

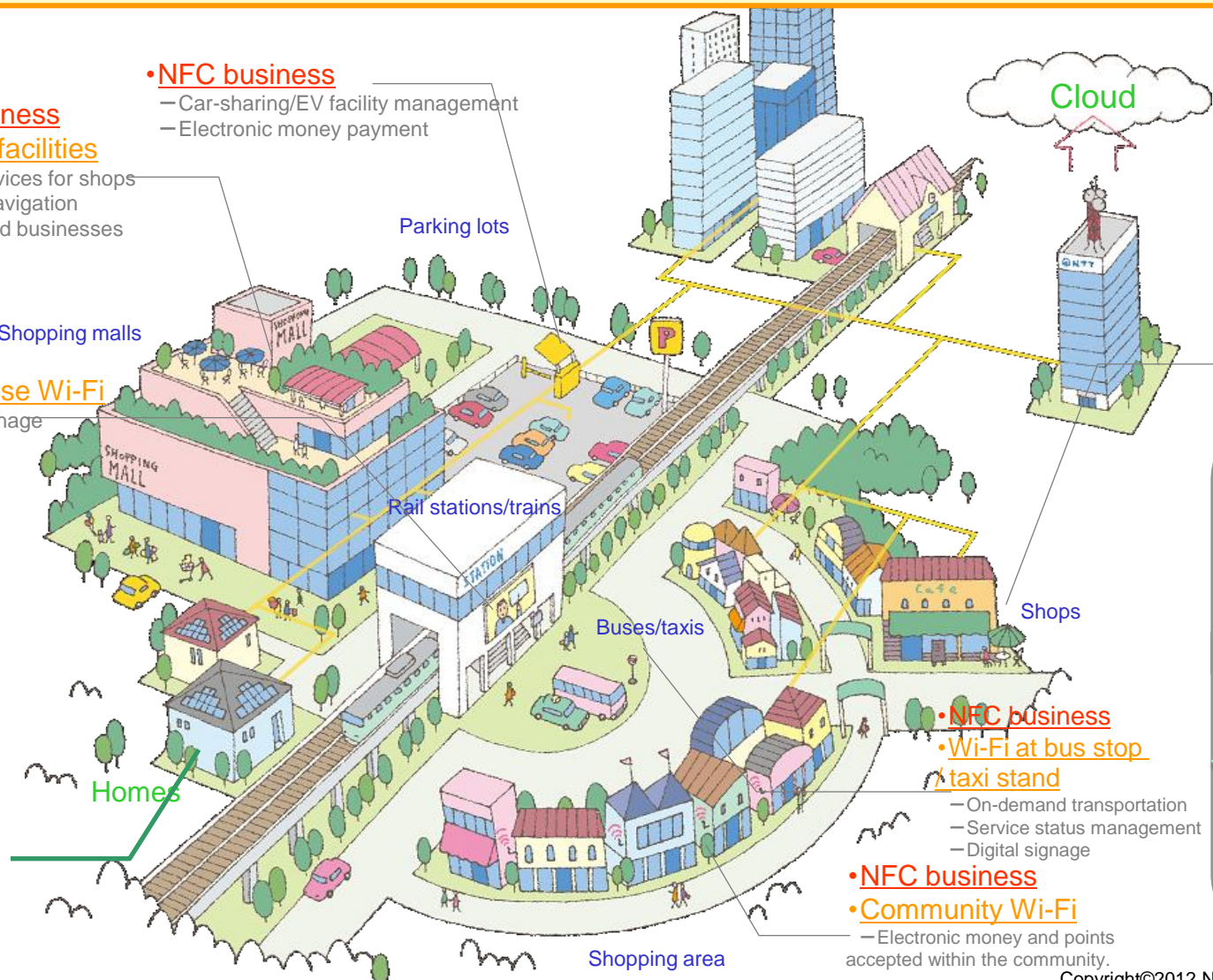
Image of *Machi-de-ji* (Town Digitalization)

➤ The concept to build **Hikari + Wi-Fi and NFC*** terminal infrastructure in various locations around town and to offer more reasonable and more convenient services in collaboration with service operators through the creation of smartphone-linked services. In particular, NTT West is directing its efforts into NFC businesses, which are expected to grow going forward.

- **NFC business**
 - Car-sharing/EV facility management
 - Electronic money payment
- **Wi-Fi for facilities**
 - Cloud services for shops
 - In-store navigation
 - 020-related businesses

- **On-premise Wi-Fi**
 - Digital signage

- **le-deji**
- **Energy**



*NFC: Near Field Communication (near-field wireless communications technology)

- **NFC business**
- **Wi-Fi for shops**
 - Cloud services for shops
 - Electronic money payment

- **NFC business**
- **Wi-Fi at bus stop / taxi stand**
 - On-demand transportation
 - Service status management
 - Digital signage
- **NFC business**
- **Community Wi-Fi**
 - Electronic money and points accepted within the community.

