

KDDI's Experience with MMS

KDDI CORPORATION

Agenda

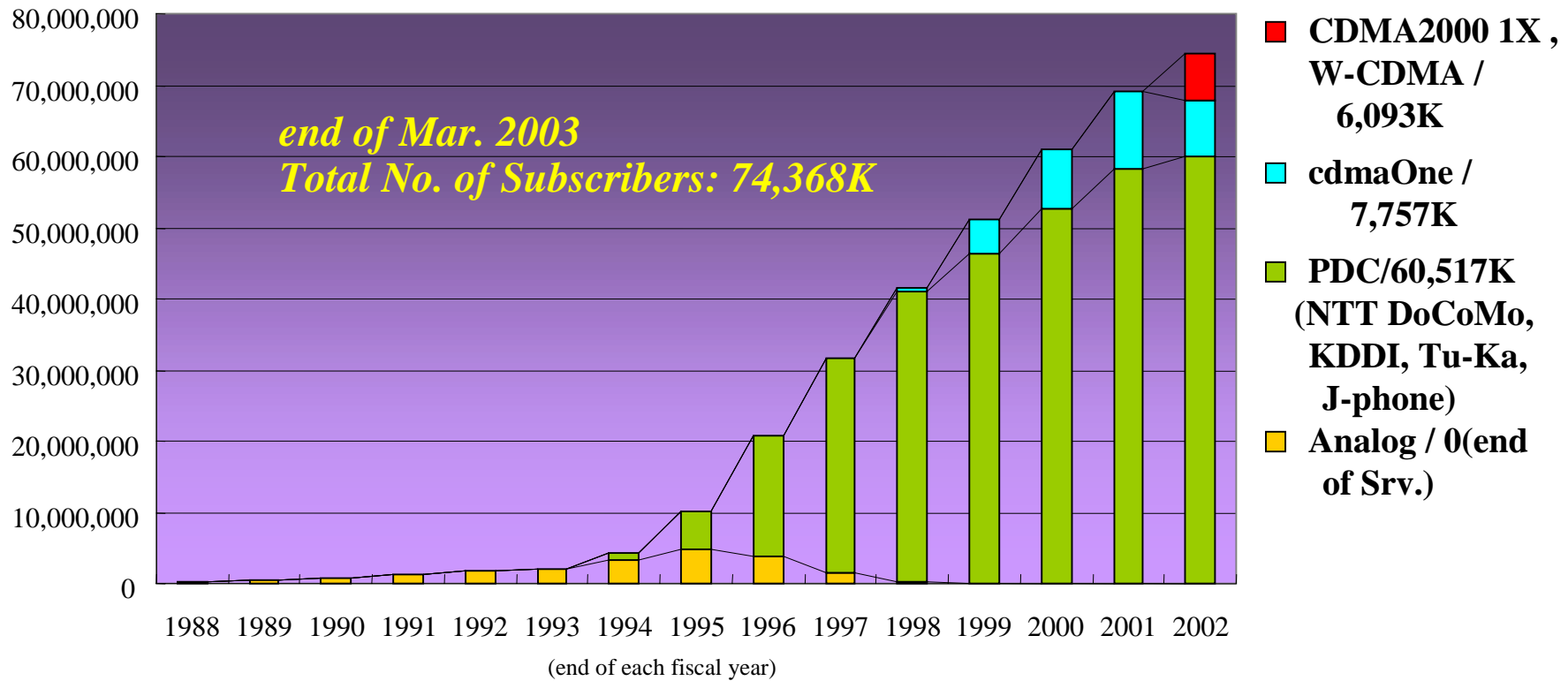
**The Present Condition of
the Japanese Mobile Market**

**The History of
KDDI's Mobile Messaging Services**

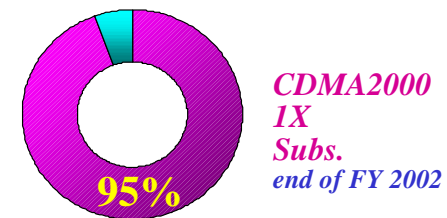
What is M-IMAP ?

KDDI's Expectations for MMS

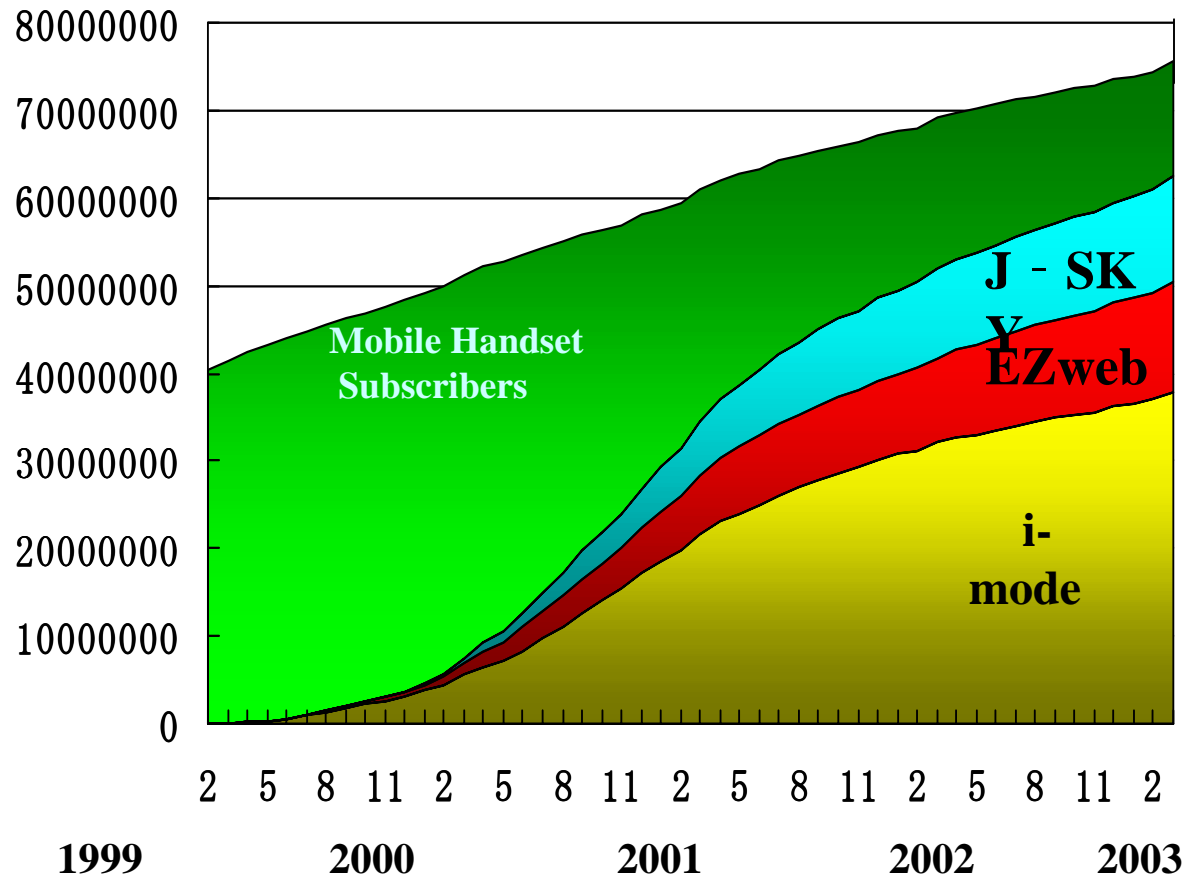
The Present Condition of the Japanese Mobile Market



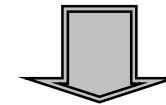
Penetration of Mobile Internet Service at KDDI



Subscribers of Ezweb, i-mode, and J-SKY



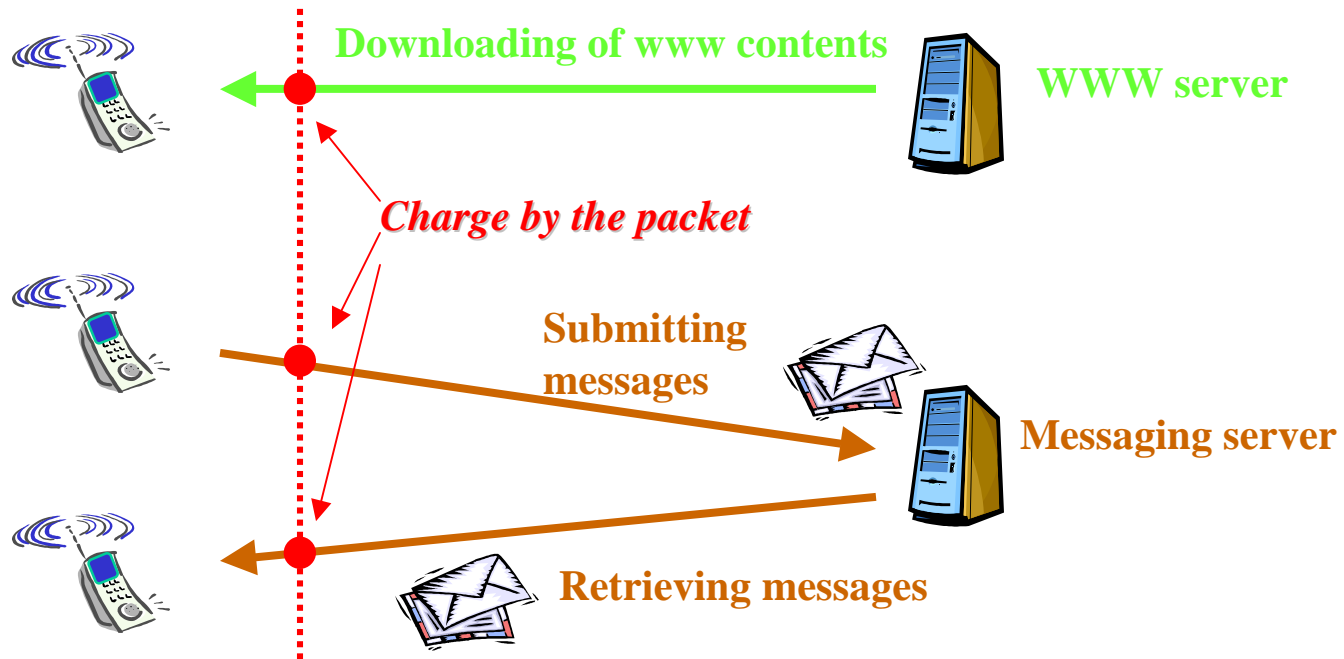
March, 2003
i-mode: 37.7 million
EZweb: 12.5 million
J-SKY: 12.1 million



March, 2003
Total: 62.4 million
(Total Mobile Phone Subscribers: 75.6 million)

Telecommunications Carriers Association

- In Japan, the mobile internet services are charged by the packet.
- The size of each packet is 128 bytes.
- KDDI's basic fare plan charges 0.27 yen per packet.





“Packet Wari”

→ You can enjoy mobile messaging at low cost !

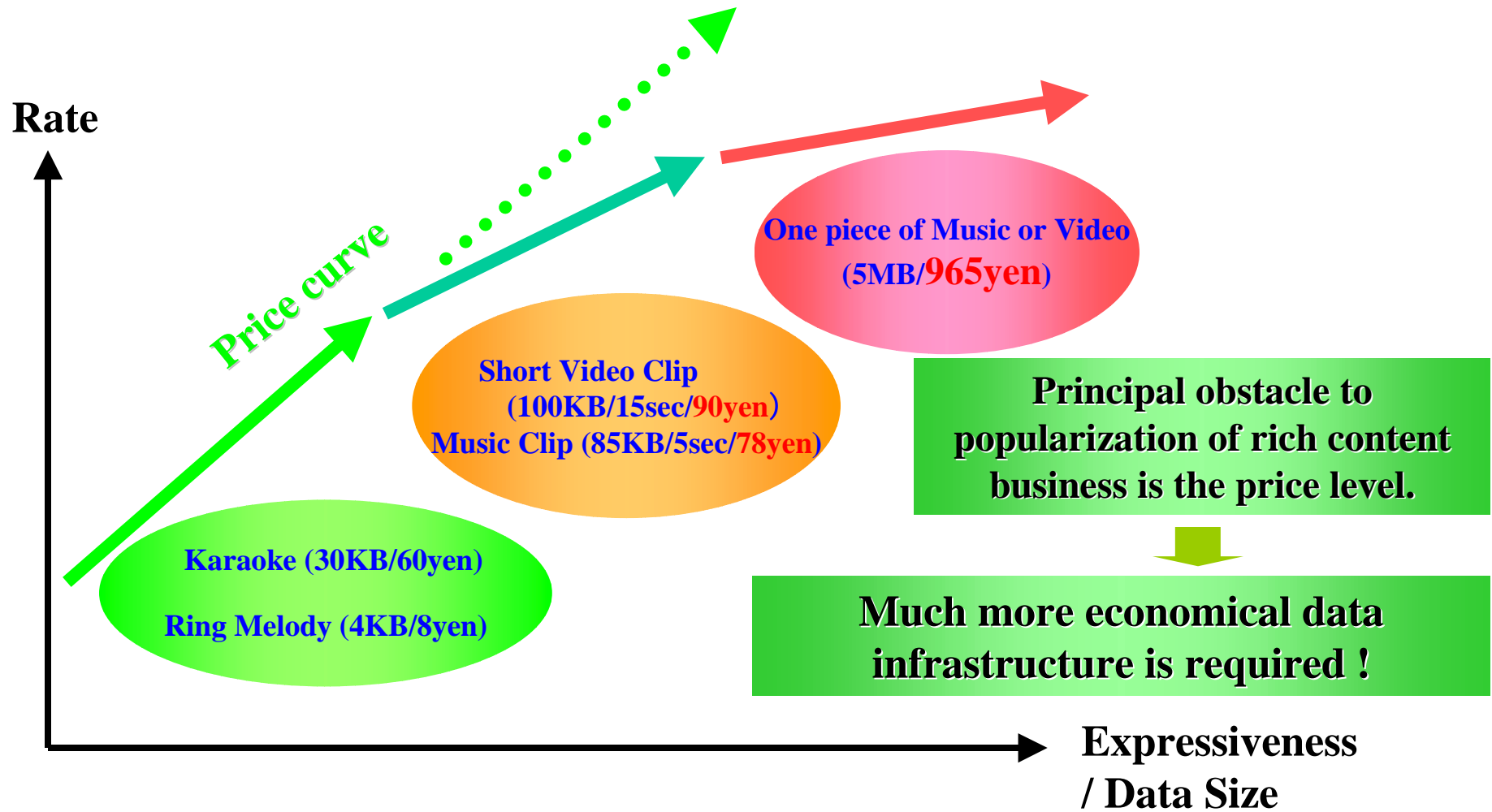
Basic Charge of “Packet Wari” : 1,200 yen/month

Metered Charge : ~~0.27 yen/packet~~ → **0.1 yen/packet**

In addition, basic charge of “Packet Wari” covers 800 yen equivalent metered charge.

Charge for sending / retrieving 1 Email

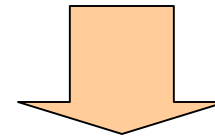
	<Basic fare plan>	<Packet Wari>
Video Attached Msg (20KB):	43 yen	16 yen
Photo Attached Msg (7KB):	15 yen	6 yen
Text-based Msg (300 letters):	2 yen	0.7 yen





KDDI's camera handsets

KDDI's camera handsets also have functions such as GPS & Movie to enhance user satisfaction

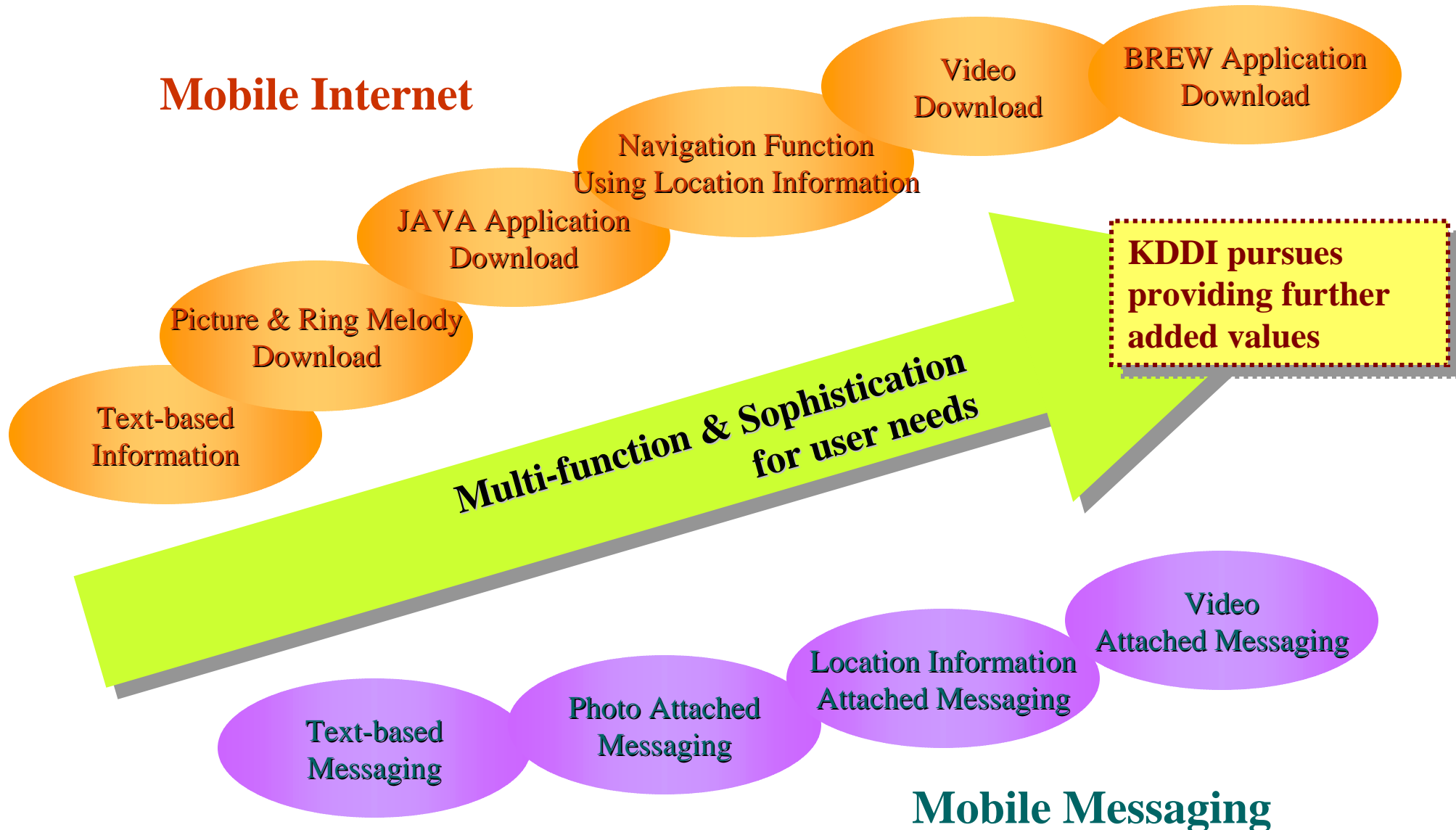


(future function enhancements and challenges)

- Display Quality (Display Size, QVGA, High Precision LCD, Organic EL, etc.)
- Mega Pixel
- Second Memory, Small in Size and Large in Capacity)
- Collaboration with Printer, PC, Digital AV Equipments
- Low Power Consumption and Longer Battery Duration

The History of KDDI's Mobile Messaging Services

Mobile Internet



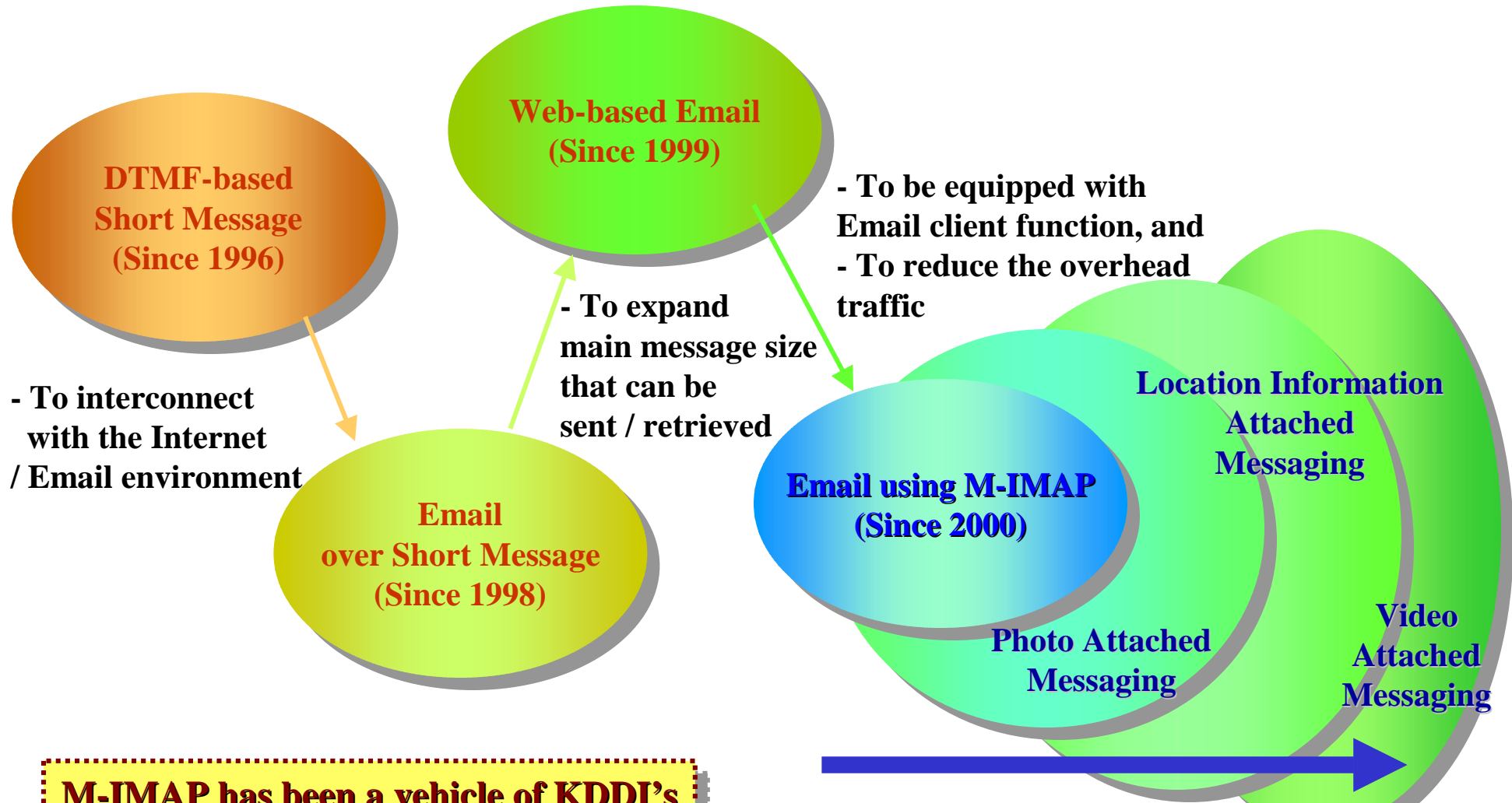
The Server infrastructure plays an important role.

Requirements for the Server Infrastructure

- **Stability**
- **Economical efficiency to provide services at low cost**
- **Interconnectivity with the Internet / Email environment,**
→ *particularly important in Japan*

Measures against UBE (Unsolicited Bulk Email) problem

- **A large amount of UBE is a serious problem when the mobile networks are interconnected with the Internet / Email environment.**
- **UBEs with the recipient addresses using randomly produced number string were sent out frequently.**
 - **It became a serious daily problem in Japan.**
- **KDDI has been taking various measures against UBE problem when constructing server infrastructure.**



Various kinds of added values became available through the enhancements of handsets' function and performance.

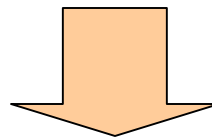
M-IMAP has been a vehicle of KDDI's mobile business for about 3 years !!

What is M-IMAP ?

In 1999, KDDI was providing a messaging service by Web-based Email method.

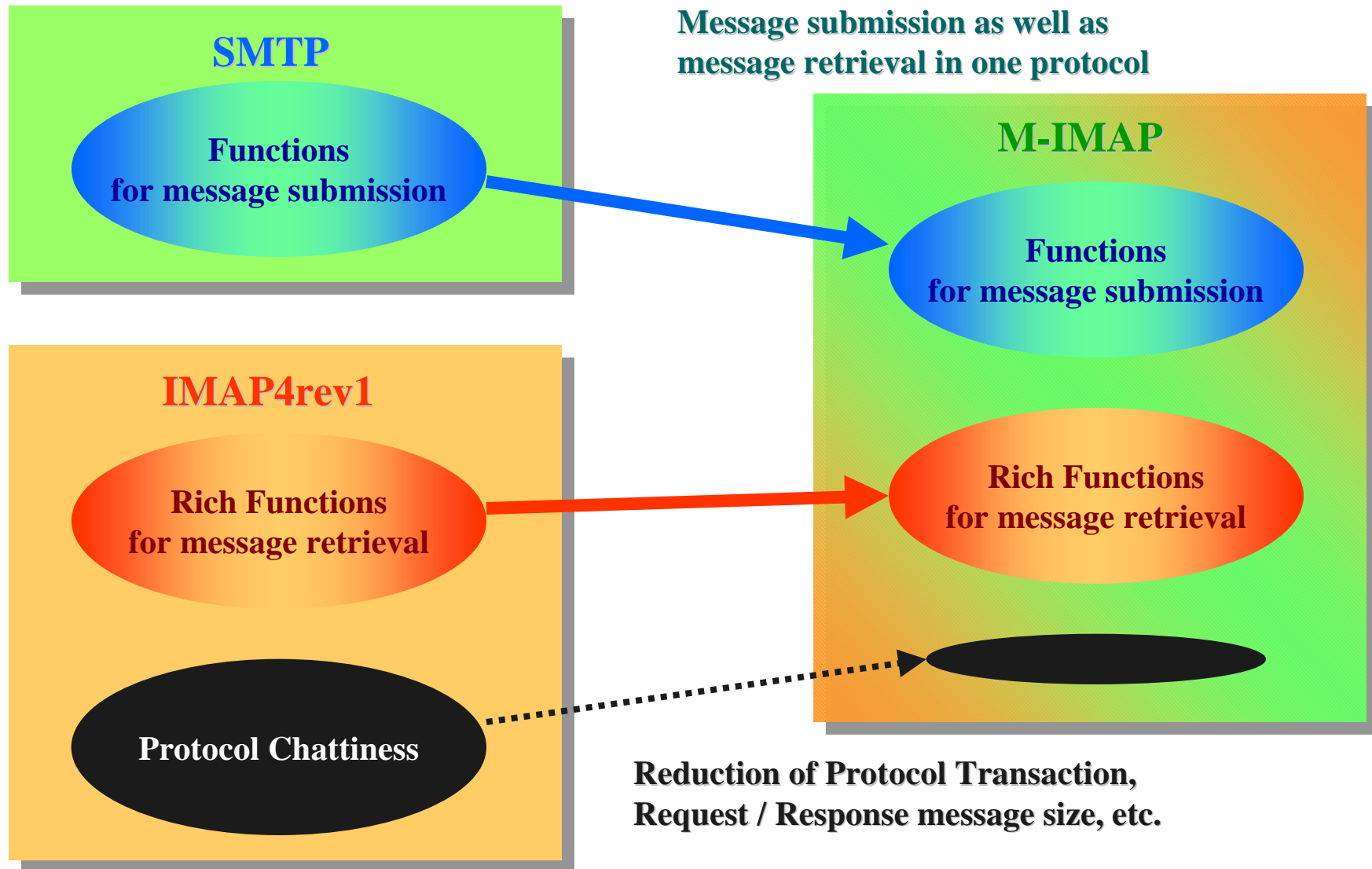
Weak Points of Web-based Email Method

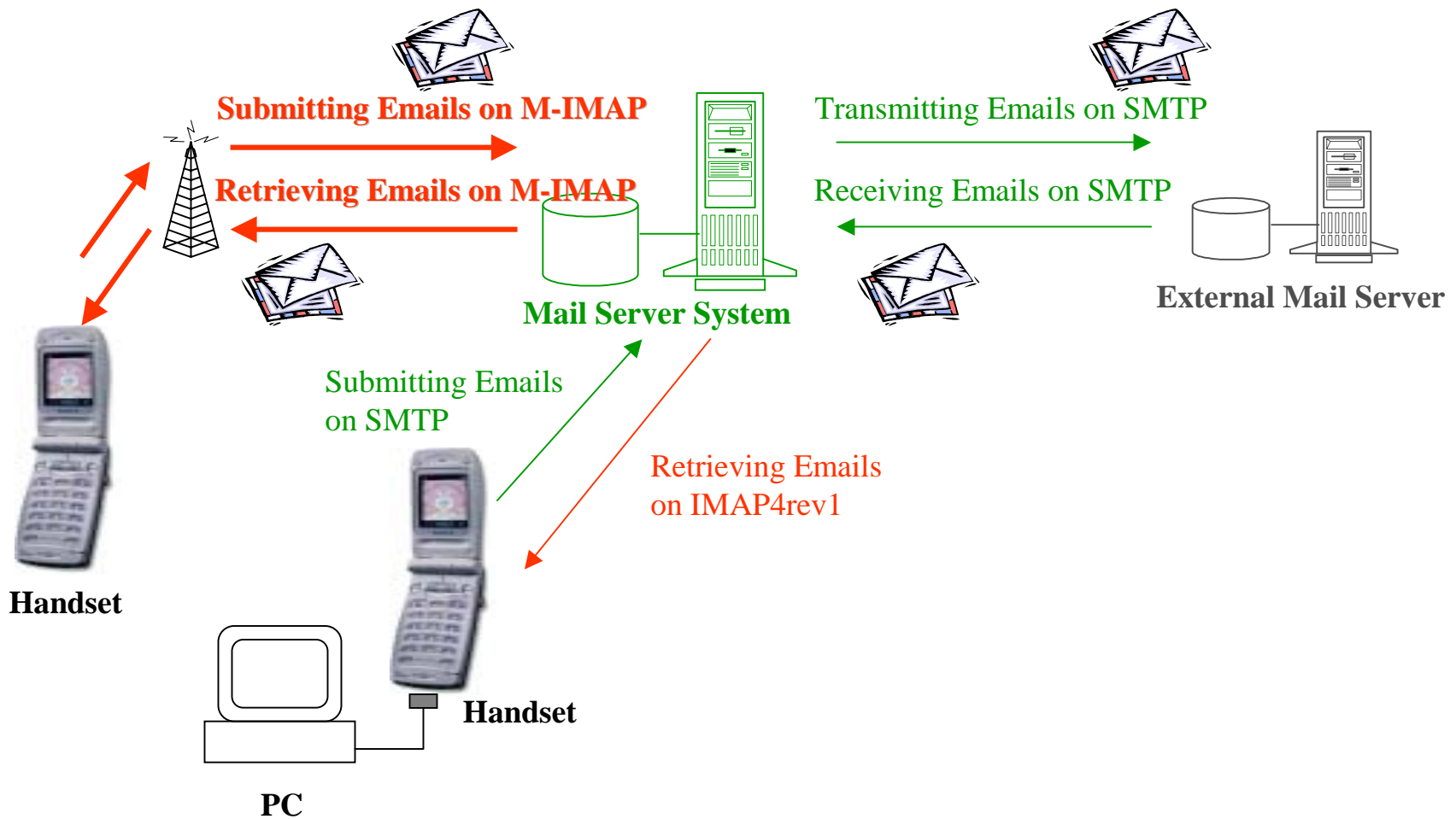
- **Messages cannot be composed locally on the handset side.**
- **Messages cannot be stored in a handset.**
- **Packet amount is large.**



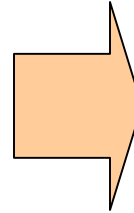
Mobile handset itself has become equipped with Email client function.

What is M-IMAP ?

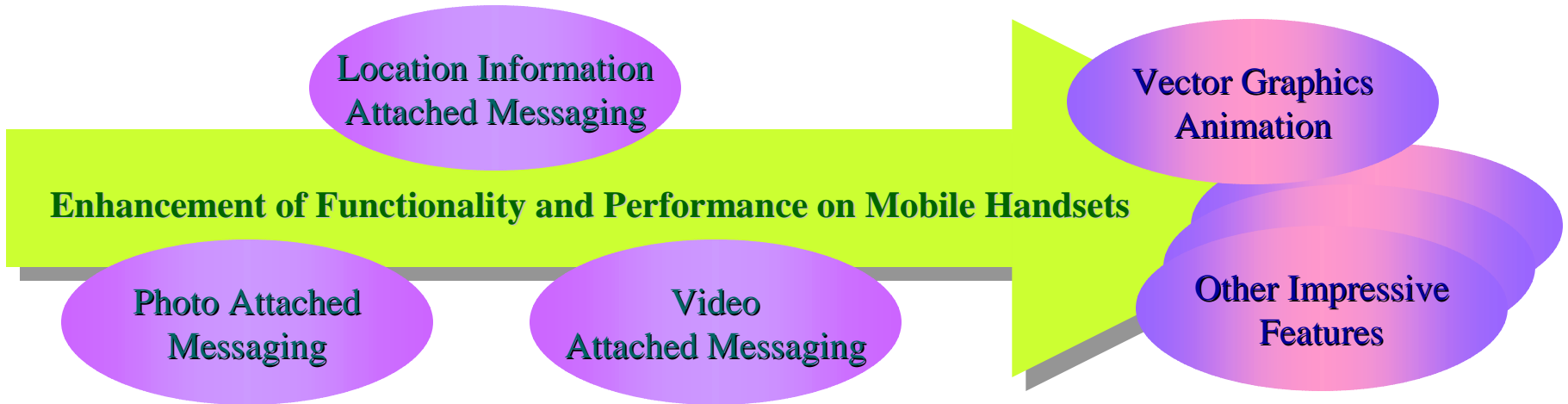




Independent from Media Formats

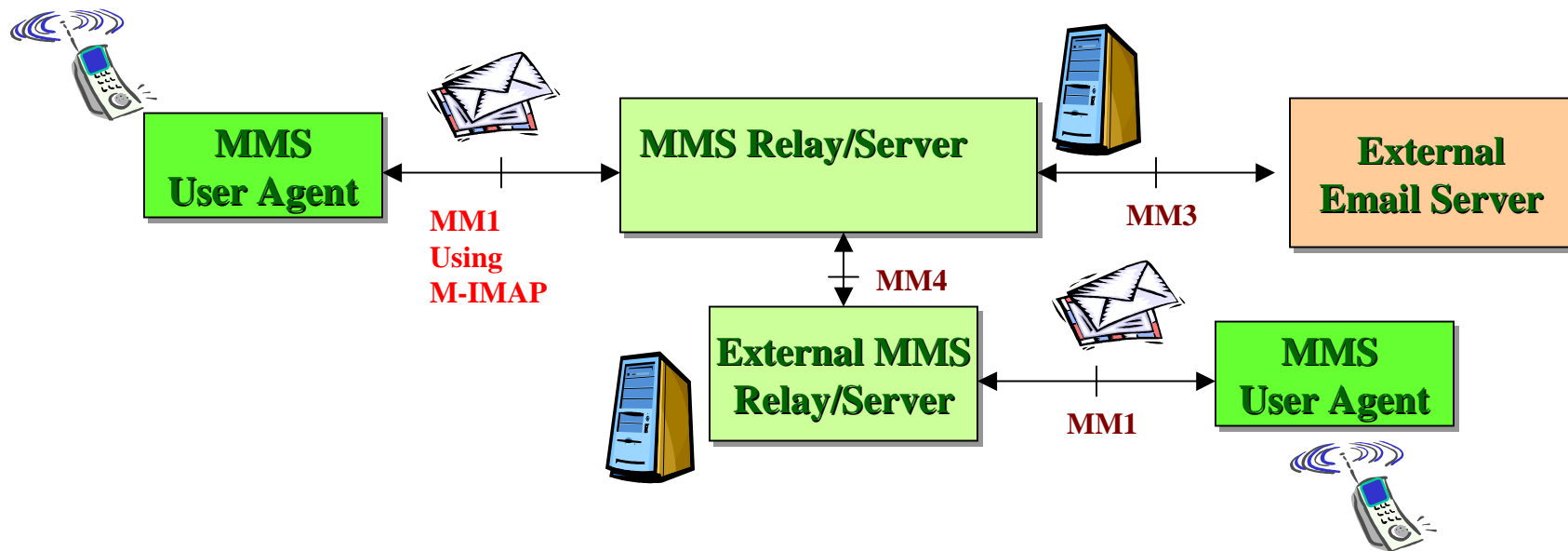


Able to provide new added values flexibly at reasonable cost



Arousing the needs of high level services with attractive features

- Utilization of M-IMAP server and client as a mobile enterprise solution
- It can function as a transport for application services of which OMA MMS is capable, since all the functions for sending / retrieving messages are covered.



KDDI's Expectations for MMS

- (1) Enhancement on handy message composition**
- (2) Enhancement of bidirectional interconnectivity with the Internet / Email environment**
- (3) Enhancement of message compatibility with the Internet / Email environment in Japanese language**
- (4) Implementation of the DRM (Digital Rights Management) scheme**
- (5) Enhancement of message pulling framework on the initiative of recipient clients**

Thank you !



ko-kamada@kddi.com