



Positioning

Entertainment

Build in outstanding entertainment features for highly realistic images, exciting gaming action and unrestricted freedom to listen to music.

Develop Japan's most entertaining handset series: 903i.

LifeKit

Combine extensive Osaifu-Keitai e-wallet and security functions in one handset, and bundle it with the added convenience of GPS-based navigation.

Develop Japan's most useful handset series: 903i.

Communication

Substantially upgrade Deco-Mail for all users, launch large-capacity Mega Mail, and introduce broad customization using fun characters!

Develop Japan's most enjoyable handset series: 903i.