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  3G
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 %
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.
3 Factors for 3G success

Network

Handsets

Services
FOMA Coverage Expansion

Outdoor Pop coverage (%)

100.0
80.0
60.0
40.0
20.0
0.0

Indoor No. of Indoor systems

Efficient outdoor coverage expansion

Use of 800MHz BTS

Aggressive indoor roll-out
Compact BTS, MOF, etc.

Plan to enable use of FOMA in all subway stations in Tokyo by 1H of 2004

Outdoor Coverage (%)

99
91
60
22
40
70
150
3,800
1,670

Indoor Coverage (No. of systems)


Nationwide Service launch 2002/4
Metropolitan area service launch 2001/10

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FOMA “900i” models offer superior basic features, while keeping size, weight, and standby battery hours comparable to PDC phones. Attractive new features unique to FOMA include the ability to handle large-volume content, “Chaku-motion”, “Kyara-den”, “Deco-mail”, etc.
## Specification of Latest FOMA Handsets

<table>
<thead>
<tr>
<th>Models</th>
<th>Year 2003 Models</th>
<th>Latest Model</th>
<th>Latest PDC Model</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>P2101V</td>
<td>F900i</td>
<td>F506i</td>
</tr>
<tr>
<td></td>
<td>P2102V</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Battery life</th>
<th>Previous Models</th>
<th>Year 2003 Models</th>
<th>Latest Model</th>
</tr>
</thead>
<tbody>
<tr>
<td>Call time</td>
<td>Approx. 90 min</td>
<td>Voice: Approx. 130 min</td>
<td>Voice : Approx. 160min</td>
</tr>
<tr>
<td>Standby Time (motionless)</td>
<td>Approx. 55 hours</td>
<td>Videophone: 90 min</td>
<td>Videophone : 100 min</td>
</tr>
<tr>
<td>Weight</td>
<td>150g (P2101V)</td>
<td>Approx. 240 hours</td>
<td>Approx. 360 hours</td>
</tr>
<tr>
<td>Video Mail (i-motion mail)</td>
<td>Incompatible</td>
<td>(Approx. 310 hours)</td>
<td>(Approx. 480 hours)</td>
</tr>
<tr>
<td>i-motion File Size</td>
<td>100KB (Max. 15 seconds )</td>
<td>130g compatible</td>
<td>120g compatible</td>
</tr>
<tr>
<td>i-appli File Size</td>
<td>At least 10KB (varies by model )</td>
<td>300KB (Max. 40 sec) With text scroll function</td>
<td>2MB</td>
</tr>
<tr>
<td>Other Features</td>
<td></td>
<td>200KB</td>
<td>400KB</td>
</tr>
</tbody>
</table>

- **Other Features**
  - Twin cameras
  - SD memory card
  - Rotating display, etc
  - Mega pixel camera,
    HTML e-mail, avatar-
    capable videophone, etc

- **Latest PDC Model**
  - Approx. 150 min
  - Approx. 510 hours
  - 116g
  - Incompatible
  - Incompatible
  - ND
  - 2 mega-pixels auto focus CCD camera, sweep-type fingerprint sensor, etc
FOMA Handset Enhancements - Attractive new features

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)

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.
Develop businesses linked with brick-and-mortar services

Example of Applications Using QR Codes

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.
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.