

CLOUD 9

,



iriver

CONTENTS

1. MP3

- MP3

2.

- Business Strategy Analysis

3. 가

-

4. Made in Reigncom



1.MP3



iriver

ILIAGL

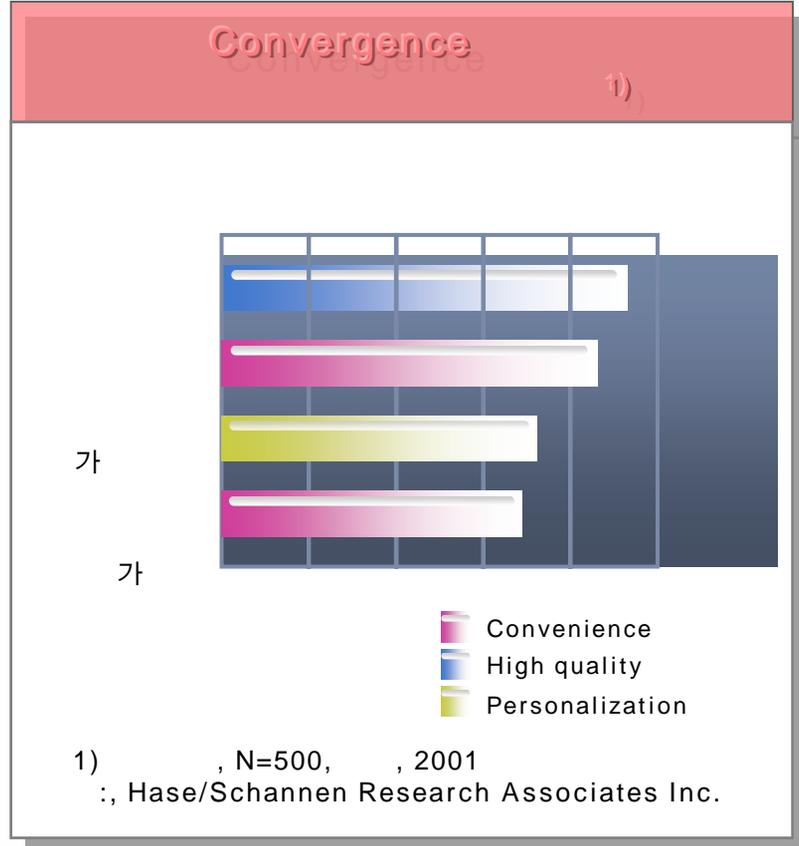
1. MP3



1) Customer Needs

iriver

- - 가 가
 - / : Telematics, MP3 player
 - - 가 가
 - / : HDTV, DVD
 - lifestyle
customized 가 가
 - / : PIMS, PFM(Personal Financial Management)



1. MP3

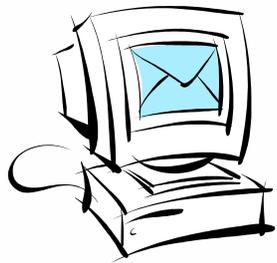


2)

iriver

1) Mp3

MP3



3)

가

2) HDD

Apple

부정적

가

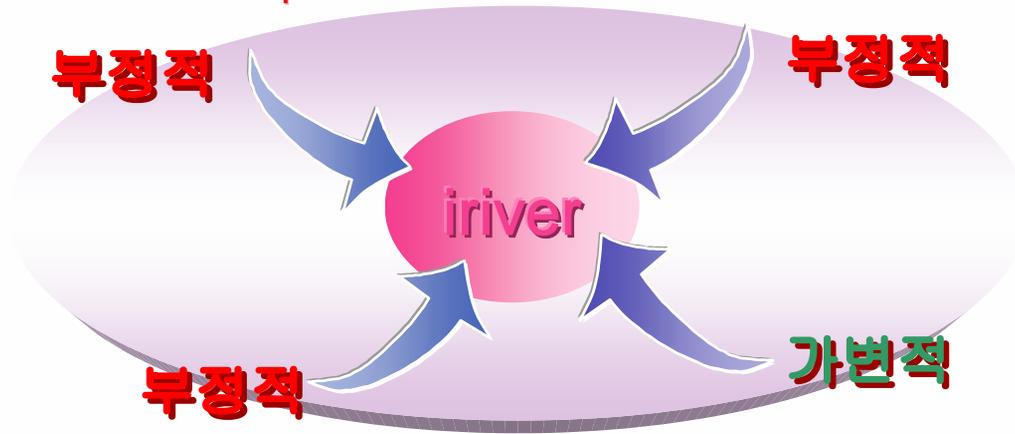
부정적

부정적

가

가변적

4)



1. MP3

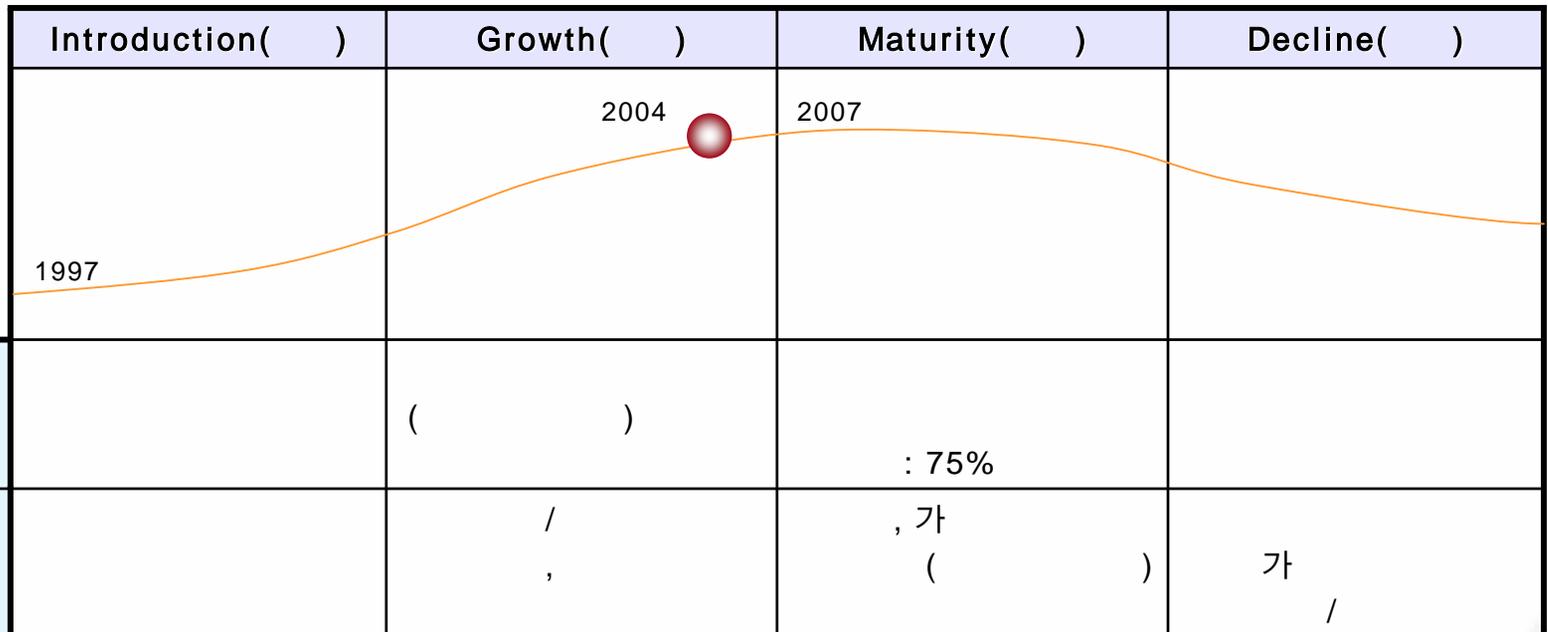


3) Industry Life Cycle

iriver

PC 10 30 (50)

가 , 가
4~5



1. MP3

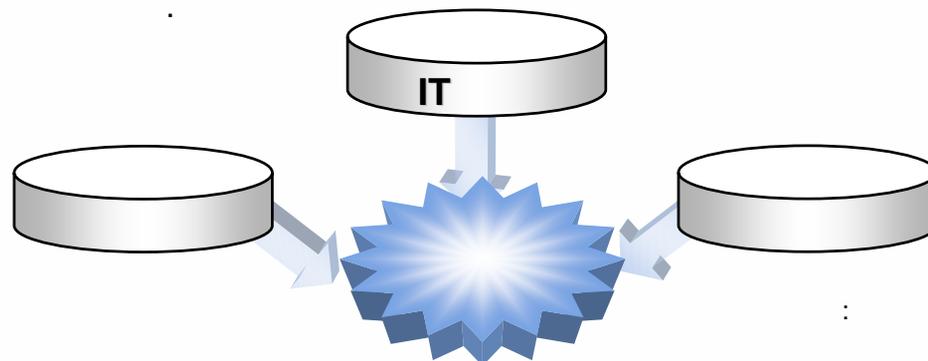


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, MP3



- , IT ,
- 가 (nega network:)



: <http://www.reign.com>

1. MP3



Mp3

iriver

가

- Mp3
- HDD
- 가
-

- 가
- -

8

2.



iriver
ILIAGL

2.



Vision of iriver



iriver _____



Innovation

Easy Access

Best Design



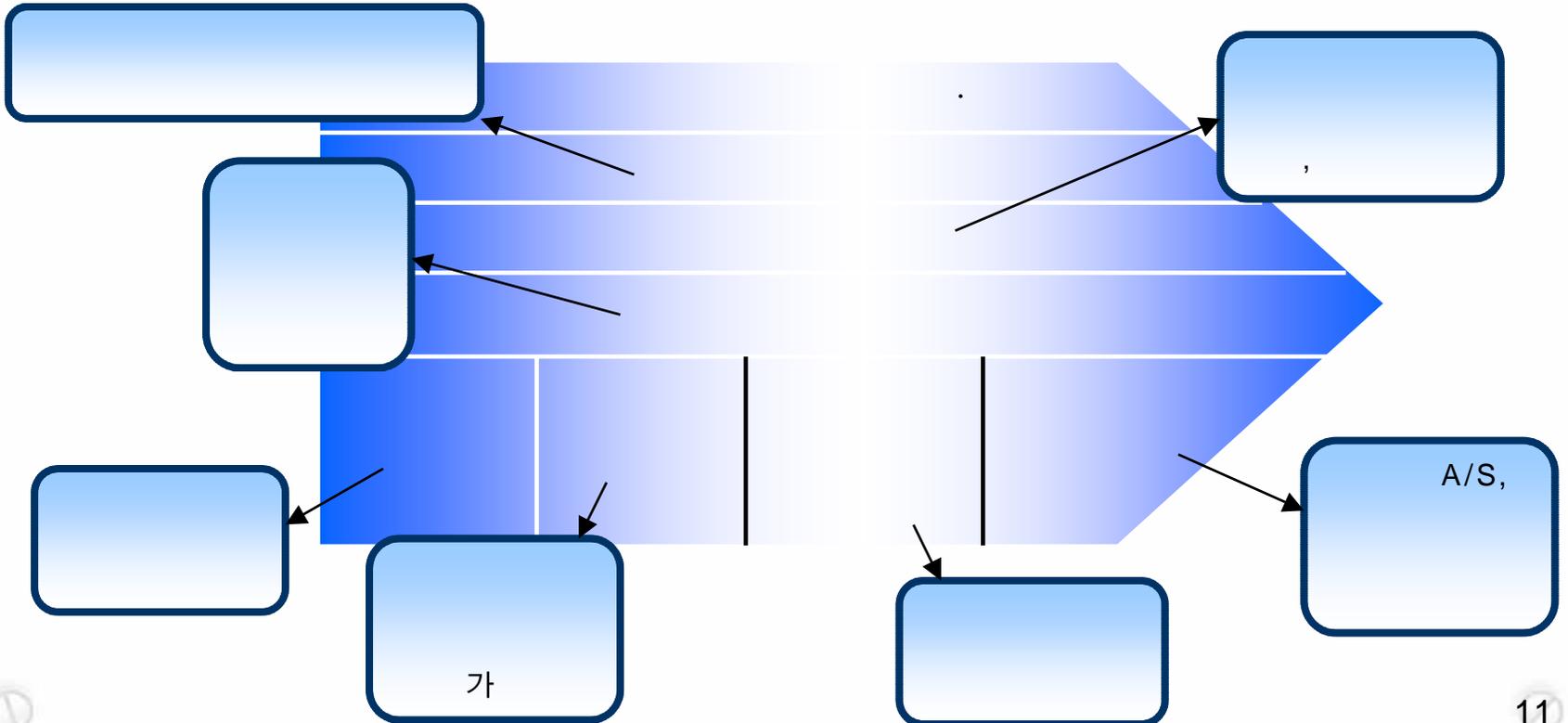
2.



가

iriver

- , , , , , 가





	- 가
	/ MP3
	YBM
	- ,
	- 40%
	가

3.

가



iriver

ILIAGL



1.

- 가

2.

+
-

3.

- : 가 AVC

- :

- :

Microsoft,
KT,

- SM
- SKT, KFT, LGT

3.

가



1) 가

“iriver가
Mp3 ”

+

- 512MB , Xtreme EQ
- 144 ,
- CD/DVD Pick-up/ Mechanism Tester
- Multi-CODEC CD Player
- Mp3men



iriver



1) 가

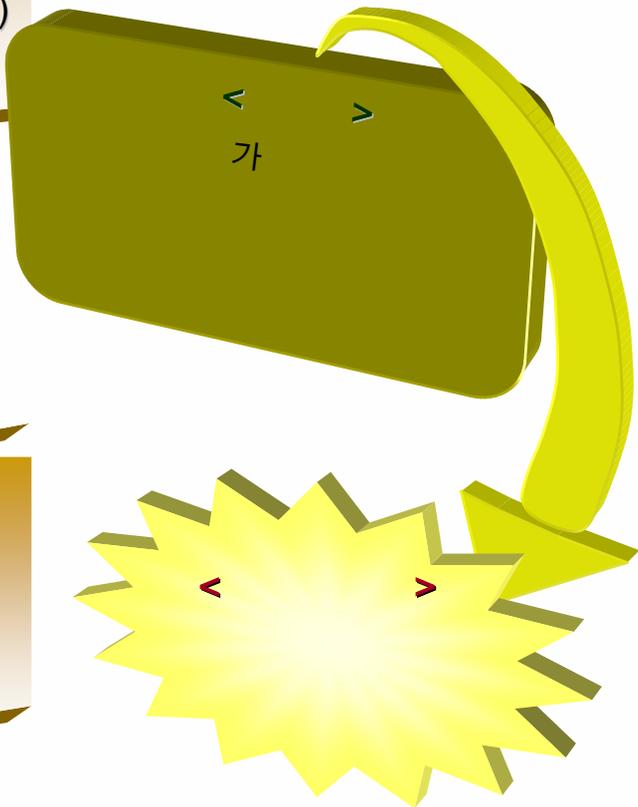
iriver

AV () : 560 (70)
1999

(SonicBlue) : OEM
: 2000 (Rio-volt)
:
iMP-350, iDP-100 (Data play media)
MP3 1

2002 9 (ODM)
: iFP-100
:

: 2003 8 23





1.

- 가

2.

+

-

3.

- : 가 AVC

- :

- :

Microsoft,
KT,

- SM
- SKT, KFT, LGT

3.

가



2)

Iriver가

MP3P

iriver

가

+

+

?



▪ '12

-
-

!

M3P

!





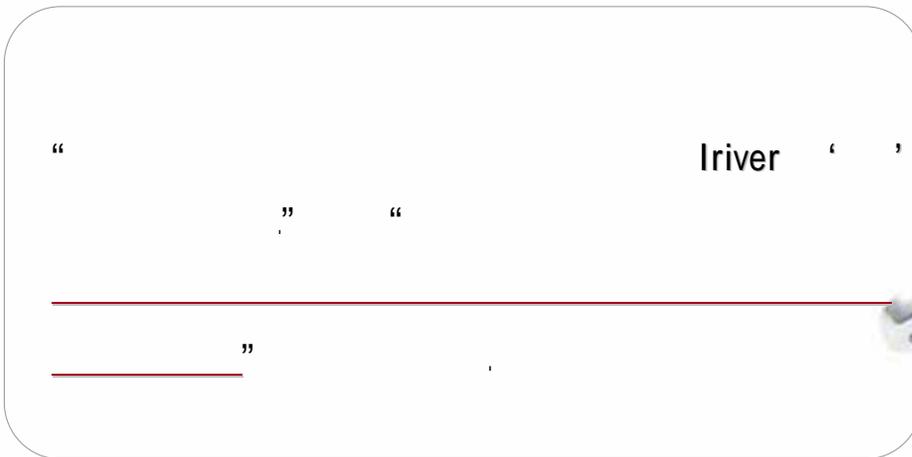
2)

Iriver 가

iriver

+ MP3 Player =

- MP3 Player 'iFP-100'
- MP3



3.

가



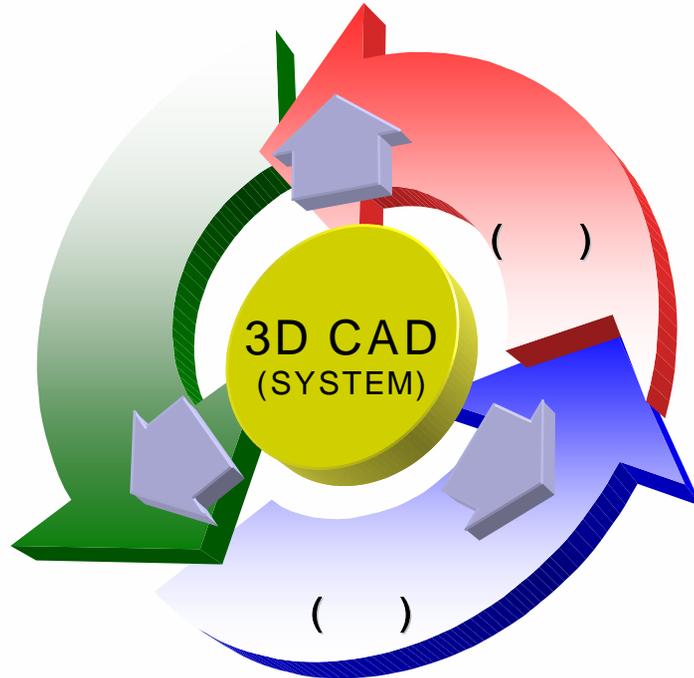
2)

iriver

가

+

- 3D CAD (UniGraphics) PTC ‘ ,
- 3D CAD
- 3D ‘ ,



3.

가



1.

- 가

2.

+
-

3.

- : 가 AVC

- :

- :

Microsoft,
KT,

- SM
- SKT, KFT, LGT

3.

가

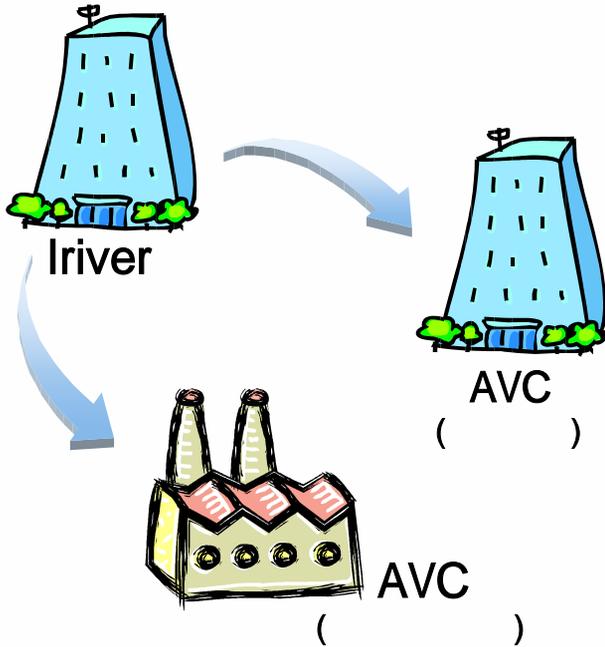


3-1) 가 - AVC

iriver

MP3P

+ AVC &



+ MP3

- 700 25 (03')
 - 40 MP3 (04')
- 가

+ 가

-
-
-

가

3.

가



3-1)

iriver

가

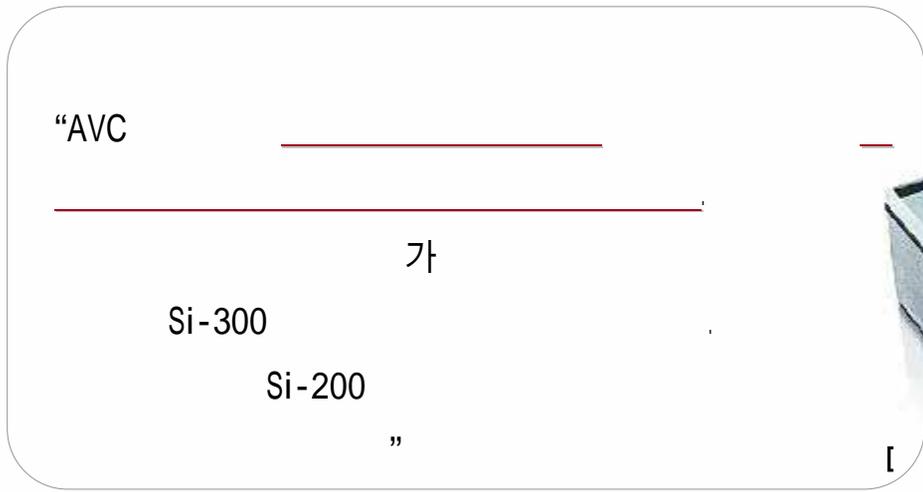
MP3

+ AVC

?

- 2004 MP3
-

'Insignia'



MP3

SIGN Si-300]

3.

가



3-2)

-

iriver

1.

- OEM
- Iriver

(_____)



2.

-
-

MP3P

“

”

!!!



3.

가



3-2) —

가 10%

BB가

+

IT & BB

- IT , , ,
- IT , IT

80%

IT

→

3.

가



3-2)

—

iriver

가 IT 가

10%

+ 10%

- ‘ ,
-
-
- 가
-
-



H-10





3-3)

MP3 Convergence - YBM



MP3

Convergence

+ All-In-All

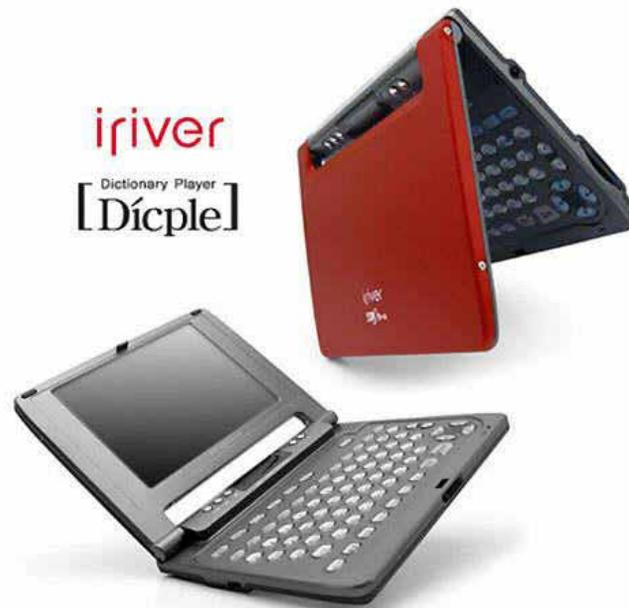
- Iriver YBM
Contents Convergence

YBM

+

MP3

마케팅 홍보의 시너지 효과 발휘





3-3)

MP3 Convergence – YBM



+ Convergence

- 가
- , , e , FM ,
- TTS, RS 가
- ‘ ,
- 가

+ Contents

-
-



3.

가

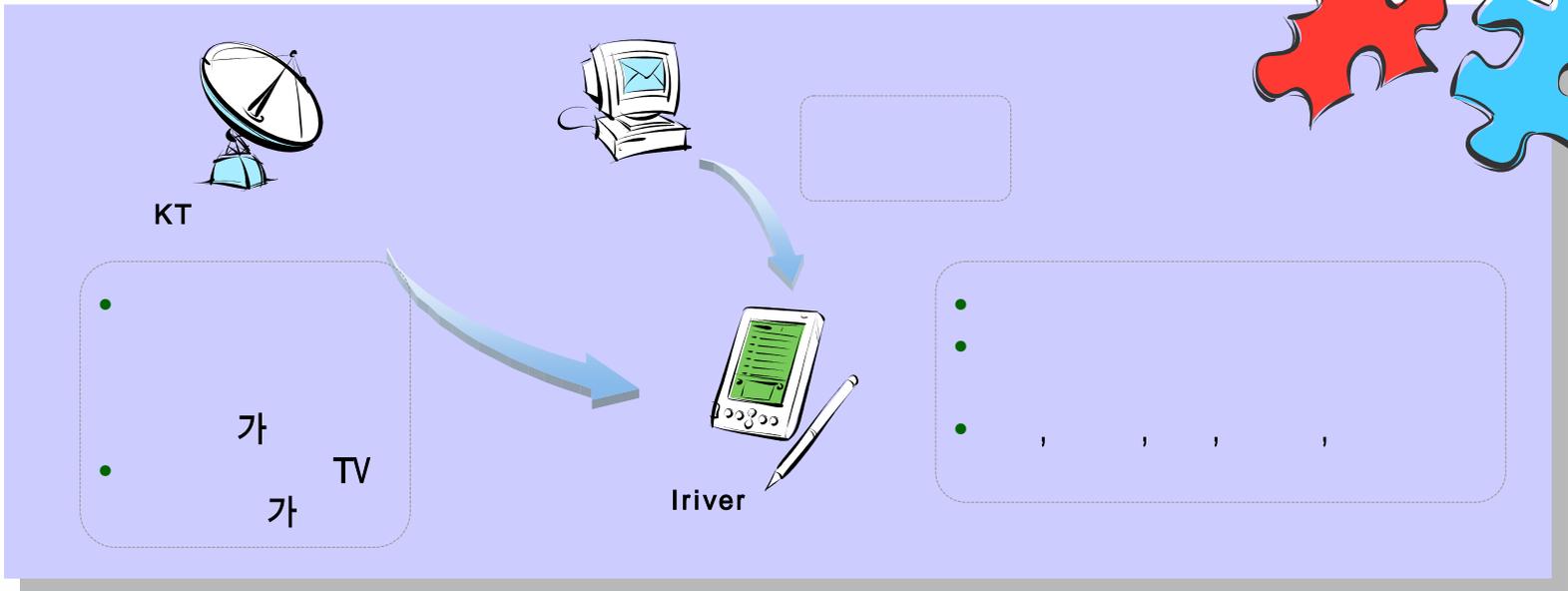


3-3)

- KT

iriver

+



, 가

3.

가



3-3)

- SKT, KTF, LGT

iriver

LGT

, KTF

, SKT



KTF
U-10

+

■

256 가

MP3

■

■



3.

가



3-3)

- SM Entertainment

iriver

+

■

Win-Win

■

SM

/

■

+

가



i-tunes



4. Made in Reigncom



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ILUAGL

4. Made in Reigncom



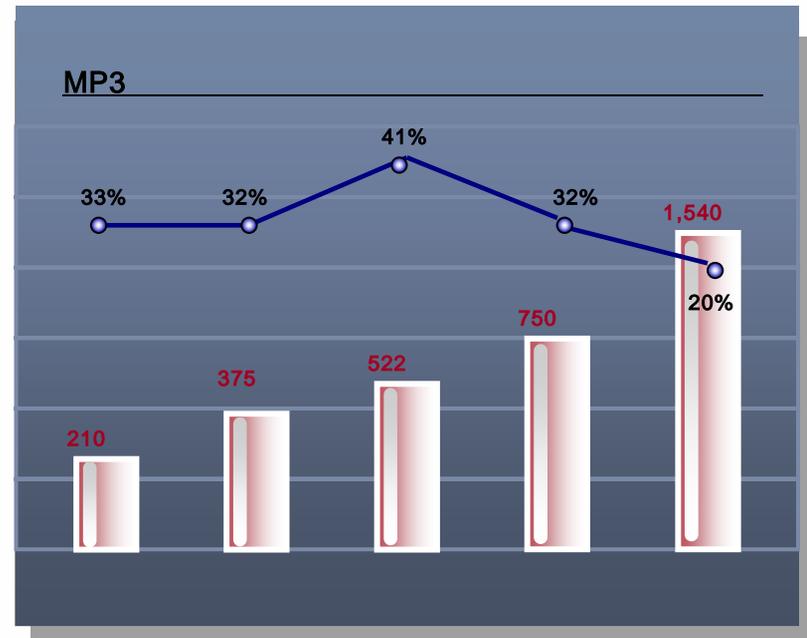
1)

iriver

+

?

■			
■	41%		20%
■			Apple i-pod
	가 2003	21%	2004
			65%



: IDC In Star.MDR

가

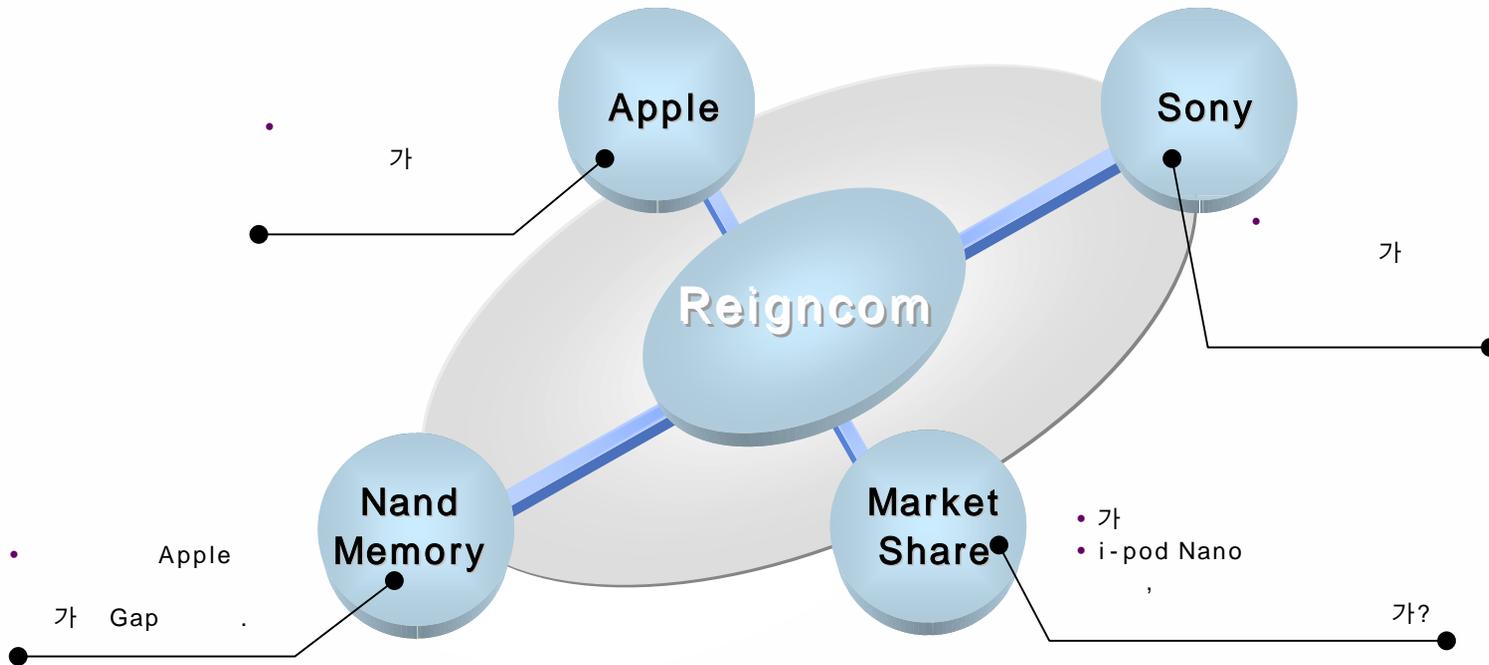
가?

4. Made in Reigncom



1)

iriver



四面楚歌 Reigncom

가?

4. Made in Reigncom



2)

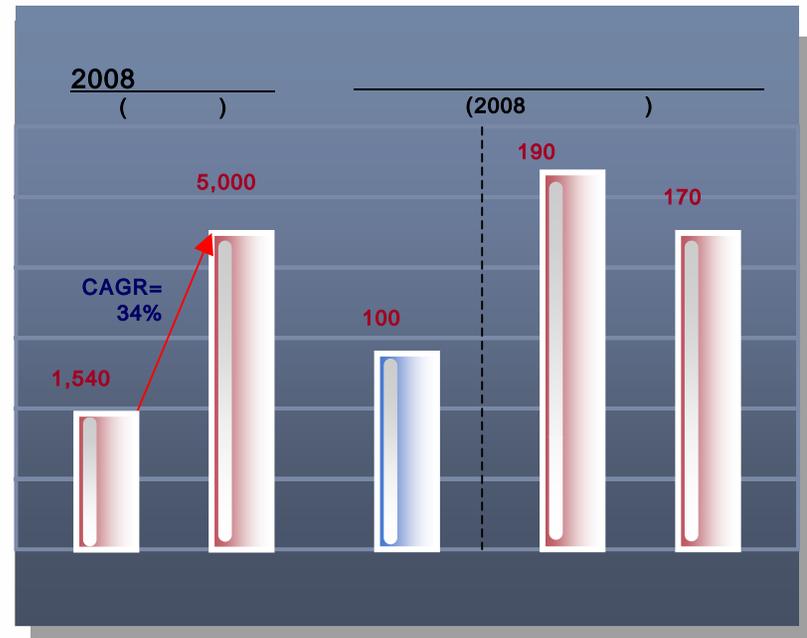
iriver

+ Mp3

=

- MP3
- CDP

가



: IDC In Star.MDR

MP3

4. Made in Reigncom



3) Cloud9

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1. Segment
2. Segment
- 3.



4. Made in Reigncom

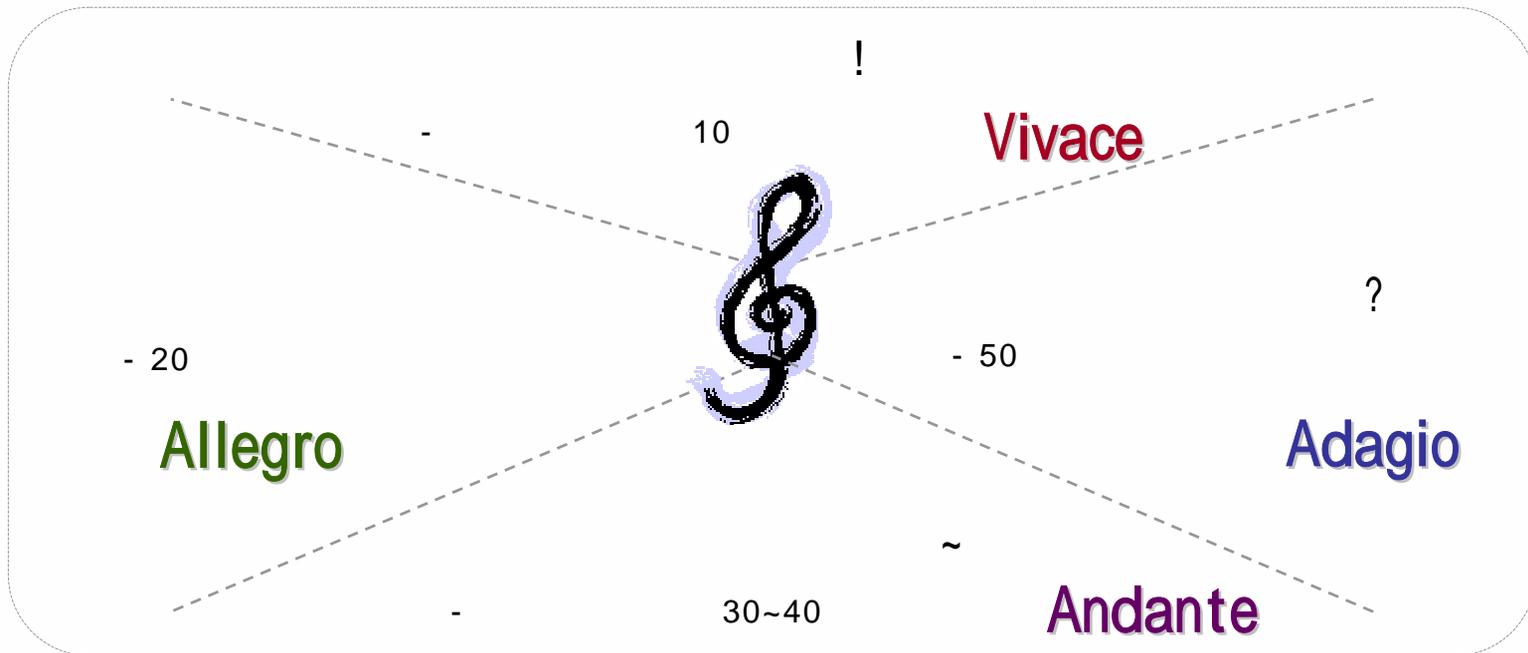


3) Cloud9

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Fermata



4. Made in Reigncom



) Vivace

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1 Concept

2 Target

3 Product

4 Effect

[Fanclub MP3] = MP3 + +

On, off-line

Etc., , BuddyBuddy, ,

가

Rainbow Pocket



4. Made in Reigncom



) Allegro

iriver

1 Concept

2 Target

3 Product

20
[Uni MP3] = MP3 + +
- , Nate-on, Pass Card
Etc.. , ,

4 Effect

가



4. Made in Reigncom



) Adagio

iriver

1 Concept

2 Target

3 Product

LCD

가
MP3

: Music + Radio + Date + Time + Photo

4 Effect



4. Made in Reigncom



) Fermata

iriver

1 Concept

2 Target

3 Product

MP3

LCD
가 :

(LCD

가

)

가 ()
가

4 Effect

Value

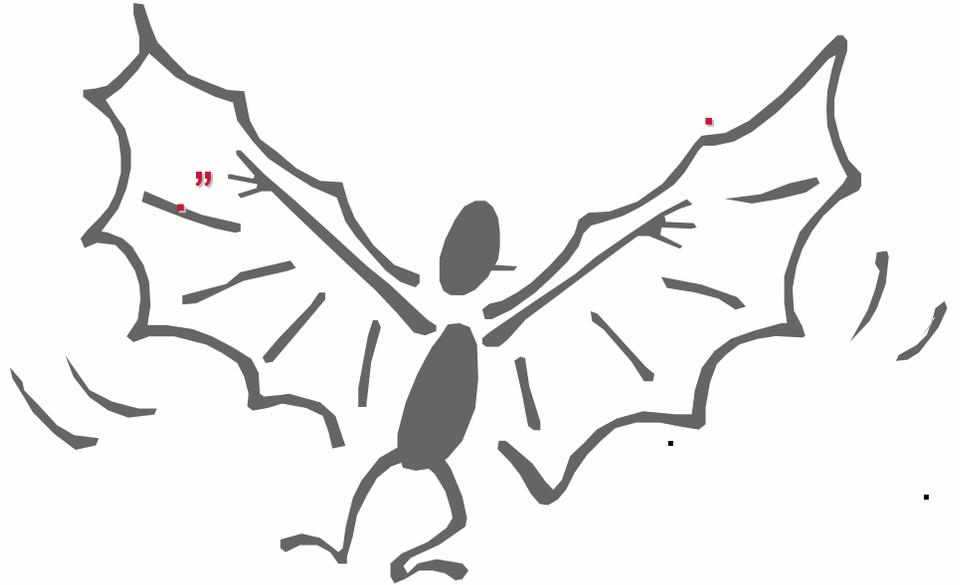


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+

+

+



Thank you

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