Notice

Vodafone K.K.

22 November 2005

Vodafone Mobile Eco School 2005 Grand Prix team
Kyoto Municipal Horikawa Senior High School

Vodafone K.K. announces today that on 21 November 2005 the 'Vodafone Mobile Eco School 2005' contest final review and award ceremony took place at the National Museum of Emerging Science and Innovation. As a result of the review, the Kyoto Municipal Horikawa Senior High School (research title: study of the relationship between ultraviolet rays and photochemical smog: development of instruments to measure ultraviolet rays, photochemical oxidants, and nitrogen oxides) was chosen as the Grand Prix team.

The Grand Prix team, using the camera function on mobile handsets, successfully developed a highly accurate ultraviolet ray measuring instrument and a simple spectrophotometer, and presented a device that accurately measures the intensity of ultraviolet rays. These devices, using mobile handsets, can be widely applied to research into daily life environmental measures such as photochemical smog, and were highly regarded for their practical research application.

In addition, Gunma prefecture's Seta Agricultural and Forestry Senior High School (research title: study of the photoenvironment during the night from insect behaviour (photopositive responses): natural environment research using video call) was awarded the silver prize and the Okinawa National College of Technology (research title: noise survey of aircrafts during take-off and landing) was selected for the bronze prize.

As a member of the judging panel, Hiroshi Ohta, Executive Officer, Senior Vice President, Product & Service Development, Vodafone K.K. commented: "Due to the high quality of research by all 6 teams, it was difficult to select a winning project. As the Director of Product & Service Development, I took note of the application and utilization of the mobile handset as an IT tool, and was particularly interested in the case examples of using mobile handsets for the purpose of gathering data. I was impressed with the teams making full use of the mobile camera as well as video calling to exchange data in real time, sending sounds by mail for analysis, and using the internet service to collect information, which all increase the utility value of handsets. I re-acknowledge the high potential of handsets in many areas and again resolve to make every effort for this to contribute to society."

Vodafone Mobile Eco School, which promotes youth education, is part of Vodafone K.K.'s Corporate Social Responsibility activities, and this year was held for the third time. The program is for high school students, in teams made up of students and teachers from the same school, to freely conduct research on nature, science and environment themes, using the latest Vodafone K.K. handsets. This year's Vodafone Mobile Eco School 2005 had entries from 74 teams in 57 schools nationwide, the largest number of schools and teams to date.

The Grand Prix team, Kyoto Municipal Horikawa Senior High School, received a prize of 200,000 yen and a field trip to the U.K. All of the team members will participate in the field trip next January which has been designed to deepen the team's global experience of the environment and will include exchange with U.K. high school students and a visit to the Natural History Museum.

For more information on the research projects and judging panel, please see the attached appendix.

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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 in 128 countries and regions on 177 networks. For more information, please visit www.vodafone.jp

*Above data is current as of 31 October 2005.

Appendix

Overview of Research Projects

School	Research title	Overview
Miyagi Prefectural Tajiri High School 'Environmental Science Club'	Study of eco-region: multipoint simultaneous observations of natural life forms in the rice field	Verify the advantage of filling the rice fields with water even in the winter. Establish a research and information center for life forms in the rice fields, lead to identification of life forms and advice to farmers.
Okinawa National College of Technology 'Uchinanchu Team'	Noise study of aircrafts during take-off and landing	Research aircraft noise using a mobile handset, send as a data file to the server by mail to analyse the noise. Allows for real time posting to the web and leads to improvement of noise pollution in all regions.
Kyoto Municipal Horikawa Senior High School 'Mattari Team'	Study of the relationship between ultraviolet rays and photochemical smog: development of instruments to measure ultraviolet rays, photochemical oxidants, and nitrogen oxides	Using the camera function on mobile handsets, develop a colour measuring instrument and low cost ultraviolet rays measuring instrument to easily measure ultraviolet rays, nitrogen dioxides and oxidants, to research environmental pollution.
Seta Agricultural and Forestry Senior High School Gunma prefecture 'Science Club'	Study of the photoenvironment during the night from insect behaviour (photopositive responses): natural environment research using video call	Use video calling to compare the difference in types and quantity of moths gathered in the light, at the same time at night, to evaluate the effects the night photoenvironment has on moths.
Yamaguchi Prefectural Asa High School 'Biology Team'	Establishment of simplified measuring method for ultraviolet rays and study of countermeasures against ultraviolet rays in organisms utilizing mobile phones	Using the camera function on mobile handsets, measure the volume of ultraviolet rays to research the difference in altitude and water depth, the correlation with intensity of ultraviolet rays and the effects on living beings.
Kyoto Prefectural Momoyama Senior High School 'Peach Blossom Team'	Development of cumulonimbus clouds over the summer sky in Kyoto	Use mobile handsets to watch cumulonimbus clouds from formation, to research movement paths, size and growth processes.

Judging Panel

Head of judging panel	Nobuo Saito	Ph.D., Professor, Faculty of Environmental Information, Keio University
Judging panel	Mikio Suzuki	Member of Board of Directors, National Federation of UNESCO Associations in Japan
	Yuichi Nakayama	Executive Director, Japan Society of Physics and Chemistry Education
	Hiroshi Ohta	Executive Officer, Senior Vice President, Product & Service Development, Vodafone K.K.
	Yasumitsu Asano	Manager, Intellectual Property Group, Legal Department, Legal, Regulatory and External Affairs Division, Vodafone K.K.
Special judging panel	Mamoru Mohri	Ph.D., Astronaut, Executive Director/CEO, National Museum of Emerging Science and Innovation