

# PEACE OF MIND



## KDDI HELPS TO SAVE LIVES AND KEEP CUSTOMERS SAFE

Ask people to name some of the things they want to have with them during an emergency, and it's a safe bet that a mobile phone will be on that list. Over the past several years, KDDI has used location technology to make mobile phones even more valuable during disasters and other emergencies.

One recent example is **Saigaiji-Navi** (Disaster Evacuating Navi), a service that provides KDDI au (3G) customers with turn-by-turn information that can make the difference between life and death following disasters such as earthquakes. Developed by KDDI and Asia Air Survey Co., Ltd., **Saigaiji-Navi** provides information such as directions and distance to evacuation sites.

Users also can access a web site via their mobile phones to create personalized maps, such as ones showing alternate routes home. Those maps can include the locations of gas stations and stores for stocking up on food and water on the way home, as well as locations of sites that might become hazardous after a disaster.

**Saigaiji-Navi** is designed to continue providing life-saving information, even if KDDI's network shuts down in the disaster's aftermath. That peace of mind comes from a design that stores maps, evacuation sites and other information in the handset, where it's available even when the wireless network isn't.

**Saigaiji-Navi** isn't the only KDDI location service designed to provide customers with peace of mind. **Power Off GPS Mail** is an application that automatically sends the phone's GPS coordinates to up to five people every time it's powered off. That location information can be useful to, for example, parents who are concerned when their child is late coming home. If the police have to help search for the child, the last known location of his phone can help speed up the search. **Power Off GPS Mail** is built into handsets such as the Sanyo **A5520SAIL**, which is aimed at the youth market.

**KDDI: A LEADER IN POSITION LOCATION SERVICES . . .** *CDMA2000 is a major reason why KDDI is able to be a leader in mobile navigation. For the past several years, most all CDMA2000 chipsets have had GPS built-in to them – even those used in entry-level handsets. Just as important, CDMA2000 also provides true broadband speeds, so it can support bandwidth-intensive applications such as downloading detailed, graphics-rich maps. That combination of accurate GPS positioning and broadband capabilities makes CDMA2000 ideal for enabling KDDI to offer industry leading mobile-navigation services.*

## THE BUSINESS CASE FOR LOCATION TECHNOLOGY

Enterprises throughout Japan and worldwide increasingly are using location technologies such as GPS to improve worker productivity and security, as well as track assets and orders, to name just a few applications. KDDI is enabling those applications with a growing line-up of CDMA2000® modules that feature highly accurate GPS location technology.

The Kyocera **Wireless KCMV-200** and **KCMX-100** and the Seiko Instruments **WM-M200** were the first modules available in Japan that shipped with built-in GPS receivers instead of requiring customers to buy a separate, plug-in GPS receiver. This all-in-one embedded design reduces the enterprise's cost of implementing location services, and it helps reduce their total cost of ownership (TCO) by eliminating interoperability issues between CDMA2000 devices and separate GPS receivers.

These three modules are noteworthy for another reason: They also support CDMA2000 1xEV-DO. As a result, they can be used to download detailed maps and other information related to the user's location in a matter of seconds. For example, a dispatcher could send a delivery driver an updated route while he's on the road, eliminating the waste of having him stop by a location that no longer needs a package picked up.

### HELPING CUSTOMERS FIND THEIR WAY

The streets of Tokyo are renowned for being difficult to navigate, to the point that the police and taxi drivers occasionally get lost. To help its subscribers find their way around Tokyo and other cities in Japan, KDDI has rolled out a variety of location applications and services.

“Consumers and business users take their cell phones everywhere. That makes EZ Navi Walk ideal for getting detailed maps, turn-by-turn directions and other information about where they are and where they're headed. It improves productivity and enhances their lifestyle.”

– Ms. Yoko Hata  
Head of Life Support Business Section for KDDI

One example is **EZ Navi Walk**. Launched in October 2003, the service uses GPS-equipped handsets to provide turn-by-turn directions. **EZ Navi Walk** includes a re-route feature that updates directions after the user makes a wrong turn, as well as voice directions so users don't have to take their eyes off of the road. Some KDDI devices also are compatible with the G-Book navigation system built into some Toyota vehicles.

Since 2003, KDDI has expanded and enhanced its portfolio of location services. One example is **3D Navi**, the world's first mobile location service that provides 3D images of buildings and other surroundings. The 3D images are particularly useful in dense urban areas, where 2D maps alone may not provide enough information.

KDDI also has used location technology to enhance its popular **EZ FeliCa** service, where handsets are used for cashless transactions. **EZ FeliCa** includes a web site which lets KDDI users do location-based searches for merchants that support **EZ FeliCa**.

#### About KDDI

KDDI is a leading information and communications company in Japan and worldwide, providing a broad range of fixed and mobile services. Mobile services are the largest and the fastest growing business segment, accounting for three quarters of KDDI's revenues and the majority of their earnings.

CDMA2000® continues to provide KDDI with a significant advantage in the highly competitive Japanese mobile market, where it continues to gain market share and lead in data revenues. At the end of June 2007, KDDI had more than 28 million subscribers and is on target to achieve 30 percent market share.

Nearly all KDDI subscribers use 3G CDMA2000 services, and 57 percent of them have EV-DO broadband handsets. More than 85 percent of their customers use EZ mobile data services, and data already accounts for 33 percent of an average customer's spending. Content and media are the fastest growing businesses for the operator, generating close to ¥30 billion (\$US259 million) in revenues per year, which are growing at 150 percent on an annual basis.

KDDI will continue evolving CDMA2000 capabilities to support the next-generation "Ultra 3G" converged communication services to its customers.

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