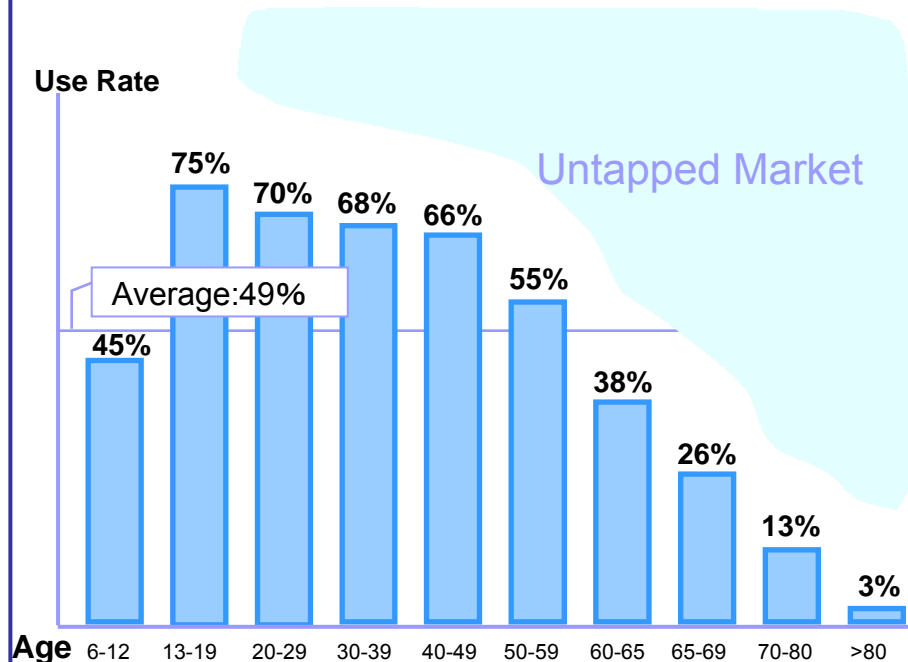


# 8. Building New Hikari Usage Models

- Through alliances with local communities and businesses, NTT East worked to expand Hikari by building models for usage that employ Hikari to make life and work more simple, more enjoyable, and more convenient.

## Status of Broadband Use

- The broadband use rate is 49%.
  - The use rate among young people is high, but the use rate of persons 60 or older falls below the average use rate.
- Need to build new Hikari usage models besides high-speed Internet connections.



Source: 2012 Information Communication White Paper  
 Broadband: DSL, CATV, FTTH, FWA, BWA, 3G (including data transmission), and LTE

## Structuring Hikari Use Models

- NTT will engage in active support through Hikari and ICT use towards assisting those who are new to broadband and revitalizing local communities.

### Collaborations with NPO corporations

Provide tablet device instruction courses for senior citizens through collaborations with NPO corporations

### Local Community

Built an information distribution model with the Omoe fishing cooperative (Iwate Pref.). Through the cooperative, introduced FLET'S Hikari to union members at approx. 400 locations.

Health/Healthcare

Education/Learning

Smart Life Made a Reality by

FLET'S Hikari



Shopping

Picture/Video

### Smart Town

Took part in "Fujisawa Sustainable Smart Town" project. In addition to introducing FLET'S Hikari, supported energy visualization and communication among residents.



### Smart Meter

Jointly participated in "Tokyo Electric Power Smart Meter Business" with Toshiba