

Vodafone K.K. to offer new Vodafone live! with 3G services in Japan *New flat rate packet communications service to be launched*

Vodafone K.K. today announces that it will launch its new Vodafone live! with 3G services based on world-standard WAP 2.0/MMS to coincide with the introduction of the first of its extensive range of 7 new 3G handsets from Sharp, Motorola, Sony Ericsson, NEC and Nokia (the Vodafone 902/802/702 series). Powered by the faster speed and increased capacity of 3G, the new Vodafone live! will deliver an enhanced content experience to customers.

Services and Content

Mail

On the new MMS mail platform, sending and receiving capacity has been expanded to a Japan industry best of 300 kilobytes per message for combined text and file attachments, enabling customers to send richer Movie Sha-mail video clips and megapixel quality Sha-mails with ease. In addition, 'Mail Art' has been added to let customers express themselves more visually than before by adding multiple slides and different graphics, text, sounds and colours.

Web

To take Vodafone live! web services to the next level, the per page download size on the new WAP 2.0 platform is a maximum 300 kilobytes and file download sizes have been increased. This expanded bandwidth makes it possible to provide customers with Chaku-Uta[®] master record ringtones that are over twice the length of previous versions, high-quality digital comics, 3D games with better graphics, sound and depth, and animated web pages using Macromedia[®] Flash[™]. Virtual live video downloads will also be offered, enabling customers to check weather and crowd conditions up-to-the-minute, or even wave levels before they go surfing. Full music track downloads and real time video and audio streaming services will also be offered over time.

Vodafone live! BB

Another addition is a new content distribution system which uses an innovative copyright protection method where encrypted content can be distributed freely and unlocked by downloading a "content key". Vodafone K.K. will adopt this architecture for its 'Vodafone live! BB' service on the PC internet scheduled for mid-December, which will let customers download files that are too large to retrieve via their mobiles. After transferring digital content to their handsets, customers will be able to enjoy high-quality video and other content.

- continues -

Video calling

All of the 7 3G handsets in the Vodafone 902/802/702 series support domestic video calls and, with the exception of the Vodafone 802N, all handsets support video call roaming so customers can see and hear one another from abroad during business trips and vacations, a first in Japan. Service will initially be available in the UK, Netherlands and Spain and expansion to other markets will take place over time.

Pricing

Messaging

A new pricing model has been adopted for MMS using a 5 step scale based on message size which can be directly related to a service such as sending a Sha-mail or video clip. The new model makes costs related to sending messages easy to understand and offers greater value when sending large-size mails. In addition, Vodafone 902/802/702 customers are able to receive full messages (including attached files) from Vodafone K.K. handset phone numbers free of charge.

Packet communications flat rate and discount

To allow customers confidently to enjoy the new rich content offerings on Vodafone live!, Vodafone K.K. will introduce a flat rate of 3,900 yen (4,095 yen with tax) per month for unlimited packet and mail communications called 'Packet Free'. To offer greater choice, a new packet communications discount service called 'Packet Economy' with a fixed monthly charge of 2,000 yen (2,100 yen with tax) will also be offered, giving customers a 75% savings on regular packet charges.

Please see the attached appendixes for more information.

-ends-

- Chaku-Uta® is a registered trademark of Sony Music Entertainment Inc.
- Macromedia® Flash™ is a registered trademark of Macromedia Inc. in the U.S. and other countries.
- Powered by JBlend™.
- Java and Java-based trademarks and logos are trademarks or registered trademarks of Sun Microsystems, Inc. in the U.S. and other countries.
- JBlend and all JBlend-based trademarks and logos are trademarks or registered trademarks of Aplix Corporation in Japan and other countries.
- V-appli, Sha-mail, Movie Sha-mail, Mail Art, Sky Mail, Packet Free, Packet Economy, Happy Packet are trademarks or registered trademarks of Vodafone K.K.
- Vodafone, Vodafone live! and the speech mark symbol are trademarks or registered trademarks of Vodafone Group Plc.
- Vodafone Group is the world's leading mobile carrier and as of the end of June 2004, had equity interests in 26 countries and 353.6m venture customers, with a further thirteen partner networks.

About Vodafone K.K.

Vodafone K.K. is a leading mobile operator in Japan with over 15 million customers and a subsidiary of Vodafone Group Plc, the world's largest mobile community. The Tokyo-based company offers a wide range of sophisticated mobile voice and data services including Vodafone live!, which provides e-mail and internet access to 86% of its customers, and Sha-mail, the pioneering picture messaging service first introduced in November 2000 that now has over 12 million users. In December 2002, Vodafone K.K. launched the world's first commercial 3G W-CDMA service based on 3GPP, the international standard. Vodafone K.K.'s 3G service offers its customers fast data speeds in Japan and roaming on 144 networks in 109 countries and regions as of 4 November 2004. For more information, please visit www.vodafone.jp

Appendix 1

Vodafone live! mail service for Vodafone 902/802/702 series

1. Mail service model

2G		3G	
V4, V3 series	V6 series	V8 series	902/802/702 series
Sky Mail		SMS	
Long Mail (Maximum 6KB)	Super Mail (Maximum 30KB)	VGS Mail (Maximum 200KB)	MMS (Maximum 300KB)

2. Sending/receiving capacity: 300 KB/message (for combined text and file attachments)

3. Communication charges (for use in Japan)

- MMS (charge per message)

In addition to having the first 384 bytes free to receive as before, MMS uses a new 5 step easy-to-understand pricing model. In addition, MMS received from other Vodafone K.K. phone numbers are free to download regardless of size.

Size (approximate equivalent)	Sending charge	Receiving charge		
		Notification	Complete download	
		From anyone	From Vodafone K.K. customer*	Other
Up to 1.5 KB (Short text message, 750 chars.)	3 yen (3.15 yen w/ tax)	Free	Free	3 yen (3.15 yen w/ tax)
1.5 to 10 KB (Sha-mail size)	8 yen (8.4 yen w/ tax)			8 yen (8.4 yen w/ tax)
10 to 30 KB (Sha-mail, Super Mail size)	35 yen (36.75 yen w/ tax)			35 yen (36.75 yen w/ tax)
30 to 100 KB (Movie Sha-mail size)	100 yen (105 yen w/ tax)			100 yen (105 yen w/ tax)
100 to 300 KB (Video clip)	200 yen (210 yen w/ tax)			200 yen (210 yen w/ tax)

*Complete downloads using e-mail addresses are charged

- SMS: 3 yen (3.15 yen with tax) per message sent, free to receive

SMS rates will be lowered to the above on 21 November (all Vodafone K.K. 3G handsets applicable)

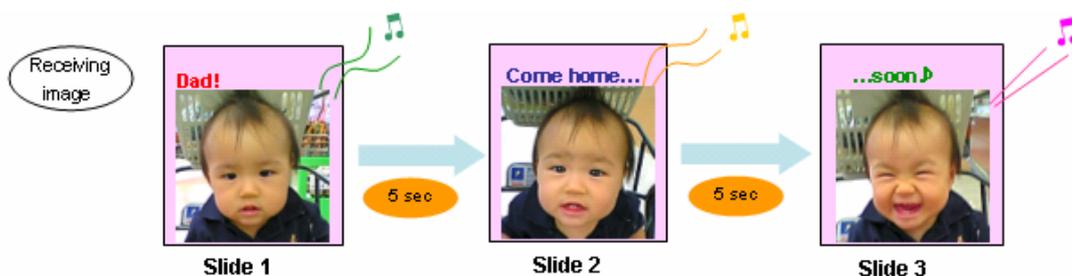
*Customers will be able to receive the benefit of Designated Number Discount, Family Discount, Volume Discount, Happy Packet Regular and Happy Packet Super for their SMS and MMS usage. These discounts will apply from the December or January bill. The Priority Support service will also be extended to include MMS as well as SMS.

*Global MMS, a service that lets customers exchange MMS directly with overseas operators, will also be offered.

*Subscription to Vodafone live! (902/802/702 series) of 300 yen (315 yen w/ tax) monthly required to use MMS.

4. Mail Art

Service lets customers combine graphics, text and sound with multiple slides, font, and colour options to create visually expressive mails.



*Mail Art MMS can be displayed on compatible MMS handsets (non-compatible handsets and PCs receive them as normal attachments).

*Support for Mail Art settings (such as font and background colours) differs according to MMS handset.

Vodafone live! web service for Vodafone 902/802/702 series

1. Download capacity per page: maximum 300 KB
2. Main new features
 - Chaku-Uta[®]/Long Version: 90 - 120 second master record ringtones, over twice the length of current Chaku-Uta[®]
 - Mega-appli: expanded maximum 1 megabyte size V-applis for richer and advanced games
 - Electronic comics: customers can virtually flip through pages to read full-length comic stories
 - Macromedia[®] Flash[™]: animations and video for more expressive web pages

3. Communication charges: 0.2 yen (0.21 yen with tax)/packet (128 bytes)

*Happy Packet Regular, Happy Packet Super, Packet Economy discounts applicable. Packet Free flat rate also applicable.

*Subscription to Vodafone live! basic charge (Vodafone 902/802/702 series) required to use MMS.

4. Main content (scheduled)

Title	Content Provider	Description
-------	------------------	-------------

Chaku-Uta[®]/Long Version

	Artist's Official Sound © MLJ ©m-up	MLJ Inc.	Over 100 J-POP groups such as GLAY, Ketsumeishi, 175R and others.
	BEING GIZA STUDIO ©ZET	ZET CO.,LTD.	Full of hits from B'z, ZARD, Mai Kuraki and Rina Aiuchi and other artists.
	Disney Sound ©Disney	Walt Disney Internet Group (Japan)	A Chaku-Uta [®] site full of Disney favourites.
	Record Gaisya Cyokuei Sound	Label Mobile Inc.	All the latest hits and favorite Chaku-Uta [®] ringsongs direct from record labels.

Electronic Comics

	Handy Bookshop	TOPPAN	Popular comic titles on your mobile such as "Kacho Shima Kosaku" and "Love Hina".
---	----------------	--------	---

*Content above is currently under development and therefore subject to change at time of service launch.

*Some Vodafone 902/802/702 series handsets may not support some content.

Title	Content Provider	Description
-------	------------------	-------------

Mega-applis

	<p>A-TRAIN V</p> <p>©2004 ARTDINK ©HUDSON SOFT</p>	<p>HUDSON SOFT COMPANY</p>	<p>The popular railroad simulation game comes as a V-appli to your mobile.</p>
	<p>Mah-jong Fight Club</p> <p>©2002 2004 KONAMI ©2004 Konami Online</p>	<p>Konami Online, Inc.</p>	<p>The four-player arcade hit comes to Vodafone K.K. mobile phones!</p>
	<p>Nobunaga's Ambition</p> <p>©KOEI Co., Ltd</p>	<p>KOEI Co., Ltd.</p>	<p>Masterful version of the legendary strategy game set in feudal Japan.</p>
	<p>R-TYPE</p> <p>©2002-2004 CYBIRD © IREM SOFTWARE ENGINEERING All rights reserved.</p>	<p>CYBIRD Co., Ltd.</p>	<p>Legendary side-scrolling shooter. The first mobile appli version to include all levels.</p>
	<p>SHOGAKUKAN Chinese Dictionary</p> <p>©KODENSHA</p>	<p>KODENSHA</p>	<p>Mega-appli features basics and essential vocabulary for travel.</p>

Live Video

	<p>NAMI-ARU?</p> <p>©1999-2004 CYBIRD</p>	<p>CYBIRD Co., Ltd.</p>	<p>Video from popular surf points updated every hour.</p>
	<p>WEATHERNEWS</p> <p>©1996-2004 WEATHERNEWS INC.</p>	<p>WEATHERNEWS INC.</p>	<p>Raining? Crowded? Check the conditions of where you want to go in advance.</p>

*Live Video consists of video clip downloads that can be played virtually in real time.

*Content above is currently under development and therefore subject to change at time of service launch.

*Some Vodafone 902/802/702 series handsets may not support some content.

Content Protection Method and Vodafone live! BB

- Content Super Distribution

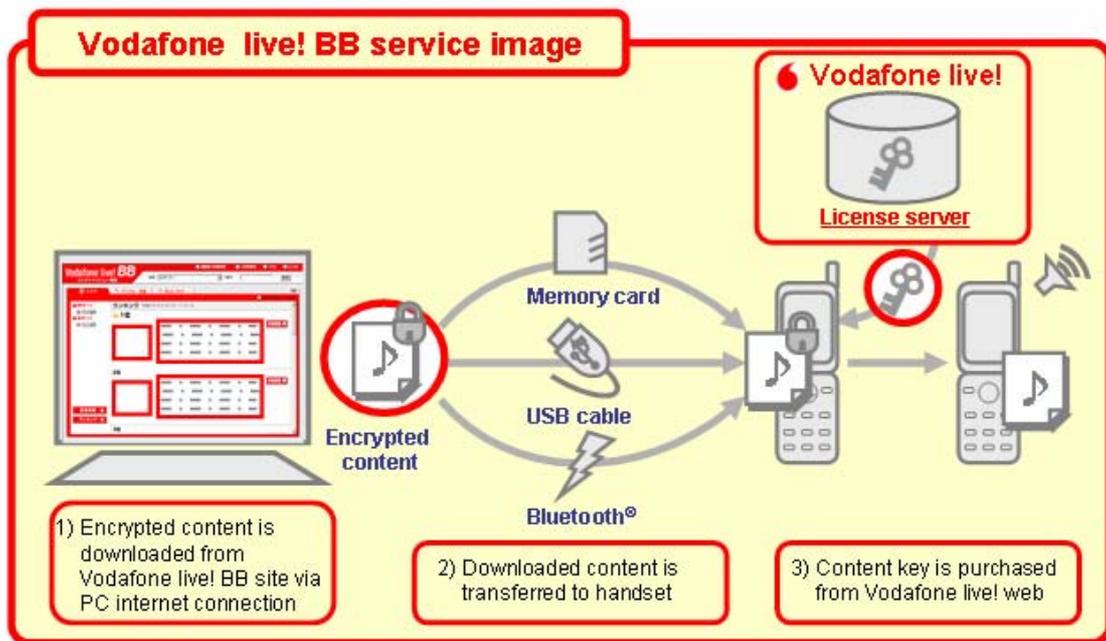
Some content will use a new distribution system which uses an innovative copyright protection method where encrypted content can be distributed freely among a large number of people and unlocked by downloading a “content key”. Vodafone K.K. anticipates this new system will allow content providers a greater level of freedom and add new excitement to the market.

- Vodafone live! BB (service launch scheduled for mid-December)

Vodafone live! BB is a PC website that allows customers to download content that is too large to access on their mobiles. Customers first download encrypted content on a PC and then transfer it to their mobile handset via a memory card or other method. The content can then be unlocked by purchasing a “content key” over the mobile network.

Planned content: Videos and other types of content from few to 10s of megabytes in size

Content providers: Fandango, Showtime, Stargate Networks, TV Tokyo Broadband, ZET (scheduled)



*Bluetooth® is a trademark of Bluetooth SIG, Inc. USA

Packet Free and Packet Economy

Flat rate packet communication service 'Packet Free'

Packet Free is a flat rate for unlimited packet communications so customers can enjoy Vodafone live! services with confidence.

1. Fixed charge: 3,900 (4,095 yen w/ tax) yen per month
2. Applicable comms: Vodafone live! mail (VGS Mail or MMS), web communications and SMS in Japan
3. Applicable price plans: Value Pack Premier, Value Pack Platinum, Value Pack Gold, Value Pack Silver, Business Pack, Business Economy Pack
*Family Discount sub-line subscribers can also apply if they are on the above price plans
4. Applicable handsets: V8 series and Vodafone 902/802/702 series

New packet communication discount service 'Packet Economy'

Packet Economy is a packet communications discount plan that has a lower fixed charge than Packet Free.

1. Fixed charge: 2,000 yen (2,100 yen w/ tax) per month
2. Free communications: 2,000 yen (2,100 yen w/tax)
Vodafone live! mail (VGS Mail or MMS), web, SMS and mobile data communications. Free communications allowance does not apply to voice communications
3. Discount: 75% off on domestic packet communications (0.05 yen [0.0525 yen]/packet)
4. Applicable price plans: Value Pack Premier, Value Pack Platinum, Value Pack Gold, Value Pack Silver, Value Pack, Business Pack, Business Economy Pack, Light Call Pack
*Family Discount sub-line subscribers can also apply if they are on the above price plans
5. Applicable handsets: V8 series and Vodafone 902/802/702 series

Date for application: Applications for Packet Free and Packet Economy accepted from 21 November

Reference: Vodafone K.K. 3G packet charges (w/ tax prices in parentheses)

Discount plan		No discount	Packet Free	Packet Economy	Happy Packet			
					Regular	Super		
Description		n/a	Flat rate	Packet Communication Discount Services				
Fixed charge		n/a	3,900 (4,095) yen	2,000 (2,100) yen	1,200 (1,260) yen	2,950 (3097.5) yen		
Free communications		n/a	n/a	2,000 (2,100) yen	1,200 (1,260) yen	2,950 (3097.5) yen		
Discount	SMS		3 (3.15) yen /message	Unlimited use	75% discount	65% discount	80% discount	
	Packet charge	Vodafone live! (V8 series)	VGS Mail					0.2 (0.21) yen/packet
			Web					0.2 (0.21) yen/packet
	Vodafone live! (902/802/702 series)	MMS	3 (3.15)- 200 (210) yen/ message					
		Web	0.2 (0.21) yen/packet					
	Mobile data communications		0.2 (0.21) yen/packet	0.2 (0.21) yen/packet				

International video call roaming

With the launch of the Vodafone 902/802/702 series, customers will be able to roam on 3G networks overseas and enjoy fast speeds of up to 384kbps. For the first time in Japan, international video call roaming will also be offered so customers can make video calls from abroad during business trips or vacations.

1. Scheduled service areas

United Kingdom (Vodafone UK), Netherlands (Vodafone Netherlands), Spain (Vodafone Spain)

2. Communication charges

From destination to Japan: 525 yen/minute

Receiving call at destination: 330 yen/minute

3. Applicable models

Vodafone 902/802/702 series

(excluding the Vodafone 802N)

4. Service launch

Following the sale of the Vodafone 902/802/702 series

*Service areas will be expanded in the future

*Communication charges differ according to roaming partner