TIZEN™ DEVELOPER CONFERENCE
MAY 7–9, 2012

Expectation for Tizen

Kiyohito Nagata, SVP of NTT DOCOMO
Chairman of Tizen Association

Summary

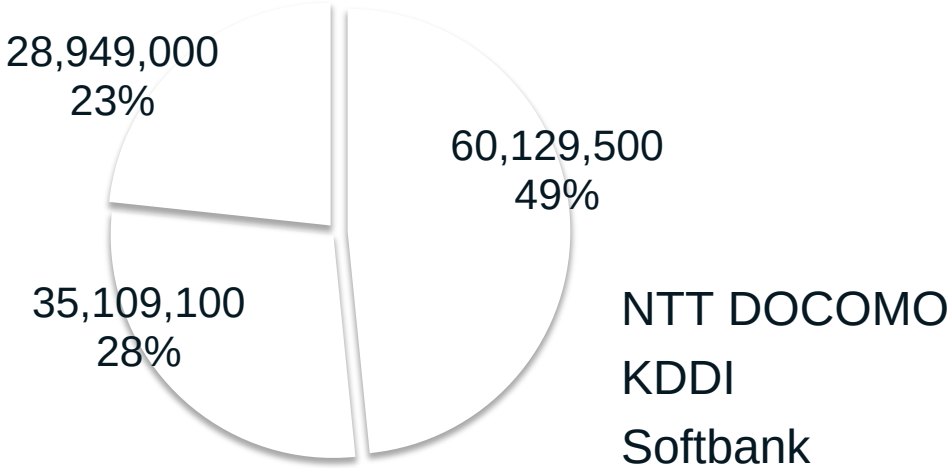
- **DOCOMO's Service/Device Strategy**
  (A Benchmark of Operator's Requirement)

- **Tizen Association**

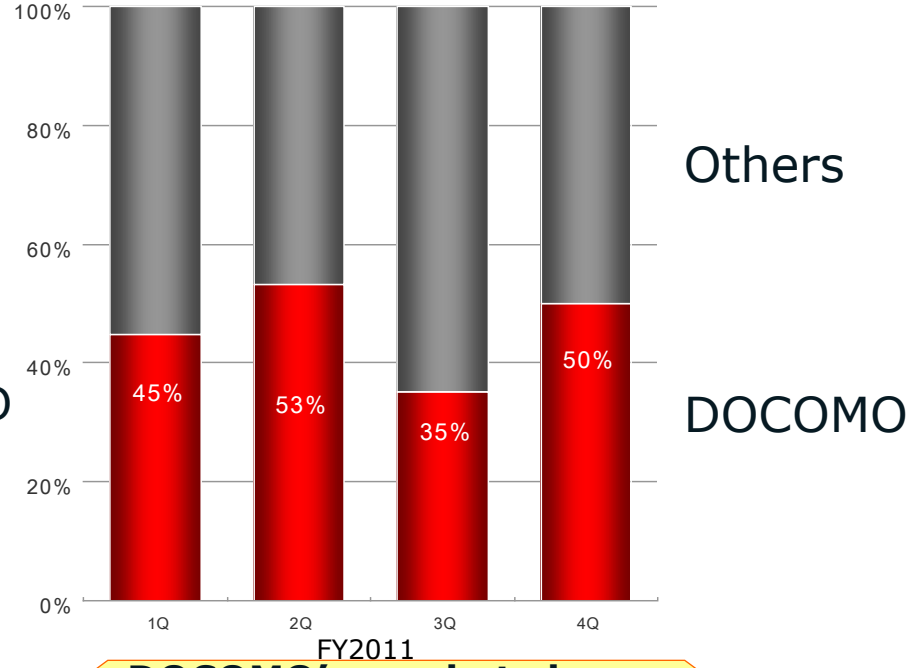
- **Expectation for Tizen**

DOCOMO's position in Japan

■ No. of Subscribers in Japan

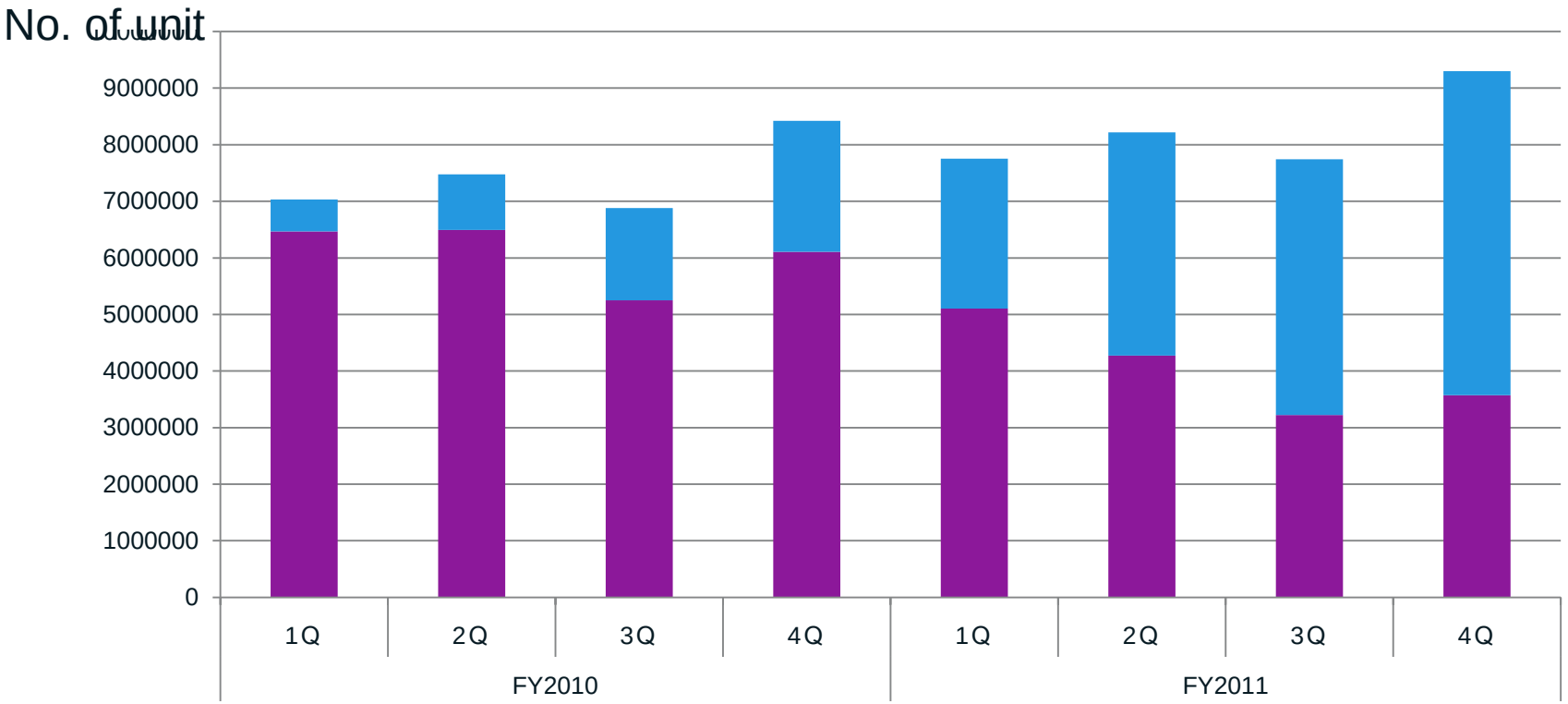


■ Market share comparison by carrier



DOCOMO's market share
Full year: Approx. 46%

Featurephone/Smartphone Sales in Japan



Product Series

New smartphone series

docomo with series

docomo NEXT series

User-friendly & brings more fun to life

Innovative & broadens your potential

docomo Tablet

Feature phones

docomo STYLE series

docomo らくらくホン シリーズ

dmarket/dmenu/DOCOMO Services

DOCOMO-operated content market

dmarket

VIDEO BOOK APPLI MUSIC

DOCOMO's wide array of services

iD imadoco? ドコモ地図ナビ

mode おサイフケータイ BeeTV メロディコール

docomo DriveNet i.ch ドコモあんしんスキャン powered by McAfee

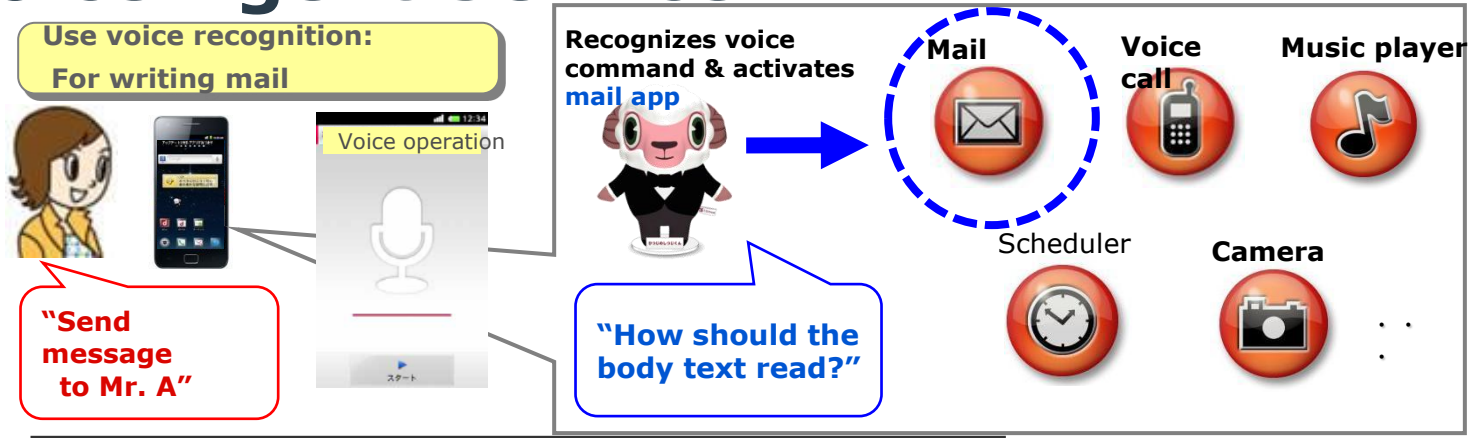
しゃべってコンシェル ケータイデータお預かり 2Dfacto powered by honto エブリスタ

DOCOMO original content portal

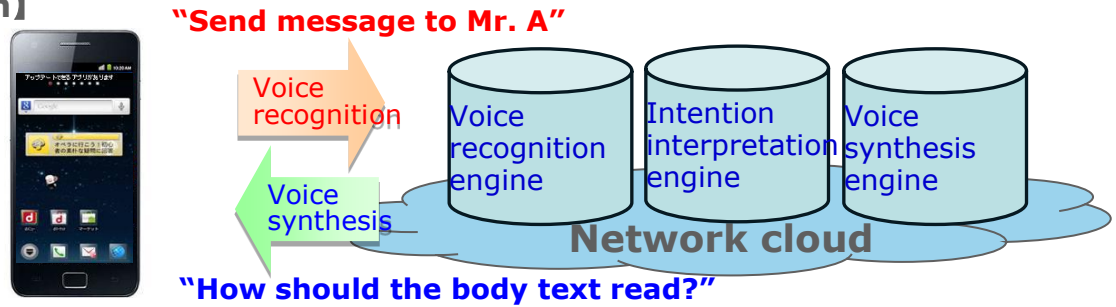
dmenu

Enrich the portfolio of services offered via smartphones

Voice Agent Service



【Voice agent service features: conceptual diagram】

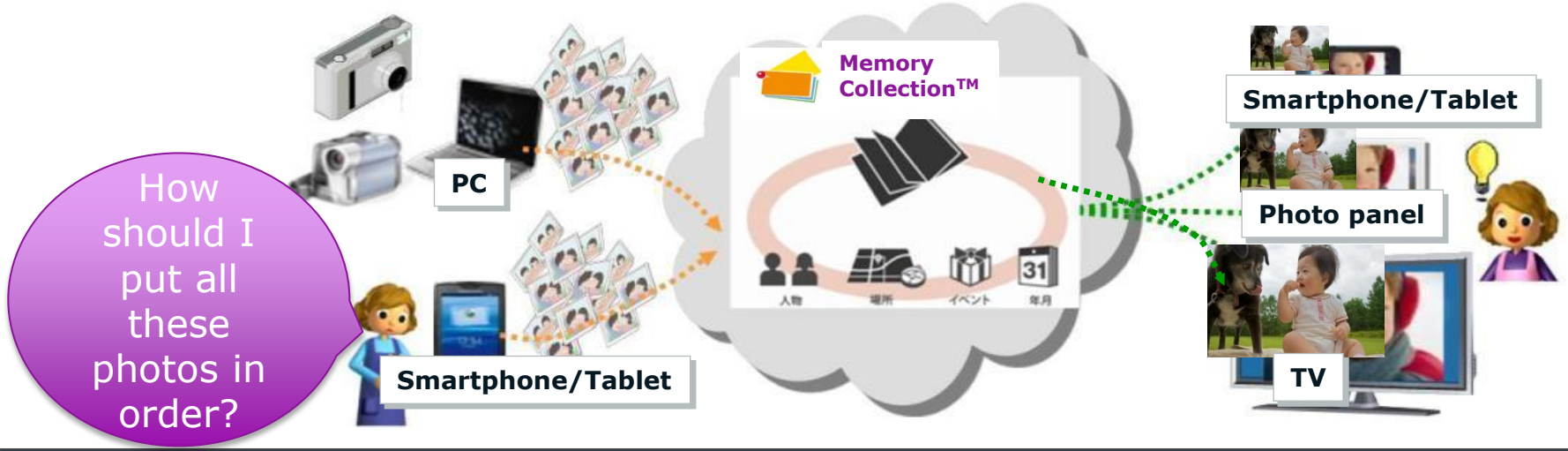


Service realized by functional split between device and network

Photo/Video Cloud Service

· Started offering a new cloud service “Memory Collection”, which automatically sorts photographs and videos stored in smartphones/PCs and rearranges them by category

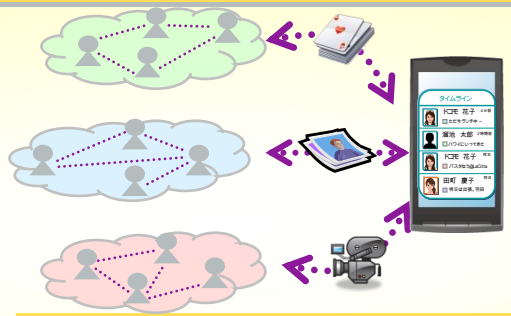
Organizes your memories on your behalf



Further Evolution of Services

Multi-device

Evolution of address book



Evolution of data storage

Evolution of online market

Evolution of service convergence

Evolution of cyber-physical convergence

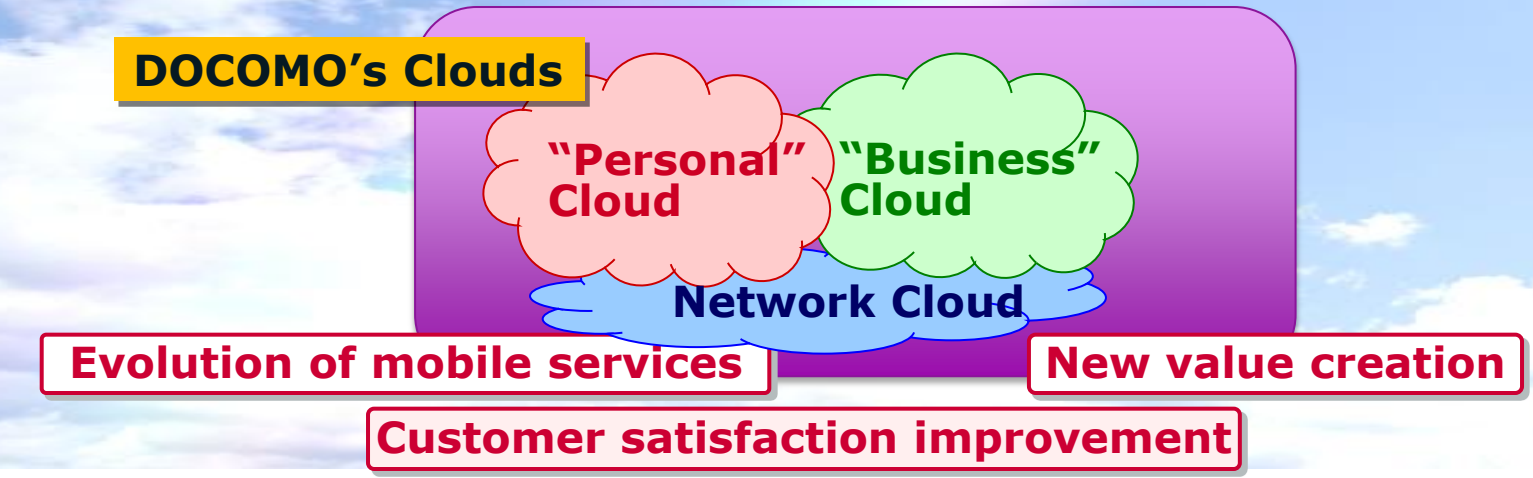
DOCOMO's Clouds

Help each and every customer lead a smart life
《 Personal life agent 》

Convenience/ Fulfillment/Efficiency

Safety/ Security

Enjoyment/ Pleasure



Evolution of mobile services

New value creation

Customer satisfaction improvement

Network Cloud

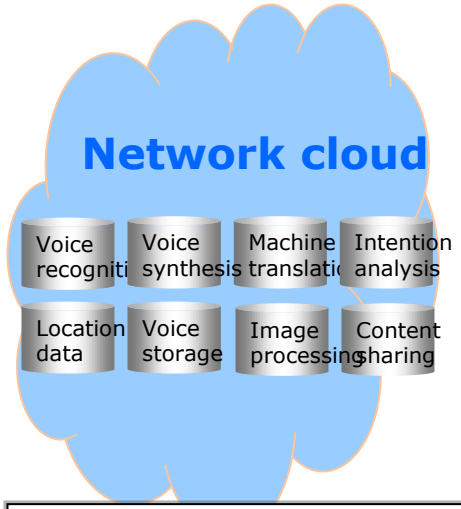
Devices

Diverse product lineup

Accessible from any device

+

Network



Advanced features uniquely available from telecom operator

=

Creation of innovative services

"Shabbette Concier" voice agent

"Translator Phone"

Mail translation function

Installation of Attractive Features

Features strongly demanded by customers

Waterproof

e-wallet

Broadcasting

Infrared data transfer

Introduction of new features/ services

Ultra high-speed

New media

Wireless battery recharging

Features for enhanced safety/security and comfort

Emergency Earthquake warning

docomo Palette UI

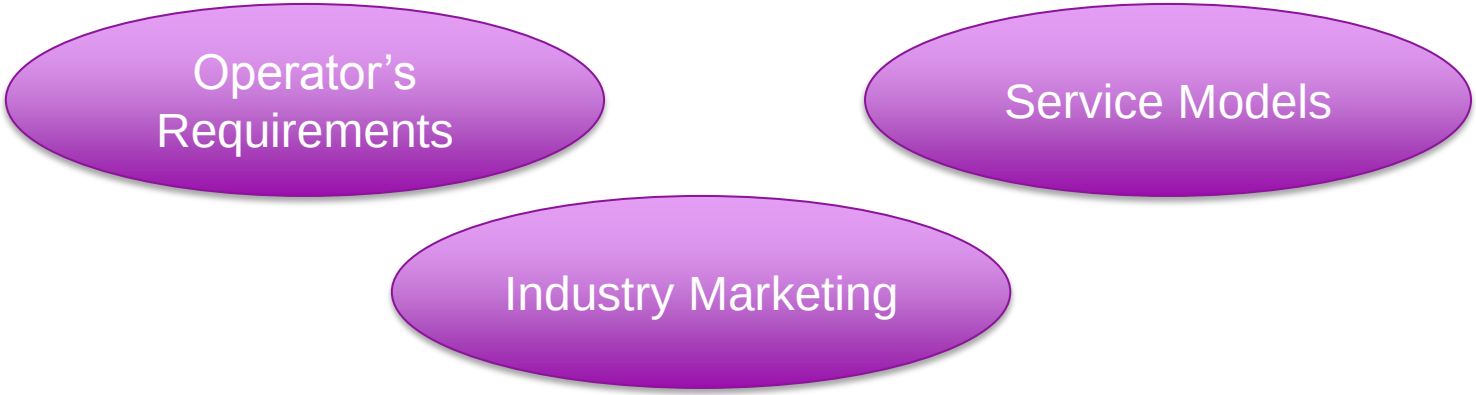
Virus Scan

Summary : DOCOMO's Service/Device Strategy towards Customer Satisfaction

For Efficient Achievement

Tizen Association

- Tizen Association guides the industry role of Tizen, including gathering of requirements, identification and facilitation of service models, and overall industry marketing and education



Board of Directors of Tizen Association

- Sprint has joined the Tizen Association
- First **North American Operator** in Tizen Association

Organization of Tizen Association

Operations Representatives

Marketing Working Group

Requirements Working Group

Other Working Groups TBD

Tizen Governance Model

Commercial Governance

Tizen Association

Board of Directors

- Platform Requirements
- Business Strategy
- App-store Requirements
- Industry Partnerships

Project Governance

Tizen Project

Technical Steering Group

Chaired by Intel and Samsung
Contribution-based Membership/Influence

- Architecture, SDK, APIs
- Community Office
- Roadmap
- User Interface
- Compliance Test Suite
- Project Office

Expectation for Tizen

HTML5 Facilitation

Openness

Innovation and Differentiation

Industry Leaders Support

HTML5 Facilitation

- By HTML5, Developers can easily and rapidly create and deliver a variety of innovative applications
- HTML5 speeds app delivery across multiple OS platforms and devices
- Tizen is the cross-device open source SW platform with a comprehensive implementation of HTML5

Openness

- Equal opportunity for OEMs to participate and benefit
- Open governance by Linux Foundation
- No restrictions on applications/services

Innovation and Differentiation

- Frees OEMs to focus on innovative, differentiated solutions
- Unleashes service providers to differentiate with value-added services

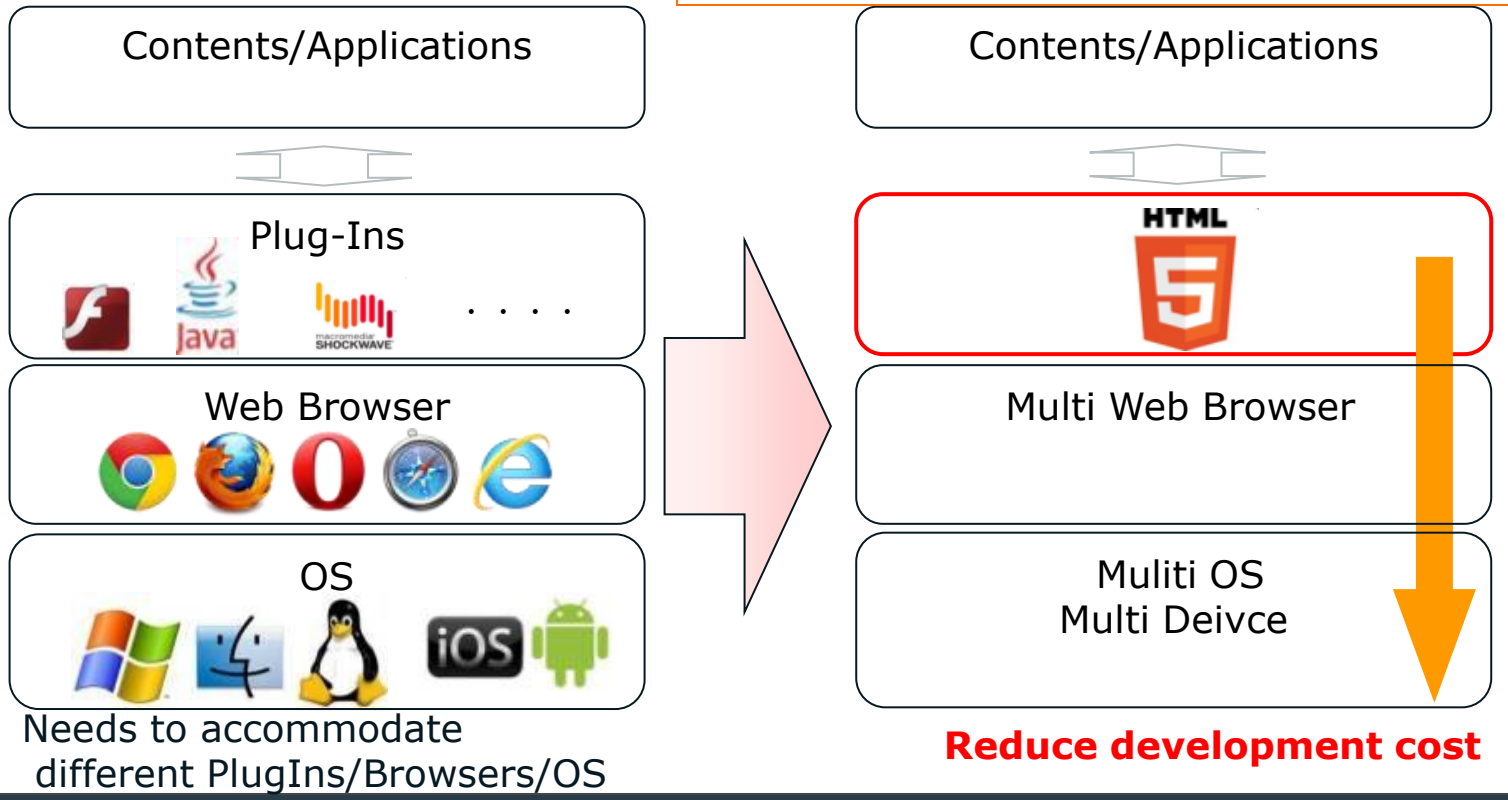
Industry Leaders Support

- World’s leading operators, service providers, device makers, and silicon suppliers unite to drive a open mobile OS

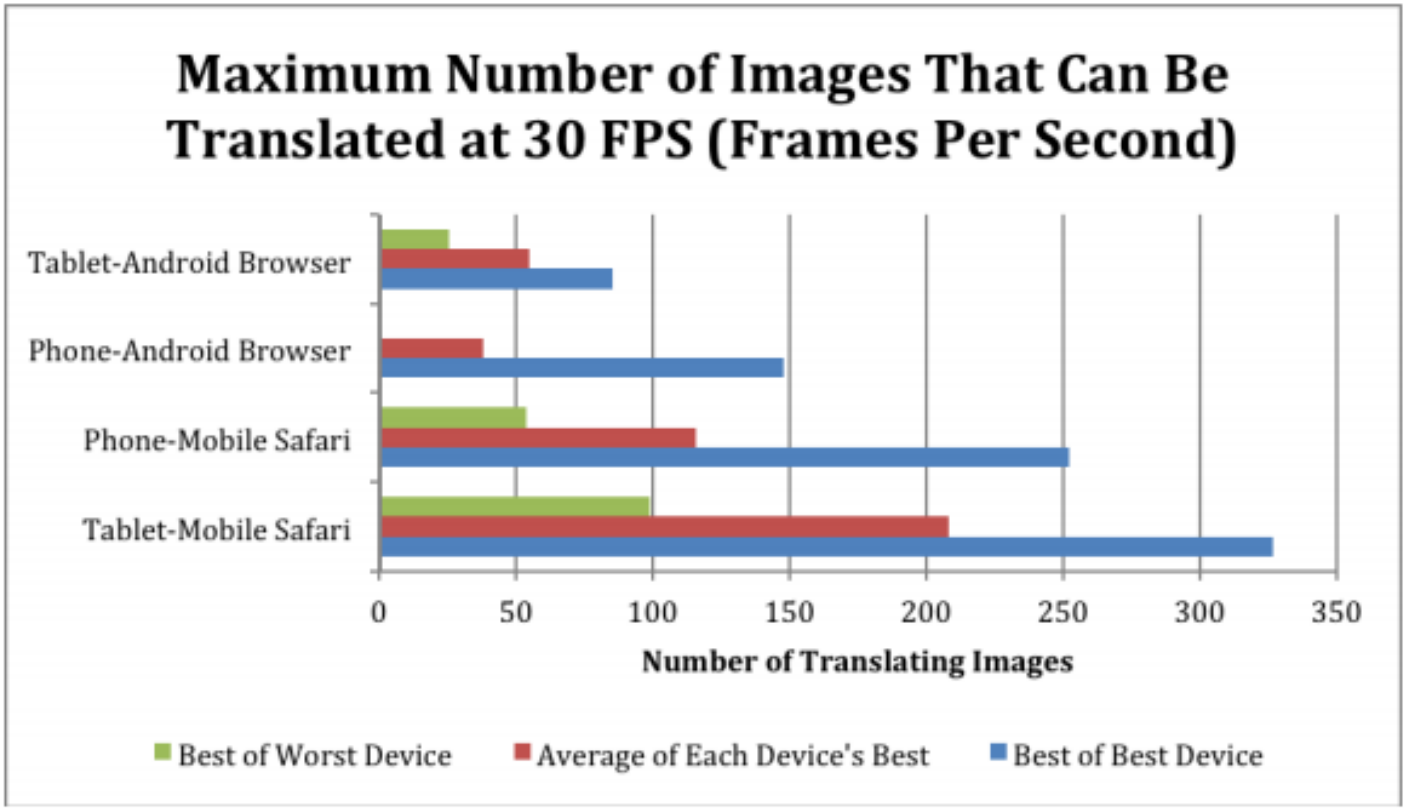
- Multiple choices of ecosystem players to deliver devices and services

Advantage of HTML5

Support for Multi Browser/OS/Device



HTML5 Performance



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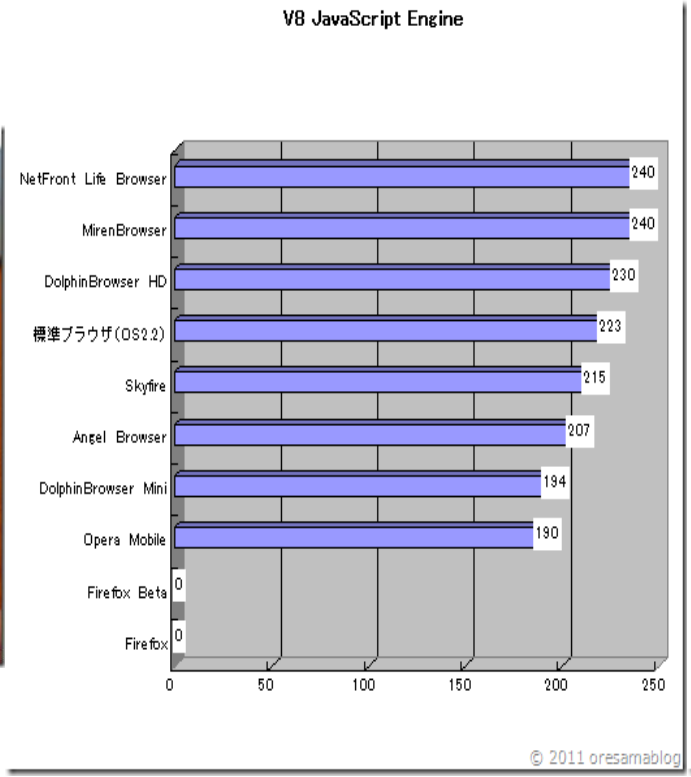
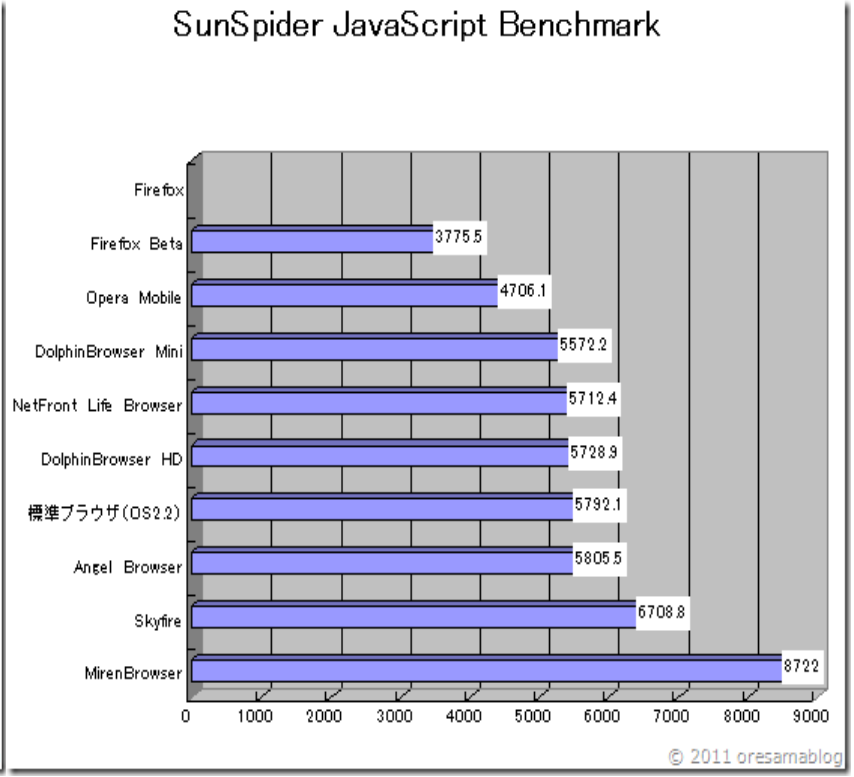
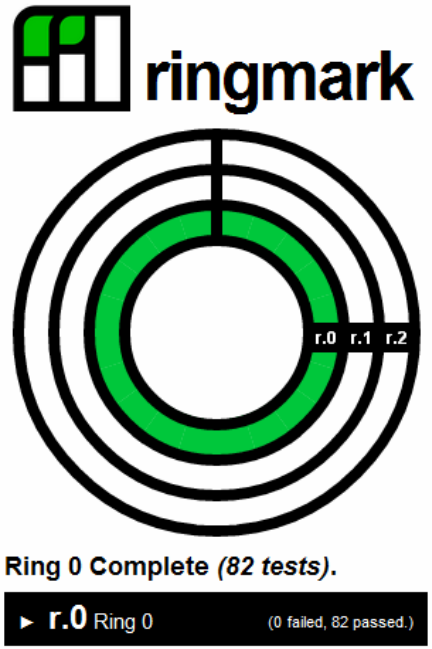
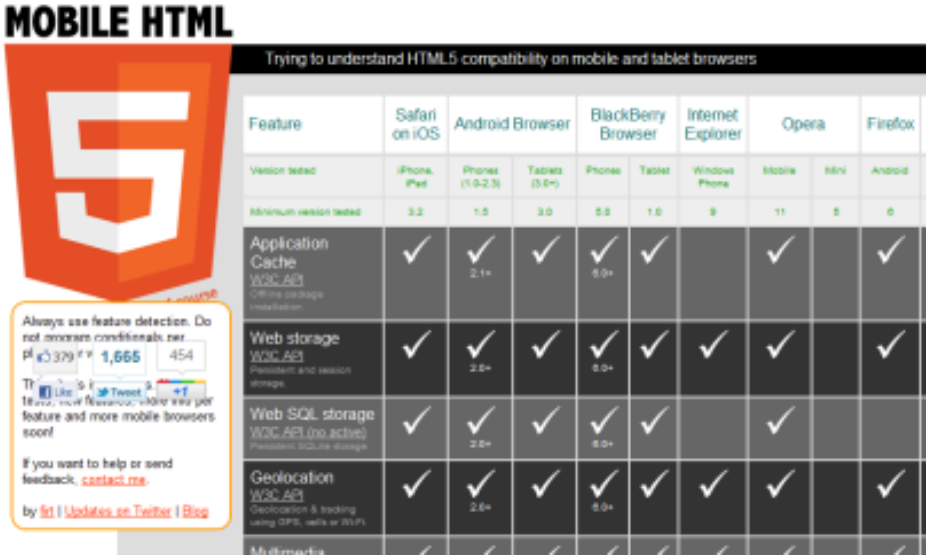




HTML5 Fragmentation

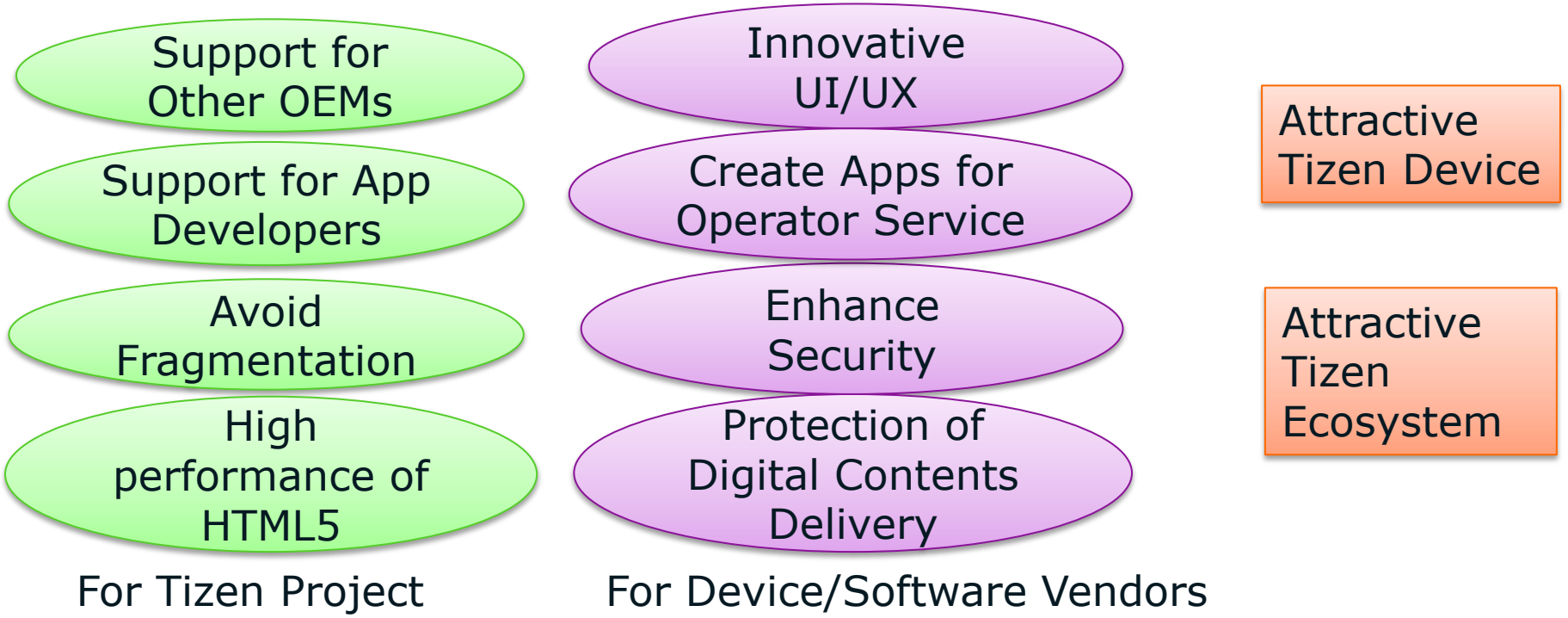




http://www.rng.io/

http://mobilehtml5.org/

Further Expectation



Role of Tizen Association

Open for All Device/Application Developers

Support Application Develop Environment

Create new business opportunities

Create Innovation!

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