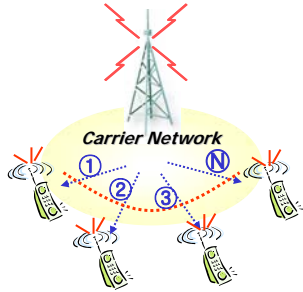


CONTENT



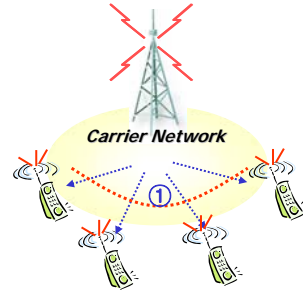
- ✚ What is CBS (Cell Broadcasting Service)?
- ✚ CBS Emergency Alert Service Flow
- ✚ Service scenario example

What is CBS (Cell Broadcasting Service)?



SMS (Short Message Service)

- ✓ Point to Point
- ✓ Impossible Real-time Broadcasting (in case of 0.3 mil. or more)
- ✓ High Transmitting Cost(Network cost)

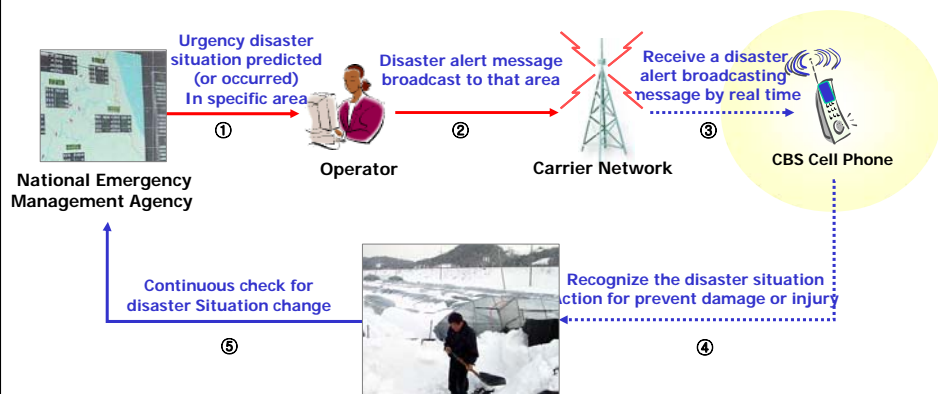


CBS (Cell Broadcasting Service)

- ✓ Point to Multi
- ✓ Real time information Service
- ✓ Excellent Tool for Mass Marketing
- ✓ Location Based SVC.(by Base Station)

- ✚ The CBS permits a number of unacknowledged general messages to be broadcast to all receivers within in particular region.
- ✚ CBS messages are broadcast to defined geographical area known as cell broadcast areas.

CBS Emergency Alert Service Flow



1) Disaster occurrence predicted by heavy rain

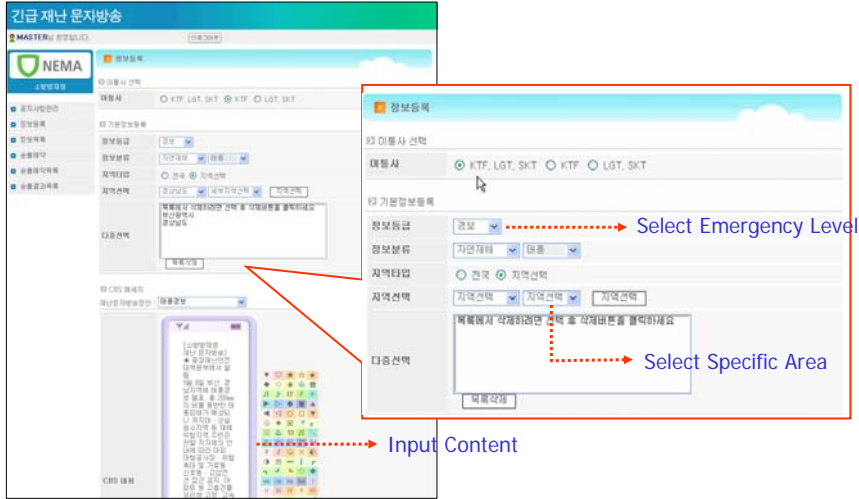


2) Prepare for sending emergency alert message



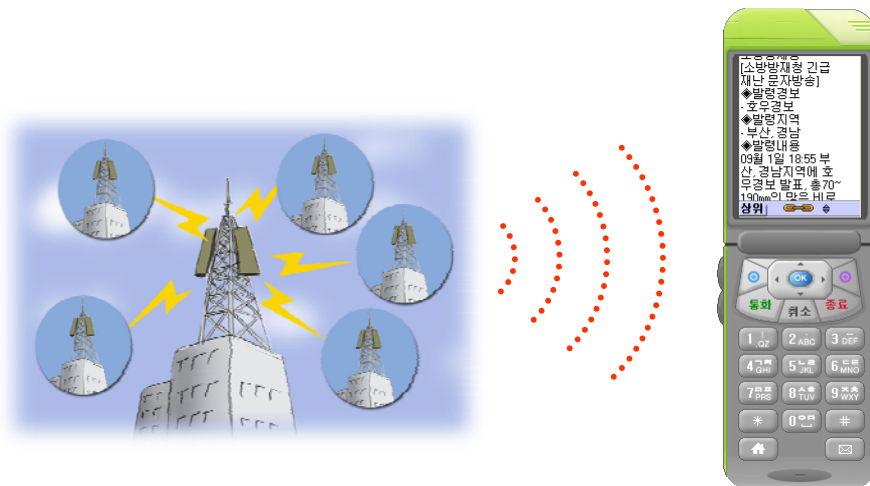
Check the related information, and prepare for sending CBS emergency alert message in specific area.

3) Input information of emergency



Connect a message transmission system,
Input information of emergency and send a message.

4) Send an emergency alert message to cell phone



Receive an message by all CBS phone of specific area.

5) Take safety precautions



Take shelter or safety precautions, under the guidance of emergency alert message.

◆ CBS message example on LCD

