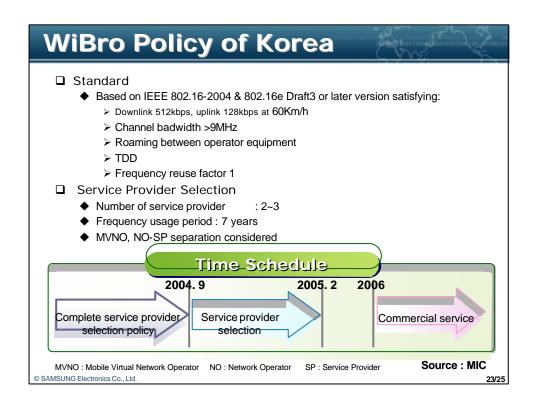
— QoS Class	Data type	Application	
Real time polling service	Periodic interval Variable-sized packet	MPEG Video, Video telephony	
Non real time polling service	Real time data stream Variable-sized packet Delay-tolerant data stream Minimum data rate is required.	FTP, WWW	
Best effort service	No minimum service level	FTP, WWW,	

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WiBro Mobile Station Development Strategy

☐ Survey Result of WiBro Demand

	Public Users	Enterprise Users	
Most important benefit	☐ Cheap service charge and phone	☐ Mobility	
Preferred Service charge policy	☐ Fixed amount		
Preferred type of mobile station	☐ Handheld type ? Early adopters prefer notebook type	□ Notebook type □ PDA	
Needs for service continuity with existing ones	□ 78%	95%	

Source: KISDI, 2003

- ☐ WiBro Mobile Development Strategy
 - ◆ Develop low price mobile phones for public users
 - ◆ Develop high mobility support mobile phones for enterprise users
 - ◆ Support existing services (Develop dual mode type)
 - ◆ Develop notebook internal type or card type in early market
 - ◆ Move to PDA or handheld type as market matures

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WiBro System Development Strategy

- ☐ Time-to-market Development of Standardized System
 - ◆ Proof of Concept development through HPi project
- ☐ Capacity Enhancement Technology Adoption
 - ◆ MIMO / AAS / Space time coding adoption
 - ◆ Increase the throughput of slowly moving users using UL/DL reciprocal channel characteristics of TDD system
 - Key technology development and TTA phase 2/IEEE802.16e standardization
- ☐ Alternative Low Price Solution Development for Enterprise or Household Users
 - Standardize the configuration applying low power amplifier or looser RF spec to reduce network deployment cost

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Appendix. Technology Comparison

	\\/:D	3G Standard)A/I A N I
	WiBro	TD-CDMA	HSDPA	EV-DO	WLAN
Peak Data Rate	DL : 18.4Mbps UL : 6.1Mbps	DL : 3.1Mbps UL : 900Kbps	DL : 14Mbps UL : 2Mbps	DL :3.1Mbps UL :1.2Mbps	802.11b: 11Mbps 802.11a,g: 54Mbps
Bandwidth	= 9MHz	5MHz(10MHz)	5MHz	1.25MHz	20MHz
Multiple Access	OFDMA	TDMA, CDMA	TDMA, CDMA	CDMA	CSMA/CA
Duplex	TDD	TDD	FDD	FDD	TDD
Mobility	Mid	High	High	High	Low
Coverage	Mid	Mid	Large	Large	Small
Standardization	TTA & 802.16e	3GPP	3GPP	3GPP2	IEEE 802.11x
Target Market	Public/ Enterprise	Public	Public	Public	Home/ Enterprise

CSMA : Carrier Sense Multiple Access

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CA: Collision Avoidance

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