

6. Measures Taken in the First Half of FY2011

Main Measures

Restoration of Communications Services

Disaster Area Support Measures

Promoting the use of Hikari Services

Details

■ Emergency restoration measures (~ May 2011)

(relay transmission lines, exchange offices, access facilities, etc.)

- ▶ NTT East prioritized its restoration measures in key areas, such as the temporary restoration of relay transmission lines, switching exchange offices to other communications buildings, and setting up portable communication facilities for use in emergency recovery.
- ▶ Restoration of residential areas through emergency restoration measures of access areas for buildings and communications facilities.

■ Measures for full-fledged recovery (May 2011 ~)

- ▶ Provide stable communications services by restoring pre-earthquake reliability levels (i.e. repairing building facilities, restoring damaged relay transmission lines through two routes)



Kitakami-machi, Ishinomaki-shi, Miyagi Prefecture

■ Support for remote health consultation services to temporary housing using video phones (May 2011)

- ▶ Remote healthcare and psychological care consultations using video phones

■ Joint provision of “Shopping Support Service” for residents of temporary housing by Seven & i Holdings Co., Ltd. and NTT Broadband Platform, Inc (July 2011)



Shopping Support Service (screen image)

■ “Oenka” congratulatory telegram service launched (August 2011)

- ▶ Decorated with the embroidered flowers of the six Tohoku prefectures to express support for recovery. Half the proceeds are donated to disaster areas.



“Oenka” congratulatory telegram

■ Collected donations from FLET’S Hikari members (March – September 2011)



■ “FLET’S Hikari Light” launched (June 2011)

Fukushima, Aomori, Yamagata, Akita From July 2011
Miyagi, Iwate From August 2011

■ Trial launch of “Timeline Collaboration System” regional healthcare collaboration platform (June 2011)

- ▶ Platform that allows different healthcare institutions to share electronic medical records on a timeline



■ Convenient and safe customer services provided in collaboration with Seven & i Holdings Co., Ltd. (July 2011)

■ Trial launch of “Energy Use Visualization Service” (tentative name) (July 2011)

- ▶ Enabling the visualization of, and access to, household electricity consumption and power company supply information through Hikari i-frame and other devices.



Energy Use Visualization Service (screen image)