

Mobility

FEATURE

“i-concier” Service Heralds Age of Personalization

When NTT DOCOMO was planning its i-mode™ revolution in the last decade, one of the key objectives was morphing the mobile phone from a rather one-dimensional communication device to a lifestyle tool. It was a typically ambitious goal for this visionary company, but time has shown that DOCOMO wasn't just daydreaming. And now DOCOMO has pushed the envelope even further with its i-concier™ customer-personalized mobile information service.

“Imagine i-concier as a kind of personal assistant built into your phone,” says Toshihiro Inomata, Assistant Manager of DOCOMO's Consumer Services Department. “The image of a hotel concierge is someone who remains on call 24/7 to sort out our requests. That's our concept behind i-concier,” he says.

Surging Subscriptions

i-concier has taken Japan by storm. Launched in November 2008, the subscription rate *doubled* the expected growth rate to surpass one million by April, less than a half year.

“That's a particularly remarkable feat considering the current economic market. While this speaks highly of the excellent efforts of our retail shops and sales staff, the achievement really shows that users have quickly recognized

the value of this unique service,” notes Inomata.

Subscriptions are continuing to climb, so the one-million subscriber total may be rather outdated (in a *good* way) by the time you read this.

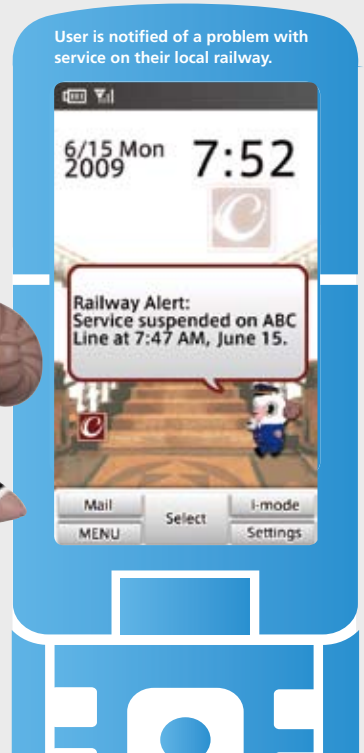
Highly Convenient

What exactly does i-concier do? Think of an intelligent clearing house for customer-selected information collected from unrelated services, ranging



The i-concier mascot is a humorous play on the similarity of the Japanese words for sheep and medieval-ages concierge.

Note: i-concier services are currently offered in Japanese only.



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from weather, transportation and sports to coupons and other special offers. The service can warn you if a storm is approaching your area or if service is delayed on your local commuter line, let you know your favorite team has just won, or alert you that a favorite TV show will soon start, the last of which is proving to be an especially popular feature, according to Inomata.

DOCOMO did not have to achieve a massive advance in the development of predictive software technology to create i-concier. The service is more the result of a common-sense decision to ensure that all functions are initiated and driven by the customer. In fact, says Inomata, i-concier is the collective result of DOCOMO personnel asking themselves, "What do we as users really want from our mobile phones?"

User Controlled

In eliminating the need to hunt for information, i-concier ensures the user receives only the kind of information they want and no more. Loyalty program updates and related special offers, for example, are not accompanied by the all-too-familiar flood of random advertising and spam in the user's mailbox. The customer truly has control of the service.

If the user wants coupons from a particular convenience store, they must intentionally wave their phone over an in-store terminal. But if they don't need coupons, they simply do nothing. And that's very much the point about i-concier: "It's a push-type service that's not pushy," quips Inomata.

Privacy and Safety

In today's world where almost any digital deed can leave tracks, DOCOMO decided from the outset that customer control also means the safeguarding of privacy. The company has resolutely promised customers that it will never pass individual data to third parties.

This commitment is even reflected in i-concier account management, which requires a PIN for access to pages listing information about the user's gender, date of birth and residential address. Data that could be used to identify a particular person is for DOCOMO's eyes only, Inomata explains.

Going Places with GPS

Major enhancements to the service are taking place in the form of location-based information via GPS. In addition to personalized traffic and weather updates, the service will newly provide information and coupons for restaurants and stores on a real-time basis, meaning that i-concier will follow users as they walk through specific neighborhoods and support them with offerings matched to their particular culinary and shopping preferences.

Also under consideration are behavioral-based push services requested by customers, similar to the way online booksellers assist their repeat customers.

"It's going to be great," says Inomata, smiling like he's holding a couple of aces in his hand, but not really trying to hide them!

i-concier links with other services

(left)
ToruCa™ coupons for user's favorite restaurants are updated automatically. >>>>

(right)
Broadcast times of user's favorite TV programs are updated on calendar. >>>>



DOCOMO PARTNERS

DOCOMO Capital Teams Up With U.S. Technology Startups

At a time when many companies are looking over their shoulders, DOCOMO's gaze is fixed steadily on the horizon with the help of DOCOMO Capital, Inc., a Silicon Valley-based wholly owned subsidiary that looks for promising venture companies to support DOCOMO's future growth and competitiveness.

Established in 2005, the venture-capital company so far has spearheaded investments in more than a dozen startup companies covering a diverse range of technologies and applications, including gesture-based system control, silicon MEMS-based



DOCOMO Capital, Inc.

solutions for mobile imaging, analog/RF semiconductors, motion processing solutions, character-based visual expression, noise-suppression

solutions, SaaS solutions for financial institutions, and more.

Going forward, DOCOMO Capital is looking mainly for companies that are involved with mobile network technologies, handset application services/devices, security/safety or environmentally friendly technologies, especially those that could help DOCOMO introduce innovative features or services.

Despite the current slowdown in the world economy, DOCOMO Capital plans to continue its active pursuit of up-and-coming technology startups. Such investments are hoped to produce advances in mobile technology that will benefit not only DOCOMO customers but also the entire mobile communications market over the long term.

Please visit www.docomo-capital.com.



(As of May 2009)

DOCOMO DATA

DOCOMO Slashes Mobile Phone Interconnection Fees

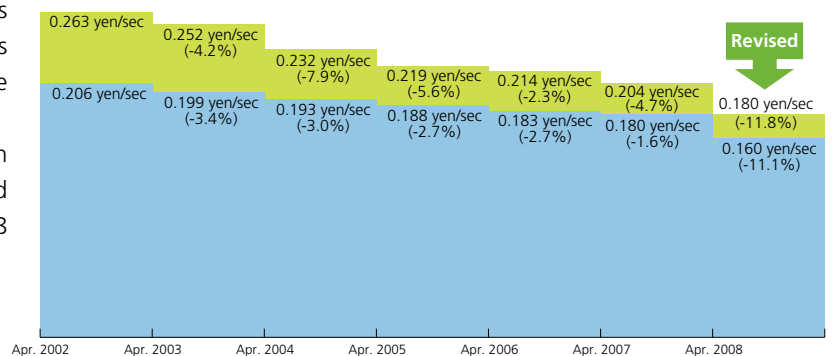
DOCOMO announced on March 2 that it had sharply reduced the fees it charges other telecommunications carriers to interconnect with its network, effective immediately and applied retroactively from April 1, 2008.

When one carrier uses the network of another carrier to complete a call, the second carrier charges the first carrier an interconnection fee. The cost is included in the charge paid by the caller. In Japan, the caller pays all costs of the call.

The per-second fee was reduced 11.1% to 0.16 yen (about US\$0.0016) when the interconnection and callee are in the same service area, and 11.8% to 0.18 yen (about US\$0.0018) for other calls.

DOCOMO was able to significantly reduce its interconnection fees by eliminating handset sales subsidies and improving the cost efficiency of its network equipment.

Changes in DOCOMO's Interconnection Fees



Upper: Point of interface and call-receiver are not in same DOCOMO service area
 Lower: Point of interface and call-receiver are in same DOCOMO service area
 (): % change from previous fee

Technician-Dispatch Service Wins Strong Approval of DOCOMO Users

One of the many reasons for DOCOMO's success of late is a service that dispatches technicians within 48 hours of setting appointments with customers who are experiencing problems connecting with the DOCOMO mobile network.

DOCOMO launched the service with a nationwide newspaper campaign in October 2008.

Later, in a DOCOMO-conducted customer-satisfaction survey, nearly 100% of customers who had used the technician-dispatch service replied that they were satisfied.

According to Senior Executive Vice President Kiyoyuki Tsujimura, "Customers clearly appreciate our prompt response, and the fact that technicians actually go to where the problem occurs, even inside people's homes."

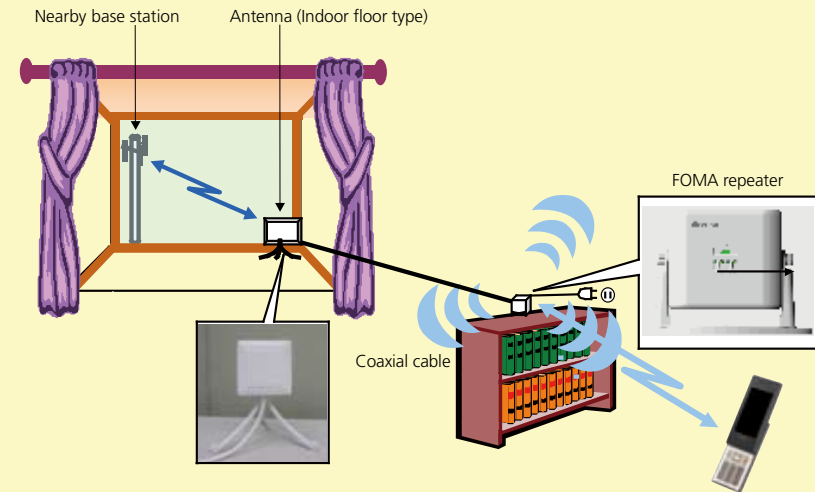
In many cases the problem can be temporarily solved with equipment such as repeaters or indoor antennas.

"In cases where we are unable to fully solve the problem, however, we promptly inform the customer of the exact reason, which they appreciate," says Tsujimura.

According to President Ryuji Yamada, "Although the DOCOMO network offers unrivaled accessibility, it's inevitable that there will be areas, particularly indoors, where reception can be weak. But thanks to our field technicians, we are dealing with these problems on a direct, one-by-one basis in accordance with our customer-oriented focus."



Example of Indoor Signal-boosting Setup



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NTT DOCOMO's FOMA service is only available to subscribers in Japan.

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DOCOMO DATELINE

March 2, 2009 The fees DOCOMO charges for other telecom operators to interconnect with its network were retroactively reduced by more than 10 percent for all interconnections as of April 1, 2008. The new fees are 0.160 yen/sec. within same service area and 0.180 yen/sec between different service areas.

March 26, 2009 DOCOMO acquired 26% of Indian telecom Tata Teleservices for 127.4 billion Indian rupees (about US\$ 2.5 billion), including 20% newly issued shares and 6% shares purchased from shareholders. DOCOMO also expected to acquire roughly 12% of the common shares of Tata Teleservices (Maharashtra) for 5.7 billion Indian rupees (about US\$ 110 million) sometime after March 12.

April 1, 2009 DOCOMO established its fifth U.S. Advisory Board and will convene the first meeting in the United States on April 8, chaired by former Federal Communications Commission Chairman Michael K. Powell. The 2001 Nobel Laureate in Economics, Dr. Joseph E. Stiglitz, also is on the two-year board.

April 1-3, 2009 DOCOMO participated in its eighth CTIA exhibition in the U.S. city of Las Vegas on April 1-3. Some 34,000 visitors viewed displays by 850 exhibitors. DOCOMO attracted much attention with the Separable Phone, a concept handset comprising a separable keypad and monitor for enhanced functionality.

April 10, 2009 An international study involving DOCOMO's independent Mobile Society Research Institute found that children's ownership of mobile phones is largely determined by age, but also the attraction of networking. Other factors include gender, parental age and income, and ownership of video games and PCs. No effective correlation was found between phone ownership and time spent on other activities.