

25 January 2005

Vodafone K.K. adopts anti-spam measure for MMS

MMS transmissions to be limited from 1 February

Vodafone K.K. announces today new anti-spam measures to make its Vodafone live! mobile internet service more dependable for customers. As a measure to prevent nuisance mails, the number of addresses MMS*¹ can be sent to from Vodafone 902/802/702 series 3G handsets will be limited to 1,000 within 24 hours starting 1 February. Handsets that exceed this limit will not be able to send additional MMS for the following 24 hours.

In December 2003, Vodafone K.K. introduced a new function to its 2G network to limit the number of sent Long Mails*² and Super Mails*³. In March 2004, the same function was introduced to Vodafone K.K.'s VGS Mail*⁴ system for 3G mobile handsets and in November 2004 extended to Sky Mail*⁵ for 2G handsets. The measures announced today are applicable to MMS on Vodafone K.K.'s 3G network.

Furthermore, based on information received at customer centers and the e-mail address established for spam reports (of which only e-mail submissions can be processed), Vodafone K.K. may suspend or rescind the privileges of those contracts confirmed as having sent spam mails. Vodafone K.K. will continue its efforts in taking measures to prevent spam.

*1: Abbreviation for Multimedia Messaging Service available for Vodafone 902/802/702 series 3G handsets that lets customer send/receive mail to/from Vodafone K.K. or non-Vodafone K.K. mobile phones or PCs, with maximum message sizes of a total of 300KB.

*2: Mail service for V4, V3, V1 and J-0x series 2G Vodafone live! handsets. Customers can send/receive mail to/from a Vodafone K.K. or non-Vodafone K.K. mobile phones or PCs, with maximum message sizes of 6KB (approximately 6,000 alphanumeric characters).

*3: Mail service for V6 and J-5x series 2G packet-based Vodafone live! handsets. Customers can send/receive mail to/from a Vodafone K.K. or non-Vodafone K.K. mobile phones or PCs, with maximum message sizes of 30KB (excluding some J-5x series handsets).

*4: Mail service for V8 series (V801SA and V801SH) 3G Vodafone live! handsets. Customers can send/receive mail to/from a Vodafone K.K. or non-Vodafone K.K. mobile phone or PC with maximum message sizes of a total of 200KB.

*5: Mail service for 2G handsets that allows customers to send up to 128 alphanumeric characters to other Vodafone K.K. handsets. If e-mail option is subscribed to, customers can send messages of up to 128 alphanumeric characters to other carriers and PCs, and receive messages of up to 384 alphanumeric characters.

- ends -

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 85% 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 152 networks in 113 countries and regions as of 25 January 2005. For more information, please visit www.vodafone.jp

Sending Limitations by Mail Service

	Mail service	Applicable handset series	Sending limitation details	Date of implementation
3G	MMS	902/802/702 series	24 hour sending restriction if over 1,000 are sent within 24 hours	Feb 2005
	VGS Mail	V8 series	21 hour sending restriction if over 120 are sent within 3 hours	Mar 2004
2G	Super Mail	V6 series J-5x series	21 hour sending restriction if over 120 are sent within 3 hours	Dec 2003
	Long Mail Long E-mail	V4/V3/V1 series J-0x series	21 hour sending restriction if over 120 are sent within 3 hours	Dec 2003
	Sky Mail Sky E-mail	V6/V4/V3/V1 series J-5x/J-0x series	20 day sending restriction if over 500 are sent within 1 day	Nov 2004