

18 January 2006

## **Vodafone K.K. launches Vodafone live! CAST content delivery service**

*Service delivers "mobile magazines" to customer handsets overnight*

Vodafone K.K. today announces the launch of an automatic content delivery service called "Vodafone live! CAST" together with the mid-March 2006 rollout of two new compatible 3G handsets, the Vodafone 904T by Toshiba and the Vodafone 804N by NEC.

Available at a monthly charge of 300 yen (315 yen with tax, including communication charges), Vodafone live! CAST automatically delivers large content files (up to 1MB in size) between 2am to 7am\*<sup>1</sup> that are saved to handset memory. This enables customers to enjoy the content anywhere, anytime during the day in a magazine-like fashion, regardless of whether they are in or out of network range.

Vodafone live! CAST content will be developed by Japan Mobile Communications Inc. (J-MOBILE)\*<sup>2</sup> and presented by Vodafone K.K. Details on Vodafone live! CAST content will be given at a later date.

Vodafone live! CAST aims to provide a new style of mobile media that enables customers to enjoy the content they want to read, delivered every morning to their handset, at an affordable price of approximately 10 yen per day.

For more information on Vodafone live! CAST, please see the attached appendix.

\*1 Manual request for redelivery is required if the handset is turned off or out of range during this timeframe.

\*2 A joint venture between Vodafone K.K. and Cyber Communications Inc. that develops marketing communication services using Vodafone live! as a medium. Established in 6 July 2001, J-MOBILE is based in Chuo-ku, Tokyo and led by President and Representative Director Hiroto Yamazaki.

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- 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 over 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 130 countries and regions on 182 networks. For more information, please visit [www.vodafone.jp](http://www.vodafone.jp) \*Above data is current as of 31 December 2005.

## Vodafone live! CAST

### 1. Service overview

Vodafone live! CAST is a service that pushes content to handsets overnight. Content is automatically delivered during the 2am-7am timeframe and saved to handset memory so customers can enjoy content in a magazine-like fashion, regardless of whether they are in or out of network range.

### 2. Method of subscription

Customers can subscribe to Vodafone live! CAST from the handset menu

### 3. Usage charge

Basic monthly charge: 300 yen (315 yen with tax, including communication charges)

\* Subscription to Vodafone live! is required (Vodafone live! monthly basic charge is 300 yen [315 yen including tax])

### 4. Compatible handsets

The Vodafone 904T by Toshiba and Vodafone 804N by NEC

\* More compatible 3G handsets are planned for the future

### 5. Service launch

From mid-March 2006