

Basic Approach & FY2010 Highlights

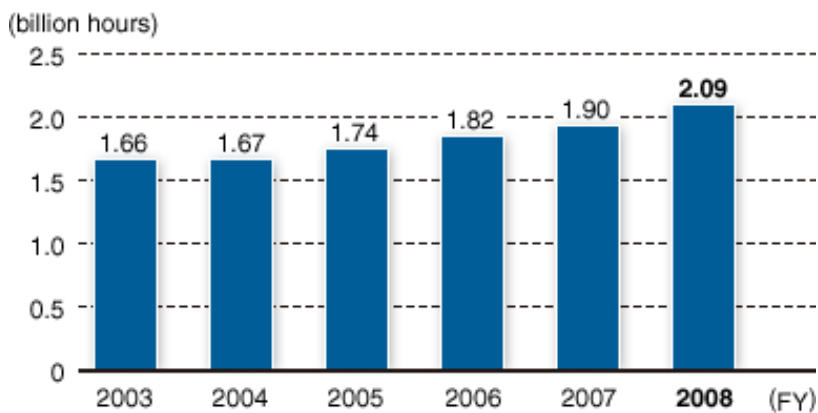
We devote to further raise reliability levels of infrastructure to support communication for our customers.



Responsibilities as a Carrier to Sustain Communication Infrastructure

With more and more people using their mobile phones to access the Internet, air times of mobile phone and the volume of data exchanged over mobile networks continue to increase every year. In order to provide anytime, anywhere services, DOCOMO is actively carrying out a variety of initiatives that include improving and expanding its coverage area based on customer feedback, augmenting infrastructure facilities like base stations and data centers, ensuring communications are maintained during disasters, and assuring the quality of mobile terminal.

Changes in Mobile Phone Air Time



From the Ministry of Internal Affairs and Communications' 2010 White Paper on Information and Communications in Japan

Main Initiatives Related to Consistent Quality

Mobile Phones that Connect Anytime, Anywhere



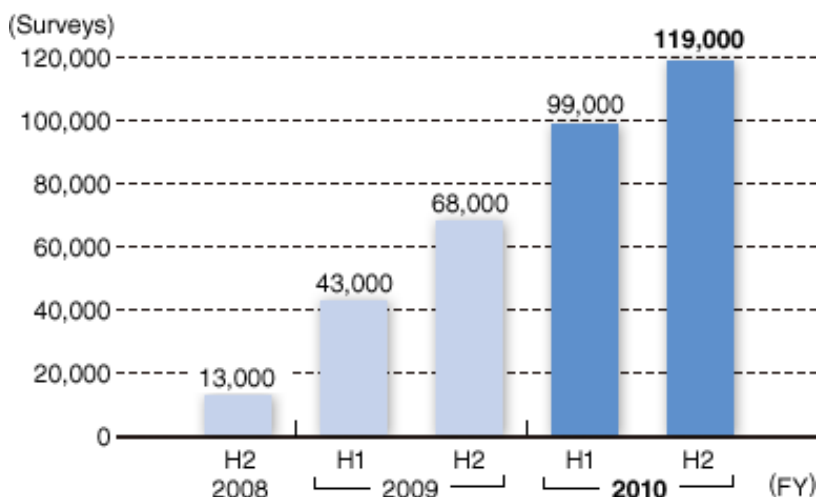
Signal condition survey

Mobile phones have become a form of infrastructure essential to day-to-day living, but there are still places where mobile phones cannot be used. In order to improve this situation, we have continued to further enhance our coverage area under the banner of No. 1 in reception quality. The first phase of this effort, we primarily involved establishing new outdoor FOMA base stations to expand coverage areas. In the second phase, we worked to make improvements of reception quality of underground, to the areas blocked by the adjacent buildings, on the upper floors of buildings, in mountainous, and also during people transferring at high speeds. In the third phase, we continue to expand the coverage area and improve reception quality with responding closely to customer feedbacks, while also working to speed up data communications.

Under this initiative, when a customer contacts us through our website or via customer support about an area where the signal is weak, we will basically visit the site within 48 hours after the initial contact and survey reception quality and conduct follow-up until final improvements are made. Based on a questionnaire given out on these visits, over 97% of customers say they are "satisfied" with us in this area.

In addition, in order to handle higher speed communications and larger data volumes, we launched extra-high-speed next-generation LTE service, Xi™ ("crossy") in 2010. We plan to establish approximately 35,000 base stations around the country by the end of fiscal 2014 to build a highly accessible communications network with higher speeds.

Nationwide Onsite Coverage Surveys (cumulative; figures approximate)



Providing a Lifeline During Disasters



Mobile base-station vehicle equipped with satellite link



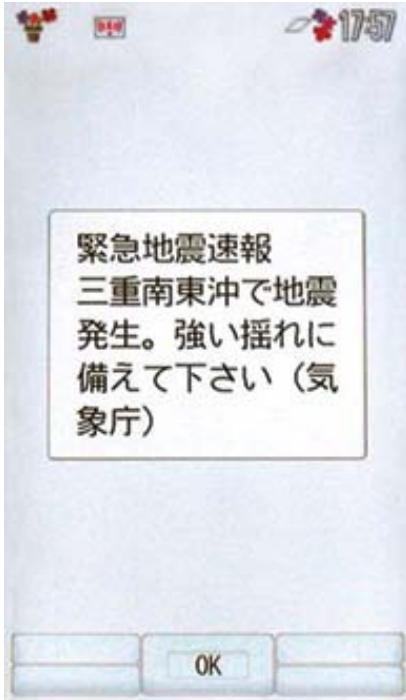
Operations center monitors DOCOMO's communication networks

In order to ensure the availability of communications during disasters, DOCOMO has established the Three Principles of Disaster Preparedness: enhancing system reliability, ensuring essential communications, and quick restoration of communications services during disasters. We are working to improve the safety and reliability of communications networks through doubling communication systems and multi-routing core networks, strengthening buildings to withstand earthquakes and communications towers, and by augmenting equipment for restoring network service.

DOCOMO is a designated public institution and when a disaster occurs we work in coordination with government agencies and municipalities to maintain communications and provide a variety of essential services. These include sending out Earthquake Early Warnings issued by the Japan Meteorological Agency through our "Area Mail Disaster Information Service" and providing the "Disaster Message Board Service" that allows people to check on the safety and well-being of others using their mobile phones. In fiscal 2010 we made the "Disaster Message Board Service" available on smartphones as well. In addition, we created a disaster preparedness booklet entitled "Moshimo ni Sonaete" (Preparing for disasters) with information on disaster response measures and distributed it to customers at municipal disaster response drills and other disaster preparedness events. Going forward, DOCOMO will continue to improve area coverage quality, conduct new disaster preparedness measures based on lessons learned from the Great East Japan Earthquake and further strengthen measures to protect essential functions.

Helping to Make Communities Safer with Area Mail and Enhanced Functions

Kozue Ishida
Solution Business Department



*The image may vary.

Area Mail is a system that enables information to be broadcast simultaneously without being impacted by network traffic. The system can be used to send out Earthquake Early Warnings issued by the Japan Meteorological Agency as well as disaster and evacuation information from the central government and local municipalities. In fiscal 2010 the Earthquake and Tsunami Warning System (ETWS), which enables information to be broadcast even faster, was adopted for Earthquake Early Warnings. We also actively promoted widespread use of the system, and the number of municipalities adopting it increased from 23 to 49 as of the end of the fiscal year. Moving forward, we intend to help make communities even safer by continuing to encourage use of Area Mail while enhancing its functionality.

Topic #2

Disaster Preparedness Booklet Introduces Helpful Emergency Services

Makoto Matsuura
Disaster Countermeasures Office



In addition to maintaining the availability of communications during disasters, DOCOMO is working to enhance services that help in times of disaster and widely publicize them to customers. As a part of these efforts, in August 2009 we created an illustrated booklet entitled "Moshimo ni Sonaete" (Preparing for disasters) with easy-to-follow information on how to use the services. And, in August 2010 we created another booklet focused specifically on the "Disaster Message Board Service." DOCOMO is working to provide peace of mind to customers by holding informative presentations using these booklets at disaster preparedness drills and other venues.

Improving Our Coverage Area

Base Station Planned Based on Feedback

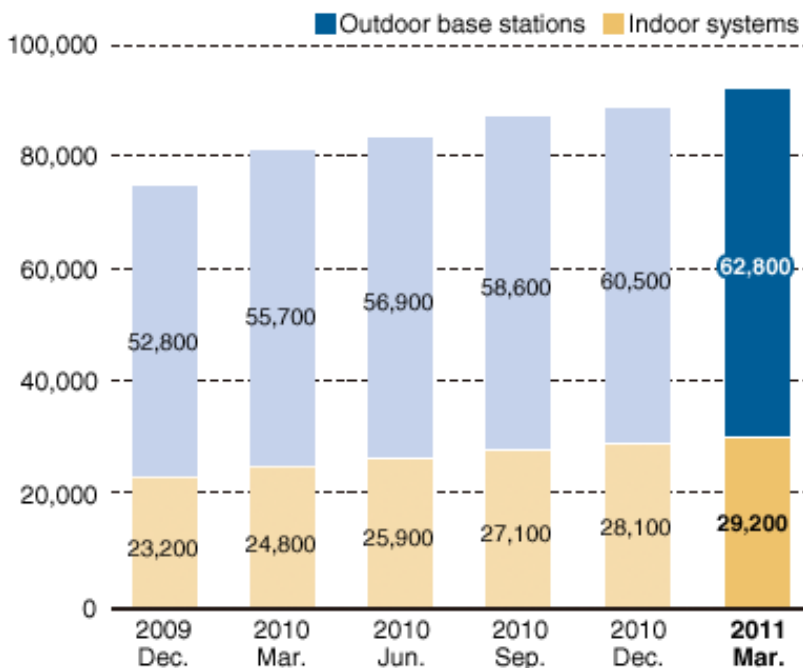
DOCOMO wants customers to be able to use our phones anytime, anywhere. We determine where to locate new base stations by conducting surveys that are based on feedback from customers on local reception quality.

Once the site is determined we go door-to-door before beginning construction to explain the process and schedule to property owners and neighbors. And, once the base station has been installed, we thoroughly check it for safety before putting it into operation.

Customers Provide Valuable Information on Reception Quality

DOCOMO widely solicits information from customers on reception quality, which customers can send through a web site service for PC and i-mode, called "Kikasete FOMA." We have been asking our customers to report to us regarding FOMA reception quality in order to ensure coverage quality and expand our coverage area. We received approximately 30,000 reports from customers in fiscal 2010. We will continue to improve reception quality based on this feedback.

Number of Base Stations (Approx.)



Reception Quality Surveyed in Response to Feedback on Signal Strength

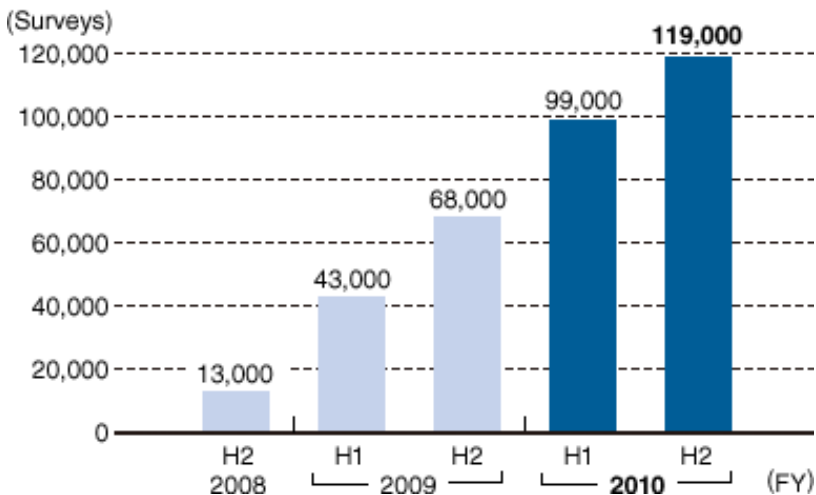
When customers contact us with complaints about reception quality we go directly to the site and conduct a survey within 48 hours (to the extent possible). Customers have a number of ways to contact us. They can call customer support toll-free from docomo mobile phones at 113, use the "Kikasete FOMA service," or contact us via channels for technical problems and area coverage.

Once we survey reception quality at the site we may install an indoor auxiliary antenna or use a FOMA repeater to boost the reception quality. These measures generally improve indoor reception quality. Or, when immediate improvements are not possible, we keep in contact with the customer regarding plans to augment base stations or implement other improvement measures and regarding the results of improvements once those will have been made. We keep following up until final improvements are in place.

In fiscal 2010, we conducted approximately 52,000 on-site surveys during the year, thanks in part to efforts to increase awareness of the program through newspaper advertising and other media. In total, we have made approximately 119,000 on-site surveys since the program started. We conduct a questionnaire after surveys are performed, and over 97% of customers have indicated that they are "satisfied."

We endeavor to improve product quality even further to provide customers with a pleasant communications environment.

Nationwide Onsite Coverage Surveys (cumulative; figures approximate)



Expanding Coverage in Mountainous Regions Where Communications Are Hindered

We have been steadily expanding our coverage area in mountainous regions, where communication generally proves to be difficult to connect. On Mt. Fuji, we have already established base stations and boosters to provide FOMA service in areas along the Yoshida, Subashiri, Gotemba, and Fujinomiya climbing routes to the summit. We also put a booster at the summit during a climbing season. In fiscal 2009 we conducted reception quality surveys on Japan's Top 100 Mountains ^{* 1}, which are popular climbs. Based on the results, in fiscal 2010 we made improvements to the coverage area by establishing and tuning new base stations on roughly a quarter of the 100 mountains. Going forward, we plan to continue making improvements in places where generally are difficult to connect.

* 1 One hundred mountains in Japan selected by the writer Kyuya Fukada (1903-1971) based on the mountain's dignity, history, personality and other criteria.

WORLD WING Service Expanded for Customers Using Mobile Phones Overseas

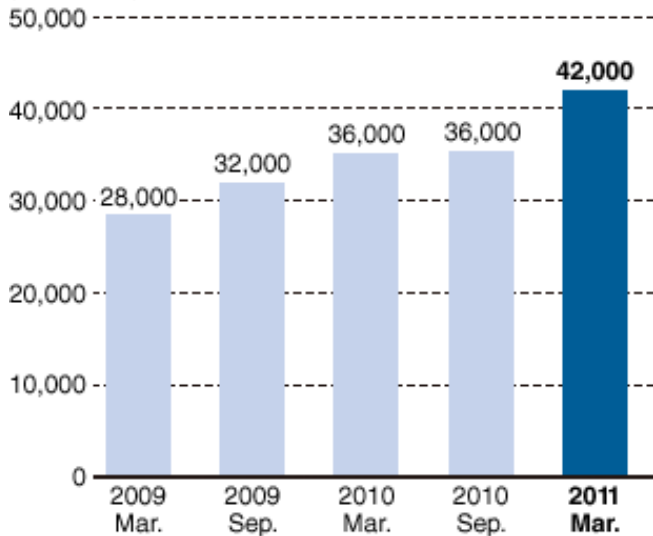
With the widespread popularity of mobile phones, DOCOMO is currently working to further enhance our WORLD WING service, which allows customers who use mobile phones in Japan to use them overseas as well.

In fiscal 2010, "Global Pake-hodai," a flat-rate packet plan that can be used when traveling overseas, was made available in 47 countries and regions. We also launched "My Info Mail" and "Global i-Menu" services to provide information to customers on the country or region they are visiting. Further, new support desks were established in Los Angeles and Bangkok, bringing the number of cities overseas with support desks to 14.

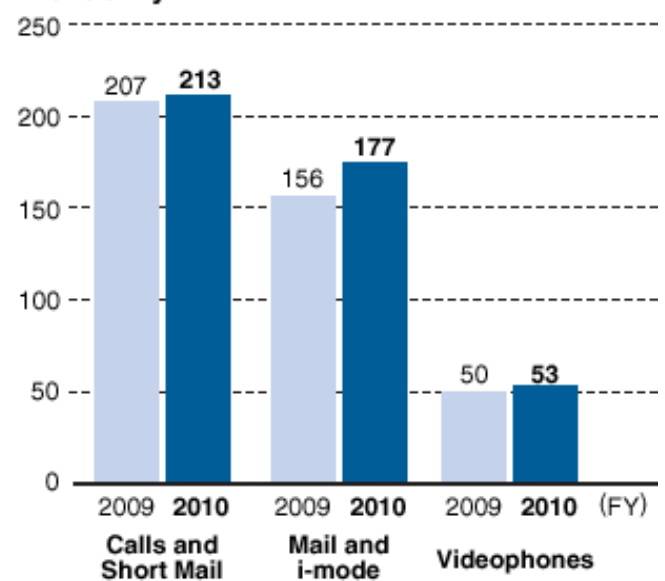
The number of subscriptions of mobile phones compatible with the WORLD WING service totaled 36 million as of the end of September 2010, but increased to 42 million as of March 31, 2011, which accounts for 72% of total subscriptions. In fiscal 2011, we will focus on supports for smartphones, which are gaining in popularity, work to expand the range of providers covered by "Global Pake-hodai" and further develop smartphone applications for overseas use. We also intend to continue enhancing support for customers overseas.

WORLD WING Mobile Phone Subscribers (Approx.)

(thousands)



Countries/Regions with DOCOMO Service Availability



Ensuring Communications Stability

New Xi™ ("crossy") Service Using LTE for High-Speed, Large-Capacity Data Communications

DOCOMO has launched Xi™ service, which uses a new mobile communications protocol, Long Term Evolution (LTE) in December 2010.

Compared to W-CDMA, the third-generation communications format used by FOMA, LTE makes data communications even faster and larger capacity. Xi™ provides data communications with a maximum download speed of 75Mbps * 1 * 2, which is about 10 times faster than FOMA.

The coverage areas when the service began were Tokyo, Kanagawa Prefecture, Chiba Prefecture, Aichi Prefecture and some part of Osaka Prefecture, but plans call for expansion to cities around the size of prefectural capitals in during fiscal 2011 and to all major cities nationwide during in fiscal 2012. Devices that support Xi™ have been steadily put on the market since the service was launched, such as USB data terminals L-02C and F-06C and mobile Wi-Fi routers L-09C and BF-01C. Compatible tablets and smartphones are planned to launch from fall to winter 2011.

Our goal is to raise the current download speed by 2.5 times to 100Mbps by 2014 and achieve a speed equivalent to optical fiber lines. Moreover, in January 2011 we received a preliminary license to test LTE-Advanced, a communications protocol that is even faster than LTE, and have begun testing. In an indoor signal transmission test in a simulated environment, we successfully transmitted a signal at a download speed of approximately 1Gbps and an upload speed of approximately 200Mbps. DOCOMO plans to continue carrying out R&D going forward to further increase the speed and expand the capacity of the Xi™ service.

- * 1 Maximum communications speed in a partially indoor area. In outdoor and other areas, the maximum download speed is 37.5Mbps.
- * 2 Communications speeds are maximum speeds based on technical standards. They are not indicative of actual transmission speeds. The service is provided on a best-effort basis, and actual communications speeds will vary depending on the communications environment and network traffic.

Maintaining i-mode Stability a Top Priority

i-mode has grown into one of the world's largest mobile Internet services. DOCOMO is currently implementing a number of measures to ensure operational stability at i-mode Center, the heart of i-mode. In the area of system operations, we are introducing technologies for self-monitoring communications status, dispersing system processes to multiple devices and switching to backup devices when problems occur.

A manned operations center also monitors i-mode Center 24 hours a day, 365 days a year. Resident maintenance staff are on hand to quickly respond when abnormalities arise. In the area of facilities operations, we are taking steps to improve the seismic performance of i-mode Center facilities and decentralize the device layout.

Accommodating Large Events with Two Measures in Combination

Major events and exhibitions gather large numbers of customers in a single location. When these customers use their mobile phones at the same time, local base stations have difficulty processing it all, which can cause spotty phone service. We combat this problem by dispersing base station loads and augmenting facility capacity.

Base station loads are dispersed by using multiple base stations to process communications originating at the event venue. This is accomplished by installing temporary base stations at the event and adjusting the coverage area of neighboring base stations. Facility capacity is augmented by setting up base station facilities to cover the venue and modifying the software that controls the facilities to accommodate maximum use.

In fiscal 2010 as well, DOCOMO conducted these special measures to accommodate 39 large events, including fireworks displays in Kanagawa Prefecture, Niigata Prefecture and Fukuoka Prefecture. We will continue working to maintain communications stability by taking appropriate measures like these.

Disaster Preparedness

Three Principles of Disaster Preparedness

Mobile phones play a particularly important role during disasters and emergencies. They are critical tools for people directly in harm's way as well as workers involved in relief and recovery. DOCOMO has established the Three Principles of Disaster Preparedness to be ready in the event of an emergency. They are: enhancing system reliability, ensuring essential communications, and rapidly restoring communications services. We continuously work to improve network reliability on this basis.

| Three Principles of Disaster Preparedness | | |
|--|---|--|
| | Guidelines | Initiatives |
| Principle 1 Enhance system reliability | <ul style="list-style-type: none"> ▪ Have backup facilities/equipment and circuits. ▪ Reinforce facilities, including by seismic upgrades of structures and towers. | <ul style="list-style-type: none"> ▪ Design redundancy into transmission paths between base stations. ▪ Conduct seismic upgrades of equipment, bury cables underground. |
| Principle 2 Ensure essential communications | <ul style="list-style-type: none"> ▪ Ensure essential communications. | <ul style="list-style-type: none"> ▪ Provide priority phone service to disaster prevention agencies during disasters. ▪ Control networks efficiently. ▪ Lend mobile phones to local government authorities, etc. |
| Principle 3 Rapidly restore communications services | <ul style="list-style-type: none"> ▪ Improve "hard" aspects (physical infrastructure, etc.) ▪ Improve "soft" aspects (operations, organization, etc.) | <ul style="list-style-type: none"> ▪ Deploy mobile base station vehicles and mobile power generators. ▪ Prepare disaster-response manuals. Plan for disaster response office and other institutional arrangements. Conduct disaster response drills. |

Emergency Disaster Information Provided Simultaneously via "Area Mail"

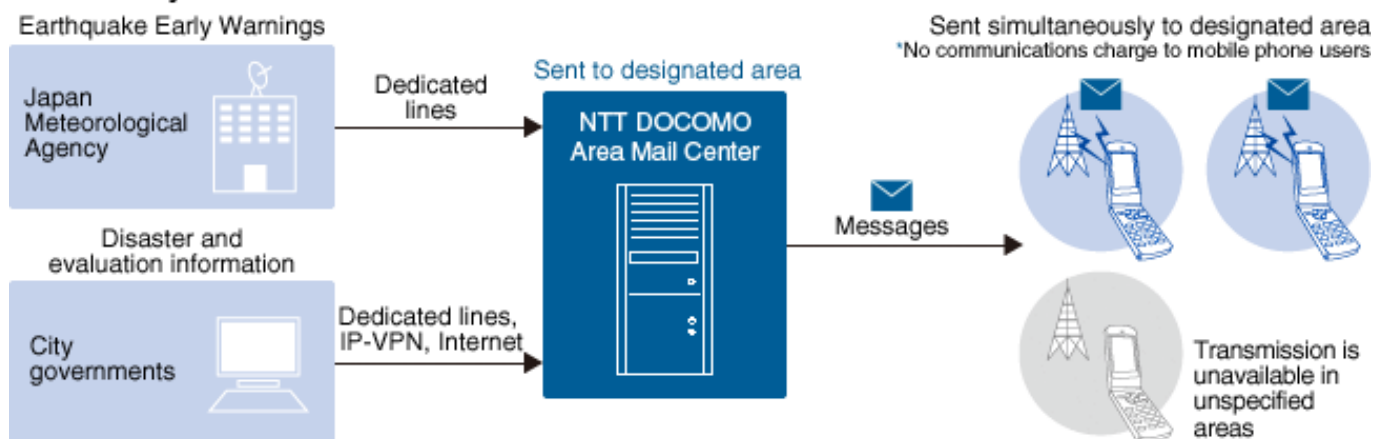
"Area Mail Disaster Information Service," a free service provided by DOCOMO since 2007, enables information to be distributed to mobile phones within a given geographic area wherein it is anticipated to be hit by earthquake which seismic intensity is 4 or above forecasted by the Japan Meteorological Agency. The service utilizes a technology called Cell Broadcast Service that allows these important messages to bypass mail networks and cut through normal network traffic. In addition to Earthquake Early Warnings, local governments can also use Area Mail as a public announcement tool to issue evacuation orders or other emergency information during times of disaster.

"Area Mail" was first adopted by the city of Hanno, Saitama Prefecture in 2008, and as of March 31, 2011, it is being used by 49 municipal governments. It has earned high marks from the municipalities for allowing them to send out information that greatly impacts the lives of citizens quickly, and for easing the administrative burden on city officials due to its simple operating procedures.

In fiscal 2010, Area Mail (for Earthquake Early Warnings) was adopted as the transmission method for the Earthquake and Tsunami Warning System (ETWS), a system that makes it possible to send out information even faster. We worked to strengthen Area Mail's functionality and developed a way to issue the warnings at the district level in major cities. Such cities have relatively large populations and land area, so if Area Mail is sent to the entire city, it is possible that some citizens will receive information that is not necessarily relevant to them. Distributing information at the district level makes the service more effective.

Moreover, we have waived the sender's Area Mail usage charges (for disaster and evacuation information) as of fiscal 2011, one of the new disaster preparedness prompted by the Great East Japan Earthquake, and are promoting further utilization of the service for the safety and well-being of local communities. We will continue to strive to maintain and improve the stability and reliability of systems that support Area Mail. We will work to shorten transmission times and provide rapid, reliable disaster and evacuation information.

Area Mail System



New Simultaneous Transmission Service for Wide Areas and Multiple Sites

The Simultaneous Transmission Service was launched in July 2010 for government agencies and municipalities working to ensure a means of communication during emergencies and corporate customers in need of large-scale group communications.

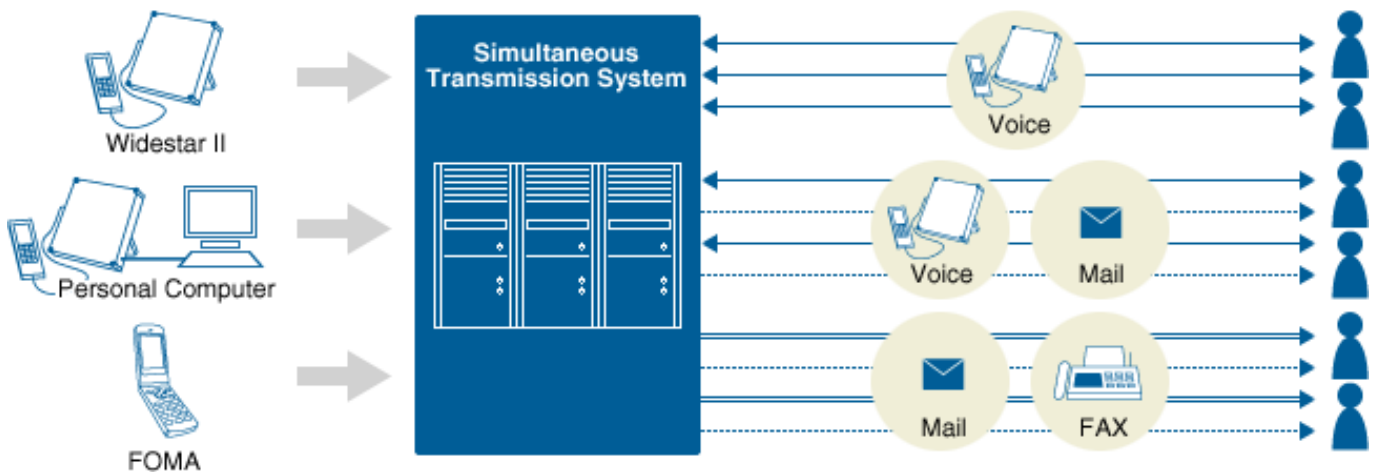
This service enables information to be shared rapidly across a wide area and through multiple measures such as voice, fax and email, using FOMA, Widesstar and other services, which were not possible with conventional group communication services.

When the service was first launched, up to 20 people could participate in group communications using their mobile phones, but we have increased capacity significantly in January 2011 so that now a maximum of 200 users can use the service. As of March 31, 2011 it had been introduced by government agencies, local municipalities, medical institutions, shipping companies, financial institutions, insurance companies and educational institutions. Customers have commented that videoconferencing with multiple sites has become easier to set up and that the service helps expedite emergency meetings.

Service installation does not require special voice terminals, and the required platform is built by DOCOMO, so the customer does not need to construct a dedicated system. It can be launched in a short period of time and keeps both initial costs and operating costs down.

Going forward DOCOMO will continue working to ensure the stability of the service and further enhance its functionality so that it is more convenient and can be used with greater confidence.

Simultaneous Transmission Service System



Disaster Message Board Service for Smartphones

When a major earthquake or other large-scale disaster occurs, mobile phones often have a difficulty on connecting because large numbers of people call others in the disaster zone to confirm their safety and well-being. DOCOMO offers the Disaster Message Board Service at such times to enable people to register their own status or confirm the safety of others with their mobile phones. The service was also made available to smartphones on sp-mode starting in March 2011.

The Disaster Message Board Service is a dedicated disaster service. When an earthquake with a seismic intensity of over 6-lower, or other major disaster occurs, customers in the disaster area are able to use the service to register their status with their DOCOMO mobile phones or smartphones, and the safety information they registered can be viewed by people all over the world via the Internet or other means. The service can also be set up to send mail notifications to family and friends designated in advance when you registered to the Disaster Message Board Service or used to ask people in the disaster area to register information on their safety with the service.

Disaster Message Board Services had been provided separately by different mobile phone and PHS service providers, but DOCOMO and four other mobile operators worked together to develop a function that allows the different message boards to be cross-searched given their importance as an emergency communication tool during disasters. This feature has been available since March 2010.

The Great East Japan Earthquake that occurred on March 11, 2011 resulted in the service being used 4.47 million times during the period from the day of the earthquake to June 30.

Widestar II Satellite Phone Service



Widestar II

Followed by our Widestar satellite phone service, the next-generation service Widestar II was launched in April 2010.

Using two satellites in geosynchronous orbit over the equator, Widestar and Widestar II cover all of Japan and an area roughly 200 nautical miles from Japan's coastline. It operates stably 24 hours a day, 365 days a year and is highly impervious to disasters on land and meteorological events. It is used primarily as means of communication in mountainous areas, on ships and on outlying islands for voice and packet communication and fax connectivity.

The new Widestar II offers faster speeds than its predecessor, upping the maximum packet communication speed ^{※ 1} from 64 kbps to 384 kbps for downloads. We are also working to provide services that meet diverse, sophisticated needs. New services include the Private Bandwidth Service, which provides the customer with a dedicated wireless channel, the Direct Connect Service, which offers, dedicated satellite P2P ^{※ 2} data transmission only on Widestar II, and expansion of the Simultaneous Transmission Service to accommodate up to 200 sites. Since the service was started, there has been a cumulative total of approximately 40,000 subscriptions to Widestar or Widestar II as of March 31, 2011. The service is being widely instituted by local governments, other municipal organizations, media, financial institutions and manufacturers. Going forward, in order to accommodate increasingly complex and diverse needs, we will propose solutions packaged with video transmission, data communications, wireless LAN devices and smartphones.

^{※ 1} Transmission speed is the maximum send/receive speed based on the service's technical rating and does not indicate actual transmission speeds. The service is provided on a best-effort basis, and actual transmission speeds vary depending on the communication environment and network traffic.

^{※ 2} P2P is an abbreviation for Point-to-Point. It refers to sending data between two connected points.

Disaster Preparedness Booklet Provides Valuable Information



Cover of "Moshimo ni Sonaete"

In order to promote understanding of disaster preparedness initiatives among even larger numbers of people, DOCOMO distributed a booklet entitled "Moshimo ni Sonaete" (Preparing for disasters), which compiles our cumulative expertise on disaster preparedness and response, to people participating in municipal disaster response drills and other disaster preparedness and response events. The booklet is illustrated and written in a highly accessible style to convey helpful information for disaster preparedness, including details on how to use the Disaster Message Board Service and an overview of the Area Mail Disaster Information Service.

In fiscal 2010 we created another booklet, "Moshimo ni Sonaete: Disaster Message Board Service version," which focuses specifically on how to use the Disaster Message Board Service. The booklet is primarily intended for senior customers with minimal opportunity to use the service.

Going forward we will work to enhance the information contained in the booklets based on DOCOMO's new disaster preparedness planning and provide safety and peace of mind to customers through their mobile phones.

Deploying Mobile Power Generators and Satellite-Entrance Mobile Base-Station Vehicles with Satellite Link



Satellite-entrance mobile base-station vehicles with satellite link

We deploy 70 mobile power generators throughout the country to provide base stations with power during outages. We deployed two additional mobile power generators in fiscal 2010, bringing the total to 72.

In addition, we continue to deploy satellite-entrance mobile base-station vehicles with satellite link to ensure communication with networks using satellite connections. In fiscal 2010, we put one new vehicle into service, so there are now ten vehicles at the ready. When the Great East Japan Earthquake occurred on March 11, 2011, 30 mobile power generators and 31 mobile base-station vehicles, including those with satellite links, were deployed in effort to restore communications as quickly as possible in the disaster region.

Going forward, plans call for setting up portable satellite link units that can be used in regions cut off by natural disasters or on remote islands.

Disaster Preparedness Plan Established

DOCOMO has established a disaster preparedness plan to facilitate the implementation of preparedness and response measures with specified public bodies in accordance with Japan's Disaster Measures Basic Law. We are working to promote disaster preparedness on the basis of this plan.

Signing Mutual Cooperation with Self-Defense Forces When Disaster Strikes

DOCOMO has signed an agreement with Japan's Ground Self-Defense Forces on cooperating with local units in disaster preparedness.

DOCOMO will lend the Ground Self-Defense Forces mobile phones for use in disaster recovery and the Self-Defense Forces will rapidly transport our disaster preparedness equipment and other cargo to the affected areas.

Cooperative action based on the agreement was conducted for the Great East Japan Earthquake, which occurred on March 11, 2011.

General Disaster Response Drill Held



The Disaster Response Drill

Every year DOCOMO conducts a disaster response drill that simulates a major natural disaster.

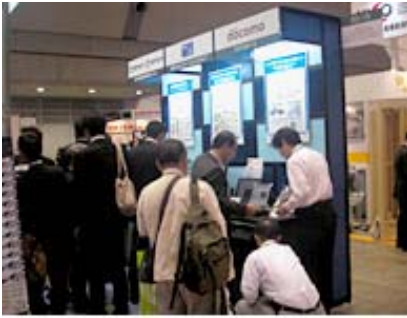
In fiscal 2010 we conducted drills on October 7 that simulated a Tokai earthquake. They included transmitting information by connecting a disaster response office set up in the headquarter with all regional offices via teleconferencing and a local drill at Sunpu Park in Shizuoka. The headquarter and regional offices participated in the information transmission drill, and a series of actions were practiced—giving directions, ascertaining and managing the situation, and solving problems that occurred. The drill focused on communications between the headquarter and regional offices in the event a regional office were to suffer damage, and communications between regional offices in the event of extensive damage. Given that a predictive system for a Tokai earthquake is in place, the drill started with directions issued in response to earthquake warnings.

The local drill drew the participation of approximately 110 people, including personnel from DOCOMO, the government of Shizuoka Prefecture, the city of Shizuoka, Shizuoka Prefectural Police Headquarters and the Japan Ground Self-Defense Force. A base station rescue drill was conducted along with drills on assembling disaster response vehicles and personnel, transporting rental mobile phones, transporting restoration equipment, and guiding restoration vehicles. The drills confirmed the effectiveness of coordination between outside agencies and relevant internal departments when a large-scale disaster occurs.

In order to take advantage of the drills as an opportunity to inform people of the effectiveness of mobile phones during a disaster, we invited around 100 representatives of local volunteer disaster preparedness organizations, more than in previous years. A seminar was held on effective utilization of mobile phones during disasters at the Shizuoka City Culture Hall, which is located close to where the drills were held. The seminar gave people the opportunity to acquire first-hand experience of services that are effective in disasters, such as satellite mobile phones and Area Mail.

Going forward, DOCOMO intends to plan and conduct disaster preparedness drills on the basis of the experience of Great East Japan Earthquake and our response to it.

Security & Safety Trade Expo 2010



The Security & Safety Trade Expo 2010

The Security & Safety Trade Expo 2010, a major exhibition for crisis management products, technologies and services, was held at Tokyo Big Sight in October 2010.

DOCOMO's exhibit focused on ICT for raising general disaster preparedness levels and was presented together with other NTT Group companies. It introduced effective solutions and services for major disasters, including Widestar II, a satellite phone service initiated in April 2010, and the Simultaneous Transmission Service.

A questionnaire given to expo visitors revealed the high level of interest in Widestar II, as many customers expressed an interest in disaster preparedness using mobile phones. In fiscal 2011 we intend to continue working to raise awareness of our solutions and services for disaster preparedness.

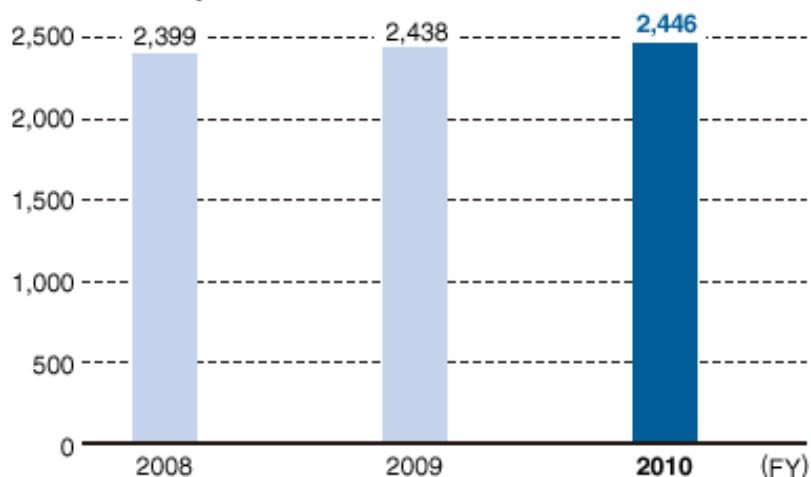
Maintaining Product Safety

Product Safety at Every Stage—From Design to After-Sales

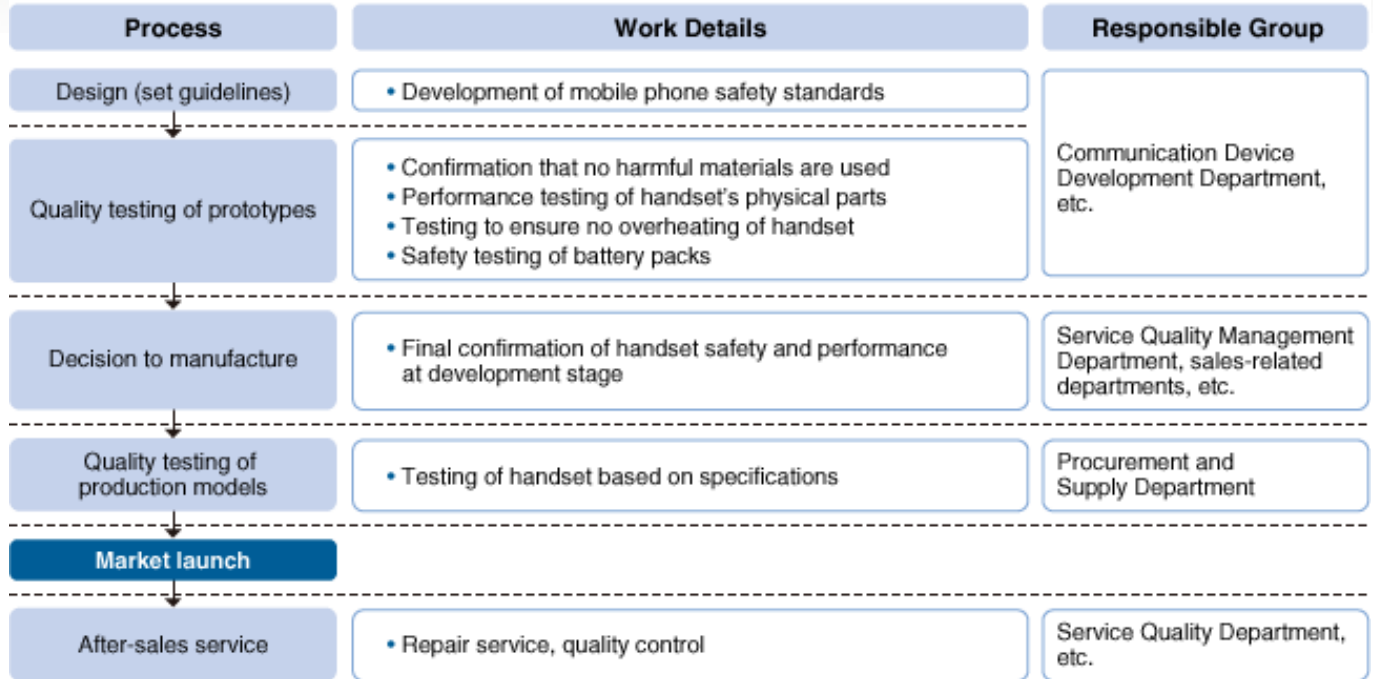
DOCOMO works together with handset manufacturers to develop products that incorporate safety considerations every step of the way. We do not simply rely on the manufacturer's design standards. Rather, we proactively provide the manufacturer with a list of our own safety standards, run safety tests on electrical properties, durability and other areas during product development and check the product's safety up through its market launch.

In addition, we have repair and service centers throughout the country to respond to any problems with our products once they are on the market. We also lend out replacement handsets when phones go in for repair. In other words, we make every effort to avoid inconveniencing our customers. In the event of a major malfunction the Handset Action Committee, chaired by the vice president, is convened to identify the nature the problem, isolate its causes, and rapidly determine the appropriate action.

Number of Repair and Service Centers



Flowchart of Standard Product Quality Flow



Automatic Updating for Mobile Phone Software

When problems occur in the software used by our mobile phones, we publish software that corrects the errors and ask customers to update software of their phones. This solves any problems without the customer having to take an extra trip to a docomo Shop.

In addition, all our newer models—starting with the 905i Series released in 2007—come equipped with a function that automatically updates the phone's software with the latest version. There is no need for the customer to do anything, meaning no operations are required. The function ensures that your handset is always running on the most up-to-date software.

Raising Skill Levels of Repair Service Staff

docomo Shop staff are trained in helping customers who bring their phones in for repair. We make sure they know the repair process in and out—from how problems are identified to how functionality is restored—and possess adequate knowledge of after-sales service. And, staff members who meet certain standards are certified by an in-house certification program.

In addition, we train select staff members to be repair service leaders at the shop level through a training and certification program. These measures ensure repair request are handled appropriately and raise the skill levels of repair service staff. We will continue conducting training and certification programs in an effort to further raise the customer service quality of staff at nationwide docomo Shops and establish even more consistent levels of service.

Sales of docomo Smartphone LYNX SH-10B Temporarily Suspended

Software bugs were found in the docomo Smartphone LYNX SH-10B, originally launched on the market in July 2010, so sales of the phone were temporarily suspended as of September 9. The problems were fixed, and sales recommenced on October 2.

The following two errors caused the sales to be temporarily suspended.

- 1) There was the potential for third-parties to acquire a record of the customer's keystrokes if a malicious application had been installed on the phone.
- 2) If a comma was used in names registered in the address book, it would sometimes be the case that the send mail may be sent to another person registered in the address book (the person with the same registered name before and after the comma).

We also contacted people who had already purchased the phone (a total of approximately 7,000 phones had been sold as of September 8, 2010), and provided software to solve the first error by September 13 and the second error by September 24. Products with the updated software were ready and nationwide sales were recommenced.

We sincerely apologize to our valued customers for the trouble and inconvenience this incident caused. We will continue working to improve our service. Your kind understanding is appreciated.