

# Launch of “docomo Hikari”



Jan. 29, 2015

# **“docomo Hikari” Overview**



A broadband service offering great value at more affordable rates.

Unlimited use of data at comfortable transmission speeds of up to 1Gbps.

Allows use of any ISP\* compatible with “FLET’S Hikari” fiber-optic service. Bundle plans offering greater savings are also prepared.

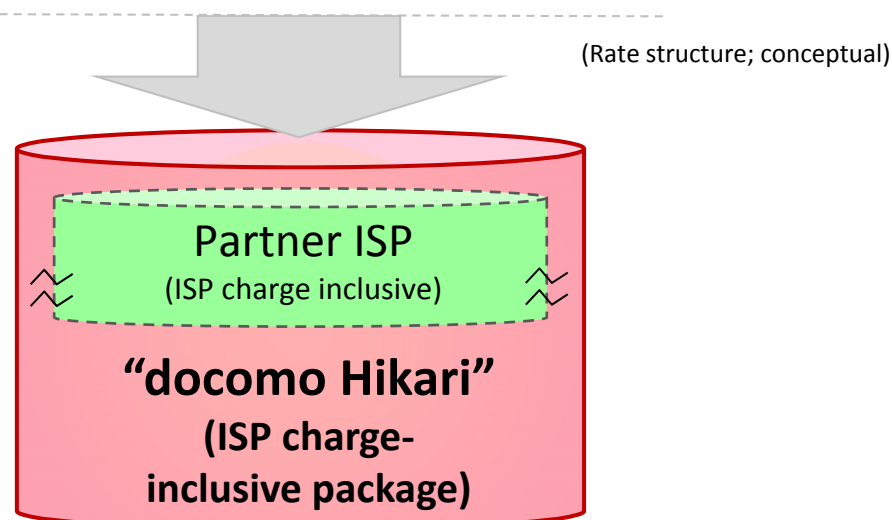
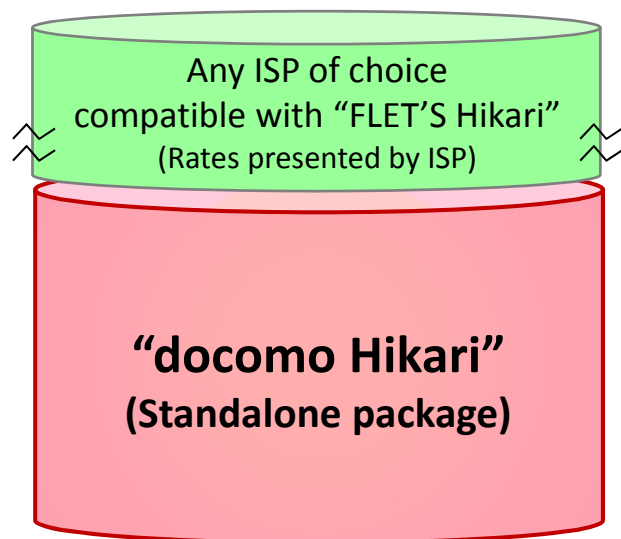
DOCOMO to function as one-stop shop for every need of customer—from subscription application to after-sales support.

# “docomo Hikari” Rate Plans

Prepared a convenient and affordable package inclusive of ISP charges

“docomo Hikari” standalone package (monthly charge)	
For detached houses:	¥5,000
For multi-dwelling units:	¥3,800

ISP charge-inclusive package (monthly charge)		
	【Type A】	【Type B】
For detached houses:	¥5,200	¥5,400
For multi-dwelling units:	¥4,000	¥4,200



Plus

Greater discounts when combined with DOCOMO’s mobile service!



# Partner ISPs Available with “ISP Charge-Inclusive Package”

More partner ISPs to be added in the future  
to provide users with a greater variety of ISP options

Type	Partner ISPs
<div data-bbox="145 758 197 1337" data-label="Text">ISP charge-inclusive package</div> <div data-bbox="448 724 640 788" data-label="Section-Header">Type A</div> <div data-bbox="306 825 801 866" data-label="Text">(To be launched in March 2015)</div> <div data-bbox="306 936 813 1034" data-label="Text"> <p>Detached houses: ¥5,200 Multi-dwelling units: ¥4,000</p> </div>	<div data-bbox="931 671 1137 746" data-label="Image"></div> <div data-bbox="1207 671 1529 746" data-label="Image"></div> <div data-bbox="1599 671 1818 746" data-label="Image"></div> <div data-bbox="1912 662 2101 764" data-label="Image"></div> <div data-bbox="902 788 1202 880" data-label="Image"></div> <div data-bbox="1238 820 1518 892" data-label="Image"></div> <div data-bbox="1592 831 1899 892" data-label="Image"></div> <div data-bbox="1944 825 2130 911" data-label="Image"></div> <div data-bbox="936 914 1160 1051" data-label="Image"></div> <div data-bbox="1249 948 1585 1023" data-label="Image"></div> <div data-bbox="1671 970 1845 1027" data-label="Image"></div> <div data-bbox="1955 948 2085 1034" data-label="Image"></div> <div data-bbox="913 1086 1249 1136" data-label="Image"></div>
<div data-bbox="456 1227 645 1291" data-label="Section-Header">Type B</div> <div data-bbox="313 1308 806 1350" data-label="Text">(To be launched in June 2015)</div> <div data-bbox="313 1367 822 1465" data-label="Text"> <p>Detached houses: ¥5,400 Multi-dwelling units: ¥4,200</p> </div>	<div data-bbox="913 1225 1227 1291" data-label="Image"></div> <div data-bbox="1267 1209 1559 1299" data-label="Image"></div> <div data-bbox="1621 1222 1944 1302" data-label="Image"></div> <div data-bbox="954 1369 1196 1430" data-label="Image"></div> <div data-bbox="1312 1353 1536 1455" data-label="Image"></div> <div data-bbox="1671 1345 1899 1442" data-label="Image"></div>

Note: Partner ISPs included herein are as of Jan. 29, 2015. Timing of service launch may vary by ISP.



To be launched simultaneously with “docomo Hikari”

Internet access service compatible with “docomo Hikari”  
provided by DOCOMO



Allow users to enjoy great savings when used with the  
ISP charge-inclusive package



Like other ISPs, “docomo net” also supports maximum  
speed of 1Gbps

# Subscription Application for “docomo Hikari”

【Current users of FLET’S Hikari 】

Can switch to “docomo Hikari”  
carrying over all supplementary services  
without any cancellation charge\*

**“Conversion of  
subscription contract”**  
to “docomo Hikari”

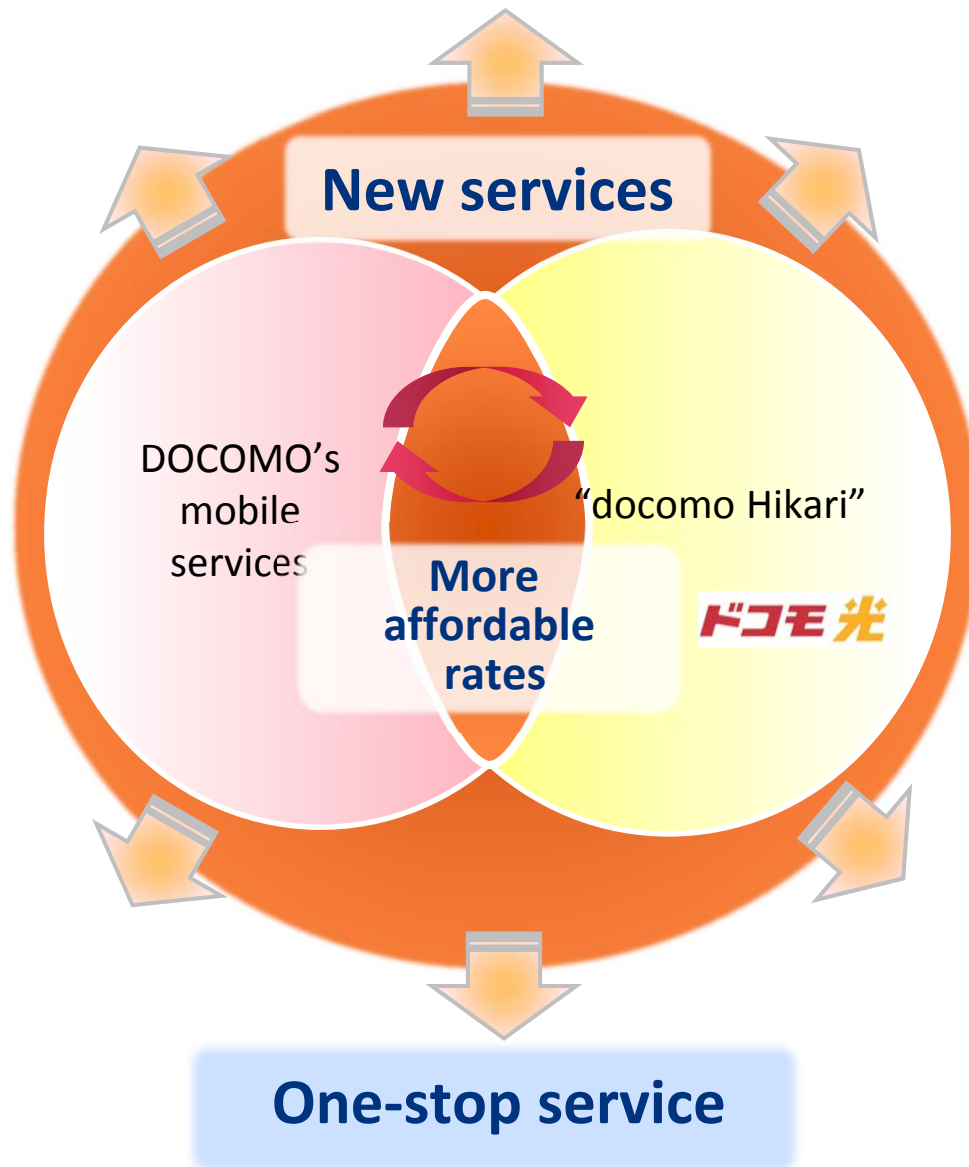
【Non-users of FLET’S Hikari】

- High-speed access at up to 1Gbps
- Simple procedures at one stop

**“New subscription”**  
to “docomo Hikari”

\* Allows switching to “docomo Hikari” without the need to pay any cancellation charges for the existing “FLET’S Hikari” contract.  
For conversion of subscription contract, a contract handling fee of ¥3,000 and installation fee (if applicable) are required.

# Affordable, Easy and Convenient!



**More  
affordable rates**

**One-stop service**

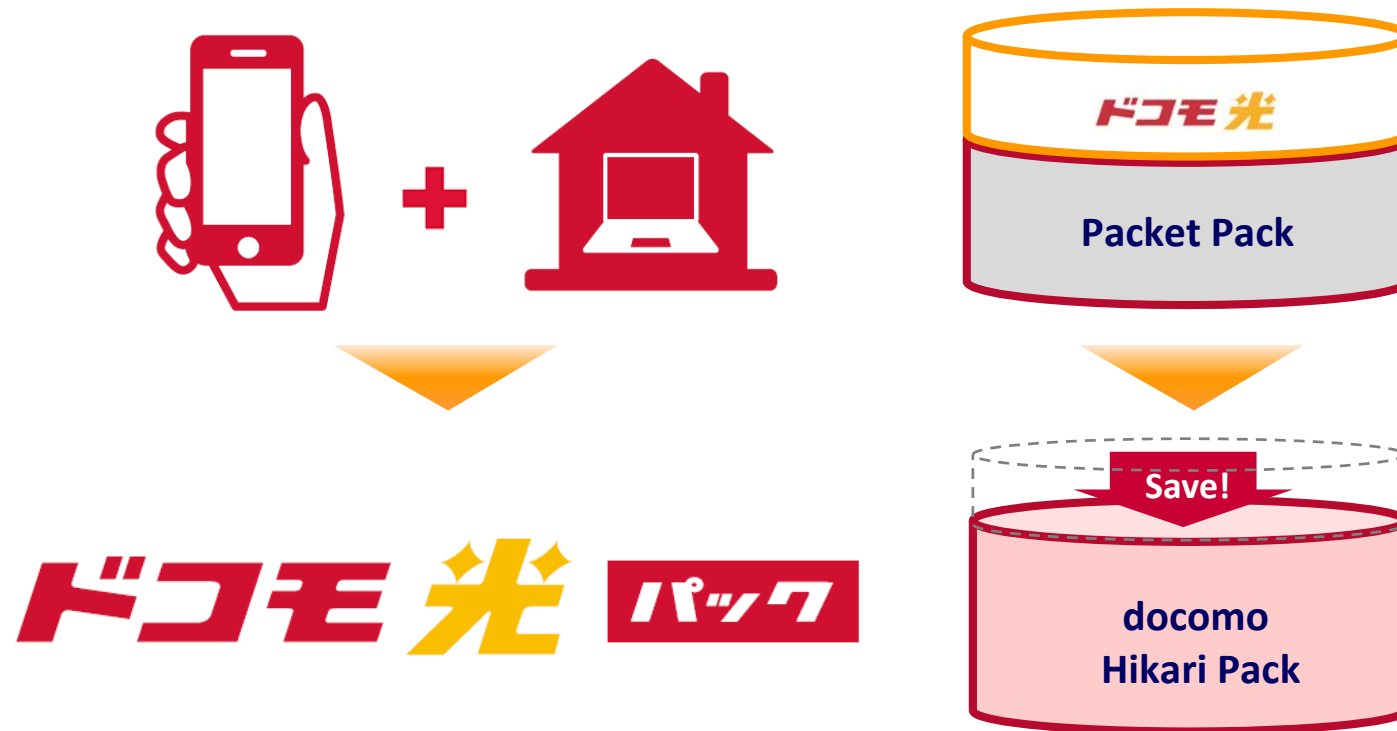
**New services  
combining  
mobile and fiber**



# **Mobile Bundles Offering Greater Savings!**

# “docomo Hikari Pack”

A bundle combining mobile and “docomo Hikari” offering great savings



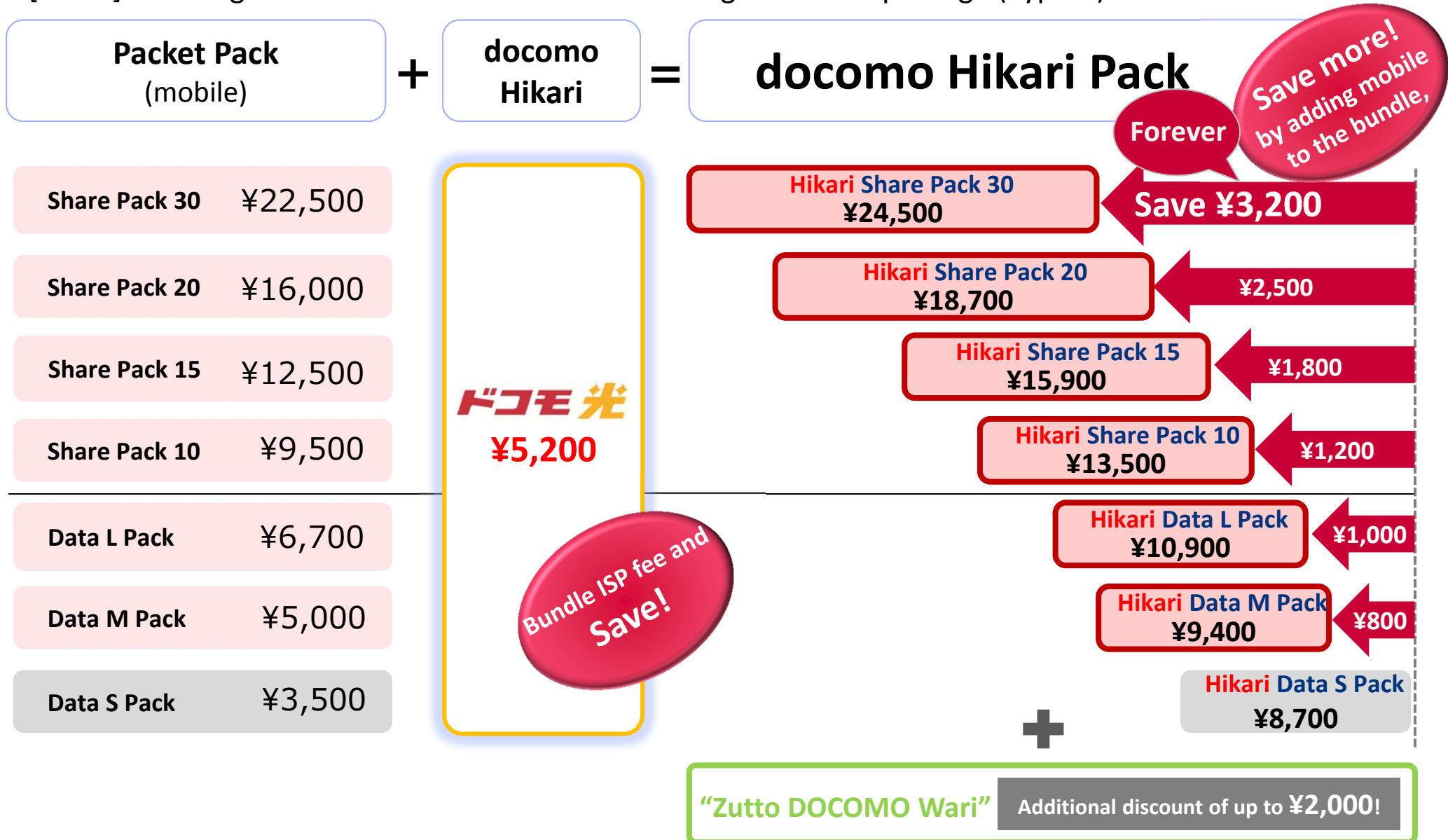
Allow users to  
enjoy discounts  
just by bundling with  
“Packet Pack”!

Same amount of discount  
offered continually  
throughout the length of  
subscription

“Zutto DOCOMO Wari”  
can also be applied

# “docomo Hikari Pack”: Rate Examples

[Cases] Bundling different Packet Packs with ISP charge-inclusive package (Type A) for detached houses




Note) Basic monthly charges for mobile phones are separately required. The rates above are all conditioned upon 2-year subscription contract.

The “docomo Hikari Pack” rates will be ¥200 higher compared to the respective prices above, when each Packet Pack is bundled with “docomo Hikari ISP charge-inclusive package (Type B)”.

The “docomo Hikari Pack” rates will be ¥200 lower compared to the respective prices above, when each Packet Pack is bundled with “docomo Hikari (standalone type).” (ISP charges are separately required.)

# Model Case 1 (Family of Three)

“docomo Hikari” allows users to get more data and pay less!



Data M Pack (5GB)   Data S Pack (2GB)   Data M Pack (5GB)

**FLET'S Hikari**  
(FLET'S Hikari Next Giga Family Smart Type)

ISP charge

Monthly payments	
• Smartphone (S)	: ¥6,500
• Smartphone (M)	
x2	: ¥16,000
• FLET'S Hikari	: ¥5,000
• ISP	: ¥1,100
<b>Total: ¥28,600</b>	

With “docomo Hikari”



**Hikari Share Pack 15**  
(15GB)

3GB more!   Shareable!   Roll over unused data

Monthly payments	
• Hikari Share Pack 15	: ¥15,900
• Kake-hodai, etc. x3	: ¥9,000
• Share Option x2	: ¥1,000
<b>Total: ¥25,900</b>	

Save  
**¥2,700**

Weighted discounts  
in accordance with  
length of subscription



**Zutto DOCOMO**  
Wari

Up to

**¥1,000**  
**OFF!**

## Model Case 2 (Single User)

Single users can also receive more data for less money by subscribing to a bundle package!



Data S Pack  
(2GB)

FLET'S Hikari  
(FLET'S Hikari Next Giga Family Smart Type)

ISP charge

### Monthly payments

- Data S Pack : ¥3,500
- Kake-hodai, etc. : ¥3,000
- FLET's Hikari : ¥5,000
- ISP : ¥1,100

**Total: ¥ 12,600**

With "docomo Hikari"



Hikari Data M Pack  
(5GB)

3GB  
more!

Roll over  
unused data

### Monthly payments

- Hikari Data M Pack : ¥9,400
- Kake-hodai, etc. : ¥3,000

**Total: ¥12,400**

Save  
¥200!

Weighted discounts  
in accordance with  
length of subscription



**Zutto DOCOMO  
Wari**

Up to

**¥800  
OFF!**

# “Hikari Sumaho Wari”

“Hikari Share Pack” offers great deals to new subscribers of smartphones, etc!



Basic monthly fee for smartphones/tablets:

Up to

**50% OFF!**

## Eligibility

New/MNP port-in subscribers joining “Hikari Share Pack”  
(Applicable to smartphones/tablets)

## Discount amount (monthly)

Xi Kake-hodai plan: **50% OFF**

Xi Data Plan: **¥350 OFF**

## Applicable discount period

**Up to 1 YEAR**

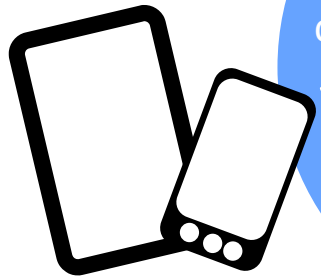
from the month of subscription of applicable mobile phone/device

## Application acceptance period

**Through Mar. 31, 2016**

# “docomo Hikari” Limited-Time Discount

Limited-time discount offered to subscribers of  
“Hikari Data S Pack” or former billings plans!



Users of  
“Hikari Data S Pack”  
or former billing plans  
can also receive discount of

**¥500/month**

## Eligibility

Subscribers joining “docomo Hikari”  
with “Hikari Data S Pack”  
or former billing plans, etc.

## Discount amount (monthly)

“docomo Hikari” charge: **¥500 OFF**

## Applicable discount period

**Up to 1 YEAR**

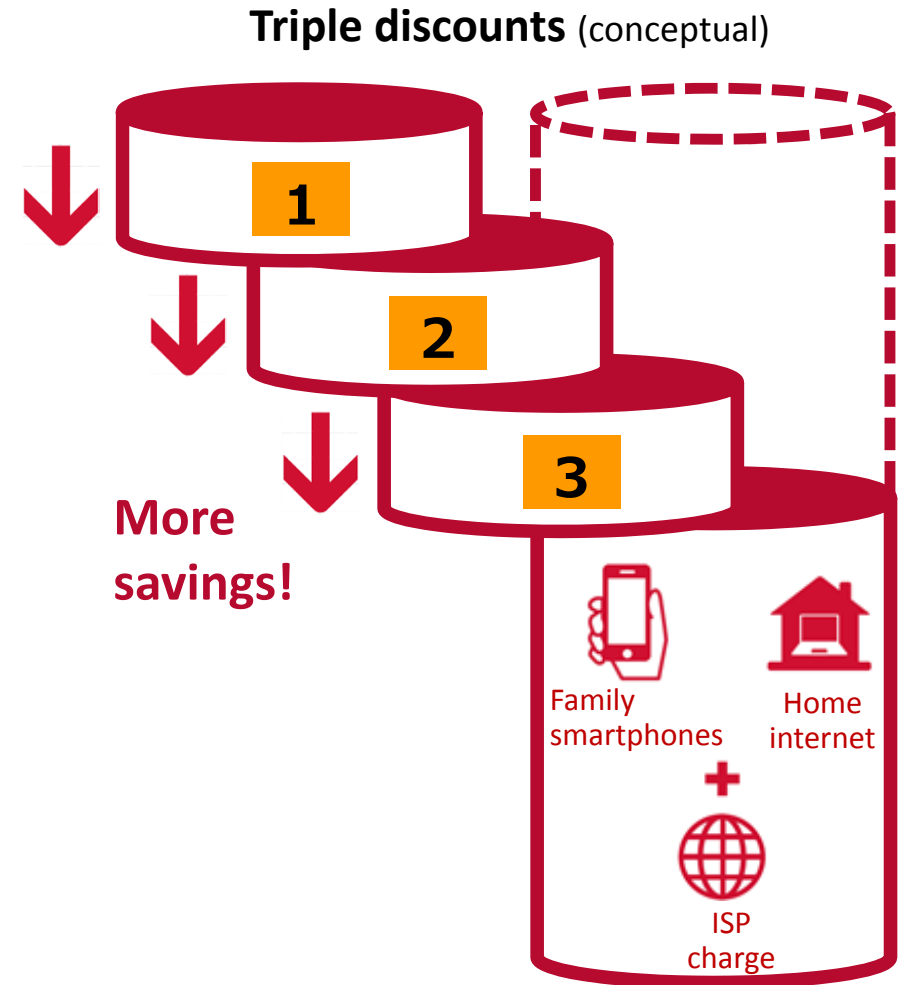
After commencement of  
“docomo Hikari” service

## Application acceptance period

**Through Aug. 31, 2015**

# Triple Discounts

“docomo Hikari Pack” offers discounts on three levels!

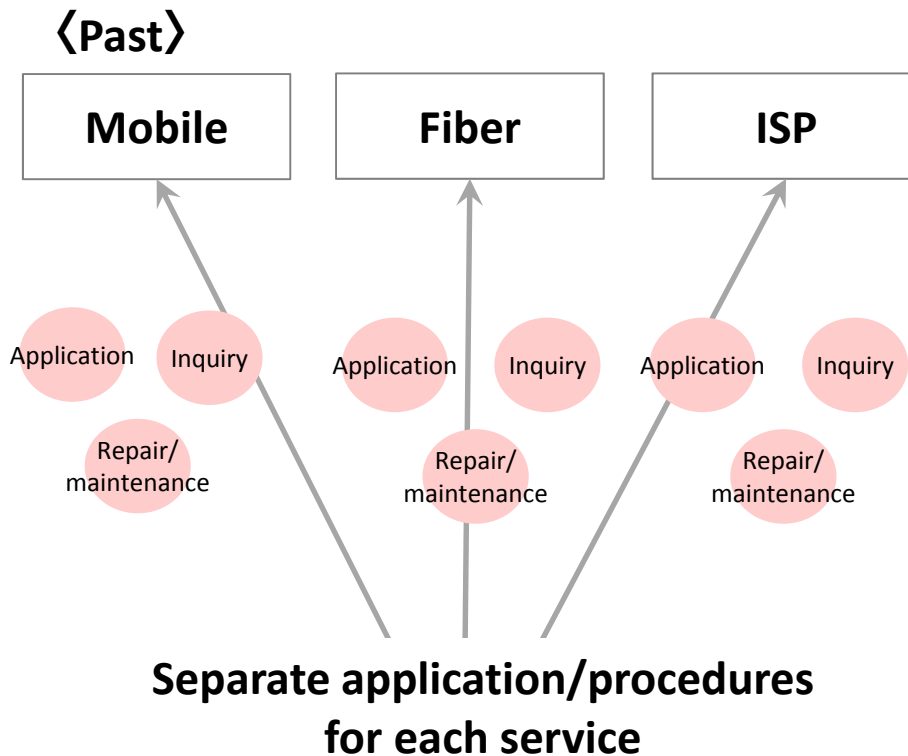




# **One-Stop Service by DOCOMO**

# One-Stop Service Provision

Full range of services, e.g., mobile, optical fiber circuit and ISP, all available at one stop!

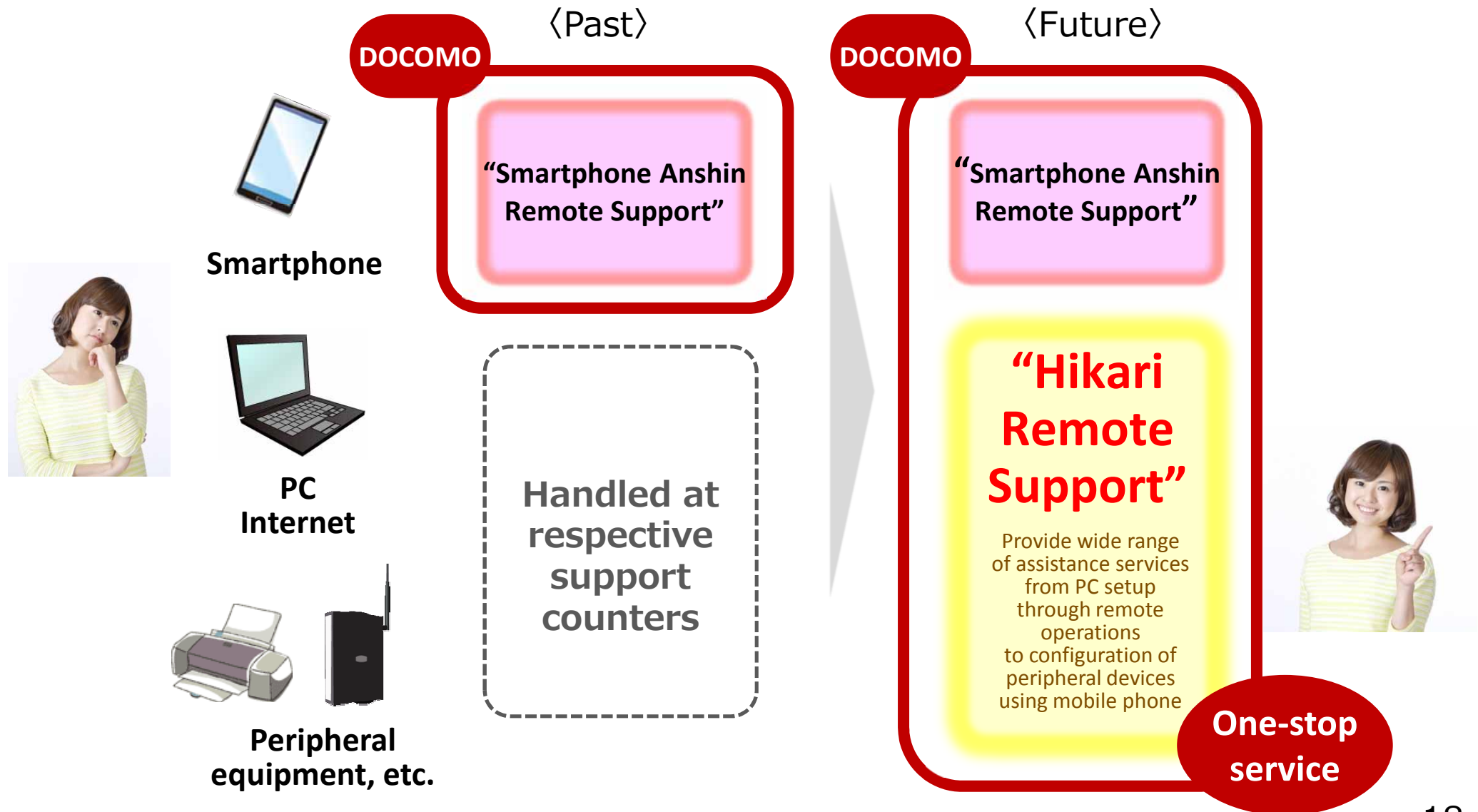


〈Future〉



# “Hikari Remote Support”

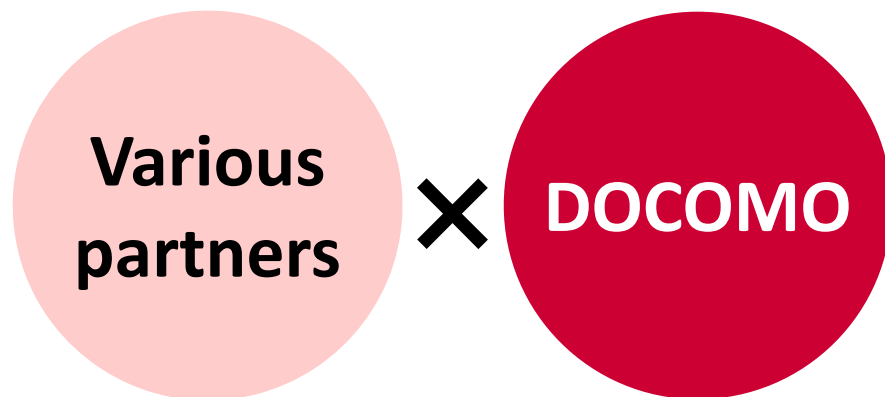
One-stop support for PCs, Internet and peripherals



# **Delivery of Smart Home Services**

# Provision and Support of Home Services

Provide a wide variety of home services  
in cooperation with various partners



## **“Anshin Partner for Home”**

One-stop solution for emergencies in everyday life

Planned  
for launch  
March  
2015

## **Home security**

Smartphone-based absent home video surveillance  
and alert notification service

## **Integration with networked appliances**

Control of various home appliances using smartphone

## **HEMS (Home Energy Management System)**


Energy saving advice via smartphones  
based on status of energy consumption



**All-round customer care  
from consultation to after-sales support**

# Viewing of Various DOCOMO Services on TV!

Dedicated adapter planned for release in April 2015






**Easy to set up**

**Easy to operate**

dedicated simple remote control

One of Japan's largest selection of content titles

-  **"d video"**  
Approx. 100,000 pieces of content
-  **"d anime store"**  
Approx. 20,000 episodes
-  **"d hits"**  
Approx. 1,000,000 music tracks

Allows users to enjoy "dvideo" and DOCOMO's other VOD\* services right away without having to go through cumbersome initial configurations

# Take on the Challenge of Proposing New Way of Watching TV

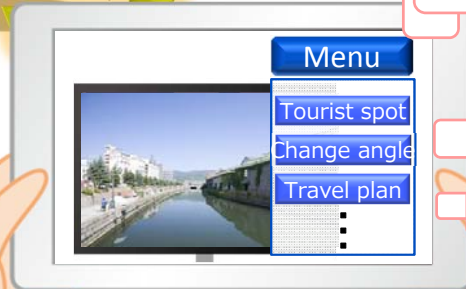
Smartphone and tablet instantly turn into your second TV screen

(Example: Travel program)



...information.

Simply by holding  
your smartphone  
in front of TV...



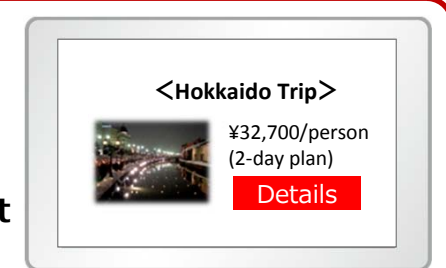
A character may pop up  
to guide you to  
famous tourist spots



Or  
the same spot  
shot from a different  
angle can be  
projected on screen



Or  
enable viewers to  
buy a travel  
package on the spot

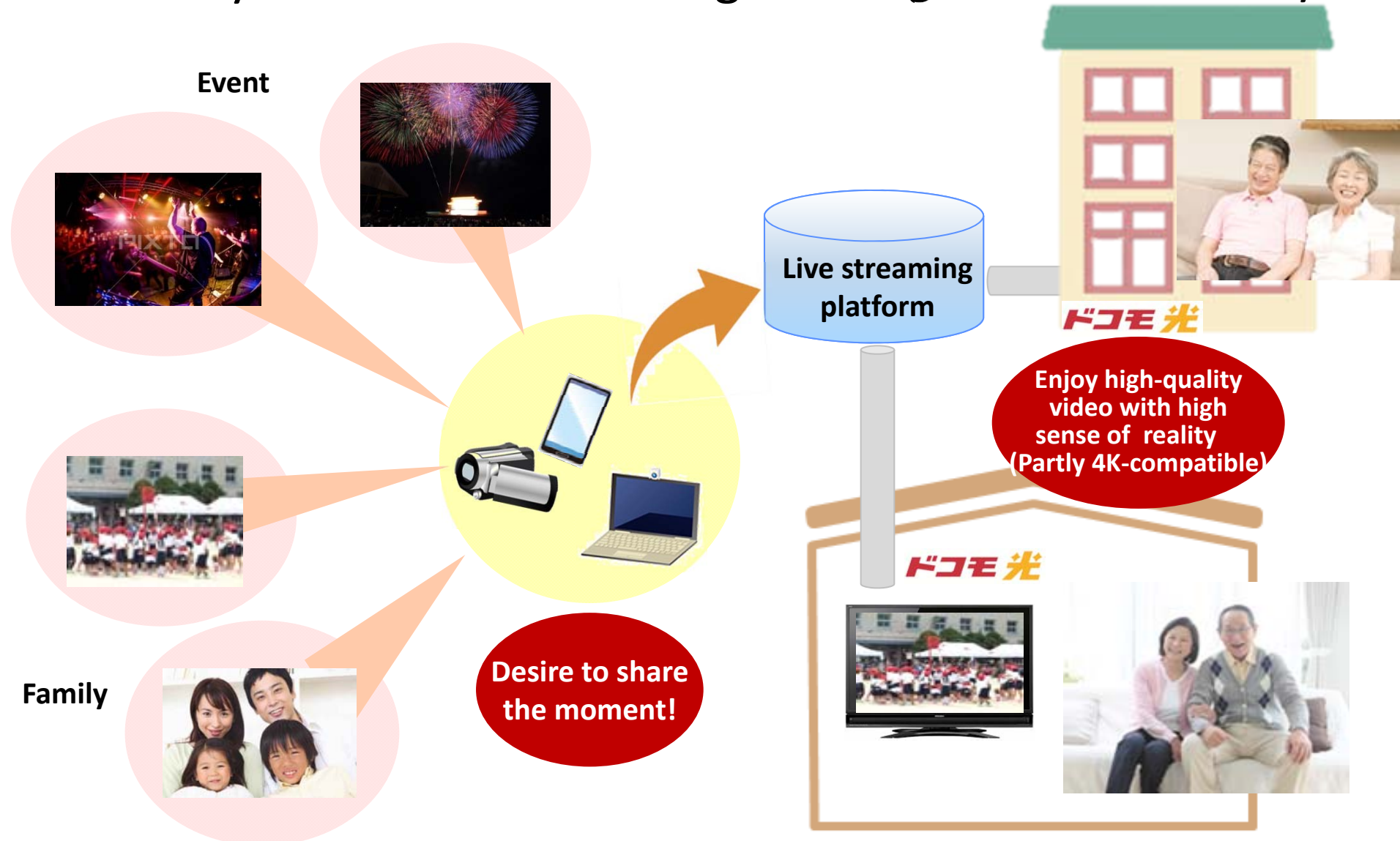


The linkage with various data and information opens the door to infinite possibilities of video!



# Video Communication Connecting Friends & Family

Share emotional moments with friends and family using easy-to-use live streaming with high sense of reality





# New Services Envisioning 2020

Collaborate with and promote a wide array of Fixed-Mobile-Convergence (FMC) services with an eye on platform development for 4K and 8K video

**Rich communication services  
created by mobile + fiber**

**Advancement of 4K/8K video services  
through collaboration**





Start receiving pre-applications:

From Feb. 16, 2015

Planned service launch: Mar. 1, 2015