



CONFERENCE PROGRAM

Korea/US Opportunities in Interactive Media and Wireless Technology

Friday, October 14, 2005

Westin Hotel Seattle, WA



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TRADE AND ECONOMIC DEVELOPMENT

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7:15 a.m. - 8:00 a.m.

Registration

8:00 a.m. - 9:30 a.m.

Breakfast and Korean Investment Presentation
Cascade Ballroom

8:00 a.m.

Breakfast is Served

8:15 a.m. - 8:20 a.m.

Welcoming Remarks

Sam Reed

Secretary of State
State of Washington

8:20 a.m. - 9:20 a.m.

Korean Investment Presentation

Kwang-Woon Song

Vice Governor, Jeollanam-do Provincial Government

Hyoung-Kyu Lee

Vice Governor, Jeollabuk-do Provincial Government

“Korea: Your Gateway to Success”

Ministry of Commerce, Industry and Energy

“Your Reliable Business Partner in Asia”

Kwon-Kyun Chung

Manager, New York Trade Office
Jeollanam-do Provincial Government

“Now, Jonbuk”

Jeollauk-Do Provincial Government

9:20 a.m. - 9:30 a.m.

Question & Answer

9:30 a.m. - 10:00 a.m.

Networking Break



10:00 a.m. - 11:30 a.m. US Panel Discussion, Cascade Ballroom

Korean companies entering the U.S. market need to have U.S. partners, just as U.S. companies need Korean partners to enter Asian markets. These US senior executives discuss and identify opportunities and partnerships in the interactive media and wireless space. Where are the emerging opportunities? What are the trends?

Moderated by:

Chetan Sharma
Chetan Sharma Consulting

Speakers:

Braxton Woodham, Vice President and Chief Technology Officer
Infospace Mobile

Bill Valenti, Executive Vice President
Melodeo

Marianne Marck, Vice President of Engineering
Walt Disney
Internet Group

Peter Zakloulkal, Senior Director, Technology
AOL

**11:30 a.m. - 12:00 p.m. Networking Break
Proceed to Grand Ballroom 3 for Keynote Luncheon**

12:00 p.m. - 1:45 p.m. Keynote Luncheon, Grand Ballroom 3

12:00 p.m. Lunch is Served

12:30 p.m. Opening Remarks

Jae-Chul Kim
KUSEC/KITA Chairman

Tom Fitzsimmons
Chief of Staff
Washington State

Jae-Gouk Kim
Consul General, Korea Consulate General



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(Keynote Luncheon, Grand Ballroom 3 Continued)

1:00 p.m. - 1:40 p.m.

Keynote Speaker

Shane Kim

Conference Co-Chairman
General Manager
Microsoft Game Studios

Featured Speaker

Young Se Kim

Chief Executive Officer
INNODESIGN

1:40 p.m. - 1:45 p.m.

Announcement of Next Conference

Jin Roy Ryu

Korean Conference Co-Chairman, Poongsan Corp.

1:45 p.m. - 2:00 p.m.

Break

Return to Cascade Ballroom

2:00 p.m. - 3:30 p.m.

Korean Presentation, Cascade Ballroom

Introduction of Korean Panel

Jason Robar

Founder, AisA Group

Speakers:

Hoon Han

Executive Vice President, KTF

“Outlook on the Korean IT industry”

Jung-Uck Seo

Chairman, KITA e-Trade Center

“How Korea became a World Telecom Leader”

Tae-Ki Chun

President, SK Telecom International

“SK Telecom’s Global Initiatives”

3:15 p.m. - 3:30 p.m.

Question & Answer

3:30 p.m. - 5:00 pm

Interactive Media & Wireless Industries Matchmaking Forum
Grand Ballroom 1, 4th Floor, North Tower



Speaker Bios

Event Co-Chair and Keynote Speaker:

Shane Kim, General Manager, Microsoft Game Studios

As the general manager of Microsoft Game Studios (MGS), Shane Kim oversees a team of approximately 1,000 programmers, designers, artists and producers creating a broad range of Microsoft Game Studios first-party titles for Microsoft® Xbox 360™, Xbox® and Windows®. In this role, Kim leads MGS into the HD Era of digital entertainment with highly anticipated Xbox 360 blockbuster titles.

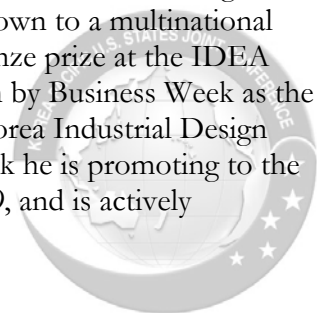
Kim also has overseen the production of the critically acclaimed first-party Xbox titles *Jade Empire* and *Forza Motorsport™*, as well as the popular upcoming Xbox title *Conker™: Live and Reloaded*, and Games for Windows titles *Age of Empires® III*, *Rise of Nations: Rise of Legends* and the *Zoo Tycoon®* franchise. He also manages the production and development of casual games for MSN® Messenger and MSN Games. The blockbuster success in 2004 of *Halo® 2* and *Fable* on Xbox were among his achievements as well as being named one of the people to watch in 2005 by Forbes.com. Under his direction, MGS was ranked No. 2 by Game Developer magazine on its list of Top 20 Publishers in the industry for 2004.

Featured Guest:

Young Se Kim, CEO, Innodesign

YOUNG SE KIM is best known for the cutting edge looks of the iRiver MP3 players. Author of three books and numerous essays, Mr. Kim is recognized as a true, world-class innovator for design. His most recent design is the iRiver iFP-1000 of Reigncom, which drew international attention with the world's first convergence product of MP3 player and digital camera. He was honored with the Silver Medal at Industrial Design Excellence Awards in 2005.

Young Se Kim founded INNODESIGN, Inc. of Palo Alto, Ca. in 1985 and INNODESIGN Korea of Seoul in 1999. Since the inception of the company he has been active in running the business as well as designing numerous products. The company has grown to a multinational design consulting organization. He was awarded the Gold/ Silver/Bronze prize at the IDEA (Industrial Design Excellence Award) and his works were twice chosen by Business Week as the "Best Product of the Year". He was also awarded the Grand Prix at Korea Industrial Design Awards and won many more world-renowned prizes. Through his work he is promoting to the global market the potential of Korean design. He also launched, *INNO*, and is actively developing this design collection as a brand.



Speaker Bios

US Panel Speakers:

Bill Valenti, Executive Vice President, Melodeo

Bill Valenti is a seasoned entrepreneur and global-business executive, combining more than 20 years of experience in international investment banking and successful technology start-ups.

Valenti spent 17 years in Asia developing commercial and investment banking business for Chemical Bank/Riggs Bank. Returning to the U.S., he launched New Pacific Partners, an investment banking partnership focused on Asian-market strategies. He later served as CEO of Tegic Communications, a software development/licensing firm that was later acquired by AOL. Valenti also has founded and/or headed a number of innovative companies including World2Market, Hutchison Mediator and HEEDworks, Inc.

Valenti received a B.A. in Liberal Arts from Temple University and a Master's in International Management from the American Graduate School of International Management. He remains active on the boards of a number of start-up companies and served as a Trustee of the International Snow Leopard Trust.

Marianne Marck, Vice President of Engineering, Walt Disney Internet Group - Seattle.

The Seattle engineering team builds the core software platforms used by Disney.com, ESPN.com, ABCNews.com and others. This includes narrowband, broadband and wireless content delivery, e-commerce, advertising technology, e-marketing, and information services. Before joining Disney, Marianne was senior vice president, technology infrastructure, for CNET Networks. Prior to her many years at CNET, she served as manager, datasever engineering, at Sybase and also worked for IBM. She has a BA in Mathematics.

Braxton Woodham, Vice President & Chief Technology Officer, Infospace Mobile

Braxton Woodham currently serves as Chief Technology Officer for InfoSpace Mobile, where he is responsible for technology research, strategy, architecture, and development. He was formerly the Vice President of Technology at Moviso, leading the development of the V4 Platform, which has scaled by more than 10 times in 18 months and currently supports more than 12 million transactions per month across carriers in North America, Europe, and Australia. The Moviso team also developed and deployed MSA, the first reusable media client, which has been downloaded more than 10 million times in North America. Prior to joining Moviso, Braxton served as Executive Director of Technology at Sony Music Digital Media Ventures where he focused on new media initiatives including massively multiplayer gaming and mobile media distribution. Braxton has led technical teams and served as chief architect on projects for Cingular Wireless, T-Mobile, Verizon Wireless, Nokia, Samsung, Motorola, Yahoo!, AOL, Toshiba, Sony Music, Warner Home Video and Times Mirror among others. Braxton served as a Captain in the U.S. Air Force, and holds a B.E. from Vanderbilt University.

Speaker Bios

Peter Zakloulak, Senior Technical Director, AOL Mobile Platforms

Mr. Zatloukal recently joined AOL as Senior Technical Director for Mobile Platforms after his previous company, Wildseed Ltd., was acquired by AOL. During his five years with Wildseed, Mr. Zatloukal led the engineering team responsible for developing the Linux-based SmartScreens operating system, featuring intelligent snap-on peripheral coverings, which debuted on the revolutionary Identity GSM/GPRS consumer cellular phone also designed by Wildseed. Identity sold nationwide on Dobson/CellularOne and Cingular's networks in the United States. Mr. Zatloukal spearheaded the creation and development of Wildseed's software, electrical, and mechanical designs from the ground up, oversaw manufacturing and type approval in Korea, and established partnerships with design and manufacturing firms in the United States and Mexico to deliver SmartSkins for Identity.

Prior to joining Wildseed, Mr. Zatloukal managed multiple groundbreaking software engineering teams and launched a number of successful consumer products, platform technologies, and popular online services. Mr. Zatloukal joined Eric Engstrom's DirectX Media team at Microsoft where he helped ship a new release of Windows Media Player, was active in the initial design and development of Internet Explorer 5.0's declarative behaviors, and helped to develop the pioneering DirectX Media Chromeffects program that exposed web developers to a rich 2D and 3D XML interface within Internet Explorer.

Chetan Sharma, Chetan Sharma Consulting

Chetan is a recognized industry expert in strategy and implementation of wireless data and pervasive computing solutions. He has a strong background in developing and launching technologies, products, and solutions for the wireless industry, including extensive experience in managing and delivering all phases of the product development cycle. He has worked with major wireless carriers around the globe, from multinational players such as NTT DoCoMo to regional carriers such as Cincinnati Bell Wireless.

Before starting his consulting practice, he was founding Director of Emerging Solutions practice at Luminant Worldwide. Prior to his leadership of the R&D group, Sharma served as founder and Director of Luminant's wireless practice¹. In this role, he oversaw global client engagements, provided vision and strategic direction, conducted wireless research and development, and established partnerships with leading industry players such as IBM². Prior to that, Chetan was a systems engineer and product manager, focusing on mobile communications, at Cellular Technical Services, where he worked on creating RF Fingerprinting solutions to prevent wireless fraud. His work was instrumental in making a big dent in the \$1B industry-wide fraud problem. He also worked at Philips Consumer Communications - a joint venture between Lucent and Philips and was VP of Technical Marketing and Technology Licensing at a wireless multimedia company. His experience with strategic alliances involved US carriers such as Verizon, Sprint, AT&T Wireless, Cingular, Cincinnati Bell, and others; some of the most prominent carriers in Europe and Asia; IBM, Intel, Telcordia, SBC, Unisys, and many other leading players in the wireless sector.

Speaker Bios

Jason Robar, Founder, AisA Group

Jason Robar is the founder of "AisA Group" - a consultant network dedicated to global game development with local partners. As part of the original Microsoft DirectX team, Jason worked with developers and publishers worldwide on the development and adoption of new technology and businesses. After leaving Microsoft a few years ago, he has been focused on emerging markets in Korea, China, Eastern Europe, India, and elsewhere.

Korean Panel Speakers:

Hoon Han, Executive Vice President, KTF

Dr. Hoon Han is an Executive Vice President of Strategy Planning Group at KTF, the largest Personal Communications Service (PCS) Company in Korea. His office is located in Seoul, Korea.

Dr. Han began his career as a manager at planning department at Daewoo Heavy Industries & Machinery Ltd. in 1980. He then joined Korea Information Strategy Development Institute (KISDI) in 1985 and has worked as a senior researcher at KISDI, researching many important areas regarding Korean IT market. From 1989 to 1995, he researched many aspects of IT industry especially on policy making as research assistance. From 1990 to 1992, Dr. Han worked as a consultant focusing on standard & technology at Pacific Bell in California, USA.

In 1996, he became a Vice President of Management Planning Division at Korea Telecom M.Com and was responsible for launching Personal Communications Service (PCS) business. Also He led Seoul Metropolitan Business Group as a Vice President in the company.

Dr. Han is an Executive Vice President of Strategy Planning Group of KTF since November 2003. In this responsibility, he oversees the corporate and business strategy planning, and business development. He has directed the development of three year mid-term strategy for KTF and is positioning KTF to become the leader in providing the ubiquitous and convergence service.

Jung Uck Seo, Chairman, KITA e-Trade Center

Dr. Seo received a B.S. degree from Seoul National University, a Ph.D. degree from Texas A&M University, both in Electrical Engineering, and an Honorary Doctoral Degree of Economics from Pukyong National University in Korea.

From 1984 to 1990, Dr. Seo worked for Korea Telecom as Senior Executive Vice President. In December 1990, the President of Korea appointed him Vice Minister of Science & Technology. In July 1992, Dr. Seo became President of the Korea Institute of Science & Technology. In 1993, he was appointed as Chairman of the Commission for Radio Communications Development by the Korea Ministry of Information & Communications.



Speaker Bios

(Jung Uck Seo, Chairman, KITA e-Trade Center continued)

From 1995 to 1998, Dr. Seo was President and Vice Chairman of SK Telecom, where he commercialized the CDMA cellular mobile telephone for the first time in the world. In 1999, the President of Korea appointed him Minister of Science & Technology. Since April 2001, he resumed his private life as Chairman of the Korea Accreditation Board and Chairman of the e-Trade Promotion Committee of the Korea International Trade Association. In 2001, he was elected as President of the Korean Council on System Engineering. Dr. Seo is a Chair Professor at both Sunchon National University and Myongji University, a Professor of Seoul School of Integrated Science & Technologies and Chairman of the Korea Foundation of International Cooperation of Science & Technology.

Tae-Ki Chun, President, SK Telecom International, Inc.

Tae Ki (TK) Chun has been working as president of SK Telecom International, Inc. since May 2005, of which his primary mission is to develop new business opportunities and cutting-edge technologies not only in wireless telecommunications field, but also in convergence/ubiquitous business area in the US.

TK headed the global business strategy division of SK Telecom in Korea until 2004. As vice president he guided the company's global business strategy and management infrastructure buildup in order to seek continuous growth opportunities at the face of stagnant domestic cellular services market. He also supervised the planning, operation and business development activities of the company's overseas subsidiaries located in the US, China, Japan and the UK. TK supported the development of the Mobile Virtual Network Operation services in the US, a \$440 million investment project to be carried out in partnership with EarthLink, a US-based Internet Service Provider.

Before holding the vice president position, he served for the office of the CEO where he supported the CEO's management decision making by identifying key issues that require CEO's attention and coordinating relevant organizations to facilitate successful implementation of CEO's decisions.

Before joining SK Telecom in September 1994, TK worked for Taehan Telecom (SK Group's subsidiary in charge of the business entry into Mobile Telecommunications area) where he developed strategic business plans that enabled the company to win the second cellular service license issued by the Korean government.



Notes



Special Thanks

Our Host Advisory Committee:

Honorary Chair, Ike Lee, Lee Technology Consulting, Ignition Partners, and Business Ambassador for Washington State

Nancy Anderson, VP and Deputy General Council, Microsoft Corporation

Laura Peterson, VP International Relations, The Boeing Company

William Stafford, President, Trade Development Alliance of Greater Seattle

Chetan Sharma, Principal, Chetan Sharma Consulting

Tim Reha, CEO, Venture All Stars

Heidi Schumann, CEO, Fluency Group

Emi Mizuki, Community Network Services

Larry Williams, International Trade Director, CTED

Kristina Erickson, Interactive Media Program Manager, CTED

Wistar Kay, Business Development Manager, International Trade, CTED

Kathleen Sebastian, Research and Special Projects Manager, CTED

And thank you to...

Mr. Young Se Kim, CEO and Founder Innodesign

Trade Development Alliance of Greater Seattle

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Drew Meyers





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