

Vodafone K.K. to launch 'Vodafone live! FeliCa'

Service to start from early November in conjunction with sale of first Mobile FeliCa handset

Vodafone K.K. today announces that it is scheduled to launch a new service called 'Vodafone live! FeliCa' in early November to coincide with the sale of the Mobile FeliCa smartcard equipped Vodafone 703SHf handset by Sharp. With the service launch, customers will be able to use their handsets in a variety of ways that are relevant to their daily lives, such as for transportation, electronic money and point services.


Vodafone live! FeliCa is a service that lets customers enjoy highly convenient services for their daily lives by using Vodafone live! FeliCa compatible V-applis (IC applis) installed in Mobile FeliCa smartcard equipped handsets. A new Vodafone live! FeliCa menu will be added to the Vodafone live! mobile internet menu list so customers can easily search for and download IC applis. The service will also feature enhancements only possible with mobile handsets, such as transaction histories for various services and point balance checking, as well as online recharges and support for a variety of procedures done over the network. Vodafone live! FeliCa is an easy-to-understand service with security functions for when a handset is lost.

To coincide with the launch of Vodafone live! FeliCa, Vodafone K.K. has come to an agreement with NTT DoCoMo, Inc. to use the Mobile Wallet ("Osaifu-Keitai[®]") brand and logo to promote and expand the mobile commerce market.

Looking towards the coming age of mobile commerce, Vodafone K.K. will strive to make mobile handsets even more relevant and close to people's daily lives.

For more information on the Vodafone live! FeliCa service and a list of companies scheduled to offer services, please see the attached appendices.

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- FeliCa is the contactless IC card technology developed by Sony Corporation.
- FeliCa is a registered trademark of Sony Corporation.
- Osaifu-Keitai is a registered trademark of NTT DoCoMo, Inc. in Japan.
-  is a registered trademark of FeliCa Networks, Inc.
- Edy is a prepaid-type electronic money service brand managed by bitWallet.
- Powered by JBlend™.
- Java and Java-based trademarks and logos are trademarks or registered trademarks of Sun Microsystems, Inc. in the U.S. and other countries.
- JBlend and all JBlend-based trademarks and logos are trademarks or registered trademarks of Aplix Corporation in Japan and other countries.
- V-appli compatible handsets are powered by JBlend™, developed by Aplix Corporation, to speed up the execution of Java™ applications.
- V-appli is a trademark of Vodafone K.K.
- 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 on 169 networks. For more information, please visit www.vodafone.jp *Above data is current as of 31 August 2005.

Vodafone live! FeliCa service overview

1. Main features

- By swiping the handset over a reader, customers can use transportation, electronic money, and point services relevant to their daily lives
- A new Vodafone live! FeliCa menu will be added to the Vodafone live! mobile internet menu list
- Possible to check usage histories, balances and other information on the handset display by using IC applis of various services
- Possible to make online recharges and conduct a variety of procedures over the network
- Possible to lock functions both remotely and directly. Customers can confirm lock status via display icons, and by mail and phone if the handset is not readily available*
- Possible to activate various functions (mail, V-appli, browser, vibration, text) by swiping the handset*
- Possible to offer large-size IC applis by utilising V-appli features

*May not be supported according to handset model

2. Service availability

Scheduled for early November 2005

3. Service image



Vodafone live! FeliCa service provider list (scheduled)

Service providers (in alphabetical order)	Category
 All Nippon Airways Co., Ltd.	Transport
 Bic Camera Co.,Ltd.	Retail
 bitWallet, Inc.	Electronic money
 Circle K Sunkus Co.,Ltd.	Retail
 DAIICHIKOSHO CO.,LTD.	Member / point card
 eBANK Corporation	Finance
 GEO Corporation	Retail
 Japan Airlines Domestic Co.,Ltd / Japan Airlines International Co.,Ltd.	Transportation
 JCB Co., Ltd.	Finance
 KesakaSystem,Inc.	Smartcard Key
 NEC Corporation	Coupons / tickets
 Nippon Shinpan Co.,Ltd.	Finance
 Sankyo System Khobho Co.,Ltd.	Transport
 SEGA Corporation	Amusement
 Techfirm,Inc.	Member / point card
 UFJ Card Co.,Ltd.	Finance
 Yodobashi Camera,Co.Ltd.	Retail