

Notice

Vodafone K.K.

25 May 2005

Vodafone K.K. enhances Automatic Image Conversion service

Customers can now better receive imaging files sent from non-Vodafone K.K. handsets!

Vodafone K.K. announces today that it will enhance its Automatic Image Conversion function for Vodafone live! mail services from 30 June 2005 to make it possible to better receive Movie Sha-mail video messages from other Vodafone K.K. handsets and imaging files sent from non-Vodafone K.K. handsets and PCs.

The Automatic Image Conversion function was first launched in September 2004, making it possible for Vodafone K.K. customers exchanging Sha-mail picture messages to have images automatically converted by the mail system to a size and number of colours optimal for the receiver's handset. The service does not require an application*¹ and customers are only billed for communication charges incurred when sending and receiving mails*².

With this new Automatic Image Conversion function enhancement, Movie Sha-mails received from other Vodafone K.K. handsets and picture/video file attachments from non-Vodafone K.K. handsets and PCs are automatically converted to sizes, number of colours and file types optimal for the receiver's Vodafone K.K. handset by Vodafone K.K.'s mail system. An application is not required for this service*¹ and customers are only billed for communication charges incurred when sending and receiving mails*².

With these enhancements, Vodafone K.K. customers can now exchange Movie Sha-mails, in addition to Sha-mails which were supported previously, without worrying about the receiver's handset type, and also receive mails with imaging file attachments from non-Vodafone K.K. handsets and PCs that were not possible to receive before.*³

As a company well-known for its attractive mail communications, Vodafone K.K. will make messaging even more convenient for customers by further enhancing its mail services.

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*1 Customers can set or disable the Automatic Image Conversion service by accessing the Custom Mail Set-up page on Vodafone live! or the Vodafone K.K. website (www.vodafone.jp) (service is on by default). Customers using 902/802/702 series handsets will be able to change settings from 31 May 2005.

*2 Application for Vodafone live!, which has a monthly charge of 300 yen (315 yen including tax), is required to send or receive mails with image file attachments.

*3 Handsets that do not support video files will receive multiple still images when receiving a video file. Some file types may not be possible to convert. All files may not be received when receiving mails with multiple images attached.

- Sha-mail and Movie Sha-mail are registered trademarks 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 March 2005, had equity interests in 26 countries and 431.8m 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.