EXPAND YOUR CONNECTION

KINX

Introduction to
KINX

KINX, as an Internet infrastructure specialist, provides optimal network connectivity for corporate digital transformation.

L2 based IX and Internet Transit enable you to exchange traffic freely among both International/ Domestic ISPs and CPs. We provide the safest and fastest connection with the largest number of CSPs in Korea for those in need of IT resource expansion through the Hybrid/ Multi-cloud.

KINX has built networks over time and contributed to the growth of corporate digital revolutions.
We create new opportunities together with our customers.

KINX Stands for KOREA INTERNET NEUTRAL EXCHANGE, known as KINX Inc.

・ IX: Internet eXchange   ・ ISP: Internet Service Provider
・ CP: Content Provider   ・ CSP: Cloud Service Provider

EXPAND YOUR CONNECTION

Why KINX

As the wave of digital transformation has occurred and Big Data, Cloud, AI and Blockchain technologies spread, enterprise IT resources are becoming highly integrated, and flexible connection and expansion with external IT resources such as the cloud have become important. KINX provides optimal network and infrastructure services required by businesses in the hyper-connected era.

Unlimited Expansions of Networks

With our largest L2 based IX, carrier-neutral IDC and Global PoPs, you can connect your network to others and expand your infrastructure.

The Largest Cloud Connectivity

Korea's No.1 Cloud connectivity platform, CloudHub, connects with 9 CSPs; AWS, MS Azure, GCP, Oracle and more. With only one circuit, configure multi-cloud and expand your IT resources.

Faster Data Communication

Through KINX's excellent network connection, data can be transmitted domestically and internationally in the fastest and safest way.

KINX Strengths

The biggest Layer2 IX provider in Korea

Recognized as Korea's largest L2 based IX by the government*, we connect large-scale Internet traffic with domestic and International ISPs, CPs, and MSOs.

Carrier-neutral IDC

As carrier-neutral IDC and open network operation, we freely exchange traffic and support flexible connectivity.

Network Technology Specialist

With more than 20 years of experience in designing and operating IX and Internet backbone, KINX suggest various network connection methods with ISPs, CPs, CSPs.

Global Recognition and References

Partnered with leading global companies by providing a global standard of infrastructure and network environment.

* NIRS(National Information Resources Service – a government agency that operates the information systems of central and local governmental organizations, in addition to the national information and communication network) is connected to KINX IX.
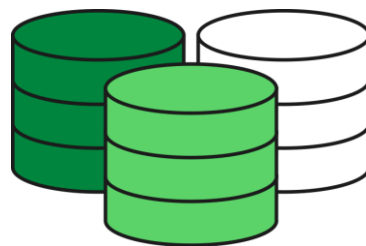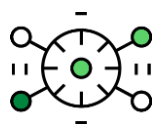
KINX Stats
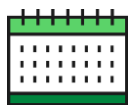
Founded
2000

Customers
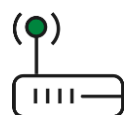600+

Revenue
$ 84M
(2022)

Operating IDCs
7

Connected CSPs
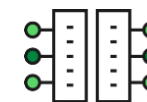9

Largest IX
1st
*in South Korea

Connected AS
83
* AS: Autonomous System

CloudHub Capacity
1.5Tbps

CloudHub Connection
900+

AWS, Microsoft, Google partnered
Carrier-neutral IDC

Global companies make KINX their first destination in Korea.
KINX provides network connectivity optimized for global business environment.

Internet Data Center
& Global PoP

Carrier-neutral Data Center

You can choose among 7 Carrier-neutral data centers in/around Seoul.
We guarantee an operating system and open policy that meet global standards.

Global Network Peering

Over 40 ISPs and more than 1Tbps of peering bandwidth are available.
We expand our network worldwide through our Global PoPs in Hong Kong and Japan.
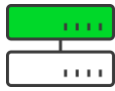
Optimal Connection for Business

Various connectivity services are available in all KINX IDCs.
You can connect with 9 domestic and international CSPs plus cloud resources.
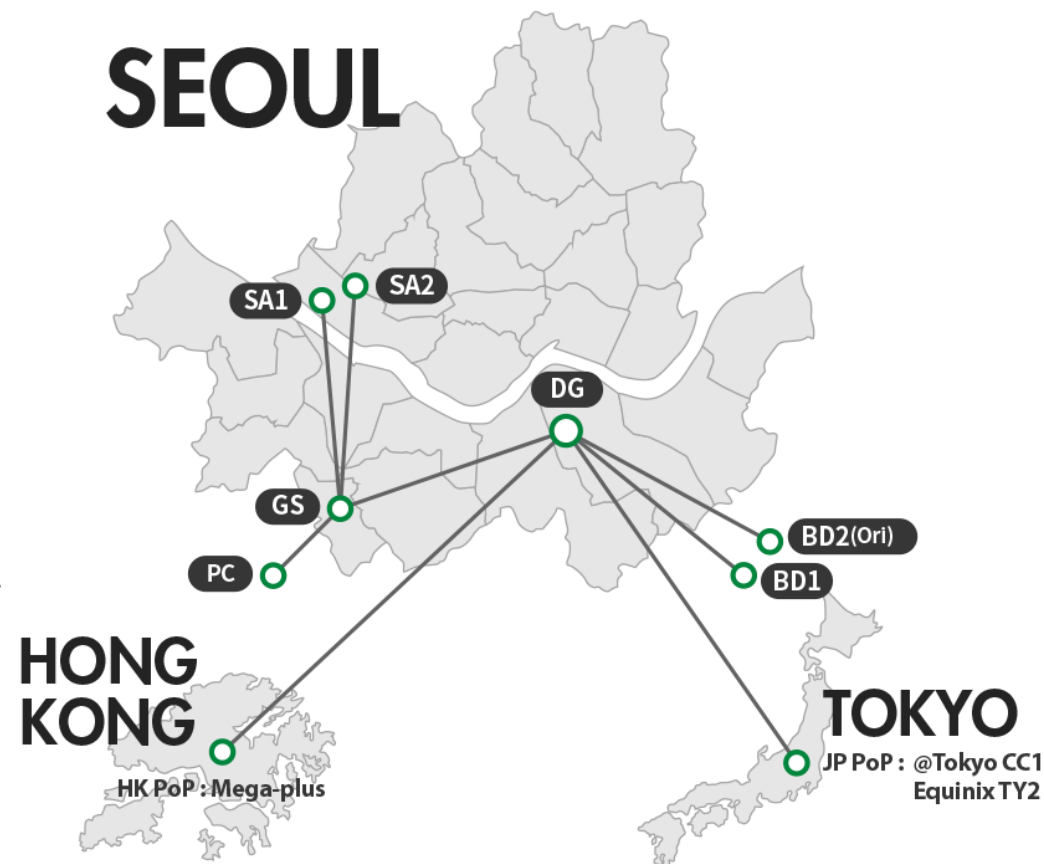
Service Portfolio

KINX provides integrated services including Internet infrastructure, network connectivity, and a variety of solutions to increase business value of enterprises.

Infrastructure

Colocation

Connectivity

Network

Network

Transit

CloudHub®

Solution

CDN, midibus®

IXcloud®

Colocation, Connectivity

Carrier-neutral Data Center

KINX provides colocation and various connectivity in 7 neutral data centers in the metropolitan area.

Our IDCs consisted of over 40 ISPs and 1 Tbps bandwidth can efficiently manage and operate your equipment and data.
With our own network, every IDCs can provide the same service anywhere.
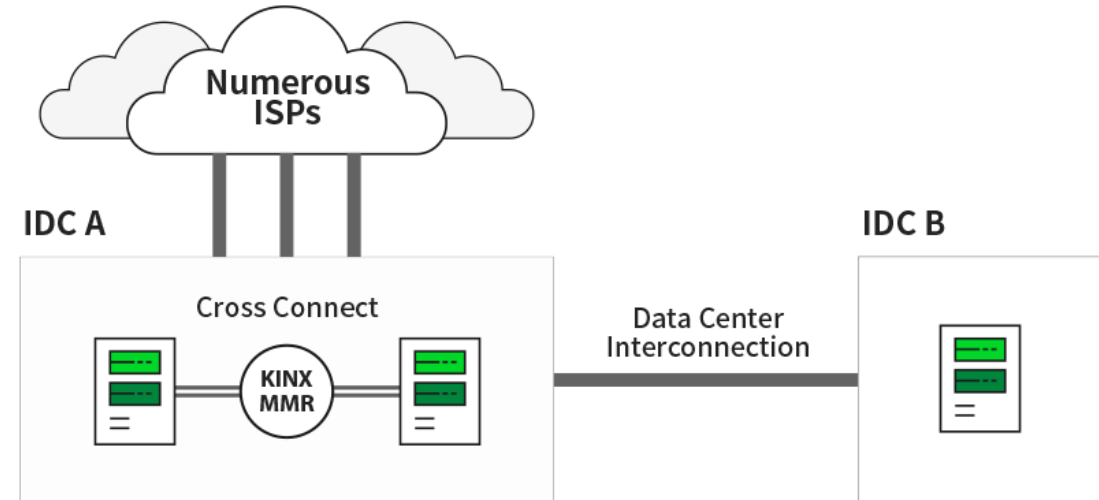
KINX IDC • Dogok • Gasan • Sangam1 • Sangam2 • Bundang1 • Bundang2 • Pyeongchon

Colocation

Rack
Provides high-powered rack in 7 IDCs

Global Standard Operator
Manages resources, network monitoring and provides swift Remote Hand Service

Connectivity

Cross Connect
Directly connects with ISP, CP and entrepreneurs located in the IDC

Data Center Interconnection(DCI)
Connects among KINX IDCs through dedicated lines

Global Interconnection
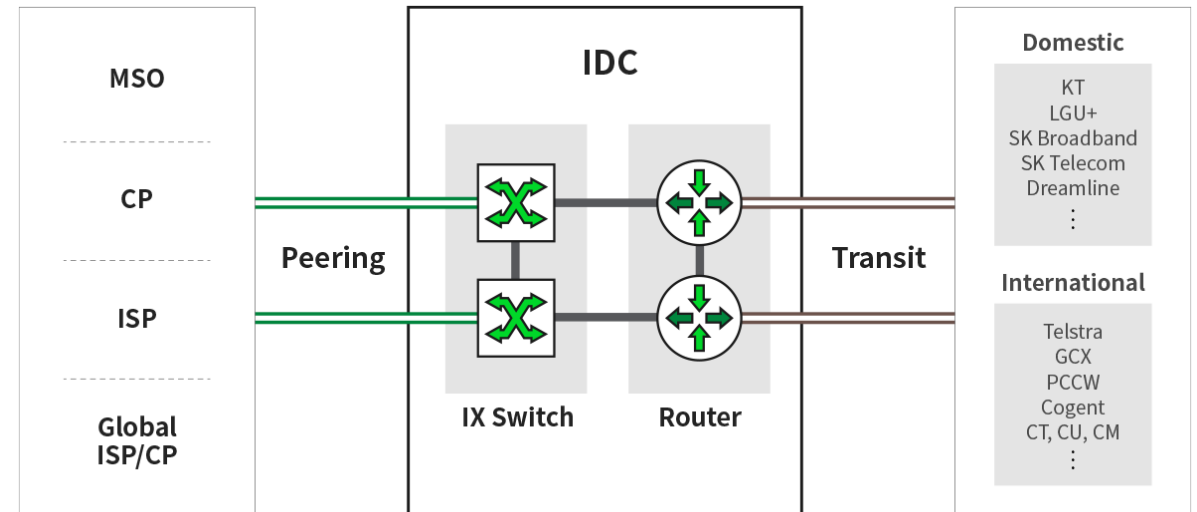Connects to Hong Kong, Japan PoP through submarine cables

IX, Transit The largest Layer2 IX in Korea

An IX(Internet eXchange) is part of the topmost network in the hierarchical structure of the Internet that plays the role of exchanging Internet traffic. Internet traffic is directly connected between ISPs, an ISP and a CP, or companies with AS numbers.

KINX operates carrier-neutral IDC which provides IX, domestic/international transit, plus free options to choose from 3 major domestic ISPs, and international ISPs IP Transit.
China Direct Connect provides fast and stable connection to China through an enterprise-dedicated line.

* AS: Autonomous System

MSO
CP
ISP
Global ISP/CP

Peering

IDC
IX Switch   Router

Transit

Domestic
KT
LGU+
SK Broadband
SK Telecom
Dreamline
⋮

International
Telstra
GCX
PCCW
Cogent
CT, CU, CM
⋮

IX

Local Peering
Directly interconnects domestic ISPs, CPs, MSOs
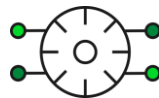
Remote Peering
Remotely connects global ISPs, CPs, IX through submarine cables
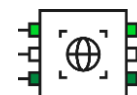
Transit

Domestic IP Transit
Connects traffic through various domestic telecommunications service providers
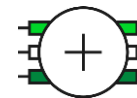
International IP Transit
Connects traffic through various overseas circuit operators

China Direct Connect

China Direct Connect
Connects traffic through a next generation enterprise-dedicated line CN2 of China Telecom

CloudHub® The Largest Cloud Connectivity Platform in Korea

CloudHub is a platform which enables you to configure a hybrid /multi-cloud with one dedicated circuit. As a location partner of AWS DX and MS Azure ER, KINX CloudHub guarantees excellent speed and transmission quality.

· The Most CSP Connected in Korea
The first cloud connectivity platform in Korea
connects with 9 CSPs through one physical connection

· Shortest Distance Connection
Provides shortest distance connection
from where AWS DX and MS Azure ER are located

· All-In-One Expert Supports
Works with experts in the entire process
from initial consulting to network configuration

· CloudHub Router Provided
Provides a virtual router for BGP routing setup (Charged Separately)

* Hybrid Cloud: Connecting existing IT resource(Legacy) and clouds
* Multi Cloud: Connecting multiple clouds for integrated use

External IT Resource of Customer

- Computer Room
- External IDC
- Private Cloud

KINX IDC

CloudHub

- Dedicated Circuit
- SD-WAN Circuit

Router   Switch

Cross Connect

Customer IT Resource

Colocation

Domestic Cloud Service

- AWS Direct Connect
- MS Azure Express Route
- Google Cloud Interconnect
- Oracle Cloud FastConncet
- IBM Cloud Direct Link
- Tencent Cloud Direct Connect
- NCP Cloud Connect
- NHN Cloud Direct Connect
- IXcloud Direct Connect

International Cloud Service

- North America
- Europe
- Asia
- Other Areas

══ CloudHub Connection

CloudHub®

CDN, midibus®   Web/Mobile Content Delivery and Video/Live Streaming

Our CDN(Content Delivery Network) enables fast and reliable distribution of web/mobile contents worldwide.
Midibus is an integrated video management solution that offers a variety of features for VOD and live services that meet the need of businesses at an affordable price.

CDN Web and Mobile Content Delivery

Delivering content to edge servers in various regions

Distributing content from the CDN edge server closest to the user

Client company's origin server

CDN edge servers in various regions

Client company's users
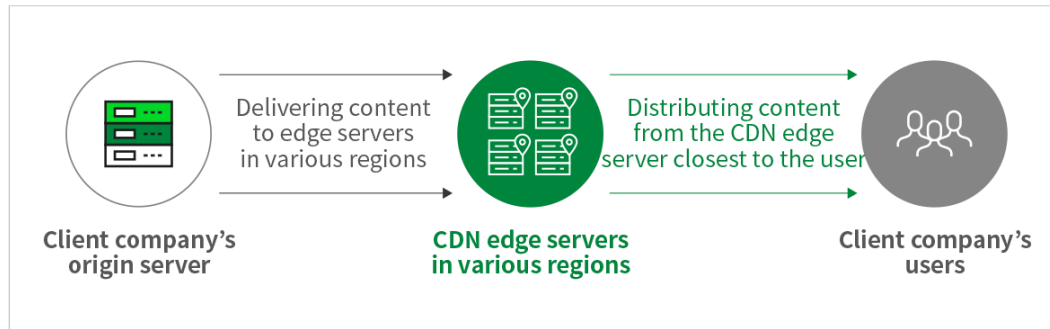
· **Stable Transmission**
Fast and continuous transmission in Korea and around the world through high-performance edge server

· **Content Optimization Delivery**
Compresses, optimizes and transmit text and images, and accelerates delivery of dynamic content in the middle mile

· **Custom API**
Provides a convenient API to connect customers' own system with CDN service

midibus® Video/Live Streaming for Businesses

Video file /transmission of live streaming content

VOD encoding according to set configurations

Upload the encoding result to storage

Distribute globally through CDN

Play
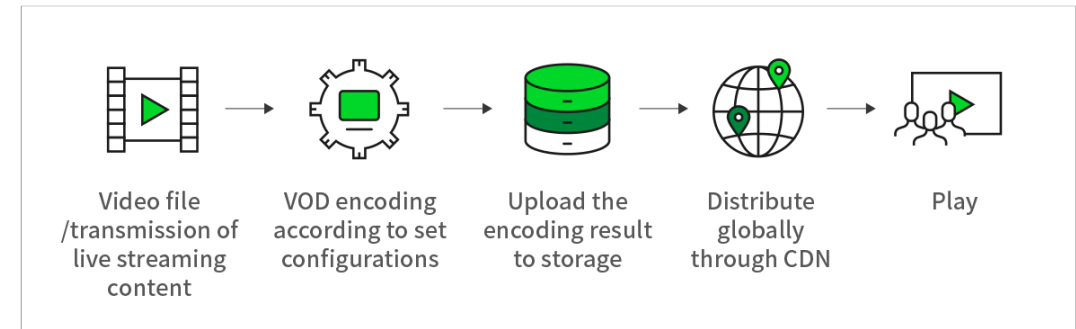
· **2X Faster Speed of Encoding**
Encoding 2x faster with GPU graphics cards specialized for image processing

· **Global VOD, Live Streaming**
Provides seamless streaming anywhere in the world, and convenient features such as real-time rewind and automatic VOD storage

· **Reliable Security**
Provides multi-DRM and secure video play that only allow authorized access

IXcloud® Starting Kubernetes is quick and simple

IXcloud provides optimized service through quick and simple resource creation and container-based Kubernetes environment. From cloud adoption, configuration to hybrid/multi-cloud, our cloud experts provide consultation and operation support throughout the process.

· **Compute**
Provides desirable capacity and quality of VM resource

· **Storage**
Provides basic storage space connected to compute

· **Network**
Provides network components like public IP that can communicate with the outside network

· **Managed Service**
Provides professional operation support throughout the overall cloud use

Easy Kubernetes
IXcloud Kubernetes Service

- Compatible with standard Kubernetes
- Easy application distribution
- Reduced steps of operation
- Deployment and management of one-click clusters
- Affordable price

KCSP Certified

CK Certified

Hybrid/Multi-Cloud Connection

IXcloud Kubernetes Service

Compute | Storage | Network
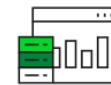
Monitoring | Security | Application

Managed Service
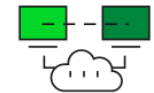
Migration

General Support

openstack.

Improved Network Performance through IX Peering and CloudHub

Samsung SDS, an IT and Software Company within the Samsung Group

Samsung SDS, responsible for all IT services and network infrastructure of Samsung Group, needed not only the improved network performance but also stable and fast connection to cloud resources.

In meeting their needs, KINX proposed IX Peering and CloudHub Service. IX Peering is a service provided only by KINX in Korea, and network performance can be improved by connecting non-settlement mutual traffic with about 40 IX members. Also with CloudHub, configuring hybrid/multi-cloud is possible by directly connecting to 9 domestic/international CSPs.

As a result, Samsung SDS was able to reduce the number of network hops compared to the previous transit circuit through KINX IX Peering, for faster and more reliable traffic transmission. In addition, by connecting the public cloud used by Samsung Group and existing IT resources through the shortest distance, they were able to expand their IT infrastructure and increase the speed of data processing and analysis.

Cost Reduction and Improved Internet Service Quality through IX Peering

Twitch, the Game Streaming Company Acquired by Amazon
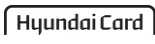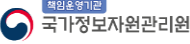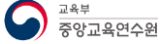
Twitch, recording the fourth highest traffic in the U.S was seeking measures to lower traffic costs, which made up a large part of their costs.

In meeting their needs, KINX proposed network redundancy through IX Peering. Through network redundancy, Twitch was able to seamlessly provide personal broadcasting services without any interruptions even when unexpected traffic fluctuations occurred.

In addition, by securing ownership of network operation through KINX IX Peering, they were able to implement an autonomous network connection policy. Moreover, the cost reduction was achieved through committed circuit connection, and the network was connected through the shortest route, improving the overall quality of Internet service.

Reference

CSP	aws	Azure	Google Cloud	ORACLE CLOUD	IBM Cloud	Tencent Cloud	NAVER CLOUD PLATFORM	NHN Cloud
ISP	kt	LG U+	SK broadband	SK telecom	DREAMLINE	SEJONG TELECOM	LG HelloVision	D'LIVE
	TELSTRA	PCCW	GLOBAL CLOUD XCHANGE	NTT	KDDI	中国电信 CHINA TELECOM	中国联通 China unicom	中国移动 China Mobile
CP / Big Tech	Google	Microsoft	Apple	twitch	Disney+	VALVE	Alibaba.com	Dropbox
	NAVER	kakao	SK communications	중앙일보	nc	COM2US	RIOT GAMES	zadara
CDN	Akamai	CLOUDFLARE	Limelight	StackPath	fastly	CDNetworks	G-CORE LABS	
Enterprise	SAMSUNG 삼성전자	SAMSUNG 삼성SDS	LG CNS	SK 주식회사 C&C	SHINSEGAE I&C	HYUNDAI	Hyundai Card	gabia.
Public Institution	책임운영기관 국가정보자원관리원	기상청 Korea Meteorological Administration	교육부 중앙교육연수원	KISA 한국인터넷진흥원	KERIS 한국교육학술정보원	KoROAD 도로교통공단	KiSTi www.kisti.re.kr	자본시장 IT 파트너 koscom

The Exchange Point of Internet Traffic, IX

What is IX(Internet eXchange)?

The Topmost Network in the Hierarchical Structure of the Internet - IX

An Internet eXchange, also known as IX, exchanges Internet traffic between ISPs and NSPs. To exchange information between Internet users, the networks of each ISP must be connected to each other. Generally, ISPs use IX to efficiently configure networks and reduce operating costs.

The Hierarchical Structure of the Internet

Direction of Traffic
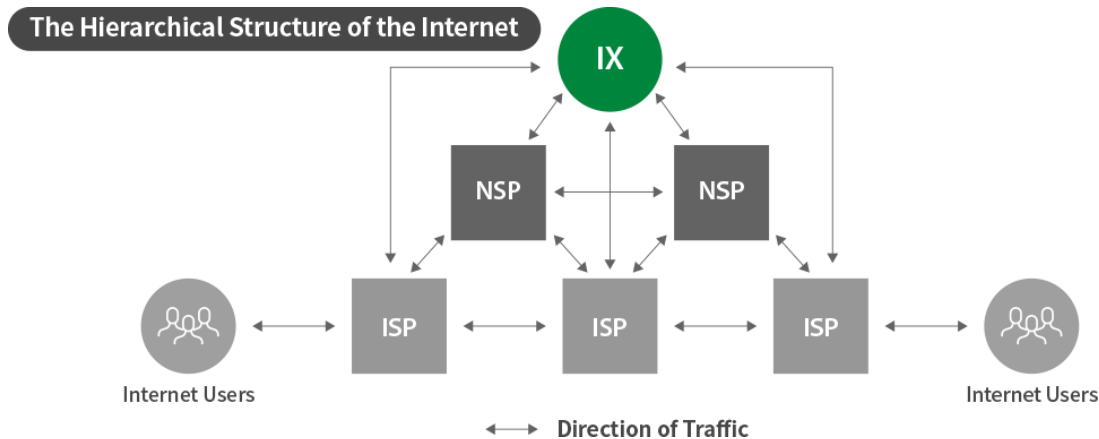
* **ISP(Internet Service Provider):** A company that provides Internet access to its customers
* **NSP(Network Service Provider):** A company that provides an upper backbone network connection to ISPs to connect with ISPs in other countries and regions. In Korea, ISPs play the role of NSPs.

The Role of IX

Contents Providers (CP), which provides Internet content service, provides content through ISP circuits. In order for Internet users to access CP's content, the ISP used by the user and CP must be connected to each other. However, because the ISPs used by domestic/international CPs are very diverse and numerous, it is practically impossible for all these ISPs to connect to each other.

Before Connecting to IX

After Connecting to IX
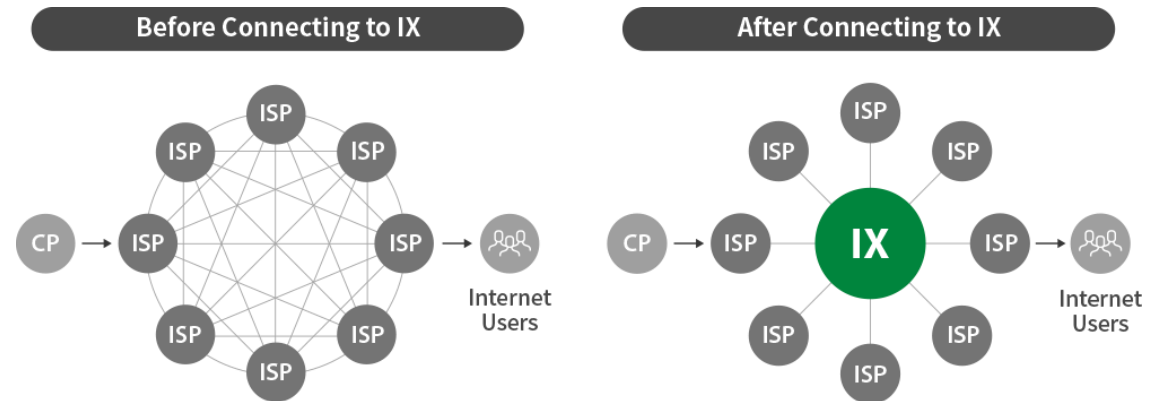
So instead of connecting individually, ISPs use the method of gathering and connecting in one place, and this is the moment when IX is most needed. If an ISP connects to only one IX, it can achieve the effect of connecting with all ISPs. Therefore, IX belongs to the topmost network in the hierarchical structure of the Internet and can be said to be the intersection of Internet traffic.

An IX Operator Recognized by Korean Government

The Beginning of IX in Korea

When the Internet was first introduced in Korea, Domestic traffic had to be delivered to overseas Internet Exchange(IX) systems, as there was no IX in Korea. This meant the domestic Internet traffic had to be sent across the ocean and brought back, which resulted in poor network quality and higher cost.

As the number of Internet user increased, the problem got worse and eventually, NIA(National Information Society Agency) created Korea's first IX in 1995. For better operation, the agency transferred the control of IX to a private enterprise. At the time, KT and LGU+(Dacom) established its own IX network named KTIX and DIX, and started communicating domestic Internet traffic.

However, small and medium sized ISPs faced difficulties using the IX. As a result, 16 ISPs jointly established the Korea Internet Neutral eXchange(KINX). This marked the beginning of KINX, which was established in June 1999 as a neutral IX.

Currently, KINX provides IX service to NIRS (a government agency that operates the information systems of central and local governmental organizations, in addition to the National information and communication network).

KINX is an IX specialist recognized by Korean Government and operates the largest L2 based commercial IX in Korea.

Top 4 IX Operators In Korea   KINX   kt   LG U+   SK broadband

KINX Story

The Largest
Layer2 IX Provider in Korea

Because IX exchanges Internet traffic between ISPs, ISPs and CPs, and companies with AS numbers, all traffic information is gathered.. If a specific ISP decides and controls the flow of traffic, the core value of the Internet called 'Any-to-Any connectivity' would be damaged, and Internet service providers and users will experience tangible and intangible inconveniences and disadvantages.

Therefore, companies participating in IX are given the right to decide their own peering, which is commonly referred to as 'neutrality' of IX connections. IX in most North American, European, and Asia-Pacific countries adopts such policy and operates to make free peering decisions based on Layer 2.

Unfortunately, since the Layer 2 based IX service that guarantees neutrality and autonomy has not been universalized in Korea, when a CP and a company with an AS number tries to achieve IX peering, there are many realistic limitations. However, KINX has provided the largest L2 based IX service in Korea to ISPs, MSOs, domestic and international CPs, and companies.

Before 2000

1998
- Beginning of ISP Operators' Conference for Korea Internet eXchange
- The 1-4th Korea Internet eXchange Association Conference

1999
- The 5-7th Korea Internet eXchange Association Conference
- Opening of KINX(Korea Internet Neutral eXchange) operational center.

2000
- The 10th Korea Internet eXchange Association Conference
- KINX Inc. founded
- Opening and KINX Expansion of Connection Center

History

KINX is the history of KOREAN IX

2001~2005

2001
- Opening of Dogok Network-Main Center
- Registration as the start-up company Abiding to the Ministry of SMEs and Startups
- Awarded the Certificate of Excellent Technology Evaluation Company

2002
- Foundation of Korean Internet eXchange Association (KIXA)
- Establishment of Korea Industrial Technology Association Affiliated Research Institute

2003
- Development of KRNIC IRR
- Yahoo IX Peering

2004
- National Information Society Agency (NIA) 10Gbps IX Peering

2005
- Telekom Malaysia IX Peering (Malaysia's National Telcom Co.)

2006~2010

2006
- Naver(Former NHN) IX Peering
- Selected as a Pilot Service Business Development Manager of eNum, Korea Internet & Security Agency (KISA)

2007
- Acquisition of INNO-BIZ certificate from the Ministry of SMEs and Start-ups
- Selected as 'Excellent Tech Company' by Korea Technology Finance Corporation(KOTEC)
- Awarded '6th Subject of Information Protection' by the Korean Ministry of Science

2008
- **National Information Resources Service (NIRS) IX Peering** (Peer with Daejeon Center 1 and Gwangju Center 2)

2009
- Launch of VoIP-IX Service Through UK Xconnect Partnership

2010
- Telkom Indonesia IX Peering (Indonesia's National Telcom Co.)
- Mircosoft IX Peering

2011~2015

2011
- Listed on KOSDAQ
- Acquisition of K-GRID

2012
- Launch of IXcloud Service
- Acquisition of NOWCOM CDN Department

2013
- Establishment of Hong Kong PoP
- Akamai Technologies IX Peering
- Indosat IX Peering (Indonesia's National Telcom Co.)

2014
- Kakao IX Peering
- Thailand True IX Peering
- Selected as an Official Implementation Agency for IPv6 Comprehensive Support Consulting by KISA

2015
- Launch of 'China Direct Connect', China Internet Service
- Awarded 'A Person of Distinguished Service to IT SMEs' by the Ministry of Science, ICT and Future Planning
- Certified as a Cloud Service Company by KACI

2016~2022

2016
- Launch of AWS Direct Connect Location

2017
- Launch of CloudHub Service
- Launch of MS Azure ExpressRoute Location
- Establishment of Japan PoP

2018
- Partnership with 'RETN', ISP in Europe
- Launch of Video Management, "midibus"
- Launch of NCP Cloud Connect Location
- Launch of IBM Direct Link Service

2019
- Launch of Tencent Direct Connect Service
- Launch of Oracle Fast Connect Service

2020
- Launch of Google Cloud Interconnect Service
- Japan AT TOKYO(@Tokyo) Network Peering

2021
- Launch of NHN Cloud Connect Service

2022
- Launch of IXcloud Kubernetes Service
- Launch of CloudHub SD-WAN Service

Bound to Grow More

KINX is a growing company with steady growth in annual business and sales.
It is a network-specialized company with a high level of recognition abroad with
global customers accounting for more than 50%.

The hyper-scale Gwacheon IDC is expected to newly open in 2024. By providing
global standard infrastructure and network services, we aim to leap to a higher level.

**Based on our network expertise and experience,
we will fulfill our role as an IT partner for corporate digital innovation.**

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KINX

KINX Inc.

Company Profile	KINX Inc.
Founded	July 1, 2000
CEO	Jee-Wook Kim
No. of Employee	147 (As of 2022)
Business Sector	Internet connectivity, Infrastructure, Network Support, Internet-based Data Service, Consulting
Head Office	7F/10F, 636, Gangnam-daero, Gangnam-gu, Seoul
Website	www.kinx.net

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- **Sales Inquiry(Press 1)**   - Weekdays: 09:00~18:00
                                      - Closed on Weekends and Holidays
- **Technical Support(Press 2)**   - 24/7 Support
- **Data Center(Press 3)**   - 24/7 Support

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