

Special Feature

DOCOMO's Strategies

Part 3 The Mobile Phones of the Future

Unlimited Potential, in Your Hand

This brand slogan expresses our determination to continue to provide the value that people desire through small mobile phone handsets that fit in the palm of your hand. We are making steady progress toward the realization of that goal. To create the future. Of communication. And of DOCOMO.



The Mobile Phones of the Future

By envisioning the future, for people and their lifestyles, and the role that will likely be played by mobile phones in those lifestyles, and then by turning that vision into reality, we will make steady progress on the path toward new growth.

■ **The Currents of Change Seized by DOCOMO** With a constant focus on the future of lifestyles and mobile phones, DOCOMO is preparing for the future. How will society and lifestyles change in the years ahead? DOCOMO believes those changes can be expressed in the word “integration.”

Currently, in the field of electronic equipment, functions are being consolidated in ways that transcend the traditional boundaries between industries. Consider video-game consoles. Many of the video-game consoles that have been introduced in recent years include communications functions, and the ways in which these video-game consoles are utilized are continually expanding. They are already used not only for online games but also for Internet access and to search for location-related information using wireless communications. DOCOMO believes that in the future, with many of electronic equipment having communications functions, the walls separating products and industries will be eliminated, and increasing levels of integration will lead to the creation of new value.

We also see another major current of change: personalization. In recent years, TV tuners with new functions have been introduced. From past behaviors, these tuners learn individual preferences and make suggestions that are personalized to the tastes of each user. This trend is likely to accelerate further in the years ahead.

■ **The Future of Mobile Phones as Envisioned by DOCOMO** In the midst of these changes, what advances will we see in mobile phones? How will they be used? The mobile phones of the future will not be limited to the structure of today. They will be integrated with markets that in the past have been regarded as separate, such as broadcasting and consumer electronics. To an increasing degree, they will be personalized to match each person's lifestyle. This is what we see in the years ahead. And this is the world we portray on our Website, on the page entitled: “A mobile life in the near future envisioned by DOCOMO.” Perhaps the lifestyles portrayed there will not be realized until the distant future. Nonetheless, we have formulated clear strategies for the realization of that future, and we are making steady progress in preparing for it. In this chapter, we will introduce specific initiatives together with several examples of how we envision the mobile life of the future.



The Road to Hokusai's Waterfall



Mobile Life Story

Source: DOCOMO Website “A mobile life in the near future envisioned by DOCOMO”
<http://www.nttdocomo.co.jp/english/corporate/future/>

THE FUTURE OF MOBILE COMMUNICATIONS AS WE ENVISION IT

Case 1

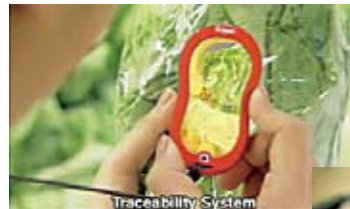
The areas and scenarios in which mobile phones can be used have continued to expand. Functions have been further improved, and all necessary lifestyle functions are concentrated into mobile phones.

If this type of world materializes, mobile phones will bring immeasurable convenience to people's lives. One possibility, for example, will be the increased convenience of mobile phones for shopping. Mobile phones are already used to make payments when shopping, and in the future, rather than paying at the register, consumers will be able to pay by simply walking through a specialized gate. The mobile phone will communicate with the gate, and payment will be completed with the credit card function on the mobile phone. Also, mobile phones with identity confirmation functions could be used for security checks at offices or airports, and a mobile phone could be used to link back to electronic devices in the home.

For DOCOMO, this continual expansion of mobile phone functionality, and the increasingly strong position of mobile phones as essential items in daily life, are linked to the establishment of deeper relationships with individual customers. And that means the generation of substantial synergies between mobile phones and peripheral businesses, which we believe will lead to major gains in revenue in the non-traffic fields that DOCOMO is promoting. Currently, the transition to mobile phones as "Lifestyle Infrastructure," which DOCOMO is advancing, comprises initiatives targeting the establishment of the backbone for the realization of that future.

We are also steadily advancing the development of the social infrastructure for the expansion of mobile phone applications. One recent example is the strengthening of services and content through investments in and alliances with TV stations and content companies. Another is the increase in the number of locations in which *OsaiFu-Keitai* payment terminals have been installed, which was achieved through alliances with companies such as railroad companies, major convenience stores, and supermarkets.

Step by step, we are steadily establishing a foundation for the realization of the world that we envision.



Through IC tags with communications functions applied to a wide range of items, wearable terminals communicate with traceability systems. Product manufacturing history can be confirmed anytime, anywhere. Shoppers have only to walk through a specialized gate – the mobile phone communicates with the gate and payment is completed.
From Mobile Life Story



Identity can be confirmed when gate sensors detect individual information. Through communication with office information systems, various office information is distributed through wearable terminals.
From Mobile Life Story

THE FUTURE OF MOBILE COMMUNICATIONS AS WE ENVISION IT

Case 2

Mobile phones, serving as mediators between information obtained on the Internet and its use in the real world, create unprecedented new services, thereby making lives more comfortable. The “mobility” of mobile phones is the source of new services and business value.

Rather than people adjusting to machines, machines will adjust to individual lifestyles and take appropriate action. DOCOMO believes that mobile phones can make this world a reality. For example, based on a customer's past activities, preferences, and location, mobile phones will be able to provide information and services appropriate for that specific person. One day, for the first time in ages you get out of work on time. On the way home, you flip open your mobile phone, and it gives you exactly the information that you need to relax and



A wearable terminal connects at regular intervals with the hospital. Vital signs like blood pressure and temperature can be monitored remotely, and doctors can also provide tele-consultation and prescribe medicine.
From Mobile Life Story

rejuvenate. Wherever you are, you will be provided with suggestions that are specific to that area and meet your preferences. We believe that in this way, entirely new services will be created, and people's lifestyles will be made more convenient and comfortable.

If this type of world is realized, then we can generate new revenue opportunities through the greater range of ways in which mobile phones are used, the creation of new value, and the realization of innovation.

To realize services, an integrated approach is needed, from the development of mobile phones with service-appropriate interfaces and functions to networks and content. We can bring together that integrated value chain and exert our influence. We are already steadily preparing for the realization of the world discussed above in accordance with the Ministry of Economy, Trade and Industry's Information Grand Voyage.

Step by step, we are steadily establishing a foundation for the realization of the world that we envision.



With artificial intelligence and GPS capability, the concierge will provide guidance and monitoring, so children can travel safely alone.
From The Road to Hokusai's Waterfall



Network Evolution – The Foundation for the Mobile Phones of the Future Currently, DOCOMO is working to bolster its networks to accommodate recent gains in communication speeds and enriched video and other content. We are undertaking these initiatives from a long-term viewpoint for the purpose of meeting emerging needs for a higher speed, more comfortable network environment in the process of creating the unprecedented world discussed above.

DOCOMO is working to promote the adoption of Super 3G (LTE) and the fourth generation network IMT-Advanced (4G), next-generation specifications. If these specifications are adopted, then the mobile phone future that we envision will get close to reality.

DOCOMO's Growth Path Is the Creation of the Future of Mobile Phones and Lifestyles We have discussed the future that we envision for mobile phones and lifestyles, but we believe that, rather than being driven by technology, it will be led by the needs of people. With the lifestyles of people as our starting point, we will uncover emerging needs and give them shape. This is DOCOMO's approach to realizing the future that we envision. And this is the course that we will follow in the years ahead. DOCOMO has a solid foundation – a vision and strategy, an advanced technical platform that backs up strategic implementation, a strong financial position, and a large customer base – to create the future of mobile phones and lifestyles. Our 53 million customer base drives the penetration of new services and is a source of our ability to foster major social change. To make this substantial competitive edge even stronger, we will thoroughly increase the satisfaction of each individual customer.