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**JCI poised to produce the *Doccica* series**  
**Enabling secure, seamless 3G and PHS data connectivity**

Japan Communications Inc. (JCI) announces its decision to produce the *Doccica* (DOH-chi-ka) series, a fusion of 3G and PHS, once MVNO agreements for interconnection with 3G mobile communications providers are concluded.

*Doccica* is a combination of both 3G and PHS data communications services that allows for seamless communication. The product solves the three problems that arise with wireless data communication: speed, coverage area and security.

The *Doccica* package will include two data communications cards (one 3G, one PHS), data communication fees, Internet connectivity fees, connection tools, and more. By simply installing the software, 3G and PHS functionality will interact to provide unlimited use of a service offering the broadest coverage and fastest speeds, all at a single, set price.

With functions that resolve the issues of speed and coverage, *Doccica* will be equipped with an intelligent connection mode to automatically select the network that most meets user needs. For example, the high-speed mode setting emphasizes connection speed, as it automatically detects signal strength and selects the highest connection speed available for any point of use. A low-energy mode will also be available for users who wish to focus on battery life. Of course, in addition to these auto-select modes, users can manually change settings at any time for particular cases. In addition, the user interface will be easy for anyone to use, allowing connection and disconnection at the push of a button.

Also, the addition of those security functions that JCI currently offers its enterprise customers will resolve those security issues that can occur with wireless communication.

JCI has already finished the basic software development and the above service plan for *Doccica*. JCI plans to release this product for sale once MVNO agreements establishing interconnection with 3G mobile communication carriers are signed and the service has undergone final verification.

JCI will broaden this service by signing MVNO agreements to establish interconnection with each 3G mobile communications carrier. For the near future, JCI has also set its sights on development of dual mode cards that would allow different wireless access methods with one device.

By combining communication services traditionally divided among mobile communication providers, along with convenient, single communication and application platform functions, *Doccica* is a service that can only be offered by an MVNO. As such a business model is clearly aligned with layer-based competition models, we believe that it will greatly contribute to the development of the foundations of IP-based information communication from here on out.

### About the Product

- Name: Doccica
- Release Date: Within 1 month of the completion of the interconnection between the MVNO and a 3G carrier (following the successful conclusion of a contract.)
- Product Includes: 3G Data Communications Card, PHS Data Communications Card, software needed for connecting, 6 months of unlimited data communications, 6 months of unlimited internet connectivity, and more.
- Length of connectivity: 6 months
- Price: ¥150,000–¥200,000 est. (Estimate based on JCI’s prediction of such factors as the terms of the connection between the MVNO and the 3G carrier.)



*Doccica* Desktop User Interface



Product Packaging

The background to this product is provided in the Appendix.

- A PC with more than one data card slot is required to use the intelligent connection mode.
- JCI reserves the right to change the specifications, price and release date of this product without prior notice.

### About JCI

Japan Communications Inc. (JCI) was the first to introduce the Mobile Virtual Network Provider (MVNO) business model to the world in 1996. JCI, a publicly listed company in Japan (JPN-9424), is the first and the largest data MVNO in the world. It has pioneered wireless data solutions, which address particular needs of specific customers both in consumer and enterprise markets. Operating as an integrator of wireless and fixed network services with information technology, it is the leading provider of end-to-end wireless data solutions.

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## Appendix

The MVNO business model enables the integration of the separate physical layers (network equipment) held by the mobile communications providers and thus allows the provision of a boundary-free, inter-carrier service. The user, without ever being conscious of the various network providers, will enjoy the widest coverage area and can automatically use the connection method most appropriate to their individual situation. Partnership with an MVNO not only conforms with the layer-based competition model – the cornerstone of the creation of IP-based information communication – but will also greatly further the growth of information communication in to the future.

JCI provides PHS data communication services using the MVNO business model. As PHS data communications services provisioned by an MVNO, these services offer a range of additional features, such as authentication, billing and improved security through connection between JCI's Data Center and the client software embedded in the data communications card. The easy-to-use client software user interface offers both high functionality and convenience.

The service that JCI has chosen to produce at this time, *Doccica*, combines the communication services of multiple carriers, and highlights the innovative and original approach offered by the MVNO. With *Doccica*, the user can manually or automatically choose the network that best suits their individual needs, whether it be value for money, the highest quality coverage, the fastest speeds, etc. *Doccica* will allow users to switch between PHS and 3G while maintaining their communication session persistence, enabling, e.g. the user to switch between networks while browsing a webpage.

MVNO services like this are not limited by national boundaries and could be offered on a global scale. Further, by strengthening the application platform, it would be possible to change the method of presenting information (e.g. between voice and text) to the most appropriate setting for a given communication environment. Additionally, integration with different types of new business models, such as e-money and Internet advertising, will naturally lead to even greater levels of functionality.

## The Data MVNO Business Model

