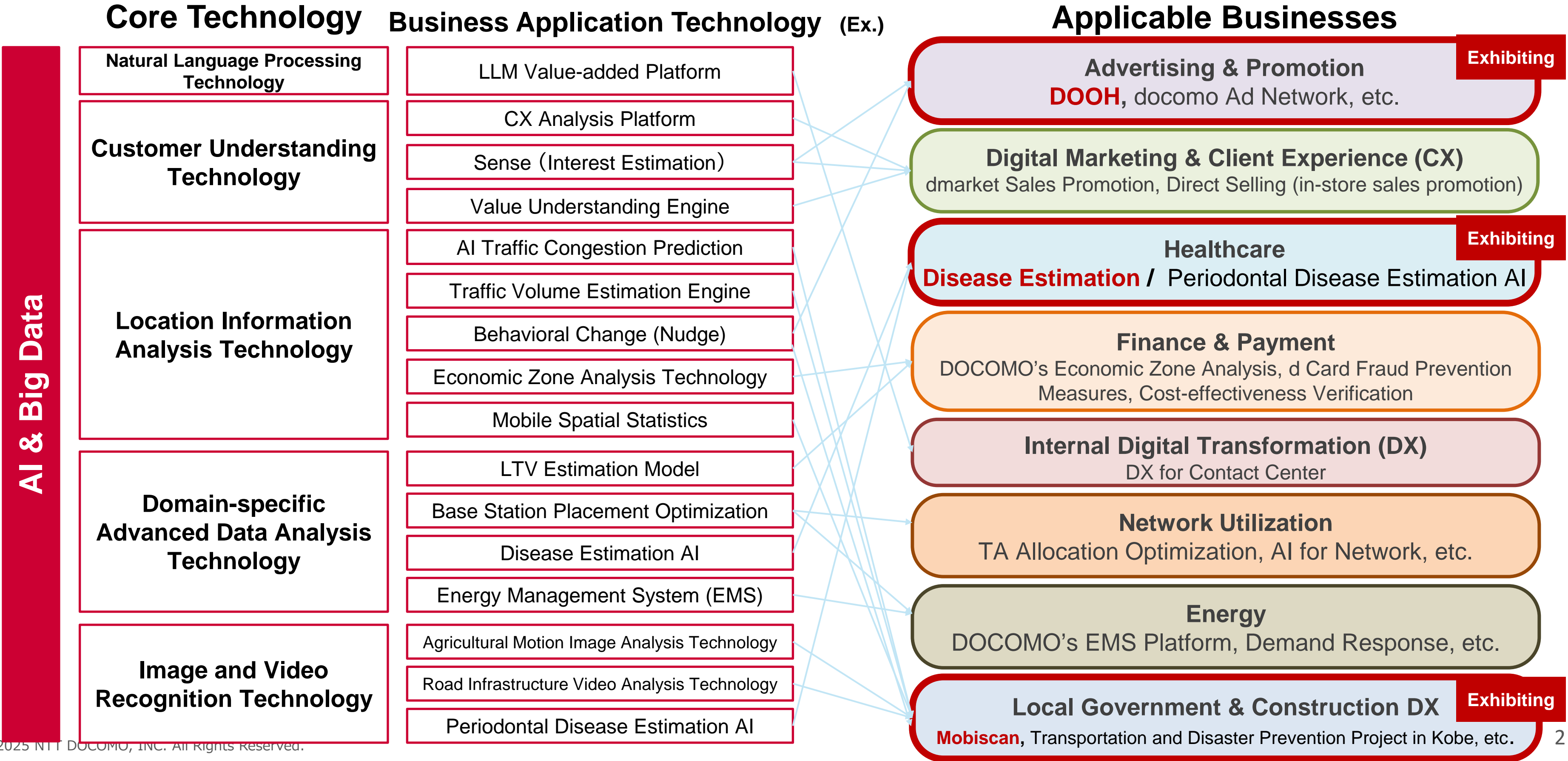


# DOCOMO AI Initiatives

# Agenda

- 1. Exhibition Overview**
- 2. docomo business GenAI Initiatives**
- 3. Value Creation Framework**

# DOCOMO AI Initiatives



# Rapid Expansion of Advertising Network

- DOCOMO provides an advertising solution by using our own data science from 100M DOCOMO members
- LIVE BOARD\* is the market leader in OOH (Out-of-Home) digitalization in Japan
- The MAU (Monthly Active Users) is over 29M on over 64k screens

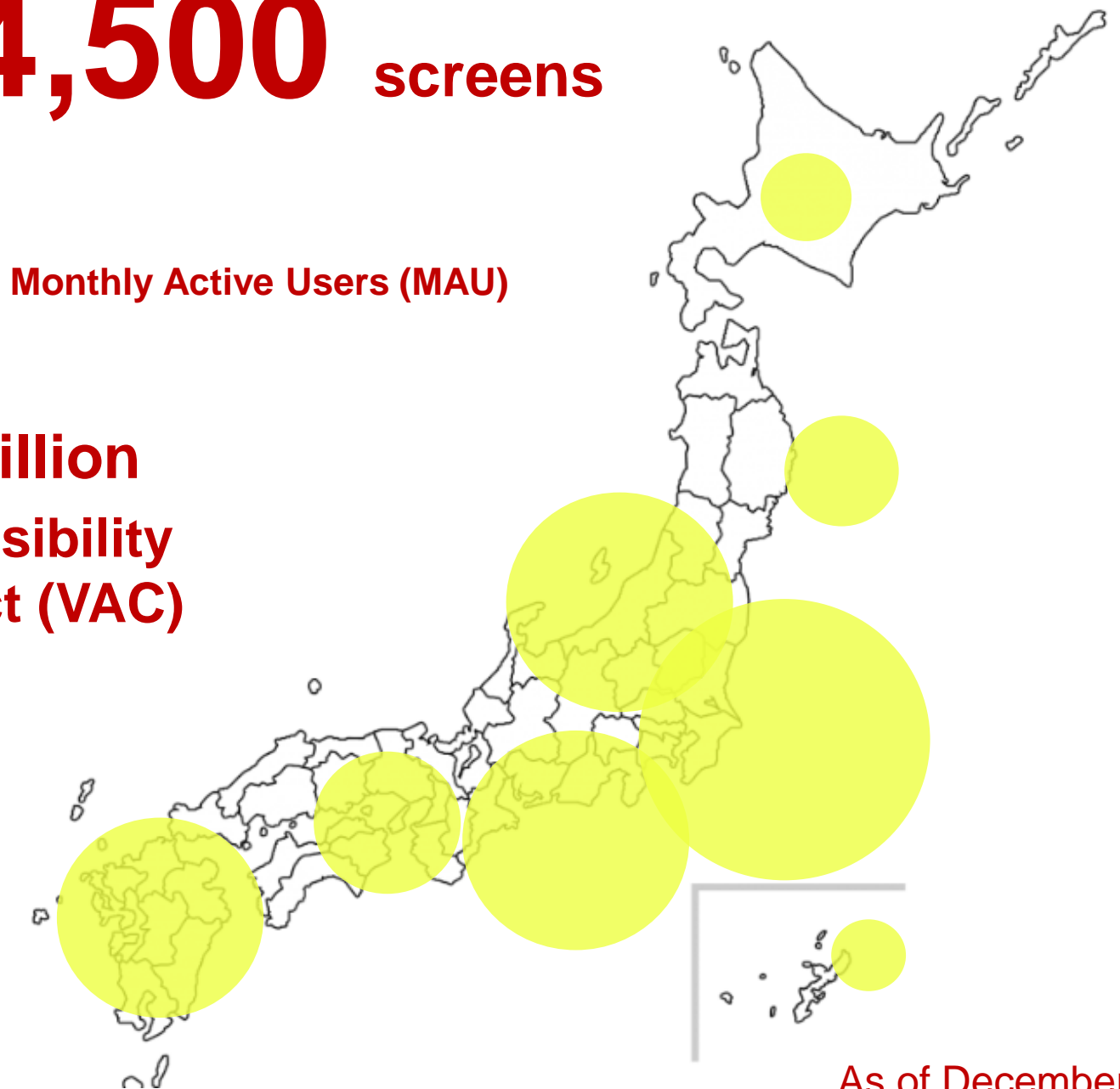
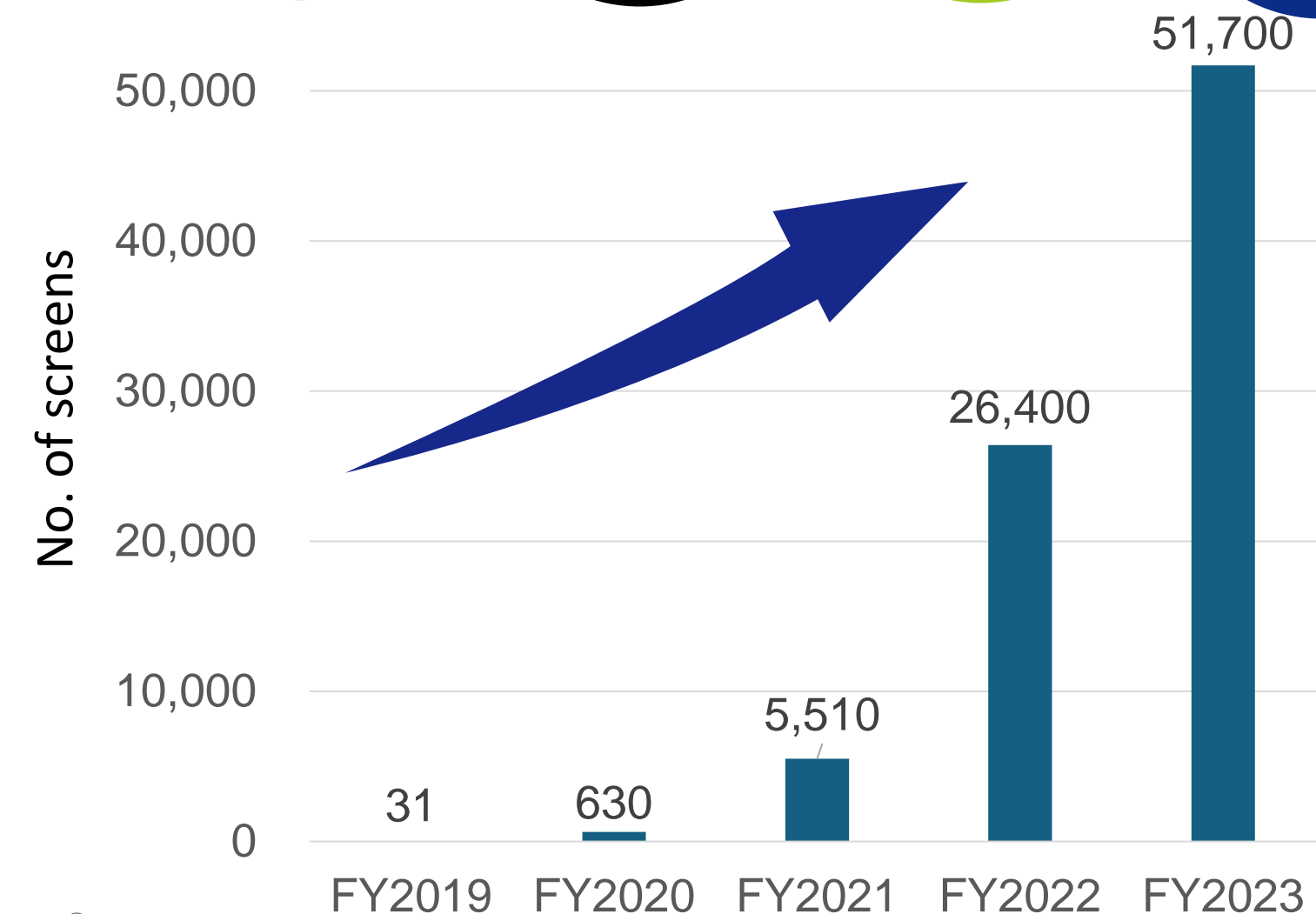
\*Digital Out-of-Home (DOOH) business company by NTT DOCOMO and leading advertising agencies



**Over 64,500** screens

**29** million Monthly Active Users (MAU)

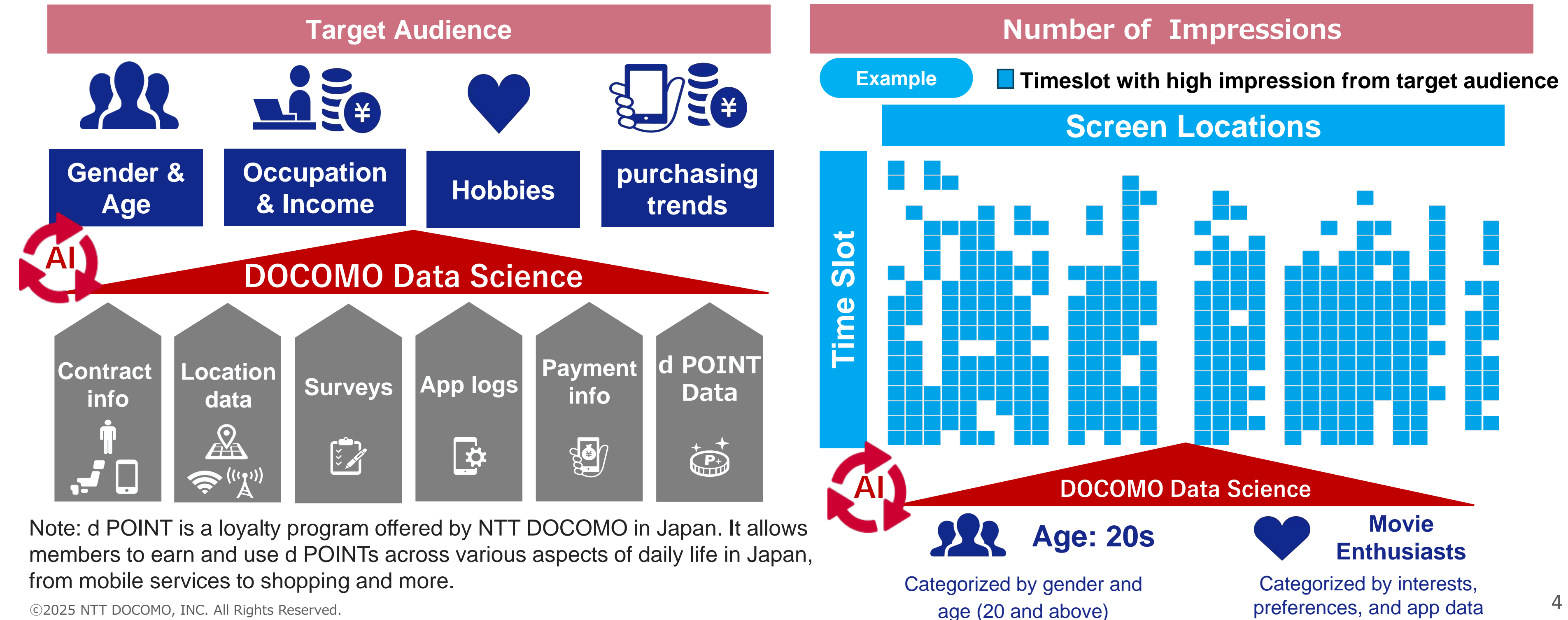
**936+** million  
impressions / visibility  
adjusted contact (VAC)



As of December 2024

# Key Features of DOCOMO DOOH Business

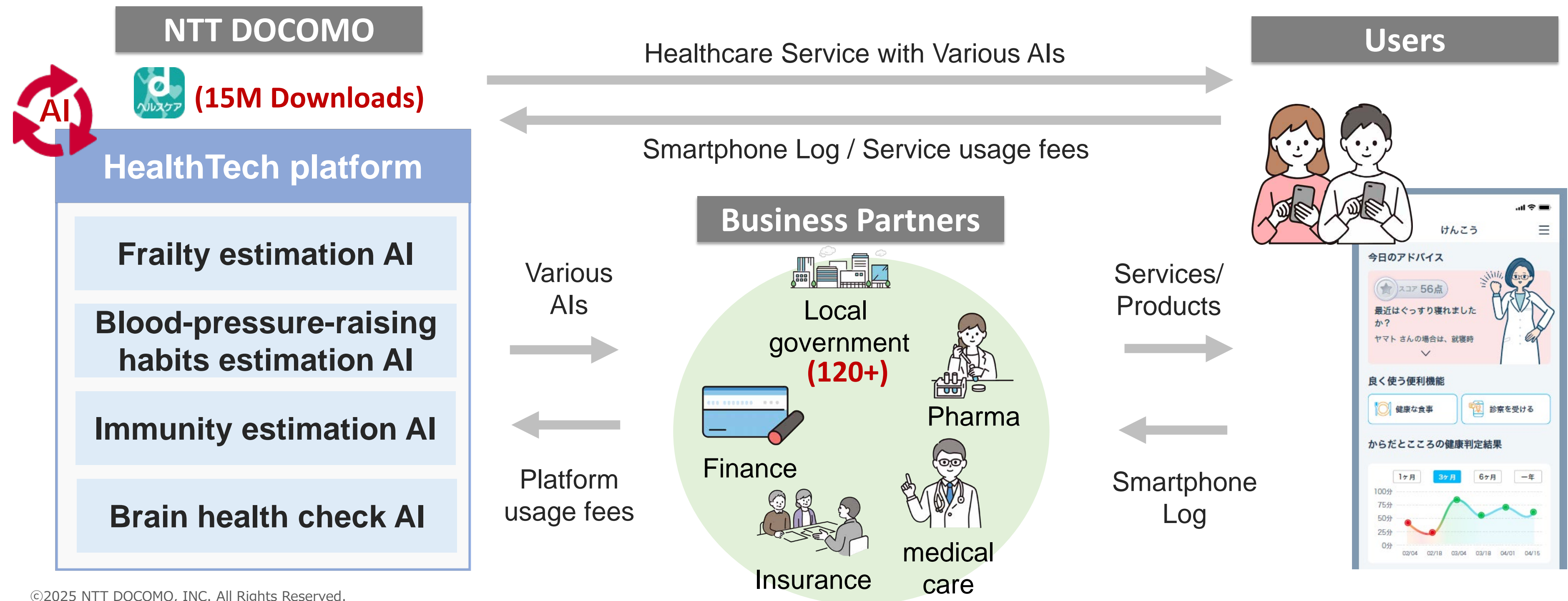
- The DOCOMO DOOH can visualize “target viewer attributes” and “Number of impressions” by DOCOMO original data and AI technologies
- Optimized ad delivery tailored to the targeted audience can be achieved





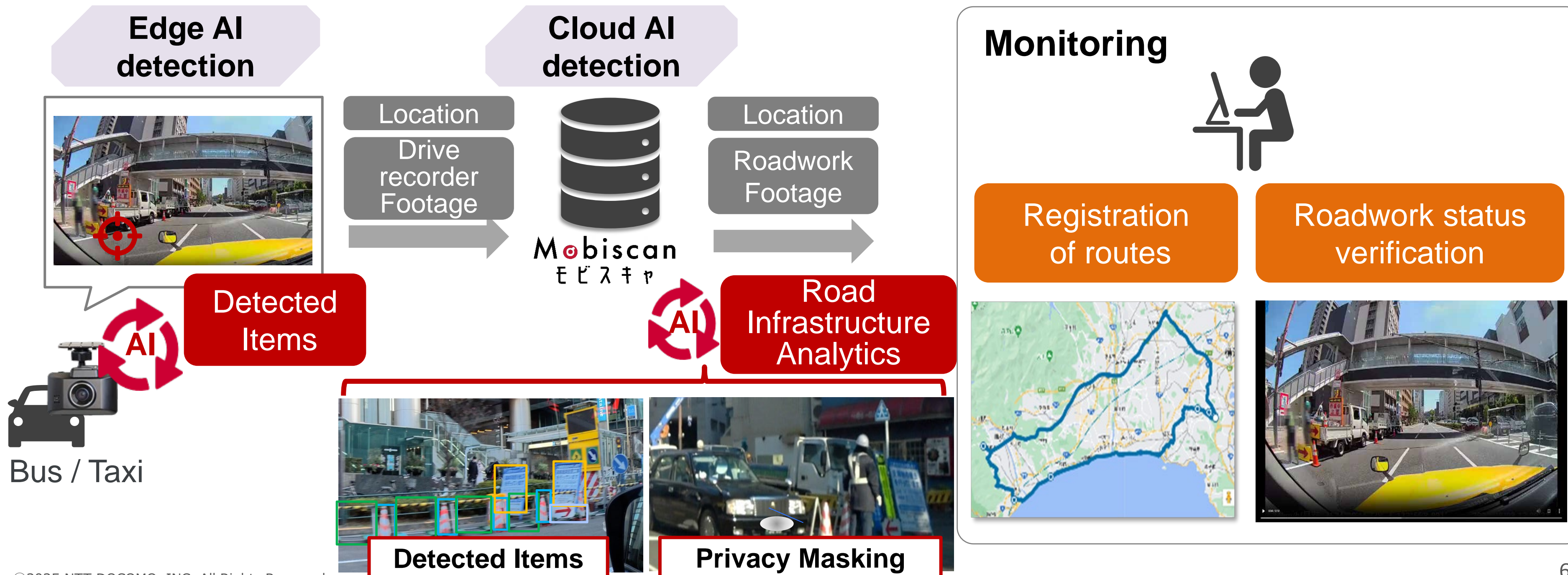
# Healthcare AI Services

- DOCOMO is developing an AI engine that can estimate customers' health status and disease risk, and provide personalized health advice, simply by using their smartphone as usual



# AI Roadwork Detection Solution

- This solution combines the edge AI detection in the drive recorder with the cloud AI detection to analyze video footage efficiently and effectively
- Addresses workforce shortages and reduces vehicle maintenance costs by replacing manual patrols



# Agenda

1. Exhibition Overview

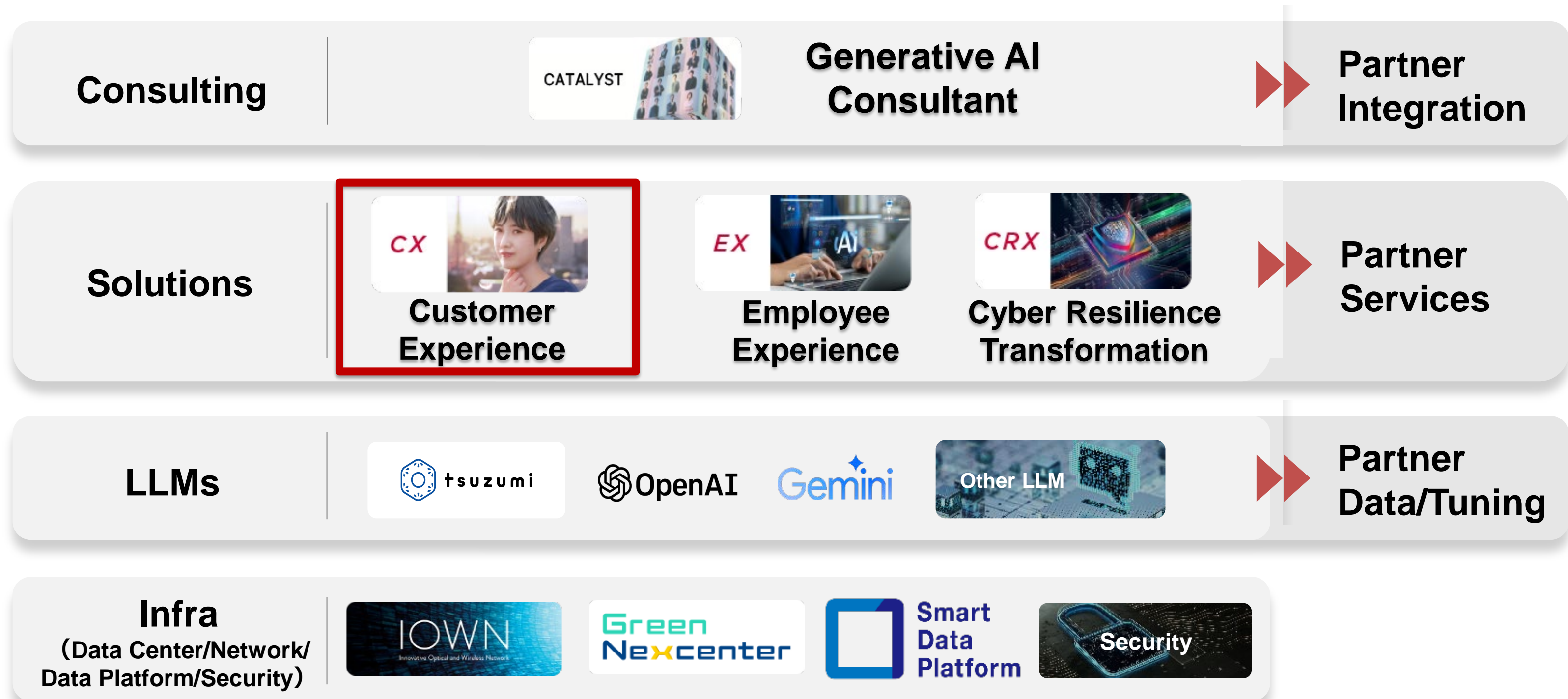
**2. docomo business GenAI Initiatives**

3. Value Creation Framework



# Generative-AI Integrated Solutions

- At docomo business, we offer comprehensive solutions for enterprise customers, integrating everything from consulting to infrastructure, utilizing generative AI.



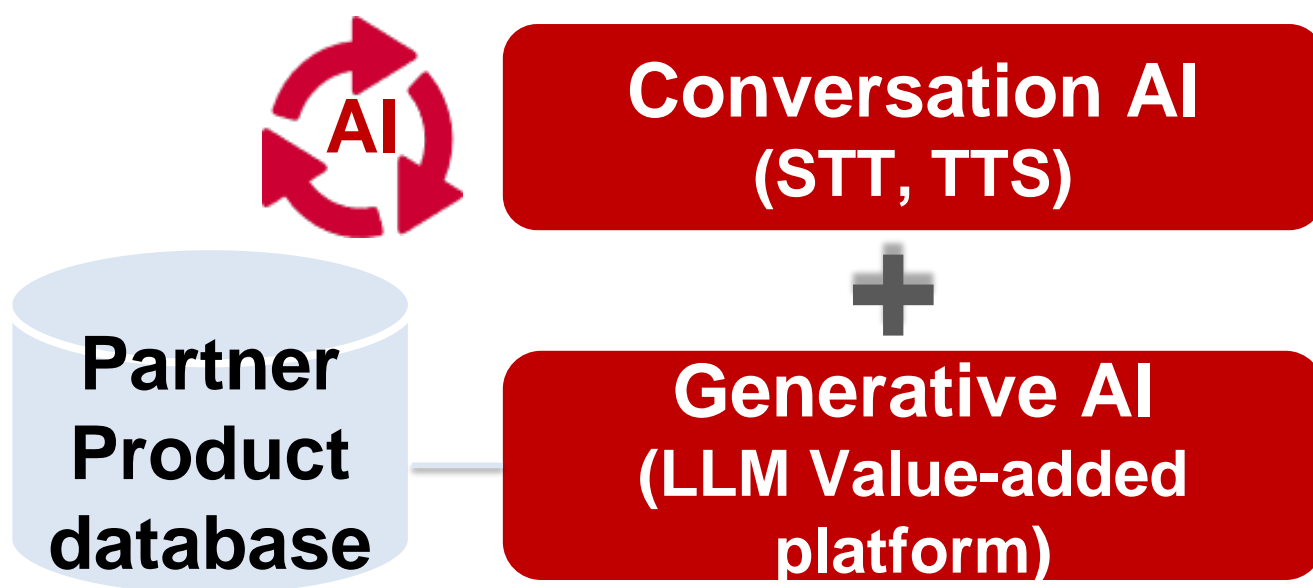
# Leveraging Robotics, AI, and LLM @EXPO2025

- The new customer experience provided by a multilingual guide robot with generative AI.
- Conducting demonstration experiments with Osaka Metro in preparation for the EXPO2025, Osaka, Kansai

Guidance

Product Introductions

Multilingual Support





# Generative-AI Integrated Solutions

**Consulting**

CATALYST



**Generative AI  
Consultant**



**Partner  
Integration**

**Solutions**

CX



**Customer  
Experience**

EX



**Employee  
Experience**

CRX



**Cyber Resilience  
Transformation**



**Partner  
Services**

**LLMs**



Other LLM



**Partner  
Data/Tuning**

**Infra**  
(Data Center/Network/  
Data Platform/Security)



**Green  
Nexcenter**



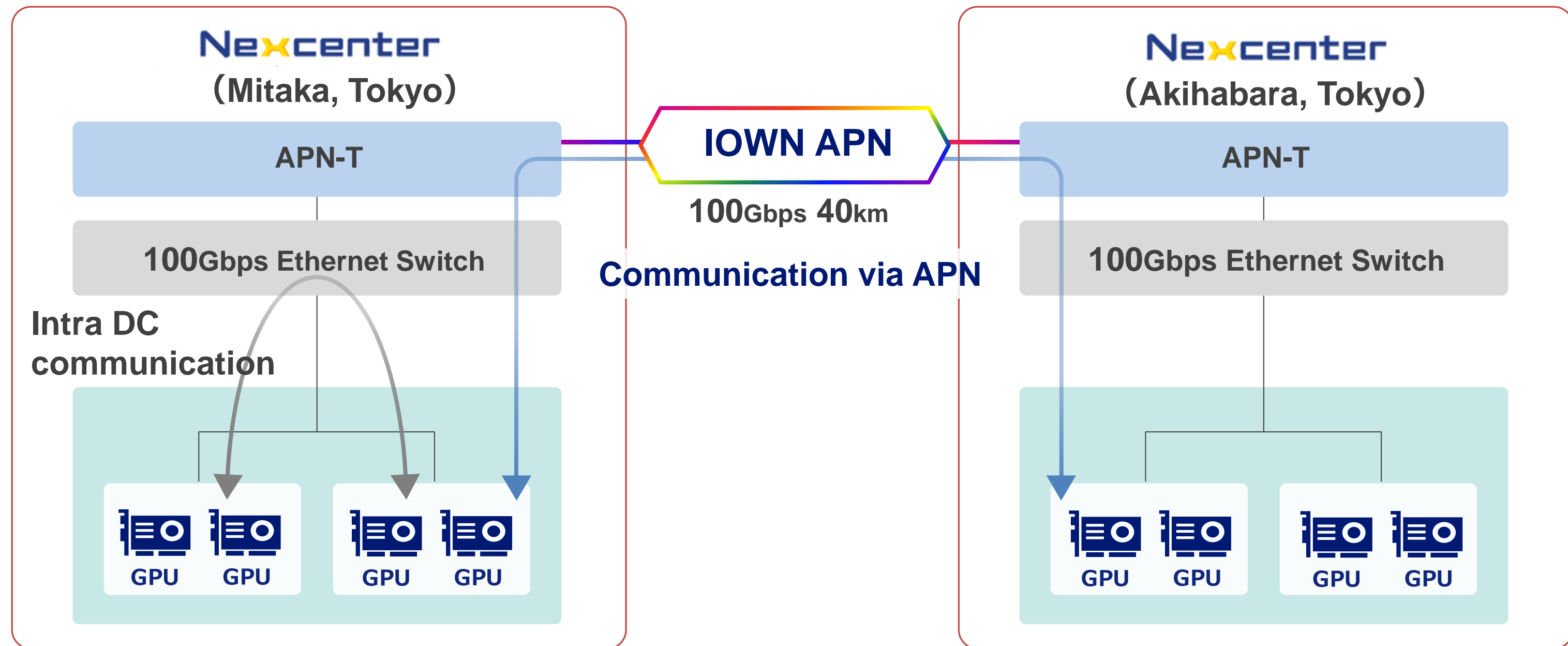
**Smart  
Data  
Platform**



# IOWN: Regional Distributed Virtual Data Center

- By connecting multiple data centers using the low-latency, low-jitter IOWN APN\*, it's possible to build a single virtual data center
- By installing GPUs at mobile base stations and connecting them via APN, it can also function as a distributed virtual data center

\*All-Photonics Network

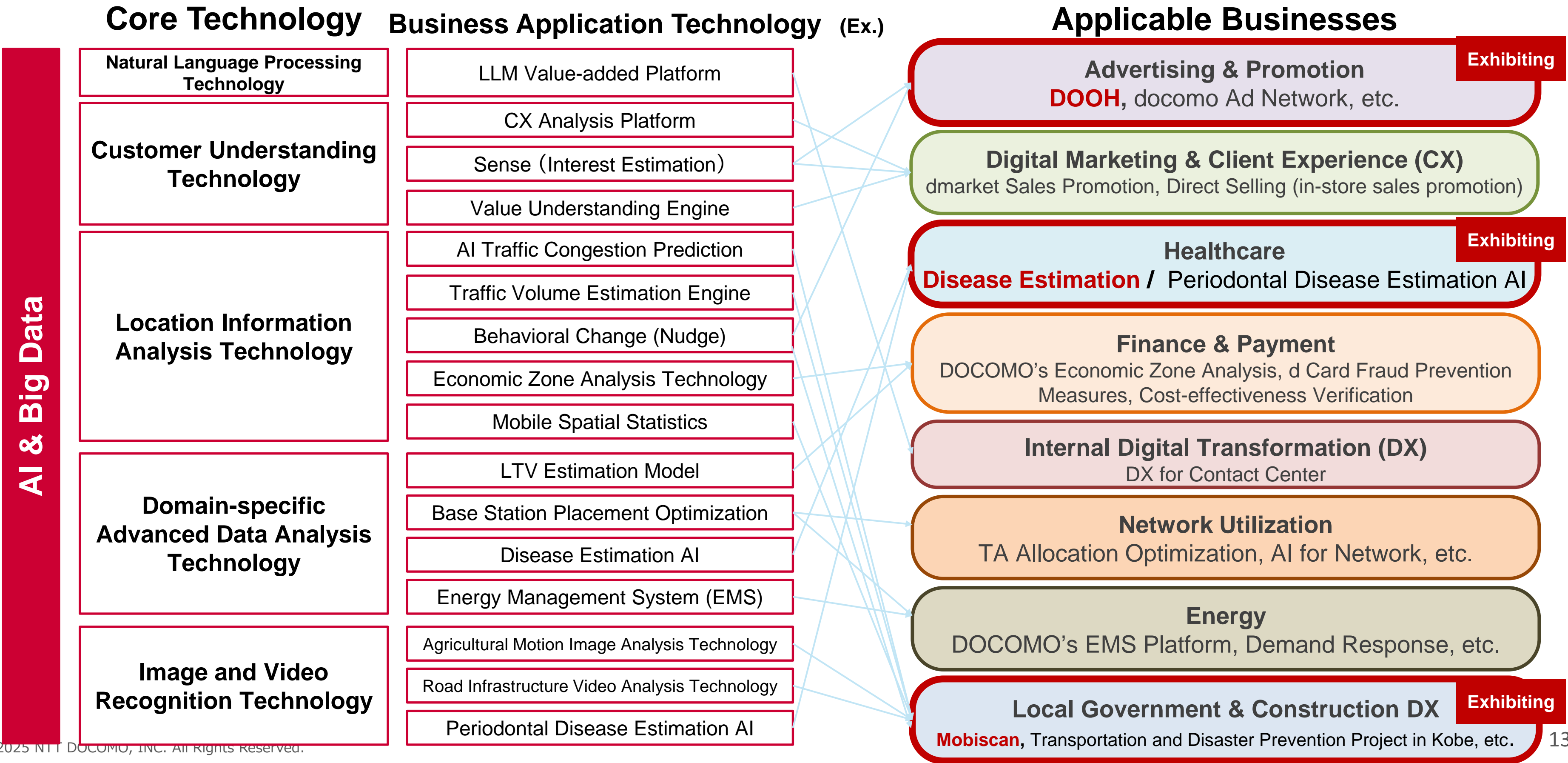




# Agenda

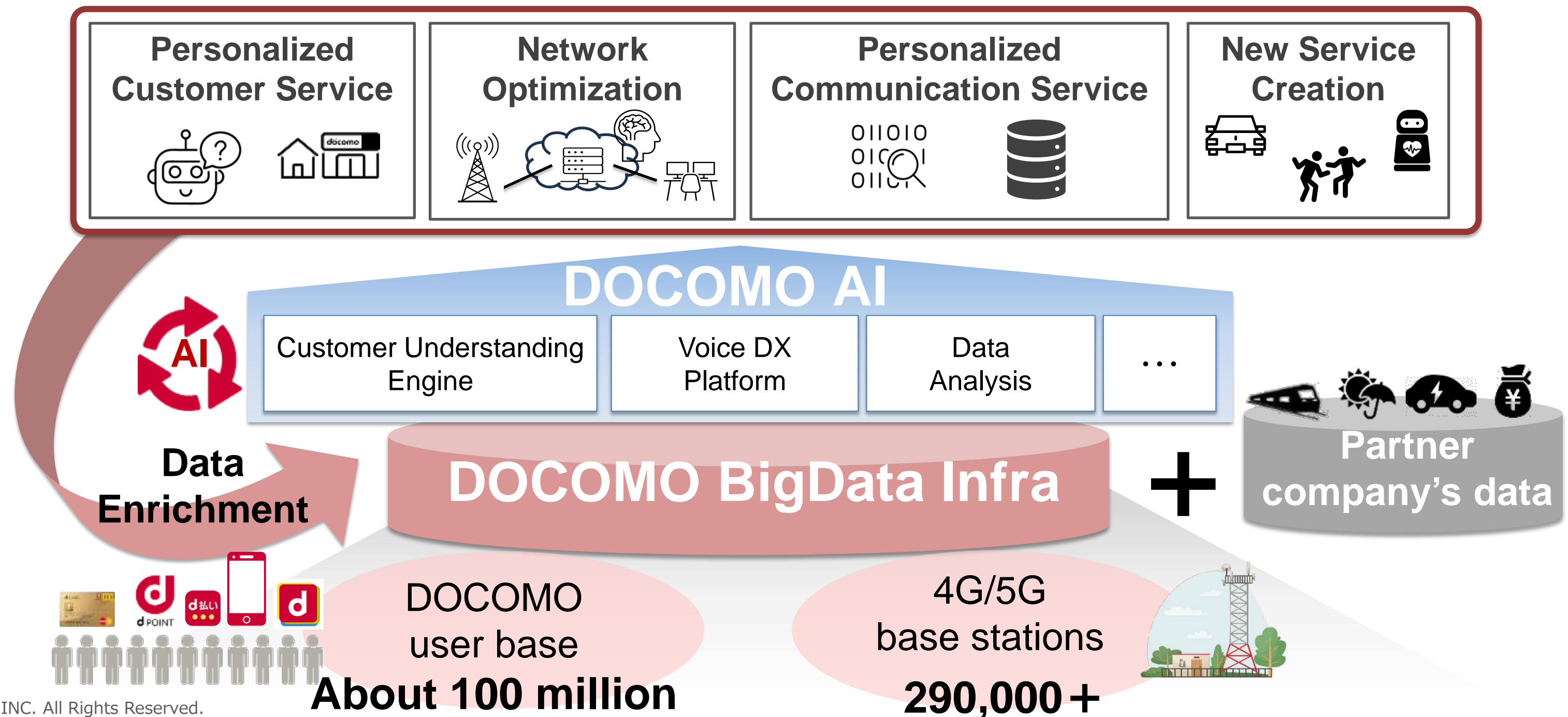
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# DOCOMO AI Initiatives

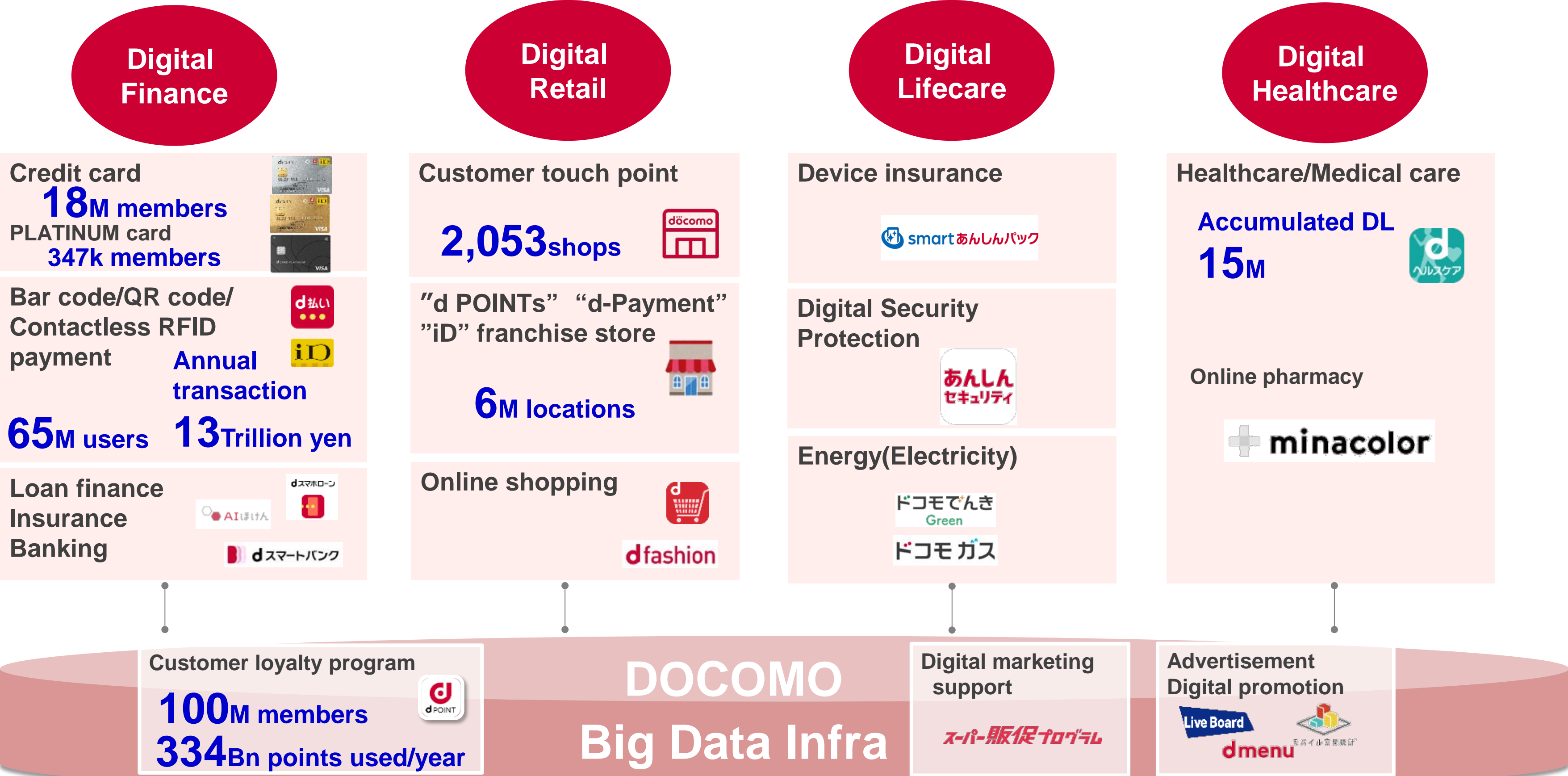


# Value Creation with AI and BigData

- DOCOMO's strength lies in its big data platform, built on the rich data of approximately 100 million members
- We believe it's crucial to refine AI technology based on this data and apply it across various businesses, creating a continuous cycle



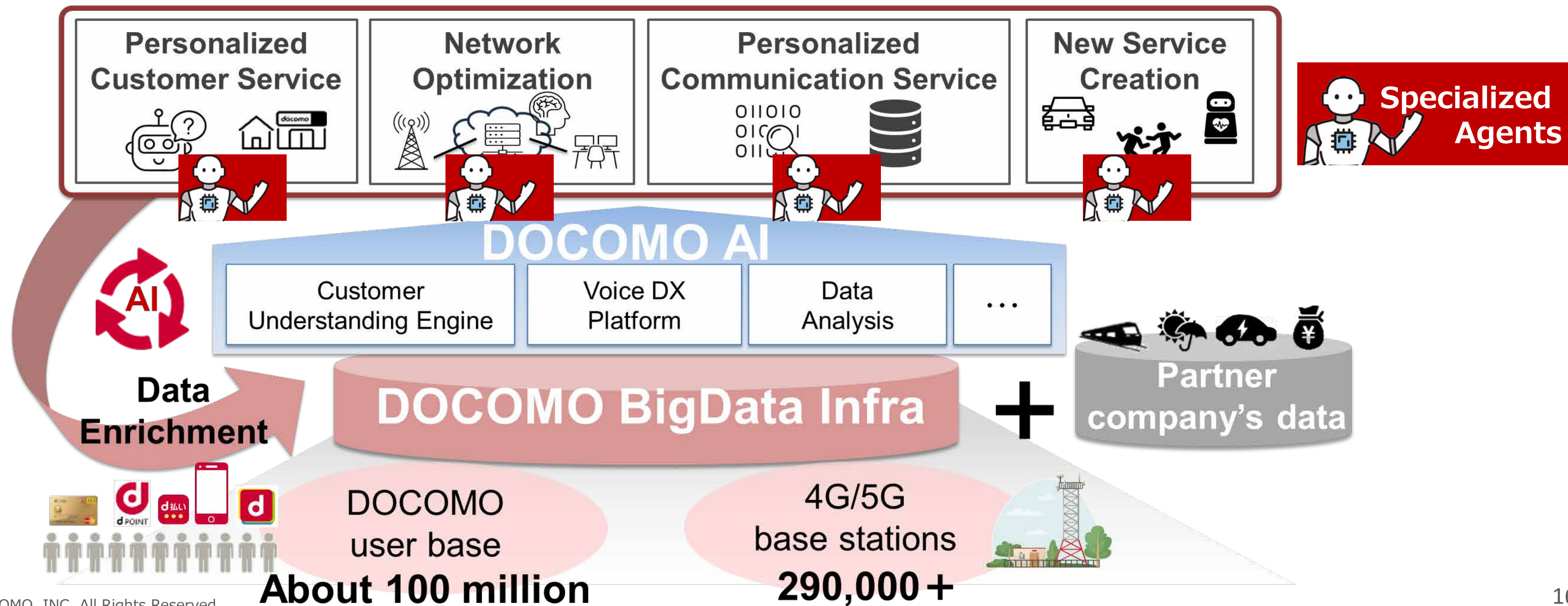
# DOCOMO's Capabilities in Consumer Service & Marketing





# DOCOMO AI Agents

- Moving forward, we will leverage DOCOMO's unique AI and proprietary data to build advanced specialized agents
- DOCOMO plans to integrate these agents into all business processes, delivering value to the customer, the partner, and the community.





Let's harness the power of AI, big data, and 6G -  
working together with partners to transform  
shared dreams into reality and enhance human  
well-being.





**Bridging Worlds for Wonder & Happiness**

