

3 October 2005

Vodafone K.K. to launch location-based information service for 3G*Service makes location-specific restaurant, transport and weather info readily accessible*

Vodafone K.K. announces today the launch of location-based information services for Vodafone K.K. 3G handsets^{*1}. Using location information from base stations, the service automatically displays the customer's current location area on Vodafone live!, making it easier for customers to search for relevant information such as nearby local restaurants and transportation facilities.

Previously, when 3G customers wished to search for a nearby restaurant, for example, they first had to select current location areas and addresses to begin searches. With the launch of this new service, as it is possible to acquire location information (approximate area information)^{*2} from base stations, the customer's current location area name appears on the screen for selection in advance, thereby simplifying the area selection process and allowing customers to quickly find points of interest.

A similar service was launched for Vodafone K.K. 2G handsets in October 2000.

For more information on the location-based information service for Vodafone K.K. 3G handsets, please see the attached appendix.

*1 Excluding V801SA, V801SH, Vodafone 702MO, Vodafone 702sMO and Vodafone 702NK (Nokia 6630), Vodafone 802N, and VC701SI.

*2 Different from actual location (current location).

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- Vodafone Map 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 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.

Location-based information service for Vodafone K.K. 3G handsets

1. Overview

Service provides location information (approximate area information)^{*1} from base stations to Vodafone K.K. 3G handsets^{*2}. The service automatically displays the customer's current location area on Vodafone live!, making it easier for customers to search for relevant information such as nearby local restaurants and transportation facilities.

^{*1} Different from actual location (current location).

^{*2} Excluding V801SA, V801SH, Vodafone 702MO, Vodafone 702sMO and Vodafone 702NK (Nokia 6630), Vodafone 802N, and VC701SI.

2. Charges

Monthly charge: none

* Communication charges and information charges (where applicable, differs according to content provider) apply

3. Service launch

3 October 2005

4. Vodafone live! content supporting location-based information service (as of 3 October 2005)

Title (genre)		Content provider	Description
	ZENRIN its-moNavi (navigation)	ZENRIN DataCom	Search for the nearest ATM and station easily! ZENRIN's detailed maps make it easy to find one's destination.
	Mapple Guide* (maps)	MTI	Shows current location map instantly. Easy to find restaurants, leisure spots and other points of interest with icons on maps.
	Keitai Chizu MapFan (maps)	Mitsui Bussan	Shows one's current location with clear maps and easy operations.
	Chizu Mapion (maps)	CyberMap Japan	Quickly searches surrounding maps and surrounding information (stations, restaurants, accommodation and more).
	Vodafone Map (maps)	Vodafone K.K.	Offers a variety of search options to display destination and surrounding maps.
	Norikae Annai (rail transport)	Jorudan	Easy searching for finding one's nearest station and info on smooth transfers.
	Doro Kotsu Joho* (road transport)	MTI	Searches surrounding traffic congestion information. Convenient service lets customer find relevant information quickly and stress-free.
	Gourmet Navigator (restaurants)	Gourmet Navigator	Searches for the nearest restaurant so one can find a place easily even in unknown areas.
	O-tenki Yoho* (weather)	MTI	Instantly displays "pinpoint weather forecasts" from 850 locations nationwide. Easy to check detailed local weather conditions at home, on trips or in unknown areas.

*Content scheduled for launch on 7 October 2005