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JCI releases connectivity-Charged SIM Package: Exclusive to Android Developers

To facilitate development on the Android platform, Japan Communications Inc. (hereafter JCI) will release a connectivity-charged SIM package exclusively for the Android development community. The SIM package will provide connectivity on NTT docomo’s FOMA® network.

At the Google Developer Day 2009 Japan, held on June 9, Google Inc. (hereafter Google) distributed the Android platform-based GDD Phone to the Android development community. The GDD Phone is an Open Platform Device which is not SIM-locked. SIM-lock free devices are not tied to any specific network and as a result developers can expect to create their applications for the widest possible audience. Since Google could not provide a non-SIM-locked environment with the distribution of these devices on June 9, the members of the development community have been vocal in requesting connectivity for their Android phone. In response to their requests, JCI has agreed to develop a special development support package for Android developers with none of the encumbrances that a network carrier may enforce.

Android is an open source platform for mobile phones developed by Google to introduce a new path unencumbered by the development restrictions of the vertically integrated operating systems which dominate most handsets in the world. In July 2007, Google formally requested, in an open letter from its CEO, that the United States Federal Communications Committee (hereafter FCC) provide four conditions for market openness*1 to be mandated to the recipient carriers of the next allocation of wireless telecommunications spectrum licenses. JCI Founder and CEO Dr. Frank Seiji Sanda states “Even Google, the Internet’s leading company, could only entice the FCC to include two minor conditions towards an open network environment. In Japan, as a result of a nearly 10 year effort by the Ministry of Internal Affairs and Communications, all current and future wireless spectrum licensed by wireless carriers is open for MVNOs. The four conditions requested of the FCC by Google and much more were achieved by JCI in March of this year. I am very pleased that the Japanese Android developers have recognized the globally unique environment in Japan and the value of a totally SIM-lock free network in their efforts to develop their value-added solutions on this Google Open Platform.”

Android developers can purchase the Charged SIM Package for ¥8,400 with no contractual obligations. Connectivity is provided at a transparent and understandable price of ¥10 per minute. The SIM card comes charged with ¥5,000 of 3G data connectivity to be used over 90 days. This enables the GDD Phone to be used immediately with no cumbersome administrative procedures such as multiple year contracts. Developers can utilize the devices and only be charged for wireless connectivity when they are using it.

When the initial amount of minutes is exhausted, the developer can recharge their phone in ¥1000 increments online using a credit card.

The Chairman of the Japan Android Group, Dr. Fujio Maruyama, said “The Japan Android Group welcomes JCI’s release of the Charged SIM Package for Android developers. As a result of this, Android developers in Japan can use their SIM-lock free Android device to develop software as they please. I believe that this is a very important event for the growth of Android in Japan. I anticipate that the development of unique ideas and services using the Android open development environment paired with communications will encourage more and more people to join the Android Community.”

The Charged SIM Package for Android Developers is available today from JCI’s online shop “b-Market”.

For more information on the Charged SIM Package for Android Developers, visit (Japanese only):

<http://www.bmobile.ne.jp/android/>

*1 The four conditions for market openness are Open Applications, Open Devices, Open Wholesales Services, Open Network Access. The FCC has mandated the first two conditions as openness requirements.

* An MVNO (Mobile Virtual Network Operator) is a Telecommunications Carrier that provides wireless communication services using the infrastructure of, or through interconnection with, an MNO (Mobile Network Operator)

* An MVNE (Mobile Virtual Network Enabler) is a company which facilitates the development and implementation of an MVNO’s services.

* “FOMA” is a registered trademark of NTT docomo Inc.

* “Android” is a registered trademark of Google Inc.

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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 a telecommunications carrier, JCI integrates wireless and fixed network services with information technology. JCI provides end-to-end wireless data solutions utilizing NTT docomo, Inc.’s HSDPA and Willcom Inc.’s PHS networks as well as a multitude of fixed-line carrier networks.

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