

Interaction with Customers

1. Solicitation of Works for Planned DoCoMo “Museum of the Future” (tentative name)

Drawings and essays on the theme of future society will be accepted from elementary and middle school students to stimulate the creativity and unlimited potential of young students, the future architects of the 21st century. DoCoMo will provide winning entrants with prizes to express its appreciation and to encourage them to continue striving to realize their dreams. Works are expected to be accepted from July to mid-September 2002.

2. “Future of Mobile Life” Survey

Average citizens and celebrities will be surveyed online from the end of May to the end of July 2002 regarding issues such as population aging, internationalization and communication. The results, which will be made public, will serve as useful data for the development of new mobile products and services.

3. “Send It With Love”: i-mode Email Contest

DoCoMo will conduct a contest featuring heartwarming email (and related episodes) sent/received between July and August 2002. Entries will be judged in “sent” and “received” categories. The objective is both to promote email culture and to help more people become more aware of the joy of using email and its remarkable capacity as a new mode of communication. (“i” of i-mode is a play on words because “ai”—also pronounced “i”—means love in Japanese.)

4. M-stage[®] Video Contest

Video content for mobile phones is being accepted for the “Mobile Movie Creatives’ Festival 2002” with the goal of stimulating the mobile video industry. The contest started on March 1 and will last until noon of May 19, 2002. The winning entrants will be invited to an awards event in early July, where they are scheduled to receive prize money and meet with judges and M-stage official content providers.