

Dentsu Inc.  
NTT DoCoMo, Inc.  
ActiveSky, Inc.

**FOR IMMEDIATE RELEASE**

**February 15, 2002**

## Dentsu, NTT DoCoMo and ActiveSky to Test Image Streaming Service for Mobile Advertising

TOKYO, JAPAN, February 15, 2002 --- Dentsu Inc., NTT DoCoMo, Inc., and ActiveSky, Inc. announced today that they will conduct a trial of streaming services for mobile advertising in cooperation with the Interactive Mobile Consortium. The trial will be conducted in greater Tokyo for approximately three weeks, from February 16 to March 9.

The three companies formed the Interactive Mobile Consortium on August 1, 2001 to promote streaming services for mobile advertising.

During the trial, advertisements incorporating interactive content, primarily in video format, will be transmitted to participating monitors. Each monitor will use a Sharp Zaurus PDA (personal digital assistant) equipped with a PHS (Personal Handyphone System) P-in m@ster. Various studies will be conducted during the trial to survey the monitors about the services and learn more about the potential of using mobile devices for advertising.

Details of the trial are as follows.

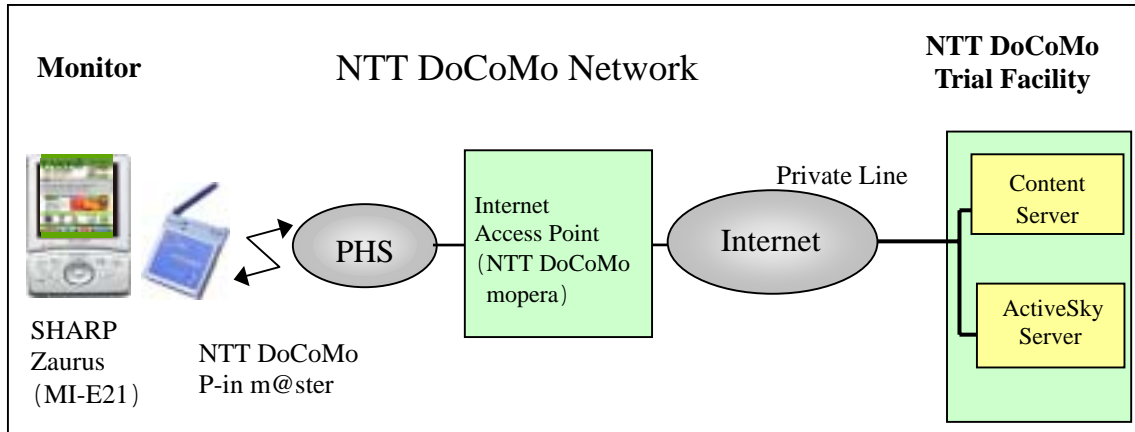
## 1. Outline

- (1) Trial period: February 16 to March 9, 2002
- (2) Location: Greater Tokyo Metropolitan Area
- (3) Mobile devices: Sharp Zaurus MI-E21 and P-in m@ster
- (4) Monitors: 210 people between the ages of 18 and 35
- (5) Name of advertising streaming service: TAKE@

## 2. Description of studies

- (1) Methods of using wireless devices for mobile advertising and new ways of viewing content. Monitors will receive a 15-second streamed advertisement prior to viewing requested content.
- (2) Possibilities for advertising via mobile devices. Advertisements sent to each monitor will be specially selected according to their pre-registered profile.
- (3) New possibilities for marketing will be explored by polling monitors via their mobile devices in regard to products featured in the advertisements they receive.
- (4) A new system will be developed by linking the mobile service with “Loppi” terminals installed in Lawson convenience stores, and which Lawson uses to promote merchandise and provide various services and sales information. The system will include a frequent buyers’ program in which points earned when making purchases can be exchanged for prizes.

### 3. System configuration



### Profiles of the Corporations

#### **Dentsu Inc.**

Head Office: 1-11-10, Tsukiji, Chuo-ku, Tokyo, Japan

President: Yutaka Narita

Capital: 58,967.1 million yen

Incorporation: July 1901

Principal Line of Business: Advertising and related business

#### **NTT DoCoMo, Inc.**

Head Office: 2-11-1 Nagata-cho, Chiyoda-ku, Tokyo

President & CEO: Keiji Tachikawa

Capital: 949.679 billion yen

Incorporation: August 1991

Principal Line of Business: Mobile communications business (cellular, PHS, and pager etc.)

**ActiveSky, Inc.**

Head Office: 71 East Third Avenue, San Mateo, CA 94401, USA

Chairman and CEO: Thomas Rice

Capital: \$21.8 million

Incorporation: October 1999

Principal Line of Business: Offering services and development of software for distribution of image media such as movies, images and scalable text to mobile terminals

For inquiries please contact:

Dentsu Inc.

Takafumi Hotta

Corporate Communications Division, Dentsu Inc.

Phone: +81-3-5551-5923, Fax: +81-3-5551-2013

NTT DoCoMo, Inc.

International PR, PR Dept.

Norio Hasegawa

Phone: +81-3-5156-1366, Fax: +81-3-5501-3408

Website: [www.nttdocomo.com](http://www.nttdocomo.com)

ActiveSky, Inc. (Japan)

Ciaran Fisher

Phone: +81-3-53253079, Fax: +81-3-5325-3131

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