

6. Initiatives to Promote Use of Hikari to Date

- In an effort to promote the use of Hikari, we have expanded our services and entered into alliances with diverse players to provide a wide variety of Hikari applications to customers.

Use in business fields

- ▶ Expansion of Biz Hikari Cloud series in the local government, healthcare and education sectors
 - Provide “Safety Verification Service” during disasters, “Future Clinic 21 Warp” electronic medical records for use in clinics, and “Omakase Kohmu”
- ▶ Use of ICT in business situations
 - Work with PC vendors to offer total support, from sales to operations
 - Supply monitoring cameras in response to the need for remote surveillance (Planex Communications)
 - Collaborate to expand popularity of the latest in karaoke equipment: “Live Dam Gold Edition” (Daiichikoshō Co., Ltd.)
 - Cooperate using “FLET’S Azukeru Pro Plan” to provide storage for business use with heightened security, using connection verification



Promotion of consumer use

- ▶ Improve imaging services
 - Cooperate to provide “TSUTAYA Stick,” a smart-TV device that allow viewers to enjoy “TSUTAYA TV,” the HD image distribution service (T-Media Holdings)
 - Collaborate to provide a wide variety of video and audio content
- ▶ Support the use of ICT in everyday activities
 - Organize a “Showa Retro Fureai” ICT experience event targeted at seniors
 - Support use of ICT in “Fujisawa Sustainable Smart Town,” a project aimed at reducing CO2 emissions



Responding to the increase in use of Wi-Fi devices

- ▶ Work with regional organizations to expand Wi-Fi areas
 - Free W-iFi targeted at foreign tourists (tourism organizations in Yamanashi, Yokohama, Nikko, Tohoku, etc.)
 - Utilize Wi-Fi environments at events (Akihabara, Kiyosato, Kitakata, etc.)
- ▶ Launch model trial of Hakone O2O (Online to Offline) to propose new approaches to travel (Recruit Lifestyle)

