LISMO!

au LISTEN MOBILE SERVICE

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Introduction

au Music Services Update

Service Name	Launched Date	Download and Subscribers Fact	Available Handset Models and Numbers
EZ「着うた®」 Real Ring Tone	Dec. 2002	300M DL As of Jan. 2006	79 Models 19.79 M
EZ「着うたフル®」 Full-Track DL	Nov. 2004	40M DL As of Mar. 2006	24 Models 6.32 M
EZ待ちうた Ring Back Tone	Feb. 2005	0.5M Subscribers	1X/WIN All Models

Keys for Success

- Downloading Anywhere
- Sound Quality
- Flat-Rate Packet Charging Tariff

Users' Expectations

- Usability from All in One-Packaged Products
- Recommendations from User's Point of View
- Easy PC Music Download Services
- Data Backup Service for Case of HW Troubles or Lost

LISMO!

au LISTEN MOBILE SERVICE

LISMO!

au LISTEN MOBILE SERVICE

au brings music more close to mobile listeners

au Music Player

Music Connects People
by Network-Operated Service

au Music Port

Music Connects Handsets and PCs

au Music Player

au Music Player

Network Community Service Capable Music Player will Expand Music Entertainment from Personal-Based to Community-Based One.

うたとも™　Uta-Tomo™

Making contact chance to new songs by Utat-Tomo service, communications by friends who has similar music interests or regional ranking date from listeners' play logs. The songs can be recommended among users with comments on Uta-Tomo and can be shared song information by Playlist-Exchange.

プレイリスト交換　Playlist-Exchange

Connecting People by Music

Making a Contact Chance to New Songs with New Listening Style

Can be join to “Uta-Tomo™ “ by only clicking “EZ key”

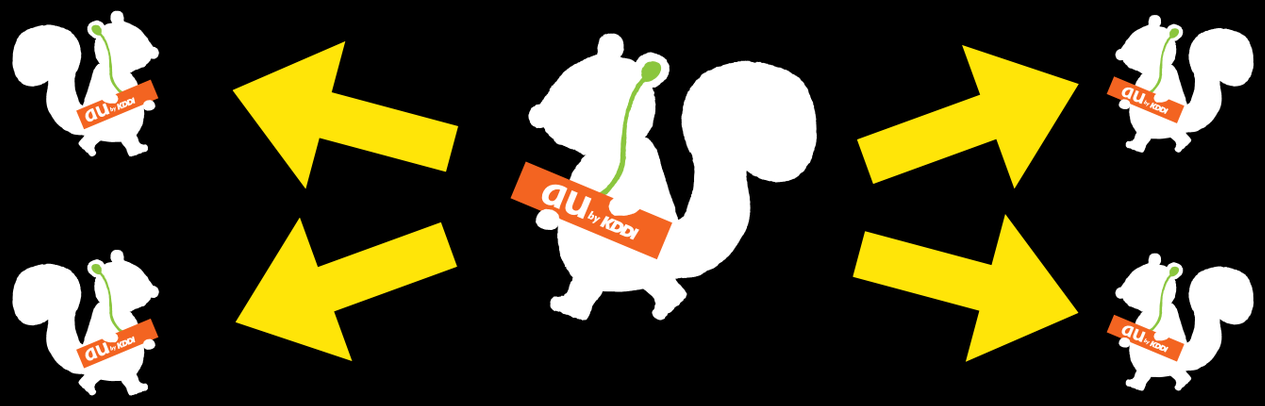
Download songs which is playing with the specified song.

Connecting people by music

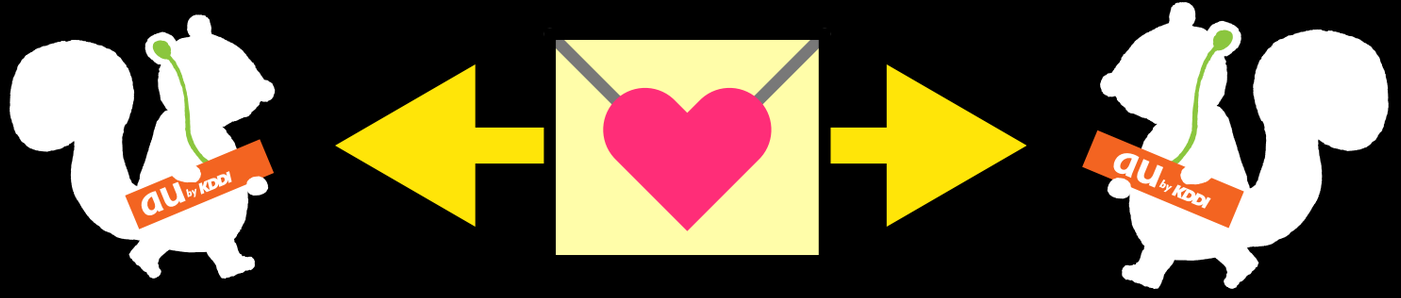
Find new songs by connected people

Expanding Mobile Listening by Communications

au Music Player



Exchanging Music Information by「Uta-Tomo」™



Exchanging Playlist among Friends

Music will Expand Communications and Community will Enlarge the “C to C” Music Market\

au Music Port

au Music Port

EZ「着うたフル®」 Chaku-Uta Full(R) Backup

Offering Mobile Downloaded Music Files Backup and Secure Playback on PCs.

CD Playback & Ripping

Saving Music CD Files and Transfer them to au Handset with Secure DRM.

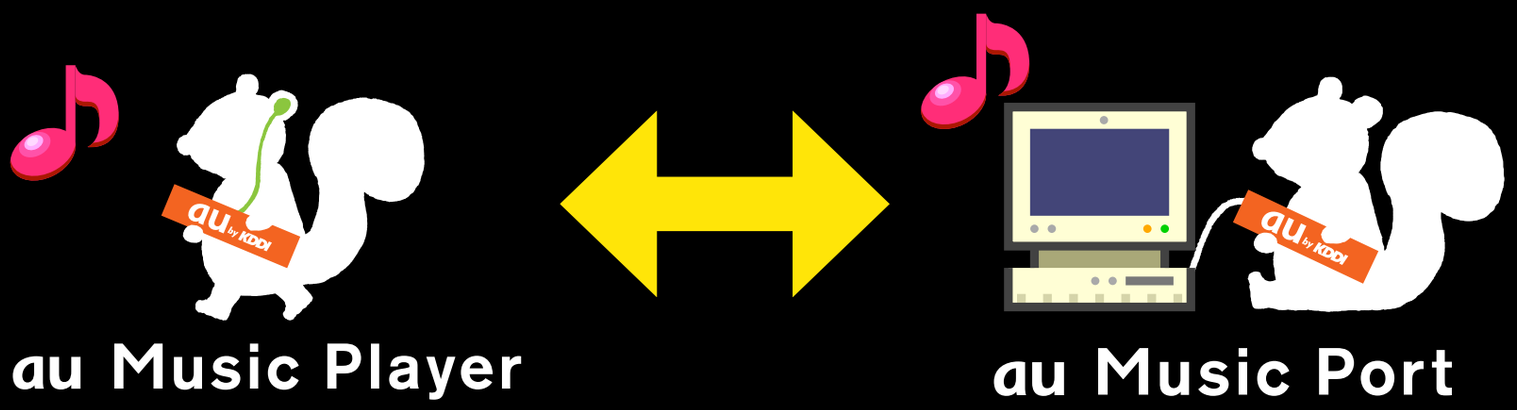
Photos, Movies, E-Book, E-Mail... Backup

Backup User's Image and Movie Data Files and Sync PIM Data between Handset and PC.

au Music Port

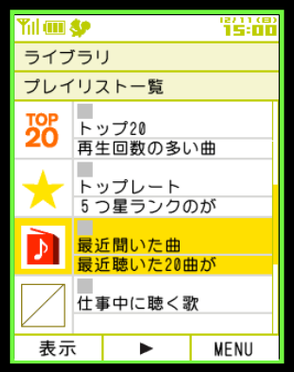
DUOMUSIC STORE (Coming Soon)

PC Downloaded Music Files can be played with au Handsets.
The charge can be payed without any credit card information, but only with an au Handset Connection.



LISMO! Changes Your Music Life

Playlist Exchange

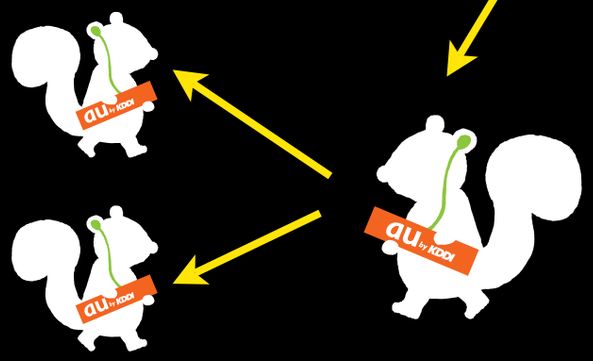


Listening EZ「Chaku-Uta Full® 」

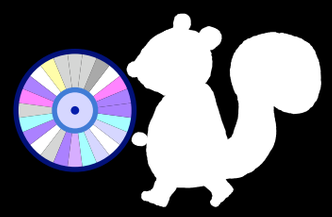
PC Music Download

au Music Player

au Music Port



Uta-Tomo ™ Music Community



CD Ripping

EZ「Chaku-Uta Full® 」 File Backup

au Music Player

Connecting People by Music

au Music Port

Connecting au Handsets with PCs by Music

au Music Player × au Music Port

Toward the More Futuristic Services with au Handsets an PCs

LISMO!

au LISTEN MOBILE SERVICE

MUSIC-HDD
W41T

W41H

W41CA

W41SA

W41S

W41K

neon

Thank You!