

# *DoCoMo Overview*

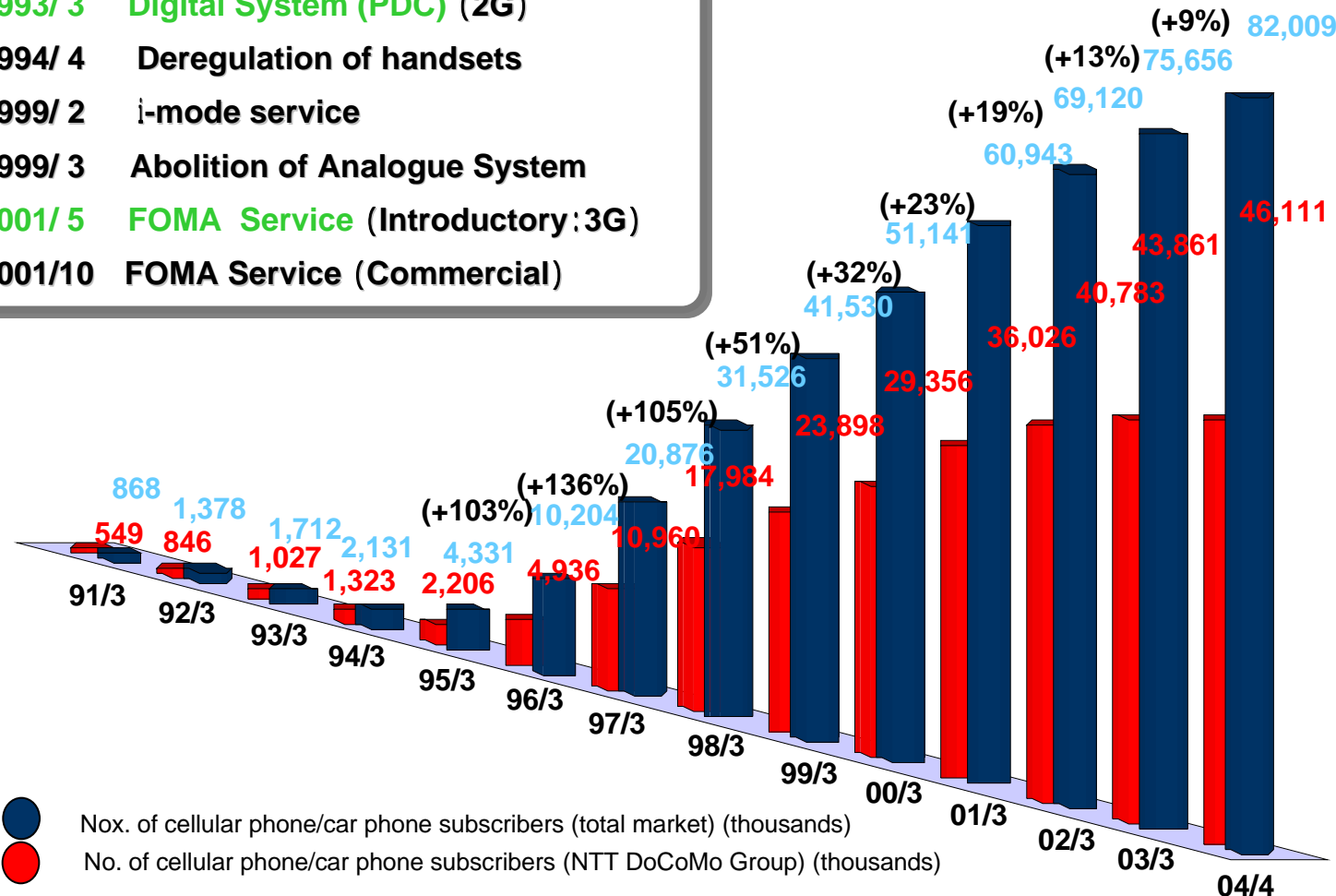


*NTT DoCoMo, Inc.*

# The Rapid Development of Mobile Market in Japan

- 1979/12 Car Phone Service (Analogue, 1G)
- 1987/ 4 Mobile (Portable) Phone Service
- 1988/12 2 New Competitors
- 1993/ 3 Digital System (PDC) (2G)
- 1994/ 4 Deregulation of handsets
- 1999/ 2 i-mode service
- 1999/ 3 Abolition of Analogue System
- 2001/ 5 FOMA Service (Introductory :3G)
- 2001/10 FOMA Service (Commercial)

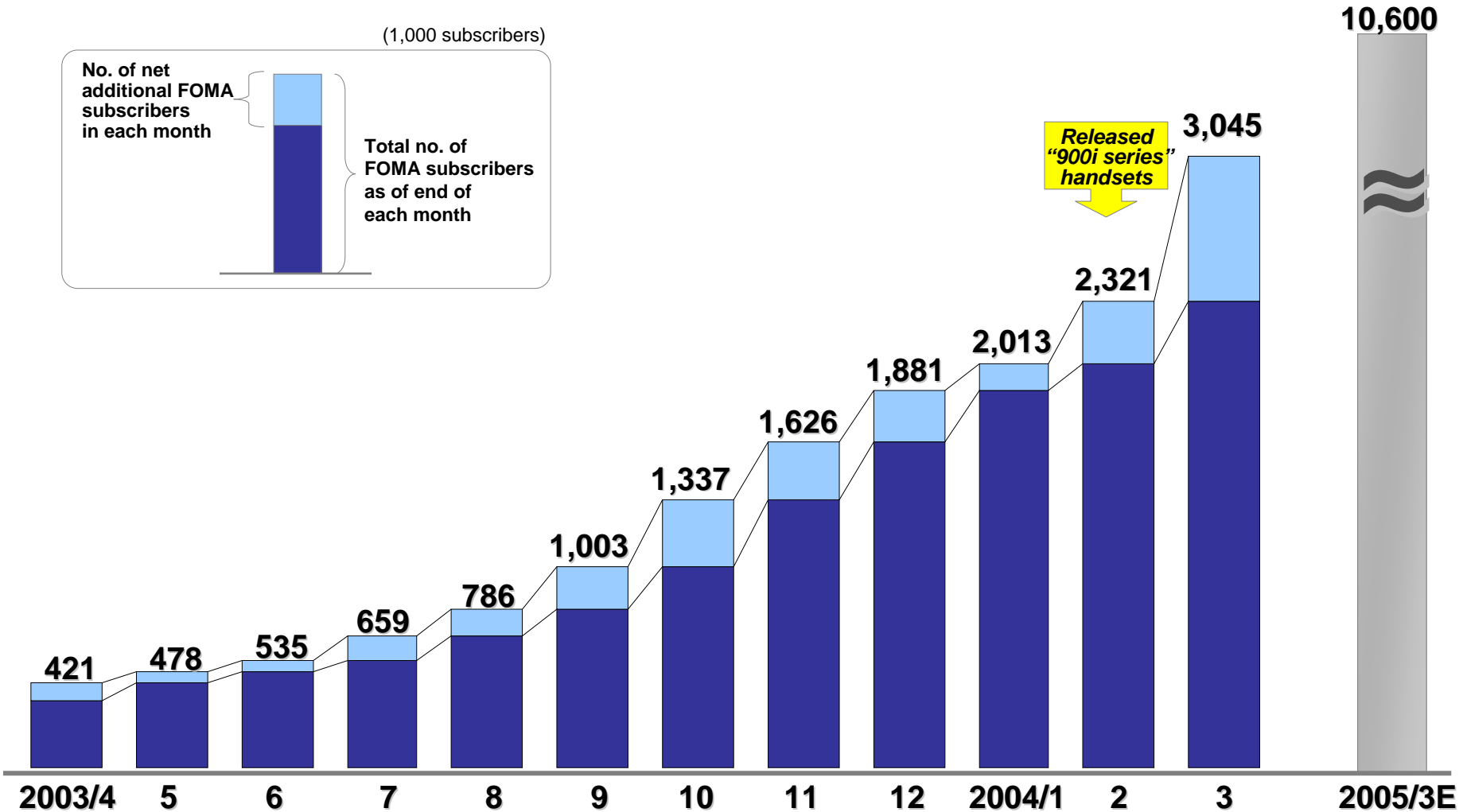
( ) Annual Market Growth [%]  
(X 1000)



Penetration ratio  
**64.4 %**

● Nox. of cellular phone/car phone subscribers (total market) (thousands)  
● No. of cellular phone/car phone subscribers (NTT DoCoMo Group) (thousands)

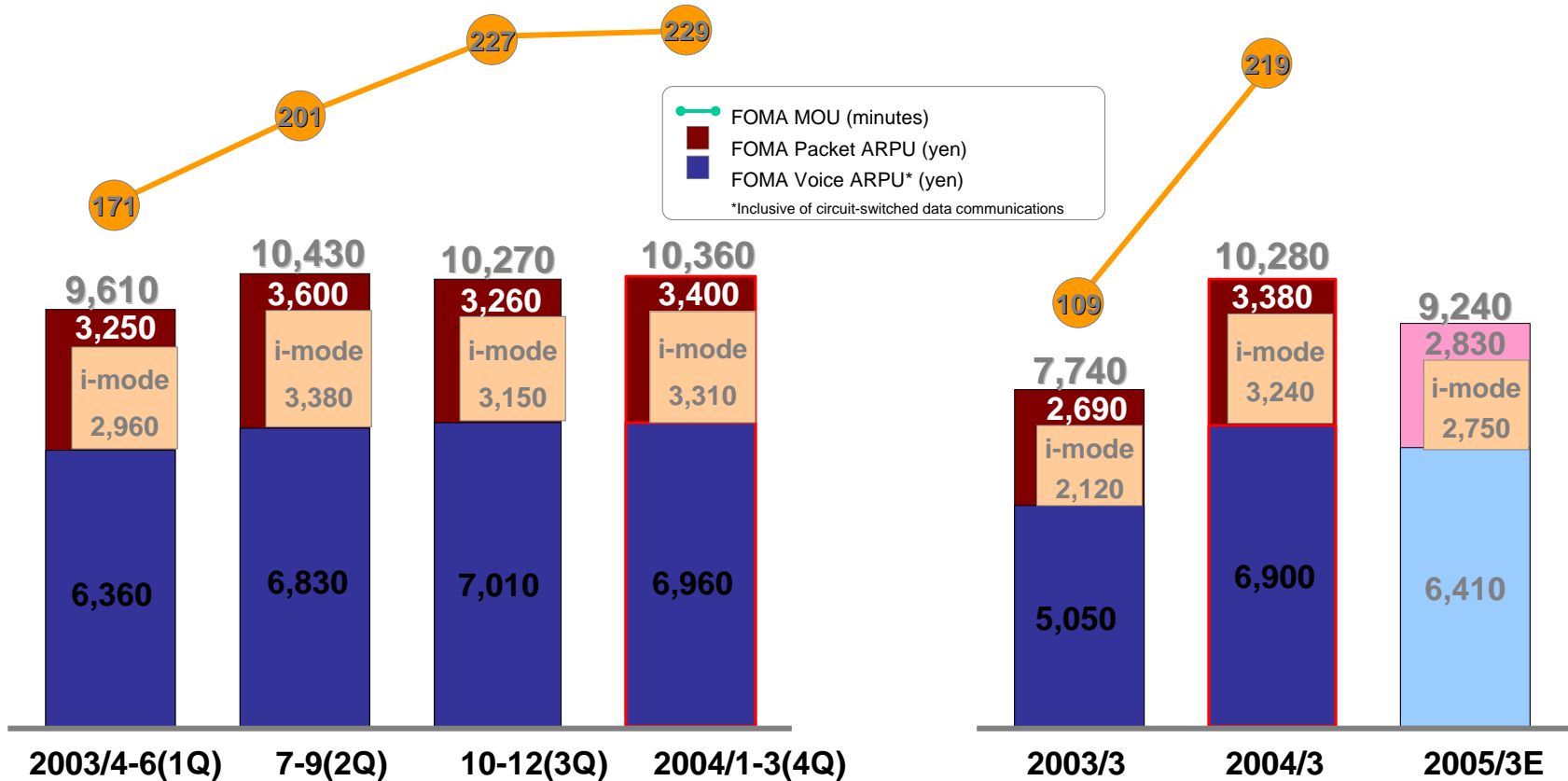
- Total number of FOMA subscribers exceeded 3 million on Mar. 30, 2004, owing primarily to release of “900i Series” handsets.
- FOMA subscriber base is projected to reach 10.6 million as of Mar. 31, 2005.



- FOMA ARPU increased by 2,540 yen from the previous fiscal year to 10,280 yen. FOMA MOU rose sharply to 219 minutes, up 110 minutes year-on-year.
- FOMA ARPU for year ending Mar. 31, 2005 is estimated at 9,240 yen in view of planned price reductions, etc.

## Quarterly Data

## Full Year Data

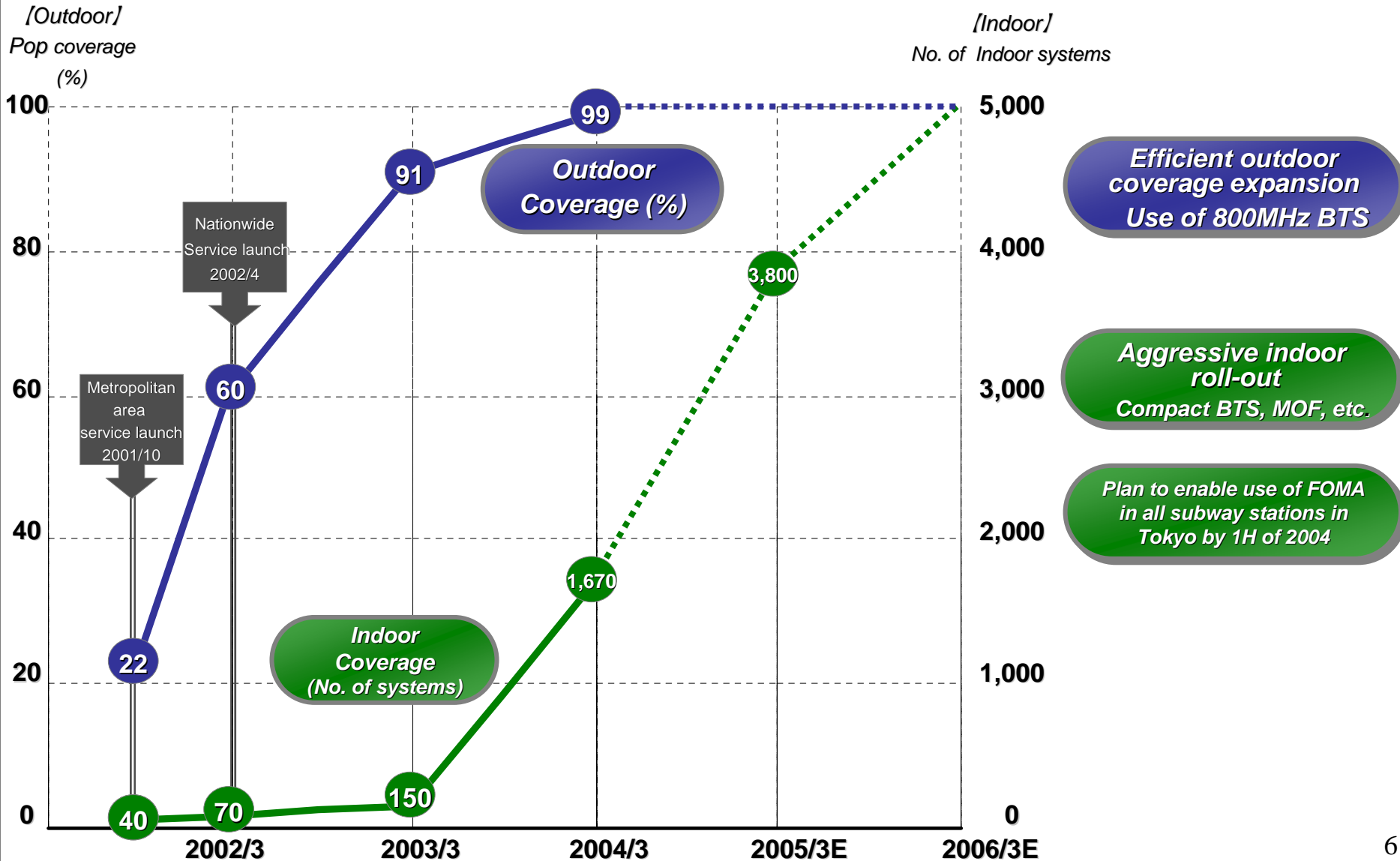


**Network**

**Handsets**

**Services**

# FOMA Coverage Expansion





## *Principal Features of "900i" Model*

FOMA "900i" handsets offers superior basic features, while keeping the size, weight and standby battery hours comparable to PDC phones.

Attractive new features unique to FOMA, e.g., capability to handle large-volume content, "Chaku-motion", "Kyara-den", "Deco-mail", etc.

Previous Models	Year 2003 Models	Latest Model	Latest PDC Model
<b>P2101V</b>	<b>P2102V</b>	<b>F900i</b>	<b>F506i</b>

Battery life

Call time	Approx. 90 min	Voice: Approx. 130 min Videophone: 90 min	Voice: Approx. 160min Videophone: 100 min	Approx. 150 min
Standby Time (motionless)	Approx. 55 hours (Approx. 88 hours)	Approx. 240 hours (Approx. 310 hours)	Approx. 360 hours (Approx. 480 hours)	Approx. 510 hours
Weight	150g (P2101V)	130g	120g	116g
Video Mail (i-motion mail)	Incompatible	compatible	compatible	Incompatible
i-motion File Size	100KB (Max. 15 seconds)	300KB (Max. 40 sec) With text scroll function	2MB 300KB except when streaming, playback	Incompatible
i-appli File Size	At least 10KB (varies by model)	200KB	400KB	ND
Other Features		Twin cameras SD memory card Rotating display, etc	Mega pixel camera, HTML e-mail, avatar- capable videophone, etc	2 mega-pixels auto focus CCD camera, sweep-type fingerprint sensor, etc



## To boost packet usage

Capability to handle large-volume content

**“Large-capacity i-appli”**

Greater i-appli size ( i-appli main application + extra data storage: 30+200KB 100+400KB )

Improved expressiveness

**“Deco-mail”**

HTML email, enabling messages to be decorated with photos, animation, etc.

**“Chaku-motion”**

Incoming call notification using “i-motion” video and high-quality music.

**Flash™**

First FOMA model equipped with 100KB Macromedia Flash.

(size: 5 times larger than PDC's)

“Macromedia” and “Macromedia Flash” are trademarks or registered trademarks of Macromedia, Inc. in the U.S. or other countries.

## To encourage use of videophone

Aim to increase opportunities to use videophone service

**“Kyara-den”**

Animated cartoon characters (avatars) are transmitted to represent the sender's face during videophone calls.

### A map book with QR codes on each page



"Keitai mini Tokyo Map" is provided by Alps Mapping K.K.  
"QR Code" is a registered trademark of Denso Wave Inc.

# Develop businesses linked with brick-and-mortar services *FeliCa trial service*

- Field trial of airport check-in service using FeliCa-enabled i-mode handsets is in progress.
- Handset-based check-in service to be made available at principal international & domestic airports in the future. We are studying ways to expand service offerings and improve CRM through linkage with airline mileage plans.

