

Small purchases

iD Brand Launched in December 1, 2005



DoCoMo's new credit brand provides an open platform for the card user, card issuer/acquirer and merchant to use "Osaifu-Keitai" service as a medium for transactions.



Symbol



Participating stores



The name iD refers both to "identity" and "personal identification."
Mobile phones with credit functions are more than just communication devices
-- they represent owners and ownership.