

Promotion of Hikari Wi-Fi

➤ With the concept “We use Hikari at home,” offer an environment enabling FLET’S Hikari users to use Wi-Fi devices both inside and outside their homes.

Promotion of “*ie deji*” business
“We use Hikari at home”

Increase Wi-Fi use scenarios
“We use wireless* outside the home”

*Public wireless LAN, 3G



◆ Enhancement of Wi-Fi goods
• Price cuts for wireless LAN options

◆ Bolster marketing
• Proposal of defaults for Wi-Fi goods

◆ Enhancement of support
• Set up wireless LAN devices, security consulting, etc.

◆ Diversification of services available outside the home
• Provision of Hikari Portable

Promotion of Wi-Fi use at home

Expansion to outside the home