

## Attachment

### **Other DOCOMO Exhibits at CEATEC JAPAN 2013**

#### **Healthcare**

- Watashi Move is a web portal for healthy lifestyles provided by docomo Healthcare, Inc. that can link health-related measurements like weight, number of steps, and blood pressure. Visitors will be able to try out a wide range of its features, including automated data transmission of data related to their health to smartphones via near field communication (NFC) and data visualization.

#### **Shoppulatto™**

- DOCOMO's online to offline (O2O) shop-discovery and check-in platform developed for retailers at brick-and-mortar stores: a dedicated app sends users promotional information or coupons for nearby shops based on geo-location data

#### **New features of docomo DriveNet™ navigation service**

- A smartphone-based car navigation technology: now including an app that allows users to operate the navigation system by sending information such as destination and route remotely via their smartphones, DOCOMO will also preview the new cloud service for Intelligent Transport Systems (ITS) that will be released later this year

#### **Bicycle-sharing service**

- A state-of-the-art bicycle-sharing service using bikes equipped with GPS and a remote-control system, which is currently in use in Sendai city, Miyagi Prefecture

#### **Media/Content business**

- Music/video content provided via DOCOMO's d video™, d anime store™, d hits™ and NOTTV™

#### **Radishbo-ya**

- DOCOMO's group company offering premium home delivery of organic and preservative-free foods will present organic, pesticide-free vegetables and additive-free food

#### **Smart Action for Forest**

- DOCOMO's efforts to support the Tohoku regions hit by the Great East Japan Earthquake: including selling goods made of thinned wood from Minamisanriku town, Miyagi Prefecture, and returning a part of the proceeds for forest conservation activities

#### **Collecting and recycling used mobile devices**

- Recycle your old mobile or PHS handset, battery, recharger or cradle (any model or make) at the DOCOMO booth: DOCOMO endeavors to reduce its environmental load and conserve valuable resources, special equipment will be used to ensure that all personal information is destroyed

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