

## Other Projects

### 1. Electronic Library

DoCoMo will establish an electronic library to house socially and culturally significant electronic documents. Electronic information based on the themes of mobile communication and preservation of Japanese culture will be available at the library, which can be accessed via DoCoMo's website. Construction will be completed in July 2002.

### 2. Commemorative Clock for DoCoMo Yoyogi Building Exterior

To mark DoCoMo's 10-year anniversary, a large clock will be erected on the distinctive DoCoMo Yoyogi Building to help make the building a well-loved landmark. The round clock will be 150 meters above ground and 17 meters in diameter. In addition, at night the upper part of the building will light up with a colorful display forecasting the weather. Construction will be concluded in October 2002.

The uniquely designed DoCoMo Yoyogi Building with a microwave antenna built into its upper portion was completed in October 2000 with consideration paid to the surrounding area and view.

Artist's Rendering of Clock



### 3. Drama-style Ad Campaign featuring a “Mobile Family” (ongoing)

DoCoMo is producing a popular series of TV commercials in the style of a TV drama to depict how family members living apart use their mobile phones to stay connected and communicate warmly with each other. New faces will be added to the series, in addition to currently featured entertainers including Masakazu Tamura, Midori Kiuchi, Kyouka Suzuki, Kenji Sakaguchi, Ai Kato, Shin Takuma, Masanori Ishii and Katsuo Nakamura. The ads are being aired during the six-month period from February to July 2002.