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For Immediate Release

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JCI to provide a "legitimate" Cloud Computing environment using LTE
- Accelerated commercial deployment through Layer 2 interconnection with NTT docomo's LTE network -

On June 30, 2011, Japan Communications Inc. (hereafter "JCI") submitted an LTE network Layer 2 interconnection request to NTT DOCOMO, Inc. (hereafter "NTT docomo"). Interconnection between NTT docomo and JCI, and other MVNOs, is a mandated condition of the LTE spectrum license. This marks the start of interconnection negotiations. This interconnection will drive the growth of "true" wireless Cloud Computing based on LTE and will accelerate deployment of a wide range of LTE-based commercial services.

Today, the Enterprise and the Individual are increasingly conscious of the Cloud Computing platforms driven by object based operating systems such as iOS, Chrome, Android, WebOS and Windows Phone 7, which are being promoted with imminent product launches. Under the Cloud Computing environment, many of the devices driven by these systems will be empty boxes without true high speed broadband such as LTE.

Cloud Computing is built on the premise that the cloud and the client device can share large volumes of information instantly. However, cloud computing today requires the user to be actively conscious of what type of network connection they are using. They must modify their usage patterns depending on whether they are in a fiber-based environment such as at home and in the office, or out and about using currently the only available wireless broadband, a 3G connection.

3G network technology is not sufficient to provide true seamless interchange of information between the cloud and the device for Cloud Computing. In fact, current Cloud Computing is primarily based around fiber cable buried in the ground. What we today call Cloud Computing could be more appropriately called "Underground Computing". Unlike 3G, LTE provides 37.5 Mbps speeds currently and will reach fiber levels as the network expands in the next two years. The user experience in this environment will free them from conscious network choice. Every client device will be able to remain connected organically to the cloud data center. It is only through the use of LTE networks that Cloud Computing will become truly ubiquitous.

NTT docomo has been providing LTE services under the service brand "Xi" (Crossy) since December 2010. As this LTE network is now sufficiently mature, JCI will establish interconnection at Layer 2. Through its MVNO license, JCI will provide combined 3G and LTE services for customers. Additionally, as MVNE, JCI will support other MVNOs such as manufacturers and distributors who are preparing LTE based Cloud Computing service offerings and devices.

* “Xi” is trademark or registered trademark of NTT DOCOMO, Inc..
* All other company names or product names are trademarks or registered trademarks
* All information is current as of the date of this announcement

■ About Japan Communications Inc. (JCI)
JCI was established on May 24, 1996 to demonstrate a new type of mobile service business model. 13 years later, in March 2009, JCI achieved interconnection with NTT DOCOMO, Inc. and completed preparation of the “MSO Business Model”. It took less than two years for this business model to achieve profitability. Using advanced network efficiency techniques and real-time authentication, JCI provides unique, differentiated communication services. These are offered to customers though our MVNO business using the b-mobile brand and by manufacturers, integrators and other partners through our MVNE business.
MSO=Mobile Service Operator