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NTT Press Releases

(Press Release)

October 11, 2011

Nippon Telegraph and Telephone Corporation
NTT DOCOMO, INC.

NTT and NTT DOCOMO to Participate in ITU Telecom World 2011

NTT Group members Nippon Telegraph and Telephone Corporation (NTT) and NTT DOCOMO, INC. (NTT DOCOMO) announced today their participation in ITU Telecom World 2011 in Geneva, Switzerland from October 24 to 27.

The two companies will present a wide range of advanced services and technologies at the Japan Pavilion (5340, Hall 5), including network-based digital signage, smart networks and a management system for integrated networks. Specific exhibits and demonstrations will include:

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- Technology for digital signage (electronic signs and posters) connected to a next-generation network:
 - "Hikari Signage," NTT's branded lineup of solar-powered billboards, Android OS billboards and related content services.
 - R&D into linking digital signage and mobile phones for cross-media messaging.

NTT DOCOMO

- Initiatives for smart household networks that enable users to remotely control appliances, etc. via mobile phones for reduced-carbon societies.
- Demonstration of mobile multimedia broadcasting service based on the ISDB-Tmm technology to be launched in Japan in April 2012.

During the event, Ryuji Yamada, President and Chief Executive Officer of NTT DOCOMO, will participate in the "Smarter Lives" forum from 16:45-18:15 on October 25 and Satoshi Miura, President and Chief Executive Officer of NTT, will participate in the "The Perfect Storm" forum from 9:00-10:30 on October 26.

Information is current as of the date of issue of the individual press release.
Please be advised that information may be outdated after that point.

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