

Development of World's First 32" Ultra-Slim Braun Tube

Strong Technology and Market Implications

Samsung SDI announced the development of the world's first 32" ultra-slim Braun tube TV, reducing the thickness of the product, a frequent consumer complaint, by nearly half. With the debut comes a new vision for digital TVs with excellent picture quality and design characteristics at one-third the price of LCD TVs.



The core technologies incorporated into the new system include an ultra-wide-angle geometric distortion complementation, optimized funnel cone design and horizontal coil distribution, ultra-wide-angle dynamic gun, ultra-wide-angle exposure system with multiple illumination control technology, and higher safety specifications with application of variable S.E.T. to tint glass.

The economic ripple effects of the newest slim TV allow the Braun tube to maintain its market position as mainstream display device in the digital display market. It is expected to achieve a 70% market share in the global TV market in 2007. Samsung SDI's sales of the 'SDI Vixlim' model are expected to reach 4.48 trillion won over six years (2005~2010).

■ Strong Technology and Market Implications

■ Korea's Claim for Global DMB Standards

World's First Terrestrial DMB-Receiving Mobile Phone

Korea's Claim for Global DMB Standards



LG Electronics has introduced the world's first mobile phone capable of receiving digital media broadcasts (DMB). The new phone adopts LG's in-house developed terrestrial DMB system-on-a-chip (reception element + AV decoder). The product is compatible and controllable with mobile communication modem devices, displays high-quality multimedia images and meets current terrestrial DMB standards.

The core technologies contained in the new mobile phone include terrestrial DMB transmission network multiplication and video media decoding and storage technology, terrestrial DMB reception group technology (antenna, tuner), miniaturized built-in antenna (42cm→12cm) and low power-consuming tuner (200mW) suitable for mobile phones.

The product enables telephone and broadcast reception simultaneously over a single mobile phone and access to all interactive services expected from the combination of broadcasting and communication.

In terms of economic effects, LG Electronics expects more than 8.5 trillion won in domestic sales over next four years, while creating 163,000 new jobs based on the annual total number of employees. In the global market, if Korean terrestrial DMB standards are adopted as global standards, the company expects more than US\$5.6 billion in sales over 10 years, starting with US\$200 million in 2006. LG's DMB phone is expected to occupy over 50% of the global DMB phone market, with a further growth of market share by 5% annually.