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NTT DOCOMO Wins Grand Prix in CEATEC JAPAN 2012 INNOVATION AWARDS "As Selected by US Journalists"

During CEATEC JAPAN 2012 held from 2 to 6 October 2012 at Makuhari Messe, NTT DOCOMO's "Hanashite Honyaku" won the Grand Prix and software category in the CEATEC JAPAN 2012 INNOVATION AWARDS "As Selected by US Journalists" presented on October 4, 2012. These awards are presented to the technologies, products and services on display at CEATEC JAPAN, by US journalists associated with IT and consumer electronics who study the exhibits at the show and select winners based on their innovativeness and potential influence on the American market.

Grand Prix winner "Hanashite Honyaku" is an interpreter service that enables users to communicate their thoughts and ideas with each other in different languages. Offering interpreting both via telephone calls and face-to-face contact, the service automatically translates spoken words in the user's native language enabling users to hold multi-lingual conversations as if an interpreter were present. Currently the software, which runs as a specialized application installed on NTT DOCOMO smartphones and tablets, supports phone call interpreting between Japanese and English, Japanese and Mandarin, or Japanese and Korean, and is also capable of simultaneously interpreting face-to-face conversations between Japanese and French, German, Italian, Spanish, Portuguese, Thai, Indonesian, English, Mandarin or Korean, using a single smartphone or tablet computer. Being leagues ahead of other translations solutions with remarkably higher performance and speed, Hanashite Honyaku was favorably evaluated for its unique application implementation content, better cloud-based usability enabling ongoing improvement through user log feedback, practicality and the fact that its commercial release is just around the corner.

Aiming to provide comprehensive services with its core mobile business, we at NTT DOCOMO will continue to provide each and every one of our customers with the best services possible.