

“Declaration beyond”

For a Richer Future with 5G



President & CEO

Kazuhiro Yoshizawa

DOCOMO's Business Transformation



DOCOMO's Business Transformation

Co-creation



Service



Capital alliance



Platform



Telecom



The background of the entire slide is an aerial photograph of a city, likely Tokyo, taken from a high vantage point. The city is densely packed with buildings, and a river or bay is visible in the lower right. The sky is a mix of blue and orange, indicating a sunset or sunrise. The word "beyond" is written in a large, bold, red sans-serif font, centered in the upper half of the image.

beyond

Connecting dreams, for a richer future with 5G

To amaze and inspire beyond expectations for our customers.
To create new values hand in hand with our partners.

Toward 2020 and beyond,
connecting everyone's dreams and aspirations,
DOCOMO's journey to uncharted territory continues.

beyond

Connecting dreams, for a richer future with 5G

Value and excitement to customers



Benefit Convenience



Enjoyment Surprise



Satisfaction
Peace of mind

5G

Value co-creation with partners



Contribution to
industries



Solution of
social issues
Regional vitalization



Expansion of
partners' business



Declaration 1

Market leader

offering visible
benefits and convenience

Declaration 4

Industry creation

jointly pursuing innovations
with 5G

Declaration 2

Style innovation

for a richer future for all

Declaration 5

**Solution
co-creation**

to solve social issues

**Declaration
beyond**

Declaration 3

**Peace of mind and
comfort support**

always by our customers' side

Declaration 6

**Partner business
expansion**

leveraging business platforms

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The background features a dark, almost black, space filled with dynamic, flowing light streaks in vibrant blue and red. These streaks create a sense of motion and energy, reminiscent of high-speed data or light trails. In the center, a white square with a thin red border contains the main text.

HERE COMES

»5G

JAPAN 2020

Joint Creation of New 5G Services with a Wide Range of Partners

DOCOMO 5G Open Partner Program

- ▶ 5G partner workshop
- ▶ Easy access to 5G connectivity
- ▶ Latest tips on 5G

Over 610 entities
expressed intent to participate

5G Trial Site

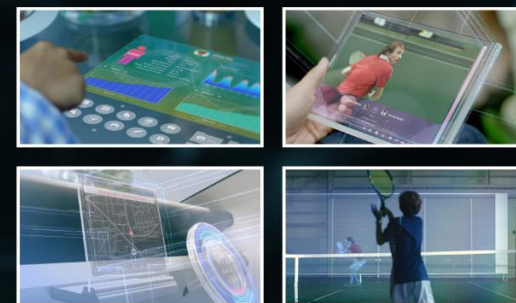
- ▶ 5G×SPORTS
AR/multi-viewpoint demo



- ▶ 5G×GAMING
VR games/VR viewing



Realization of 5G services



Collaboration with 15 entities
to create new services

Service Co-Creation with Partners: Examples



Remote control of construction machines



Remote control of robots



Linkage with real-time AR

HERE COMES

»5G

JAPAN 2020



Remote medical service



Live transmit of free viewpoint images



Remote monitoring of autonomous vehicles

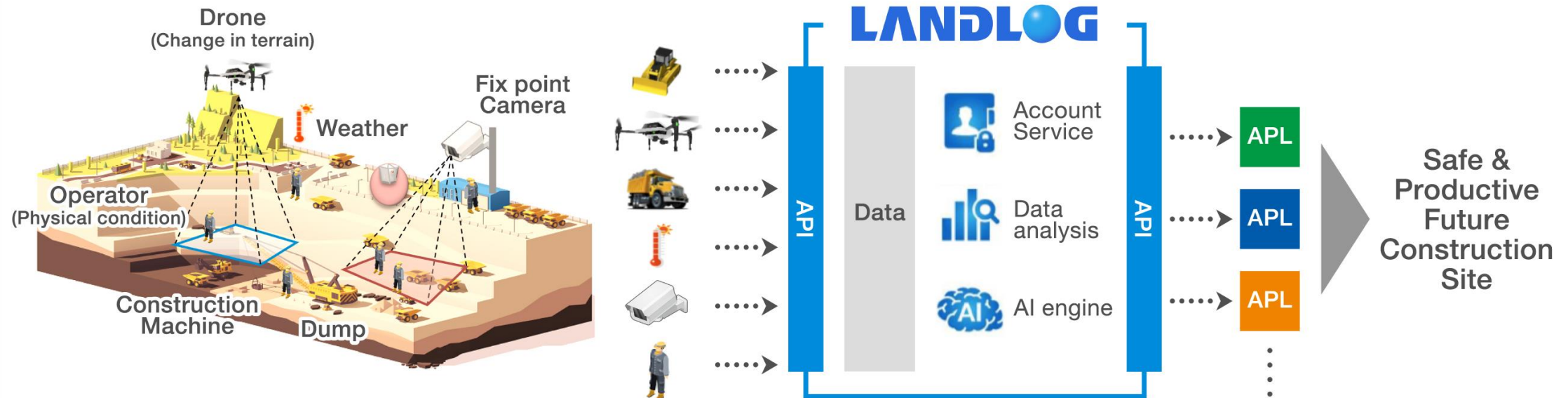
KOMATSU + ^{NTT}docomo

Remote control of construction equipment using 5G



IoT for Problem Solution in Construction

*LANDLOG: Connect all data of construction site for
“productivity enhancement”*

KOMATSU**NTT docomo****OPTiM®****SAP**

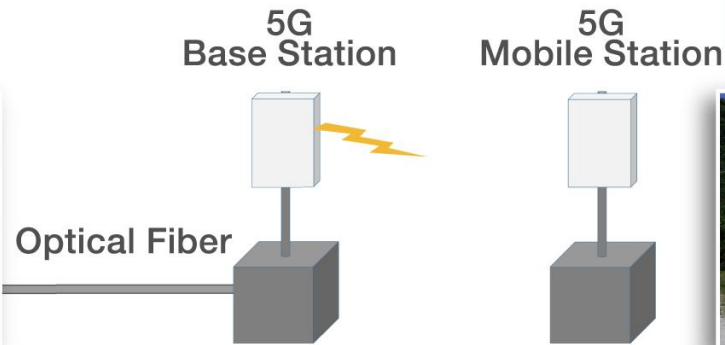
Medical University + ^{NTT}docomo

*5G-based remote diagnosis
to eliminate inequality in healthcare access*



公立大学法人
和歌山県立医科大学
WAKAYAMA MEDICAL UNIVERSITY

Medical University



Real-Time Communication

Remote Clinic



“Cellular V2X” Connecting Cars and Objects Joint Trial Planned in Japan in 2018

*Complement vehicle's safety-related capability
even in non-line-of-sight environments*

Continental

NTT docomo

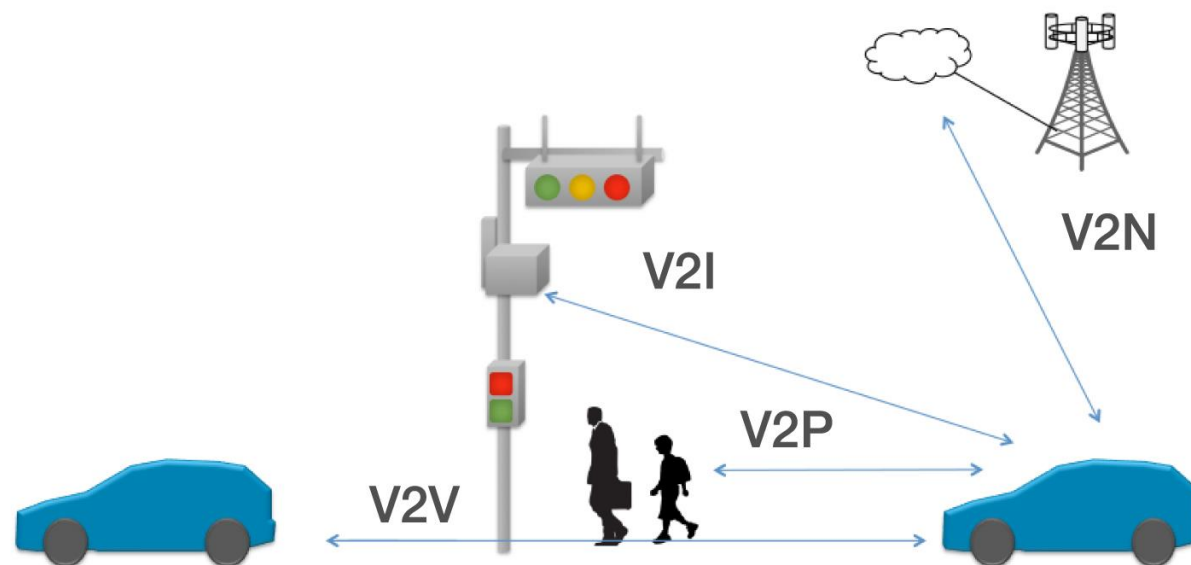
ERICSSON

NISSAN MOTOR CORPORATION



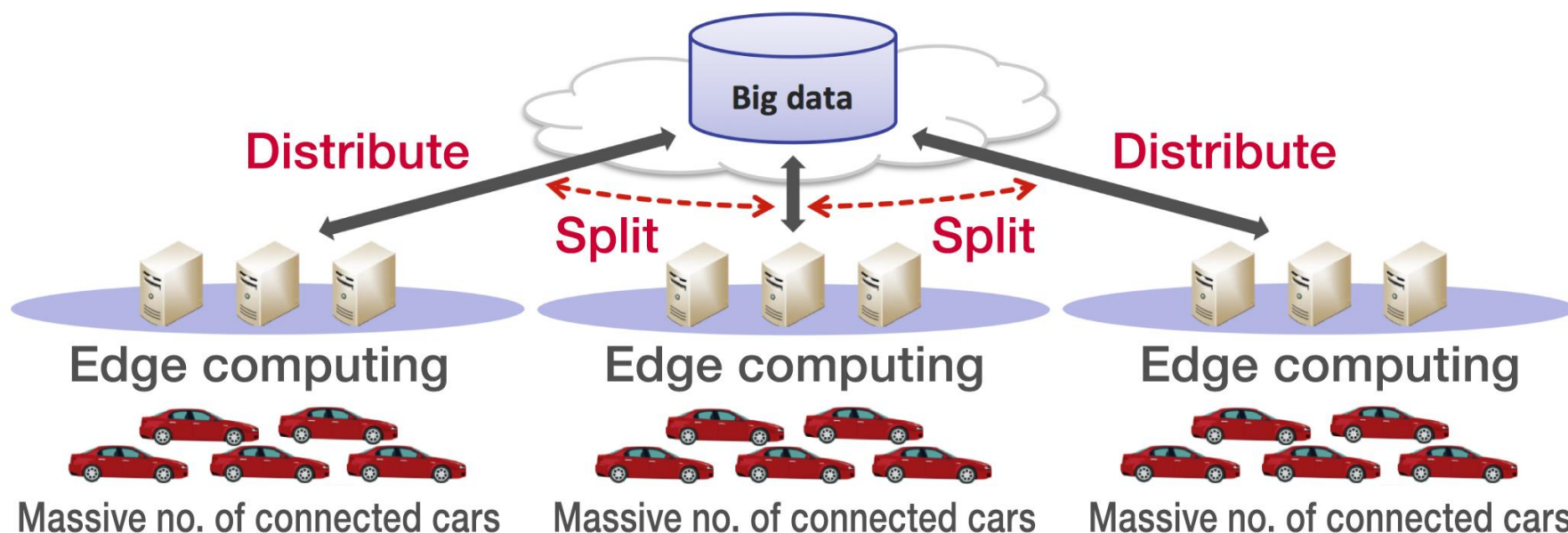
OKI

Qualcomm



AUTOMOTIVE EDGE
COMPUTING CONSORTIUM

Driving the evolution of network and computing infrastructure for automotive big data

**DENSO****KDDI****NTT docomo****TOYOTA**

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**Partner business
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leveraging business platforms

Support Partners' Business and Expand Commercial Transactions

Business
expansion



Sales
growth



Productivity
improvement



IoT

Customer
referral

AI agent

Open Business Platform

Loyalty
point

Drone

FinTech

Transformation of Business Structure

*Integrating a wide variety of added value
through 5G for solid growth*

beyond

Smart life



dTV



dmagazine



DAZN
for docomo

ドコモ光

docomo Hikari

ウルトラパック

Ultra Pack

+d 5G

Telecom



AI agent



FinTech



Drone robotics



New entertainment
experience



Work innovation

etc.

Age of 4G

Age of 5G

The new of today, the norm of tomorrow

^{NTT}
docomo



Anniversary