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## **Vodafone K.K. introduces web use restriction function**

*Access to "dating sites" can be restricted on Vodafone K.K. 3G handsets*

Vodafone K.K. announces today that on 1 October 2005 it will introduce a web use restriction function to the Vodafone live! 3G mobile internet so it can be used with greater comfort.

When the internet is accessed with Vodafone K.K. 3G handsets\*<sup>1</sup>, the web use restriction function blocks access to URLs that match specific database-registered categories, such as dating and adult sites\*<sup>2</sup>, by using a filtering system which employs NetSTAR Inc.'s URL database.

Customers can use the web use restriction function for no extra charge by applying at Vodafone shops nationwide or Customer Centres\*<sup>3</sup>. To add greater overall comfort in using Vodafone K.K. 3G handsets, the web use restriction function lessens the danger of young people of accessing adult and dating sites, and prevents customers who do not want to view such sites from accidentally accessing them.

Vodafone K.K. has taken a number of measures to prevent young people from getting involved in crime or trouble via dating sites or other harmful websites. From October 2003 onwards, an internet access restriction function that prevents the direct input of URLs was introduced to 2G Vodafone K.K. handsets. In addition, in March 2005 Vodafone K.K. offered a URL mail blocking function that intercepts e-mails with attached URL links which match those of dating and other harmful sites.

\*1 Excluding V8 series handsets.

\*2 Applicable categories for web use restriction are as follows: illegal acts, controversial views, adult/pornographic content, security, dating, gambling, adult tastes, communication sites, grotesque and the occult. Some official content cannot be accessed when using the web use restriction function.

\*3 Web use restriction function can be used on the following business day after application.

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### About NetSTAR Inc.

NetSTAR Inc. is one of few companies in Japan that develops technology for URL classification and offers a means of updating and delivering the latest URL databases to customers. The NetSTAR URL list is updated on a daily basis, and as of August 2005, had 34.5 million URLs registered. In addition to being used for URL filtering products for corporate and family customers, the NetSTAR URL database is also being employed for mobile carrier URL filtering services and spam mail prevention. NetSTAR website: <http://netstar.jp>

- Vodafone and Vodafone live! are registered trademarks or trademarks of Vodafone Group Plc.

### About Vodafone K.K.

Vodafone K.K. is a leading mobile operator in Japan with nearly 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 163 networks in 120 countries and regions. For more information, please visit [www.vodafone.jp](http://www.vodafone.jp)

\*Above data is current as of 31 July 2005.