

View on Evolution of Mobile-Phone Usage

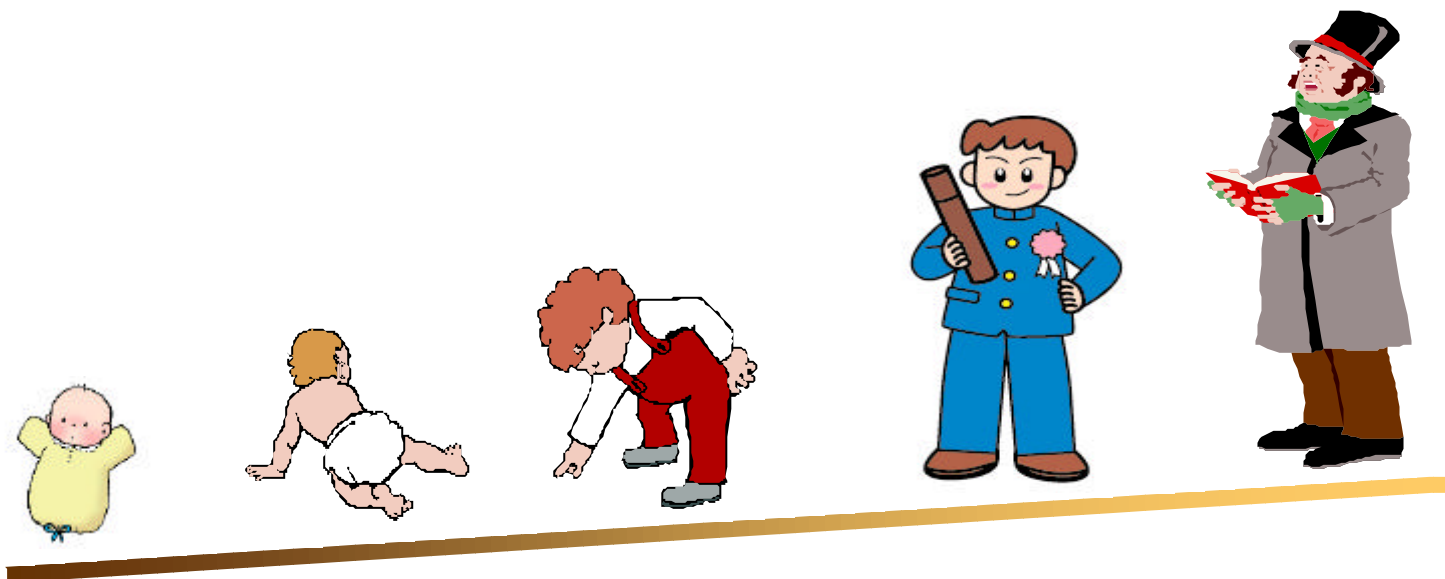
March 6th, 2003

Yutaka Yasuda, Dr. Eng.

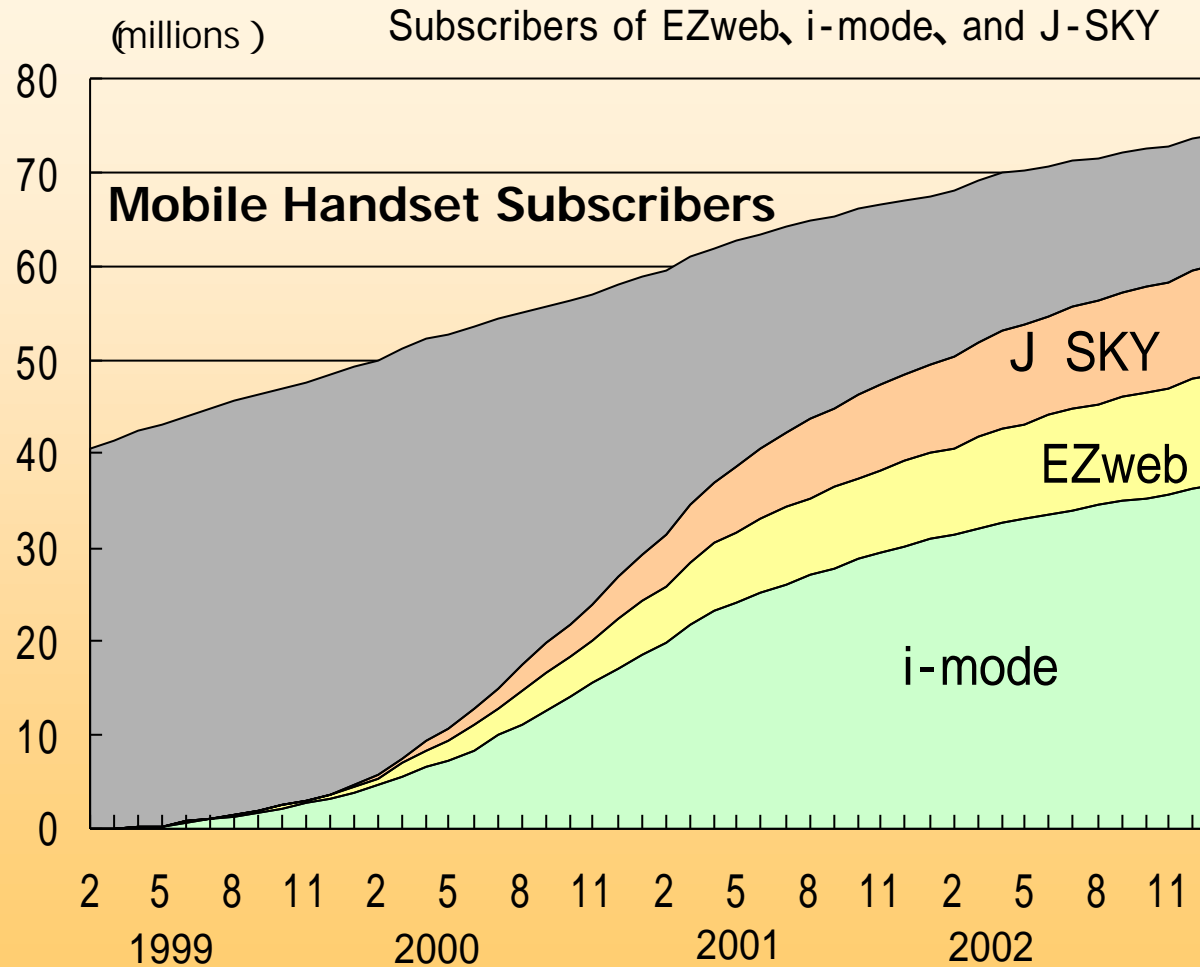
General Manager
Service Development Department
au Strategic Business Planning Division
KDDI Corporation



1. Mobile Communication Service Growing



Increase of Mobile Handset Subscribers Accessible to Internet



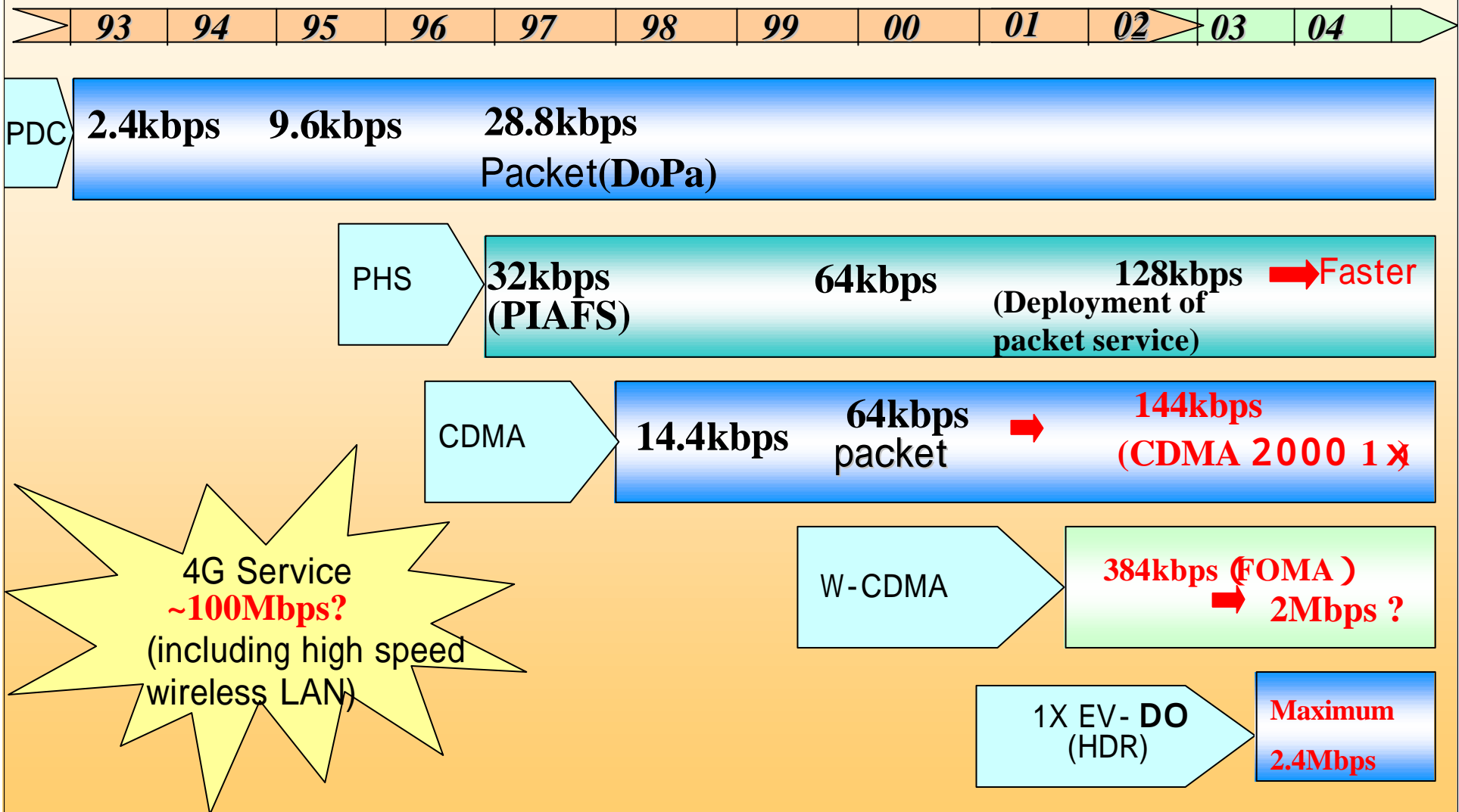
January, 2003
i-mode: 36.6 million
EZweb: 12.0 million
J-SKY: 11.7 million



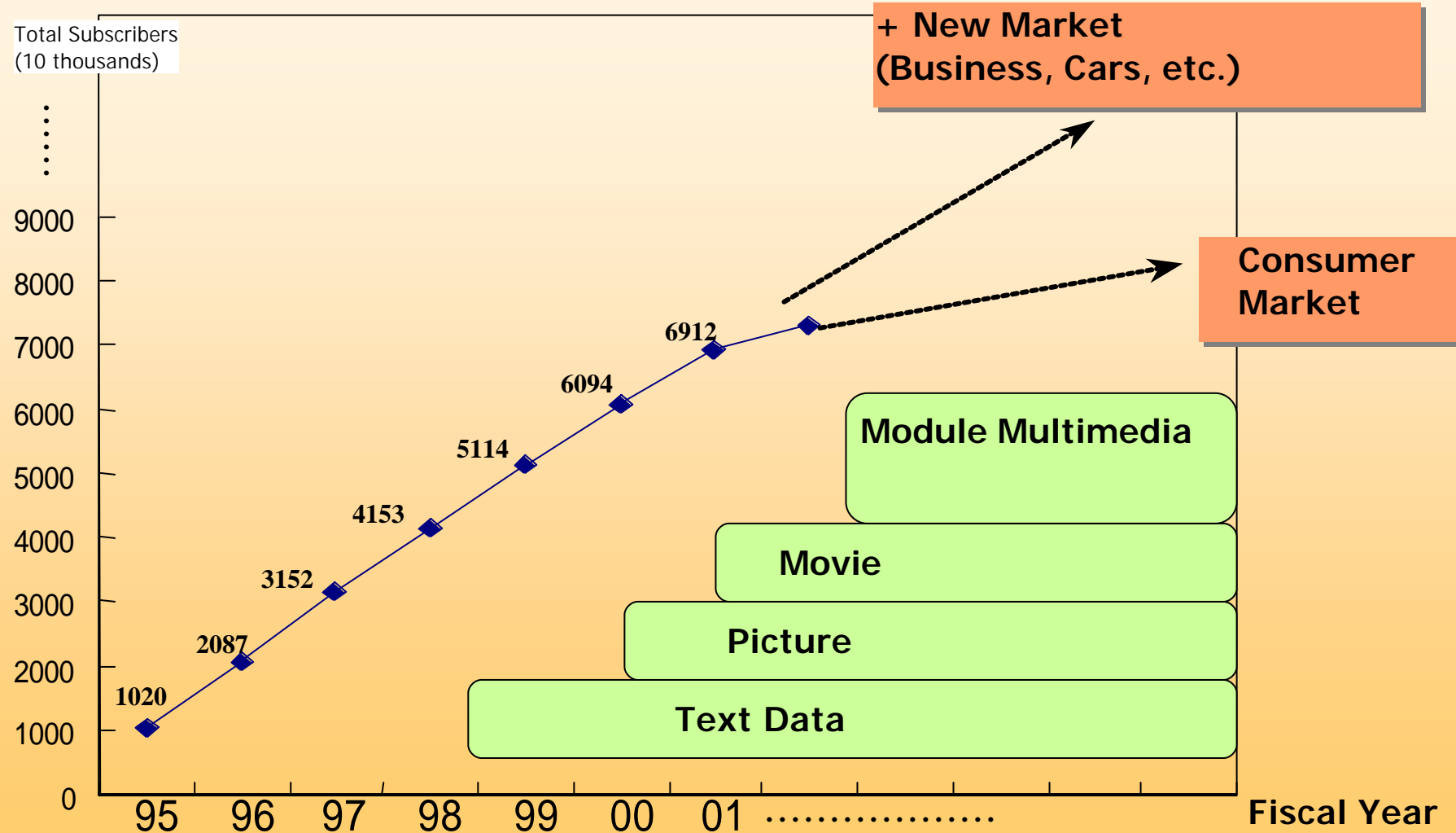
January, 2003
Total: 60.2 million
(Total Mobile Phone
Subscribers: 73.9 million)

Telecommunications
Carriers Association

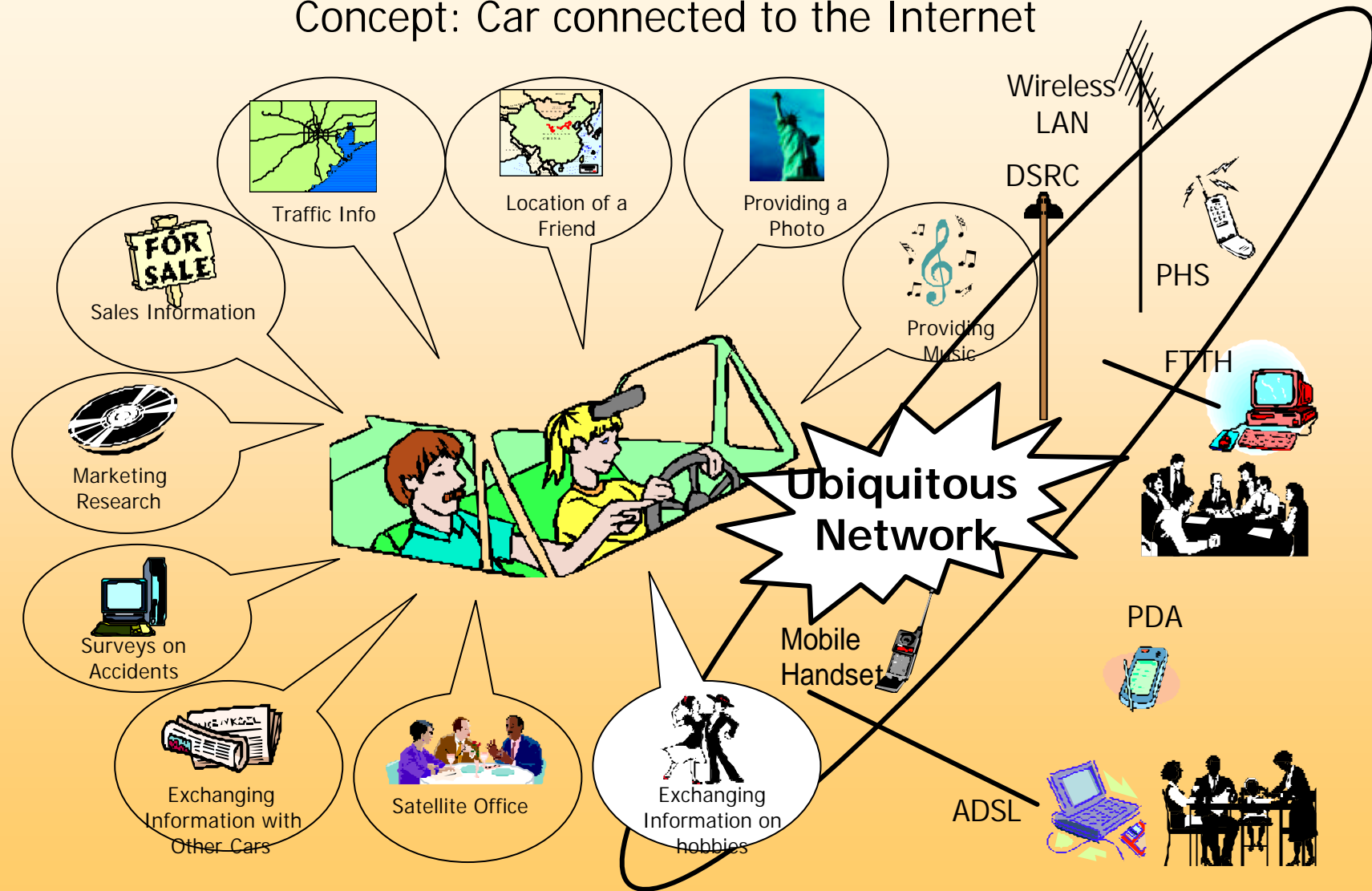
Evolution of Data Transmission Rate and Prospect



Macro Trends of the Mobile Handset Market

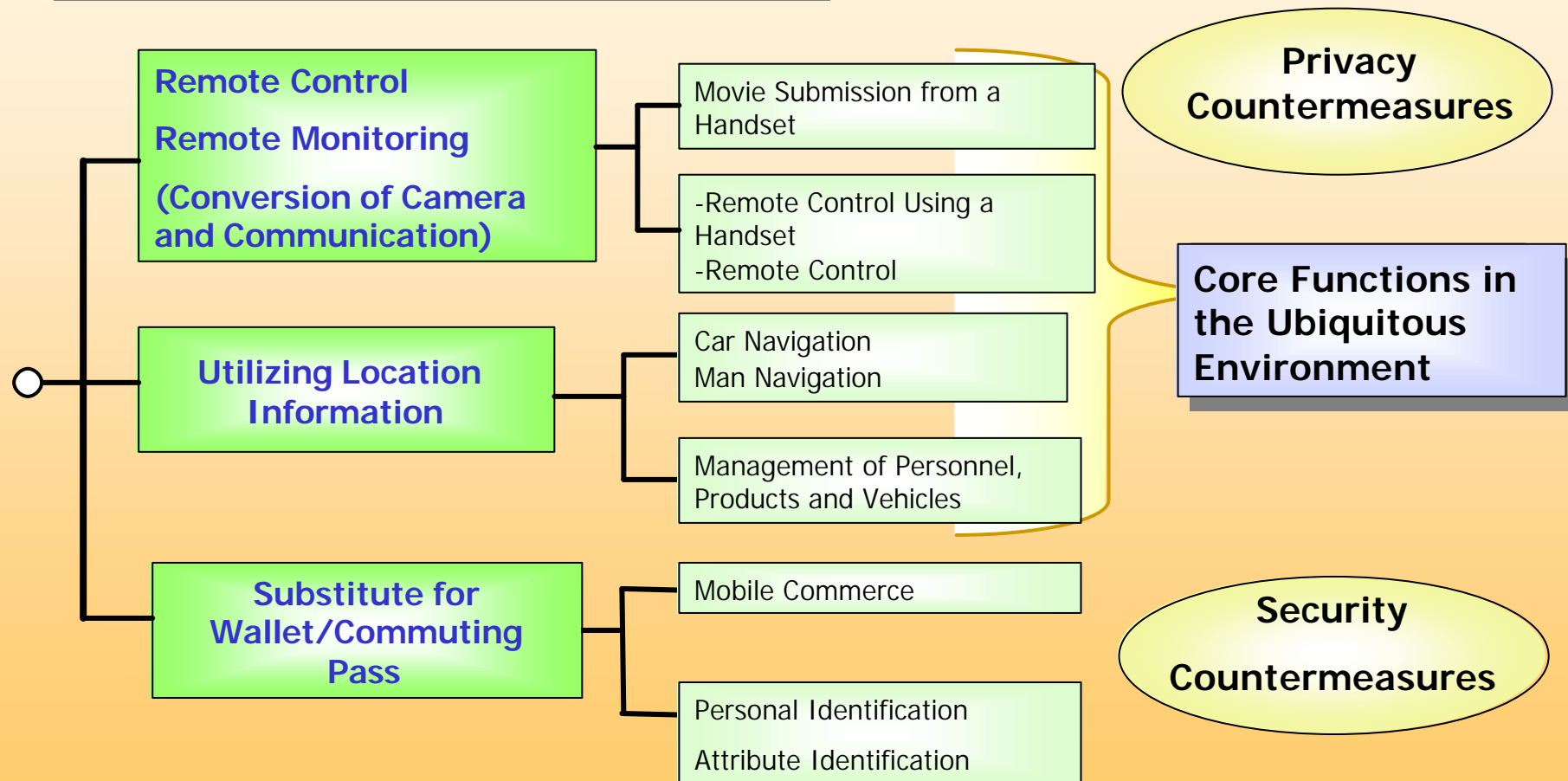


Concept: Car connected to the Internet



Handset Market Trend - From a Growth in Quantity to Growth in Quality

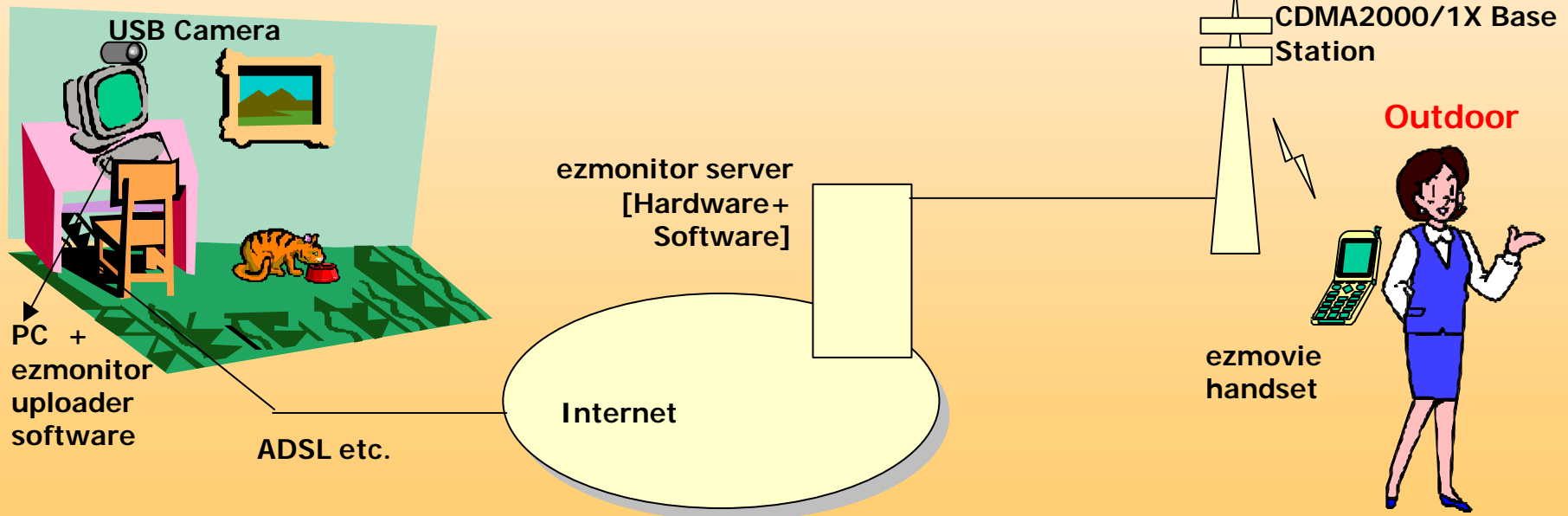
Handset Evolution (The Three Trends)



ezmonitor (Trial Service)

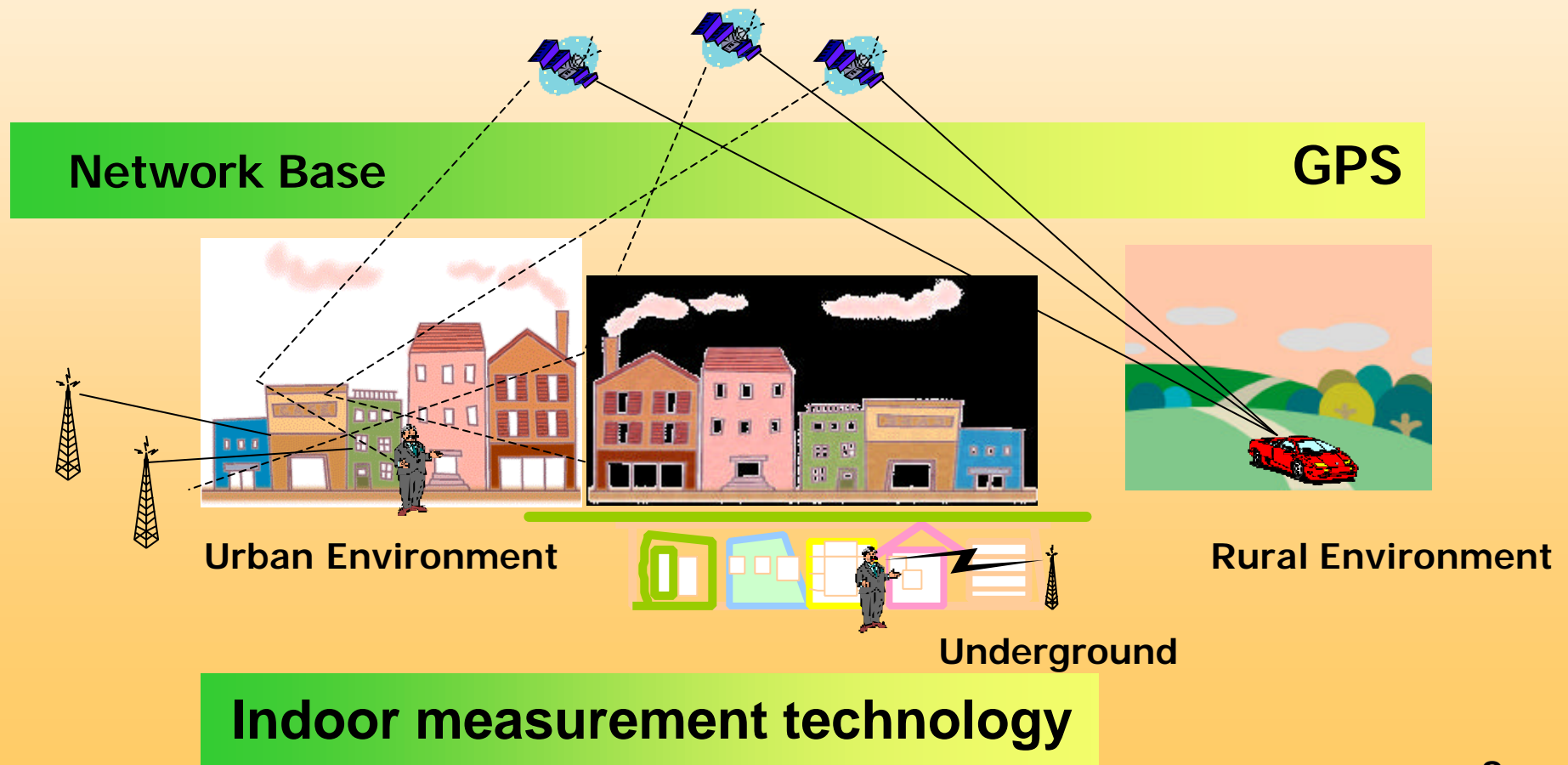
- Remote video monitor application using ezmoive
- Uploads an image from a fixed point observation camera
- An ubiquitous monitoring is possible through ezmovie handsets
- Fit for monitoring nurseries, home, pets, offices, etc.

Vacant Home

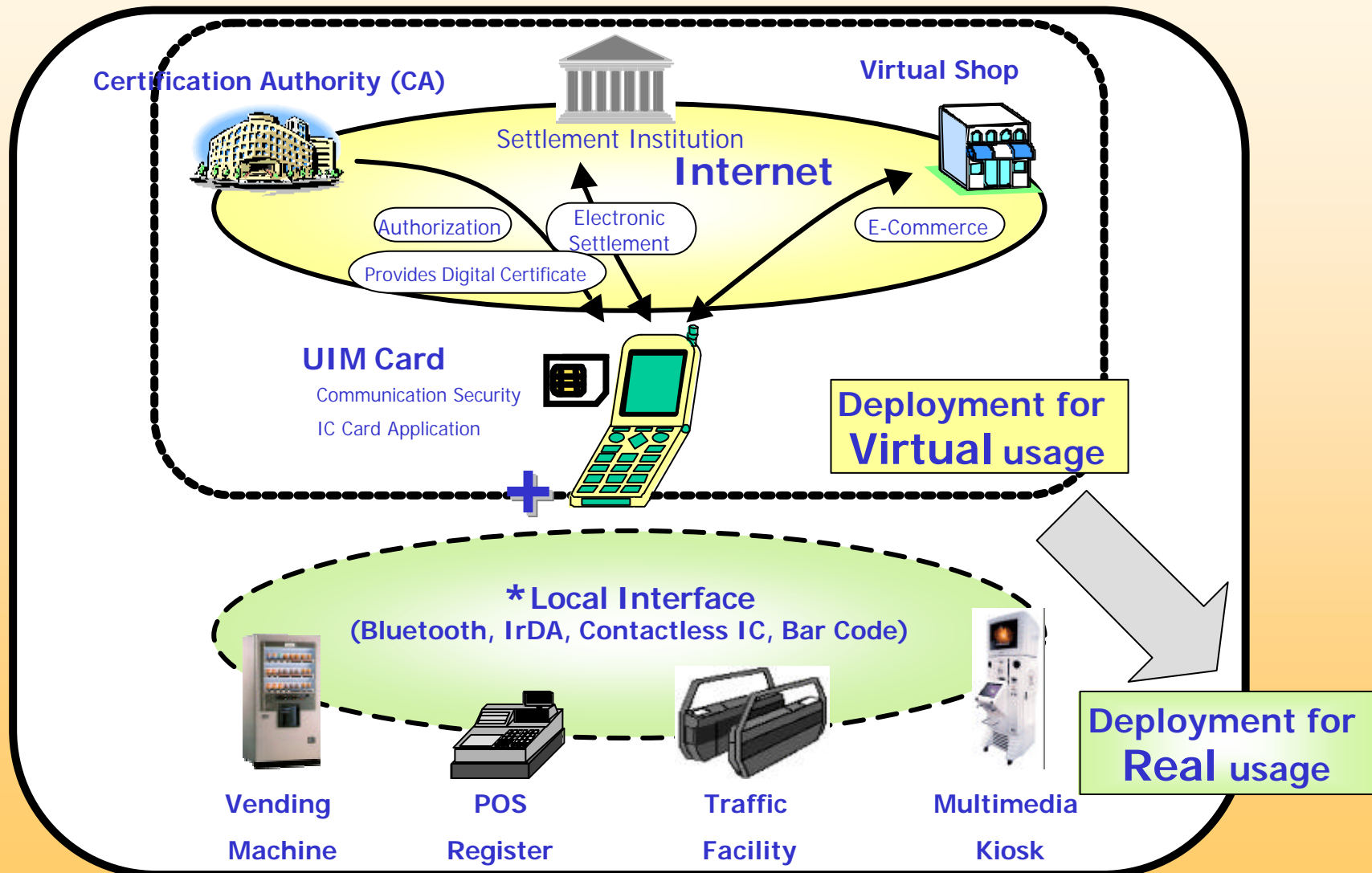


Outdoor, Indoor, Underground...

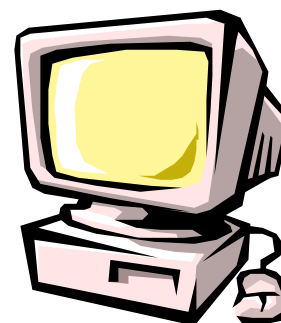
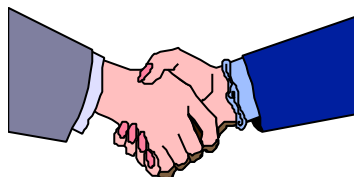
wherever one may be, an user can receive service from a location information acquirable depending on one's present location



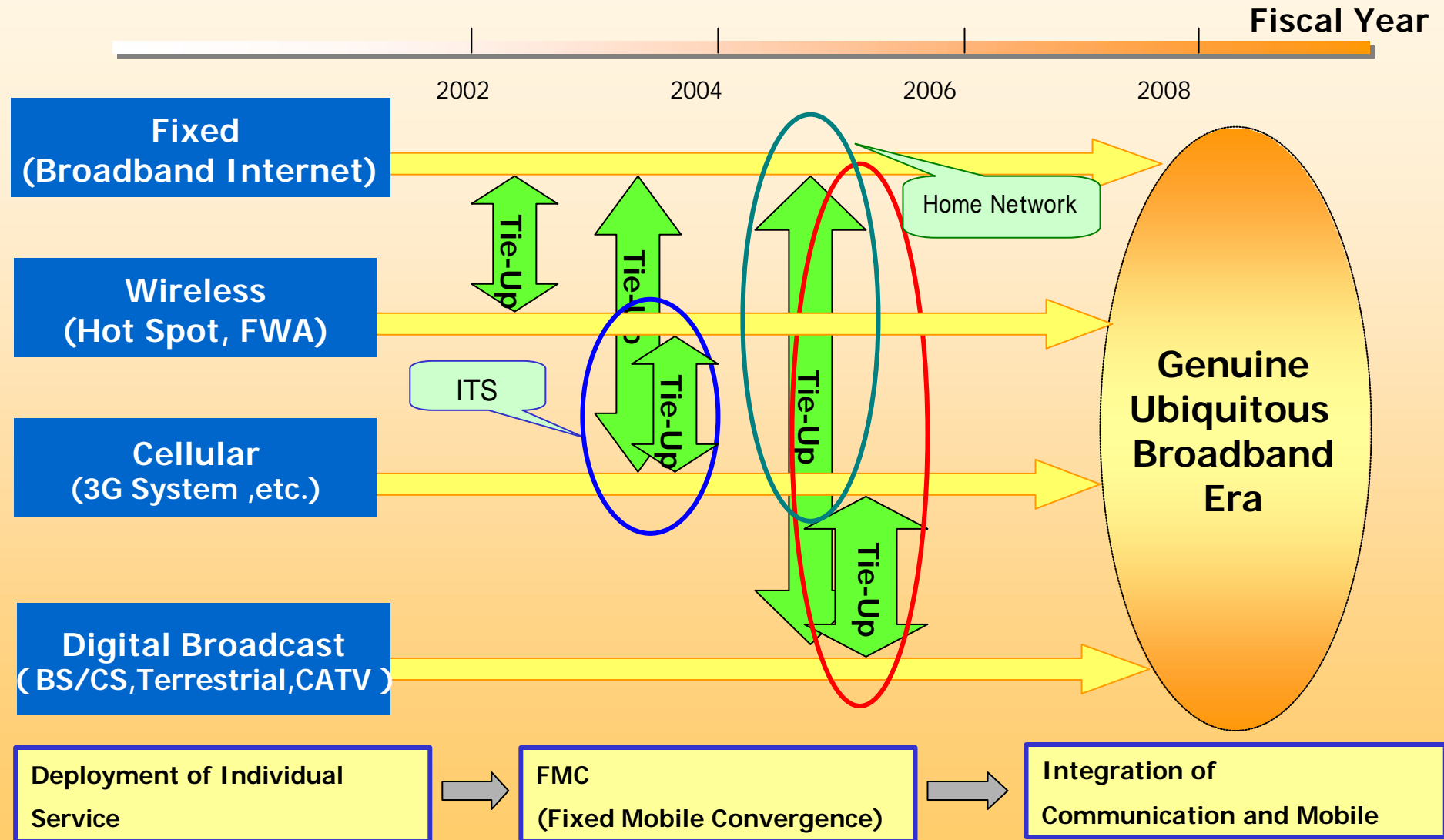
Example Handset as a Substitute For a Wallet



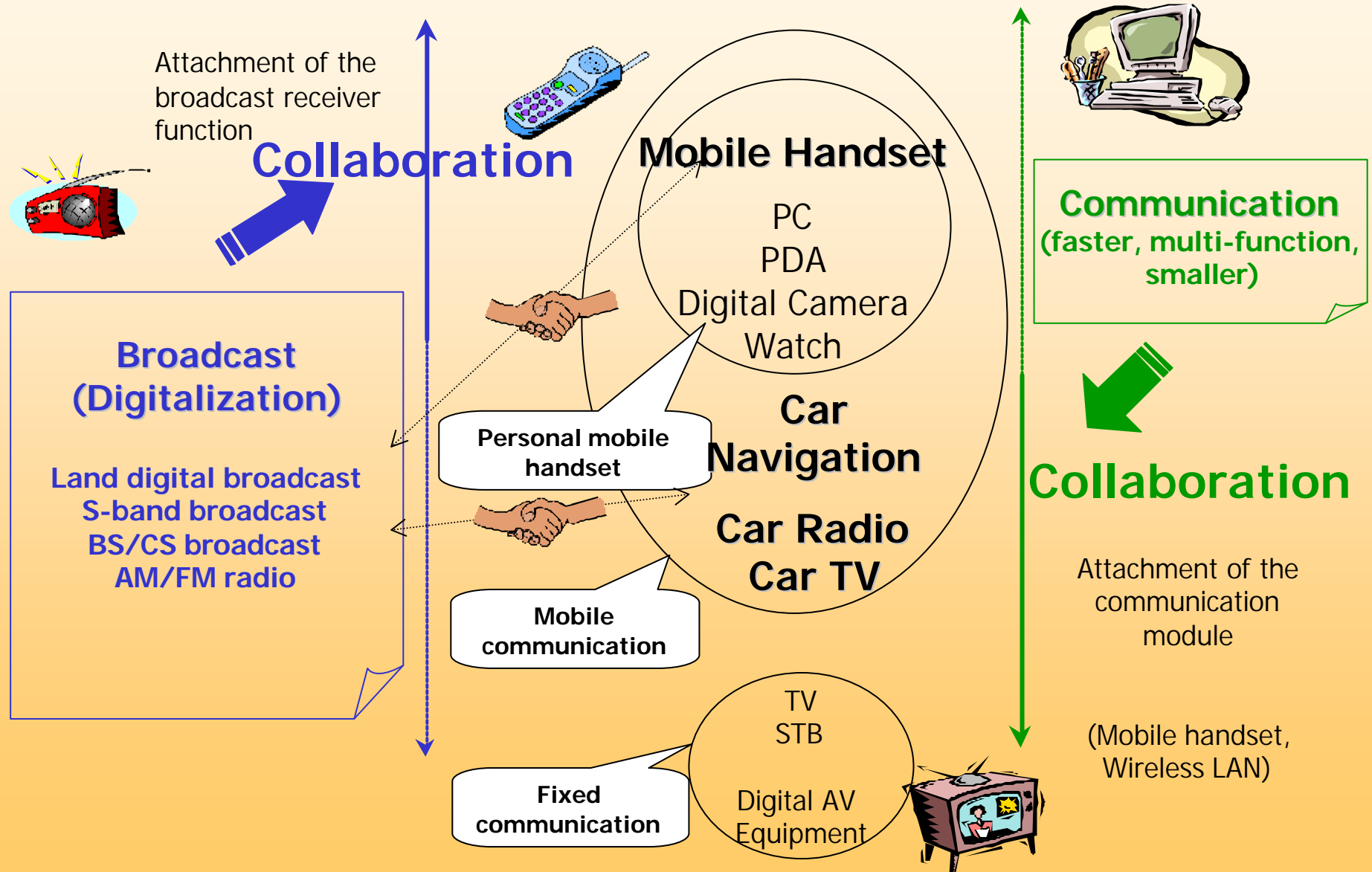
2. Deployment of the Seamless Service of Fixed and Mobile(FMC) -Collaboration with Communication and Broadcast-

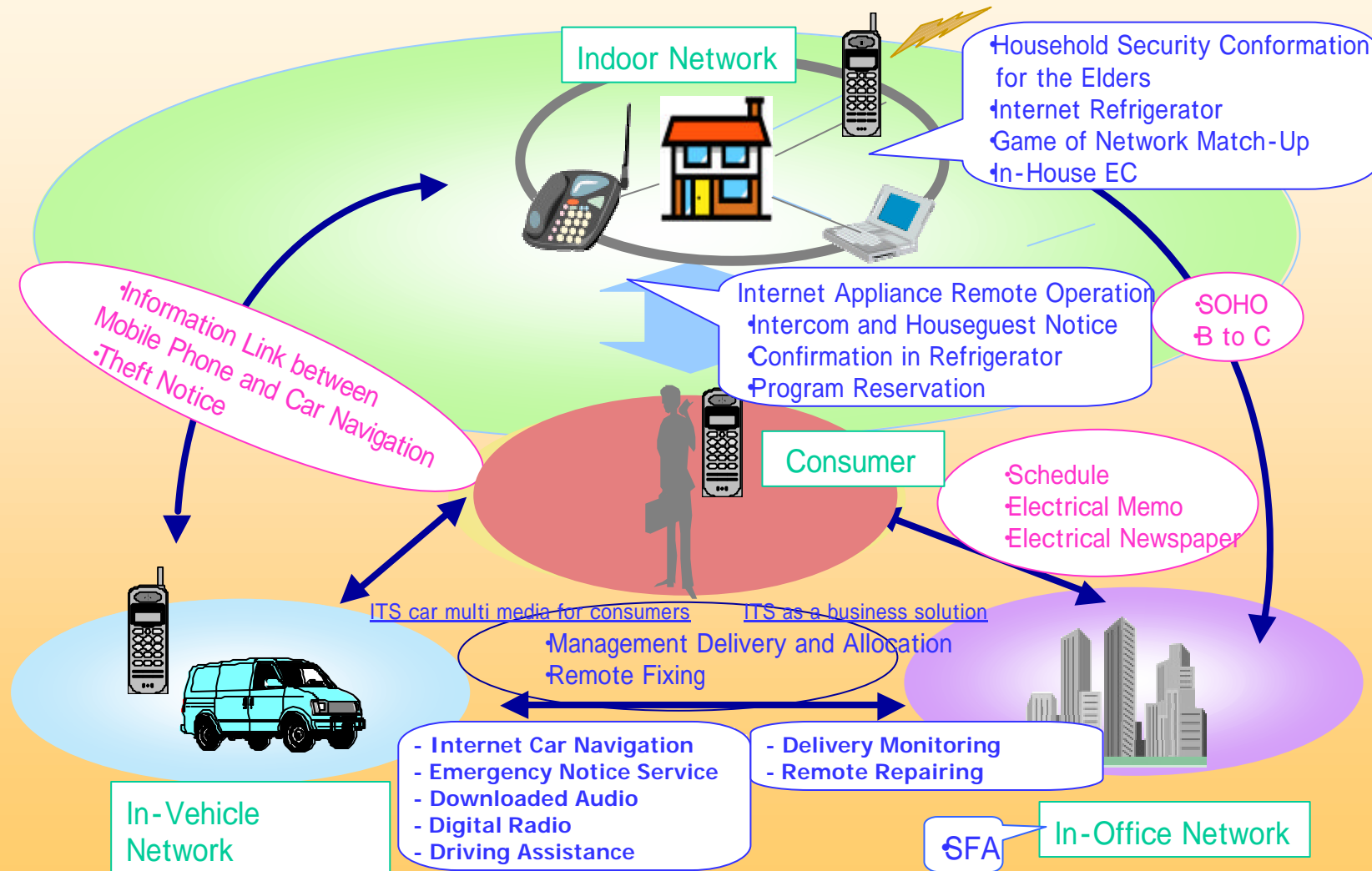


Roadmap for Providing Seamless Service **KDDI**



Collaboration of Communication and Broadcast Through Mobile Handset

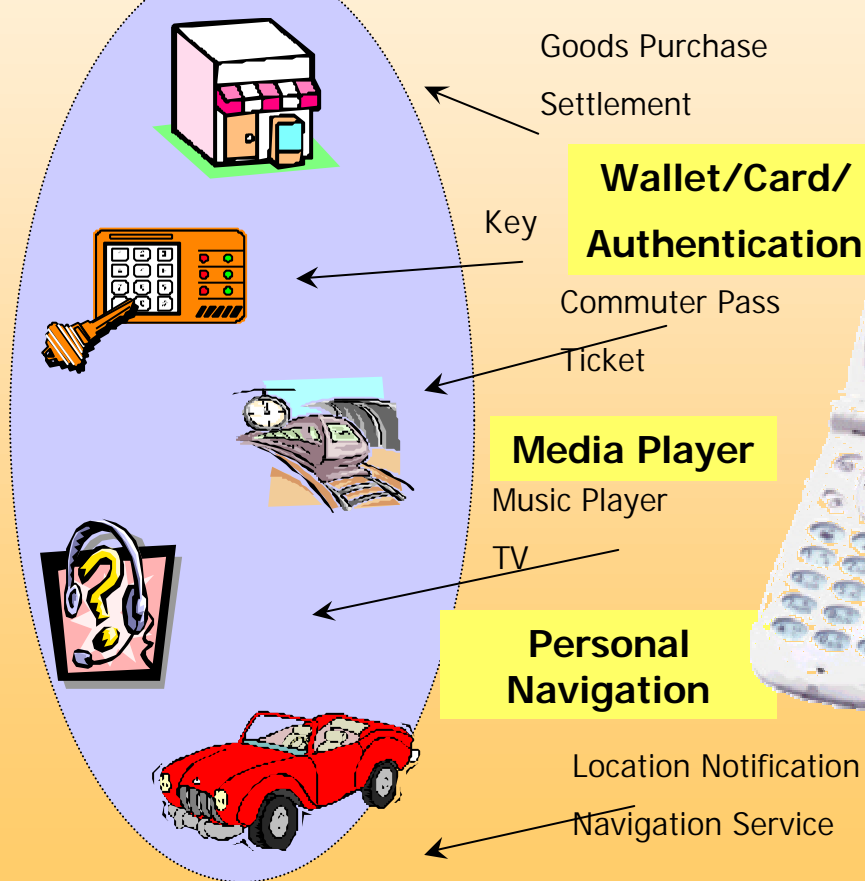




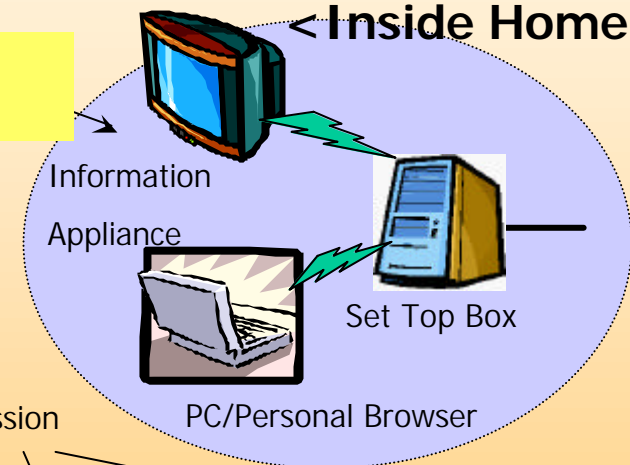
Cellular Handsets as a Personal Gateway **KDDI**

Variety of functions are realized through a cellular handset in a ubiquitous gateway

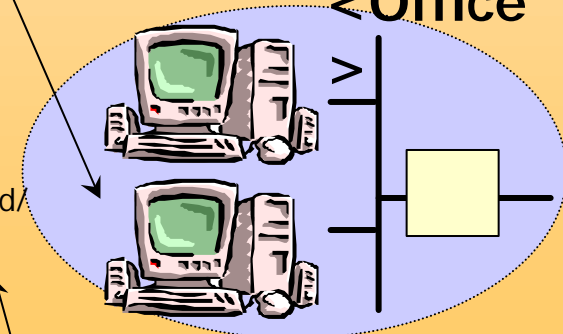
<Outside Home>



<Inside Home>



<Office>



Remote Controller

Wallet/Card/Authentication

Media Player

Personal Navigation

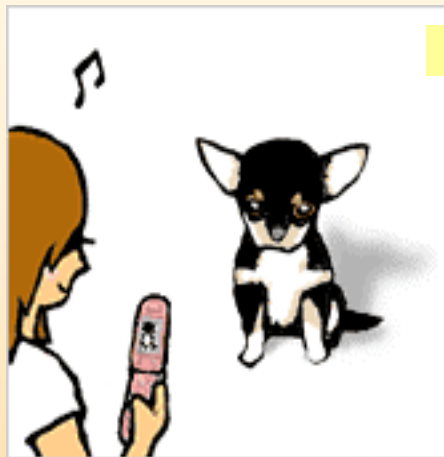
PDA

Personal Gateway

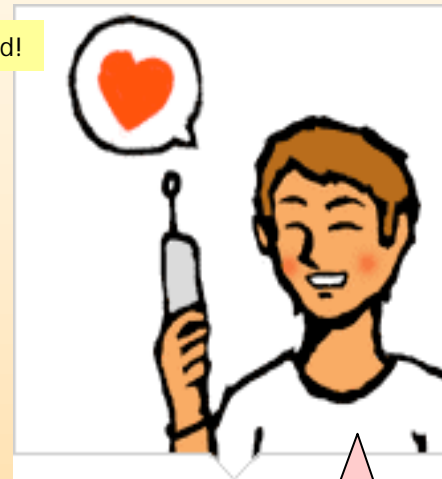
Application Software } Download/Update

3. Usage Examples of the Mobile Handset in The Future

Sending Movie from Abroad!



Send an E-mail from abroad!



USA

I'm gonna take a movie of Washington D.C. and mail the image to my boyfriend!



Japan

Oh, an E-mail from my girlfriend traveling in USA!
Wow! It's a movie!



I'm in Washington!

Maximum Telop length:
80 letters(20 letters x 4 image)

Send Photo/Movie in place of a postcard!

Photos and movies taken abroad will be able to be sent to other handsets and PCs by attaching the file to the E-mail!

Future Cultural Exchange Using the Mobile Handset



School Newspaper Using the GPS Handset

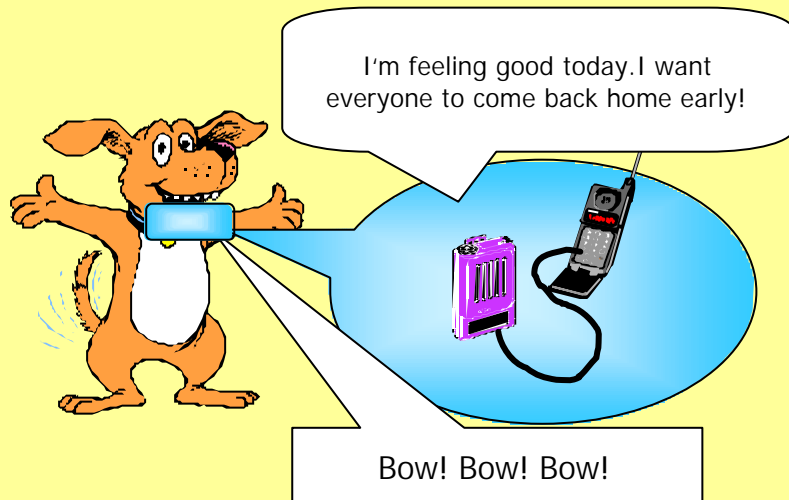


Aroma Communication (+ Voice Guidance)

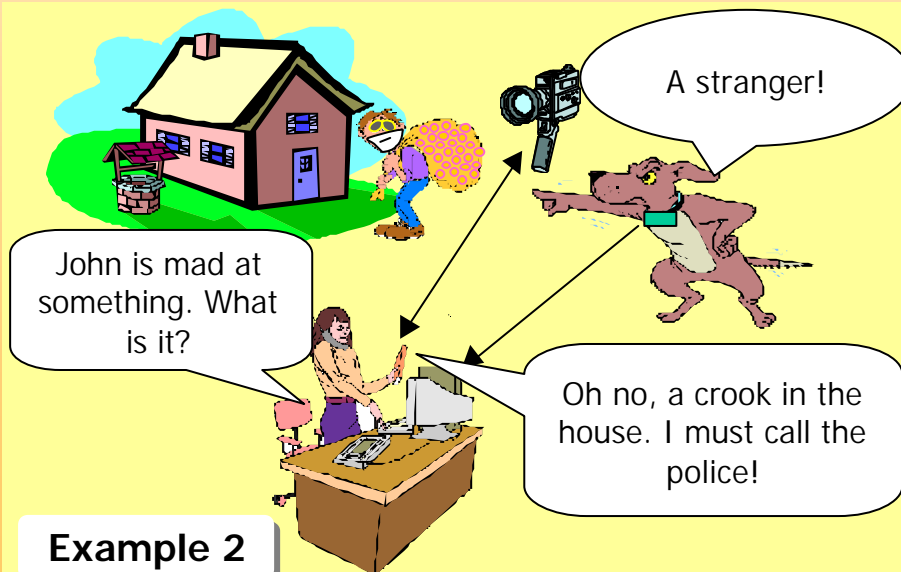
by adding "aroma" to the communication, it is more easier to communicate one's feelings and emphasize one's presence



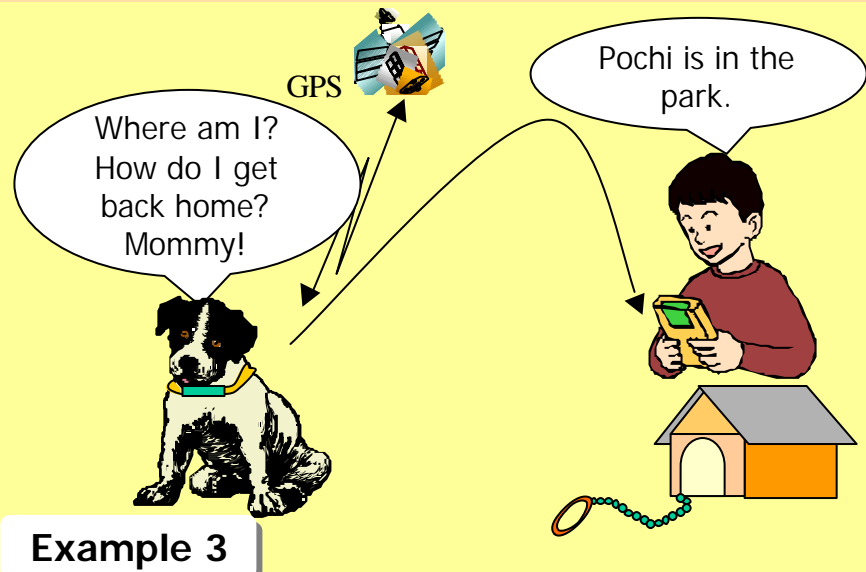
If one could understand the dog's feelings...



Example 1



Example 2



Example 3

Designing The Future

The End