

Attachment

Other Exhibits at DOCOMO Booth

Latest line of smartphones and tablets

- Sony Tablet™ S (SGPT113JP/S), Sony Tablet™ P (SGPT211JP/S), and docomo Smartphone Xperia™ PLAY SO-01D.
- Prepaid billing plan for “PlayStation®Vita (3G/Wi-Fi model).”

Apps package for travelers

- Special apps, including DOCOMO’s own character-recognition technology that provides travelers with language assistance, such as instantaneous translation of restaurant menus in foreign languages.

Twitter-coupled service

- Mobile service for following latest buzzwords on Twitter, categorized by time/area, and disaster information ranked by most followed news, photos and tweets.

Digital/physical hybrid bookstore network

- Hybrid network for e-book sales, plus user-based recommendations, network-wide loyalty points and a service for reading the same e-book on up to three devices.

Intuitive interface for push-type notifications

- New, intuitive user interface for push-type notifications on handset standby screen, including weather, traffic, scheduler alerts and more combined into one graphic allowing the user to view multiple information at a glance.

docomo Connected Home “Memory Collection”™

- Service designed to sort and arrange photos and videos to help users keep track of their fond memories. Photos/videos taken with smartphones and cameras are grouped by people/time/events/places using special technologies for facial recognition and video conversion, and displayed on PCs and television screens in multi-screen format.

docomo DriveNet™ navigation service

- Car-navigation screen connected to smartphone cradle for location-based services.

DOCOMO’s educational app “docomo-zemi”™

- Smartphone/tablet app for English-language instruction, one of DOCOMO’s education-business initiatives. DOCOMO plans to develop applications supporting a variety of educational content in the near future.

Food analysis technology

- Visual analysis of food’s caloric content by simply sending the photo of a dish to a server via the user’s handset.

docomo Home Energy Management™

- DOCOMO’s initiatives to realize a next-generation optimal energy management system using PC/smartphone app Smart Tap, which allows users to remotely control electric appliances through PCs and mobile phones, and displays

power-consumption levels as well as electricity generation and storage.

Bicycle-sharing service

- Next-generation, multi-purpose service for shared bicycles, supported with a smartphone app.

Mobile spatial statistics

- Aggregate data on mobile network operations re-utilized for joint research findings applicable to public services and urban planning purposes.

Mobile phone checkup service

- Free service for checking and cleaning DOCOMO mobile phones at DOCOMO booth.

“Sony Tablet” is a trademark of Sony Corporation.

Xperia is a trademark or registered trademark of Sony Ericsson Mobile Communications AB.

PlayStation is either a registered trademark or a trademark of Sony Computer Entertainment Inc.

Twitter is a trademark or registered trademark of Twitter, Inc.

Smart Tap is a joint development between Sharp Corporation and DigiOn Inc.

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