

Vodafone K.K. to enable exchange of pictograms with other carriers

New function to further enhance messaging services

Vodafone K.K. announces today that from 1 November 2005 it will introduce a new automatic pictogram conversion function to its 3G MMS (Multimedia Messaging Service) service. With this new function, customers will be able to send e-mail with pictograms from their Vodafone K.K. 3G handsets to other carriers' handsets without any extra steps.

Due to differing specifications with each carrier's pictograms, it is currently not possible to send e-mails that include pictograms from Vodafone K.K. handsets to other carriers' handsets. The automatic pictogram conversion function, however, automatically changes the pictogram codes in the Vodafone K.K. mail system to that of another carrier's when sending e-mails with pictograms to other carriers' handsets. This enables pictograms sent from Vodafone K.K. 3G handsets to be converted into corresponding display formats for the receivers' handsets, allowing customers with other carriers' handsets to receive e-mails with pictograms.

The automatic pictogram conversion function does not require any application or extra charge, and can be used in the same way as before when creating and sending MMS to Vodafone K.K. handsets. Pictograms will be converted to corresponding ones of other carriers that are similar in design. Text patterns will be substituted where possible if there are no matching pictograms*.

Vodafone K.K. has a legacy of creating new communication environments with messaging services such as Sky Walker and Sha-mail. Messaging is core to Vodafone K.K.'s business and this new function is another example of Vodafone K.K.'s enhanced messaging services.

For more information on the automatic pictogram conversion function, please see the attached appendix.

* Some pictograms may not be converted.

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- The automatic pictogram conversion function is available on MMS compatible Vodafone 90x/80x/70x series handsets (except the 802SE).
- Sky Walker and Sha-mail are registered trademarks of Vodafone K.K.
- Vodafone 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 K.K.'s automatic pictogram conversion function examples

Sender	Receiver	
Vodafone K.K.	au/TU-KA	NTT DoCoMo
		
		
		
		
		
		
		
		
		
		
		[m(_)_m]
	[ㄐㄐ]	[ㄐㄐ]
		=
		=

Examples of pictograms substituted with text

Examples of pictograms that may not be converted

Please visit the Vodafone K.K. website for information on all corresponding pictograms.

URL: <http://www.vodafone.jp/emoji/> (Japanese only)