

28 March 2006

## **Vodafone K.K. strengthens anti-spam measures**

*Mail system to support sender authentication from 29 March*

Vodafone K.K. today announces that it will strengthen anti-spam measures so customers can use Vodafone live! more comfortably. From 29 March 2006, Vodafone K.K.'s mail system will support sender authentication, making it possible for non-Vodafone K.K. mail servers to determine if mails are legitimate ones sent from Vodafone K.K. mail servers, or mails with forged addresses.

This counter-spam measure is based on the JEAG\*<sup>1</sup> recommendation to publish SPF\*<sup>2</sup> records on DNS\*<sup>3</sup> servers. The method enables ISPs and companies using SPF/Sender ID sender authentication on their mail servers to determine whether mails received using Vodafone K.K. mobile handset mail addresses are legitimate or not.

In March 2005, Vodafone K.K. implemented a function that can reject so-called "Spoof Mails", which are mails that pose as being sent from PCs or other devices, Vodafone K.K. handsets, non-Vodafone K.K. handsets or PHS (Willcom only) mail addresses.

Vodafone K.K. will continue its efforts to make Vodafone live! more comfortable for customers by taking measures to counter spam while working closely together with JEAG.

\*1: Abbreviation for the Japan Email Anti-Abuse Group. A working group founded in March 2005 by Japan's major ISPs and mobile telecommunication carriers to counter spam email abuse. <http://jeag.jp/> (Japanese only)

\*2: Abbreviation for Sender Policy Framework. A sender authentication technology that can determine if a mail sent from a server is forged by checking the domain name of the sent mail address of origin to see if it matches information on the sending server. This information is authenticated by publishing the IP addresses and other information (SPF records) on the DNS server in order to identify the outbound mail server.

\*3: Abbreviation for Domain Name System. A database that exchanges domain names and IP addresses.

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- 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 140 countries and regions on 192 networks. For more information, please visit [www.vodafone.jp](http://www.vodafone.jp) \*Above data is current as of 28 February 2006.

Sender Authentication Image

