Special Features 1

The Next Generation Starts

DOCOMO launched Japan's first LTE (Long Term Evolution) service in December 2010.

LTE is a next-generation network system that DOCOMO has promoted as a global standard. Approved by telecommunications operators and vendors worldwide, and reviewed by the standards organization Third Generation Partnership Project (3GPP), the system has been accepted as an international standard under the name LTE. Today, many telecommunications operators in Japan and around the world have announced that they will adopt this system.

Technology proposed by DOCOMO is expected to become the global standard.

The Start of DOCOMO's LTE Service *Xi* ("crossy")

DOCOMO's LTE service is named *Xi* (read "crossy"). The "X" denotes both "connections between people, goods and information" and "infinite possibility" while the "i" stands for "innovation" and the "individual user." Together the name expresses the bonds that organically link people, goods and information and the sparking of innovation.

The logo combines the "X" and "i" letters in a composite design that invokes an intuitive sense of these bonds, and in its resemblance to the infinity symbol (∞), the unlimited possibilities that arise from them.

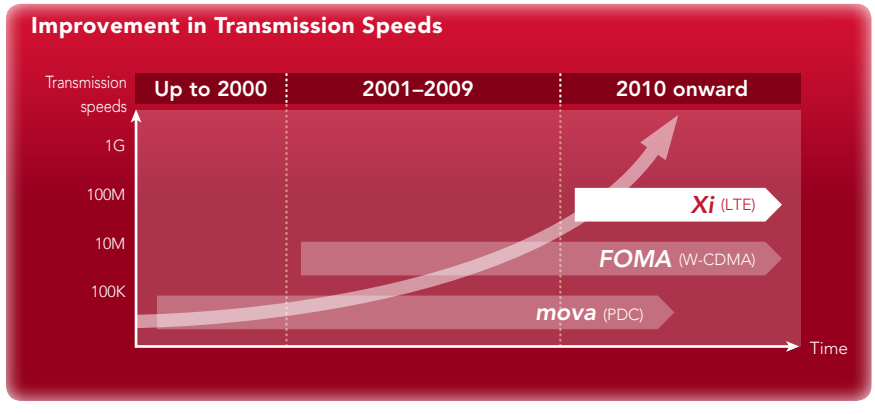
Creating New Value

Xi is a next-generation mobile service to follow the *FOMA* service utilizing W-CDMA technology. It offers the following three properties that provide new value.

High Speed — High-speed communications with downlinks of up to 75Mbps*, approximately 10 times faster** than *FOMA*

Large Capacity — Spectrum efficiency increases approximately 3 fold**

Low Latency — Transmission delays can be shortened to as much as one-fourth**



* At initial launch of service. Certain major indoor facilities will provide downlinks at speeds up to 75Mbps, with downlinks in other areas at speeds up to 37.5Mbps.
** Compared to the *FOMA* service (HSPA)

with DOCOMO

Expectations for the *Xi* Service

DOCOMO's aim in introducing the *Xi* service is to leverage its high-speed, large-capacity and low-latency properties to further encourage large-volume data communications. The widespread use of new types of devices such as smartphones and tablet devices is driving a rapid rise in demand for large-volume data communications. DOCOMO believes that the spread of the *Xi* service will catalyze explosive growth in the use of these devices.

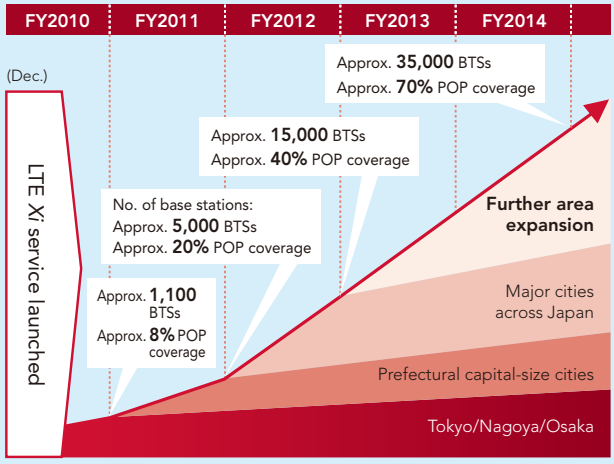
At the same time, another objective is to better handle the surging volume of data traffic. With greater demand for large-volume data communications and widespread availability of the mobile Internet, data traffic on mobile networks is rising steadily. We believe that the more efficient utilization of the frequency spectrum with the *Xi* service will absorb the escalating amount of data traffic.

Xi Service Area Expansion

The service started initially in parts of the Tokyo, Nagoya and Osaka regions, where network traffic is heaviest. By the end of fiscal 2010, we had installed approximately 1,100 base stations, providing coverage to around 8% of the population. The service has been deployed in stages nationwide, and by the end of fiscal 2014 we expect to have approximately 35,000 base stations (approximately 70% population coverage).

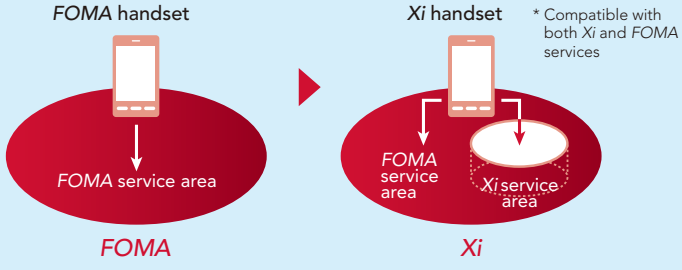
The *Xi* service is provided as a dual service allowing users to also use the current nationwide *FOMA* service. Customers with a *Xi* handset will use the *Xi* service as a default when in the *Xi* service areas, while being able to automatically switch to the *FOMA* service when outside of *Xi* service areas.

Xi Service Area



Capital expenditures for the rollout of the *Xi* service can be kept comparatively low compared to the introduction of the *FOMA* service, since the network architecture is an add-on to the facilities already in place for *FOMA*. We spent for *Xi* facilities ¥26 billion in fiscal 2010, and estimate spending for them to be approximately ¥300 billion over a three year period from fiscal 2010.

Effective Utilization of the *FOMA* Service Area



Expanded Product Lineup and Subscription Growth

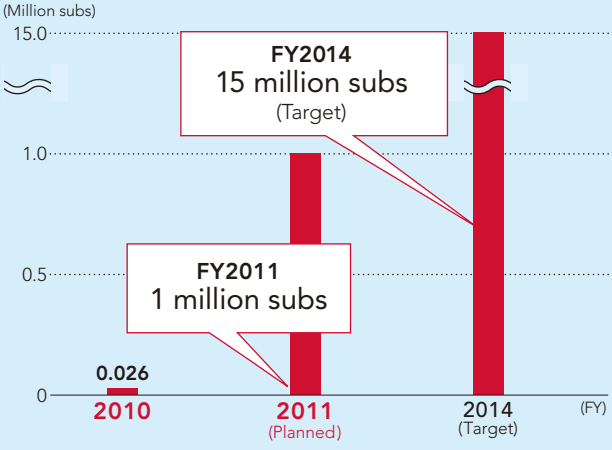
We started the service offering data communications. We launched mobile Wi-Fi routers in the summer of 2011 and will continue expanding our lineup of products in the second half of fiscal 2011 with tablet devices and handsets for use with voice services.

Up to this point DOCOMO has focused its offerings around two-tier billing plans for data communications to allow subscribers to use the service without concern for excess costs. For the *Xi* service, we have devised tiered data-only billing plans* with charges based on data volume.

Xi subscriptions reached 26,000 at the end of March 2011, three months after the launch of service. We aim to increase the subscriptions to 15 million, or one quarter of all subscriptions, by the end of fiscal 2014.

* Campaign rate offered through April 30, 2012

Xi Subscription Expansion Plan



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New Services Available with *Xi*

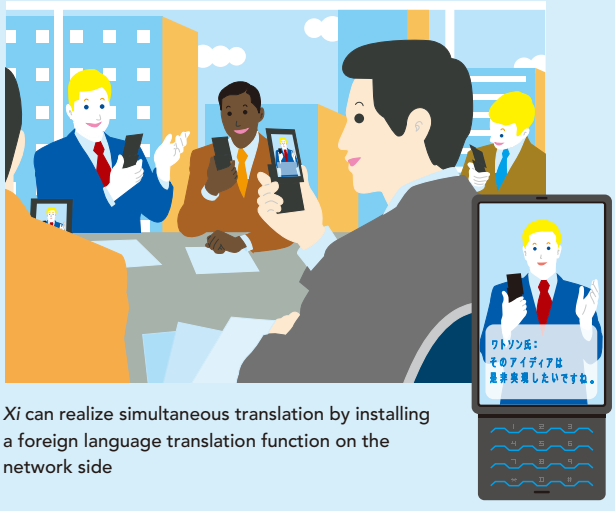
DOCOMO plans to unleash the high-speed, large-capacity and low-latency capabilities of *Xi* in a range of completely new services. Though still in the planning stages, the envisioned services include Mobile Theater, which allows for high-speed video downloads, as well as History View, which utilizes augmented reality (AR) technology* made possible by cloud computing to allow users to hold a device up to an urban scene and see a picture of how it would have looked at some point in the past and then network-based Simultaneous Translation Service. These are just some of the infinite possibilities the *Xi* service will offer.

*Augmented Reality (AR) is a technology for adding electronic information to real-world data

Mobile Theater

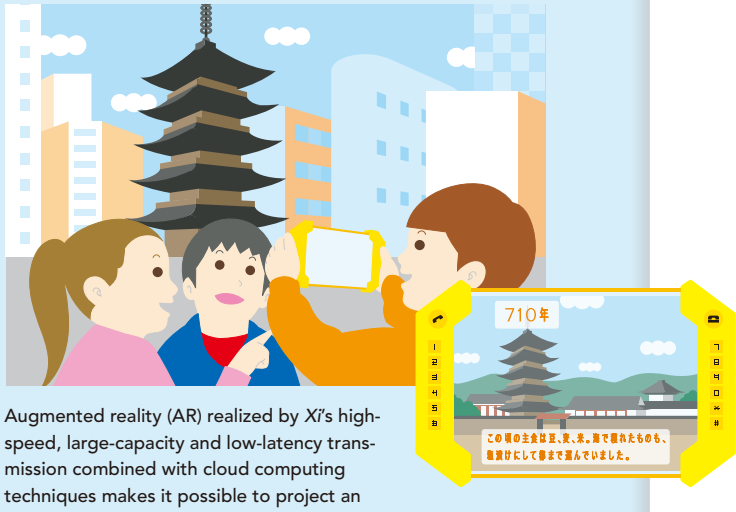
Xi's high-speed video downloading capability can transform your living room into a theater

Simultaneous Translation Service



Xi can realize simultaneous translation by installing a foreign language translation function on the network side

History View



Augmented reality (AR) realized by *Xi*'s high-speed, large-capacity and low-latency transmission combined with cloud computing techniques makes it possible to project an ancient view of a town on the mobile screen held against the scenery

* Concept image only. Actual services may differ when they are provided.