



Mobile Contents Management



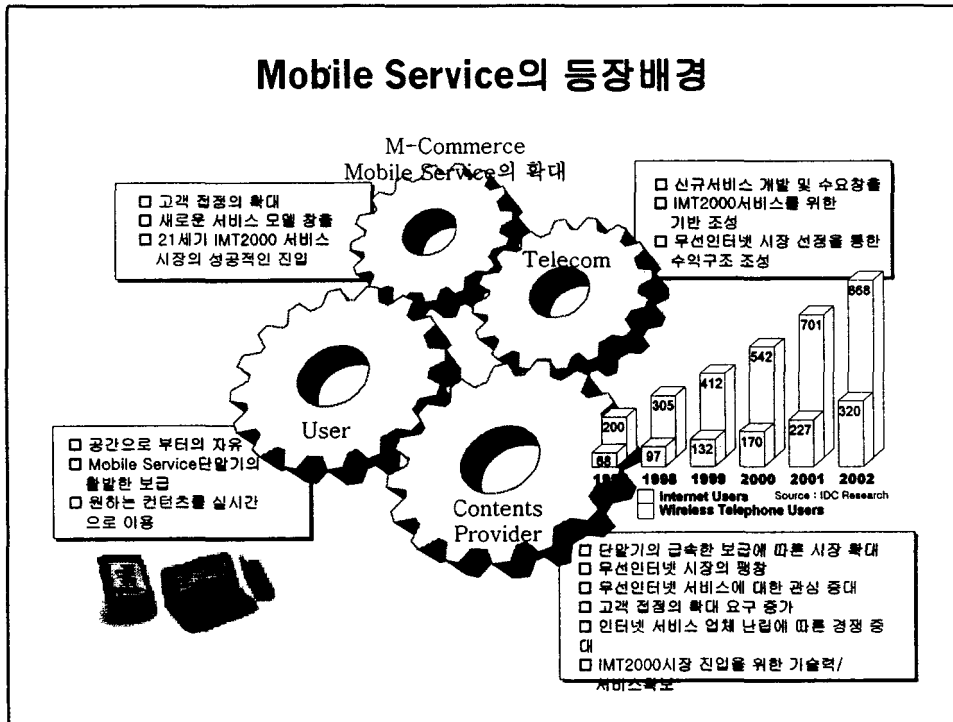
i n v e n t

HP Consulting
서용필 과장

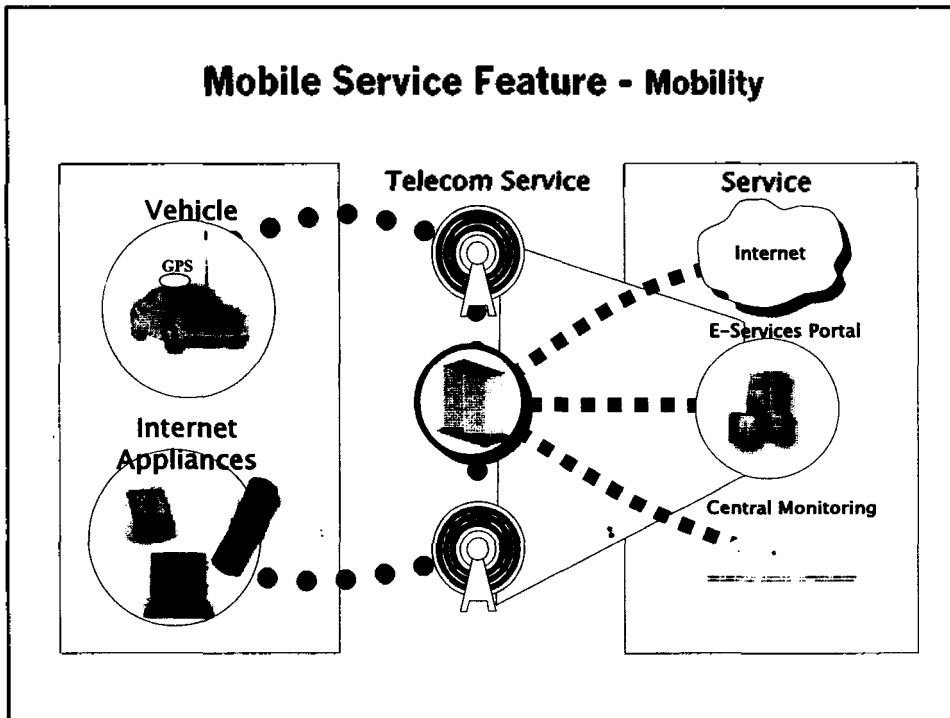
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5. Mobile Access Management

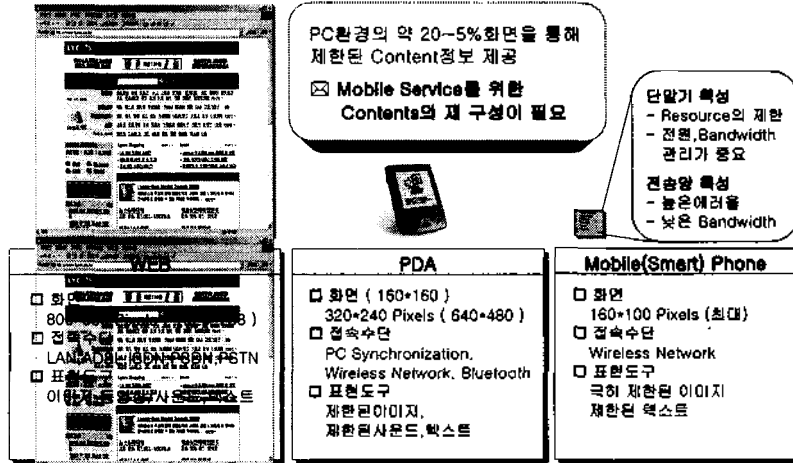
Mobile Service의 등장배경



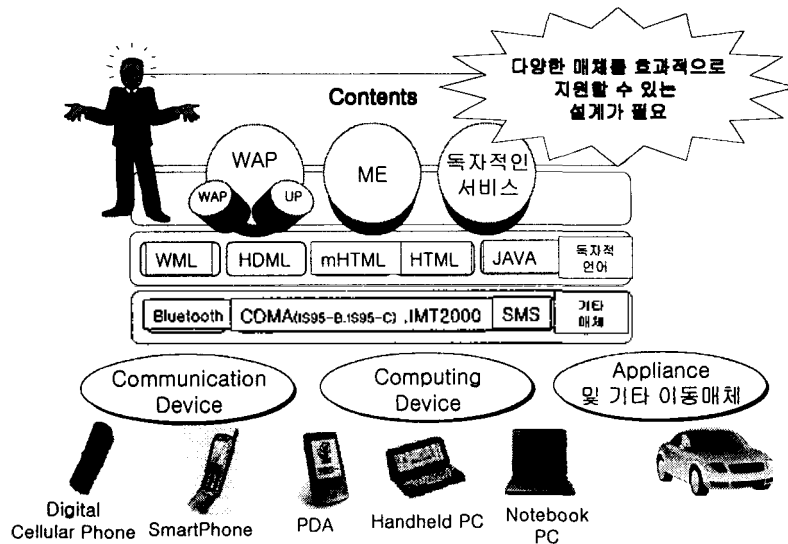
Mobile Service Feature - Mobility



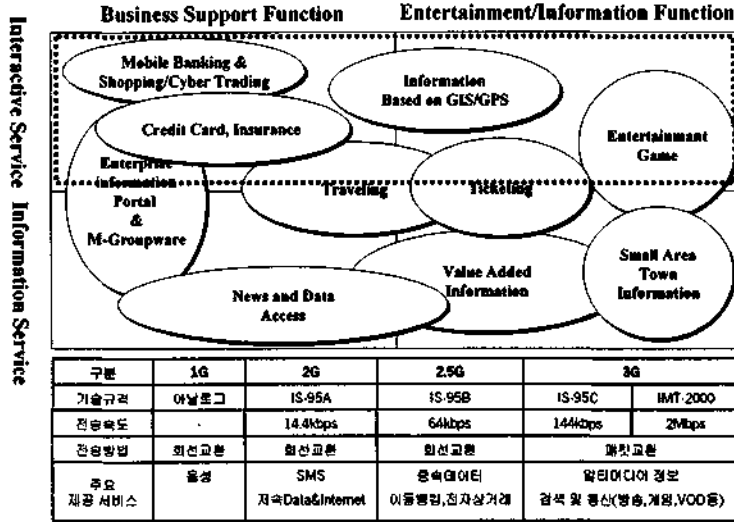
Mobile Service Feature - 데이터표현의 한계



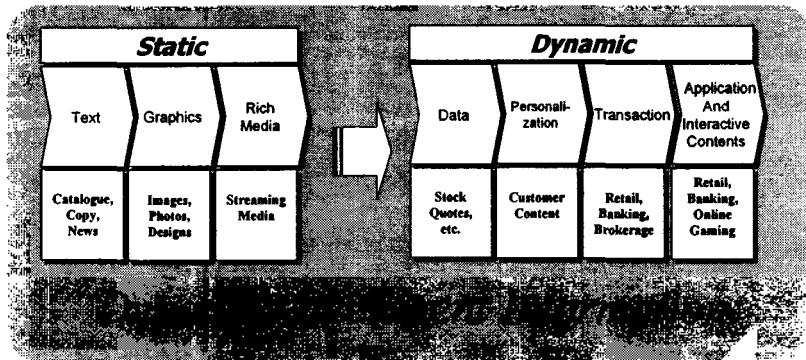
Mobile Service Feature - 다양한 매체가 존재



Mobile Service Contents



Contents의 진화

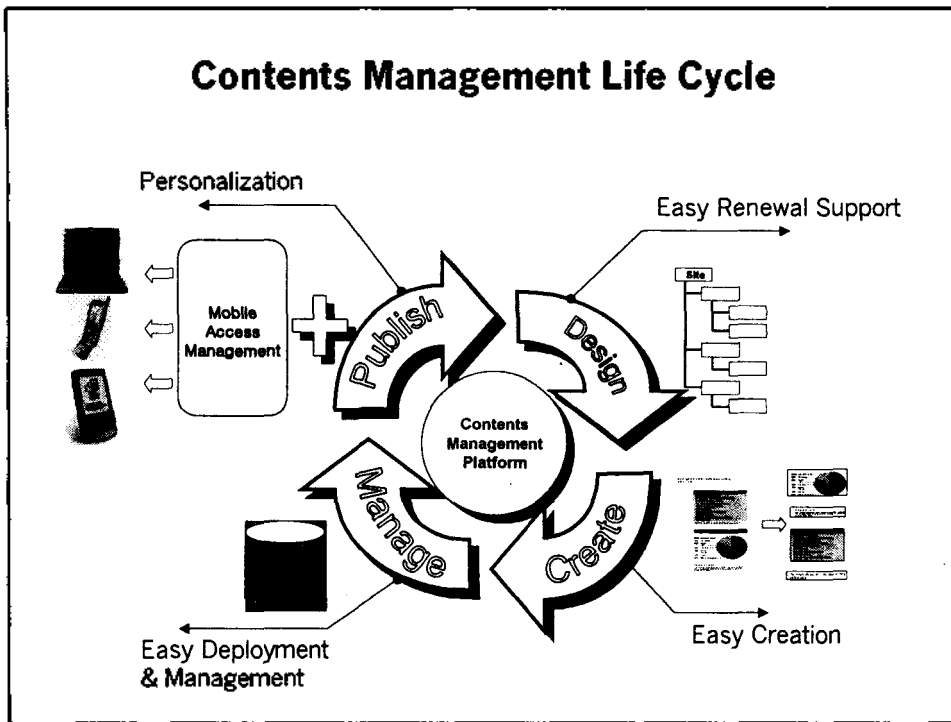


무선 컨텐츠

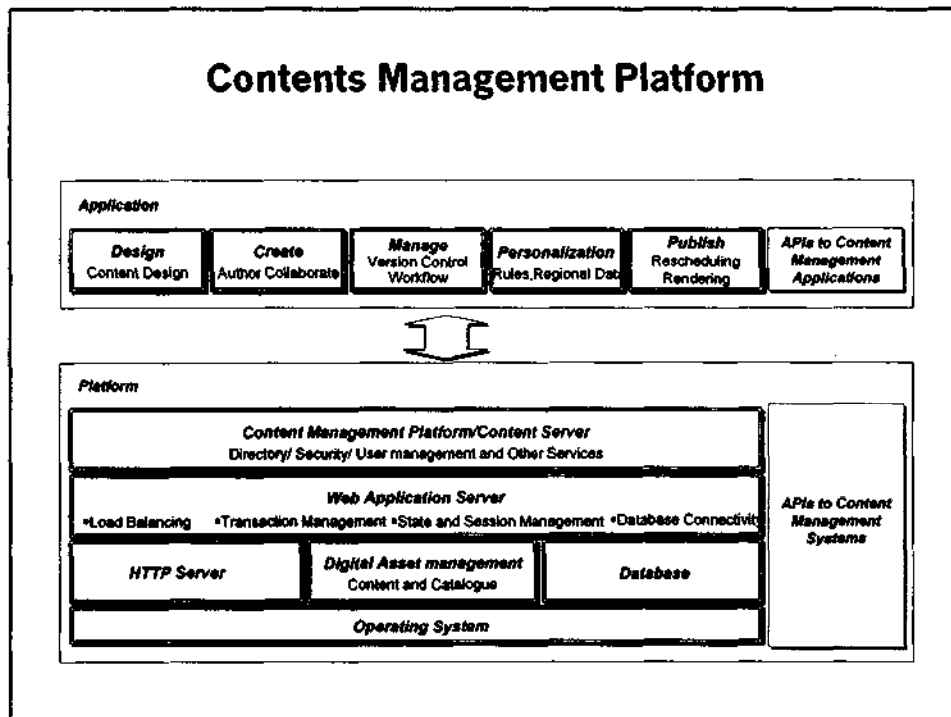
- WML, HDML, mHTML....
- 무선 Image ...
- 무선 Multimedia ...

유, 무선 복합 컨텐츠

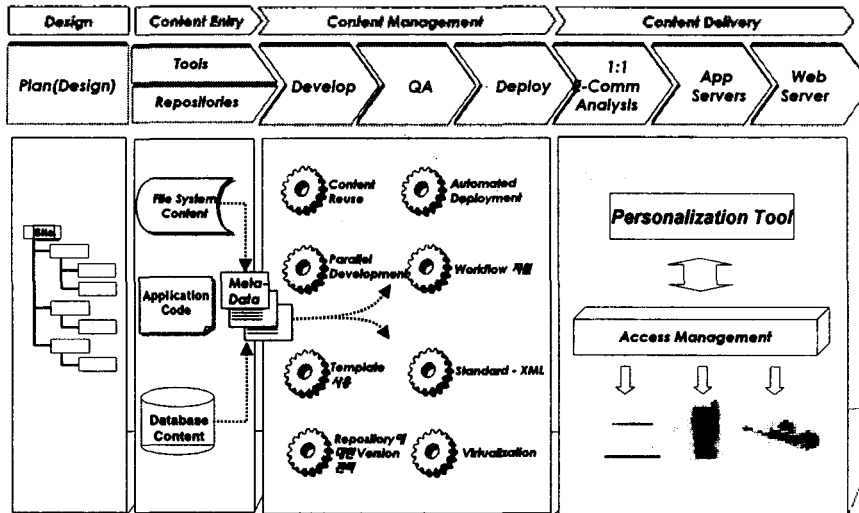
Contents Management Life Cycle



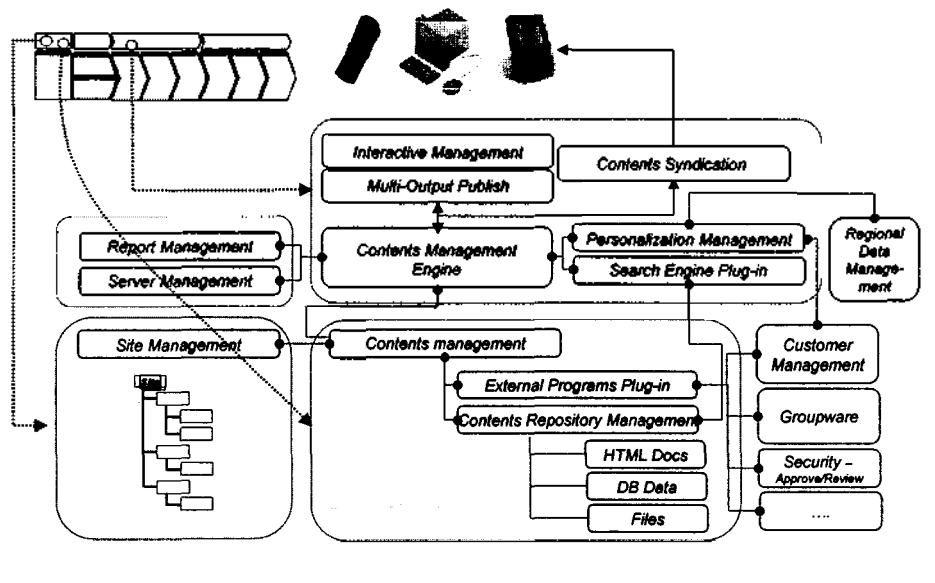
Contents Management Platform



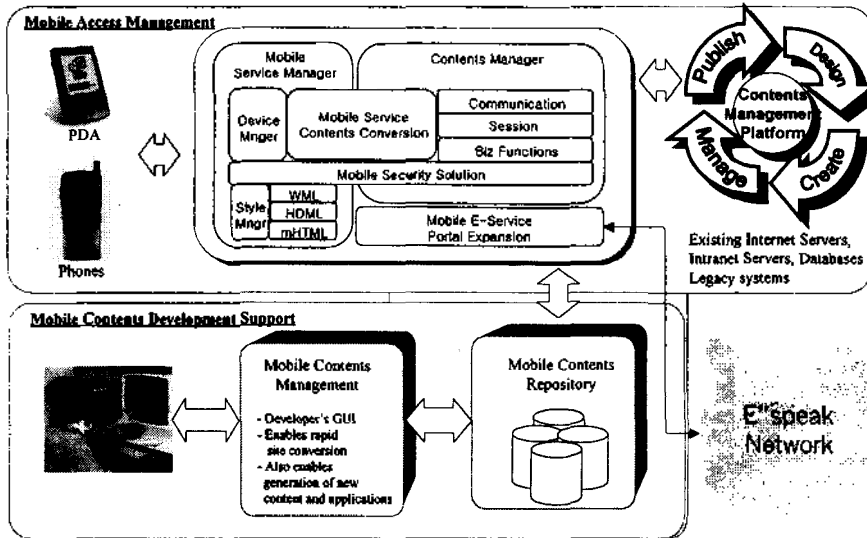
Contents Management Function



Contents Management Service Platform



Mobile Service Contents Management



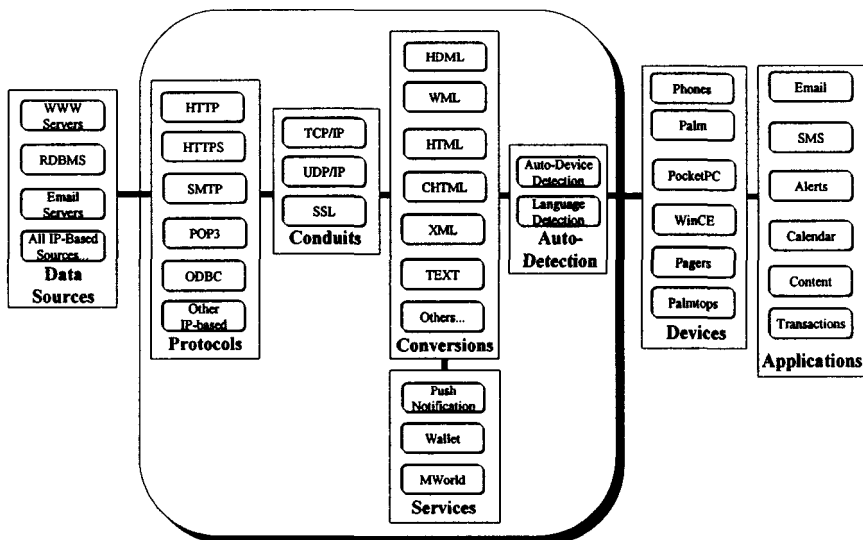
Mobile Access Management Automatic Content-Type Conversion

- Automatic Content-Type Conversion Features which enable fast conversion of existing data to wireless data formats:
- Automatic Content-Type Conversions
 - XML to Any
 - HTML to HDML
 - HTML to WML
 - HTML to MML
 - HTML to CHTML
 - CHTML to HDML
 - CHTML to WML
 - HDML to WML

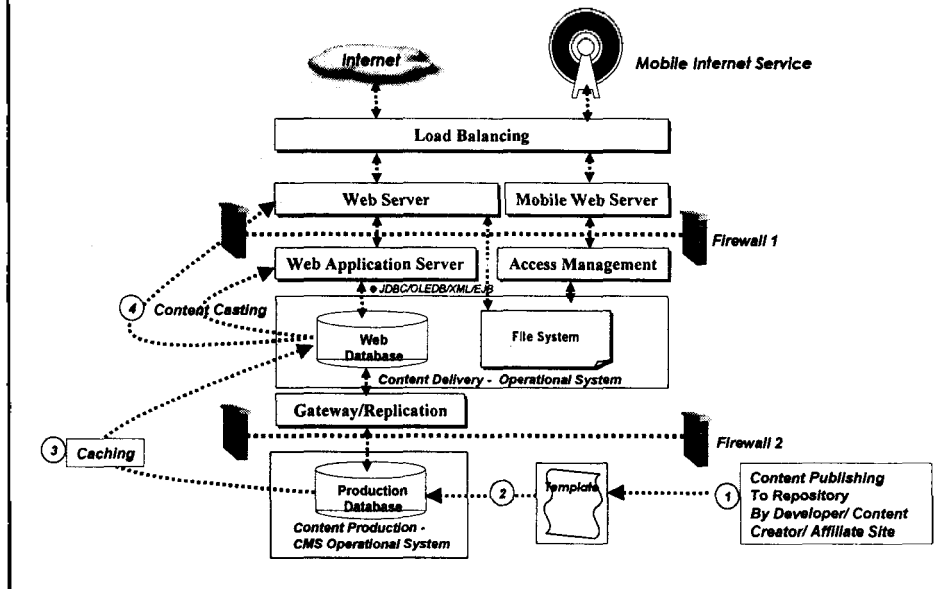
Mobile Access Management Multi-Device Support

- Automatic Support for Wireless Devices
- Automatically detects each device type and responds with appropriate content-type
- Devices supported include:
 - Phones · WAP · WML
 - Phones · WAP · HDML
 - Phones · IMODE · CHTML
 - Phones · Jphone · MML
 - PDAs · Palm · HTML
 - PDAs · PocketPC · HTML
 - PDAs · WinCE · HTML

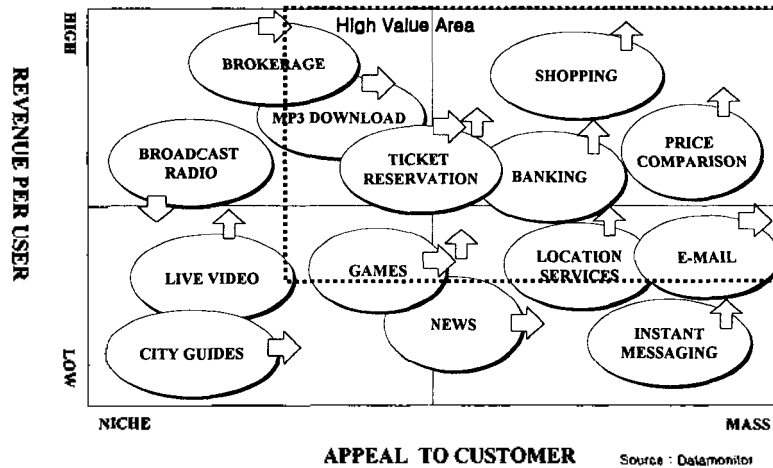
Mobile Access Functionality



Mobile Contents Management Operational Model



Mobile Service Contents Value Position



Mobile Service Usability

- 손쉬운 서비스 사용
- 좋은 컨텐츠
- 이해하기 쉽도록 표현
- 서비스의 충실한 업데이트
- 서비스의 종류 다양
- 멀티미디어 서비스
- 손쉬운 입력
- 서비스의 객관적 분류

- Top 20% of functionality *
- Rate User activities *
- Design as a tree structure
- Minimize data entry
- Personalization
- Text should be terse
- Always implement a back functionality
- Consistency is very important
- Push
- Be prepared to test