



Nippon New Market – “Hercules”

September 7, 2007

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JCI Begins Sales of “b-mobile hours USB Internet Card” Available Exclusively Through Online Shopping Site b-market

—Time Transfer/Cash Back Campaign for Existing hours Users —

September 7, 2007. Japan Communications Inc. (JCI) starts sales today of the *b-mobile hours USB Internet Card* at JCI’s online shopping site b-market for ¥32,800 (tax included; see <http://www.bmobile.ne.jp/market/>). Plus, from September 10 to October 31, 2007, JCI will conduct the *b-mobile hours USB Internet Card* Time Transfer/Cash Back Campaign for current b-mobile hours users (see details below).

b-mobile hours was first introduced as a 150-hour mobile Internet product in March 2005. Normally, flat and metered rate plans are designed for consistent Internet users. However, since b-mobile hours is designed for users who demand products that allow them to make the most of the hours they have purchased, it has been lauded by PC users who want casual use of the Internet while out and about.

The Express Card standard, driven by the PC industry to allow for higher speed PC/MIA cards, has been widely adopted, and an increasing number of PCs are not equipped with the PC/MIA slot traditionally required for b-mobile. In response, JCI released the b-mobile KuRiKa data card on July 5, which uses the USB port available on almost all PCs, and fulfills the needs of users who require around 20 hours of mobile Internet connectivity per month.

In this context, JCI is now releasing a USB Internet Card b-mobile hours to supplement our current CF card line up. This product is on limited release and is only available through the b-Market site.

Similar to previous hours products, the *b-mobile hours USB Internet Card* combines PHS connectivity fees, Internet connection fees, connection tools and more into a convenient package, allowing 150 hours of connectivity over 365 days.¹

¹ Three minutes are consumed upon establishment of a connection; after three minutes, one minute is deducted per minute.

As with the CF card models, in addition to a PHS network covering 99% of Japan's population, users will have access to one of Japan's largest networks of public Wi-Fi spots, or "b-Spots" under the PHS Time Swap Program (over 10,700 b-Spots as of August 31, 2007). These can be accessed with just one click through b-Access, the wireless Internet controller that comes standard with all b-mobile cards.

In addition to being the lightest² USB communication device on sale in Japan, the *b-mobile hours USB Internet Card* also supports the adaptive modulation packet standard, adding greater speed and reliability to communication.

The *b-mobile hours USB Internet Card* can be used on any Windows or Macintosh³ laptop PC with a USB port and, as the card does not require a card slot, it can even be used at the same time as other card-based peripherals. Also, if used with any standard USB cable (available through retail outlets), it is possible to place the USB device up to five meters away from the PC. (For this limited release only, the first 500 customers will each receive a two-meter cable free of charge.)

To ensure that existing CF card type b-mobile hours users can purchase this new version without any loss of prepaid hours, we are conducting the *b-mobile hours USB Internet Card* Time Transfer/Cash Back Campaign. This will allow existing users to carry over any unused hours from their old plan to their new USB Card plan.

USB Internet Card



- To ensure that users do not need to worry about the position of, or space around, their USB ports, comes standard with a rotating USB adapter. This also allows easy adjustment of the device's antenna.
- A flashing LED indicates signal strength.

b-Access (Wireless Internet Controller)



² Based on JCI market research of USB PHS data communication devices available domestically. Information current as of September 7, 2007.

³ In addition to compatibility with Windows Vista/XP, PHS data communication is available for Mac OS 10.4 through the establishment of a dial-up connection.

Product Specifications

Name	b-mobile hours USB Internet Card
Product Code	BM-H1U-150H
b-Market Price (tax incl.)	¥32,800
Length of plan (hours/days)	150 hours (three minutes to establish connection, one minute per minute when connected for more than three minutes) / 365 days
Package includes	PHS data connectivity fees, Internet connectivity fees, b-Access wireless Internet controller, USB Internet Card, USB adapter, b-mobile case for USB adapter, etc. <i>The first 500 customers also receive a two-meter USB cable.</i>
Communication Network	PHS: Willcom Inc.'s Multilink packet communication network Wi-Fi: Wireless LAN "b-Spots" Under the PHS Time Swap Program, one day of access to one provider's spots can be swapped for five hours of PHS connectivity. <i>A built-in or external wireless LAN card is required to use b-Spots.</i>
Web Accelerator	Marion (fast) / Michelle (faster) / Ian (fastest)
OS	Windows Vista/XP In addition, PHS data connectivity is available for Mac OS 10.4 through the establishment of a dial-up connection.

USB Internet Card specifications (included in package)

Measurements	Approx 38.0×56.0×11.5 mm (width×length×depth)
Weight	Approx 20 g (28 g when using the USB adapter)
Antenna	Built-in miniature chip antenna
Packet transfer modes	Multilink/Singlelink packet transfer
Power consumption	Approx. 180 mA (Multilink), approx 85 mA (Singlelink)

Extend Licenses

An Extend License will be released soon which will allow users who have consumed all 150 hours in their data plan, or whose 365 days have expired, to access the Internet without having to purchase a new USB Internet card⁴. This Extend License will provide 150 hours to be used over 450 days. Estimated price: ¥30,000

⁴ Not compatible with Extend Licenses available today.

Time Transfer/Cash Back Campaign

Applicability: Existing users of b-mobile hours (CF card type)

Duration: September 10, 2007 (Monday) – October 31, 2007 (Wednesday)

Details: Users with CF card type b-mobile hours products can send their CF data cards to JCI and, upon purchasing a *b-mobile hours USB Internet Card*, receive a cash rebate of ¥2,000 and carry over any hours left on their CF card data plan to their new USB data plan. However, only cards with remaining hours or days are eligible for the campaign.

- For campaign details or to find out how to take part, see:
<http://www.bmobile.ne.jp/personal/newhours/cp.html> (Japanese only)
- For information on the *b-mobile hours USB Internet Card*, see:
<http://www.bmobile.ne.jp/personal/newhours/index.html> (Japanese only)

Product will be shipped starting September 10, 2007.

Product specifications and price may change without notification. For details, please visit <http://www.bmobile.ne.jp>

About JCI

Japan Communications Inc. (JCI) was the first to introduce the Mobile Virtual Network Operator (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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