

Shaping the Future Mobile Information Society:



The Case of the Japanese Keitai

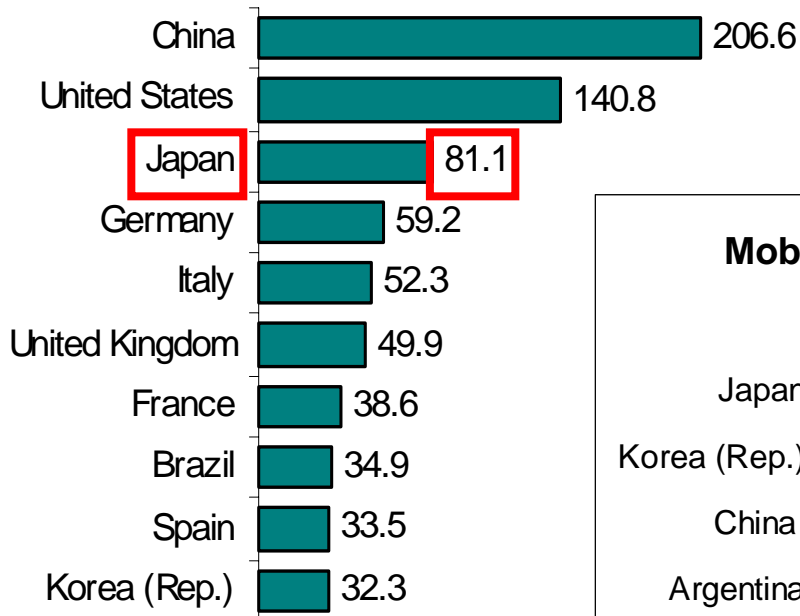
ITU/MIC Workshop on “Shaping the Future Mobile Information Society”
Seoul, 4-5 March 2004



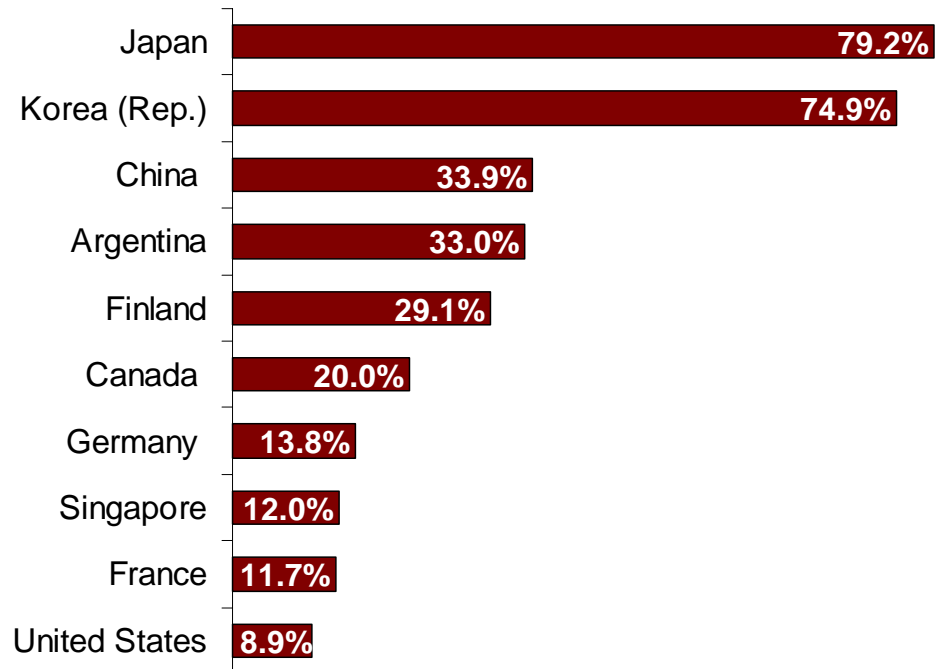
Note: The views expressed in this presentation are those of the author and do not necessarily reflect the opinions of the ITU or its membership. Lara Srivastava can be contacted at lara.srivastava@itu.int

The "Keitai" Calculation

Total mobile subscribers, top 10, 2002, millions



Mobile Internet subscribers as a percentage of total mobile subscribers (2002)

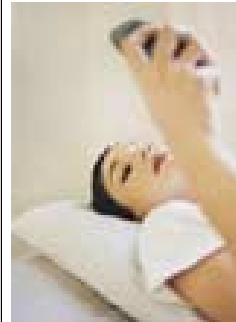
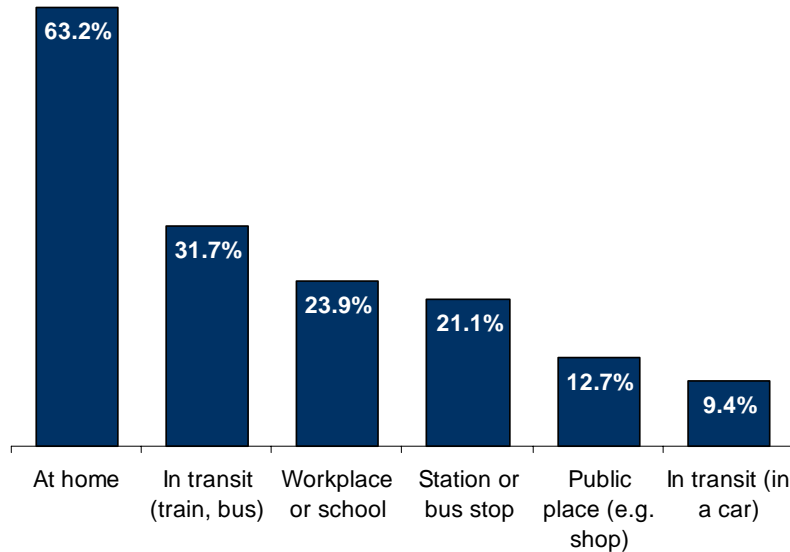


The “*Keitai*” Context

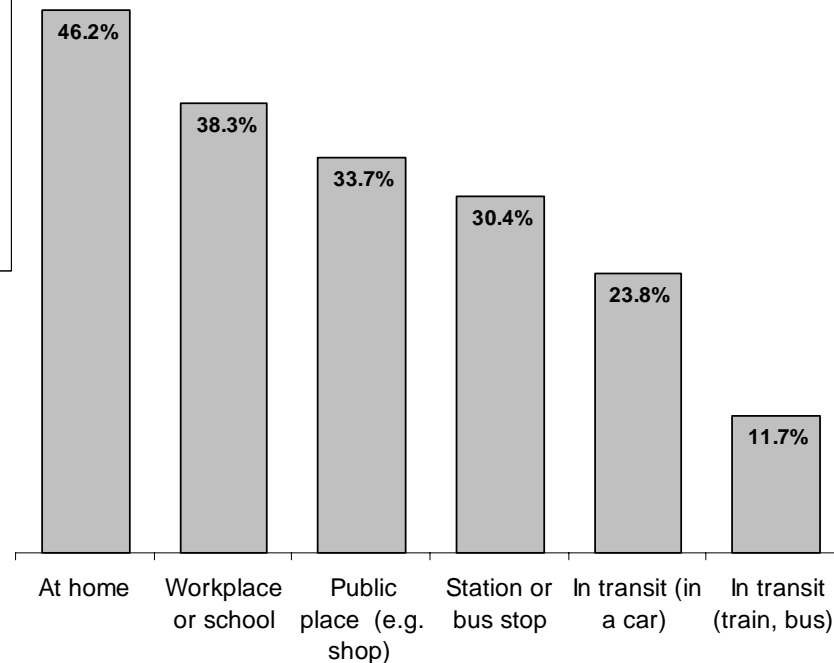
- Success of mobile Internet
- Operator-led mobile sector
- Revenue-sharing for content
- Early introduction of IMT-2000/3G services, including e.g. video services
- Recent introduction of flat-rate 3G billing
- Ubiquitous network society
 - Active governmental programmes and policy

Mobile: not only for 'on the move'

Location when using mobile browser (2002)

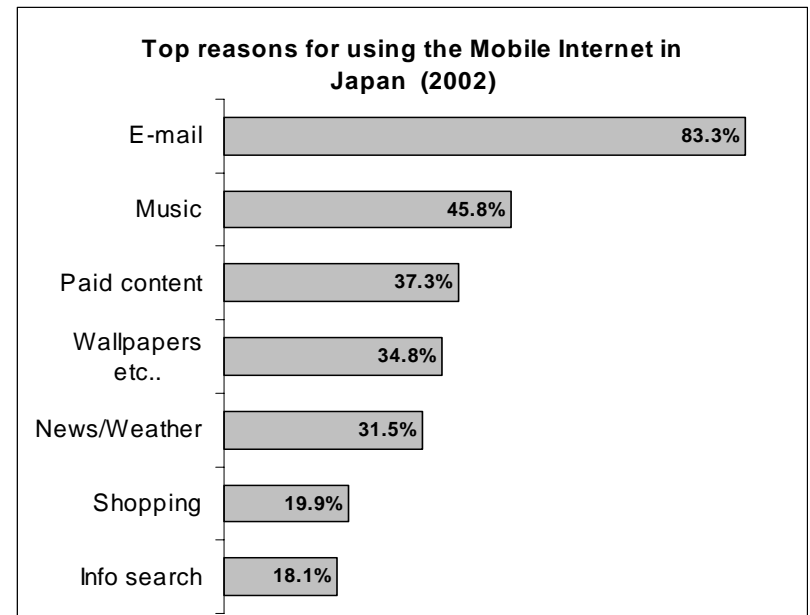


Location when making mobile calls (2002)



New applications and services

- Audio and video
- Location-based services
- Mobile gaming
- Multimedia home
- In-vehicular applications
- Vending and ticketing



The case of chips and codes

- RFID

- Roppongi Hills trial – read or shop or...
- Eat: RFID and sushi
- Implications



- The DoCoMo 2D Code

- With this, mobile can read data from a simple code
- May eventually embed hyperlinks
- A first step to the T-Engine Forum's *"Ubiquitous Communicator"*?



Keitai Device Evolution



DoCoMo SO504iC

With Felica card for payment/transport



Vodafone V601N

With built-in TV tuner



TU-KA TS41

First “sonic speaker” handset with
bone conduction technology



**FOMA
SH2101V**

DoCoMo SH2101V
PDA-style terminal with
detachable pen-sized
handset

Protecting Data and Consumers

- Camera phones and privacy
- Chat rooms and dating sites
- Enhanced personal ID functions
 - and accessories



DoCoMo F505i
With fingerprint sensor

The Japanese mobile “etiquette”

- A time and a place?
- Industry self-regulation
 - Restaurants
 - JR Railway
 - Shinkansen
- Individuals
 - Awareness
 - Etiquette



Thanks!



www.itu.int/futuremobile

*Vision without action is a daydream.
Action without vision is a nightmare*

- Japanese poem

lara.srivastava@itu.int

