

15 September 2005

Vodafone K.K. brings “24: Conspiracy” to Japan

Mini videos produced for mobile exclusively available on Vodafone live! from 3 October

Vodafone K.K. announces today that on 3 October 2005 it will launch “24: Conspiracy”, a new made-for-mobile drama inspired by the blockbuster Fox TV series “24”^{*1}, on Vodafone live! for 3G^{*2}.

Coinciding with the fourth season of the “24” TV series, “24: Conspiracy” consists of 24 one-minute episodes that take place at CTU^{*3} Washington D.C. to form a parallel story made specifically for mobile (as video clip content), with a completely original cast. Vodafone Group operating companies have already launched “24: Conspiracy” in 7 countries, including the US and UK.

For no information charge^{*4}, Vodafone K.K. will exclusively offer^{*5} 4 consecutive installments of “24: Conspiracy” every Monday from 3 October to 7 November on Vodafone live! for 3G, bringing the made-for-mobile “24” storyline to Japan for the first time^{*6}. Customers will also be able to download CTU extension phone ringtones and original wallpapers^{*7}.

How to download “24: Conspiracy”

Vodafone live! top menu > Hot live! > Vodafone fan information > 24: Conspiracy

Video clips can also be downloaded from “FOX Japan mobile” official content site (offered by 20th Century Fox). A banner (link) with direct access to “24: Conspiracy” will also be posted on the top menu of Vodafone live! for 3G until 15 Nov 2005.

Vodafone K.K. version of “24: Conspiracy” is available in Japanese only as dubbed content

*1: Smash hit TV series in the US and over 20 countries, starring CTU federal agent Jack Bauer (Kiefer Sutherland) in complicated plots to stop mass crime. TV’s first real-time drama to take place over 24 hours in 24 one-hour episodes.

*2: Excluding V8 series handsets.

*3: Abbreviation for “Counter Terrorist Unit”.

*4: Separate communication charges apply.

*5: Scheduled to be available for download until 28 December 2005.

*6: As of 15 September 2005, according to Vodafone K.K.

*7: Ringtones and original wallpapers can also be downloaded by Vodafone K.K. 2G handsets

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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 169 networks in 121 countries and regions. For more information, please visit www.vodafone.jp

*Above data is current as of 31 August 2005.