

# THE NEW WORLD THAT

“We will transform mobile phones from ‘communications infrastructure’ to ‘lifestyle infrastructure.’”  
—The statement we made at the time of the launch of “Osaifu-Keitai” service is becoming a reality.

As of March 2007, we have approximately 20.8 million subscribers with Osaifu-Keitai compatible handsets, 2 million mobile credit service “DCMX” subscribers, and more than 10 million subscribers to “i-Channel”, which automatically delivers and displays the latest information such as news in streaming text on a stand-by screen. These services are still expanding steadily.

In this section, we present various scenes from the daily lives of users that lie are behind these performance figures.

**DoCoMo CREATES**

“Osaifu-Keitai” combines a number of functions in a single mobile phone handset, from employee security cards, to air travel tickets and other tickets, to office and home keys. It can thus truly be used in place of a wallet. One example is the “Mobile Suica” service for East Japan Railway Corporation, in which by downloading a dedicated i-appli and registering as a member, you can use your mobile phone as a commuter pass, pay fare differences, and purchase goods in station buildings and shops just by swiping your phone. From March 18, 2007, it can now also be used on other railway, subway and bus lines in the Tokyo metropolitan area, and the number of users is increasing even further.

# No need to stand in line (to buy Osaifu-Keitai



**tickets) 07:30 a.m.**





10:30 a.m.

“There are so many places where I need to use change — at convenience stores, supermarkets, fast food restaurants and taxis — and it takes a while to pay.” Using DoCoMo’s mobile credit service “DCMX”, all you have to do to pay is swipe your mobile phone. It’s secure, no signature is necessary, and since it is a credit card there is no worry about insufficient funds.

The service is becoming even more convenient with the introduction of the service at a series of stores from fiscal 2006, including three major convenience store chains, McDonald’s (planned) and Aeon stores, the largest supermarket operator in Japan.

# Leave your wallet at home

## iD / DCMX



A variety of services using GPS technology are being offered.

"I want my mobile phone to guide me to my destination."

"I want to know the location of someone who is important to me."

11:45 a.m.

Imadoco Search



You can confirm the location of your children.

## GPS Navigation



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ZENRIN Map+Navi

Wherever you want to go, the mobile phone becomes your navigator and guides you.

# Feel at ease wherever you are

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## Location Information Services

“She should be home by now, where is she?” —When your child does not return home at the usual time, you’ll feel more peace of mind if you have “Imadoco Search” to immediately confirm your child’s location. The Kids’ PHONE will automatically send an e-mail to inform you of your child’s location, in conjunction with its use as a crime protection alarm. It can even inform you of your child’s whereabouts when the power is turned off.

Other services which serve to bring peace of mind to you include the GPS service “GPS Navigation”, which is useful for helping you get to your destination, and the “Keitai Osagashi” service, which can find the approximate location of your handset via a PC in the event the handset is misplaced.

"I only use my mobile phone for conversations and e-mail." —"i-channel" is very popular even with people who make this statement, as it can show the latest news with a telop text on the standby screen, and provide even more detailed news with just a touch of a button. We have improved handsets to enable users to access PC websites through the "i-mode" full-browser and enhanced our site search service. Customers who are used to PCs will feel at ease using these services.

i-mode's rich lineup and continued development will assist our customers in realizing more convenient and enjoyable lives.

# Information at the tip of your i-channel® & Browsing

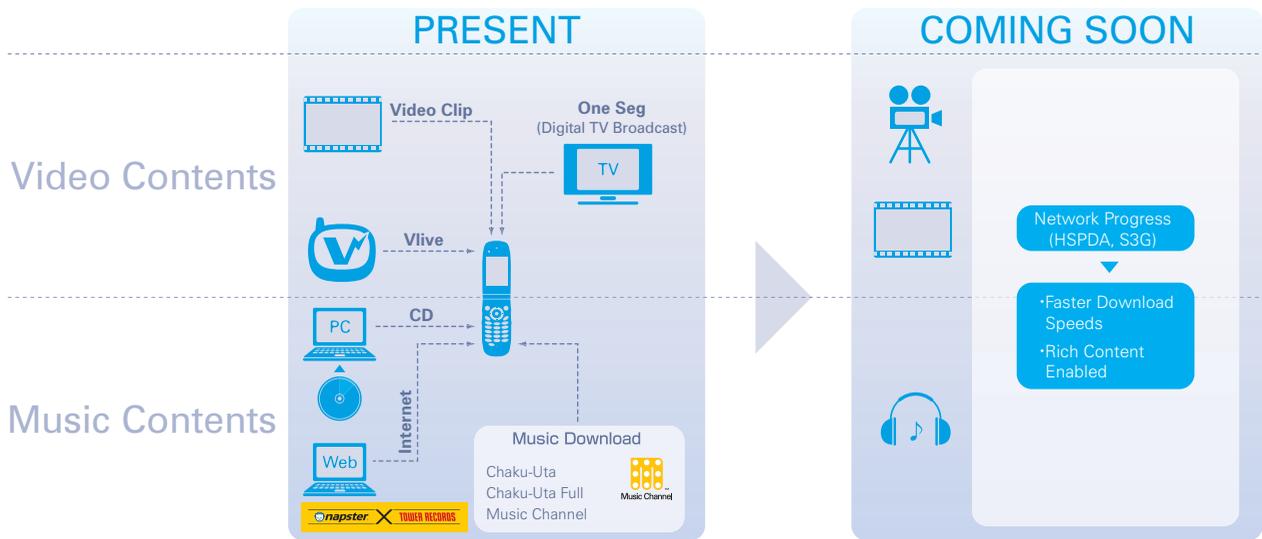


fingers | 02:45 p.m.





04:20 p.m. | It's like



\* Using FOMA Videophone functions, a variety of content distributed by content providers can be enjoyed.

# a portable entertainment unit

## Music & Video

In addition to popular “One Seg<sup>\*1</sup>” function of our mobile phones which enables users to watch TV on mobile phones, we offer a Video Clip service for users to watch streaming video such as movie trailers, promotional videos and cartoons. Which includes over 3,000 titles.

Music content is provided through “Music Channel”, which automatically delivers your favorite music programs, and two flat-rate services, “Uta-hodai <sup>\*2</sup>” and “Chaku-Uta full<sup>\*3</sup>”, which features an increasing library of songs.

DoCoMo will continue our efforts to improve handsets, services and our network concurrently, and aims to provide the most enjoyable mobile phone service possible.

\*1 Launched in April 2006, a terrestrial TV broadcasting service dedicated to mobile terminals.

\*2 Packet transmission fees are incurred upon each use.

\*3 Launched in June 2006, a service which enables subscribers to download entire songs.

JAPAN

DoCoMo World Wing Compatible Handsets

WORLD WING

Use your own handset overseas as is.

WORLD WING

Expanded to 23 models as of June 30, 2007

DoCoMo World Wing Compatible Lineup

WORLD WING 3G+GSM

WORLD WING 3G

M702iG SIMPURE L<sup>2</sup> SIMPURE L<sup>1</sup> M2501 D904i F904i N904i P904i SH904i D903i F903i N903i P903i SH903i SO903i M702iS

HIGH-SPEED

# Take your handset with you anytime

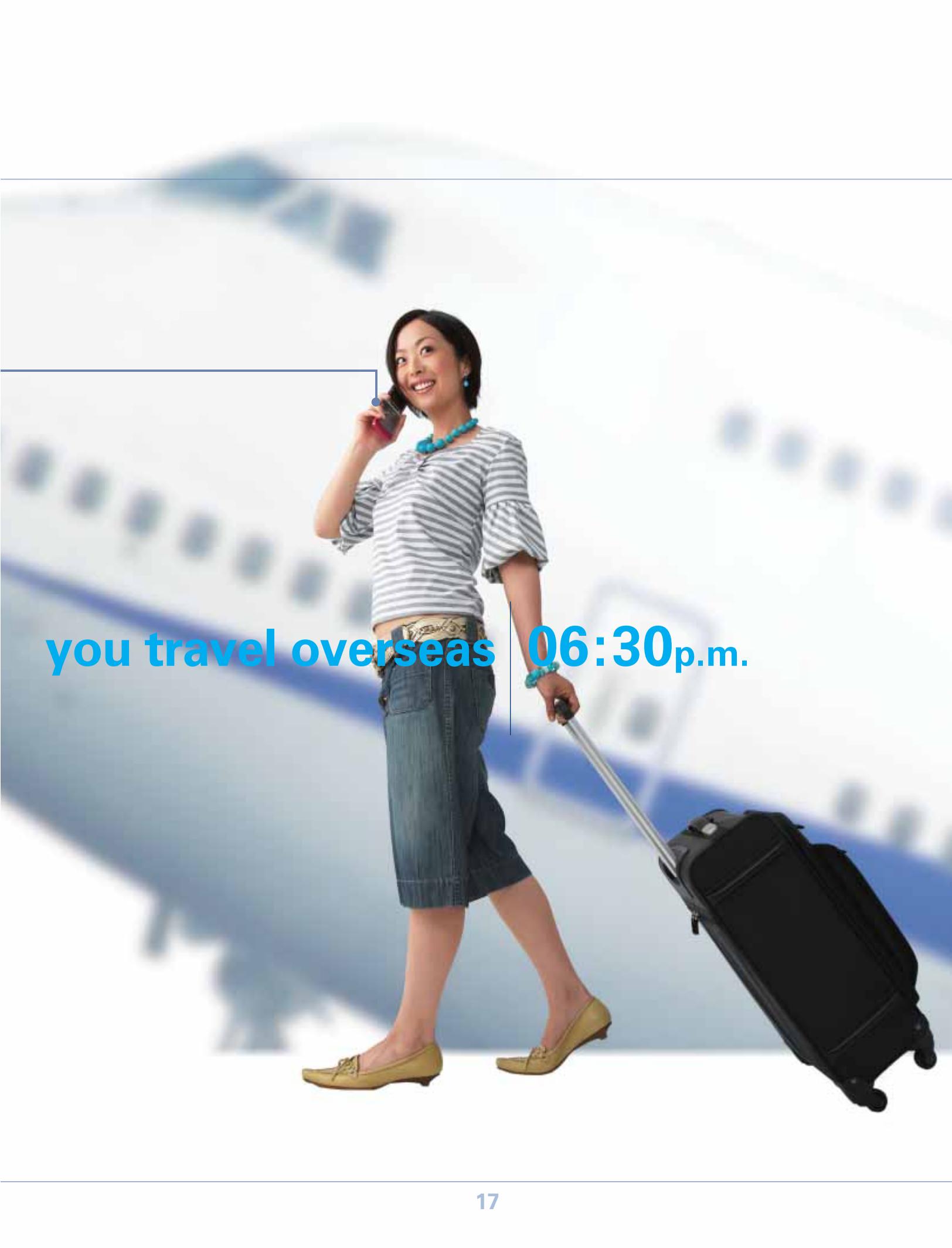
## WORLD WING

“I want to share my thoughts and impressions from my overseas trip with my family in Japan right away;” “I suddenly needed to get in touch while on an overseas business trip;” “If only I could use the same mobile phone I always use, in the same way I always use it” — DoCoMo is extending its “World Wing” international roaming service around the world in order to enable users to connect anywhere, anytime.

The service coverage area\*<sup>1</sup> includes 99.8% of the destinations that Japanese tourists typically visit. Users can use the same telephone number and e-mail address as in Japan, and can use free minutes in their domestic plans\*<sup>2</sup>. The number of users subscribed to the service is growing rapidly.

\*<sup>1</sup> Services offered and the number of countries and regions covered as of March 31, 2007: Voice, SMS (Short Message Service): 151, i-mode: 97, TV phone: 34

\*<sup>2</sup> Pake-hodai and Free minutes included in FOMA Data Plan services are not applicable.

A woman with short dark hair, wearing a striped short-sleeved top, a blue necklace, a gold belt, a denim skirt, and tan loafers, is walking from left to right. She is holding a black suitcase in her left hand and talking on a mobile phone in her right hand. The background is a blurred image of a large white airplane with blue accents, suggesting an airport setting.

**you travel overseas 06:30 p.m.**