

# Launch LTE service with a new brand

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We are embarking on our pursuit of smart innovation  
with the launch of LTE service under a new brand

“Pursuing Smart Innovation”

**HEART** **Evolve** [Evolution of service and network]

**LTE**

High-  
speed

Large  
capacity

Low  
latency

Revolutionary mobile network infrastructure



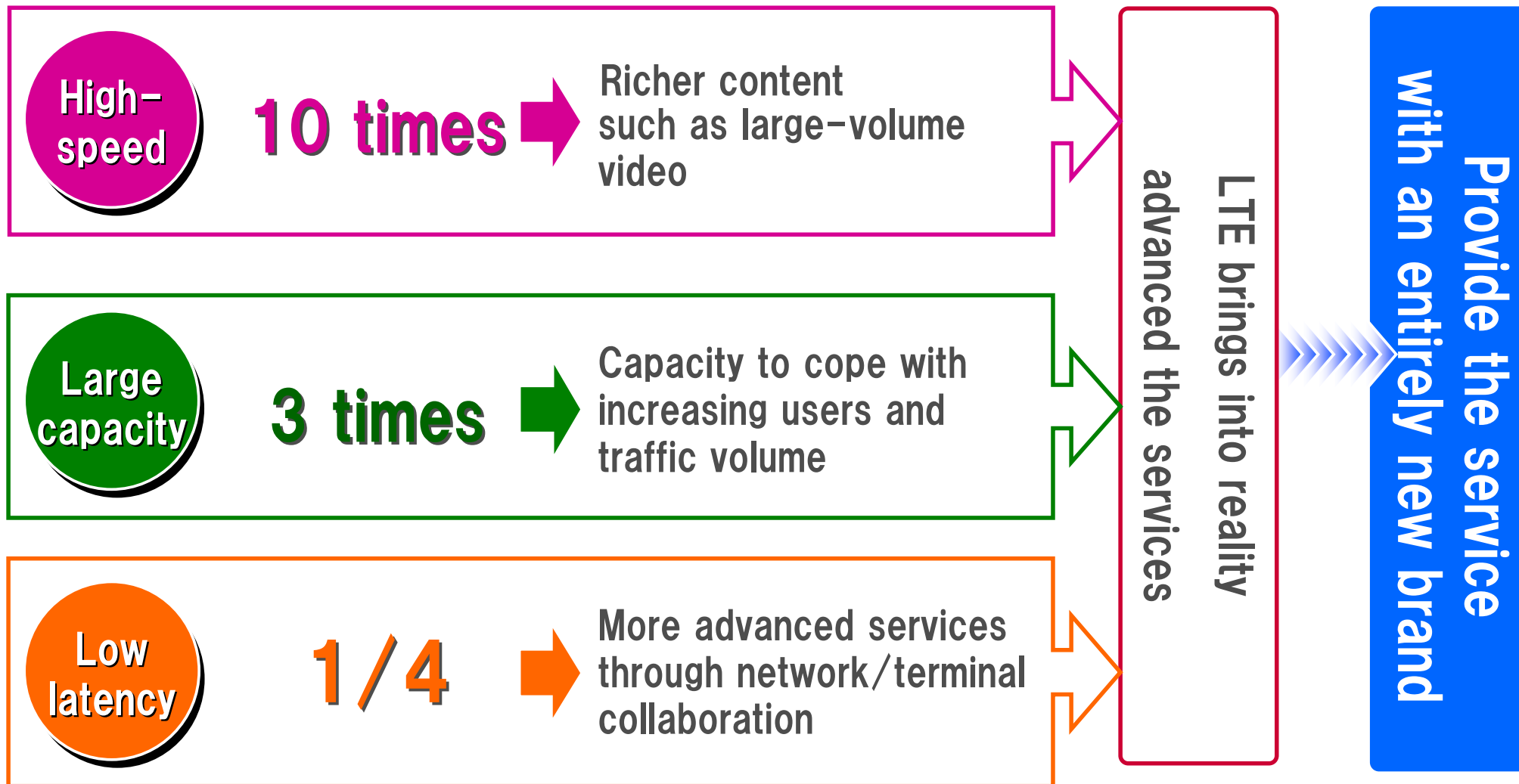


**Xi** (Pronounced "Crossy")

The "X" in Xi ("Crossy") represents connections among people, material and information, as well as infinite possibilities, while the "i" represents the self living in the society, and innovation.

# Xi ("Crossy") Enables Advanced Services

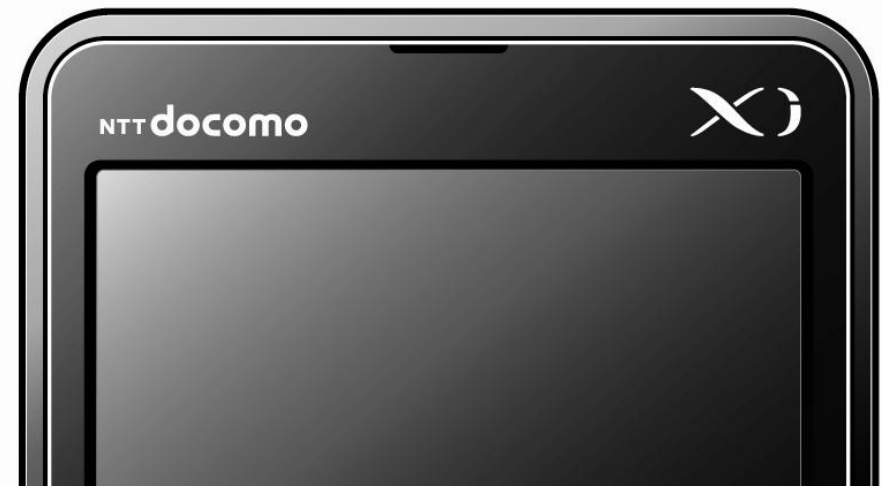
Comparison with FOMA (HSPA)



# LTE Service Brand Envisaged



Illustrated example



※ These are illustrated example of logo on handsets – not actual Xi handsets to be provided.



**Service to be launched in December 2010,  
first in Tokyo, Nagoya and Osaka areas  
Initially with data terminals**

NTT docomo