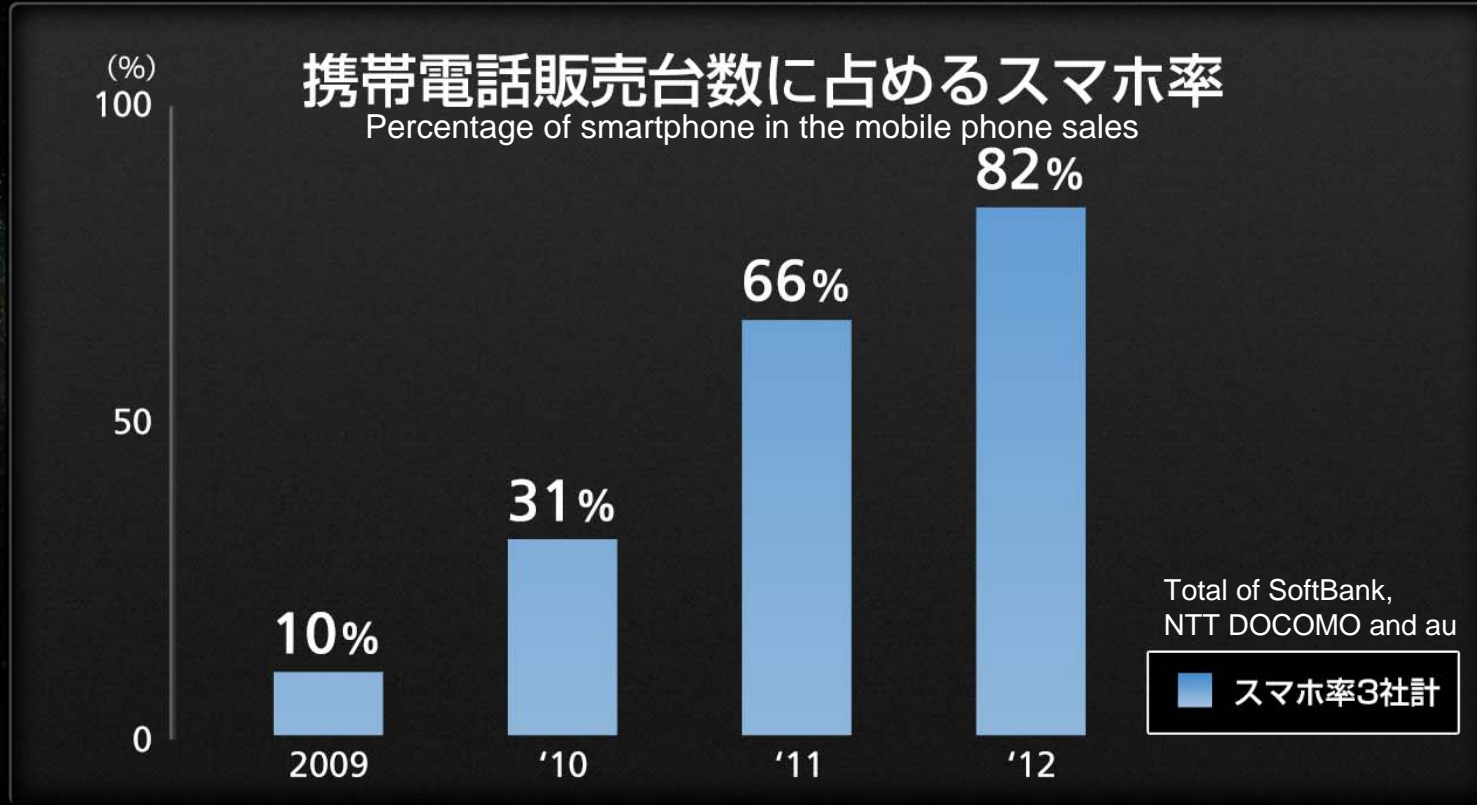


 SoftBank

2013 Summer

スマートフォン時代の到来

Advent of Smartphone Era



Source: GfK. Percentage of smartphone (iPhone, Android, BLACKBERRY) in the mobile phone sales at major electronic retailers.

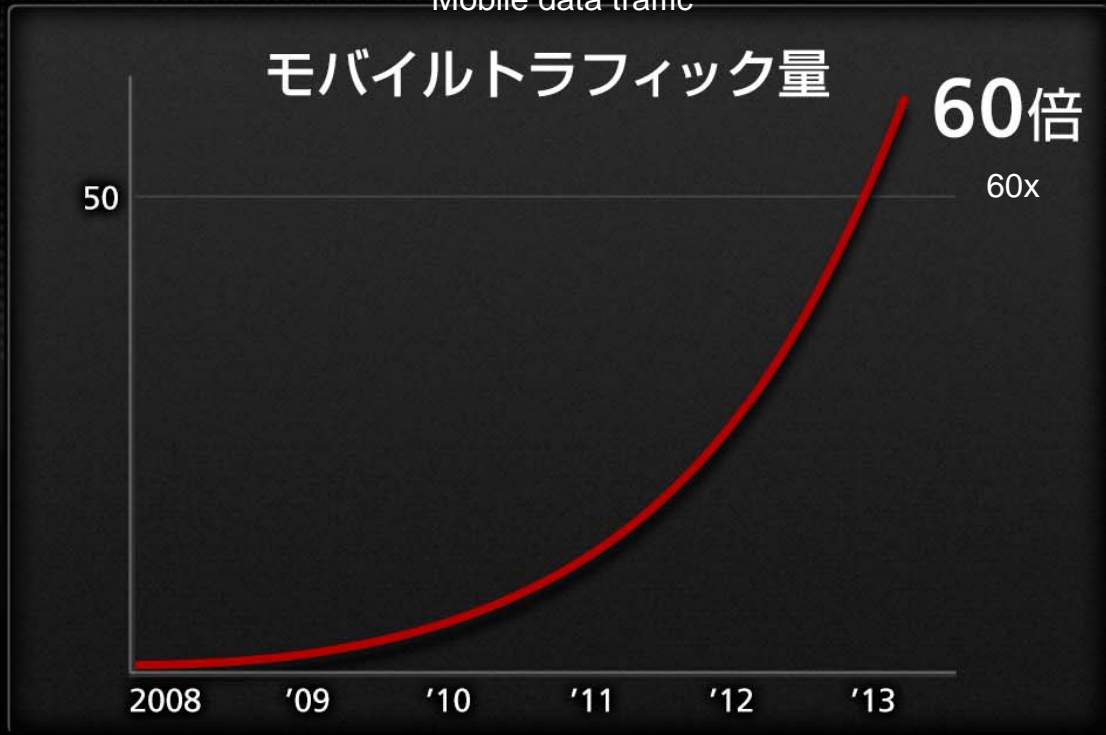
Surging Data Traffic

急速に増加するトラフィック

5年で60倍

60x in 5 years

Mobile data traffic



*SoftBank data (indexed at traffic volume of April 2008 = 1)

※ 当社データ (2008年4月を1とした値)

パケ詰まり

Packet Congestion



Phone Era

電話時代



Smartphone Era

スマホ時代



The image features the SoftBank logo, which consists of two horizontal white bars, positioned to the left of the company name "SoftBank" written in a white serif font. The background is a dark, textured space filled with a grid of small white dots, resembling a digital or data environment. There are several bright, glowing light effects: a horizontal lens flare on the left side, a small starburst in the center, and a larger, more complex light effect on the right side that includes a bright blue and white glow with radiating lines. The overall aesthetic is high-tech and futuristic.

SoftBank

スマホ時代＝インターネットのためのモバイルネットワーク

Smartphone Era = Mobile Networks for Internet

Wi-Fi

小セル化

Small Cell

ダブル

LTE

Double LTE

フルIPネットワーク

Full IP Network

ダブル LTE

Double LTE

2.1
GHz

SoftBank



1.7
GHz

EM
EMOBILE

SoftBank **4G LTE**

Compatible models: iPhone 5, iPad mini and iPad (4th generation). As of March 21, 2013

対象機種： iPhone 5 / iPad mini / iPad (第4世代) ※ 2013年3月21日現在

Wi-Fiスポット数 No.1

No.1 in the number of Wi-Fi spots

ソフトバンク

SoftBank

au

220,000

NTTドコモ

120,000



460,000

Surveyed by SoftBank Corp. (as of April 18, 2013)

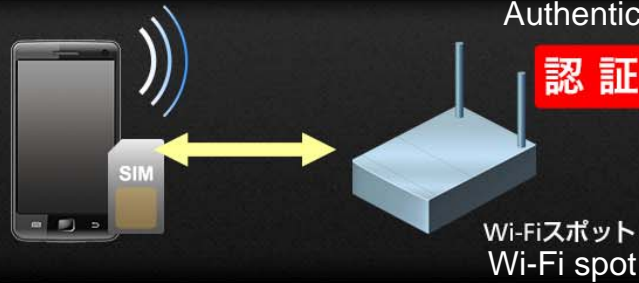
※ 当社調べ (2013年4月18日時点)

Wi-Fi品質改善①：認証時間の短縮

Improved Wi-Fi quality 1: Reduction of authentication time

New method (SIM)

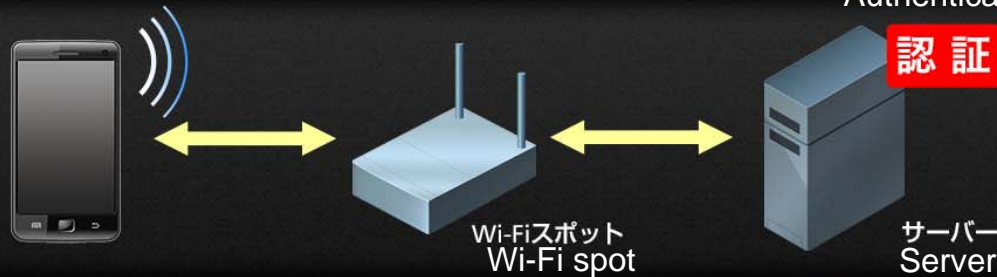
新方式
(SIM)



2~4秒
2-4 seconds

Former method (WEB)

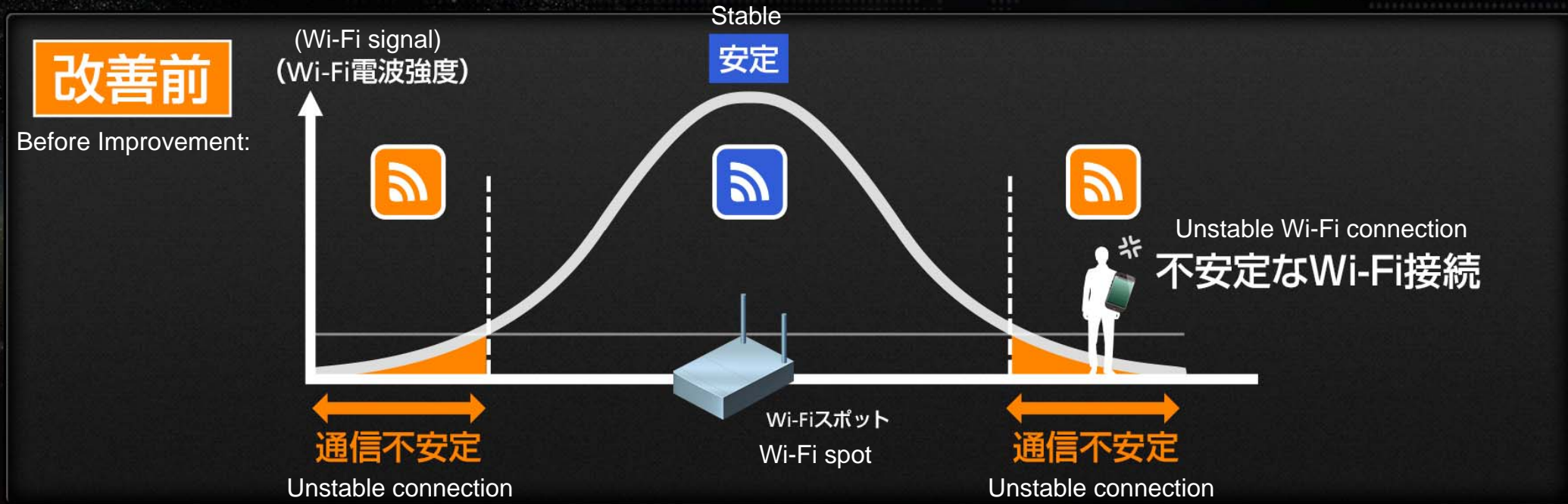
従来方式
(WEB)



10~12秒
10-12 seconds

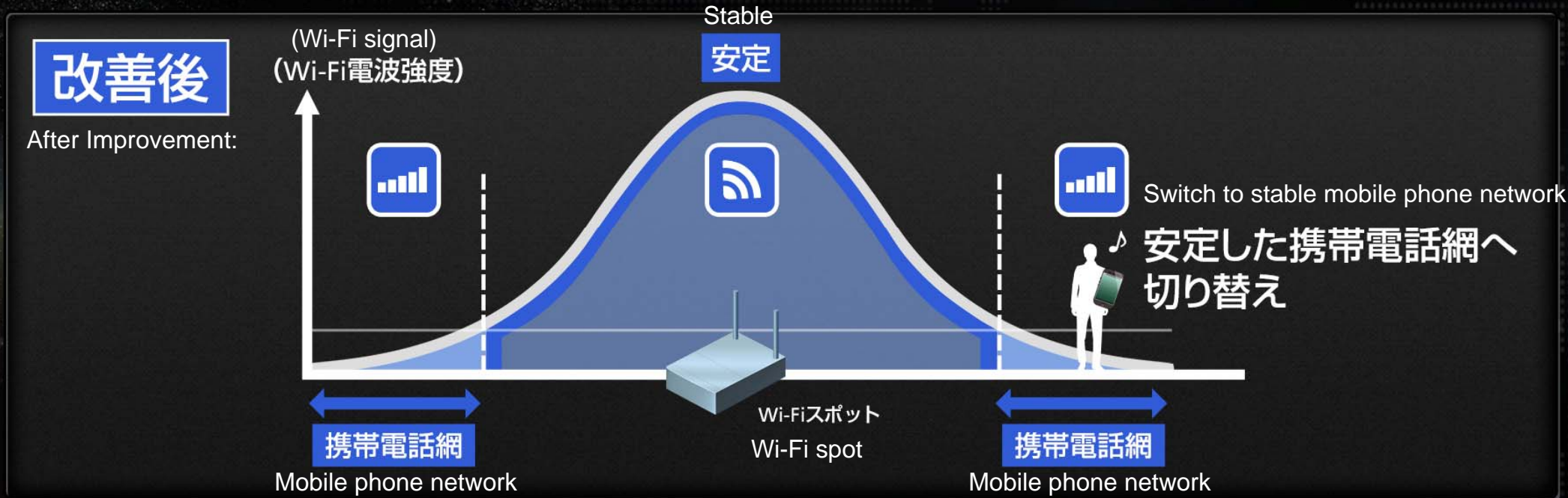
Wi-Fi品質改善②：不安定な弱電接続の制御

Improved Wi-Fi quality 2: Controlled unstable weak signal



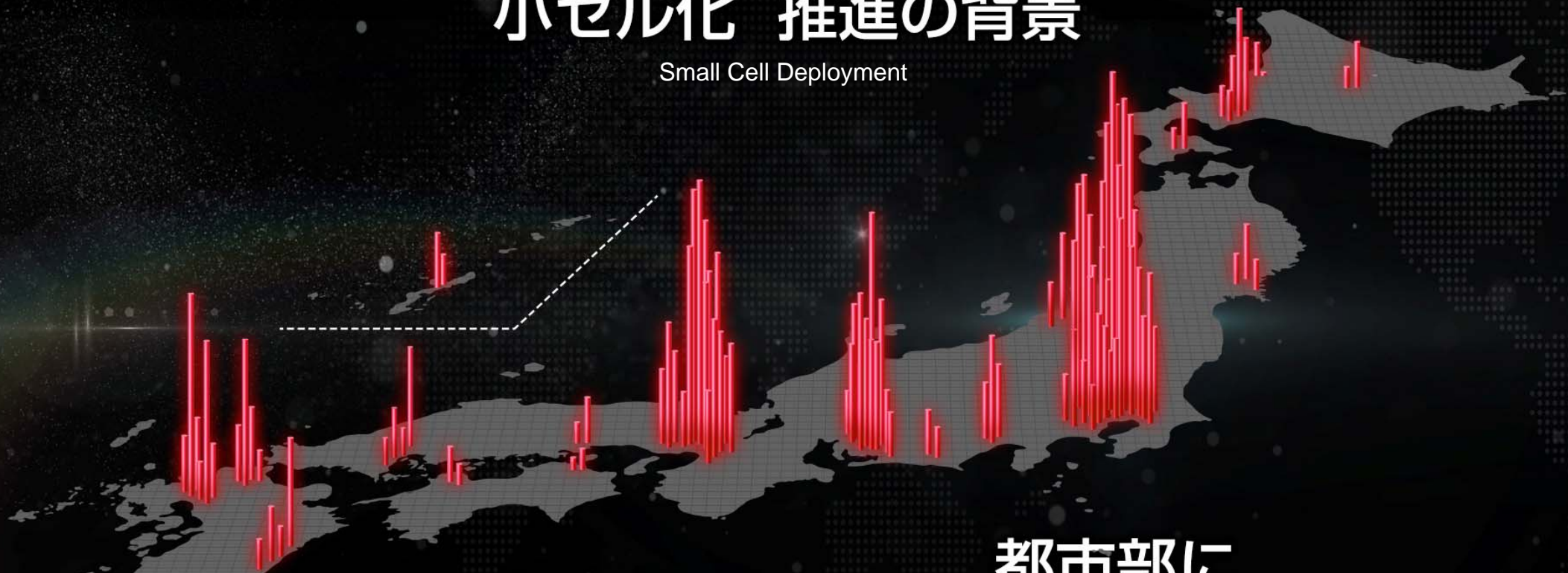
Wi-Fi品質改善②：不安定な弱電接続の制御

Improved Wi-Fi quality 2: Controlled unstable weak signal



小セル化 推進の背景

Small Cell Deployment

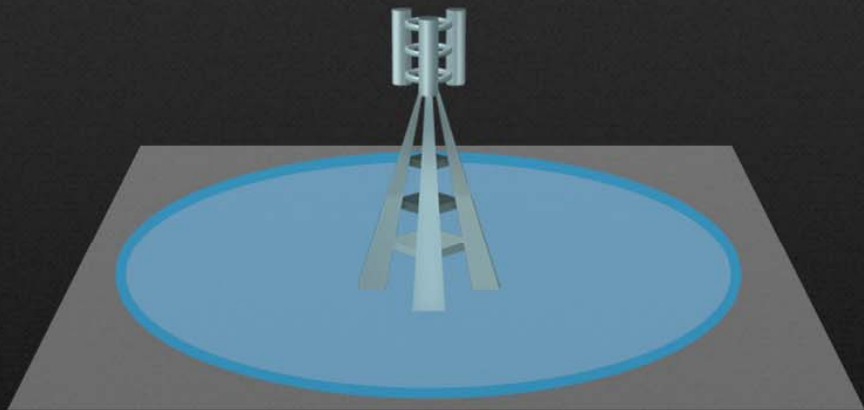


都市部に
トラフィックが集中

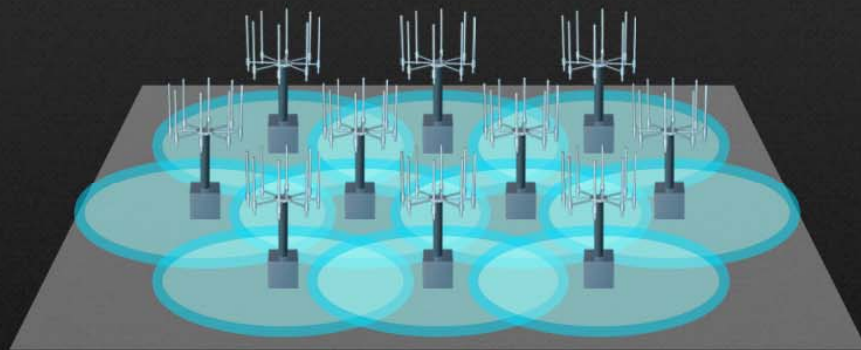
Concentrated data traffic in big cities

小セル化でトラフィックを分散

Allocate traffic to small cells



一般的な基地局設計 **1,000人/局**
Regular base station design: 1,000 users/cell



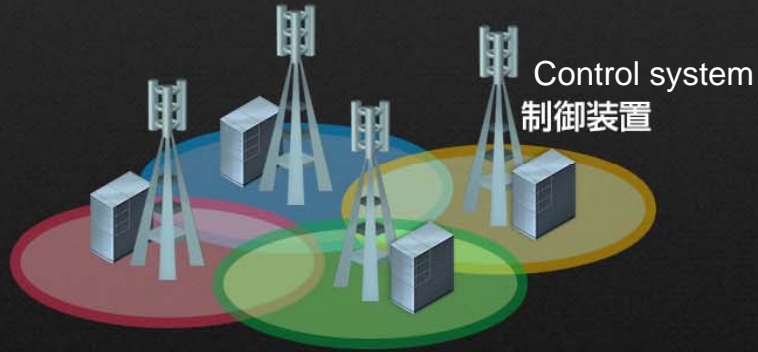
小セル設計 **100人/局**
Small cell design: 100 users/cell

クラウド基地局による電波干渉の制御

Control Interference by Cloud Base Station

Regular base stations

一般的な基地局



電波干渉の調整が複雑

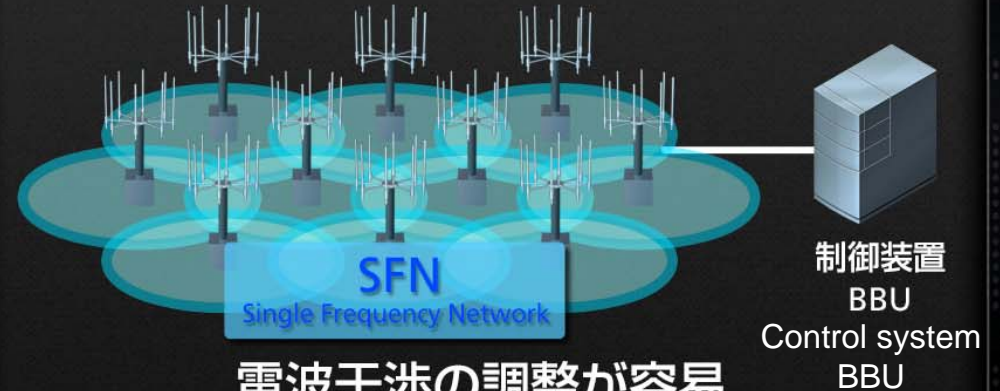
Interference adjustment is complicated

World's First Large-Scale Cloud Base Station

世界初大規模

クラウド基地局

＝ SoftBank 4G



電波干渉の調整が容易

Interference adjustment is simple

世界初 ビッグデータによる通信ログの分析

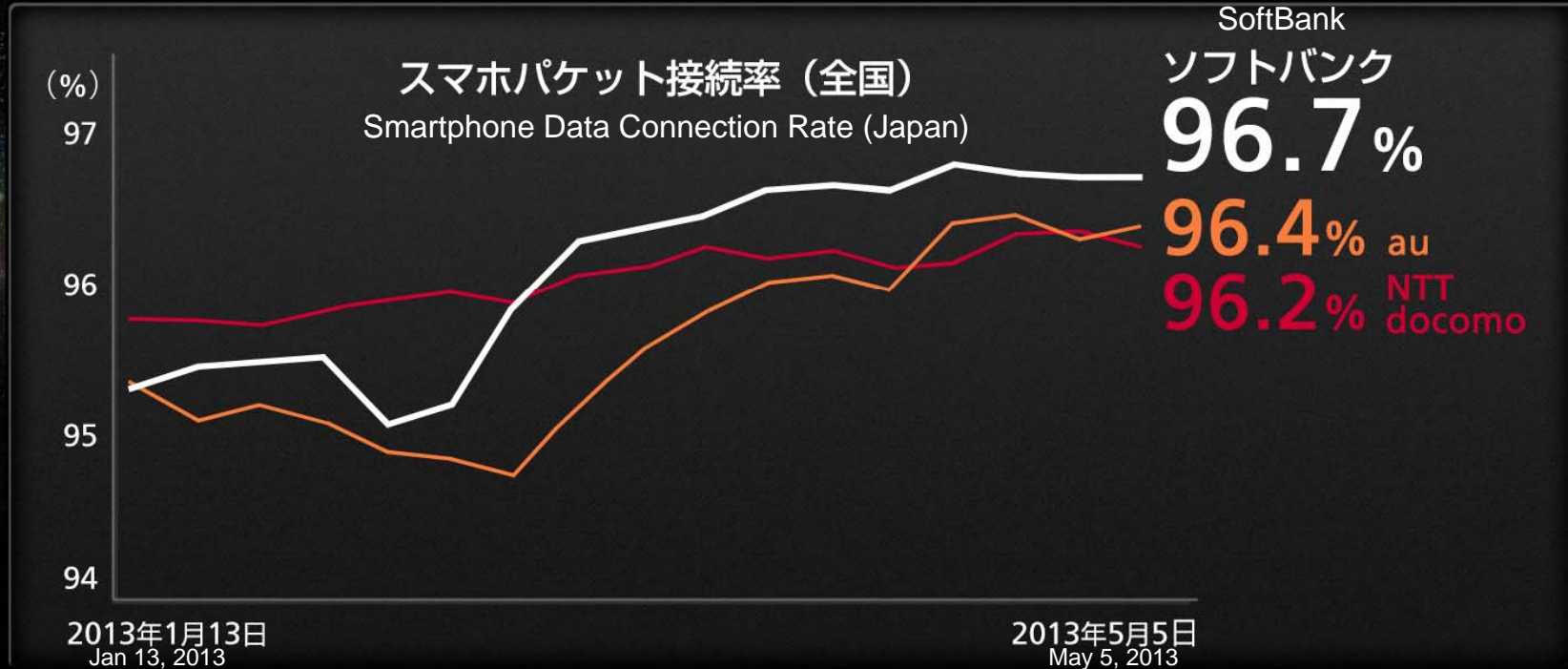
World's First Communication Log Analysis using Big Data

月間6億件
600 million logs per month

A diagram illustrating data collection. A stylized map of Japan is shown in light blue against a dark background with a grid pattern. Several green arrows originate from various points on the map and point upwards towards a glowing white cloud. The cloud contains the text '月間6億件' and '600 million logs per month'. The background features a subtle grid of small white dots and some light flares.

パケット通信のつながりやすさ No.1

No.1 Connectivity in Data Communication

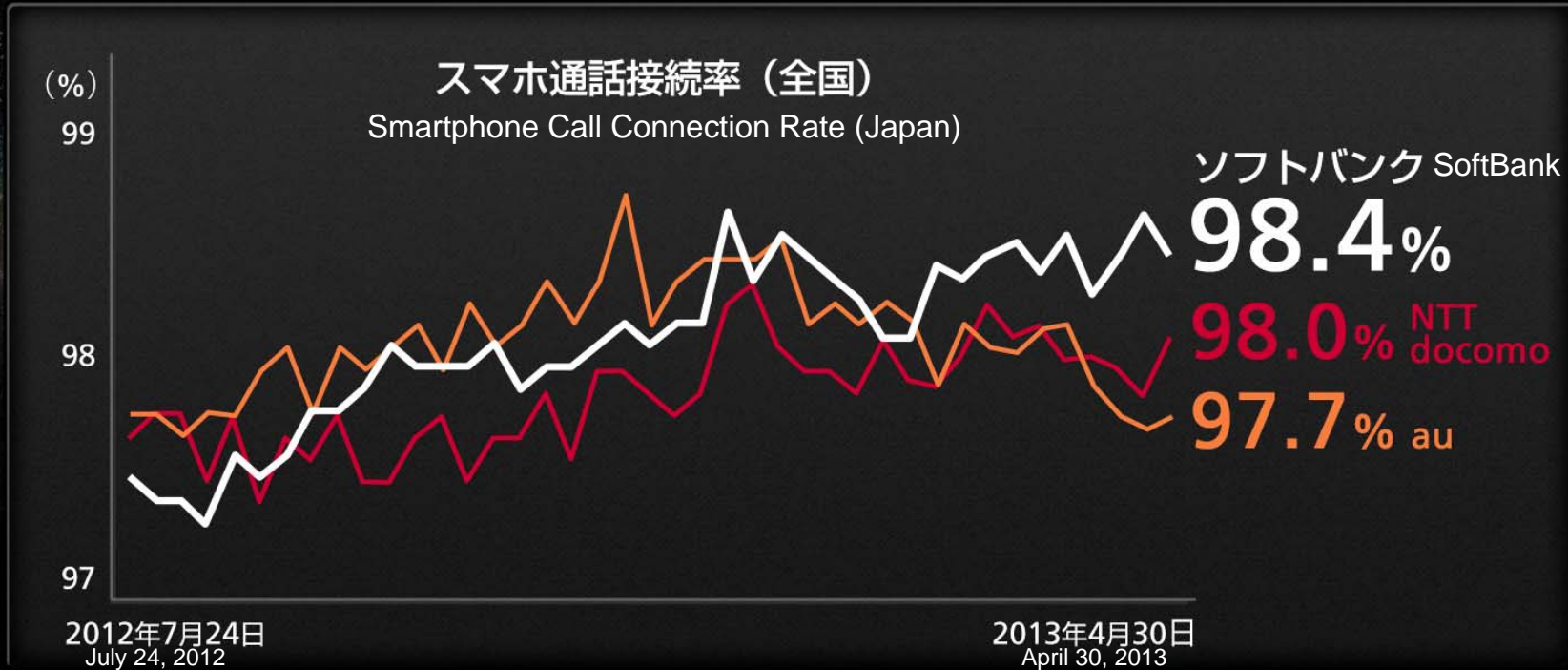


*Statistics analyzed by Agoop Corp.

Total 120,000 smartphones (40,000 for each operator) were randomly selected for analysis. Data was collected through the disaster warning app (by Yahoo Japan) and Ramen Checker app (by Agoop).

通話のつながりやすさ No.1

No.1 Call Connectivity

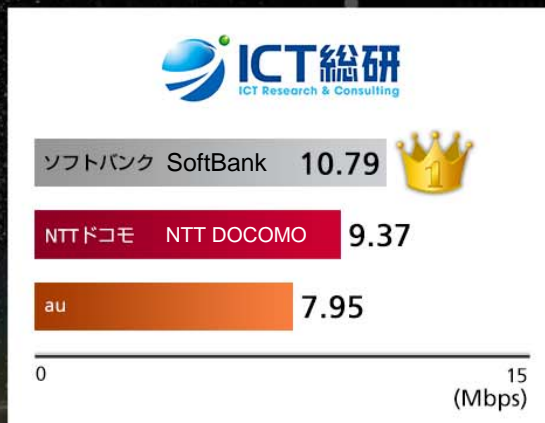


Surveyed by IPSOS.

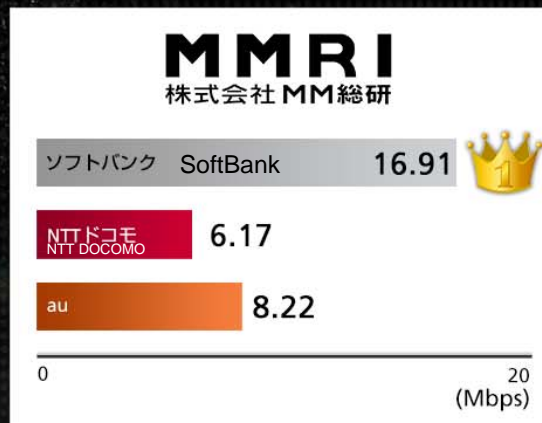
Actual connection rate on calls made to 14,100 smartphone monitors
(SoftBank: 5,700, NTT DOCOMO: 4,000, au: 4,400)

No. 1 Smartphone Communication Speed Verified by Third Parties

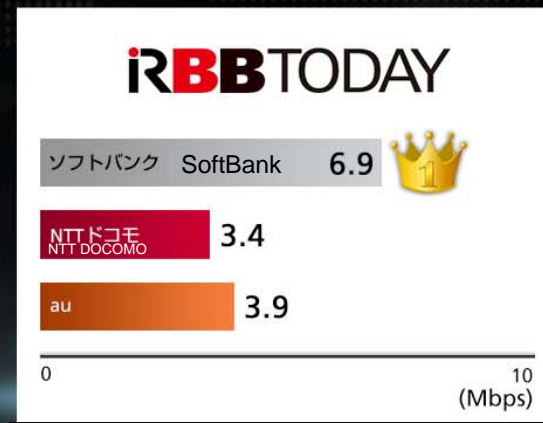
スマホ通信速度 No.1 多くの第三者機関が実証



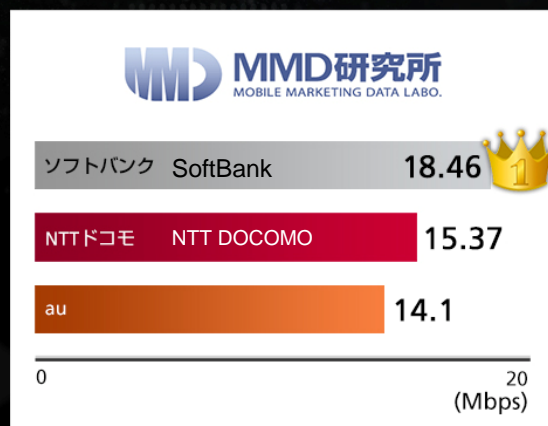
Source: ICT Research & Consulting
Smartphone LTE speed survey (200 spots nation-wide/ Nov. 6, 2012)



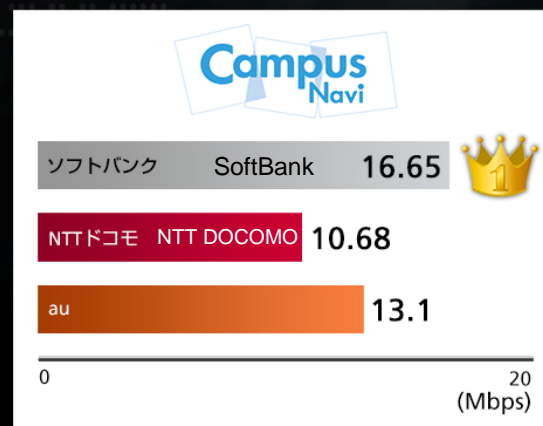
Source: MM Research Institute
Next-generation high-speed communication (4G)
smartphone speed survey (Dec. 13, 2012)



Source: RBB TODAY
SoftBank prevails in the smartphone communication speed
according to RBB TODAY SPEED TEST (Jan. 23, 2013)



Source: MMD LABO
Smartphone communication speed survey by carrier and region in
March 2013 (Apr. 9, 2013)



Source: Campus Navi
Smartphone communication survey at 100 universities in Japan (Apr. 17, 2013)

2つの高速ネットワークを効率的に活用

Effectively Utilize Two High-speed Networks





SoftBank

スマホ時代のつながりやすさNo.1

No.1 Connectivity in Smartphone Era

つながりやすさNo.1

No.1 Connectivity

AQUOS PHONE *Xx*

SoftBank 206SH

No.1 Connectivity

つながりやすさ No.1

AQUOS PHONE Xx

SoftBank 206SH



Super Dense Network

超高密度ネットワーク

＝ SoftBank **4G**

No.1 Connectivity
つながりやすさNo.1
AQUOS PHONE Xx
SoftBank 206SH

卓上ホルダー
Smartphone holder



従来ワンセグ
Conventional one-segment



フルセグ
Full-segment digital broadcast reception

業界初* フルセグ搭載スマホ 5.0インチフルHD

Industry's first* Smartphone with Full-segment Digital Broadcast Reception
5.0 inch full HD

© Fukuoka SoftBank HAWKS Corp. ALL Rights Reserved.

*Industry's first in Japan as of May 6, 2013. Surveyed by ROA.

No.1 Connectivity
つながりやすさNo.1
AQUOS PHONE Xx
SoftBank 206SH

Industry's top-ranked camera, F-number 1.9

業界最高クラスのカメラ F値1.9



F-number 1.9



F-number 2.5



暗い場所でも明るく撮れる

Well exposed photo even in dark places

つながりやすさ No.1

No.1 Connectivity



ARROWS A

SoftBank 202F

No.1 Connectivity
つながりやすさ No.1

ARROWS A

SoftBank 202F



Super Dense Network

超高密度ネットワーク

＝ SoftBank 4G

No.1 Connectivity
つながりやすさ No.1

ARROWS A

SoftBank 202F



フルセグ搭載スマホ 5.0インチフルHD液晶

Smartphone with Full-segment Digital Broadcast Reception
5.0 inch full HD LCD

No.1 Connectivity
つながりやすさ No.1

ARROWS A

SoftBank 202F



充電を気にせず2日以上使える

No Charging Worries: 2-day Battery Life

Industry's First* Smartphone with Full-segment Digital Broadcast Reception

業界初※フルセグ搭載 スマートフォン



AQUOS PHONE Xx
SoftBank 206SH



ARROWS A
SoftBank 202F

No.1 Connectivity

つながりやすさNo.1

AQUOS PHONE SS

SoftBank 205SH



Super Dense Network

超高密度ネットワーク

＝ SoftBank 4G

No.1 Connectivity
つながりやすさNo.1

AQUOS PHONE SS

SoftBank 205SH



コンパクト & 充実機能

Compact size and extensive functions

No.1 Connectivity
つながりやすさNo.1

AQUOS PHONE SS

SoftBank 205SH

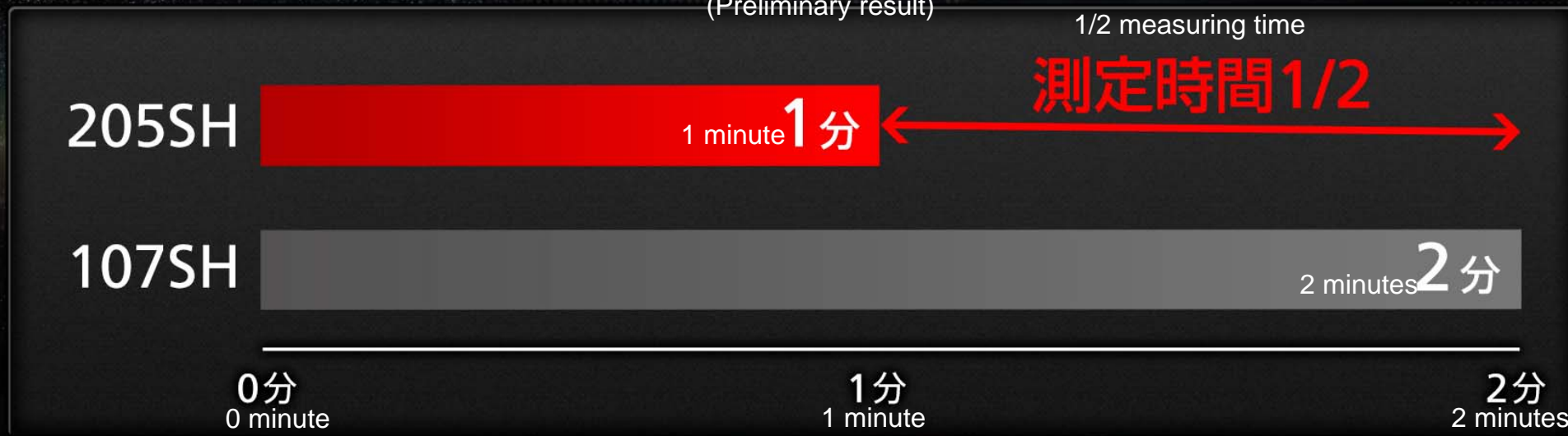
SoftBank
独自機能

SoftBank's Unique Function

Radiation Measuring Time Became Half

放射線測定時間が1/2に

(一次結果)
(Preliminary result)



*Measuring time necessary to maintain margin of error at 80% under 0.05uSv/h environment.



No.1 Connectivity
つながりやすさNo.1

DIGNO R

SoftBank 202K

Super Dense Network

超高密度ネットワーク
= SoftBank 4G

No.1 Connectivity
つながりやすさ No.1

DIGNO R

SoftBank 202K



94g世界最軽量防水スマホ*

94g World's Lightest Waterproof Smartphone*

*Of the waterproof smartphones available in the market as of April 1, 2013 (surveyed by NEO MARKETING INC.)

No.1 Connectivity
つながりやすさ No.1

DIGNO R

SoftBank 202K



Comfortable Call Functions

快適な通話機能

スマート ソニックレシーバー

Smart Sonic Receiver technology

PocketWifi

SoftBank 203Z



Dual Network Compatible Model

デュアルネットワーク対応モデル

 SoftBank

×



PocketWifi

SoftBank 203Z

Compatible with Networks of SoftBank and EMOBILE

両社のネットワークに対応

≡ SoftBank

2.5 GHz

×

1.5 GHz

≡ SoftBank 4G

ULTRA SPEED

×

EM
EMOBILE

1.7 GHz

LTEネットワーク
LTE Network

* 4G area is partly complemented by EMOBILE's LTE network.

PocketWifi[®]
SoftBank 203Z



5,000mAh
大容量バッテリー
Powerful battery

下り
最大 110Mbps
Maximum downlink speed 110Mbps

The image features the SoftBank logo, which consists of two horizontal white bars, positioned to the left of the company name "SoftBank" written in a white serif font. The background is a dark, textured field of small white dots and lines, resembling a digital or data environment. A bright blue light flare is visible on the right side of the text, and a horizontal lens flare is on the left. The overall aesthetic is high-tech and futuristic.

SoftBank



Disney mobile
on  SoftBank

Summer Collection



DM015K

- ・超軽量・コンパクトサイズ
- ・選べるキャラクターデザイン
- ・映画配信などのエンターテイメント

- Ultralight Compact Size
- Character Design available
- Entertainment Programs such as Movies



Photo is a depicted image.

※ 画像はイメージです



Design is a depicted image and is subject to change.
※ デザインはイメージで変更になる場合があります。

選べるキャラクターケース
Character Cover Cases Available



Design is a depicted image and is subject to change.

※ デザインはイメージで変更になる場合があります。

表情が変化する キャラクターフェイスのライブ壁紙

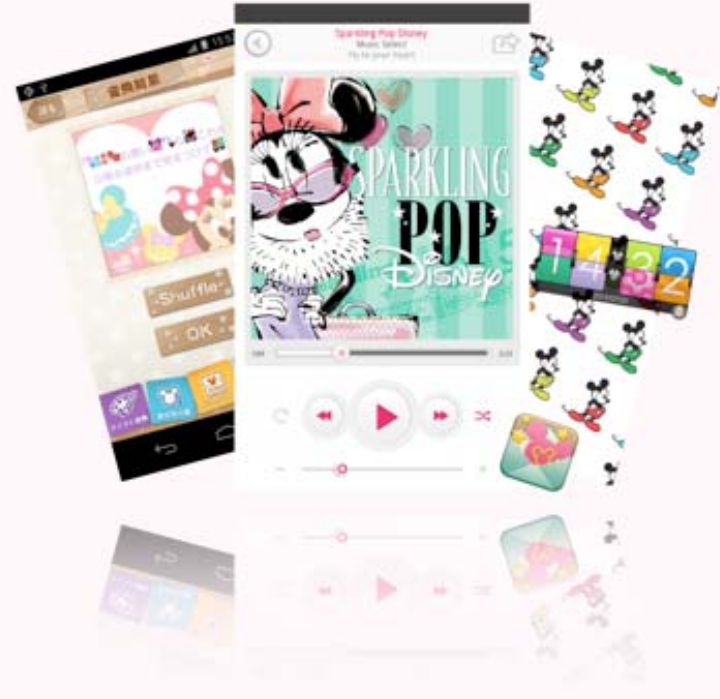
Design Live Wallpaper of Variety of Character Faces



VIDEO



GAME



APPLICATION

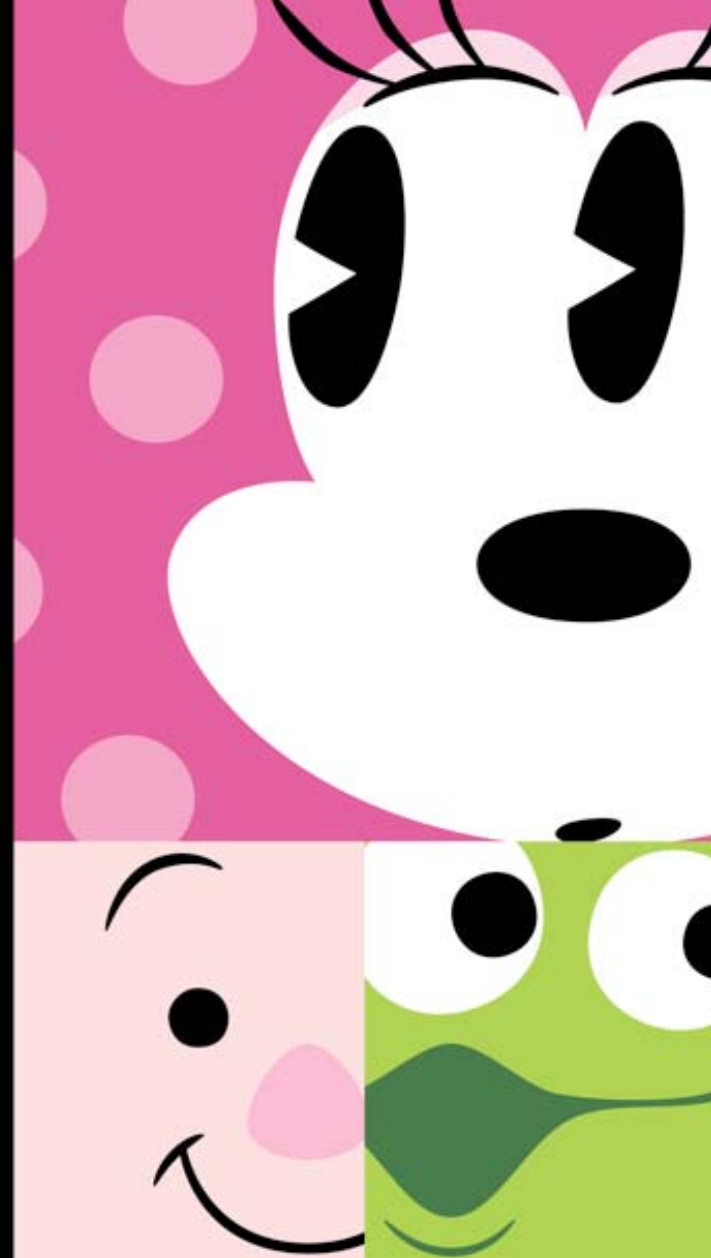
Photo is a depicted image.

※ 画像はイメージです



Thank You

Disney mobile
on  SoftBank



≡ SoftBank SELECTION

SoftBank SELECTION

モバイルアクセサリ

累計出荷数 **2,000** 万個

Number of mobile accessories shipped: 20mil



Global design originated in Japan

日本発のグローバルデザイン

itomaki

AC Adapter

ケーブル
巻きを
デザインに

Bobbin Design

1.5m
ケーブル
長さ自在

Adjustable
1.5-meter Cable

安心の
日本設計

Reliable
Japanese Design

情報革命で人々を幸せに

Information Revolution – Happiness for Everyone



クラウド

Cloud





— SoftBank **HealthCare**

Healthcare data
健康データ



SoftBank HealthCare



デバイス
Devices



各種サービス・
アプリケーション
Services/applications

SoftBank HealthCare



fitbit flex

全米で大人気 「Fitbit」最新モデル 国内独占提供

Exclusive offering of the US's popular
latest Fitbit model in Japan

SoftBank HealthCare



Synchronization



腕につけるだけで、
活動量をワイヤレス同期

Wireless synchronization of your activity by wearing on your wrist

SoftBank HealthCare



歩数 / 距離

Number of steps / distance (travelled)



消費カロリー

Calorie consumption

Number of steps / distance (travelled)

歩数 / 距離

消費カロリー

Calorie consumption

SoftBank HealthCare



睡眠時間

Hours slept



睡眠の深さ

Depth of sleep

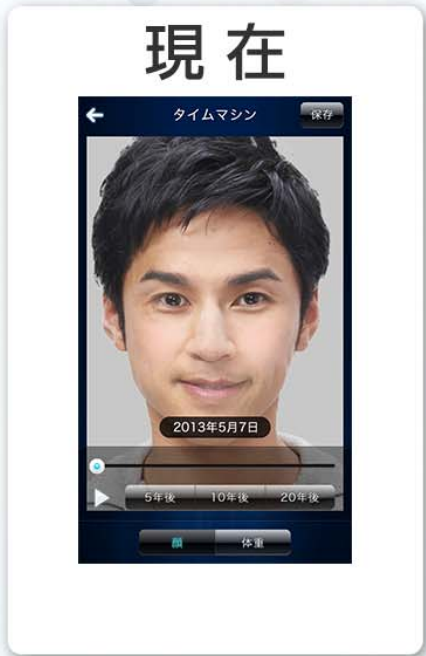
睡眠

Sleep

SoftBank HealthCare



Now



Future



未来の体重、顔を予測

Predict future weight and face

SoftBank HealthCare



24h / 365days

24時間365日

電話での無料健康相談

Free-call to healthcare counseling service around the clock

SoftBank HealthCare



月額 **490** 円

JPY 490/month



活動量

Amount of activity



未来予測

Prediction



電話相談

Call counseling



≡ **SoftBank HealthCare**





SoftBank HealthCare



SoftBank HealthCare

健康的に過ごした

20年後

After 20 years of healthy lifestyle



2033年05月07日



2033年05月07日



2033年05月07日



2033年05月07日



2033年05月07日

SoftBank HealthCare

不健康に過ごした

20年後

After 20 years of unhealthy lifestyle



2033年05月07日



2033年05月07日



2033年05月07日



2033年05月07日



2033年05月07日

Mimamori series

みまもりシリーズ

累計**100万台突破**

Exceeded 1 million units sold



みまもりケータイ3

SoftBank 202Z

Mimamori phone 3



みまもりGPS

SoftBank 201Z

Mimamori GPS

みまもりシリーズ



Mimamori phone 3

みまもりケータイ3

SoftBank 202Z

ワンタッチで通話

音声メール・ 定型文メール

One-click call
Voice message/templates



Mimamori GPS

みまもりGPS

SoftBank 201Z

位置情報に特化 人や物のみまもりに

Mimamori GPS
Location information of person or good



CSPケータイdeアシスト

CSP keitai de assist

SoftBank シニア向けスマホ

Smartphone for the elderly

No.1 Connectivity
つながりやすさ No.1
シンプルスマホ

SoftBank 204SH

Simple Smartphone



ソフトバンク初
シニア向けスマホ

SoftBank's First Smartphone for the Elderly

No.1 Connectivity
つながりやすさNo.1

シンプルスマホ

SoftBank 2045H

SoftBank
独自機能

SoftBank's Unique Function



光ってお知らせ 3つの専用ボタン

3 Lit Buttons for Simple Use

No.1 Connectivity
つながりやすさNo.1

シンプルスマホ

SoftBank 2045H

SoftBank
独自機能

SoftBank's Unique Function



かんたんズーム

Easy Zoom-in Function

No.1 Connectivity
つながりやすさNo.1

シンプルスマホ

SoftBank 2045H



ソフトバンク初 シニア向けスマホ

SoftBank's First Smartphone for the Elderly

No.1 Connectivity
つながりやすさNo.1

シンプルスマホ

SoftBank 204SH

Unlimited Packet Discount Flat for Simple Smartphone (204SH only)

シンプルスマホ専用パケット定額プラン

2,980円/月

JPY 2,980/month



シンプルスマホ
SoftBank 204SH



AQUOS PHONE ss
SoftBank 205SH



AQUOS PHONE Xx
SoftBank 206SH



ARROWS A
SoftBank 202F



DIGNO R
SoftBank 202K

SoftBank 2013 Summer Collection



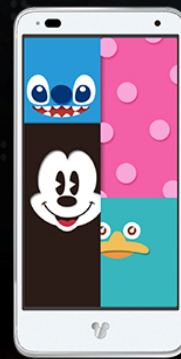
みまもりGPS
SoftBank 201Z



みまもりケータイ3
SoftBank 202Z



PocketWiFi
SoftBank 203Z



Disney mobile
on SoftBank
DM015K



SoftBank
HealthCare

スマホ時代のつながりやすさNo.1

No.1 Connectivity in Smartphone Era

 SoftBank

2013 Summer