

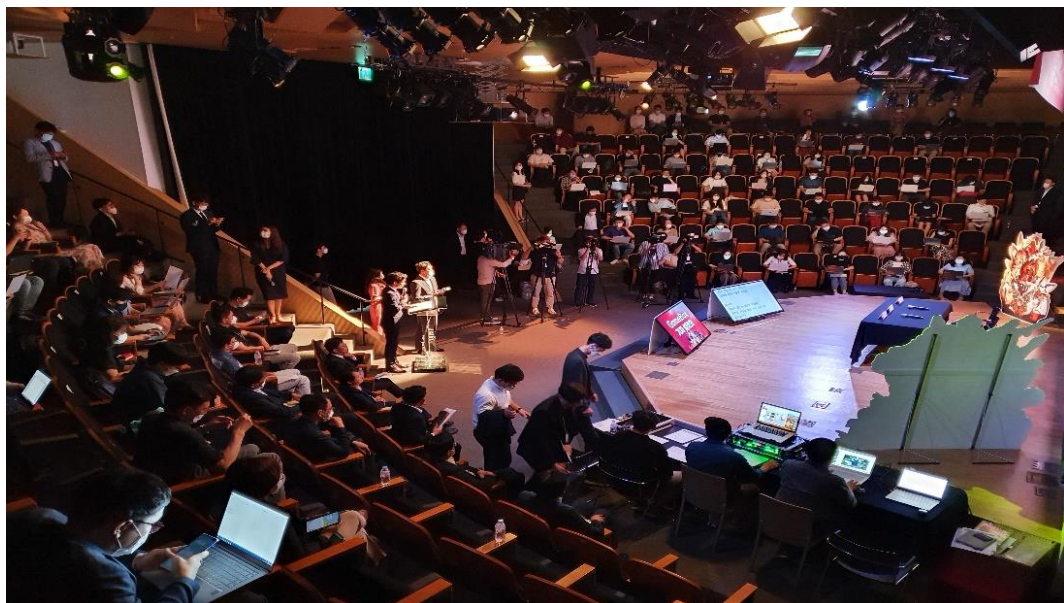


Overview of Korean Cloud Gaming Market

Triggered by KT & Samsung

August 2020







플랫폼 콘텐츠 **플레이** 가격

kt

최상의 컨트롤, GameBox

GameBox만의 초저지연 게임패드

매니아를 위한 **KT 특화 게임패드**

스마트폰 (Android, iOS), IPTV, PC 연결 초저지연 반응 속도
→ Target to reach 1.0M subscribers by 2022

초심자를 위한 **KT 전용 미니 조이스틱**

NO 전원, NO 블루투스, 전자기식 조이스틱

The advertisement features a dark background with a network grid pattern. On the left, a hand holds a grey and red GamePad with a smartphone screen displaying a game. On the right, a hand holds a red Mini Joystick with a smartphone screen showing a game. The text is primarily in white and teal colors.



“ In order to provide the best customer experience, KT developed a gamepad exclusive for KT. We included our brand color schemes onto the gamepad. This gamepad has Qualcomm chip to achieve the lowest latency in the industry. Customers can add in their smartphones (sliding both ends of the gamepad) for a convenient gaming experience. You can also use the gamepad with IPTV and PC. ”

- KJ Kwon, Senior VP, 5G Service, KT
KT GamBox Launching Show
August 12, 2020

Video Clip in GameBox Release Event

Press Release – Reference

English Article

<https://koreajoongangdaily.joins.com/2020/08/12/business/tech/KT-mobile-carrier-cloud/20200812194503160.html>

https://www.koreatimes.co.kr/www/tech/2020/08/133_294289.html

<http://www.ajudaily.com/view/20200812162754307>

<http://www.koreaherald.com/view.php?ud=20200812000733>

Korean – please use translator

http://it.chosun.com/site/data/html_dir/2020/08/12/2020081203080.html

<https://www.sedaily.com/NewsView/1Z6JTJUXR3>

<http://www.inews24.com/view/1290113>

<http://www.ddaily.co.kr/news/article/?no=199969>

<https://en.yna.co.kr/view/AEN20200812002300320?section=news>

<https://www.hankyung.com/it/article/202008129917Y>



From Official KT Press Release

KT collaborated with AKS, a company specializing in gamepad development, to launch a gamepad dedicated to "GameBox" starting in September. AKS is selected by global network providers, including Deutsche Telekom in Germany and Telecom Italia in Italy. AKS wireless gamepad delivers the world's lowest response rate, driven by the maximum performance by Qualcomm MCU (Micro Controller Unit) built-in.

KT는 게임패드 개발 전문기업 에이케이시스社와 협업해 9월부터 '게임박스' 전용 게임패드도 선보인다. 독일의 도이치텔레콤, 이탈리아의 텔레콤이탈리아 등 전세계 통신사들의 선택을 받은 에이케이시스의 무선 게임패드는 퀄컴 MCU(Micro Controller Unit)의 성능을 최대로 이끌어내 세계 최저 수준의 반응속도를 구현해냈다.



➤ **Platforms:**

- 5G Smartphone from August 12
- PC Window from Sep
- Android TV from Oct

➤ **Price** : 4,950 won until Dec 2020 and after 9,000 won monthly

➤ **Game** : 100 titles valued at \$2,000 USD, every month 10 new games upgrade

➤ **Subscribers**

- 60,000 free trial user (beta test)
 - 80% playing time used in AAA game
 - Indie/Casual 27.6%, FPS/Shooting 25.7%, Action 8.2%
- Target to reach 1.0M subscribers by 2022

➤ **Distinctive Feature**

- Game recommendation by AI via big-data analysis (based on gender, age group, time spent on game, history, game genre)
- Gamepad controller : AKS Shaks, mainly Mobile Game Controller
- Open platform
 - To SKT, LGU+ client from Sep and support iOS from October
 - To game publishers including indie-game (ex Stove) and global (SmileGate, Taketo Interactive, NHN Hangame)

➤ **Launching Campaign**

- Free 1st month service charge
- For Galaxy Note 20 subscribers, + 2 months more of free service
- Free trial package : 10 games or 5-minute play
- Shaks Gamepad S5i bundled with Galaxy Note 20 in September

2019 - Traditional design, smartphone holder, wireless connection

World first Gyro/IMU Commercial Gamepad for Andorid TV



2020 - Innovative flat & portable design, portable, smartphone seamless lock, wireless connection

"5G gamepad" for Andorid & iOS



Portable
Ultra Low Latency

Qualcomm



Feature

- Bluetooth 4.1 classic
- Android, AndroidTV, Windows, iOS (MFI), Linux, Mac
- Gyroscope (IMU) built-in (Option)
- Multi-player with extremely low latency
- FOTA – Regular feature upgrade
- Dedicated Utility Application including SHAKS key map
- Back, Home, Option key for programmable feature

Technical specs

- Battery: 700 mAh, Rechargeable
- Transmission Range: 7 ~ 10m
- 256 level analog trigger
- 5 x LED, Vibrator, 6 functional keys
- 360-degree Analog including L3/R3
- Cap replaceable D-Pad

Design

- Ergonomic grips
- Echo friend package, RoHS, REACH certified
- Mobile bracket, built-in

Ultra Low Latency

Qualcomm



Feature

- Bluetooth 4.1 classic
- Android, Android TV, Windows, iOS (MFi), Linux, Mac OS
- Gyroscope (IMU) built-in (Option)
- Multi-player with extremely low latency
- FOTA – Regular feature upgrade
- Dedicated **Utility Application** including **SHAKS key mapping**
- **Customizing to Android TV box** (Back – Home – Option)

Technical specs

- Battery: 500 mAh, Rechargeable
- Transmission Range: 7 ~ 10m
- Only 200g up to 8 hours playing
- 256 level analog trigger
- 360-degree Analog, D-Pad

Design

- Ergonomic grips over rubberized finish
- Echo Package - RoHS, REACH, FSC certified
- Mobile bracket (option)

Ultra Low Latency



Qualcomm



Feature

- Bluetooth 4.1 classic
- Android, AndroidTV, Windows, iOS (MFI), Linux, Mac
- Gyroscope (IMU) built-in (Option)
- Multi-player with extremely low latency
- FOTA – Regular feature upgrade
- Dedicated Utility Application including Key mapping
- [Virtual Mouse](#) to navigation

Technical specs

- Battery: 500 mAh, Rechargeable
- Transmission Range: 7 ~ 10m • 256 level analog trigger
- 360-degree Analog, D-Pad

Design

- Ergonomic grips over rubberized finish
- Echo Package - RoHS, REACH, FSC certified
- Mobile bracket, built-in
- Replaceable D-pad type



Overview - Major Telco's Streaming Game

	KT	SKT	LGU+	Samsung
Platform	Utitus	MS	Nvidia	X-Cloud
Service	GameBox	X-cloud	Geforce Now	
Game title	100	100	100	
A-grade Title	BoderLand3 NBA2K20 Mafia 3	Minecraft Halo: MasterChief Forza Horizon	League of Legend Dark Desert Hyper Scape	
Service Cost Per month	4.1\$ until Dec 8.2\$ from Jan 2021	14\$	11\$	
OS	Android, iOS Window, Mac IPTV	Android Windows X-box	Android Window, Mac IPTV	Built-in app into Android, specially Galaxy Note 20
Launching	Aug 12,2020	Sep 15.2020	Aug 24	Sep 15,2020
Gamepad Dedicated	AKS Shaks S5i & S2i	Xbox Gamepad	N/A	Xbox Gamepad

MS X-Cloud Affiliated Gamepad



USB-C data communication, no Bluetooth

99.99\$



Bluetooth
PowerBank

69.99\$



Moga XP7-X
2000mA PowerBank
Two Option key

99.99\$
2020 Summer



Clip for phone
14.99\$



8BitDo

44.99\$
From Sep 21



SteelSeries

99.99\$

AVS