

18 January 2006

Vodafone K.K. offers messaging with 3D animations

“Deru Moji” debuts as Japan’s first messaging service that displays pop-up 3D animations

Vodafone K.K. today announces the launch of “Deru Moji 3D Pictogram Display” (Deru Moji), Japan’s first messaging service that displays pop-up 3D animations in mails*¹. Deru Moji will be available from mid-March 2006 through the sale of the 3 new Vodafone K.K. 3G handsets announced separately today: the 904T by Toshiba, the 804N by NEC and the 804SS by Samsung Electronics.

Available at no extra charge to customers, Deru Moji displays 3D animations*² in messages from Vodafone K.K. handsets that include supported “e-moji” (pictograms)*³, which act to trigger the animations. Deru Moji also responds to designated keywords such as ‘happy birthday’, ‘good’ and ‘OK’, as well as “kao-moji” (face characters)*⁴, making it possible for customers to also enjoy 3D animations in mails from non-Vodafone K.K. handsets and PCs. To make messaging more expressive and fun for customers, 150 different 3D animations will be available.

Customers can change Deru Moji settings on compatible 3G handsets to activate or deactivate the animations, or limit them to unread messages. Subscribers can also adjust background and font colours. There is also a preview function for customers.

Vodafone will continue to strengthen its messaging services to offer richer communication to customers.

For more information on Deru Moji 3D Pictogram Display, please see the attached appendix.

*1: As of 18 January 2006 in the Japanese market (according to Vodafone K.K.)

*2: 3D animations do not appear in mail notifications or in HTML mails on handsets that can display HTML. 3D animations are displayed on mail notifications with remainders after they are downloaded in full. 3D animations may not display in some cases when Mail Art function is used, depending on the handset

*3: Some e-moji do not trigger 3D animations

*4: Letter and symbol combinations that resemble facial expressions, such as o(^-^o and (^0)/ . Corresponding kao-moji trigger 3D animations

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- 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 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 *Above data is current as of 31 December 2005.

Vodafone Deru Moji 3D Pictogram Display

1. Overview

Deru Moji 3D Pictogram Display (Deru Moji) displays 3D animations on compatible Vodafone K.K. 3G handsets when mails are received that include designated “e-moji” (pictograms), keywords and “kao-moji” (face characters), which trigger the animations. 3D animations appear in mails received from Vodafone K.K. handsets, non-Vodafone K.K. handsets, and PCs.

2. Deru Moji examples:

E-moji, keywords* ¹ , kao-moji	3D animation* ²	End display
		
		
[morning]		[morning]
[sunny weather]		[sunny weather]
[fine weather]		[fine weather]
[good morning]		[good morning]
		
[coffee]		[coffee]
[tea]		[tea]
[café]		[café]
		
[train]		[train]
(^o^)/		(^o^)/
(^o^)/		(^o^)/

*1 Keywords in chart are English translations of corresponding Japanese words and have been included for illustrative purposes

*2 3D animations are based on corresponding e-moji

3. Deru Moji compatible handsets

Vodafone 904T by Toshiba, Vodafone 804N by NEC and Vodafone 804SS by Samsung Electronics and future Vodafone K.K. 3G handsets (planned)

4. Deru Moji service launch

From mid-March 2006 (from time of sale of compatible handsets listed above)