

28 February 2006

Vodafone K.K. to launch new chat and multiplayer game services

Bluetooth® V-applis enables even richer communication

Vodafone K.K. today announces new services that use Bluetooth®*1 technology for wireless short-range communications. The services will launch together with the Vodafone 904SH, a new 3G mobile handset by Sharp scheduled to go on sale in late April 2006.

By activating Bluetooth® V-applis, friends or acquaintances will be able to enjoy instant messaging*2 and multiplayer games within an approximate 10-metre radius, free of charge. The services are made possible by functions embedded in new handsets that enable V-applis to communicate with each other using Bluetooth®.

A standard feature in Vodafone K.K. 3G handsets, Bluetooth® is a technology widely used for *connecting devices*, such as mobile handsets, wireless headsets and PCs. By taking the next step of *connecting people* with mobile handsets running Bluetooth® V-applis, customers will be able to enjoy even richer communication with new services.

The 904SH will have a total of 5 pre-installed Bluetooth® V-applis, including the instant messaging application "Near Chat". Customers will also be able to download more Bluetooth® V-applis from Vodafone live! More Bluetooth® V-appli compatible handsets are also planned for the future.

For more information on Bluetooth® V-applis pre-installed on the Vodafone 904SH please see the attached appendix.

*1: Short-range wireless communication technology for information devices that use the 2.45GHz frequency. Bluetooth makes it possible to connect devices like notebook PCs, PDAs, electronic accessories, mobile handsets and home appliances to connect cable-free for data and voice communications.

*2: Real time text conversations that take place on-screen among participants.

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- V-applis are Java™ compatible applications.

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- The Vodafone 904SH is powered by JBlend™, developed by Aplix Corporation, to speed up the execution of Java™ applications.

- V-appli and Near Chat are trademarks of Vodafone K.K.

- Vodafone, Vodafone live! and the speech mark symbol are registered trademarks or 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 137 countries and regions on 188 networks. For more information, please visit www.vodafone.jp *Above data is current as of 31 January 2006.

Bluetooth® V-applis pre-installed on the Vodafone 904SH

Instant messaging application

Name	Near Chat	Provider	Vodafone K.K.
Summary	Up to 8 people (including oneself) can enjoy rapid speed chats free of charge. Users can send messages to specified participants during chat sessions. Also possible to send 'emoji' pictograms.		
Main Specs	Max. chat participants	8 (including oneself)	
	Max. outbound chars.	120 chars./message	
	Communication area	Radius of approximately 10m	
	Security features	Usage restriction with PIN number*	

*Due to the characteristics of Bluetooth®, unsolicited requests may come from other parties when using this application. Concerned guardians may use a PIN lock function to prevent usage by minors.

Near Chat usage image

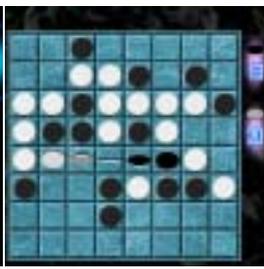


Game applications

  <p>© Q ENTERTAINMENT © BANDAI 2006</p>	Name	Meteos Mobile (trial version)
	Provider	Q ENTERTAINMENT
	Details	Then new style launch puzzle game “Meteos” appears in a Bluetooth® version! Players can enjoy short-distance face-offs and item collecting and other fun features. As blocks rain down, launch them back into space! *Nintendo DS is a registered trademark of Nintendo

  <p>© TAITO CORP.1986, 2006</p>	Name	Arkanoid -LINK- (trial version)
	Provider	Taito Corporation
	Details	A further evolution of the mega-hit “Arkanoid”! In addition to solo play, 2 players can enjoy cooperative or head-to-head games. Players can also create their own original stages, which can be enjoyed by other people. The limits for fun are endless!

  <p>© 2006 Sony Computer Entertainment Inc.</p>	Name	Piposaru Academia – Univer-saru Wars (trial version)
	Provider	Sony Computer Entertainment Inc.
	Details	The popular PSP®-only title “Piposaru Academia” is reborn as a new Bluetooth® game for multiplayer! Outwit your enemies in a “rock, paper, scissors” space shooting game! **PSP® is a registered trademark of Sony Computer Entertainment Inc.

  <p>© 2006 SUCCESS</p>	Name	VS Reversi (trial version)
	Provider	SUCCESS Corporation
	Details	An intense battle of reversals to take, be taken! The famous Reversi game now appears in a Bluetooth multiplayer version. Perfect for those looking to enjoy intense games with friends head-to-head!

*Screen shots above are all simulated images.

*Trial version V-applis can be used free of charge. Communication and information charges apply when downloading and using product version V-applis.

*Trial version V-applis may have restrictions on functions and number of play times.

*The Vodafone 904SH has additional V-applis pre-installed besides the ones listed above.