



i-mode Strategy

Takeshi Natsuno

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First introduced in 1999, i-mode was the world's first smart phone for Web browsing. The i-mode wireless data service offers color and video over a variety of handsets. Its mobile computing service enables users to do telephone banking, make airline reservations, conduct stock transactions, send and receive e-mail, play games, access weather reports and have access to the Internet. It can offer a wide array of websites from internationally known companies such as CNN to very local information.

In Japan, the number of i-mode users is close to a sensational 13 million. This means that 10% of Japan's total population are using i- mode after not even 2 years of its existence.

i-mode Strategy authored by one of the main architects behind i-mode:

- * Discusses the success story of i-mode to date
- * Offers highly probable future projections for the technology

Written by the most highly respected expert in the field, i-mode Strategy is an absolute must for everyone wanting to know more about NTT DoCoMo's sustainable business model and i-mode strategy



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