

18 May 2005

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

SMS transmissions to be limited from 31 May

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 SMS that can be sent to from a Vodafone K.K. 3G handset within one day will be limited to 500 starting 31 May 2005. Handsets that exceed this limit will not be able to send additional SMS for the following 20 days.

In December 2003, Vodafone K.K. introduced a new function to its 2G network to limit the number of sent Long Mails and Super Mails. In March 2004, the same function was introduced to the 3G VGS Mail, 2G Sky Mail in November 2004, and 3G MMS in February 2005. The measures announced today are applicable to SMS on Vodafone K.K.'s 3G network. With this restriction in place, Vodafone K.K. has now introduced sending limitations to all of its Vodafone live! mail services.

Details on sending limitations by mail service are as follows.

	Mail service	Applicable handset series	Sending limitation details	Date of implementation
3G	SMS	All Vodafone K.K. 3G handsets	20 day sending restriction if over 500 are sent within 1 day	May 2005
	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*1	All Vodafone K.K. 2G handsets	20 day sending restriction if over 500 are sent within 1 day	Nov 2004

*1: 21 hour sending restriction if over 120 Sky Mails are sent to e-mail addresses within 3 hours.

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- Sky Mail is a registered trademark of Vodafone K.K.
 - Vodafone and Vodafone live! are registered trademarks or trademarks of Vodafone Group Plc.
 - Vodafone Group is the world's leading mobile carrier and as of the end of December 2004, had equity interests in 26 countries and 416.4m venture customers, with a further fourteen 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 mail and internet access to 85% of its customers, and pioneered the picture messaging service called Sha-mail first introduced in November 2000. In December 2002, Vodafone K.K. launched the world's first commercial 3G W-CDMA service based on 3GPP international standards. Vodafone K.K.'s 3G service offers its customers rich content and roaming on 156 networks in 117 countries and regions. For more information, please visit www.vodafone.jp

*Above data is current as of 30 April 2005

Reference

Vodafone K.K. Mail Services

	Mail service	Applicable handsets	Possible to send to/receive from	Max. send/receiving size
3G	MMS (Multimedia Messaging Service)	902/802/702 series	Vodafone K.K. handsets, non-Vodafone K.K. handsets, PCs etc.	300KB* ¹
	VGS Mail	V8 series	Vodafone K.K. handsets, non-Vodafone K.K. handsets, PCs etc.	200KB* ¹
	SMS (Short Message Service)	All Vodafone K.K. 3G handsets	Vodafone K.K. handsets	140 bytes (70 full-sized chars.)
2G	Super Mail	V6 series J-5x series	Vodafone K.K. handsets, non-Vodafone K.K. handsets, PCs etc.	30KB* ²
	Long Mail Long E-mail	V4/V3/V1 series J-0x series	Vodafone K.K. handsets, non-Vodafone K.K. handsets, PCs etc.	6KB
	Sky Mail E-mail* ³	All Vodafone K.K. 2G handsets	Vodafone K.K. handsets, non-Vodafone K.K. handsets, PCs etc.	Sending: 128 bytes (64 full-sized chars.) ----- Receiving: 384 bytes (192 full-sized chars.)

*1 Total for text message and file attachments

*2 Excluding certain J-5x series handsets

*3 Optional service that makes it possible to send e-mails to non-Vodafone K.K. handsets and PCs