

Enhancing the “ie deji” Lineup (1): Lifestyle Support Services

- Going forward, develop services for various communities that will invigorate communications.
- As a first step, we plan to provide, in association with our collaborative partners, “family oriented” services focused on housewives. Such devices will combine: 1) communication services that the entire family can enjoy; 2) tablet handsets that anyone can easily use; and 3) support that will provide peace of mind.

Community Invigoration

Increased desire to strengthen family bond after disasters.

Family

“New / big family”

The big family that stays close even when they are living separately.



Develop services for various communities

Community groups

Regional, pets, beauty, etc.

Schools

Lessons, cram schools, cooking schools, etc.

【Step one】 Family-oriented services

- Services that invigorate family communications.
- Tablet handsets that anyone can easily use.
- Troubleshooting support services, including settings and operating instructions, that provide peace of mind.

NTT West Group and collaborative partners

【Aeon Group, Sharp Group, etc.】

Internet

(FLET'S Hikari, etc.)

Wi-Fi

【Service menu】

- Family recipes
- Lifestyle knowledge
- Online supermarkets

※Provided by Aeon Group

【Service menu】

- Family schedulers
- Family albums
- Electronic books

※Provided by Sharp Group