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JCI launches Extend License for the b-mobile USB Internet Card

On September 28, 2007, Japan Communications Inc. (JCI) will begin sales of its latest b-mobile product: the *USB Internet Card Extend License*. The product will be available from, and its price set by, electronic retail stores nationwide (estimated price is approx. ¥30,000).

Despite wide proliferation of broadband Internet, b-mobile responds to the persistent demand of laptop PC users for Internet access whether at home, at the office or on the go. A b-mobile Starter Pack combines a PHS data communication card (CF card or USB Internet Card), PHS connectivity fees, Internet connection fees, the wireless Internet controller “b-Access” and more in one convenient package.

A b-mobile Extend License allows users to extend the service period of their b-mobile plans, without having to purchase a new data communication card. The *USB Internet Card License* adds a new dimension to this process as, upon purchase, the user can choose to renew their plan from one of the three options below¹.

- Customers who need about 20 hours of connectivity a month: Choose *b-mobile KuRiKa*
Extends service by 20 hours/month x nine months (270 days)
- Customers who want the freedom to select how much they use: Choose *b-mobile hours*
Extends service by 150 hours to be used over 450 days
- Customerse who want unlimited PHS and WiFi access: Choose *b-mobile ONE*
Extends service by 4 months (125 days) unlimited access

By simply inserting the USB Internet Card into the USB port that comes as standard on laptop PCs, users can take advantage of data connectivity with improved speed and reliability. Building on our range of CF card products, two products are now available that use the USB Internet Card: *b-mobile KuRiKa* and *b-mobile hours USB Internet Card* (the latter is only available through our b-Market site).

This Extend License allows b-mobile USB Internet Card users to choose an extension plan that best suits their individual use pattern without having to purchase a new USB Internet Card.

¹ Please note that once an Extend License is selected, it is not possible to exchange the selected plan for another plan.

About the USB Internet Card Extend License

Compatible Products

USB Internet Card products

Note: It is not possible to extend the term of a USB Internet Card more than 185 days after expiration or after one year of disuse.

Product Specifications

Product Name	USB Internet Card Extend License
Product Code	EX-A30
Price	Flexible pricing (estimated price: approx.¥30,000)
Package Includes	Internet connection fees, PHS data connectivity fees, extension CD, user manuals and b-Access.
OS	Windows Vista/XP <i>In addition, PHS data connectivity is available for Mac OS 10.4 via dial-up connection.</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>

How to Extend

After inserting the extension CD into a PC, users should follow the steps detailed on screen to see the list of Extend Licenses available for selection. Once selected, the user's USB Internet Card will be recharged with that plan.

Please note that once an Extend License is selected, it is not possible to exchange the selected plan for another plan.

Extension plans available through the USB Internet Card Extend License

1) *b-mobile hours*

Plan Length: 150 hours (to be used over 450 days)

PHS usage: Three minutes deducted upon connection, one minute per minute connection for connections longer than three minutes.

b-Spot Access: Connect to one provider for one day in exchange for five hours of PHS connectivity

2) *b-mobile KuRiKa*

Plan Length: 20 hours/month x nine months (270 days)

PHS Usage: One minute deducted per minute connected

b-Spot Access: Connect to one provider for one day in exchange for five hours of PHS connectivity

Note: b-mobile KuRiKa users who extend to a KuRiKa plan can carry over a maximum of 20 hours into the first month of their new plan (however, users must complete the extension procedure before their KuRiKa plan expires).

3) *b-mobile ONE*

Plan Length: Four months (125 days)

PHS Usage: Unlimited

b-Spot Access: Unlimited

Product Image

Extend License Packaging



b-Access, main screen



About the b-mobile USB Internet Card

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 connectivity. Further, 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.



- To ensure that users can use the space around their USB ports efficiently, the card comes standard with a rotating USB adapter. This also allows easy adjustment of the device's antenna.
- A flashing LED indicates signal strength.

For more information on b-mobile, please visit: <http://www.bmobile.ne.jp>

Product specifications and price are subject to change without notice. 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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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 via dial-up connection.