

7-2. Measures in the Small Office/Home Office and Consumer Markets (cont'd)

- In FY2012, NTT East promoted the creation of Wi-Fi areas in tourist locations and shopping areas through alliances with local communities. Going forward, NTT East will work to improve use value by allowing stores, facilities, and users to use Wi-Fi areas more conveniently and easily.

Expansion of Wi-Fi Areas through Local Alliances

▶ Enhancing Services for Foreign Tourists

- Distributed “Free Wi-Fi Cards” to foreign tourists at airports and tourism information centers. Tourists can freely use the Internet and coupons during their stay (up to 2 weeks). (Miyagi Prefecture)
- Distributed tourism guides and coupon catalogs in many languages (English, Chinese, Korean, etc.) (Yamanashi Prefecture).



▶ Employing Wi-Fi Environments at Events, etc.

- Events where stamp area information is distributed upon entering a particular Wi-Fi area. By enticing attendees to explore the stamp areas, they are led to various areas (Nagano Prefecture Lantern Festival).



Efforts to Increase Use Value for Shops and Users

▶ Push-Type Information Distribution

- Built and developed a framework that automatically distributes information about bargains, coupons, and events to smartphones and other devices.

▶ Enhancing Support for Commercial Areas and Shop Owners

- Enhanced operational support with use environment settings support and registration and updating of shop information and coupons.

Registration and updating of shop information/coupons



Increasing Number of Access Points

- Projected to reach 70,000 AP by FY2013 through the use of Hikari Station

End of FY2011
7,000AP

End of FY2012

40,000AP

End of FY2013
(projected)

70,000AP