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Title: **Proposed document** – Status of mobileOK Trial Service in Korea

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Status of mobileOK Trial Service in Korea

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1. Introduction

Rapidly developing mobile technologies allow us to experience various convergence services from mobile devices, and as a result the need for compatible mobile web services on both fixed and wireless network is increasing. In these days, widely spreading trend of Web2.0 is also transforming into user-oriented mobile business models that incorporates long-tail economy, Web platform based technology and application environment.

Within the above context, Mobile Web 2.0 Forum (MW2F) has been initiated in 2007 to encourage the mobile market in Korea and to prepare the emerging mobile world. In order to vitalize the mobile market in Korea, MW2F is producing the mobile web standards align with W3C MWI standardization activities.

Recently MW2F is preparing the mobileOK trial service in order to proof the mobile web standards in the real service.

This document summarizes the status of Korean mobileOK trial service briefly.

[Note: This document doesn't include the results of trial service. It will be published at the end of year 2008.]

2. Goals

Korean mobileOK trial service has following goals:

- Verifying the feasibility of mobile Web standards;
- Seeking the new possibility of mobile business;
- Vitalizing the mobile industry and related market;
- Promotion of mobileOK.

3. Framework of mobileOK trial service

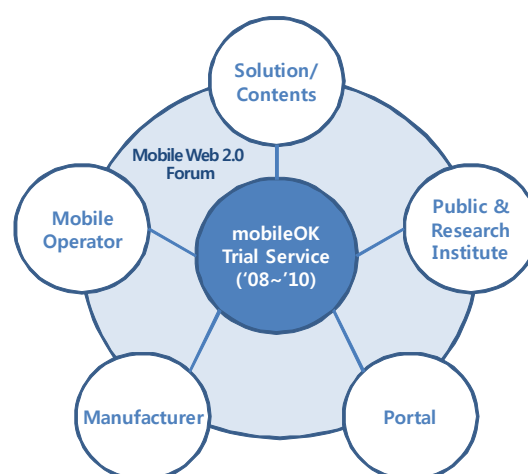


Figure 1: Participants of Korean mobileOK trial service

- Duration: 2008~2010 (3 years)
 - ✓ 1st Phase : 2008 : (start up stage) Development of basic mobile Web environment
 - ✓ 2nd Phase: 2009 : (activation stage) Development of mobileOK-based applications and contents
 - ✓ 3rd Phase: 2010 : (mature stage) Development of complete mobileOK eco-system
- Participants: 14 orgs.
 - ✓ Mobile Operator(3): SK Telecom , KTF, LG Telecom
 - ✓ Manufacturer(2): Samsung Electronics, LG Electronics
 - ✓ Portal Company(2): NHN, DAUM
 - ✓ Solution/Contents Company(5): Infraware, CakeSoft, AnyBill, M-biz, OmniTel
 - ✓ Public & Research institution(2) : ETRI, KIPA

4. Development of mobileOK trial service environments

- Development of mobileOK Device Description Repository (DDR)
- Development of mobileOK Test & Certification Server
- Development of mobileOK Web Browser
- Development of mobileOK Web Portal
- Site Transition to support mobileOK from existing site

All of developments would be implemented according to mobileOK standards from MobileWeb2.0 Forum and W3C MWI. Figure 2 shows the key implementations and the eco-system of mobileOK trial service.

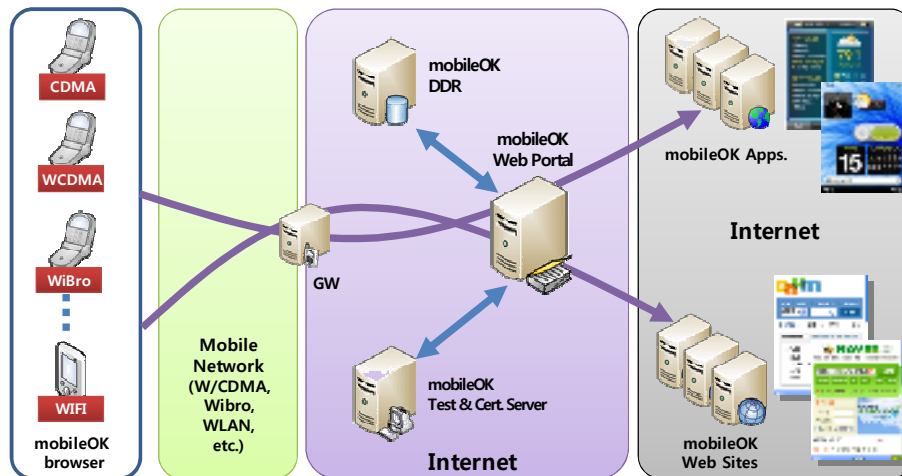


Figure 2: Eco-system of mobileOK trial service

5. Service Scenario

Figure 3 shows the basic service flow of mobileOK trial service. Detail service scenario is under the discussion.

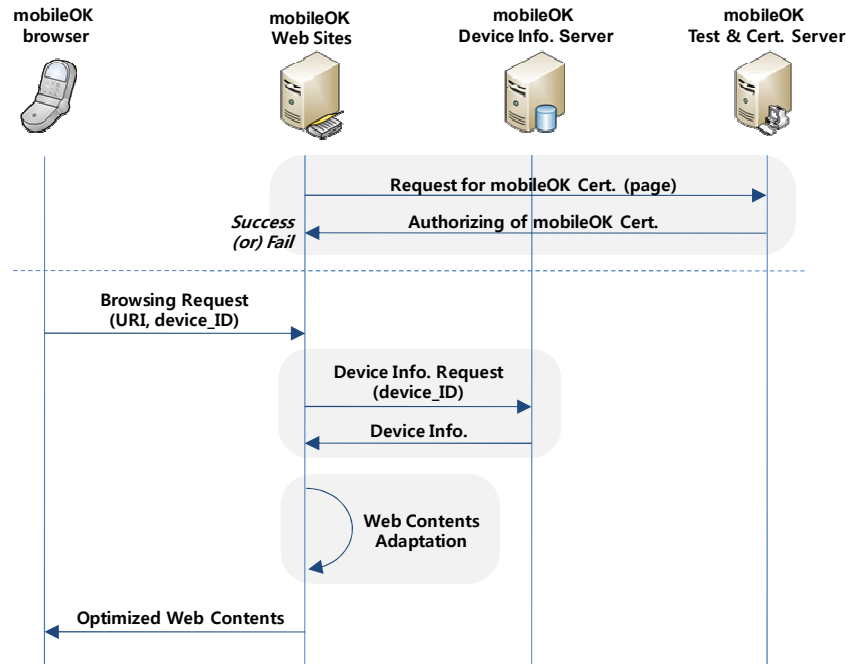


Figure 3: Basic service scenario for mobileOK trial service

6. Remain Issues

Regarding of providing the mobileOK trial service, there are several implementation issues.

- [Device Context Key] No specific rule for key context of device (e.g., URI or device model)
- [mobileOK Certification] No specific procedure or scheme for mobileOK certification.
- [mobileOK Trustmark] No specific rule or scheme for mobileOK trustmark (logo).
- [Content Adaptation] No specific rule or scheme for content adaptation.
- [Types of Mobile Device] Only consider the full-web-browser enable devices.
- [Multimedia Support] Video Codec issue (e.g., Flash supports)

7. Future Plan

The mobileOK trial service is now on the developing stage and it will be officially demonstrated on December 2008. In next year (2009), mobileOK trial service would focus on mobileOK contents and applications as an activation stage.