

AI Agent for Consumers

Syncme

MWC26

NTT docomo



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# Introducing SyncMe: DOCOMO's AI Agent

A consumer AI agent optimized for each individual user.

Going far beyond “personalization” or “customization,”  
it proactively offers suggestions and takes initiative to assist users.



# Core Values and Features

## Easy & Affordable

- Because SyncMe understands its users deeply, it requires no detailed instructions.
- It grasps your context and intent—even when unspoken—and responds accordingly.
- Offered at a highly affordable price point (around one-tenth of a typical general-purpose LLM).

## Time-Saving Through Delegation

- SyncMe anticipates the information you need and proactively gathers it for you.
- Dramatically reduces the time spent searching and researching.
- Specialized AI agents help with bookings and administrative tasks with only simple prompts.

## Emotional Connection & Engagement

- The more you use SyncMe, the better it understands you—thanks to its growth-driven model.
- Visual interactions and character customization enhance attachment and user engagement.



# Vision & Overview

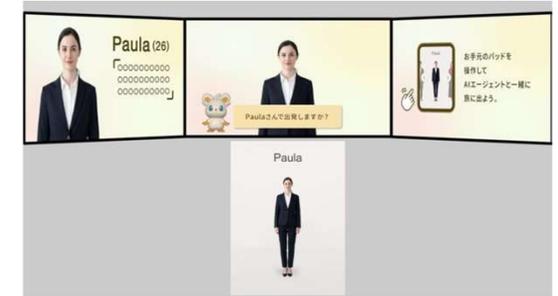
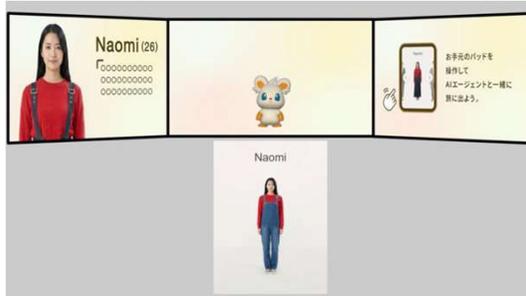


**SyncMe**

<b>Service Overview</b>	SyncMe is a multi-agent AI service where several AI agents collaborate to deliver an optimized experience for each user through conversation, comprehensive information retrieval, and task execution.
<b>Vision</b>	Creating a next-generation communication culture where convenience and emotional connection coexist.
<b>Value Proposition</b>	SyncMe acts as a “personal AI” that anticipates user needs and provides optimal, proactive suggestions based on DOCOMO’s extensive data, without the need for detailed instructions
<b>Delivery Format</b>	Available for iOS and Android
<b>Pricing</b>	Basic plan is always free. FY2026 Q2: Optional character items. FY2026 Q3: Optional premium plan with expanded features.
<b>Launch Schedule</b>	Spring 2026

# Exhibit Highlights

## 1. Select your persona



## 2. Experience a day with SyncMe (naomi's case)

You've arrived in Shibuya.



Data Referenced:



App Usage Hours  
7:00~26:00



Location Data  
Currently walking in Shibuya



Store Information  
Discovered a trending shop

Stop by a café to enjoy your favorite matcha sweets.



Data Referenced:

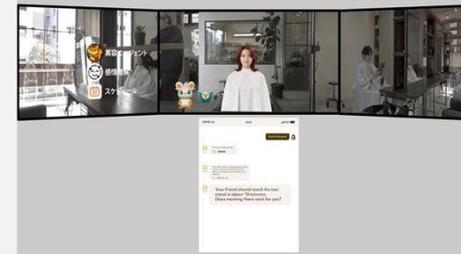


Payment History  
Purchased matcha-related items  
30 times last year



Schedule  
Hair salon appointment time is approaching

Head to the hair salon you booked in advance and get perfectly styled.



Data Referenced:



Beauty Agent  
Provides recommendations based on trends and user's preferences



Emotional Understanding  
Feedback tailored to personal tastes



Schedule  
Concert start time is approaching

And finally, make your way to your favorite artist's live concert!



Data Referenced:



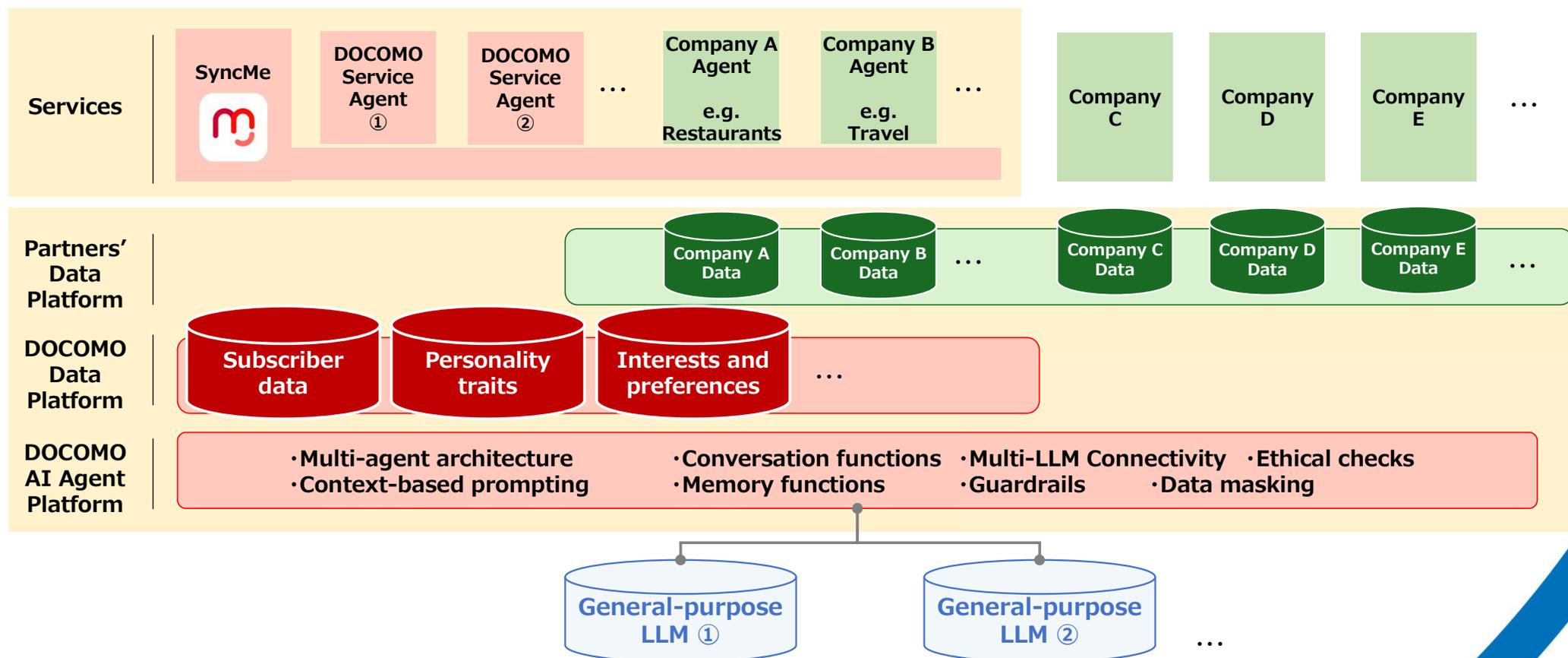
Social Media Data  
Predicts the encore song based on social media posts



Emotional Understanding  
Showing empathy for user

# Building DOCOMO AI Agent Platform

Transforming a wide range of services into agentic experiences through our AI and data-driven platform



**06** **DOCOMO's AI Agent for Consumers:  
The Future Shaped by Devices and AI Agents**

**07** **A Smarter Smartphone Experience**

**08** **Use cases: Home Screen Launcher**

**09** **A New Experience with Multi Devices**

**10** **Highlight: AI Agent Device Demonstration**

Home Screen  
Launcher

Multi Devices

# DOCOMO's AI Agent for Consumers



## Natural Touchpoints Between Customers and AI Agents via Devices

Leveraging devices in a society where every individual has a personal AI agent.

Creating communication centered on dialogue with AI agents that move seamlessly across all devices.



# The Future Shaped by Devices and AI Agents



2026

2027

Post 2027

## AI Agent on Smartphones

## AI Agent in New Devices

Device-Specific  
Data Acquisition

Evolution of  
Home Screen Launcher

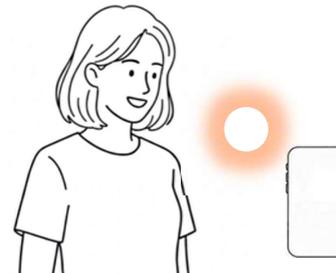
Creation of New Devices  
for the AI Era

Values for Customers

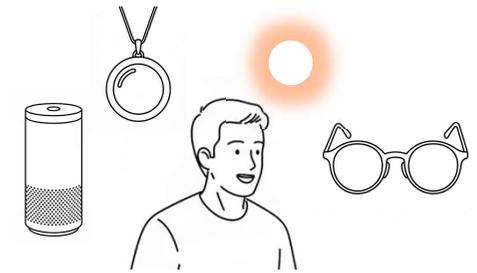
Enhanced functionality and  
emotional support



More user-friendly AI agents

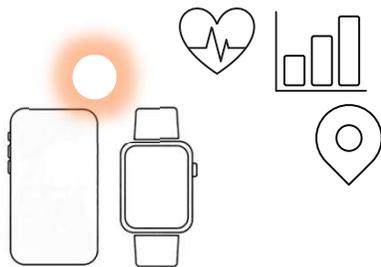


Provide a new experience  
for the mature smartphone era



Technology Goals

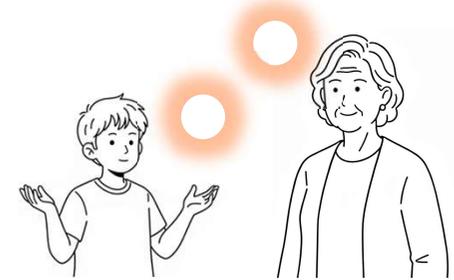
AI seamlessly links to  
personal data from device



UI that takes you straight to  
what you want to do



UX that makes technology feel like  
a natural extension of the user

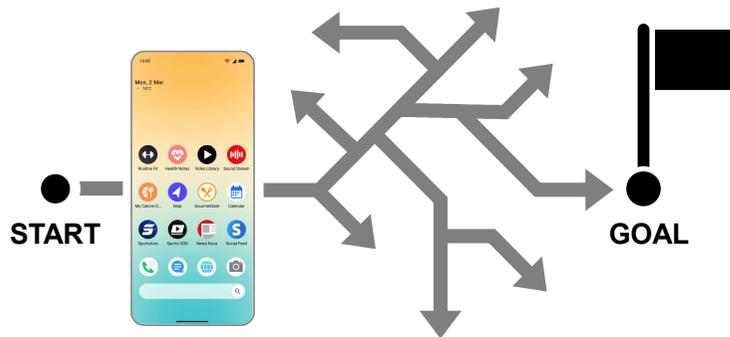


# A Smarter Smartphone Experience

We provide a simpler, more efficient smartphone experience that instantly understands your needs, delivering relevant information and guiding your next action as soon as you unlock your device.

## Now

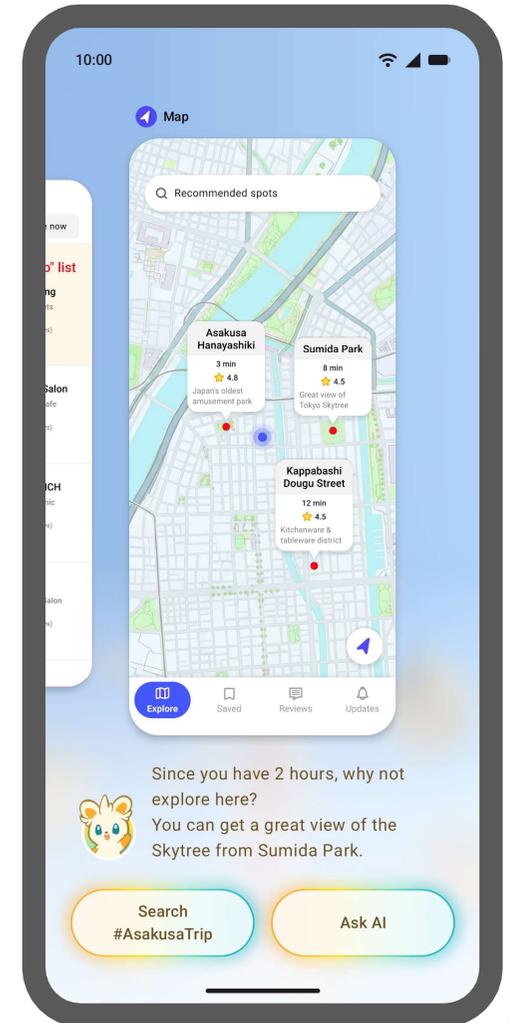
Reaching what you want often requires too many steps.



Easy to get distracted and forget what you wanted to do

## With AI Agent

Get to what you want to do instantly.



# A Smarter Smartphone Experience



## What Changes with an AI Agent

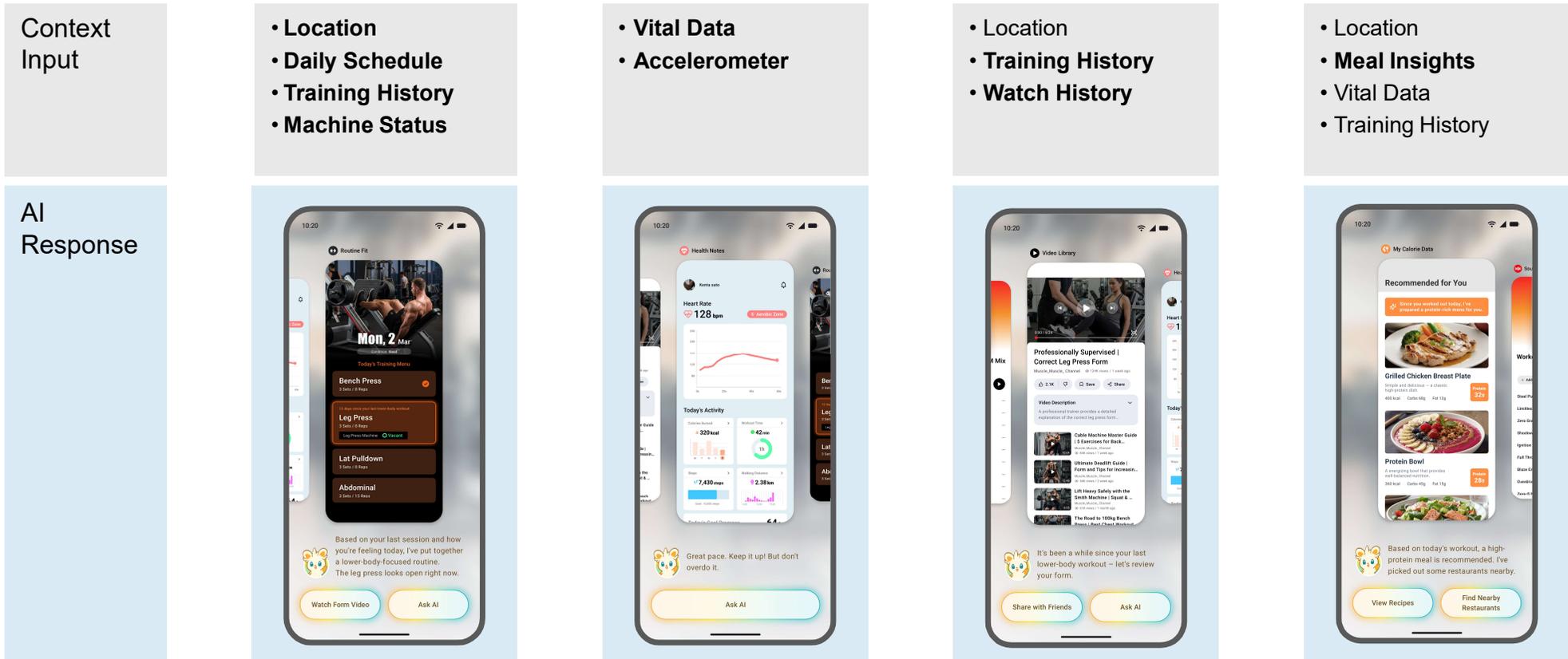
1. Unlock your smartphone to see exactly what you need.
2. Dynamic app cards display key information and your next best actions.
3. Instantly complete tasks simply by tapping the card.



AI reduces friction and cognitive load, helping you focus on what matters and avoid unnecessary smartphone use.

# Use Case 1: AI Agent for Smarter Gym Workouts

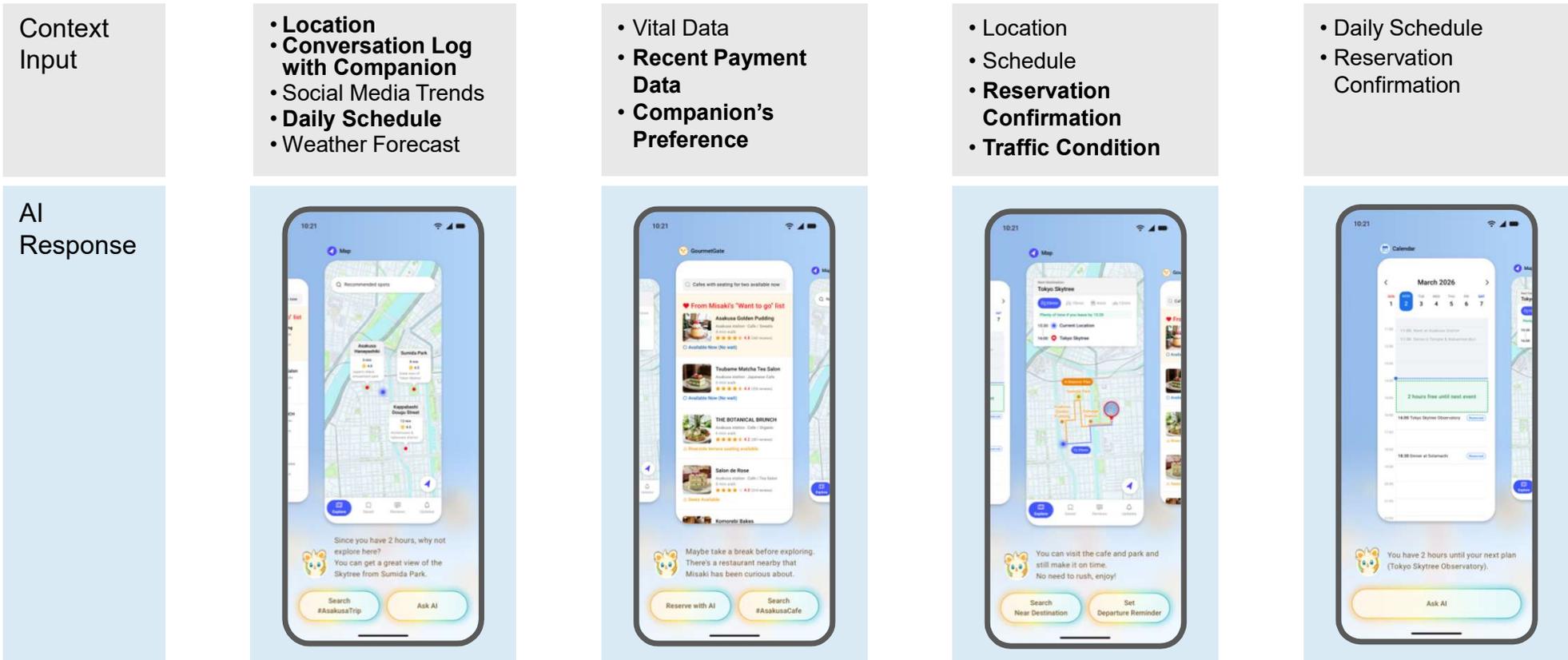
Scenario: After work, you head to your regular gym for your 2-3 weekly sessions. During a break after your third set of bench presses, you check your smartphone for the next exercise.



HIGH ————— User Intent —————> LOW

# Use Case 2: Finding the Best Nearby Experiences

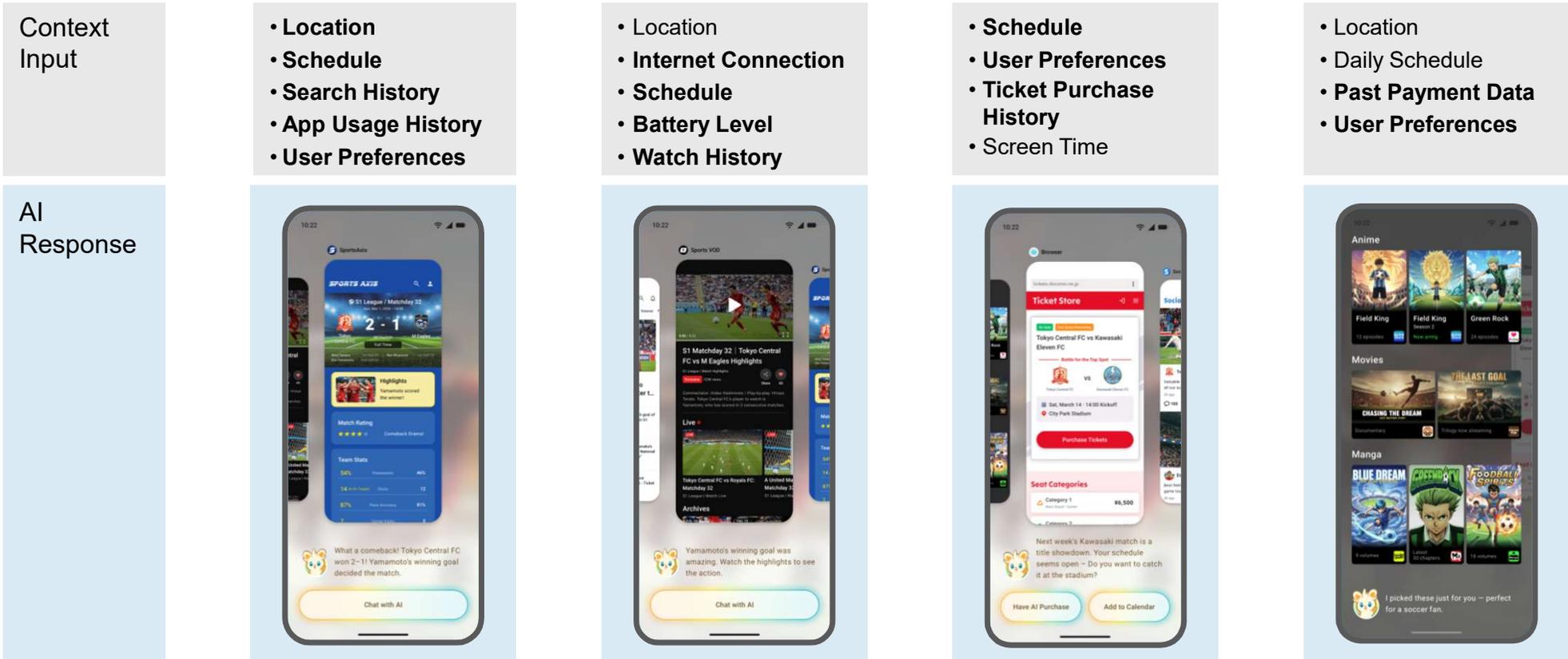
Scenario: On a date, after finishing your exploration, you have two hours before your next plan. Curious about nearby places to visit, you take out your smartphone.



HIGH ————— User Intent —————> LOW

# Use Case 3: Staying Updated on Your Favorite Team

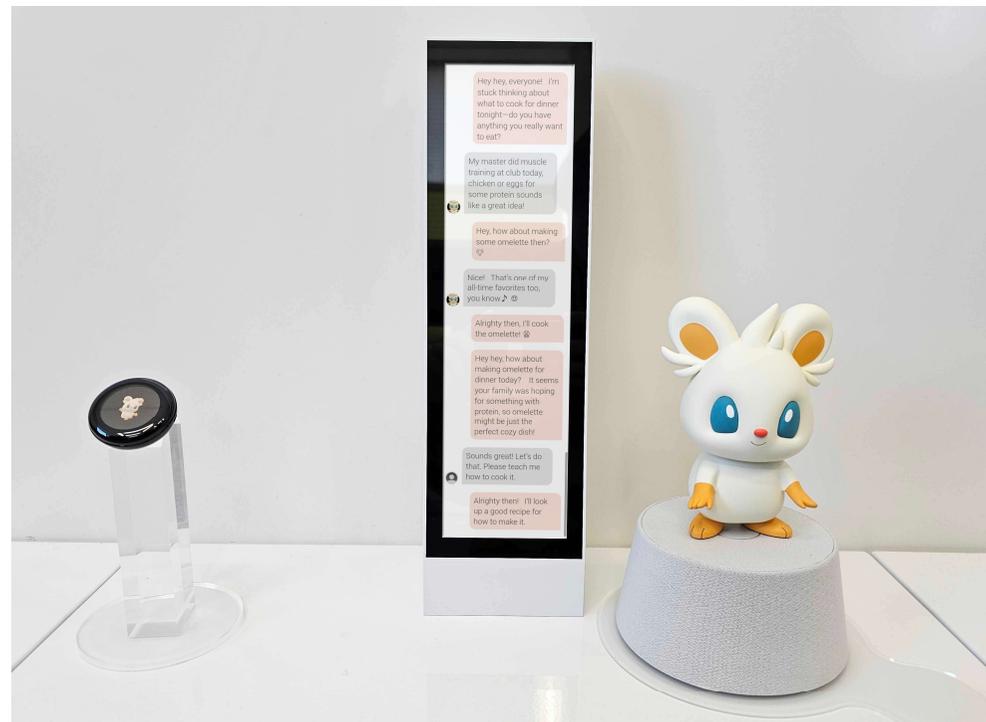
Scenario: It's a calm Sunday morning with no plans. You remember your favorite soccer team played yesterday and casually check your smartphone.



HIGH ————— User Intent —————> LOW

# A New Experience with Multi Devices

AI agent operates on the devices closest to the user in everywhere. It enables to understand situational context and emotional cues. This allows the agent to communicate naturally and contextually.



portable device

stationary device

# Highlight: AI Agent Device Demonstration

## Contents

1. Natural voice interaction with AI
2. Smart device optimization tailored to the user's situation
3. Fostering family and community connections through AI agents

## Use Scenarios



Dinner suggestions



Sharing everyday discoveries



Conflict resolution

