

# What is Mobile Killer App?

A hand is grating a piece of cheese over a smartphone. The cheese shavings are falling onto the screen and the surface below. The smartphone is a silver iPhone with a black screen. The background is dark.

2009. 10. 29.  
mobizen



Infrastructure


# Killer Application



Real Killer Application

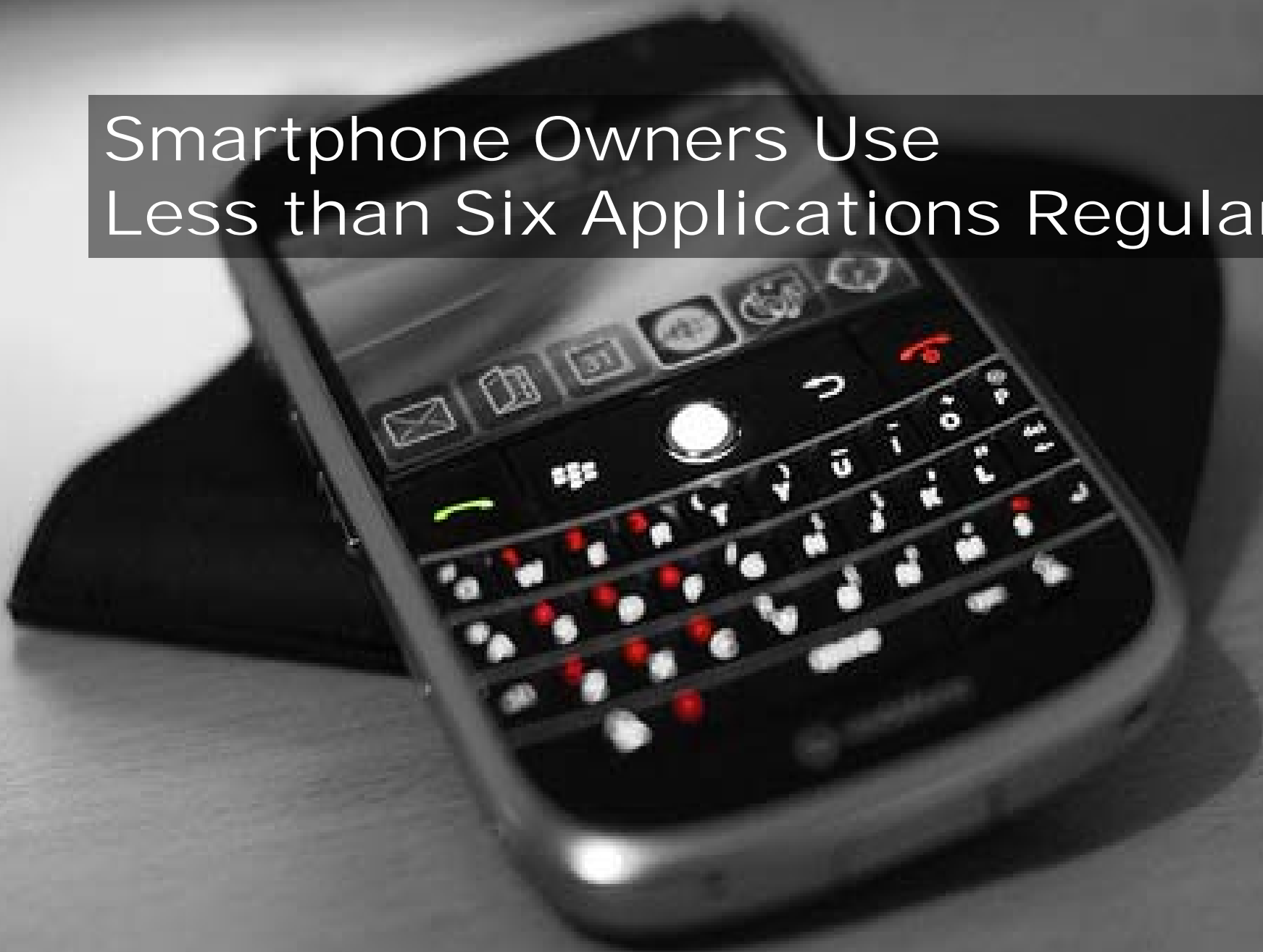






Only 57% of all Smartphone Applications Device are being Used Regularly.

Smartphone Owners Use  
Less than Six Applications Regularly.



All of us can't be a Killer.



SNS, LBS & UCC. What else?



We are loosing diversity.





SMS is a Real Killer.



Don't throw out!

There's no Mobile Killer Application,  
for now.





Nobody knows What Killer is.



Don't stack your service. Roll them!

<http://www.mobizen.pe.kr>



Thanks for  
listening