



NTT DOCOMO USA, INC.

TECHNOLOGY

Our “Keitai Home System” is a cellphone-operated remote control for home appliances such as environmental controls and home security. For example, if someone visits your home, an intercom screen will be transferred to your cell phone. Installation is simple because this system is linked to all units through a wireless network system called “Zigbee.” Finally, this system is compatible with any cell phone carrier.



COMPETITIVE ADVANTAGE

From the outside of one’s home, subscribers can control home appliances; lock doors and windows; and use the intercom. Subscribers do not need to pay a system maintenance fee, only the carrier data service fee. (Subscribers pay for installation.)

RECORD OF SUCCESS

NTT DOCOMO, Inc. FY2008
Revenues: \$44.9 billion
Subscribers: 54.6 million
Market Share: 50.8% - Number One Market Share in Japan
Market Cap: \$60+ billion

OPPORTUNITIES FOR PARTNERS

House and apartment developers could take advantage of the outstanding features as the efficiency of appliance management and advanced home security through new cell phone apps.

By collaborating with home appliance manufacturers, this system would be easier to implement through the development of embedded chips for home appliances.

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