

Vodafone K.K. to offer Vodafone live! NAVI

GPS navigation service to debut as world's first that can be used overseas

Vodafone K.K. today announces that in conjunction with the sale of the Vodafone 903T 3G handset by Toshiba, it will launch the 'Vodafone live! NAVI' GPS navigation service from early October 2005.

Vodafone live! NAVI enables customers to check their current location, find the best routes to destinations and send messages to other parties with information on current locations or destinations. In addition to service availability in Japan, Vodafone live! NAVI can also be used overseas for accessing maps, routes, local information and tourist guides, making it Japan's first network-assisted*¹ GPS mobile handset navigation service that can be used on roaming networks*².

The 903T comes pre-installed with the 'ZENRIN its-moNavi' (offered by ZENRIN DataCom CO.,LTD) navigation application so customers can easily experience Vodafone live! NAVI*³. ZENRIN its-moNAVI offers a rich array of services, including navigation for routes with maximum overhead covering and minimal stair climbing, best routes based on the weather or one's mood, and car navigation*⁴ that accesses real time traffic congestion information via VICS*⁵.

For more information on Vodafone live! NAVI, please see the attached appendix.

*1: A technology that accelerates positioning times and expands areas by using location information (assist data) via the network to improve GPS-only positioning drawbacks such as areas not available for positioning, or positioning time delays.

*2: As of 7 September 2005, among mobile handsets that used network-assisted GPS navigation services (according to Vodafone K.K.).

*3: Service can be used for 15 days after first usage for free (traffic congestion navigation service is charged). Other communication charges apply.

*4: Please do not operate mobile handset while driving, and stop and use in a safe place.

*5 :Abbreviation for Vehicle Information and Communication System. A system that receives traffic information from FM multiplex broadcasting and road beacons, and displays this information in text or graphical form.

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- As of 7 September 2005 voice roaming is available on GSM networks in 121 countries and regions, with Vodafone live! internet roaming in 56 of them. In addition, 3G (W-CDMA) voice roaming is available on networks in 22 countries and regions abroad, with Vodafone live! roaming in 19 and video call roaming available in 5 of them.

- Vodafone, Vodafone live! and the speech mark symbol are trademarks or registered 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 in 121 countries and regions. For more information, please visit www.vodafone.jp

*Above data is current as of 7 September 2005.

1. Service outline

Vodafone live! NAVI uses GPS so customers can check their current locations, find the best routes to destinations and send messages to other parties with information on current locations or destinations.

2. Vodafone live! NAVI content (scheduled)

Title (genre)	Content provider	Content provider	Details
	ZENRIN its-moNavi (navigation)	ZENRIN DataCom	Easy to set destination from a rich selection of search information and best route navigation to suit the weather or one's mood.
	NAVITIME (navigation)	NAVITIME JAPAN	Supports train, air, vehicle and pedestrian forms of transport. Shows routes using aerial photographs and offers overseas maps, routes and information.
	Maple Guide (maps)	MTI	Shows Mapple Guide info on maps. One can search shops and facilities nationwide and click on map icons to get information.
	Keitai Chizu MAP Fan (maps)	Mitsui Bussan	Shows the route from one's current location to desired destination.
	Vodafone Map (maps)	Vodafone K.K.	Offers a variety of search options to display destination and surrounding maps.
	Norikae Annai (rail transport)	Jorudan	Easy search for finding one's nearest station.
	ATIS Kotsu Joho	ATIS	Shows where you and a friend may be on a map and offers traffic congestion information.
	Doro Kotsu Joho (road transport)	MTI	Sends nationwide "moving traffic jam maps" and map moves automatically according to location.
	Navidas Jutai Yoho (road transport)	Edia	Lets one check traffic information and traffic congestion maps in one's location
	Gourmet Navigator (restaurants)	Gourmet Navigator	Searches for the nearest restaurant so one can find a place easily even in unknown areas.
	Cho Ramen Navi (restaurants)	Edia	Lets one quickly find noodle restaurants nearby.
	Chikyu no Arukikata (travel info)	Nihon Enterprise	Offers local information at overseas locations.

* Usage of content above is subject to information and communication charges

3. Vodafone live! NAVI supported areas overseas

Vodafone live! NAVI will be available in the UK, Netherlands, Spain, Germany and Hong Kong at the time of service launch. Vodafone K.K. plans to expand the number of countries and regions in the future.

Vodafone live! NAVI content supported overseas

Title	Genre	Content provider
NAVITIME	Navigation	NAVITIME JAPAN
ZENRIN its-moNavi	Maps	ZENRIN DataCom
Chikyu no Arukikata	Travel info	Nihon Enterprise

*Cautionary notes when using Vodafone live! NAVI overseas

- 1) International roaming Vodafone live! communication charges apply for GPS positioning and accessing content when using Vodafone live! NAVI overseas.
- 2) GPS positioning while overseas may take several minutes in some cases.
- 3) Countries and regions not listed in the 5 above are not supported by Vodafone live! NAVI due to limitations on positioning times and supported areas.
- 4) In some cases “north latitude: 0” and “east longitude: 0” displays when GPS positioning fails.

Reference: Route navigation sample when using pre-installed ZENRIN its-moNavi

Industry first!* Navigation according to weather or one’s mood

*As of 7 September 2005, among mobile handsets that used network-assisted GPS navigation services (according to Vodafone K.K.).

Route with minimal stairs



Route for avoiding stairs and pedestrian overpasses

Route with covering overhead



Route for going through buildings or arcades during rainy days or days of strong sunlight
(GPS not available in buildings or underground)

Recommended route



Easy and quick route for when one is in a hurry

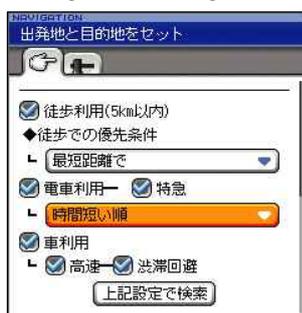
*In some cases 3 routes may be the same

Traffic congestion information via VICS and train transfer navigation

Congestion info map display



Settings when using car or train



Source: VICS/JARTIC