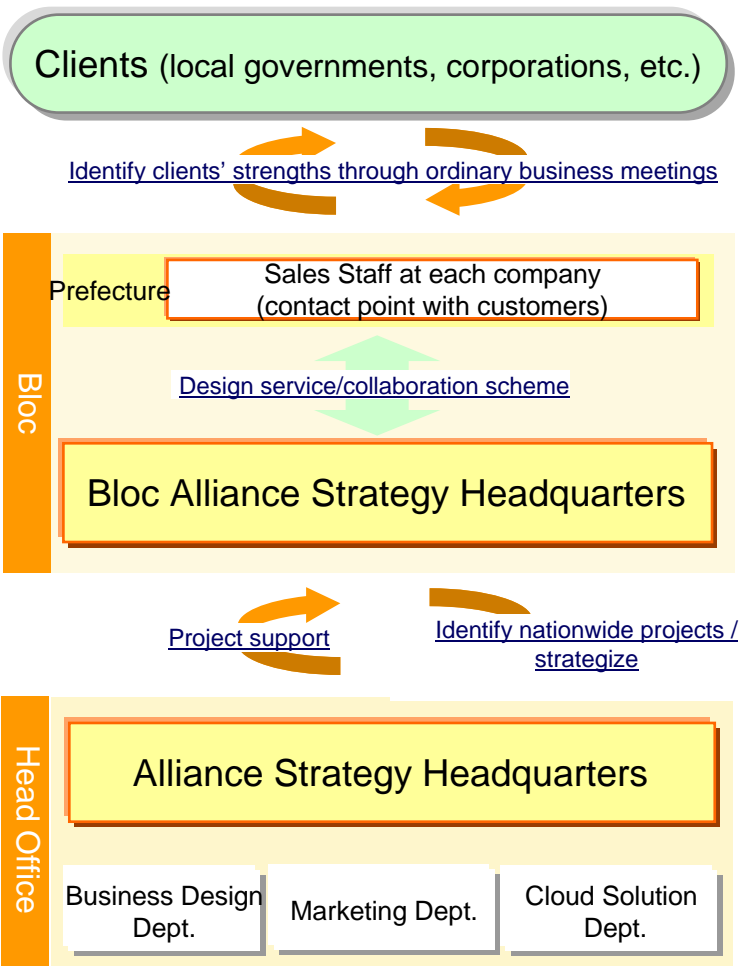


- Effective sales promotion with twin pillars of direct channel and external channel (B2B2C/B2G2C marketing)
- Create new services by combining the strengths partners and NTT West's ICT technology (transforming clients into partners)

Alliance Promotion Framework



Some Alliance Examples

- **Tenmaya Store: online grocer**
 - Provides an online supermarket service to PC and smartphone users by building a dedicated website for Hikari BOX+. This service can also be used by those who are not used to operating PCs by using their home TVs via remote control operation. (From Jan. 2013)
- **Shogakukan, Hamagakuen cram schools, NTT Learning Systems: New Education service**
 - Offering "TV Dora-Zemi," a lecture video streaming service to Shogakukan Dora-Zemi students through Hikari BOX+ and "ELNO," an e-learning service provided by NTT Learning Systems Corporation. (Lectures are given by Hamagakuen teachers). (From Apr. 2013)
 - Launched "SirBeT," an easy search service provided by NTT Learning Systems Corporation at Hamagakuen's "Web school." SirBeT is a service that distributes lecture videos relating the textbooks users took pictures of on their smartphones or tablet devices. (From Dec. 2012)
- **Yokogawa Medical Solutions, NTT SmartConnect Corporation: cloud service for medical institutions**
 - Developed and launched a service that stores medical image data, taken electronically via CT and MRI by medical institutions, at data centers. (From Apr. 2012)
- **RKB Mainichi Broadcasting: Easy TV shopping via remote control**
 - Carried out joint trial with the aim of realizing a service that enables FLET'S Hikari Next subscribers who engage in TV shopping via terrestrial digital broadcast to purchase products by simply using a TV remote control. (From Dec. 2012 to March 2013)