Summary

- DOCOMO’s Service/Device Strategy
  (A Benchmark of Operator’s Requirement)

- Tizen Association

- Expectation for Tizen
DOCOMO’s position in Japan

- **No. of Subscribers in Japan**

  - DOCOMO: 28,949,000 (23%)
  - KDDI: 35,109,100 (28%)
  - Softbank: 60,129,500 (49%)

- **Market share comparison by carrier**

  - FY2011
    - 1Q: DOCOMO: 45%, Others: 50%
    - 2Q: DOCOMO: 53%, Others: 47%
    - 3Q: DOCOMO: 35%, Others: 65%
    - 4Q: DOCOMO: 50%, Others: 50%

  - **DOCOMO’s market share**
    - Full year: Approx. 46%
Featurephone/Smartphone Sales in Japan

No. of unit

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<th>1Q FY2010</th>
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Units sold in Japan for Featurephone and Smartphone from FY2010 to FY2011.
Product Series

New smartphone series

User-friendly & brings more fun to life

Innovative & broadens your potential

docomo Tablet

Feature phones
dmarket/dmenu/DOCOMO Services

DOCOMO-operated content market

DOCOMO original content portal

DOCOMO’s wide array of services

Enrich the portfolio of services offered via smartphones
Voice Agent Service

Use voice recognition:
For writing mail

Recognizes voice command & activates mail app

“Send message to Mr. A”

“How should the body text read?”

Mail
Voice call
Music player
Scheduler
Camera

【Voice agent service features: conceptual diagram】

“Send message to Mr. A”

Voice recognition
Intention interpretation engine
Voice synthesis

Voice recognition engine

“How should the body text read?”

Service realized by functional split between device and network
Started offering a new cloud service “Memory Collection”, which automatically sorts photographs and videos stored in smartphones/PCs and rearranges them by category.

Organizes your memories on your behalf.

How should I put all these photos in order?
Further Evolution of Services

- **Multi-device**
- **Evolution of address book**
- **Evolution of data storage**
- **Evolution of online market**
- **Evolution of service convergence**
- **Evolution of cyber-physical convergence**
DOCOMO’s Clouds

Help each and every customer lead a smart life
《Personal life agent》

Convenience/ Fulfillment/Efficiency

Safety/ Security

Enjoyment/ Pleasure

DOCOMO’s Clouds

"Personal" Cloud

"Business" Cloud

Network Cloud

Evolution of mobile services

New value creation

Customer satisfaction improvement
Network Cloud

Devices
Diverse product lineup
- GALAXY
- Xperia ARROWS
- MEDIAS
- AQUOS
- REGZA

Accessible from any device

Network

Creation of innovative services
- “Shabbette Concier” voice agent
- “Translator Phone”
- Mail translation function

Network cloud
- Voice recognition
- Voice synthesis
- Machine translation
- Intention analysis
- Location data
- Voice storage
- Image processing
- Content sharing

Advanced features uniquely available from telecom operator
Installation of Attractive Features

Features strongly demanded by customers

- Waterproof
- e-wallet
- Broadcasting
- Infrared data transfer

Features for enhanced safety/security and comfort

- Emergency Earthquake warning
- docomo Palette UI
- Virus Scan

Introduction of new features/services

- Ultra high-speed
- New media
- Wireless battery recharging

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Summary: DOCOMO’s Service/Device Strategy towards Customer Satisfaction

For Efficient Achievement
Tizen Association

- Tizen Association guides the industry role of Tizen, including gathering of requirements, identification and facilitation of service models, and overall industry marketing and education.
Board of Directors of Tizen Association

• Sprint has joined the Tizen Association
• First **North American Operator** in Tizen Association
Organization of Tizen Association

Operations Representatives  Marketing Working Group

Requirements Working Group  Other Working Groups TBD
Tizen Governance Model

**Commercial Governance**

Tizen Association

- Board of Directors
  - Platform Requirements
  - App-store Requirements
  - Business Strategy
  - Industry Partnerships

**Project Governance**

Tizen Project

- Technical Steering Group
  - Chaired by Intel and Samsung
  - Contribution-based Membership/Influence

- Architecture, SDK, APIs
- Roadmap
- Compliance Test Suite
- Community Office
- User Interface
- Project Office
Expectation for Tizen

HTML5 Facilitation | Openness

Innovation and Differentiation | Industry Leaders Support
HTML5 Facilitation

• By HTML5, Developers can easily and rapidly create and deliver a variety of innovative applications

• HTML5 speeds app delivery across multiple OS platforms and devices

• Tizen is the cross-device open source SW platform with a comprehensive implementation of HTML5
Openness

- Equal opportunity for OEMs to participate and benefit
- Open governance by Linux Foundation
- No restrictions on applications/services
Innovation and Differentiation

• Frees OEMs to focus on innovative, differentiated solutions

• Unleashes service providers to differentiate with value-added services
Industry Leaders Support

• World’s leading operators, service providers, device makers, and silicon suppliers unite to drive an open mobile OS

• Multiple choices of ecosystem players to deliver devices and services
Advantage of HTML5

Support for Multi Browser/OS/Device

Contents/Applications

Plug-Ins

Web Browser

OS

Needs to accommodate different PlugIns/Browsers/OS

Reduce development cost

Multi Web Browser

Multi OS

Multi Deivce
HTML5 Performance

Maximum Number of Images That Can Be Translated at 30 FPS (Frames Per Second)

- Tablet-Android Browser
- Phone-Android Browser
- Phone-Mobile Safari
- Tablet-Mobile Safari

Number of Translating Images

- Best of Worst Device
- Average of Each Device’s Best
- Best of Best Device
HTML5 Performance

V8 JavaScript Engine

SunSpider JavaScript Benchmark

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HTML5 Fragmentation

http://www.rng.io/

http://mobilehtml5.org/
Further Expectation

Support for Other OEMs
Support for App Developers
Avoid Fragmentation
High performance of HTML5

For Tizen Project

Innovative UI/UX
Create Apps for Operator Service
Enhance Security
Protection of Digital Contents Delivery

For Device/Software Vendors

Attractive Tizen Device
Attractive Tizen Ecosystem
Role of Tizen Association

Open for All Device/Application Developers

Support Application Develop Environment

Create new business opportunities
Create Innovation!