

# Search/Auction

- Further enhancements planned for i-mode search service to improve its ease of use
- Anonymous and highly secure auction service.

## Search Service

### ■ Launched i-mode search (Oct. 5)

- ◆ In addition to official site search, 13 other search sites are made available



- Study to expand into new business domains linked with search function, e.g., advertisement, sales, promotion, etc.
- Study to introduce search capability linked with i-area service

## Auction

### ■ “Rakuten Auction” on i-mode (Launched Nov. 20, 1006)

- ◆ Create a large market leveraging the huge customer base of the two partners

Japan's largest online shopping mall

No.1 in cellular subscribers in Japan

楽天



R 楽天オーク  
Rakuten Auction

*Revolution of auction service for 100 million people*

- ◆ Introduced anonymous escrow service
- ◆ “Okutomo” Social Networking Service (SNS)

